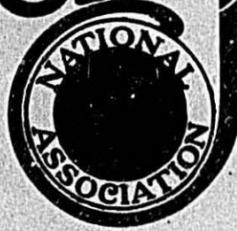


**THE  
MACARONI  
JOURNAL**

**Volume XXI  
Number 6**

**October 15,  
1939**

# The Macaroni Journal



Braidwood, Illinois

October 15, 1939

Vol. XXI No. 6

## *Perspective*

PERSPECTIVE is what each of us needs.

Days spent at annual conventions and at Mid-Year meetings of the National Macaroni Manufacturers Association are days of detachment from the immediate job,—opportunities to get facts and suggestions to stimulate the imagination—to check ideas with others—to find that others, too, have troubles and successes—to renew enthusiasm and to reinforce determination.

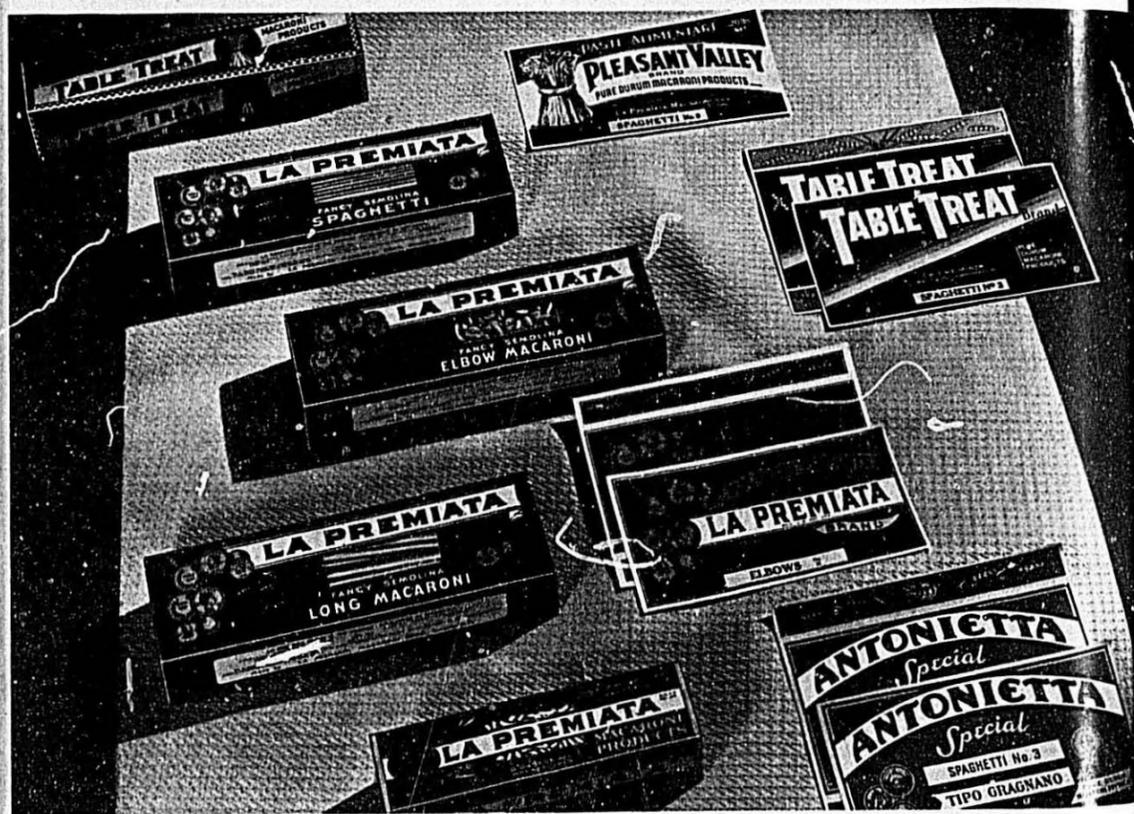
Conference programs are broadly conceived to stimulate discussion of a wide range of subjects and to return benefits in added information and knowledge.

Join the National Association and plan to attend all its conferences hereafter. It's a wise investment.



IS YOUR PACKAGE A

Wallflower?



Does it sit on the side lines, dull, unwanted, while its bolder, more attractive neighbors capture all the sales? Give your package brilliant, colorful NEW personality. Use Rossotti DUBL-VU "Window" cartons, and Rossotti TRU-VU Labels. They offer all of the latest developments in successful macaroni and egg noodle packaging. Take advantage of our 41 years of specializing in your field. Just call in your nearest Rossotti field man or write us today. Valuable suggestions, ideas, samples and cost estimates do not obligate you in any way.



ROSSOTTI LITHOGRAPHING COMPANY, INC

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BRANCH SALES OFFICES IN PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

## Let's Keep Our Feet on the Ground in This Crisis!

### An Appeal to Reason

By M. J. Donna, Secretary of NMMA

WAR's ugly head is up again in Europe, and, as expected, it has created a situation in the macaroni trade that brings both pleasant and unpleasant memories to the Oldsters who are profiting from their Old World War experiences.

History is repeating itself. Then, as now, there existed a heavy demand for macaroni and other foods; prices increased sharply, even unduly. New factories were hurriedly planned and old ones enlarged, unduly increasing production.

But conditions differed then. In 1914-1918 there was a macaroni market to win. In 1913, this country imported 114,000,000 pounds of macaroni products, mostly from Italy. When the War shut out these imports, American macaroni firms rushed to supply this huge market.

The War continued until this country became involved. Prices boomed further; demand exceeded supply. Everybody was busy; some made money. Suddenly, the country found it necessary to conserve its wheat to help feed the allies, and things changed.

By government regulation, macaroni production was restricted to 70 per cent of the previous year's conversion of Semolina, Farina or other wheat flour. Most manufacturers wisely chose to limit production and maintain the quality of their products. Some "hungry" ones sought to get around the regulation by using "extenders," such as rye, barley, rice, corn and potato flour to make up the 30 per cent of their previous year's production which they could not get in Semolina, Farina and Durum Flour. The result: a very poor grade of macaroni—gray, pasty and odiferous—that would not sell, none would eat.

Those who were content to obey the regulations suffered a little from smaller production, but those who resorted to "substitutes" sustained losses from which they were years in recovering. In fact, one out-standing firm making a nationally-advertised brand went so far as to make up millions of pounds of inferior products, using substitutes, in anticipation of a government regulation that did not materialize because of the fine fight made by the National Macaroni Manufacturers Association. This firm became the greatest financial and commercial failure in U. S. macaroni history.

Unlike the last World War, the U. S. Macaroni Industry has no great import market to fight for at this time. Less than 2,000,000 pounds of macaroni products were imported in 1938. There is a surplus of good macaroni wheat and prospects that our 1940 crop will be ample.

So let's expand slowly, sell reasonably and profitably with the thought that by acting sanely and sensibly in this crisis, we may avoid drastic regulations, unnecessary restrictions, and perhaps, government control.

Let's hold our heads; show no greed. Let's produce the very best macaroni possible with the fine material available and we'll weather this War, proudly and profitably.

To get a cross-section view of the manufacturers who suffered the consequences of the War of 1914-1919, personal letters were sent to the leading manufacturers asking them to comment on the lesson they learned from their Old World War experiences. All were happy to reply in the hope of guiding the present industry under present War conditions. Here's a compilation of their thinking, reasoning and recommendations:

Comment No. 1—Let's Maintain QUALITY, first, last, and always!

