

**THE  
MACARONI  
JOURNAL**

**Volume XXI  
Number 8**

**December 15,  
1939**

*The*  
**Macaroni Journal**



Braidwood, Illinois

December 15, 1939

Vol. XXI, No. 8

*Seasonal Greetings*

*May the Spirit of the Christmas Season  
fill the hearts of all members of the  
Macaroni Industry and its many friends.  
May the New Year bring all improved  
business conditions, Contentment, Peace  
and Cheer.*

National Macaroni  
Manufacturers Association

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI  
Published in U. S. A.



*For your patronage during the past year we desire to express our appreciation. May the New Year bring you Health, Happiness and Prosperity*

*Alfred J. Rossotti*

President



**ROSSOTTI LITHOGRAPHING CO., INC.**

NORTH BERGEN—NEW JERSEY

ESTABLISHED IN 1899—OUR FORTY-SECOND YEAR—1940

## December Business Disappointing

**Association President J. Harry Diamond reports Macaroni trade at low ebb for the year end. Invites stronger support of Association's activities.**

President J. Harry Diamond of the National Macaroni Manufacturers Association and chief executive of Gooch Food Products Co., Lincoln, Nebr., conferred with Secretary M. J. Donna on December 6, at the headquarters of the National Association in Braidwood, Illinois. Plans for the Mid-Year meeting in Chicago, on January 22, 1940, and of the Board of Directors of the organization on the preceding day, were discussed and a program of vital interest to all manufacturers was tentatively approved.

More important to the trade was President Diamond's statement on conditions currently confronting the macaroni-noodle trade. Everywhere, he found manufacturers worrying about stagnant conditions that have caused a very general curtailment of production at a season when plants are usually running full blast.

He blames the unusually heavy September and October demands for the subnormal conditions that appear to be nation-wide. In his visits with manufacturers in the Central States, he finds that plants that normally operated at capacity in November were running about half-time and the executives were worrying about this unusual situation.

During the last week in November

he conferred with a group of manufacturers in St. Louis and found conditions there as he had found them in his home territory—quite unsatisfactory. The situation in the Chicago region was similar. All seem to be suffering from the effects of a buying spree created by the war scare early in September. Jobbers and retailers had over-bought and are now striving to move their stocks before reordering in any quantity.

"As the year draws to a close," says President Diamond, "jobbers and distributors will naturally keep their stocks low for inventories. Orders will be few and small. This makes the outlook for the rest of December anything but bright.

"I hope that every manufacturer will realize that this situation is nation-wide; that it is no time to try and force a market that is non-responsive, thus augmenting a situation that is already so unsatisfactory.

"Reducing prices at this time is the worst thing that a manufacturer could do. It will not only retard recovery early in the new year but make it almost impossible to regain our current position when the trade will again become normal after the holidays. Let's stand firm. Let's not crowd the market. Wheat has again

hit the dollar mark and will remain relatively high because of conditions across the water. It's no time to be stampeded into doing anything for which we will be sorry and from which the entire industry will suffer."

President Diamond and Secretary Donna discussed plans for a drive for new members during December, 1939, and January, 1940. There are so many important matters confronting the industry—new standards for macaroni products, the defective or slack-filled package problem, leveling off of production by increasing consumer consumption during all seasons of the year, et cetera—all problems that can best be solved by a more strongly united industry. There seems to be no good reason now for not supporting the national organization in its unselfish objectives.

Letters of congratulation and of appreciation were drafted for mailing to four new firms that have recently volunteered their membership under the very reasonable scale of Association dues that now prevails. President Diamond hopes that their good example will encourage others to realize their obligation to join the National Association as supporting and cooperating members.

## New Association Members

Three new members have been enrolled as active and cooperating supporters of the National Macaroni Manufacturers Association and a fourth firm has expressed its willingness to join as of January 1. The enlarged program of helpful activities and the more reasonable scale of Association dues now in effect is creating increased interest among many who feel that they should belong to the national organization of their industry. The three firms, whose example should be followed by others, are:

### Active Members

Ferlita Macaroni Co., Tampa, Fla., represented by G. R. Ferlita.

The De Martini Macaroni Co., Brooklyn, N. Y., represented by V. Giatti.

### Associate Member

Crookston Milling Co., Crookston, Minn., represented by J. J. Pad-den.

### Current Scale of Association Dues

The schedule of Association dues as now in effect is such that no progressive firm in the country should longer withhold its membership.

Five classes are provided for manufacturers, based on the average daily production of their plants. These are:

Active Members	Average Daily Production	Annual Dues
Class "A"	Over 100 barrels	\$200.00
Class "B"	50 to 100 barrels	100.00
Class "C"	25 to 50 barrels	50.00
Class "D"	15 to 25 barrels	25.00
Class "E"	Under 15 barrels	15.00
Associate Members—\$100 a year.		

Dues are payable annually on January 1 each year, or semi-annually on January and July 1 (even quarterly when desired).

Many firms that are now holding Active memberships are planning to increase their classification to the upper brackets under the low scale now in effect. Non-members are invited to volunteer, their memberships to be effective January 1, 1940.

## Special Committee on Defective Packages

Because of the activities of the several government and state agencies in picking up packages of macaroni products which they allege are defective, or slack-filled, etc., a serious problem has been created that is causing manufacturers in various parts of the country much worry and considerable expense.

To consider a plan for uniform action to protect the interests of manufacturers who wish to obey the law

in fact and in spirit, President J. H. Diamond of the National Macaroni Manufacturers Association has appointed a special committee to study the whole matter and to recommend a uniform practice for general adoption.

Joseph J. Cuneo, Vice President of N.M.M.A., Connellsville, Pa., has been named chairman of this special committee. Others on the committee are—Edward Z. Vermlyen of A. Zerega's Sons, Inc., Brooklyn, N. Y.;

J. C. Luehring of Tharinger Macaroni Co., Milwaukee, Wis.; Guy LaMarca of Prince Macaroni Manufacturing Co., Boston, Mass., and C. W. Wolfe of The Megs Co., Harrisburg, Pa. B. R. Jacobs, director of Research of N.M.M.A., is an ex-officio member of the committee and presided at the organization meeting of the committee held in New York City on December 6. He will report on the action taken by the committee. It appears elsewhere in this issue.



QUALITY  
IS  
SUPREME

IN

TWO STAR

★ ★ MINNEAPOLIS MILLING CO. ★ ★

MINNEAPOLIS, MINN

# THE MACARONI JOURNAL

Volume XXI

DECEMBER 15, 1939

Number 8

## Let's Hold Our Heads and Keep Our Balance

On general principles, the Macaroni-Noodle Manufacturing Industry of America will be affected, favorably and unfavorably, by the current war in Europe. Temporary gains will be offset by long-time losses in this as in all other lines of business.

The two timely releases appearing below voice the experienced thinking of the business leaders of the country who are members of the Chamber of Commerce of the United States, representing the organized activities of 800,000 business men. They are worthy of the deepest consideration of those who wish to avoid the consequences of war.

### Business and War

The world at large knows—only too well—the appalling effects of war. Death, destruction and despair are the harvest it reaps.

But these are not the only effects. Its repercussions extend far beyond the countries which bear the brunt of its scourge. The machinery of peacetime is thrown out of gear. Constructive energies are directed to destructive ends. World resources which should go to the building up of civilization are used to tear it down.

Experienced business men know that they stand to lose more than they can possibly gain by these dislocations. The havoc and the ruin must be paid for—in the end.

The price of war is not only the immediate destruction it involves—the lives that are lost, the wealth that is shot away on the battlefields. Its aftermath is depression. Debts go unpaid, trade stagnates, industry halts, jobs decrease, while the world struggles painfully and slowly back to its feet. We know by experience, moreover, that the effects of depression are, like the effects of war, worldwide.

The United States is, happily, not at war. It can serve the cause of peace by staying out of war. The responsibility for keeping it out rests with the American people—all of the people. It is for them to choose the course to be followed and to foot the bills for whatever costs it may involve.

A situation such as this calls for the exercise of understanding, forbearance and sound common sense. This applies to employes as well as employers, to consumers as well as producers, to workers as well as investors. It applies to those who rely upon government for protection as well as to those who administer its policies.

That is the spirit which should animate the Macaroni Industry. It is the spirit which will carry us through this time of stress and storm. It is the spirit which will pave the way to greater prosperity and a better order of living and enable us to play a constructive part in rebuilding a war shattered world.

### War and Prices

The people of the United States are united in the determination to keep this country out of war. That we can do, if we keep our heads cool and do not allow our emotions to run away with our convictions.

We can avoid war—but we cannot hope to avoid altogether the effects of war.

Trade is disturbed. Risks are multiplied. Industries are subjected to abnormal demands. Materials and supplies which ordinarily are used to meet peacetime needs are diverted to destructive ends.

Those effects are not limited to the countries actually at war. Although we are separated by a wide ocean from the area of conflict, they are felt in every town and city of the United States and even on the farms which produce the supplies that go to sustain the fighting populations. In this respect we cannot wholly isolate ourselves.

In a situation such as this, therefore, it is of the utmost importance that we keep our balance, that we do not permit hysteria to get the better of our common sense, that we do not indulge in a scramble for temporary gain which will end in permanent loss.

This applies to every one of us—buyers as well as sellers, consumers as well as producers.

Certain price adjustments are inevitable because, in a time of war, some costs are bound to increase. This is especially true of imported commodities. The hazards and losses of overseas transportation are only too apparent.

But runaway prices cannot be condoned from any point of view. Profiteering leads to its own downfall. The last state of the business that engages in it is worse than the first.

No fixed rule for price regulation, which will bear equitably on all types and units of trade and industry in all places, can be laid down. This being true, it is of supreme importance that each of us, in our own sphere of activity, exercise prudent restraint and not allow ourselves to be stampeded by the tremors of a far-off conflict.

# A Practical Method of Determining Color in Fresh and Frozen Egg Yolks

Quantitatively Ascertained to Satisfy Buyers

By A. W. Turner and V. Conquest

Armour and Company,  
Research Laboratories

*The method of determining color by measuring the pigment quantitatively is standard in a number of food industries. Its application to egg yolks has not been formulated heretofore for general information although the method described has been applied to egg yolks for a number of years by many of the leading makers of quality egg noodles.—THE EDITOR.*

The increasing demand for commercially packed egg yolk of a definite color designation has brought about the need for a rapid method of determining quantitatively the amount of pigment present in any given sample of egg yolk. The purpose of this article is to present such a method to the egg industry and to the manufacturers of egg noodles and other foods requiring egg meats in their production. The prime consideration in developing the technic described below has been simplicity. All unnecessary manipulations in the procedure have been eliminated. The bare essentials are all that remain of the analytical method first studied by the authors.

The first method which was employed was that of observing the position and intensity of the absorption bands of egg yolk pigments which had been extracted from the yolk with acetone, ether or carbon tetrachloride. The angular-vision spectrometer was used for this work. It was observed that the positions of the various absorption bands were approximately the same in all samples of mixed yolks. The intensity of the absorption bands varied widely as would be expected. Yolks which had been analyzed by this procedure were used in making egg noodles. The pigments in the noodles were extracted with one of the solvents mentioned above and the extract was examined spectroscopically. The absorption bands of the noodle extracts showed a definite correlation to those bands found in the yolks used in preparing the noodle. However, it was very apparent that this technic was practical only when samples could be sent to a centrally located laboratory. The method is too complex for general use. It is a purely chemical method and is not recommended for practical control of yolk color.

The second method of determining yolk color which was used was a colorimetric method. A quantity of yolk was extracted with a definite amount of acetone. Acetone precipitates the protein portion of the yolk and dissolves out the fatty materials which carry the pigments. The acetone extract was filtered and compared for color intensity against a standard potassium dichromate solution in a Duboscq colorimeter. Sandor Terenyi (Zeitschrift für Untersuchung der Lebensmittel 62 (1931) 566-71) determined the color of egg yolks by extracting the pigments from them with an alcohol-ether mixture, and standardized his colors against a potassium dichromate solution of known strength. This system of color determination was satisfactory but was considered too cumbersome for plant adaptation.

Many produce establishments are using color paddles for determining yolk color. The paddles are usually made of wood or metal and are painted varying shades of yellow. The yolk is placed on the paddles and judged visually for color intensity. This method of color classification was found to be entirely unsatisfactory in all instances.

Color standards made with paint pigments do not present the natural appearance of translucence found in yolk and this prevents a painter from matching the exact color picture of egg yolk. The paint pigments also fade during storage, which is another factor which ruled out the paddle system. Furthermore, the paint pigments used in making the color paddles are usually mixed together in a manner which is not quantitative. This factor prevents the possibility of making color standards on a scientific, universally standardized basis when paint pigments are used. Certain mixtures of pigments and translucent materials can be made which when placed in a test tube have the natural appearance of egg yolk. However, these mixtures are impractical from the standpoint of fading and represent an unscientific approach to a chemical problem.

Another very serious objection to the use of paint pigment standards and other pigment mixtures is that during freezing and storage certain physico-chemical changes take place

within the yolk which makes the product more opaque. A loss of some of the translucency of yolk during freezing naturally makes it appear lighter in color after it has been thawed. There is, however, very little actual pigment lost in frozen yolks during storage periods of 12 months. This was demonstrated colorimetrically. It is merely the physico-chemical change in the frozen yolk which brings about a difference in the appearance of the yolk. The degree of change which takes place during freezing is dependent in part upon the temperatures and holding times used.

The color paddles and color mixtures being used to classify fresh yolk color are, therefore, unsatisfactory from many points of view. The Munsell system of color notation was also used for this work and was found to be unsatisfactory for practically the same reasons that paint pigments can not be used. The Munsell system has a scientific background but is lacking in the other requirements for a good color notation method.

During the spectroscopic and colorimetric determination of coloring matter in yolk described above the observation was made that small differences in yolk color could be detected with the naked eye by comparing the acetone extracts of yolk with standard potassium dichromate solutions against a pure white background. This led to the final adoption of a method which is satisfactory because:

1. A plant man can use it.
2. It is inexpensive.
3. Freezing and thawing of the samples do not affect its usefulness.
4. It is based upon universal and scientific standards.
5. The translucency of egg yolks does not interfere with it.
6. It is rapid.

The directions for the method are as follows:

1. Weigh out five grams of yolk into a beaker and to it add 95 c.c. of C.P. acetone. Stir well and break up the lumps of yolk with a stirring rod until the pigment of the yolk has been entirely extracted from the yolk pro-

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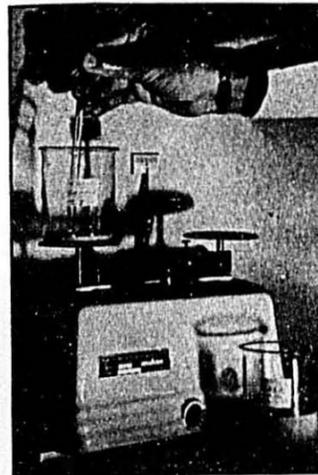


Fig. 1



Fig. 2

teins. Filter the yolk-acetone mixture through a filter paper and into a Nessler tube.

Prepare several standard aqueous color solutions of C.P. potassium dichromate of the following concentrations: .02%, .03%, .04%, .05%, .06%, and .07%.

## 1939 Durum Facts

The total 1939 durum wheat crop according to preliminary figures compiled to November 10, 1939, and recently released by the Crop Reporting Board of the Agricultural Marketing Service, is slightly in excess of 33,144,000 bushels. Acreage, yield per acre and other facts are obtained from data furnished by crop correspondents, field statisticians and cooperating State agencies.

The average yield per acre in the several durum-growing states in 1939

Pour some of the dichromate standards into another Nessler tube and place both Nessler tubes next to each other and against a dull white background in diffused light so that no shadows fall on the white background. Determine by careful observation which of the two colors (the yolk-acetone mixture of the dichromate standard) is the darkest. Repeat using the same yolk-acetone solution but another of the dichromate standard color solution until the nearest possible match is made between the dichromate and yolk-acetone colors. Note the strength of the standard dichromate solution which is the nearest match to the yolk-acetone color. Record the results and proceed to the next sample of yolk.

A good plant procedure would be to classify yolk meats as either dark or light in color. This may be done by designating all yolks whose acetone extract colors as determined above equal or are darker than the color of the .03 per cent dichromate standard as being dark yolks. All yolks whose acetone extract colors are weaker than the .03 per cent dichromate standard should be classed as light-colored yolks.

Further simplification of yolk color standardization in the plants preparing frozen yolks can be effected by testing the color strength of several batches of fresh yolk by the acetone extraction method described above the first day of the breaking season. A part of the first batch of yolk which matches the .03 per cent dichromate standard should be placed in a screw-cap two-ounce clear glass jar. Use this sample of yolk as the color standard for the yolks packed the first day by placing some of the yolk from the succeeding batches in other similar two-ounce jars, setting them next to the yolk standard in a well lighted place against a white background and noting if all the batches of yolk are as dark in color as the batch of yolk which was found to be satisfactory. Discard the color standard of yolk used the first day and substitute some of the yolk of the new batch as the fresh color standard. This procedure can be used indefinitely depending upon the care with which the yolk color standards are picked out. The acetone extraction method should be used as a weekly or bi-monthly check on the yolk color standards being used in the plant.

was about 10.7 bushels. In 1938 the yield was 11.4 bushels. This year's yield compares favorably with the ten-year average (1928-37) which was only 9.4 bushels.

The estimated number of acres ready for harvest this fall was 3,095,000. This is considerably below the acreage harvested in 1938, which totaled 3,545,000, and even below the 10-year harvest (1928-37) of 3,355,000 acres.

According to the current figures (the 33,144,000 bushels yield of this year) the durum wheat harvest is be-



Fig. 3



Fig. 4

low both the 1938 and the ten-year (1928-37) average harvests which totaled 40,455,000 and 35,076,000 bushels respectively.

The durum wheat harvested this year is of a very fine quality and is sufficient to supply the needs of the macaroni industry for the current crop year.

Judge (in dentist's chair): Do you swear that you will pull the tooth, the whole tooth, and nothing but the tooth?

## Report of the Director of Research For November

By Benjamin R. Jacobs

The Macaroni manufacturers of the Metropolitan area of New York City met recently at the Commodore Hotel for the purpose of discussing and planning future activities on "Slack-fill and Deceptive Packages."

The following representatives attended this meeting:

H. H. Raussau, Grocery Stores Products-Sales Co., New York.

B. C. Olandt, Grocery Stores Products-Sales Co., New York.

Frank L. Zerega, A. Zerega's Sons, Inc., Brooklyn.

E. C. Vermylen, A. Zerega's Sons, Inc., Brooklyn.

C. F. Mueller, Jr., C. F. Mueller Co., Jersey City.

J. J. Moore, Beech-Nut Packing Company, New York City.

C. V. Van Inwegen, A. & P. Stores, New York.

Lee Israelle, A. & P. Stores, New York.

P. R. Winebrener, A. C. Krumm & Son, Philadelphia.

G. LaMarca, Prince Macaroni Co., Boston.

T. H. Toomey, De Martini Macaroni Co., Brooklyn.

E. Ronzoni, Ronzoni Macaroni Co., Long Island City.

F. A. Zunino, Atlantic Macaroni Co., Long Island City.

B. R. Jacobs, National Macaroni Manufacturers' Association.

R. F. Wilson, Attorney, AGMA, New York.

At this meeting the numerous seizures that the U. S. Food and Drug Administration has made on deceptive packages were discussed and means planned for correcting the deceptive package situation as rapidly as possible, as well as for contacting the Food Authorities to request them to postpone further seizures of macaroni products until the industry can determine just what is required before it makes any moves.

Every macaroni manufacturer, whether he manufactures package or bulk goods, is vitally concerned in the attitude that the Federal Food Authorities have taken in this matter and to this end a meeting will be held at various central points so as to obtain the opinion of manufacturers before action is taken concerning sizes of packages.

From the several interviews with the Food Officials on this matter it appears that they are not particularly

concerned with the merchandising and technical difficulties that will be encountered by arbitrarily seizing goods requiring changes in sizes of containers. It appears that we must rely on our own views as to when a container is or is not deceptive. As already stated in previous bulletins, the new Food Law provides under Section 403 (d) that "A food shall be deemed to be misbranded if its container is so made, formed or filled as to be misleading." This provision is entirely independent from that which authorizes the Secretary of Agriculture to promulgate standards of fill of container. Nevertheless without previous notice, also without any expression of opinion from the Federal Food Authorities concerning the way in which this situation may be remedied, we find Government inspectors making seizures of macaroni products all over the country because they claim that our packages are misleading when in fact they are the same packages that have been in use by these same manufacturers for many years. We are willing to concede that there are many slack-fill and deceptive packages on the market but we are not willing to concede that the practice of filling packages in this way has been done with the intent of deceiving. Packages have grown up "Like Topsy" largely to meet merchandising and technical conditions.

Measurements made by our Laboratory show that packages used for packing macaroni, spaghetti and elbow macaroni, when of the same size are considerably slack-fill when spaghetti is packed, but they may be reasonably well filled when elbow macaroni is packed. For example, a package 9.87x2x2 having a capacity of 39.48 cu. ins. was approximately 28 per cent slack-fill when packed with 8 ozs. of elbow macaroni, and was 43.8 per cent slack-fill when packed with 8 ozs. of long macaroni but was 73.3 per cent slack-fill when packed with the same weight of spaghetti. The same is true of another series of packages which were 10.75x2.62x1 in. and had a capacity of 28.16 cu. ins. It is obvious, therefore, that macaroni manufacturers can not use the same size package for these three different products.

Another set of experiments, packing macaroni and spaghetti with and without heads gave the following results: The packages used had an inside lining and were of the following

dimensions: 8.75x2.25x2.25, a capacity of 44.28 ins. This container was packed with 8 ozs. of macaroni having 50 per cent heads and 50 per cent straight macaroni and had a slack-fill of 46 per cent; on the other hand the same macaroni packed without heads in the same container had a slack-fill of 58.65 per cent. When a spaghetti was packed in this container with 50 per cent heads the slack-fill was 40.47 per cent and without heads it was 70.57 per cent. Again this shows that this package can not be used for packing the same weight of macaroni and spaghetti regardless of whether the product packed has or does not have heads.

It is intended to hold meetings in various centers throughout the country in order that the industry may determine how far it can go in the direction of correcting the situation that exists concerning deceptive containers. It is hoped that by the time we have our Mid-year meeting in Chicago enough information will have been gathered to enable us to present a definite plan of action not only to the industry but to the government officials as well.

### Announces New Connection

Paul Bieley, who for ten years has represented the Keystone Macaroni Manufacturing Company of Lebanon, Pa., in the New York area, and who enjoyed a great deal of business from the wholesale and jobbing trade in that territory, will be associated with the Paul Sayres Corporation of 60 Hudson St., New York City, in an executive capacity, according to a recent announcement.

The corporation further announces its appointment as exclusive representative of the Keystone Company in the entire New York area to the grocery, chain store, wholesale and jobbing trade. The firm manufactures the San Giorgio brand that is quite popular in the East.

### Home Treatment

Him: "Well, I suppose you're plenty angry because I came home with this black eye last night."

Her (sweetly): "Not at all, dear. You may not remember it, but when you came home, you didn't have that black eye."

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

## WASHBURN CROSBY COMPANY

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

## 1½ Ounces a Week — Bah!

An Eye-Opening Letter By One Who Has Kept  
Both Eyes and Ears Open

Here it is, Dear Readers. The writer appears to know the industry and he is certainly not bad at figures. The "ONE AND ONE-HALF OUNCES PER PERSON PER YEAR" surely sounds like an apothecary's prescription. Will welcome a discussion of this reader's thinking and conclusions, either over your right signature or a cognomen, if writer will give his name in confidence as the author.—The Editor.

Thanksgiving Night  
Somewhere in U.S.A.

Editor, THE MACARONI JOURNAL:

Congratulations on the timely and serious warning you gave the macaroni-noodle manufacturers of the U.S.A. in the November 15, 1939, issue of your most interesting publication on the contemplated Biennial Census of Macaroni Manufacturers to be undertaken soon by the U. S. Bureau of Census. It will cover, as we all know, the industry's 1939 production, number of people employed and the value of the converted products, among other things.

I think it timely to add my hope that every manufacturer will respond fully to all of the enumerator's questions so that true and dependable composite figures will result that will truly reflect the vastness and the economic importance of our business. In addition, permit me to express the following views and facts on the controversial question of the production and consumption of Macaroni Products by our people.

### Why Our Secretiveness?

Because so many of the macaroni-noodle manufacturers are so unnecessarily ticklish about revealing actual production figures, many will unfairly classify our trade as one that is still in the "horse-and-buggy" stage, statistically speaking. It is true that we sorely lack dependable statistics on production and consumption, but we are definitely out of the backward classification inferred.

Why are macaroni-noodle makers so reticent about their plant capacity and yearly production when there is really no secret at all about their output and sales? Is it not true that almost every semolina and flour salesman can estimate within a few hundred barrels, the annual production of every plant he supplies? And then there are the machinery builders. How easy it is for them to figure a plant's possible production based on press capacity and the annual use made of all machinery.

So, why the out-of-fashion aversion

to production and sales statistics that should prove invaluable if they were as fully dependable as they should be? Let's stop kidding ourselves and modernize our statistics for the many advantages they will give our industry.

First of all, Mr. Donna, I wish to make it clear to your readers that I'm an actual macaroni-noodle manufacturer, as you know. Also that I have had more than 20 years of actual and successful experience in production and selling. But for varied reasons, I'd prefer to remain incognito for the purpose of presenting this matter for the consideration and discussion it deserves and should get.

Suffice it to say that I am part of a firm that would be ashamed NOT to have and to enjoy a long-term membership in the National Macaroni Manufacturers Association—a membership that every progressive and sincere manufacturer in this country should not only be proud to possess, but to strive to merit. So much for all this introduction. Here is my pet peeve.

### Seldom or Occasionally

What is the truth about the annual per capita consumption of macaroni products by the people of the United States as a whole?

Does it stand to our credit to say, as we are saying, that the average American eats less than 5 pounds of macaroni, spaghetti, egg noodles, etc., each year; that this food is served in American homes only once every two weeks on an average? Why that means that we Americans eat less than one and one-half (1½) ounces per week for every man, woman and child in this country!

It would seem to me that the annual consumption is far greater, and that if it is, we should make the correct figures known. We have no factual statistics because the manufacturers don't want them. The only reliable ones are those compiled biennially by the Bureau of Census; but do they reflect the true picture of our industry?

The Census of Macaroni Manufacture for 1937, the last released by the government, shows that there were manufactured that year, 536,934,579 pounds of plain macaroni products; 93,941,980 pounds of egg macaroni products and 6,094,666 pounds of plain or water noodles. These total 636,971,225 pounds manufactured by 319 reporting firms.

Dividing this total among the 130,000,000 Americans, the indicated per capita consumption is slightly less than 4.9 pounds annually. On this basis there is no use arguing that many families seldom or only occasionally serve macaroni products in their households. But what about the millions that serve it daily, and those who eat it twice daily? From my personal knowledge of the trade, from my talks with friendly manufacturers in every part of the country, from reports received from semolina and flour salesmen, and from estimates supplied by machinery men, I'm constrained to believe that the total annual output of the Macaroni Industry of the U.S.A. is more nearly one billion pounds.

If you have heard this one before, stop me. I have studied this phase of our business thoroughly and I'm driven almost to distraction when told that Americans, on an average, eat less than one and one-half ounces of this fine wheat food every week. Where does all our production go? Let's look into the record, as one famous American has often asked the public to do.

Unless I'm completely loco, the macaroni-noodle business has passed the experimental stage and is now one of the leading foods adopted by this land of the free and of plenty. This 100 per cent wheat food, as you frequently and properly term it, is already quite popular and will become increasingly so if we manufacturers, large and small, spaghetti makers and noodle rollers, Americans by birth or Americans by adoption would be the live up-and-going businessmen we pretend to be and get solidly behind an educational campaign to teach the millions the true merits of macaroni products.

But back to my subject: Reports at the recent convention in New York City were to the effect that one firm in this country boasted of an average daily conversion of 1,400 barrels of semolina and flour into macaroni, spaghetti, egg noodles, etc., daily. That's a lot of b——, say some; a lot of semolina, etc., says I. We'll not question the 1,400 barrels a day, but for safety's sake, we'll compute it on the basis of 1,200 barrels.

Figuring that he is a good manufacturer, and he surely should be, he'd get about 185 pounds of finished products out of every barrel of raw material converted. Then this particular plant produces 222,000 pounds of all kinds of macaroni products each working day—either double or triple shifting—or 1,110,000 pounds in a five-day week. By working 50 weeks a year, he'd turn out 55,500,000 pounds a year—almost a tenth of the country's entire output.