Our experience then taught us that we should make it an unbreakable rule to maintain quality. This should be the fundamental thought of every macaroni-noodle manufacturer, everywhere and always, irrespective of prices.

Restrictions imposed on our Industry during the First World War had every serious and far-reaching effects on the Quality of our products. It took years to rectify the resulting damage. Therefore, it behooves the whole Industry, every mother's son in our business, to do nothing that will have the tendency to encourage the imposition of similar restrictions in the present armed conflict.

Comment No. 2—Let's avoid "Substitutes" and outside "Control."

Wars between civilized nations create heavy demands for WHEAT FOODS and a tendency among the "Weak Sisters" in any trade to use wheat substitutes for longer profits.

In 1914-1918, these "Weak Sisters" brought about conditions that should never be forgotten and never repeated. Reference is made to the attempt by some to get the Government to enforce the use of substitutes—an attempt that failed miserably because of the fine fight made by the National Association at that time. In it's "Save Wheat" program, the Government wisely chose to restrict production rather than to enforce the use of substitutes.

Our War and peace-time experiences are: that Quality Buyers repeat, and that Price Buyers do not, unless the price is lower and ever lower.

Urge, recommend, ye DEMAND that all manufacturers stick to quality goods. Fight the inclination among a limited few to "gouge" the public at a time when there's such a fine opportunity to create new and heavier consumers of Quality Macaroni Products—consumers that will thus be made our friends after the War subsides if we are fair and honorable now.

It's time to think straight and to act so! Let's use no substitutes, resort to no subterfuges. Let's maintain Quality and do not become panic-stricken. Let's hold our heads, and keep our feet firmly on safe ground.



QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XXI

OCTOBER 15, 1939

Number 6

## Macaroni Advertising

From several sources interested in the study of food advertising as it appears in the daily press, come the report that nearly \$40,000,000 was spent in 1938 for space in the newspapers of this country by food growers, converters and distributors. This total equals about 25 per cent of all the advertising space in all the newspapers.

When these authoritative sources were asked to say what portion of this huge sum was spent in advertising macaroni-spaghetti-egg noodles, they found themselves stumped, and were not able to make even a good estimate. They would go so far only as to say that whatever advertising was done for macaroni products, was mostly carried on by the producers of canned spaghetti and of chicken-egg noodle soups. There were, however, a few firms that did some consistent newspaper advertising with fine results. Distributors of "spaghetti dinners" also did some effective advertising and garnered some fine public favor.

Unfortunately for the trade, there is still too large a group therein that is of the opinion that macaroni products are too well known to need general advertising. What a fallacy! What food is better known or more universally eaten than bread or meat? Yet, millions are being spent annually to promote the consumption of both these basic foods. Here are a few additional figures that bear out this point: In 1939, nearly \$3,000,000 was spent for newspaper space to advertise tea and coffee; over \$4,000,000 for breakfast foods; over \$3,000,000 for dairy products; nearly \$2,000,000 for meat and fish advertising and just a little less than \$5,000,000 to ask the public to drink certain brands or kinds of beers.

Advertising is a prime necessity for any going business. Advertising need not be continuous, though it would bring better results if it were, but it should appear consistently in whatever media is chosen. True, many macaroni-noodle manufacturers advertise consistently by radio, and others have newspaper and magazine schedules of which they are justly proud, but the industry, as a whole, has merely scratched the surface of advertising possibilities.

All advertising should have two main objectives: 1 to educate, and 2, to remind. There are millions who do not know that macaroni is a wheat food—have never tasted it. There are millions more that eat it only on rare occasions because they do not know its fine food value. These must be educated through advertising in any of the recognized advertising media. More millions eat it occasionally. They should be reminded to eat it oftener and taught new ways of preparing it—ways that are almost endless.

Let's have more advertising of macaroni-spaghetti-egg noodles of every kind—newspapers, magazines, radio, billboards and other media.

## Our Little Boom-let

The macaroni manufacturing industry of this country, like most other lines of business, is enjoying a little boom-let that should help to pull many operators out of the red this year. Most plants are running overtime to fill unexpected orders and executives are so busy filling the increased demand that they have little time for anything else. The only matter that seems to worry them at present is the question, "Is this but a flash or has it the permanency that means the realization of the prosperity for which all have been looking for years?"

After many lean years, this little boom-let in business and particularly in the macaroni-noodle trade is most welcome. It places many manufacturers in a position to recuperate some of the heavy losses sustained year in and year out since Depression No. 1 engulfed them in 1929 and from which they were slowly emerging only to be endangered by Depression No. 2 that threatened the entire collapse of business. True, occasional and seasonal spurts in business encouraged many to hold on in the hope that the improvement now promised would develop.

It must ever be remembered that the Fall months of the year are always the "buying months" insofar as the macaroni trade is concerned. Any buying that is above the general fall average can be attributed to this boom-let and to whatever is causing the pres-buying wave. It may be the European war; if so, it must be in anticipation of orders that have scarcely materialized at this early date. Many are inclined to believe that the more-than-ordinary demand may be due to foolish food hoarding about which so much has been said and very little done. But, irrespective of the reason for it, the results are enjoyable to the macaroni men who hope to find themselves out of the "red" this year-end.

The general thinking is that the manufacturers should keep their feet on the ground, that they should take improved conditions calmly, manufacture the best quality products possible and sell them reasonably and profitably. It would be foolhardy to get out of the business "all that the traffic will bear" as some are inclined to do, because there will be a day of reckoning that all should heed. Judicious advertising should be continued by those who are accustomed to advertise and by others who have quality products to publicize.

It should be remembered that Italy, the world's largest producer of macaroni products is not at war, yet. It would like nothing better than to regain the lucrative macaroni market in this country, lost during the last World War. Italian manufacturers and manufacturers in other macaroni producing countries, will be eager to win this market if the domestic manufacturers make either of two mistakes—unduly increase prices or unfairly reduce qualities for longer profits.

Let's enjoy this little boom-let to the utmost—but let's keep our feet on the ground so as to be ready for whatever may happen in this country and particularly in this trade.

# DURUM WHEAT AND MACARONI PRODUCTS

## The Importance of Durum Wheat in American Agriculture and Industry

### Part II. Macaroni Products—Their Origin, Manufacture and Characteristics

R. H. Harris, Cereal Technologist

North Dakota Agricultural Experiment Station, Fargo, N. Dak.

#### History and Development

The origin of the use of macaroni products is lost in the mists of antiquity, although it was probably in China and Japan. Macaroni later found its way to Europe. The Italians learned the mode of production from the Asiatics, and were using macaroni in the Fourteenth century. Italy, in time, became the largest producer and consumer. From Italy, Macaroni found its way to France, where it was used before the time of Louis XIII.

It was first made by hand and sold only in apothecaries' shops, being recommended chiefly for infants and invalids. Thus, the easy digestibility and nutritive properties of cooked macaroni were early recognized. The first mechanical process for manufacturing macaroni was perfected about 1800. In the United States, commercial manufacture started about 80 years ago, but it was 1870 before large scale production became established. In 1900, the industry began to assume appreciable commercial importance, and following the World War it was in a sufficiently strong position to meet foreign competition. During the past 25 years the growth of this industry has been truly remarkable.