At the same convention another

(Continued on Page 12)

## WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.  
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Barozzi Drying Machine Co.  
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Capital Flour Mills, Inc.  
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John J. Cavagnaro  
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and Pumps  
Champion Machinery Co.  
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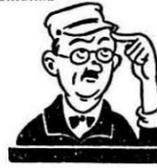
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Insecticides  
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Cartons  
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Service—Patents and Trade Marks—The Macaroni Journal



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You  
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When You  
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(Continued from Page 10)

firm was reported to be converting 800 barrels daily. Let's be conservative and cut this to 600 barrels. Its annual output on the same basis would be 27,750,000 pounds. If these two estimates are true, there must be hundreds of so-called manufacturers that produce but a few pounds daily. Either that or our reported total production is "off its balance."

Here's a table of estimated and reputed capacities of a portion of the American Macaroni Industry that will be interesting if not too factual:

Firms	Estimated Annual Production Lbs.	Totals Lbs.
1	55,500,000	55,500,000
1	27,500,000	27,500,000
10	15,000,000	150,000,000
6	12,000,000	72,000,000
10	10,000,000	100,000,000
6	8,000,000	48,000,000
8	7,000,000	56,000,000
5	6,000,000	30,000,000
10	5,000,000	50,000,000
15	4,000,000	60,000,000
16	3,000,000	48,000,000
20	2,000,000	40,000,000
50	1,000,000	50,000,000
40	500,000	40,000,000

198 firms annually produce 827,000,000 pounds

Remember, there are approximately 175 additional firms, many of them quite small, but a few worth-while in total production.

Here are some figures to conjure with. If I'm "loco" they are the cause.

On top of this I recently read a press dispatch in the American newspapers saying that Italy boasts of 3,000 macaroni-spaghetti factories and that they produce for home consumption and export a total of 3,000,000,000 pounds of this "national dish" annually.

That might be slightly exaggerated—but wouldn't it be much more to be desired and considerably more helpful if we could boast of a per capita consumption of macaroni products at nearer ten pounds than five?

Despite the fact that there are millions of Americans that seldom or only occasionally enjoy our food, I'm still inclined to believe that we annually consume approximately 10 pounds per person in this country.

I invite an open discussion of this important phase of our business in the columns of this publication. Let's have some fun and some facts.

#### A MACARONI BULL.

A bishop was approached in a railway carriage by a reveler who said, "You think you know everything, but I'll tell you two things you don't know."

"Very likely," said the bishop. "What are they?"

"I'm your cook's husband and I'm wearing your shirt."

## The Repeal of Reason

By Joseph J. Cuneo, Vice President,

National Macaroni Manufacturers Association



Joseph J. Cuneo

We have heard, read and studied many statements—and misstatements—about the Dark Ages and the medieval period, but we have in our midst in America today, some people, circumstances and FACTS, when paralleled or compared, that make the history of the Dark Ages savor of a wonderful perfume, compared to the "skunk odor" of some of today's MODERN REASON.

Reason has been repealed, and will continue in that state, as long as we do not, in our social and commercial lives, "use our heads and keep our feet on the ground!"

Of course the best way to seriously accomplish this perfectly, is to practice to the fullest extent the God-made (not man-made) religion of our conviction.

The longest and deepest cut across any area or state is the State of Hypocrisy, which creates an area of unreasonableness.

When demands are heavy in industry, some not only become panic-stricken, but also passion-stricken, using unreasonable methods to obtain in a very short period of time the gain that could be prolonged by sensible and sound thinking.

If we, as manufacturers, would conform to the Association or unified idea of running our own business, based on sound principles and Association Doctrine, we would find this a better world in which to live.

Charity may begin at home, but its definition still covers "a multitude of sins," whether applied personally, politically, or in business. It is also the arch-enemy of hypocrisy and the true and everlasting friend of PEACE.

There could be far greater horrors than war. Multiply the present Eu-

ropean conflict into thousands of times over. Bring into nearly every one of the 30,000,000 households of the United States the identical suspense and fear and heartbreak suffered by the wives and children and parents of the man-power at war now or to be. Spread that suspense and fear and heart-break over the period involved. Make the toll of unnatural and untimely death not accidental but deliberate. Place the scenes of those deaths not only on the ocean floor, but on the land and in the air. Add death by disease and ragged wounds, by blasted flesh and shattered nerve.

All this is madness and all this is possible. This represents war and the REPEAL OF REASON. We can't bring back the dead by this cause, but we can prevent a greater tragedy. We can prevent it by remembering, when emotion tempts us to involve ourselves, that it is only to aid the lunacies of governments one or more oceans away from us.

Compare the above to our own business and methods used and practiced. Make the application in our own way and we have and will continue to have, unless we "use our heads and keep our feet on the ground," THE REPEAL OF REASON.

Author's Note: This message is inspired by the splendid article by M. J. Donna in the MACARONI JOURNAL—"An Appeal to Reason."

### A "Family Circle" Recipe

Home economist Julia Lee Wright, Director of the Homemakers' Bureau of *The Family Circle Magazine*, offers a "Tomato Noodles" recipe in the November 24, 1939, issue of the publication for which she makes this justifiable claim—"More flavor per noodle."

Her fine recipe, which should be given its rightful place in the prized recipe box of every good cook, is as follows:

*Tomato Noodles*  
 1/4 pound Noodles  
 2 teaspoons salt  
 1 teaspoon Worcestershire sauce  
 2 cups tomato juice  
 2 qts. boiling water  
 1/2 teaspoon garlic salt  
 1/4 teaspoon onion salt  
 1/2 teaspoon dry mustard

Cook noodles in vigorously boiling water in uncovered kettle until nearly tender—about ten minutes. Add Worcestershire sauce, mustard, garlic salt, and onion salt to tomato juice; bring to boil; add noodles. Cook until tender and tomato juice is absorbed—about 5 minutes. Serves 6.

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# The Quality of the 1939 Crop of Canadian Amber Durum Wheat

By J. Ansel Anderson of the Grain Research Laboratory Board of Grain Commissioners for Canada

## Synopsis

The 1939 Canadian amber durum wheat crop is estimated at approximately 11¼ million bushels, which is only approximately half that harvested in 1938 and considerably lower than that of 1937. This progressive decrease is undoubtedly due to the seeding of rust-resistant hard red spring wheats in areas in Manitoba and Saskatchewan, which normally produce durum wheat. Of the total cars inspected, 65 per cent graded No. 2 C.W., and over 90 per cent entered the first three grades. "Black-point" or "smudge" infection is not prevalent this year, and the chief degrading factor is the presence of "pink-colored," drought-affected kernels.

Compared with the previous crop, the 1939 amber durum grades are somewhat lower in bushel weight and, in general, approximately equal in protein content, slightly lower in carotene content, and distinctly superior in macaroni quality. Between the first two grades, this year, there is very little difference, but No. 3 C.W. is somewhat inferior in all these quality characteristics.

This report dated November 16, 1939, deals with the quality of the 1939 crop of Canadian amber durum wheat and is distributed for the information of prospective buyers.

The first section of the report provides general information on production and grading, while the second section deals with data on chemical, physical, milling and macaroni-making characteristics, based on Winnipeg Inspection Office Averages and on the Export Standard samples approved on October 17, 1939.

## General Information

**Production.** This year, as in former years, durum wheat production in Western Canada was, for the most part, confined to southern and central Manitoba and to southeastern and central Saskatchewan. According to the Dominion Bureau of Statistics (Field Crops Estimate of November 10, 1939), only slightly more than 11 million bushels were harvested, of which nine million originated in Manitoba and 2¼ million in Saskatchewan. This estimate is only about half the 1938 production (approximately 22 million), which in turn was considerably lower than that produced the previous year; this marked reduction is undoubtedly due to the larger seeding of rust-resistant hard red spring wheat in areas where normally durum wheat is grown.

**Grading.** On account of favorable weather conditions during the best part of the growing season, the 1939 crop is quite high in bushel weight, although lower than last year in this respect. The crop is also high in grade, with very little damage, excepting small quantities of pink-colored kernels, the chief degrading factor. This type of kernel is not uncommon in Canadian durum wheat, and its presence is believed due to local drought conditions. "Black-point" or "smudge," a kernel discoloration often present, is almost entirely absent this year.

A comparison of the percentages of the 1939 and 1938 crops shows that of the total cars of amber durum wheat inspected, 65 per cent graded No. 2 C.W., while over 90 per cent entered the first three grades. Excepting for the fact that this year there is more tough wheat than in 1938, the distribution by grades is similar for both crops.

## Quality Characteristics of Winnipeg Inspection Averages and Export Standards, 1939 Crop

To provide information on the quality of the 1939 crop, experimental semolina milling, macaroni making and miscellaneous physical and chemical tests have been conducted on Winnipeg Average samples, and the Export Standard samples approved on October 17, 1939, by the Western Committee on Grain Standards. The Inspection Office Average for each grade is obtained by mixing small samples from each car of wheat of that grade, inspected during the period August 1 to September 21, and is therefore fully representative of the grade. The Export Standards, which are used in grading wheat out of terminal elevators, are made up to resemble, so far as possible, samples equal in quality to wheat comprised of 75 per cent of the general average and 25 per cent of the minimum

Table I

Miscellaneous Data for Winnipeg Averages and Export Standards of the 1939 Crop of Amber Durum Wheat

Grade	Weight per bushel (cleaned wheat) lb.	Weight per 1,000 kernels g.	Semolina yield %	Protein content %		Carotene content p.p.m.		Semolina absorption %
				Wheat	Semolina	Wheat	Semolina	
WINNIPEG AVERAGES								
1 C.W.	65	34.3	33.0	13.4	12.0	6.24	4.65	26.2
2 C.W.	65	35.7	32.7	13.1	12.0	5.99	4.66	25.6
3 C.W.	64¼	36.2	32.6	12.7	11.9	5.75	4.66	24.9
EXPORT STANDARDS								
1 C.W.	65½	33.4	30.8	12.4	11.4	6.24	4.81	26.3
2 C.W.	64¼	33.7	31.6	12.7	12.1	6.73	4.85	26.2
3 C.W.	64¼	34.4	32.2	13.8	13.1	6.32	4.66	25.7

Table II

Color Characteristics of Macaroni Produced from Winnipeg Averages and Export Standards of the 1939 Crop of Amber Durum Wheat

Grade	Munsell discs							Wallace and Tiernan discs			Computed color score
	"Hue"	"Saturation"	"Briciance"	White	Yellow	Red	Black	"Hue"	"Saturation"	"Briciance"	
WINNIPEG AVERAGES											
1 C.W.	23.93	6.72	7.19	18.3	41.4	8.6	31.7	4.81	1.58	59.7	84.3
2 C.W.	24.09	6.08	7.18	22.8	38.0	8.2	31.0	4.75	1.49	60.8	83.7
3 C.W.	23.95	5.69	7.23	28.0	33.0	9.0	30.0	3.66	1.40	61.0	73.9
EXPORT STANDARDS											
1 C.W.	23.54	6.50	7.07	15.6	40.0	8.4	36.0	4.76	1.35	55.6	80.8
2 C.W.	23.96	5.81	7.08	20.7	37.7	8.3	33.3	4.54	1.38	58.4	80.2
3 C.W.	24.04	6.00	7.18	20.2	38.2	8.3	33.3	4.60	1.40	58.4	80.8

for the grade in question. It is thus apparent that the quality of the Export Standards is likely to be lower than that of the Average samples, although the relation between the grades will be essentially the same for the Export Standards as for the Winnipeg Averages. Under these circumstances, and because protein content, macaroni quality, etc., are not grading factors under the Canada Grain Act, the discussion of the quality characteristics of the crop has been confined to the Winnipeg Averages. The details of the testing procedures employed are given in the mimeographed report entitled "Quality Characteristics of the 1936 Canadian Amber Durum Wheat Crop." Carotene content is, however, now determined by a method involving water-saturated normal butyl alcohol as the solvent; details of this method are given in Cereal Chemistry 16:252-262, 1939. With regard to the color analysis of the macaroni, it is desired to point out that the single-figure score was computed from the Wallace and Tiernan disc data; such a computation is conventional, the values given being intended primarily for comparative purposes.

The results of the physical, chemical and milling tests are given in Table I and the color analysis of the macaroni in Table II.

**Weight per Bushel, Weight per 1,000 Kernels, and Semolina Yield.** It will be noted that there is no consistent relation between bushel weight and grade, and that between the highest and lowest grade there is only a difference of three-quarters of a pound. In weight per 1,000 kernels, there is a slight increase with each decrease in grade. Compared with the 1938 crop, this year's grades are lower in weight per bushel and weight per 1,000 kernels.

As would be expected from the bushel weights, the semolina yields are closely similar for all three grades.

**Protein Content and Carotene Content.** The protein data show that, this year, protein content decreases with grade. The same trend, but to a less noticeable extent, also occurred in Winnipeg Inspection Office Averages for the period August 1 to October 21, which comprised four weeks' shipments not included in the averages tested; the values for the first four grades for this period were 13.3 per cent, 13.2 per cent, 13.0 per cent and 10.9 per cent respectively. Comparing the protein contents of the 1939 and 1938 Winnipeg Averages, the first two corresponding grades are almost the same but this year's No. 3 C.W. is lower by 0.6 per cent.

The carotene contents of the semolina for the new crop grades are identical and, grade for grade, are somewhat lower than the 1938 values, particularly for Nos. 2 and 3 C.W.

**Macaroni Quality.** The color of

macaroni is probably the most important single index of quality, the more yellow the color the better the product. On this basis, the 1939 crop is considered to possess excellent quality, since for all grades the computed color scores are high. The first two grades are closely similar and both somewhat superior to No. 3 C.W.

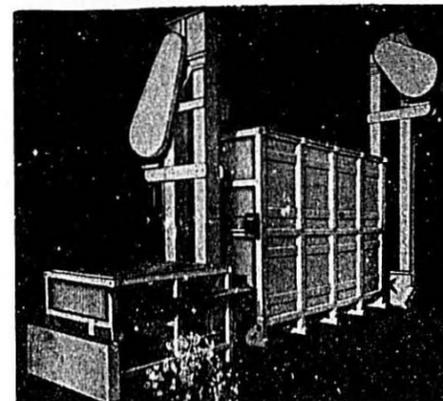
Compared with last year, the quality of the 1939 crop, grade for grade, is distinctly superior. This is well illustrated by Table III which gives the computed color scores for macaroni processed from Winnipeg Averages of amber durum wheat for both crops.

Table III

Computed Color Scores for Macaroni Processed from Winnipeg Averages of the 1939 and 1938 Crops of Amber Durum Wheat

Grade	Computed color score	
	1939 Crop	1938 Crop
WINNIPEG AVERAGES		
1 C.W.	84.3	53.3
2 C.W.	83.7	54.8
3 C.W.	73.9	52.5
EXPORT STANDARDS		
1 C.W.	80.8	55.2
2 C.W.	80.2	52.6
3 C.W.	80.8	53.0

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# Will the United States Regain Lost Latin-American Trade?

By H. O. Johnson, Secretary and Manager, American Chamber of Commerce of Mexico, Mexico, D. F.

Now that the war in Europe is an actual fact and not just a threat, Mexico, as well as all Latin-American countries, finds itself cut off from the European sources of supply covering many articles that Germany particularly has been selling at prices many times 50 per cent under those manufactured in the United States.

There are neutral nations in Europe that have always had the inside on certain commodities because of prices, who now find themselves unable to ship to Mexico because of the danger involved, and even though they are able to deliver merchandise here, the increased cost because of higher freight rates, war risk insurance, additional risks that cannot be covered by war risk insurance, and indefinite delivery dates, create a situation that should be most favorable to the American manufacturer who is interested in regaining the Latin-American market that has gradually been slipping away from the United States during the past few years.

Buyers in Mexico tell us that they are finding the supplier in the United States very indifferent towards Mexican business; that they repeatedly get replies to their inquiries saying that the domestic demands in the United States have become such that they are booked up for months to come, and that the sources of raw materials are so scarce that they cannot possibly compromise themselves to anything in the future until they see what is going to develop. In some extreme cases important manufacturers in the United States, who have triple A ratings or better, have failed to reply to telegrams and urgent air mail inquiries from Mexican buyers.

The very prosperity of the United States for the future seems to be based on the ability of the American manufacturer to produce and export, and the logical export market now and for the future is Latin-America. It is a fact, of course, that the United States is more nearly self-sufficient than any other large industrial nation in the world, but it is also a fact that we have had many millions of unemployed in the United States for several years past, and it does seem that one way to put these unemployed back to work would be to appreciate the possibilities in developing our export business now that the menace of to-

## U. S. Macaroni to Mexico

The effect of the current war situation on shipment of macaroni products to Mexico and other Latin-American countries was quite noticeable in the Government's official report on exports for September, 1939.

Normally this country ships about 500,000 pounds of Macaroni Products each year to Mexico, for instance. The monthly average for the last 2 years was around 40,000 pounds. In September, 1939, the exports totaled 90,306 pounds, practically double normal shipments.—*The Editor.*

talitarian states is temporarily eliminated.

In the case of Mexico, in 1937 they purchased from a small number of European nations a total of \$52,000,000.00 worth of merchandise, most of which could have been purchased in the United States, except for the inability of the American manufacturer to meet prices of these European nations. However, now that Europe is not in a position to supply these demands, it seems a very opportune time for the United States to regain this business, and once regained it will be a long time before Europe will be able to get it back on the same percentage basis that they have enjoyed during the past few years.

In a résumé of trade between Mexico and the United States since 1872, the United States enjoyed only 26 per cent of the exports to Mexico in 1872 as against 70 per cent from Europe. However, in 1889, the United States was enjoying 56 per cent of Mexico's imports and Europe only 42 per cent. When war broke

out in Europe in 1914, imports from the United States jumped to 70 per cent, and as the war progressed, reached 90 per cent, whereas imports from Europe to Mexico became as low as 8 per cent.

When the United States put on her protective tariffs in 1930, our exports to Mexico showed a sharp decline and Europe immediately started to benefit from this condition. From 1934 to 1937, exports from the United States to Mexico hung around the 50 per cent margin, whereas, in 1930, exports from European countries to Mexico amounted to sixty some per cent of Mexico's purchases. Now that the conditions resemble those of 1914, it seems that the time is right for the United States to again occupy their rightful position of supplying Latin-American markets with their requirements.

There have been many attempts on the part of the Administration and the public as a whole in the United States in these past few years to overcome the depression, to create employment for the millions who wanted to work. Yet we were neglecting a market such as Mexico—our closest neighbor—who was buying fifty-five million dollars' worth of merchandise from many thousands of miles away that should have rightfully gone to the United States and created jobs for a big portion of those unemployed in manufacturing this merchandise, and dividends for the stockholders of the industries that could have supplied this material, had they made a more intelligent effort to get the business.

## Durum Mill in New York

A new durum mill in New York State is expected to be ready to start milling semolina and durum flour about the end of the year, according to an announcement recently made to the macaroni trade.

The new milling firm is composed of New York flour interests long connected with both the milling and the selling end of the business. The firm is "The Middleport Durum Mills, Inc." and its mill is located at Middleport, New York.

J. A. Lenhardt is president of the new concern and H. M. Van Husen is the secretary and treasurer. Mr. Lenhardt has long been identified with the New York Semolina and flour market and has often attended conventions of the macaroni industry in the past. Offices of the new firm are in the Produce Exchange Building, New York.

The itching sensation that some people mistake for ambition is merely inflammation of the wishbone.

## Macaroni Imports And Exports

According to the Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce for the month of September, 1939, macaroni products were exported in greater quantities during that month, while the imports dropped considerably.

### Imports

During September, 1939, the imports amounted to only 41,803 pounds with a value of \$3,709 as compared with the August imports which amounted to 115,438 pounds worth \$10,907.

The total for the first nine months of 1939 is 761,559 pounds worth \$73,653.

### Exports

Macaroni products showed a great increase in quantity exported during September, 1939, over the previous month. The September exports totaled 477,767 pounds worth \$33,107, while the August exports totaled only 214,574 pounds worth \$14,646.

The first nine months of 1939 showed 2,376,128 pounds of this foodstuff exported and American exporters received \$177,134.

The following list shows the foreign countries to which this foodstuff was exported during September and the quantities shipped to each country:

Countries	Pounds
Denmark	50
Netherlands	11,458
Sweden	4,750
Canada	219,129
British Honduras	300
Costa Rica	1,308
Guatemala	364
Honduras	310
Nicaragua	4,794
Republic of Panama	16,254
Panama Canal Zone	23,187
Salvador	2,215
Mexico	90,306
Newfoundland and Labrador	27,790
Bermuda	1,884
Barbadoes	648
Jamaica	425
Other British West Indies	1,959
Cuba	27,923
Dominican Republic	3,550
Netherlands West Indies	6,486
French West Indies	228
Haiti	11,193
Colombia	3,263
British Guiana	500
Venezuela	1,904
Saudi Arabia, Yemen, Etc.	502
British Malaya	30
China	180
Netherlands Indies	26
Hong Kong	877
Philippine Islands	8,754
Other Asia	216
British Oceania	489
French Oceania	485
New Zealand	405
Union of South Africa	3,020
Other British West Africa	240
Liberia	365
Total	477,767

Insular Possessions	
Alaska	61,896
Hawaii	194,217
Puerto Rico	157,648
Virgin Islands	2,732
Total	416,493

## Final Filing Date for Processing Tax Refunds

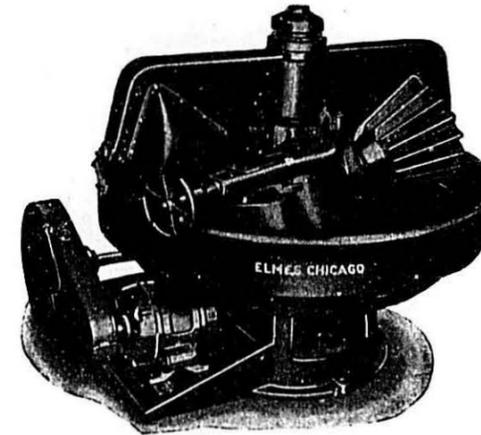
Macaroni - Noodle manufacturers who have claims for processing taxes for which they have received no refund will be interested in this announcement: All refund claims for processing

taxes must be in the hands of the Collector of Internal Revenue for the taxpayer's district before January 1, 1940.

The announcement makes it clear that all claims must actually reach the collecting office before the close of business on December 31, 1939. It is further suggested that all who file claims should ask the collector's office to acknowledge receipt of the claims as proof of its filing before January 1, 1940.

The art of the thing is to be right without being noisy about it.

# BUILT TO CUT YOUR COSTS



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

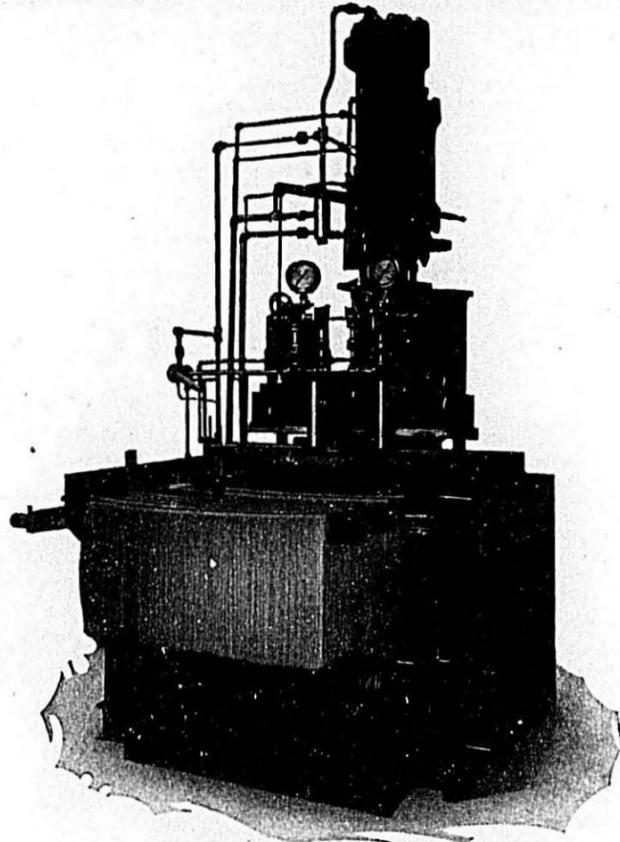
The vertical shaft, kneader rolls and plow arms are built of heavy material to withstand the severest strains from clogging and overloading. Rugged cast iron guards are placed on both sides of the kneader rolls. A guard is hinged on one side of each roll to permit easy tilting back for cleaning.

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

Send for full information.

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

## Consolidated Macaroni Machine Corp.



Hydraulic Press with Automatic Spreader

The Ultimate in Presses. High Speed Production. 900 pounds per hour; 35 barrels net per day guaranteed.

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

Produces all types and forms of paste, from the finest to the largest, with equal facility.

Pressure being distributed equally on the face of the rectangular die assures practically even length of extruded strands of paste. Trimmings reduced to a minimum, less than 10 pounds per 200 pound batch.

Not an Experiment, but a Reality. This press has been in actual operation for several months and is giving perfect satisfaction.

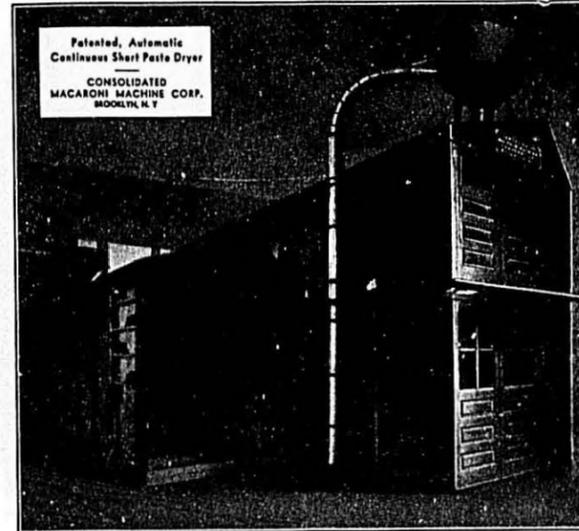
We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this spreader.

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

## Consolidated Macaroni Machine Corp.



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

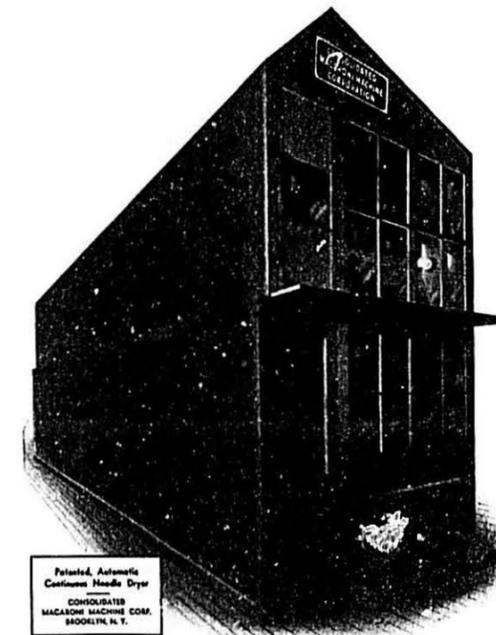
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

### Specialists for Thirty Years

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

For Noodles  
For Short Pastes



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

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

Address all communications to 156 Sixth Street

## Our Tax Problems

Excerpt from a recent address by Senator Hugh B. Ashmore  
to the Associated Industries of Nebraska

... Too many people are ready to assume that the thing we call Government is a sort of a fairy god-mother, who, by waving a magic wand, passing a law, creating a bureau or appointing a commission, can produce wealth. . . . Quoting from a speech by Robert R. McCormick, editor of the *Chicago Tribune*: "We are the descendants of the people who established the greatest nation on earth. The fate of our nation rests as much on the level heads today as it did on the leveled arms at Bunker Hill, Stony Point and Yorktown." . . . Wealth can only be produced by an increased and more efficient production and distribution of goods and services that the people want, and there are only two ways that we can meet the constantly growing cost of government. Either by the production of more new wealth, or by lowering the standard of living of a part or of all the people.

... Our present theory of taxation seems to be not only to raise revenue, but also to punish industry. . . . Those who provide employment are just as great benefactors to humanity as those who contribute to charity.

... The American business man has been the most resourceful in the world and that accounts for much of our prosperity.

... Under the present policy trend, we seem to be forbidding initiative, outlawing competition and fostering monopoly by government itself.

... Who owes whom? Our president says that we just owe it to each other—so what difference does it make?

... I once knew a fellow in our town who had some such an idea. Someone had told him that the secret of success was volume and turn-over. He started a store and had visions of a chain of stores all over southwestern Nebraska. It was not long until he had every dead beat in the neighborhood trading with him. He soon discovered that he could not pay his wholesale bills with the accounts on his books. He had the turn-over and the volume and they just owed it to each other, but the last I knew of him he was on the WPA.

... Government wealth depends entirely on the amount of seizable wealth of its citizens.

... Business enterprises pay much of our taxes, employ many men and women and buy much of our raw

material. If we stop accumulations we stop industrial growth and bring unemployment.

... America's prosperity was not brought about by just making old things better. We wanted better things. Our nation prospered because we were constantly devising new things that contributed to a better standard of living. The government can seize anything within its borders, but cannot seize that which has not yet been created and it cannot create.