The industry is centered in the Atlantic States from Baltimore to Boston, the principal centers of production being New York, Philadelphia and Boston. The Central States contain many large, modern plants; California has a substantial number.

The average American consumption per capita is less than 5 pounds per year—equal to 1/4 to 1/10 that of Italy. In a survey conducted by the National Macaroni Manufacturer's Association, "it was shown that only 4 per cent of the housewives interrogated served macaroni or spaghetti more than twice a week and only 40 per cent gave macaroni products a place on the table as often as once a

week. In fully one-third of the homes, macaroni or spaghetti is not served more than once a month. To serve macaroni in each home but once a week would increase its consumption by almost 50 per cent." The cost of production is higher in the United States than in Italy, due primarily to the higher cost of labor. Since 1920, the United States has been exporting appreciable quantities of macaroni, chiefly to Italy.

#### Production

The Italian customer insists that macaroni products be of deep yellow color, smooth on the surface and free from specks of any kind. Macaroni made from common bread wheat is not regarded with favor, partly owing to its greyish white color, poor flavor and the fact that upon cooking it does not retain its shape. The Italian cook desires a firm, rigid product which retains all the starch.

The steps in the manufacture of macaroni are in the order of procedure; mixing, kneading, pressing and curing. For the "long goods" that are true pastes, such as macaroni, spaghetti, and vermicelli, the dough is made from semolina, water, and sometimes a little salt. Higher quality semolina is necessary in such products to prevent stretching and breaking in the drying process. For "short goods," such as elbows, shells, bow knots, alphabets, and twists, which are dried on screen trays, the quality of the semolina is not so important. For manufacturing noodles, either durum or common flour may be used, as the egg proteins act as a binder, and the yolks impart a pleasing yellow color to the finished product.

When making "long goods," the semolina, salt and water are mixed in large, slow speed mixers until the granular appearance of the mix is about to disappear. The mixing is conducted in a manner calculated to

secure minimum development of the gluten with minimum heat of friction which would reduce color. The quantity of water commonly used is approximately 25 per cent, a low absorption being favored because the water added has to be later removed in the drying process. Within limits, however, the more water which is added the better the color of the products will be. Three hundred pounds of semolina are usually used in a mix and the temperature of the mix runs approximately 80 degrees F.

After mixing, the dough is dumped into the kneader, which is a large, flat-bottomed, shallow cast-iron rotating pan. Two conical corrugated cast-iron rolls resembling bevel gears, one at each side of the pan, knead the dough as the rotation of the pan passes it under them. The clearance of the rolls, and hence the vigorosity of the kneading, is adjusted by a handwheel. A small adjustable plow turns the dough back into the path of the rolls. During kneading, the dough grows less granular in appearance as the process continues and the mass becomes very stiff and plastic. The mixing must be stopped at the proper point, otherwise the color will be reduced. Ten to twenty minutes are usually found sufficient for proper kneading.

After proper kneading the dough is allowed to rest for a few minutes, and then placed in large hydraulic presses in which the macaroni die or "trafila" is located. The holes in the die vary in size according to the types of product to be made. Each hole in the steel of a macaroni die has a small steel pin in the center which forms the hole in the macaroni. The tremendous pressure exerted by the press (2,500 to 5,000 lbs. per square inch) presses together the severed portions of the dough and it emerges from the press in the form of a perfect tube.

The walls of the press are jacketed

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and water at a temperature of 110-130 degrees F. is circulated through to keep the die plate warm and render the dough less plastic, thus insuring that the dough will run at a uniform rate through the inner and outer holes of the die. Too high a pressing temperature will result in loss of color, and there is also danger of producing a macaroni with an undesirably rough surface. The press interior is lubricated with a good grade of salad oil before being charged. Long cut macaroni is made in vertical presses, the macaroni is cut off at a definite length (30-36 inches), bent over wooden rods and dried.

In connection with the modern trend of mechanizing every possible step in the manufacturing process, with resultant economy and uniformity of production, the engineers of the Consolidated Macaroni Machine Corporation, Brooklyn, N. Y., have recently put on the market a machine that not only forms the dough, but which automatically places the dough strands on the rods without manual assistance. This mechanical spreader may be attached to any hydraulic press. With the attachment, the new press is a radical departure from any other press now used in the macaroni industry. With the exception of the filling of the cylinder of the press, which must be done by hand, it is entirely automatic in operation. A more detailed description of this machine will be found on page 28, July issue of the MACARONI JOURNAL.

The curing or drying stage is a very critical part of the entire manufacturing process. It is carried out with circulation of heated or unheated air, under a gradually decreasing humidity gradient. If actual drying of the dough occurs without the peculiar change of state which accompanies the formation of the finished macaroni product, chipping and cracking will occur, and the macaroni may even become crumbly. Macaroni contracts as it dries, and if the outer portion becomes hard and dry before the inside reaches the same condition, the interior will be compressed by the contraction of the outer layers. Cracking of the outside layer will then follow.

Under the conditions of open-air drying, such as are found in some parts of Italy, the moisture-laden air flowing in from the sea carries approximately the correct relative humidity to cause drying without cracking. The sunny climate also undoubtedly largely contributes to the success of the drying under these conditions. The macaroni manufacturer became quite proficient in sensing the proper rate of drying by "feeling" the macaroni and if the drying appeared to be proceeding too rapidly, the material would be removed to a closed room

until the moisture became evenly distributed. This process was known as "sweating," doubtless owing to the appearance of moisture on the outside of the macaroni to which it had been transferred from the interior. This process had to be repeated several times before curing was complete, and might well last for 10 to 14 days. Constant experienced supervision was necessary to prevent spoilage or the production of an inferior product. The modern cabinet drying accomplishes the same result in 36 to 72 hours by proper control of temperatures and humidity of the air circulated through the drying product. LeClere points out that "a well cured macaroni should bend somewhat like a whip. It is this elastic property which causes the macaroni to retain its form after being cooked."

#### Characteristics

Superior quality macaroni should be hard and brittle, translucent, and have a rich amber color. It should also be pliable and bend, to a certain degree, without breaking. Upon breaking, a clean, glassy fracture should be formed. Inferior quality macaroni, on the other hand, is dull and grey in color, and tends to break unevenly with ragged edges. The use of bleached flour will cause the finished product to be white in color.

The effect of the Federal Food and Drugs Act in making illegal the addition of yellow coloring material to macaroni products has been to place the industry upon a higher ethical plane, as well as to give an impetus to the use of durum wheat in macaroni manufacture. This had led in turn to a stimulation of durum planting by farmers in the northern Great Plains area. In this connection, B. R. Jacobs pointed out in the July issue of the MACARONI JOURNAL the encouraging results which were being obtained in eradicating the practices of adulteration. These practices have now dwindled to almost the vanishing point, and this reduction will no doubt have a very beneficial effect upon the general standard of American macaroni products.

A good macaroni should contain a minimum of 2 per cent nitrogen and 0.5 per cent ash. A figure less than 1.7 per cent for nitrogen and 0.55 per cent ash indicates that the product was not made from durum or hard wheat. A higher ash associated with a greyish residue from an alcohol-ammonia treatment would lead one to suspect that a clear flour had been used.

There is little doubt that American-made macaroni is equal or superior to that produced in any quarter of the world. To quote LeClere—"At one time the Italian macaroni producer

enjoyed the advantages of superior raw material and a wider experience in manufacture as well as a long-established operation and prestige. Today the semolina produced in the United States from American-grown durum wheat is equal in quality to that made in European mills from the Russian Taganroc, and the macaroni made from the best semolina and found in modern plants in this country is fully equal to the Italian product." Foods prepared from properly cooked macaroni products are easily digested and nutritious, being essentially free from fiber, and are often prescribed for invalids.

Under proper conditions of manufacture, macaroni products contain less than 13 per cent moisture, and will keep in a cool dry room for a long period of time.

The United States Department of Agriculture has promulgated the following definitions for macaroni:

Macaroni.\* The shaped and dried doughs prepared by adding water to one or more of the following: Semolina, farina, wheat flour. It may contain added salt. In the finished product the moisture content does not exceed 13 per cent. Various shapes of macaroni are known under distinguishing names such as spaghetti and vermicelli.

(a) Semolina macaroni is macaroni in the preparation of which semolina is the sole farinaceous ingredient.

(b) Farina macaroni is macaroni in the preparation of which farina is the sole farinaceous ingredient.

In consequence of the sharp difference of opinion regarding the advisability of making macaroni from other than durum semolina, the National Macaroni Manufacturers' Association suggested definitions for the following types:

Type A. Shall be made from sound semolina No. 2, and the ash content of the finished product, exclusive of added salt, shall not be more than sixty-five hundredths per cent (0.65 per cent).

Type B. Shall be made from sound farina No. 2, and the ash content of the finished product, exclusive of added salt, shall not be more than forty-five hundredths per cent (0.45 per cent).

Type C. Shall be made from a mixture of sound semolina No. 2 and sound farina No. 2, and the ash content, exclusive of added salt, shall not be more than fifty-five hundredths per cent (0.55 per cent).

Type D. Shall be made from sound hard wheat flour of a grade not low-

\*Definitions and Standards for Food Products for Use in Enforcing the Food and Drug Act, p. 8.

er than ninety-five per cent (95 per cent) patent, and the ash content, exclusive of added salt, shall not be more than fifty-two hundredths per cent (0.52 per cent) when a hard wheat flour is used, and shall not be more than sixty-five hundredths per cent (0.65 per cent) when durum wheat flour is used.

Shall contain not more than 12 per cent moisture, as determined by the vacuum oven method or other method which the Association of Official Agricultural Chemists may consider as equivalent, and not less than 11 per cent of protein (N X 5.7) calculated on 12 per cent moisture basis.

The purpose of setting an upper limit for ash is to prevent the use of products of lower quality than 95 per cent patent flour. On the other hand, if the ash content is below 0.50 per cent the macaroni is probably not a durum or hard wheat product. Soft wheats produce very undesirable macaroni products, becoming soft and sticky when boiled. In some regions in Europe, macaroni *au grain* may be made from soft wheats, but such use is strictly limited, according to Dr. Alsberg.

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Old Dad MacNoodle  
says:

#### Now Is the Time

The matter of putting new models of a new brand of macaroni on the market was up at a convention of district managers. Business was at a low ebb and many objected that the time was inopportune. They held out for delay until business was better.

Others favored the immediate offering of the new brand, declaring anything so radically different must arouse interest. They claimed it would stimulate business.

## 32,650,000 Bushels of Durum

The Crop Reporting Board of the Agricultural Marketing Service, U. S. Dept. of Agriculture, estimated that the total crop of durum in 1939 will be approximately 32,652,000 bushels—more than sufficient to take care of current requirements. The crop this year is considerably below the 1938 harvest and slightly less than the ten-year average (1928-37). About 3,095 acres were harvested this year as compared with 3,545 in 1938 and 3,355, the ten-year average.

The 1939 wheat crop of 736,115,000 bushels, as indicated on September 1, is not much different from the August 1 forecast. The slight increase is entirely in spring wheat production as the winter wheat estimate remains unchanged from that of August 1 at 550,710,000 bushels. In 1938, all wheat production was 930,801,000 bushels, and the 10-year (1928-37) average production, 752,952,000 bushels. The 1939 acreage for harvest, however, is almost 22 per cent smaller than the 1938 acreage, and 1.4 per cent smaller than the 10-year average acreage.

Production of all spring wheat is estimated at 185,405,000 bushels, compared to 180,722,000 bushels on August 1, 244,164,000 bushels in 1938, and 192,792,000 bushels, the 10-year average.

Durum wheat production is estimated to be 32,652,000 bushels, an

increase of 1,270,000 bushels above the August forecast, due to a half bushel increase in yield per acre in the principal producing State of North Dakota, where this crop suffered less damage from the July heat than was expected earlier. In Minnesota and South Dakota no change in yield was indicated. Harvest of both Durum and Other Spring wheat was largely completed by the middle of August.

Production of Other Spring wheat is indicated at 152,753,000 bushels which compares with 203,719,000 bushels harvested last year and the 10-year average production of 157,716,000 bushels.

Yields of Other Spring wheat are reported higher in Minnesota, Idaho, and North Dakota than on August 1, but are unchanged in South Dakota and Montana. In Washington, a half bushel decline occurred as a result of heat damage which caused greater shrink than was anticipated. In the minor spring wheat States, east of the Mississippi, yields held up to or exceeded the August estimates with weather generally favorable to rapid harvesting. For the entire spring wheat belt, the September yield of 11.5 bushels is .3 of a bushel above the August estimate, a half bushel below that of 1938, and .6 of a bushel above the 10-year (1928-37) average.

#### Durum Wheat

State	Yield per Acre			Production		
	Average 1928-37	1938 bushels	Indicated 1939	Average 1928-37 Thousand Bushels	1938	Indicated 1939
Minn. ....	13.1	16.0	13.0	1,961	1,520	806
N. Dak. ...	9.5	11.5	10.5	25,938	31,050	26,680
S. Dak. ...	7.8	10.5	10.5	7,177	7,875	5,166
3 States ..	9.4	11.4	10.5	35,076	40,445	32,652

This latter group finally hung on the convention room wall a banner: GET THE BIGGER VIEWPOINT! They urged the reluctant ones to get rid of their depression complex and view plans that took into consideration two or three years, rather than merely the next few months.

The aggressive men won their point and the new brand was brought out at once and that company was a whole lap ahead of its competitors when business in their industry started its upswing.

One of the best ways to arouse the interest of an apathetic prospect is by bringing up a product or a proposition that is new and different. He may want it or he may not, but he will at least listen about it.

It would seem that holding back a

new proposition or a new product until conditions improve and everyone wants to buy, is only postponing action until such a time as everyone will be making greater efforts to sell.

If there is some new form of appeal a business can make right away, the best time to use it is NOW, the very first moment it becomes possible to use it. Some competitor may not be as slow in moving, if you wait.

Later you will have other, still newer propositions to offer. The present new one is going to be succeeded by others anyway.

Most of us have known instances when a business house with something new up its sleeve has kept it there, out of sight, too long and a less conservative or less timid competitor has gone ahead and cleaned up the business.

# 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

## Spaghetti Takes the Prizes

National Contest by New York Herald Tribune Home Institute Results in Many "Different" Recipes Judged on Winners' Imagination and Ingenuity and Decidedly Smart Flavor.