... Our Constitution, which that eminent statesman, Gladstone, referred to as the greatest piece of work ever struck off at a given time by the brain and purpose of man, was framed on the principle that the people must be protected from their government.

... A political party should be a mold of public opinion, not a mere echo of popular fallacies.

... All of this class legislation that we hear so much about is just an appeal to passion, prejudice or cupidity. . . . I am not opposed to labor organizations as long as they do not interfere with the social, economic or property rights of others.

... Mere existence does not constitute a right to government relief. I can see no good reason why the thrifty and industrious should be expected to provide security for those who were born tired and have made no effort to provide for themselves.

... Government ownership is that phase of democracy that assumes that government should not mind its own business. The depression here and throughout the world was brought on by excessive taxation, just as the downfall of every nation in history can be traced to that cause.

... We, the common people, have had our names signed to promissory notes. We have handed blank checks to our politicians by delegating to them the power to make promises in our name.

... Benjamin Franklin, almost 150 years ago, said: "They who can give up essential liberty to obtain a little temporary safety deserve neither liberty or safety."

... Every earner of whatever walk in life must share in the cost of government whether he realizes it or not.

... Ours is a government by the people through their chosen representatives. If it is to succeed then the people must not only be interested but informed.

... Good citizenship consists of

more than sharing in the cost of government. It also must include intelligent participation.

... Unbalanced budgets will continue as long as popular favor is in support of extravagant spending.

... The great middle class, who pay the bill, must interest themselves enough to match the spender with the pressure of those who believe in public frugality, and educate the whole people away from the mirage of something for nothing, and back to sound principles of representative government and finance.

... Government and patronage are notoriously poor business men and waste is a parasite that even our great nation cannot support.

... Our tax problem is everybody's job. Frankly, gentlemen, we will have the kind of government that the people demand. There may have been a time when business men and wage earners could sit back and ignore the problems of government in the belief that public sentiment would hold our law-making bodies on a conservative course, but today the balance of power at the polls are those who are living wholly or in part on public funds.

... Many business men seem to be afraid to even express themselves for fear of reprisals by those on the payroll or by public officials. Citizen interest, in my opinion, is the only solution. It is not enough to hold meetings and pass resolutions. We must go into every detail of political organization. We should heed the advice of that renowned Nebraskan, General John J. Pershing, when he said: "Organize in every community throughout the land; provide yourself with correct information, then see to it that our public officials are honest as well as efficient."

### Death of W. R. Oliver

The Gooch Food Products Company, Lincoln, Nebr., reports the recent death of one of its ablest salesmen, W. R. Oliver of Kansas City, Mo. For more than twelve years he had represented the firm in the territory surrounding his home city, where he had built up a clientele of jobbers and direct buyers that won for him a place on his employer's honor roll for many of the years of his long service.

The amateur gardener was showing the beauties of his greenhouse. "This," he said, pointing to a flower, "belongs to the petunia family."

"Does it!" said the sweet young thing. "I suppose you're minding it while they're away."

## Employers' Digest

### Of the Fair Labor Standards Act of 1938

Prepared by the Information Branch of the Wage and Hour Division of the U. S. Department of Labor as a guide to Employers' liability under the act. Further information concerning specific provisions may be obtained from the nearest regional office.

#### Part One — Purpose, Provisions, Records, Penalties and Coverage

**Purpose:** The Fair Labor Standards Act of 1939 was enacted by Congress to prevent the use of the channels of interstate commerce to spread and perpetuate labor conditions detrimental to the health, efficiency, and well-being of workers and to wipe out unfair methods of competition based on such labor conditions.

**Coverage:** The wage and hour provisions of the law apply to workers engaged in interstate commerce or in the production of goods for interstate commerce.

**Minimum Wages:** No worker may be paid at a rate less than 30 cents an hour for the six years from October 24, 1939, to October 24, 1945;

or less than 40 cents an hour thereafter.

**Maximum Hours:** Each worker must be paid at the rate of at least one and one-half times his regular rate of pay for all hours worked over 42 per week for the year beginning October 24, 1939, and for all hours worked over 40 per week after October 24, 1940.

**Records:** Employers must keep records. Clear, accurate, and complete records are the best protection against employee suits and prolonged inspections.

**Penalties:** The law provides a fine up to \$10,000 or, in the case of a second conviction, imprisonment up to

six months, or both. It also permits the worker to collect, in court, double the back wages due him.

**Coverage:** The wage and hour provisions of the Act apply to each employee engaged in—

- Interstate trade, transportation, or communication.
- Handling, mining, transporting, in any manner, working on, or in any occupation necessary to the production of, goods which move in interstate commerce.

An employee is covered by the Act if even a small percentage of the goods he works on is moved in interstate commerce.

Employees within the District of Columbia and the Territories and possessions are dealt with on the same basis as employees working in any of the 48 states.

Employees are engaged in the production of goods for interstate commerce where the employer, at the time of production, has reason to believe the goods will be moved in interstate commerce, or will become a part of ingredient of goods (such as buttons on shirts) which will be moved in interstate commerce.

The Child Labor provisions of the Act apply to establishments in the United States, Alaska, Puerto Rico and Hawaii whose goods are shipped or delivered for shipment in interstate commerce.

(Part Two to follow in next issue)

## EASTERN SEMOLINA MILLS, INC.

Mills at Baldwinsville and Churchville, N. Y.

— Our New Line of Merchandise Is Proving Very Popular —



COLBURN NO. 1 SEMOLINA

COLBURN DURUM FANCY PATENT FLOUR

DURUM PATENT FLOUR

DURUM STRAIGHT FLOUR

Executive Office: 80 Broad Street

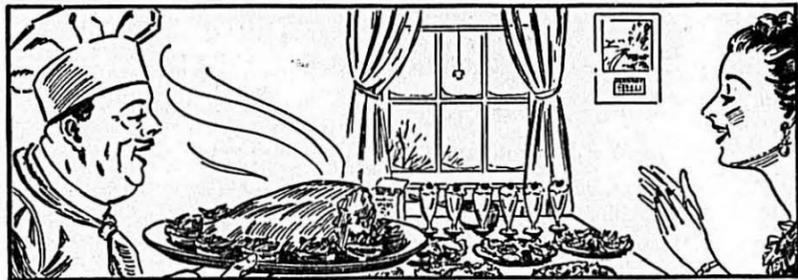
New York, New York

## Publicity Campaigns

values of Macaroni, Spaghetti and Egg Noodles. This promotional service will be continued as long as and to the degree that the manufacturers themselves are willing to sponsor and finance such undertakings. The release referred to appears in part below:

the average American home. Such terms as "never," "seldom" and "occasionally" were used frequently in answering the question—"How often do you serve Macaroni Products in your home?"  
The Eastern seaboard states and

### Nifty Foods for Nineteen Forty



By BETTY BARCLAY

#### Starting the New Year Right

During the last half of December, the hearts of all civilized people will be filled with the joys of the Christmas Season. Shortly afterwards, their minds will be troubled with plans for the New Year.

It is sensible and most appropriate to celebrate the coming of the New Year in any reasonable way; however, it is also sensible and most practical to plan for the conduct of one's business, not only for the opening day of the New Year but for every business day during the next twelve months.

Just how successful one's business may be in 1940 will depend on two things—general business conditions that prevail and one's personal efforts to make the best of those conditions. To get the greatest good out of his business during the coming year, the progressive macaroni-noodle manufacturer should recognize a dual obligation—one to his own firm and the other to the American public whose good will he must win and retain.

There are millions of Americans who only rarely enjoy a dish of fine and nutritious macaroni products. If more of them could be taught the merits of this product as a food that should appear more frequently in the daily diet, most of the worries and troubles of the macaroni industry would be solved for 1940 and subsequent years.

Towards that objective The National Macaroni Institute has already made its 1940 initial move. In a release that will reach millions of Americans, it suggests that the consumers of this country will be starting the year right by familiarizing themselves with the true food and economical

Make 1940 a "variety year," with at least one new dish each week for your family or guests. This recipe may be used for that big holiday dinner, or for any of the cold-weather meals that are yet ahead.

#### Broiled Egg-Noodle Nests

Perplexed housewives with three tempting and nutritious meals to prepare daily will welcome this suggested wheat-egg-meat combination that has eye-appeal, sates appetites and saves both work and worry.

½ lb. egg noodles  
8 strips bacon  
1 doz. stuffed olives  
½ cup butter  
Seasoning to taste

Boil egg noodles in boiling salted water until tender. Drain. Toss egg noodles in seasoned, melted butter to saute all strands.

Make a circle of each bacon strip by fastening ends with toothpick. Fill centers with buttered egg noodles. Cut olives in halves and arrange point downward in clover fashion in center of mounds. Broil till bacon is done. Serve with remaining egg noodles. For a change, substitute macaroni or spaghetti for the egg noodles.

#### It Pays to Advertise!

An exchange says:  
"It certainly pays to advertise. There are 26 mountains in Colorado higher than Pike's Peak."  
You cannot do business anonymously. Who knows the 26 mountains?

Several years ago an agency made a survey of the country and uncovered the astounding fact that macaroni, spaghetti and egg noodles were served only at one meal every two weeks in

the other industrialized sections of the country were found to be best acquainted with these fine wheat foods. There the average serving of these foods was as high as twice a week, due principally to the fact that the population there was more of a cosmopolitan nature with many nationalities represented.

In other parts of the country, the people knew only the "Pike's Peaks" among foods, though there are hundreds of good foods that rarely graced their tables because they knew little or nothing of other foods, among them being Macaroni Products.

The value of Macaroni Products as a food that should appear more frequently in meals in American homes, is becoming more generally known among millions who formerly never enjoyed this food. But the need of educational work is still great. There is still much that macaroni-noodle manufacturers can do along this line. To do it individually is costly. To do it in a cooperative way, and to do a reasonable job, seems to be the preferred, the least expensive way.

In this work, the NATIONAL MACARONI JOURNAL will be glad to give the benefit of its experience and leadership, with very little or no overhead. Thinkers in the trade are invited to make suggestions on "how best to get this good work started."

#### Advertising's Not on Trial

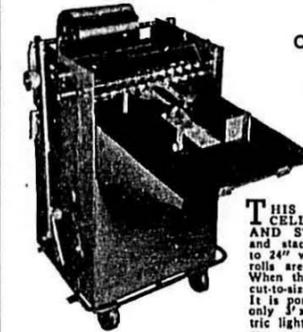
ADVERTISING is not on trial. It is the merit and women engaged in advertising that are on trial. That was the opinion expressed by Edgar

### A Food Authority



Mrs. Emily W. Leister, Director of Home Economics Department, National Association Service, Toledo, Ohio, and of The National Macaroni Institute, Braidwood, Illinois.

## ARE YOU INTERESTED IN SAVING 14-24% OF CELLOPHANE COST?



CUT YOUR OWN SHEETS . . . FROM ROLLS!

THIS fully automatic PETERS CELLOPHANE SHEETING AND STACKING MACHINE cuts and stacks any size sheet from 2" to 24" wide x 3" to 28" long. Two rolls are handled at the same time. When the stacker table is filled with cut-to-size sheets, the machine stops. It is portable, requires floor space of only 1' x 4' and operates from electric light socket. For printed Cellophane, machine is equipped with Electric Eye for spot registration. Can also be equipped with Slitter and Predetermined Counter.

Write for complete information on this economical machine. It will pay you to do so.

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

Kobak, vice president of Lord and Thomas, to the representatives of the leading food manufacturers of the country who attended the recent convention of The Associated Grocery Manufacturers of America, in New York City.

"People attack advertising from all sides. Sometimes these attacks are justified because of the misuse of this important force of business. Many times the attacks are not justified, but are made because it is much more exciting to find fault than to praise. It is a good way in which to make a living, it is a good cause for a crusade.

"I welcome attacks on advertising whether they come from outside the business or from within. These attacks make us stop and consider, make us hew to the line. Let's thank the critics. Let's not argue with them. Let's concede that sometimes they have something on their side, but thank them. Correct the errors if we are in the wrong. Correct the attacker with sound logic when we are right. Somehow when we are free of attacks, when our errors are being ignored, our own self-regulation becomes loose and ineffective.

"Whenever we get a good blast from the opponents, we tighten the rules—for a while. But we get lax again; and unless we hold the reins tight, we'll get government censorship, state regulations, and city rules so rigid and so unrelated that it will be

impossible to put much selling in our advertising. It will be impossible to put in facts that will fall within the rules of each community, state, or the nation.

"That's why I say welcome the attacks. That's why I feel that we should get together and improve the small percentage that needs improvement.

"I'm not interested in attacking the critics. That doesn't do much good. I'm not so sure I want to advertise advertising. It might be wiser to run a campaign to business and advertising people to sell the simple fundamentals of the right kind of advertising and selling—the kind that sticks to truth and accuracy and good taste and is without waste.

"Let's sell ourselves on good advertising! Let's sell the public on good advertising, through good advertising, and let's tell the public the truth about advertising!

"I appeal to you for greater faith in this important tool of business. I appeal to you to apply truth, and accuracy, and good taste, and less waste in advertising. I appeal to you to do a better job—defend and fight for advertising when it is right. Work to make advertising better so that there will be less to defend. Let me remind you again, it is not advertising that is on trial—it is the men and women engaged in advertising that are on trial."

#### "Hot Turkeyfurters"

Thanksgiving Day, 1939, will go down in American history as an oddity because of its observance on different days in November. But whether one celebrated Thanksgiving Day on the 23rd, as President F. D. Roosevelt decreed, or on the 30th, according to previous reckoning, you did not properly celebrate the national holiday unless you served "Turkeyfurters" on the day.

That is the opinion of the National Sausage Casing Dealers' Association, New York, N. Y., that recently announced the creation of the "Turkeyfurter" or "Hot Turk" delicacy. It is a direct relative of the well known frankfurter that is enjoyed by royalty and the commoner alike. It is a blend of fine turkey meat, veal and pork along with spices, all stuffed in a natural casing.

"Turkeyfurters" were introduced at a recent convention of meat packers and dealers in Chicago and caused much comment. It is hoped to make these "Hot Turks" as popular as their cousins. The names "Turkeyfurters" and "Hot Turk" are to be copyrighted but the formula is to be nationally broadcast and the stuffed delicacy is to be made immediately available to manufacturers of "stuffed meats."

Things aren't wrong; they just aren't as right as they might be.

## FACTORY SERVICE

### Survey Reveals Need for Modernization of Electrical Systems in Macaroni-Noodle Plants

Believe it or not, heat loss is one reason why macaroni-noodle manufacturers and other industrialists are losing money via their electrical systems. This we learned from a recent survey covering industrial wiring.