"Spaghetti," one of the popular members of "The Energy Trio" of wheat foods—Macaroni, Spaghetti and Egg Noodles, was given more than ordinary prominence in *This Week*, magazine section of the *New York Herald Tribune* of September 24, 1939. It carried the prize-winning recipes submitted by cooking experts in a nation-wide contest conducted by the staff of the *Herald Tribune* Home Institute. The article was well illustrated and proper emphasis was placed on the relation of good sauces to tasty and satisfying dishes of this delicious and nutritious wheat food.

The prize-winning recipes are unique. Winners were picked for their imagination and their ingenuity as well as for the decidedly smart flavor of the dishes prepared according to recipes submitted. The Home Institute Staff offers the many readers of the *New York Herald Tribune* a free leaflet entitled "Spaghetti Successes" to those requesting it.

### It's the Sauce that Counts (First Prize)

Perhaps a little skill is required in the selection and the preparation of the spaghetti also, but mainly it's the sauce that counts. The bland modest flavor of spaghetti seems willing and eager to blend and lose itself in pungent, sharp dramatic sauces.

Sometimes one sauce in the spaghetti and one on top of it is not unreasonably extravagant. Here is a dish we liked very much and which, placed in a golden oval beside a piece of tender steak, and topped with a ribbon of red sauce, makes a picture plate. The complete recipe, awarded first prize of \$20, was submitted by Mrs. G. W. Keeling, Maitland, Florida. We give here only the unique method of preparing the spaghetti.

#### Thickened Spaghetti

1/2 lb. spaghetti  
1 thick slice fresh bread, crumbled  
1/2 teaspoon salt  
pepper  
1/4 cup butter  
1 egg, slightly beaten  
1/2 cup grated American cheese  
Break spaghetti and cook in rapidly boiling salted water until tender. Drain almost dry and add remaining ingredients, tossing well. Serve with a heavy tomato sauce. Approximate yield: 6 portions.

#### Complete Spaghetti Dinner (Second Prize)

Second prize of \$10 is awarded Chal Hartman, Johnstown, Pennsylvania. Mr. Hartman's minute directions for preparing and serving a complete spaghetti dinner, with all its courses and accompaniments, is printed in detail in our leaflet, but the tomato sauce, whose flavor won him the prize, we give here:



With two forks, toss boiled spaghetti in saucepan until each strand is covered with the marinated mixture. Place spaghetti on platter and pour over it the remaining sauce.

#### Heavy Tomato Sauce

1/4 cup olive oil  
2 medium-sized onions, chopped  
1/2 lb. ground beef  
1 (No. 2 1/2) can tomatoes  
2 cans tomato paste  
1 1/2 cups water  
1 teaspoon salt  
1 teaspoon chopped dried red peppers or chili powder  
6 cloves of garlic, pierced with fork  
Heat oil in large skillet. Sauté onions until barely browned and then lift out carefully into large kettle. Form half the meat into seasoned meat balls and brown in fat left in skillet. When well browned, put in kettle with onions. Adding a little



Drain boiled spaghetti thoroughly, saving the water for use in making the sauce or for soups.

more oil to skillet, brown remaining meat, stirring constantly to prevent lumping. Turn this also into kettle, scraping skillet. Add remaining ingredients. Cover; simmer 1 1/2 hours. Approximate yield: 4 cups sauce.

#### Party Spaghetti (Third Prize)

Third prize of \$5 is awarded a new method of preparing spaghetti for a large party. The recipe was submitted by Mrs. Clare Smith, New York City.

#### Spaghetti in Large Quantity

3 lbs. Linguina spaghetti  
salt  
1/2 cup sherry  
1/4 cup olive oil  
Linguina is a flat spaghetti, sold by the pound in Italian groceries. It is easier than spaghetti to handle in large quantities. Fill a large kettle with boiling water and add salt. Cook until tender and drain well. Heat a large earthenware bowl with boiling water and then drain. Put sherry and olive oil in heated bowl and mix well with a fork. Then add spaghetti and toss until each strand is covered with the marinading mixture. Then add the sauce and the meat balls (recipes in leaflet). Serve with bowls of Parmesan cheese. Approximate yield: 20 to 30 portions.

#### Spaghetti and Chicken (Fourth Prize)

Fourth prize of \$5 is awarded a casserole dish featuring chicken and spaghetti. The spaghetti carries the chicken flavor a long and desirable way. The recipe was submitted by Mrs. Jack L. Horsfall, Larchmont, N. Y.

#### Chicken Spaghetti Casserole

4 lbs. chicken  
salt  
pepper  
2 tablespoons butter  
2 onions  
2 cups tomato juice  
3 tablespoons flour  
1 lb. spaghetti, freshly boiled  
grated cheese  
Clean and disjoint chicken. Place in boiling water to cover, with salt and pepper to taste and one onion. Cook 2 hours or until tender. Then take chicken from pot and remove meat from bones in as large pieces as possible. Melt butter and sauté remaining onion, chopped, until brown. Blend in flour and then add tomato juice and 2 cups of the chicken broth. Cover and simmer 30 minutes. Add chicken and heat. Place boiled spaghetti and chicken with sauce in alternate layers in greased casserole, sprinkling each layer generously with grated cheese. Top with spaghetti and moisten with remaining sauce. Cover and bake 30 minutes in moderate oven (350 degrees F.), then remove cover and brown lightly. Approximate yield: 6 portions.

#### A Friday Special

Each of the following recipes receives an award of \$1, for each suggests a new and uncommonly good foil for the humble familiar spaghetti.  
Made delicately fragrant with saffron.

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Service—Patents and Trade Marks—The Macaroni Journal

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the following tuna fish and spaghetti casserole is an unusual variation on an old tried and true combination that has long been a favorite for Friday menus and buffet suppers. Its flavor and color are very appealing. This recipe was submitted by Mrs. Martha Vernon, New York City.

#### Spaghetti With Tuna Fish

1 (7-oz.) can tuna fish  
salt  
pepper  
1 clove garlic  
4 large tomatoes, peeled  
½ cup stock  
¼ teaspoon sugar  
1 tablespoon chopped parsley  
a pinch saffron  
pinch dried basil  
8 ripe olives, sliced  
½ lb. cooked spaghetti  
grated cheese

Break tuna fish into small pieces. Sauté in its own oil 5 minutes. Season and add garlic, crushed. Add tomatoes, cut in quarters, stock and remaining seasonings. Cover and simmer until of desired consistency. Add olives. Cool; and drain spaghetti and mix with sauce. Serve with grated cheese. Approximate yield: 6 portions.

#### Irish Spaghetti

A sauce, green with peppers and amazingly well flavored, was sent in by Jeanne Novak, New York City. It is called "Irish," though the color of the sauce is probably more Irish than spaghetti can ever honestly pretend to be no matter what treatment it is given.

½ lb. Canadian bacon, diced  
2 cloves garlic, finely crushed  
1 cup finely chopped green peppers  
1 cup finely cut celery  
1 cup finely cut onions  
¼ cup chopped pimento  
salt and pepper  
2 tablespoons butter  
1 can tomato paste  
1 (No. 2) can tomatoes

Sauté bacon and garlic together 5 minutes. Add vegetables, salt and pepper and simmer 15 minutes. Add butter, tomato paste and tomatoes; simmer 20 minutes longer or until vegetables are very tender. Serve over boiled spaghetti. Approximate yield: 4 cups sauce.

#### Acme Company Incorporated

The Acme Macaroni Company of Los Angeles, California, filed articles of incorporation with the Secretary of State's office on September 9, 1939. No announcement of the firm's set-up has been made except to say that its capitalization is \$25,000.

#### Plans New Factory

Albert R. Tully has purchased a building at 802 Dominick Street, Rome, N. Y., for the purpose of setting up a small but modern macaroni manufacturing plant. The building was purchased from the White Laundry and Dry Cleaning Company. Mr. Tully is business agent of the bricklayers' and masons' union of Rome, chairman of the Socialist party of Oneida County and currently is candidate for nomination by the American Labor party for mayor.

## Food Important In Refugee Care

Vitamin addicts seeking health and immunity to deficiency diseases through pills and capsules can save money and still stock up on their vitamins by transferring their interests from fad to food, according to Melva Bakkie, national nutrition consultant of the American Red Cross.



Vitamin pills, Miss Bakkie explains, have a definite place in medicine, but she warns that they are not a substitute for an adequate diet. Balanced meals, she points out, provide an abundant supply of vitamins for health and for prevention of the so-called deficiency diseases.

"The current fad of gulping quantities of vitamin pills," she says, "is leading thousands of Americans to build up a false conception of the actual worth and purpose of scientific discoveries with vitamins. Victims of this latest fashion are taking vitamin capsules to prevent colds, for immunization to a long list of ailments and to give them vitality, beauty and strength. Worst of all, the fad encourages many to believe that they can neglect diet and sunlight, only to rectify the matter with a few dozen concentrated vitamins."

On the other hand, Miss Bakkie feels that vitamins in the capsule form are being prescribed advantageously by physicians to augment the diets of children and adults suffering from certain nutritional deficiencies and other disorders. However, the average person can obtain a sufficiency of vitamins through the careful balancing of diet.

In the opinion of the medical profession, Miss Bakkie points out, the American public has been too anxious

in seeking short cuts to health. Vitamins as found in foods are easily included in the diet, according to the Red Cross food authority.

Egg noodles, macaroni and spaghetti have a proper place in every diet. They are energy builders and as they may be prepared in a variety of tasty dishes, they form an important adjunct to any diet.

At refugee centers, when disaster has driven thousands of people from their homes and they are totally dependent upon the Red Cross, macaroni and similar products are used in many different forms by the cooks charged with preparation of the meals of the refugees. In fact, considerable effort is spent guarding health and diet of refugees, with the result that many gain weight while guests of the Red Cross and when the time comes for returning to their homes are in better physical condition than when they abandoned them.

Once emergency needs have been met the Red Cross undertakes rehabilitation of disaster victims. The objective always is to re-establish the sufferers on a self-sustaining basis. In order to reach this goal many steps may be necessary.

Thus a farmer may need his home repaired or rebuilt, his barn reconstructed, and he may further need essential tools or machinery, such as a plow, before he can get back to work on a really productive basis. Each case is always investigated and awards are made on a basis of actual needs.

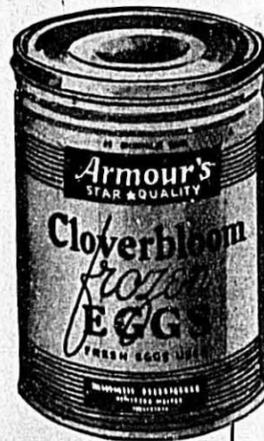
But disaster operations are only one phase of Red Cross service. Day in, day out, chapters from coast to coast are assisting veterans and service men in meeting their many problems, are conducting classes in first aid, in life saving and water safety, and in home hygiene and care of the sick. Red Cross public health nurses watch over the welfare of many in isolated communities and last year made more than 1,000,000 visits to or on behalf of the sick. Volunteer workers produced 350,000 garments for the needy, 890,000 pages of braille reading matter for the blind, and 5,000,000 surgical dressings for hospitals in their localities.

Red Cross membership makes such activities possible, for annual dues support all day-to-day activities. The annual Roll Call, when it is planned to enlist at least 1,000,000 new members under the Red Cross banner begins Armistice Day and ends November 30.

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## Westward Ho!

*A Story of Three Progressive Macaroni Factories Visited During a Mid-Western Trip by the Association's Secretary.*

"Go West, young man, go West!" That was the exhortation of the memorable Horace Greeley in the era immediately preceding the settlement of the Great Plains States. What a wonderful transformation would Mr. Greeley find in this inland empire were he living to make a trip through it today!

"Come West, Mr. Secretary, come West!" That was the invitation given the Secretary of the National Macaroni Manufacturers Association by the newly elected President of the organization, Mr. J. Harry Diamond, when he wished to confer on association policies and activities. Dutifully, the Secretary accepted the invitation, wisely choosing to visit other leading manufacturers and their plants en route to Lincoln, Nebraska, the home of the chief executive of the National Association.

There are few in the macaroni trade that are so well and fully acquainted with the proprietors and with their plants as is the Secretary who has been associated with the industry in an official way for more than a generation. Yet, he was in for several pleasant surprises on the trip being described, surprises that will be interesting to all in the trade. Here's a running story of the trip that carried the Secretary nearly six hundred miles westward through the Mississippi and Missouri Valleys.

### The Crescent Macaroni Plant

Iowa is universally known as the state where the tall corn grows—and never was this grain in greater glory than it was during the month of the trip referred to. In that great State, a tall, very modest gentleman gives some thought to the product which makes his state so famous, but he gives considerably more time and attention to the conversion of another equally popular grain (wheat) into tasty and nutritious products—macaroni, spaghetti, egg noodles, crackers and cookies.

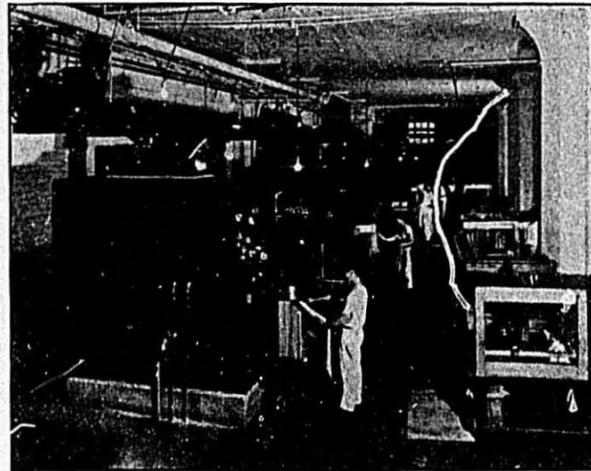
Carl B. Schmidt, president of the Crescent Macaroni and Cracker Co. of Davenport, Iowa, is the stately and friendly gentleman referred to. His plant, located near the west bank of the glorious Mississippi, is not only the pride of the owners, of their home city, but of an appreciative Chamber of Commerce.

The factory is a five-story brick structure occupying nearly a city block in down-town Davenport. It con-

tains more mechanical equipment than do most factories of its kind in the country. It is a very labyrinth of kneaders, mixers, presses and macaroni driers, forming machines, conveyors, ovens and other equipment for cookie making and cracker baking, with many packaging machines for properly protecting the entire output in dust-proof and attractive pack-

has enjoyed for so many years. The firm was established over fifty years ago and has been developed to its present enviable position under the supervision of the founder, Mr. Oswaldt Schmidt, and his two sons, above referred to.