Many plants visited had been using the same wiring systems for years although plant additions had been built from time to time. In all cases, it would have cost less to re-design the existing system, eliminating the jigsaw puzzle of wires, cables and conduits that had been thrown together hit-or-miss to meet expanding plant conditions. Current bills in these plants were high because heat losses from wires and cables were high. Heat loss saps energy that should reach machines and other consuming equipment. 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 made many improvements to their products in recent years, which guarantee economical and uninterrupted operation. Too few macaroni-noodle manufacturing plants are making use of these improved materials.

Twinned with energy loss due to inadequate wiring, we received reports of voltage drop, which slowed down machine operation, increased operating costs, caused tie-ups in processing—all hidden losses that do not appear on the profit and loss statement, hence are often overlooked as with similar hidden losses due to inadequate boiler room equipment. After modernizing the electric circuits, the few plants where this had been done reported substantial reductions in insurance rates and greater safety for workers, thus plugging up two other profit leaks caused by Model T electrical systems.

In general, an electrical system may be subdivided as:

1. Source of energy—power generated within the plant or by a central station system.
2. Conductors of energy—wire and cable.
3. Protectors of energy—circuit breakers, fuses, lightning arresters, etc.
4. Controllers of energy—panel boards, switchboards, switching de-

vices, transformers, motor controls, etc.

5. Consumers of energy—motors, processing units or machines, lights, signals, fire alarms, etc.

In many plants contacted in our field work, we heard complaints of high cost of electric current, only to find, after inspection, that units under all of the foregoing subdivisions were faulty, antiquated or thrown together haphazardly. In some cases, the plants had been modernized with expensive electrical equipment but retained the old electric circuits "as it." Instead of saving money on such modernization, these plants were losing more than before, because the increasing efficiency of the modernized equipment placed a greater tax upon the antiquated wiring than before. As a result, electric current bills went up, much to the annoyance and surprise of plant superintendents.

In a competitive industry, where selling prices cannot be geared too high, the plant management with the ability to keep costs down to minimum has the edge. That management can make attractive prices to purchasers and still show reasonable profits. Electric power expense in many plants may run as high as four per cent of production costs; hence, the horse-and-buggy electrical systems inspected on this survey mean, not only bloated production costs, but bloated selling costs too. Modernization of the electrical system in many plants will bring costs down substantially so that more attractive prices can be quoted without endangering profits, thus making sales resistance less for the selling force and sales volume higher. The hidden losses through inadequate electrical equipment parallel those due to an antiquated boiler room.

Maintenance men reported frequent breakdowns where the electrical systems were inadequate, and too often they took such disruptions too lightly, too much a matter of course. Breakdowns occurred so often in some plants that the maintenance men considered them unavoidable, a bad habit to acquire and costly to plant operations. Too often, we found men and machines idle, waiting for repairs to be made. Disrupted production is another hidden loss, which,

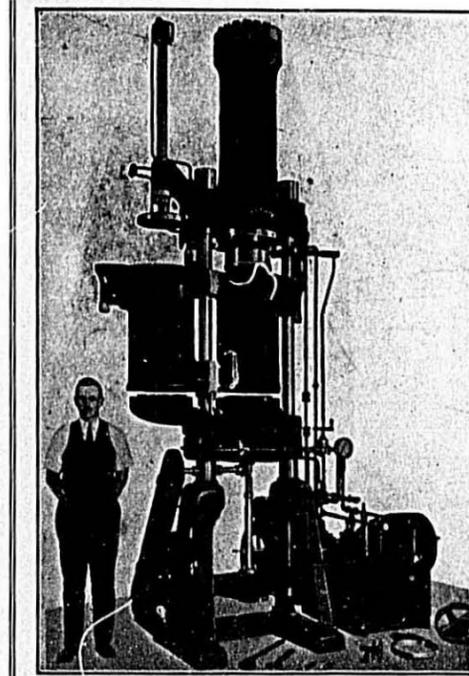
when added to excessive electric current expense, makes costs skyrocket, in some instances up to 50 per cent or more of work in process. Repairs and maintenance are high on these inefficient, outmoded electrical systems, another termite to profitable operation. In one plant, defective cable splices in the electrical system broke down completely, delaying production so badly that many orders were cancelled, entailing considerable loss.

An adequate electrical system can practically eliminate breakdowns and interruptions to production and will pay for itself in decreased maintenance and increased efficiency in little time. Many breakdowns are quickly adjusted, hence easily forgotten, but added together over the year, they total a substantial dollar loss. In more than one instance, breakdowns were reported of such serious nature that the scrapping of the crazy-quilt electrical systems responsible, and replacement with well-designed, modern systems would have been money in pocket, yet, even in such plants, the managements were still using the same badly designed basic layouts with probably a few minor changes or additions here or there, a few switches or cables or a few runs of new wire, in the attempt to minimize "power off." Patchwork of this kind is only too apparent in macaroni-noodle manufacturing plants, if one goes out to spot them.

In one plant, where production was delayed three or four times weekly because of fuse outages, a circuit breaker was installed, and, according to the management, it saves \$60 weekly in time formerly lost. Many circuit breakers, however, are so old and inadequate that they should be replaced. One plant experienced a serious outage and loss to production because the circuit breaker, meant to be an electrical safety valve, failed to function. The plant had grown in size since original installation and the switchgear's rupturing capacity was no longer suitable. When old breakers fail because short-circuit current increases to the point of exceeding their rupturing capacity, damaged equipment, hazards to life, property and higher production costs are common occurrences.

Consider insulation when installing cable and wire. It is important and should fit requirements. Heat subjects wiring and cable to deterioration, so do other factors, such as solvents, acids, alkalis, moisture, sunlight, arcs or other forms of external heat. The insulation on wires and cables in many macaroni-noodle manufacturing plants is deficient, causing breakdowns in operation and expensive adjustments. Brittle, dried-out wire insulation was noticed in many plants visited. In plants where vibration is

(Continued on Page 26)



PRESS No. 222 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

Presses  
Kneaders  
Mixers  
Cutters  
Brakes  
Mould Cleaners  
Moulds

All Sizes Up To Largest in Use

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



- Home Demonstration Agents
- Hotel and Restaurant Chefs

• Every Homemaker in America

If interested, send for sample copy and prices.

**THE NATIONAL MACARONI INSTITUTE**  
BRAIDWOOD ILLINOIS

## Now Available . . .

### A New Booklet on Macaroni Products — Their Origin, American Introduction and Development

Size 7" x 10", with illustrated cover and back cover page blank for imprinting name and message of distributor.

It's brimful of historical information, explanations of the manufacturing process, authoritative statements on the food value of Macaroni Products, pertinent Facts and useful Hints.

It contains 26 fine illustrations, 23 Kitchen-Tested Recipes, 18 of them beautifully illustrated, and 2 pages of suitable sauces.

An invaluable and authoritative Booklet of 24 pages with a cover in striking colors is now available for general distribution to—

- Buyers and Distributors
- Editors of Food Pages
- Teachers of Classes Studying Foods
- Food Directors of Radio Stations

(Continued from Page 24)

usually great, old dried-out insulation soon develops cracks and breaks away. That may mean a short with consequent stoppage to production or even a fire.

Maintenance men reported that wire had to be replaced frequently because of heat-rot, which indicated that they were using unsuitable insulation. Where processing produces much heat, it is wise to use heatproof, flameproof insulation. Sometimes, large emergency overloads are necessary. Cable with high heat-resisting characteristics is a wise investment here. Steam, dampness, dust and dirt deteriorate wire and cable. It may cost more to install wiring with suitable resistance advantages, but obviously it is a paying investment. Many plants should be re-wired merely because the insulation is antiquated and inefficient.

In re-designing an electric system, make provisions for future expansion. One reason why so many crack-pot electrical systems exist is that they were passable when installed years ago but plant size has been increased since and other conditions changed from time to time, so that the electrical system, like Topsy, just grew and grew, but without proper supervision or coordination. That type system is a hodge-podge of wires, cables, switchboards, transformers, with no regard to basic layout or unified operation, hence badly coordinated and a drain upon profits. Before modernization, have an adequate survey made. If the plant does not employ a competent electrical engineer, outside assistance should be obtained. Manufacturers of electrical materials will aid, but since they make a variety of items and since the electrical system is a combination of so many different manufacturers' products, it is better to have an independent electrical contractor or engineer coordinate the various units.

Too many old "jalopies" were found on this survey of electrical systems. Macaroni-noodle manufacturers will find it far more profitable to junk them for streamlined models.

### Safety in Macaroni Plants

Every executive of a macaroni-noodle manufacturing plant and every employee therein are or should be safety conscious. Every piece of moving mechanism, every movable article and most operations may be the cause of accidents, minor or major in extent. Hence, there exists a general desire to avoid time-loss accidents despite the general thinking that there is too much carelessness in this regard.

The National Safety Council, of which most of the leading macaroni and noodle plants are members, has been doing some exceptionally fine work among employers and employees aimed at accident prevention. Following a recent convention of the National Safety Council, many committees were appointed to have charge of various phases of the organization's safety program.

Mr. Leon G. Tujague, president of National Food Products Company, New Orleans, La., pioneer manufacturer in the Southland, is named as a member of the "Safe Practices Pamphlet Committee."

The National Macaroni Manufacturers Association in 1930 collaborated with the National Safety Council in the preparation and distribution of a safety pamphlet dealing specifically with safety practices in macaroni and noodle manufacturing factories. The pamphlet is a compilation of experiences in accident prevention, is well illustrated and should be most effectual in avoiding costly accidents which can be greatly reduced and almost entirely eliminated through proper employer-employee cooperation.

With Mr. Tujague, an outstanding executive of a macaroni-noodle plant, on this committee of "Safe Practices Pamphlets" it can be expected that during the current year some new pamphlets on the subject and of special interest to members of the macaroni industry will be made available.

In the meantime, the National Association has on hand a limited number of special pamphlets "Safety in Macaroni Plants," copies of which will be sent to those requesting them. Address requests to—National Macaroni Manufacturers Association, Braidwood, Illinois.

### One-Quarter Pound Monthly

The Swiss people, recognized heavy consumers of macaroni, spaghetti and egg noodles, are to be deprived almost entirely of this staple food if the food rationing story contained in the current press item is well founded. The story is headed: "Switzerland Rations Food, Except Bread and Candy . . . All Civilians, even Foreigners, Must Present Cards." It reads:

"Neutral Switzerland, guarding against a possible food shortage, put into effect today strict limitations on sales of sugar, rice, dried beans, rye and barley oil.

Ration cards were issued to the entire civilian population, including foreigners, with the exception of those living in hotels or boarding houses. These establishments are required to certify the number of guests for which purchases are made.

Every person is allowed three pounds of sugar a month, a half-pound of flour, dried beans, rye, barley and cooking fats, and a quarter-pound of spaghetti or macaroni. Sale of bread, cakes and candy is unlimited.

## 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

### Trademark Expiration

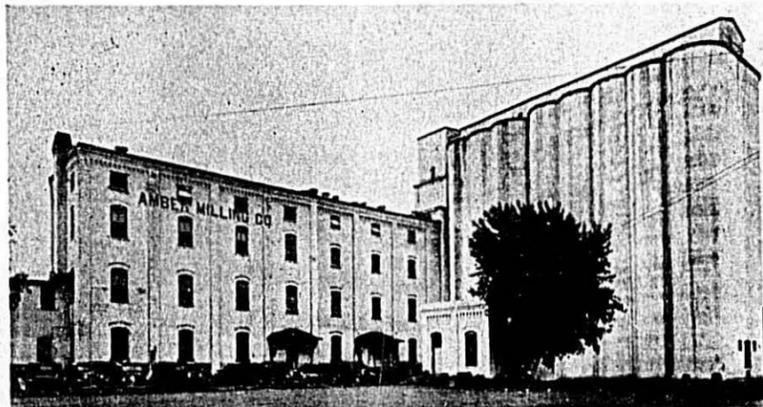
Many Valuable Macaroni-Noodle Trademarks Will Expire in 1940

The life of a trademark under the laws governing their registration is 20 years. The year 1920 was one of the years of abnormal expansion in the American macaroni industry and, as might be expected, many trademarks were registered that year, all of which will expire in 1940 unless renewed before their expiration date.

Present owners or users of trademarks have preferential privileges of renewing the registration of their marks for an additional period of 20 years under the precedent set up by the U. S. Patent Office. But application for such renewal must be filed not later than the last day of the present life of a mark. However, the application for renewal may be filed at any time within a period of six months prior to its final expiration.

A search of the records of the Patent Office shows that about a dozen trademarks will expire in 1940 and on varying dates from April to December. In some instances the owners are privileged to file application for renewal now. In others the first filing date is still a few months off; but in every case, the owner should be on the lookout for his interests in marks he is using and should not put off reestablishing his rights to trade marks for another 20-year period by properly applying for such renewals.

It is in this particular service that the Macaroni-Noodle Trademark Bureau offers to act as a specialist. It is concerned in the registration of trademarks for macaroni products primarily and its staff of trained and experienced executives will take the



To Our Many Friends in the Trade  
A Merry Christmas  
and  
A Happy, Prosperous New Year  
**AMBER MILLING COMPANY**

Exclusive Millers of Durum Wheat Products

I. F. DIEFENBACH  
President

MINNEAPOLIS

E. J. THOMAS  
V. Pres. and Gen'l. Mgr.

steps necessary to make the registration or renewal fool-proof.

#### Advisable to Renew

It is extremely advisable to renew the registrations of trademarks, even if they are not being used at the time the renewal date approaches. Otherwise, they are liable to adoption by others; but in any event, an attempt at re-registration following the final expiration date, makes them subject to all the objections and interferences that are possible in the registration of a new mark. It is preferable to renew a trademark within the time this can be legally done—six months before its expiration date—and thus avoid the citation of objections.

Among some of the more important trademarks that have been or are being used in the macaroni-noodle trade which will expire in 1940 and which are subject to renewal now or soon are:

MILKMAID and representation—registered April 20, 1920 (Registry No. 150,273), by California Macaroni Company, 956 Bryant Street, San Francisco, Calif. Expires April 20, 1940. Due for renewal any time between October 20, 1939, and April 20, 1940.

PILGRIM and picture—registered May 11, 1920 (Registry No. 131,370), by Skinner Manufacturing Co., 14th and Jackson Sts., Omaha, Neb., a corporation of Nebraska. Expires May 11, 1940. Due for renewal any time between November 11, 1939, and May 11, 1940.