The firm sells its output to retailers and distributors throughout the North Central States. Many of its



The Skinner Manufacturing Company's plant in Omaha houses the country's largest installation of the modern continuous automatic macaroni machines in this country.

ages. Every unit is running in orderly fashion, each performing a designated duty, scientifically and precisely, and at the least possible expense.

The macaroni-making department is equipped with blenders, mixers, kneaders, presses and driers that are producing macaroni products of such a quality as to gain for the firm an enviable reputation among buyers that have been distributing "Crescent" products for nearly a half century.

In the drying department, the carrier system is giving satisfactory results.

While Carl B. Schmidt keeps his trained eye on the entire plant, he is specially interested in the macaroni and noodle department. His brother, Ugo Schmidt, who is in charge of the cookie and cracker department, is the firm's vice president and treasurer. This fine teamwork between these two executives is the reason for the successful business which this firm

present buyers have done business with the concern since its inception. The Crescent Macaroni and Cracker Company of Davenport, Iowa, was a pioneer in radio advertising and was recently awarded a medal in honor of having conducted the longest sustained and continuous advertising program in radio's history. It's popular program can be heard regularly on the local and other Iowa stations.

### The Skinner Plant, Omaha

A three-hundred-mile trip across Iowa from the banks of the Mississippi to the murky waters of the Missouri brings the traveler to the spacious plant of the Skinner Manufacturing Company, Omaha, Nebraska. There one is greeted by the genial president, Lloyd M. Skinner, and his staff of efficient executives, and shown proudly through the modernized fac-

(Continued on Page 18)

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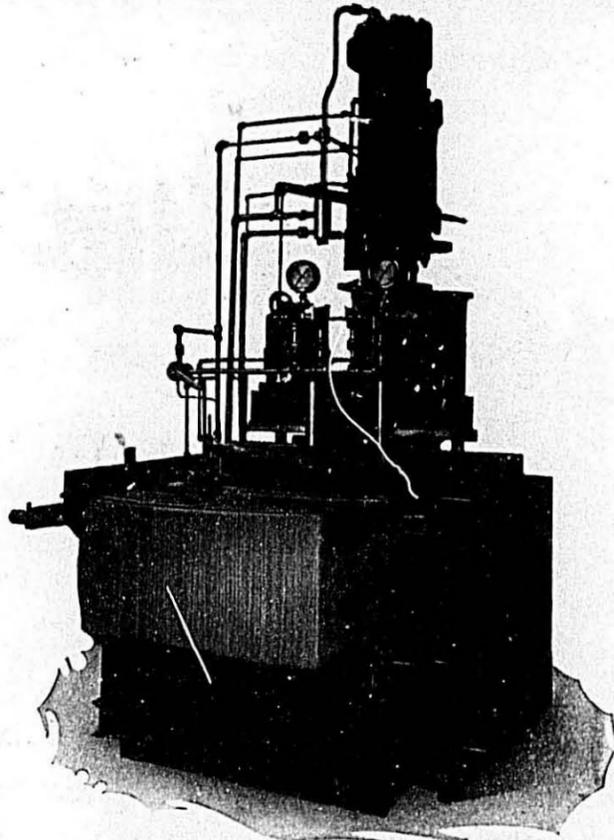
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The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

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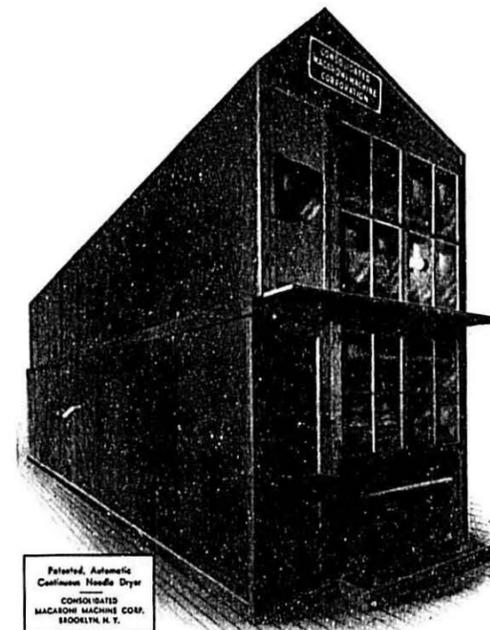
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Continuous Noodle Dryer  
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tory finely situated, well lighted and well equipped.

The Skinner Manufacturing Company began operations nearly thirty years ago. At that time macaroni products were the only items manufactured by the firm, so Omaha, Nebraska, was chosen for the site of the factory for two good reasons, according to the officials. They are:

1. The accessibility to the source of raw materials such as wheat and particularly amber durum wheat which is produced in the nearby Northwest States, and eggs, which are so plentiful in Nebraska and surrounding states, and large quantities of which are used in the production of Skinner's Pure Egg Noodles. Omaha is one of the largest egg markets in the world.

2. Omaha is centrally located for quick and efficient distribution of finished products. Being located near the geographical center of the United States, and a recognized railroad center, shipments can be and are being made from Omaha to all points in amazingly short time.

In 1925 the Skinner Company introduced "Raisen-bran," a ready-to-serve cereal, and since that time has added two other grain products, "Raisen-Wheat," a farina "to-be-cooked" cereal, and "Kornmix," a completely prepared product for making muffins, cornbread and corncake; also "Quick-aid," a soft drink powder.

Today, the business has grown to the point where two hundred fifty people are employed in the manufacture of the various high quality items marketed by Skinner's. A substantial office force is employed and Skinner's Products are sold by a sales organization of nearly a hundred men. While this firm's products are sold in almost every state in the Union, a large percentage of the total volume is concentrated in twenty-five states in the South and Southwest. Inasmuch as no private label and no "seconds" are manufactured, straightline production is possible, resulting in a saving and better value for consumers.

During the summer of 1939, the management made a momentous decision in the matter of plant equipment. It decided to "junk" the antiquated machinery in its production room and to install the most modern type of automatic continuous production machines. It was a long step from the small screw presses that had for years produced the firm's quality macaroni products to the modern automatic machines that perform all the blending, mixing, kneading and pressing operations automatically.

For years the Skinner Manufacturing Company has used consistent consumer promotion, using magazines, newspapers, radio, outdoor advertising and direct mail publicity to assist

the jobber, retailer, and chains sell more of macaroni products and to make them accepted, used and enjoyed in hundreds of thousands of American homes where fine macaroni products are appreciated.

#### The Gooch Factory

It is but a short trip from Omaha to Lincoln, the capital city of Nebraska. En route one passes the famous "Boys Town," where a truly humanitarian work is being done by Father Flannigan. As one enters Boys Town, an atmosphere of "hustle and bustle" is noted. Many new buildings are being erected, courteous boys are ever-ready to guide and Father Flannigan is always ready to welcome visitors and to explain his ambition to build a town to "build boys."

As you near Lincoln, you are attracted by an imposing structure with a gilded dome. It is the new state capitol building of which every Nebraskan is truly proud.

At the plant of the Gooch Food Products Company you are greeted by the amiable president of the firm, J. Harry Diamond, the unanimous choice of the 1939 convention of the National Macaroni Manufacturers Association in New York City, last June, for the presidency of the organized macaroni industry. He leads you into his new office and immediately you feel comfortable. Outside, the prevailing winds that are beginning to scorch the corn and other crops have pushed the thermometer to near the one hundred mark, but in the office which is newly air-conditioned, the temperature is around seventy.