I X L for macaroni sauce—registered June 8, 1920 (Registry No. 132,071), by Workman Packing Co., 432 Seventh St., San Francisco, Calif., a California corporation. Expires June 8, 1940. Due for renewal any time between December 8, 1939, and June 8, 1940.

KEYSTONE—registered July 6, 1920 (Registry No. 133,041), by Paul Francis Skinner, doing business as The Keystone Company, 14th and Jackson Sts., Omaha, Neb. Expires July 6, 1940. Due for renewal any time between January 6 and July 6, 1940.

GOLDEN WHEAT—registered July 27, 1920 (Registry No. 133,414), by The Foulds-Briggs Co., 1224 West Eighth St., Cincinnati, Ohio, a corporation of Ohio. Expires July 27, 1940. Due for renewal any time between January 27 and July 27, 1940.

LA MIA BANDIERA—registered September 7, 1920 (Registry No. 134,537), by Ettore M. Schisa, 1107 Oak St., Syracuse, N. Y., and Lebanon, Pa. Expires September 7, 1940. Due for renewal any time between March 7 and September 7, 1940.

A Design—registered October 19, 1920 (Registry No. 135,836), by United States Macaroni Company, Los Angeles, Calif., a corporation of California. Expires October 19, 1940. Due for renewal any time between April 19 and October 19, 1940.

KUX-KWIK—registered November 2, 1920 (Registry No. 136,715), by A. Zerega's Sons (Consolidated) Corp. of New York, 26-30 Front St., Brooklyn, N. Y. Expires November 2, 1940. Due for renewal any time between May 2 and November 2, 1940.

PRINCE—registered November 30, 1920 (Registry No. 137,680), by Prince Macaroni Manufacturing Co., 207 Commercial St., Boston, Mass. Expires November 30, 1940. Due for renewal any

time between May 30 and November 30, 1940.

BONA and picture—registered December 14, 1920 (Registry No. 137,990), by Dundas Food Products Corp., Lafayette Bldg., Philadelphia, Pa. Corporation of Delaware. Expires December 14, 1940. Due for renewal any time between June 14 and December 14, 1940.

DIANA and Representation—registered December 14, 1920 (Registry No. 138,067), by Modern Macaroni Manufacturing Co., 46 Flushing Avenue, Brooklyn, N. Y., a firm. Expires December 14, 1940. Due for renewal any time between June 14 and December 14, 1940.

Let the Macaroni-Noodles Trademark Bureau serve you in all your registration needs.

### Trademark Questions Answered

**Question**—We are desirous of registering a trade mark that was formerly the property of another firm, but is not now being used. Is it possible to register this as our own?

**Answer**—Officials of the Patent Office will decide every application of this nature on its own merits. But, generally speaking, if it can be proven that a firm that once registered a trademark is definitely out of business and that the mark has not been legally transferred to someone else, the first registration ceases to be a bar to the

adoption of the identical mark by someone else.

**Question**—We plan to apply for the registration of a brand name for one of our products that is now being used and has been registered for use on an entirely different food. How far would we get with such an application?

**Answer**—It is the policy of the officials of the Patent Office not to register identical trademarks for identical goods to two different parties. However, when there is a difference in marks and a difference in goods (in this case foods) the Commissioner may register the mark if you can show that you have the consent of the first registrant and his permission to use the mark you plan to register.

**Question**—With reference to trademark registrations, what is the difference between a "renewal" and a "Re-registration?"

**Answer**—A "renewal" is the registration of a trademark whose life is about to expire. It must be made before the final date of its registered life or at any time within six months previous to that date.

A "re-registration" refers to an attempt to get the Patent Office's approval of a trademark whose life has expired. Because a "re-registration" is subject to all the objections that could happen to a new application, it is not always possible to get a "re-registration," although a "renewal" would have nothing cited against it.

### Patents and Trade Marks

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

Patents granted—none.

#### TRADE MARKS REGISTERED

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

##### Diablo

The private brand trade mark of Lorin M. Sims, doing business as Sims Food Products, San Francisco, Calif., was registered for use on alimentary paste products, particularly spaghetti with meat balls, macaroni with chili and beans. Application was filed June 23, 1939, published by the Patent Office, August 29, 1939, and in the

September 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since May 17, 1939. The trade name is written in very heavy type.

##### Priscilla

The private brand trade mark of Abraham & Straus, Inc., Brooklyn, N. Y., was registered for use on canned spaghetti and canned chicken and egg noodles. Application was filed September 29, 1938, published by the Patent Office, September 5, 1939, and in the October 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since 1900 and 1936, respectively. The trade name is in long-hand lettering.

#### TRADE MARKS APPLIED FOR

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

##### Miss Carolina

The private brand trade mark of Christiansburg Canning Co., Inc., Pulaski and Christiansburg, Va., for use on macaroni, spaghetti and other groceries. Application was filed September 1, 1939, and published November 7, 1939. Owner claims use since September 15, 1930. The trade name is written in a semi-circle with large letters.

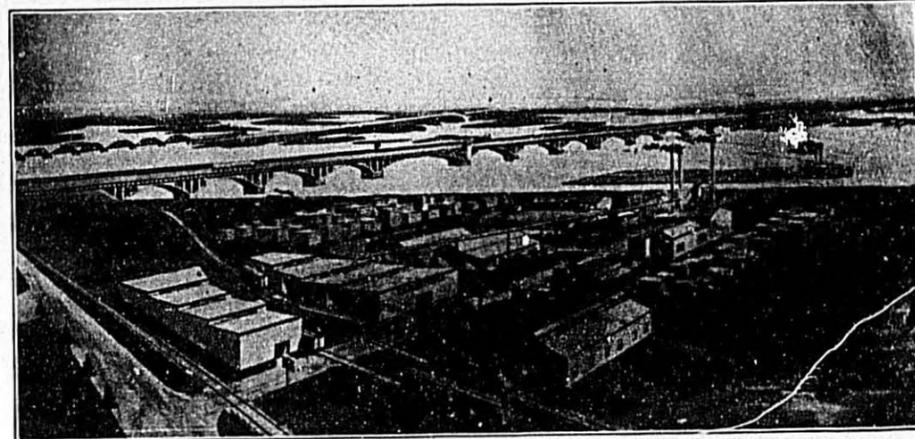
##### Colonne D'Oro

The private brand trade mark of A. Paruta, Passaic, N. J., for use on macaroni, spaghetti, elbow macaroni, noodles and



*Best Wishes*  
*May our business relations ever reflect the cordiality of the Holiday Season, bringing you happiness and prosperity untold. In such spirit please accept best wishes for a Merry Christmas and a Happy New Year.*

*Capital Flour Mills*  
*Incorporated*  
*Minneapolis Minnesota*



### Macaroni Shooks Mill Rebuilt

**Plant Destroyed by Fire Replaced at Cost of \$50,000**

The finishing plant of the Decatur Box and Basket Company, Decatur, Alabama, has been completed and the firm is once more in a position to supply the needs of the macaroni trade in wooden box shoos in which it has long specialized.

The old plant was destroyed by fire following a stroke of lightning the night of August 1, which caused the loss of valuable machinery and other

equipment. The loss was estimated at \$50,000. Other mills housed in adjoining buildings were saved and operations therein have not been seriously curtailed while the new finishing mill was being built.

The new building is of modern saw-tooth style of construction, with more than 15,500 square feet of floor space. It is of irregular shape, but approximately 100 by 100 feet. It is equipped with the most modern machines, with ball-bearing motor drives, easily doubling the production capacity of the former plant.

W. F. Boswell, vice president and general manager of the firm, had charge of the construction work and

the purchase of the new equipment. Ralph H. Barter is the general sales manager of the firm and is in direct charge of sales of macaroni shoos to the firms in the macaroni trade that still use wooden boxes for shipment of their finished products. The use of wooden shoos is increasing annually, according to Mr. Barter.

The Decatur Box and Basket Company gives employment to more than 100 employees and obtains its raw materials within a radius of 60 miles of its plants. Besides macaroni shoos, the firm specializes in light boxes for berries, in wooden barrels, and wooden containers of all kinds.

egg noodles, all sold in cans to the trade. Application was filed March 30, 1938, and published November 21, 1939. Owner claims use since October, 1936. The trade mark consists of the name in heavy type beneath a picture of a colonnade and an erupting volcano.

#### LABELS

##### Hung's Chic-Chow Egg Noodles

The title, "Hung's Chic-Chow Egg Noodles" was registered November 28, 1939, by Hung's Food Products, Inc., Boston, Mass., for use on egg noodles. Application was published September 12, 1939, and given serial number 53952.

### Old Dad MacNoodle

says:

#### Getting There First

It was during the Civil War that someone said the best general was the one who "got there fastest with the mostest men."

It is a good deal like that in business. One of my local business acquaintances found some of his prospective purchasers were being sold by outside firms who came into his territory and took business right out from under his nose. He proceeded to put an end to this by seeing these prospects first and seeing them often. Now, when an outsider comes along, they say, "I'll let Bill Reynolds

figure on this job. He's right here and he's been talking to us about it."

The local man who covers the ground first and covers it often doesn't have to worry much about outside competition. It does not uncover any new business he has not already known about. Outsiders do not call on anyone who has not already been pretty well sold on what he can do for them.

A salesman of my acquaintance (before the business slump) saw something in the paper about a big corporation starting work on a real estate development involving construction of 4,500 houses.

Before the streets had been laid out, this salesman found a banker who could tell him just who was who behind this big building project. He went to see the right man, and he asked for a chance to figure on boilers and heating plants for those houses. He was months ahead of time, but he found the prospective builders ready to talk of plans for months in the future. This salesman was first on the job and he knew the men and the lay of the land and knew them well before anyone else got around to make a first call.

The result of this early and often solicitation was an order that included 4,500 heating outfits at a cost of \$400 each, plus an installation cost of as much more.

### Krumm Macaroni, Inc., Liquidated

According to an announcement by George B. Johnson of Keystone Macaroni Manufacturing Company, Lebanon, Pa., the business of the Krumm Macaroni Company, Philadelphia, Pa., was acquired by his firm early in December and the Philadelphia plant is being dismantled. Such machinery as can be made use of is being transferred to the Lebanon plant while the remainder is being disposed of by private sale.

"The entire Krumm sales organization will be retained by the Keystone Macaroni Manufacturing Company," says Mr. Johnson, Vice President and General Manager, "and it will function as an organization separate from Keystone, with Philip R. Winebrener as General Sales Manager for both companies."

The official personnel of the enlarged firm is now as follows:

President—Girolamo Guerrisi.  
 Vice President and General Manager—George B. Johnson.

Secretary - Treasurer — Charles J. Travis.

General Sales Manager—Philip R. Winebrener.

The directors are—Girolamo Guerrisi, George B. Johnson, P. N. Hershey, Charles J. Travis.



**SAFETY PRESERVES HAPPINESS**

**Preserve the Great American Christmas**

By Fred W. Braun  
*The Safety Man*

Compare the happy, peaceful Christmas America will enjoy this year with that of war-torn European countries—countries in which Christmas has for ages been celebrated with traditional gaiety and enjoyment—a day filled with age-old customs, many of which were brought to America by our forefathers and have become established customs here. We will enjoy them this year as usual. They will be missed by the people of Europe because "Peace on Earth, Good Will Toward Men" has been forgotten for the moment. Let us be thankful for

the happiness that is ours as Americans! Let us preserve it by keeping America free from those elements that destroy it.

We in America do have one danger to face in our daily lives—the danger of accident—the one menace that stands ready to destroy our happiness at the first slip of carelessness. In the factory, on the road, in the home, the danger of accident exists night and day. Nearly 100,000 lives were snuffed out last year by this messenger of death—many thousands of them by automobile accident. Let us checkmate this danger by carefulness! Whatever you do, wherever you go—especially in your car during the holidays, BE CAREFUL! Driving conditions, especially icy streets, in sleet, snow and darkness, should be considered and your speed and alertness gauged

*Merry Christmas and Happy New Year*  
**F. MALDARI & BROS., INC.**

178-180 Grand Street



New York, New York

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

accordingly. America is free from the destructive forces of war—keep your home, your family, and yourself free from the disaster of accident!

**Attention! Macaroni Machinery Manufacturers**

If you are desirous of selling macaroni manufacturing machinery in Great Britain, you will be interested in the following request from London, England, dated November 21, 1939, and addressed to the Editor of this publication:

London, England, N-16,  
November 21, 1939.

THE MACARONI JOURNAL,  
M. J. Donna, Editor,  
Braidwood, Illinois, U.S.A.

Dear Sir:

I am interested in buying an American macaroni and spaghetti manufacturing machine. May I ask you to give me the addresses of some manufacturers, or would you be good enough to induce one or some manufacturers to give me an offer.

All expenses are to be paid. Please let me have your answer soon. Many thanks in anticipation.

Yours truly,  
(Signed) SIMON LICHTZFELD,  
53 Manor Road, London,  
N16, England.

Note: A recent issue of THE MACARONI JOURNAL was sent, giving names and addresses of all advertisers of the kind of machines in which he may be interested.—The Editor.

**Vitamins in Macaroni**

Dictionaries define "Vitamins" as "Any of the group of constituents of most foods in their natural state, of which small quantities are essential for the normal nutrition of animals, and possibly of plants."

Scientists and nutritionists are making new discoveries about vitamins almost daily—the foods that contain them, the kinds contained and the ef-

fect, on consumers, of deficiencies of certain vitamins in diets.

Wheat has been found to contain certain vitamins and there is no reason to doubt that the vitamins in wheat should also be found in foods made from miller wheat, such as macaroni products.

"Vitamins may mean the difference between buoyant health and that under-par feeling," says Miss Hope Satterthwaite in her article on "Why Vitamins?" appearing in the December, 1939, issue of *The Parents Magazine*. The author was formerly with the New York City Department of Health and Science Service, and is well equipped to discuss the well-known vitamins, which are listed and defined herewith:

**Vitamin Safeguards**

**Vitamin A.**—Prevents night blindness. Helps keep lining membranes of eyes, nose, throat, lungs and digestive tract healthy. Helps promote normal growth.

**Vitamin B.**—Stimulates appetite. Promotes normal growth and healthy nervous system. Prevents beriberi. Aids digestion, elimination and the supply of breast milk.

**Vitamin B<sub>1</sub>.**—Promotes growth. Helps to maintain normal skin and nervous system.

**Vitamin C.**—Prevents scurvy. Helps maintain normal gums, teeth and blood vessels. Aids in building resistance against infection.

**Vitamin D.**—Prevents rickets and helps build healthy bones and teeth, and general good health throughout life.

**A & P Affiliate Expands Indiana Processing Unit**

**Addition to Quaker Maid Plant at Terre Haute Will Double Present Space; Payroll Increase Projected**

Construction of a \$400,000 addition to the Terre Haute manufacturing plant of the Quaker Maid Company, which will almost double present space and result in a substantial increase in payrolls, has been announced by C. W. Westrup, general manager of the plant. Work has already begun on the construction, contracts having been signed with the Turner Construction Co.

"The addition has been made necessary by the fact that the business of the factory has increased tremendously since 1929, when the original building was erected," Westrup declared. He pointed out that the factory is one of four operated by the company, manufacturing affiliate of the Great Atlantic & Pacific Tea Company.

"An 18 per cent expansion in the office and factory payrolls is anticipated during the first year," Westrup said, "although no products are being added to lines already manufactured or processed in the plant. Approximately 150 Terre Haute workers will find work at the factory after May 1, in addition to the 800 employed there now."

The food products prepared here, he added, are sold in the 4,600 A & P stores and super-markets west of Pittsburgh. Annual production at the

plant is valued at approximately \$12,000,000, Westrup explained.

The new building will contain 180,000 square feet of floor space, as compared with 209,000 contained in the present structure, he said.

"A major portion of the additional space will be used for storage purposes," Westrup said.

**PRICE and QUALITY PRINTING**

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Your Business CARDS—65c.

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**NICHOLS and COMPANY**  
Kingston, Georgia

**National Cereal Products Laboratories**

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

Laboratory—No. 30 Front St., Brooklyn, N. Y.  
Offices—No. 2 Grace Court, Brooklyn, N. Y.  
No. 2026 Eye St. N.W., Washington, D. C.

Brooklyn 'Phones Washington, D. C.  
CUMberland 6-2549 REpublic 3051  
TRiangle 5-8284 ADams 8035

**November Flour Production 1,080,791 Barrels Under Previous Month's Output**

With the end of November, mills which represent 64 per cent of the national production total reported to *The Northwestern Miller* that they had produced 5,300,889 bbls. of flour, the lowest November production since 1936, when 5,205,839 bbls. of flour were produced. October, 1939, production by these mills was 6,381,680 bbls., showing a monthly decline of 1,080,791 bbls. during November.

A year ago, the month's figure was 5,612,323 bbls. and two years ago 5,617,375 bbls. The eastern division of the Central West, comprising mills in Ohio, Michigan, Indiana and those at Toledo, was alone in registering an increase during the month—40,145 bbls. Other sections, principally the major regions, showed large monthly declines.

Northwestern production fell back 324,700 bbls. during the month, and the mills of the Southwest reported a 320,735-bbl. decrease. Buffalo mill production declined about 291,390 bbls. Below is a table which shows November production, by sections, in detail:

	TOTAL MONTHLY FLOUR PRODUCTION			
	November, 1939	Previous month	1938	1937
Output reported to <i>The Northwestern Miller</i> , in barrels, by mills representing 64 per cent of the total flour production of the United States:				
Northwest .....	1,189,629	1,514,326	1,387,477	1,363,846
Southwest .....	2,014,231	2,334,965	2,028,719	2,098,340
Buffalo .....	715,294	1,006,681	819,754	845,175
Central West—Eastern Division .....	527,853	487,708	499,648	290,431
Western Division .....	254,695	295,816	265,488	276,711
Southeast .....	124,799	131,217	172,546	299,091
Pacific Coast .....	474,388	619,967	437,991	443,781
Totals .....	5,300,889	6,381,680	5,612,323	5,617,375

— Macaroni Boxes of Wood Our Specialty —  
**KANSAS CITY SHOOK & MANUFACTURING CO.**  
Wilson, Arkansas  
Sales Agent—A. R. Shearon, Marked Tree, Arkansas

**"CHEESE"**

The manufacture and distribution of Italian type of cheese is our business. **GRATED CHEESE** is our specialty.

Are you using, or planning to use, grated cheese in one way or another in your products? If you are, you owe it to yourself to write to our headquarters. We may have information which would interest you.

Quality and price will meet your requirements.  
**STELLA CHEESE CO.**  
651 West Randolph St. Chicago, Ill.

## 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.

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J. H. Diamond.....President  
P. R. Winbrenner.....Advisor  
M. J. Donna.....Editor and General Manager

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**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.....35 Cents Per Line

Vol. XXI DECEMBER 15, 1939 No. 7

### New Food-Drug Act Strongest . . . Dunn

The Federal Food, Drug and Cosmetic Act, enacted June 25, 1938, and which becomes fully effective on January 1, 1940, is the strongest law for the protection of society against the injurious consequences of food adulteration and misbranding yet enacted in the United States or in the entire English-speaking world.

This is the opinion of Charles Wesley Dunn, General Counsel for the Associated Grocery Manufacturers of America.

"The Act is fundamentally significant," Mr. Dunn said, "because it is the national law which broadly defines the basic relation of the food manufacturing industry to the consuming public.

"It is a strong law for the protection of society against the injurious consequences of food adulteration and misbranding and it is the strongest

law for such protection yet enacted in the United States. (I may parenthetically add that, in my view, it is the strongest national law for such protection yet enacted in the entire English-speaking world. Certainly it is stronger than the latest parallel law enacted in England, from whence our food law is historically derived.)

"Therefore this Act is a major development in the fundamental social legislation of our country; and it is an appropriate enactment of an enlightened democracy.

"The strength of this Act is evidenced by the fact that it broadly outlaws any food which is dangerous, unwholesome or unfit for consumption and any labeling representation in its sale which is false or misleading in any particular. More than that, it affirmatively requires that food make a label disclosure of informative value to the consuming public, including a statement of its ingredients in the case of non-standard food. Furthermore, this Act must be taken with the supplemental Wheeler-Lea Act, which is a national law broadly outlawing any false or misleading advertisement of food."

### 1939 State Durum Show

An increased attendance and a more general state-wide interest was reported in the second annual State Durum Show held in Langdon, North Dakota, December 13 and 14, 1939. A greater variety of exceptionally high quality samples of state-grown durum wheats characterized the show, which was again sponsored by the Cavalier County Crop Improvement Association.

Cavalier County is in the center of the main durum producing region of the United States, which produces about 40 per cent of all the durum in the country, according to the estimate of William J. Leary, Extension Agronomist of the North Dakota Agricultural College that takes a paternal interest in the exhibition.

One of the main features of the 1938 show was an exhibit of 200 samples of durum wheat that had been taken from loads as farmers delivered their grain to the elevator. Market grades by the Federal Grain Supervision Office showed that 80 per cent graded No. 1 Hard Amber, the highest grade possible with test weight averaging better than 62 pounds per

### BUSINESS CARDS

**CARTONS**  
QUALITY AND SERVICE  
GIVE US A TRIAL

**NATIONAL CARTON CO.**  
JOLIET, ILLINOIS

**MERCANTILE COLLECTIONS**  
OFFICIAL REPRESENTATIVES FOR  
N. M. M. A.

WRITE—  
For Bulletins of Claims Placed by the Industry.  
For Pad of Service Forms and Information about our Procedures.

**CREDITORS SERVICE TRUST CO.**  
Tyler Building  
LOUISVILLE KENTUCKY

bushel. Seasonal conditions were not as favorable in 1939 so the quality this year was not as outstanding as it was in 1938. Drought and grasshoppers reduced yields and test weight, and the color of this year's durum is not as bright.

Improved seed-cleaning practices were featured on this year's program. Exhibits and demonstrations of seed-cleaning machinery outstripped all the allied industries that are enthusiastically supporting the show. Representatives of the durum milling industry addressed the gathered farmers, emphasizing the willingness to cooperate in the durum improvement activities, and stressing the need of quality durum for the production of the high grade semolina demanded by the better class of macaroni makers of the country. Exhibits of certified durum seed were shown to encourage a wider use of better seed for better durum.

Salesman: And here, sir, is a really handy item—a pocket fire extinguisher.

Prospect: Don't be silly! There's not the slightest chance of fire breaking out in my pocket!

We have solved the infestation problem for some of the largest macaroni factories in the Midwest.  
We can help you solve your problem. Consult us without obligation.

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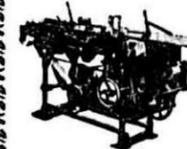
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IN YOUR CARTON PACKAGING DEPT.



WITH these two machines, you can set up and close 55-60 macaroni or spaghetti cartons per minute. Both machines are fully automatic.

This PETERS SENIOR CARTON FORMING AND LINING MACHINE equipped with AUTOMATIC CARTON AND LINER FEEDING DEVICE sets up the cartons inexpensively and is used in progressive plants where packaging cost is a factor.



For closing cartons automatically, this PETERS SENIOR CARTON FOLDING AND CLOSING MACHINE is used to operate in coordination with the above machine. Cartons are conveyed to this machine after being filled.

Write for complete information on this equipment to meet your requirements. If possible, please send sample cartons or advise their sizes.

Day the Christmas Bells Ring in for You an Era of Unalloyed Happiness and Constantly Increasing Prosperity.

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<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First— <b>INDUSTRY</b> — Then— <b>MANUFACTURER</b></p>
<p><b>OFFICERS AND DIRECTORS 1939-1940</b></p>		
<p>J. H. DIAMOND, President.....Gooch Food Products Co., Lincoln, Nebr.  J. J. CUNEO, Vice President.....LaPremiata Macaroni Corp., Connellsville, Pa.  P. R. WINEBRENER, Adviser.....Krumm Macaroni, Inc., Philadelphia, Pa.  B. R. JACOBS, Director of Research.....2 Grace Court, Brooklyn, N. Y.  M. J. DONNA, Secretary-Treasurer.....Braidwood, Illinois</p>		
<p>Sam Arena, V. Arena &amp; Sons, Inc., Norristown, Pa.  A. F. Burke, Ghiglione Macaroni Corp., Seattle, Wash.  G. D. Del Rossi, G. D. Del Rossi Co., Providence, R. I.  E. De Rocco, San Diego Macaroni Mfg. Co., Inc., San Diego, Calif.  A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.  Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.  E. Ronzoni, Jr., Ronzoni Macaroni Co., Inc., Long Island City, N. Y.</p>		
<p>C. B. Schmidt, Crescent Macaroni &amp; Cracker Co., Davenport, Iowa.  Frank Traficanti Brothers, Chicago, Ill.  L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  P. J. Viviano, Kentucky Macaroni Co., Inc., Louisville, Ky.  Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.  C. W. Wolle, Mega Macaroni Co., Harrisburg, Pa.  Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.</p>		

### The Secretary's Message

## The Industry's Mid-Year Conference When, Where and Why

The Mid-Year Conference of the Macaroni Industry in Chicago, Illinois, is set for Monday, January 22, 1940, under the auspices of the National Macaroni Manufacturers Association.

Headquarters will be in The Morrison Hotel, where all meetings are to be held. The morning session starts at 10:00 A. M. sharp. It will be followed by a "Dutch Treat" group luncheon at 12:30 P. M. The conference will reconvene at 2:00 P. M. and remain in session until all the business is transacted.

Who are privileged to attend this conference?

Every Macaroni-Noodle manufacturer and all friendly allies interested in the general welfare of the Macaroni Industry. No registration fee; no obligation.

Must a firm be a member of the sponsoring National Association to earn for its representatives all the convention privileges?

No! The meeting is open to all friends of the Industry. They will have a voice and a vote on all matters that come before the meeting, except those that apply strictly to the Association's policies.

But, it is natural to assume that those who attend this and all Association-sponsored conferences will do so primarily to benefit from the discussions and, incidentally, ascertain the aims and objects of the National Association with the thought that sooner or later they will volunteer to cooperate in the activities of the Association as supporting members.

Why a meeting in January?

The meeting is purposely set for the week in January each year when the Grocery trades hold their joint conferences. During the week of January 22 every important national group concerned in the manufacture and distribution of food products will hold special meetings in Chicago and joint meetings, also, for the consideration of things in which they are jointly concerned.

There will be conventions of the wholesale and retail organizations; meetings of representatives of chain and independent stores; brokers and manufacturers. Leaders from every State in the union will be there, giving unlimited opportunities for friendly, beneficial contacts that mean so much to one's business.

It has become quite an established custom for the leading Macaroni-Noodle manufacturers to attend this annual Grocery Conference; so, it seems but natural to call them into a conference of their own, since they are already on the ground.

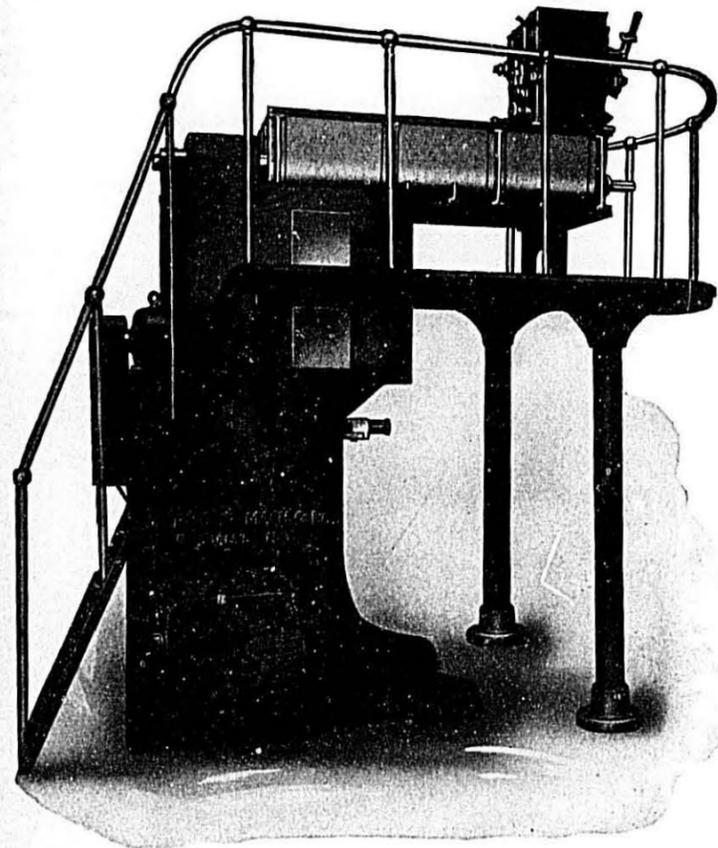
Plan to attend the Mid-Year Meeting of the Macaroni Trade in Chicago, January 22, 1940. The program is in the making. It will cover all problems currently affecting the trade—problems that are becoming more acute and too complex to be considered otherwise than in unison with others in the trade.

The opportunity for a friendly conference is thus presented. It's up to the progressives in the trade to make the most of it.

M. J. DONNA, Secretary, N.M.M.A.

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

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