Before taking up the duties that prompted the long trip, you are introduced to the other executives of the firm, namely: J. W. Johnson, sales manager; J. H. George, secretary-treasurer, and Edward Lund, plant superintendent. Then you are taken clear across the city, past the building of the University of Nebraska, past the wonderful stadium to the firm's durum mill, the only one owned and operated solely for the convenience of a macaroni plant. The durum mill has a daily capacity of 200 barrels, with no semolina or flour for outside sale. It is operated solely to supply the semolina and flour needs of the Gooch Food Products Company.

The Gooch Food Products Company was formed in 1917, affiliated with the Gooch Milling and Elevator Company. The macaroni factory started with a daily capacity of 10,800 pounds. In 1932 a new drying system was installed, a modified Carrier method, increasing the plant's production capacity and efficiency.

After the death of Mr. H. E. Gooch, last year, the firm underwent a thorough reorganization. The bak-

ery was sold and the flour concern was completely disassociated from the durum and macaroni factory. Approximately \$30,000 was spent during the past Spring and Summer in modernizing the factory. The entire packaging department was moved to the first floor of the modern three-story brick building. This made room for the installation of new noodle-making equipment.

On the upper floors were installed new driers, doubling the drying capacity for all kinds of macaroni and noodle products made. New weighing machines and packaging equipment were also added. In addition a new rest room for the women employees was installed, complete with showers, ample locker facilities and fully air-conditioned.

The firm has a well-equipped laboratory where both raw materials and finished products are thoroughly tested. Its products are sold mostly in the Mississippi Valley and Great Plains States.

After conferring with President Diamond on Association matters, the Secretary-treasurer of the organization wended his way homeward, convinced that this is a great country and macaroni-making a truly great business, ever in the wide open spaces.

#### Poetry in Noodles

Poets have written much about the tiny, tasty, tidbits in dough that go by the name of noodles or egg noodles. Properly made and fittingly served they are beautiful to behold and they are satisfying. They are somewhat elusive as most everyone will testify. Eating them is no task—it's a joy.

The California poet who conceived the poem quoted from a recent issue of *The Family Circle*, treated his subject more from the practical than poetical angle—"a contribution to household humor," observes the editor who reprinted it from *Script* where it first made its appearance.

#### The Noodle in the Sink

I've tried to pick up many things,  
But none of them, I think,  
Was quite so hard as picking up  
A noodle in the sink,  
A single little noodle,  
A slippy, wriggly noodle,  
A squidgy, squirmy noodle in the sink.

I've tried to pick up German, and  
I've tried to pick up Greek,  
I've tried to pick up flappers when  
I used to be a sheik.  
Since I've been getting wobbly and  
In need of some repairs,  
I've tried to pick my feet up when  
I shuffled up the stairs.

I've tried to pick up many things,  
But none of them, I think,  
Was quite as hard as picking up  
A noodle in the sink,  
A single little noodle,  
A slippy, wriggly noodle,  
A squidgy, squirmy noodle in the sink!  
—ANTHONY EUWER.

## Macaroni Products Are Harvest Season Favorites Among Millions

### Quality Products Recommended

Like oranges and other year-round foods, there is no real season when Macaroni, Spaghetti and Egg Noodles cannot be served in appetizing and satisfying combinations, but they become more general favorites when the crisp fall weather sets in.

With the approach of the cool Autumn months, women are prone to spend more hours in their homes and naturally spend more time in planning and preparing their meals. Daddy and the kiddies demand more substantial foods than they did in the warmer months of the year, and mother dutifully supplies them with dishes of household favorites, including Macaroni Products that are gaining more friends annually.

To encourage this trend towards a diversity of energy foods, The National Macaroni Institute is leading the manufacturers in an educational campaign aimed at making Macaroni Products even more popular during the harvest months of the year. In the judgment of many of the leading thinkers in the Macaroni-Noodle Industry and in line with the convictions of many recognized food authorities, Macaroni Products would be more popular among Americans if they were taught new ways of preparing tempting dishes of this 100 per cent wheat food. It is but natural, therefore, that the fall campaign of education should be centered around a number of recommended recipes for the preparation of tasty meals.

#### School Children Favorites

Millions of children are now in school. They study and play hard, creating enormous appetites to satisfy. Mothers are often at their wits end to give the youngsters the change and variety in foods that they demand. Hence, they are most receptive to suggestions such as the publicity-minded macaroni-noodle manufacturers are making in their educational work in the Fall campaign.

Everyone recognizes the natural affinity of such foods as bread and butter, of cheese and crackers, of ice cream and cake. Each contributes something not supplied by the other, and each complements the other. In some cases it is contrast in texture, in others it may be a difference in flavor and color which makes them so attractive together.

#### Many Tasty Combinations

For years we have learned to link chicken with such foods as egg noodles, biscuits and dumplings. More recently, roast beef has been cutting in on the egg noodle combination for popularity—spaghetti and meat balls are national favorites—so now modern homemakers are awakening to the fact that the whole family of Macaroni Products, namely, Spaghetti, Egg Noodles, Macaroni, Elbows and other shapes and sizes of this wholesome wheat food, are welcome and delightful companions for all meat dishes.

Macaroni Products should become more popular favorites among millions that are not serving them as often as they should for health and economy's sake, because they allow one to buy less of the expensive meat cuts and seem to stretch the main course a little further around the table of hungry mouths; and when combined with the less expensive cuts of meat they can do so much to help "pep" up the flavor. "This family of macaroni foods is a friend in need, because it will certainly help you keep your food allowance, 'nipped in the budget,'" says the message being broadcast to the housewives of the nation by the National Macaroni Institute during a season when so many combinations are possible and the need of conserving expenditures appears most essential.

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

#### Combine Tastily With Fall Fruits and Meats

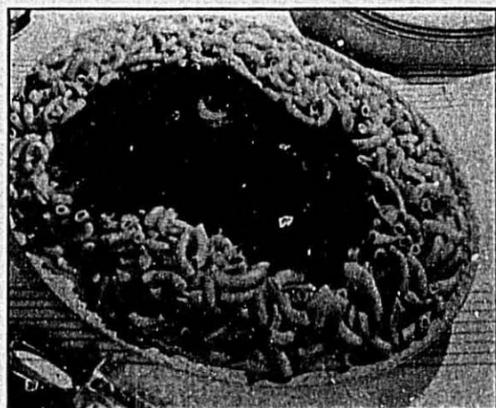
Variety in Macaroni Products is no problem, because this high quality wheat food comes in numerous shapes and sizes, enough to give one's every desire a satisfying expression, even though they be served often, several times weekly, even daily, as is the practice in millions of homes.

"The proof is in the eating," says the publicity that is being broadcast to the nation by newspapers and magazines and over the air lanes. Mothers are urged to continue using their favorite recipes in preparing Macaroni Products, but they are invited to explore the many uses for this fine energy food in combinations that will make them even greater favorites.

Apples are household favorites in the Fall and Winter seasons. So are chicken and meat. Therefore, the millions who must dutifully prepare appetizing meals, are invited to start their exploring expedition by considering the Macaroni-Products-Apples-Chicken-Meat combinations recommended by The Institute as something just a wee bit different, in that they supply the appetite zest that insures hearty eating. The recommended Harvest Season recipes are given herewith, with very attractive and appealing illustrations of the dishes of macaroni products prepared the recommended way.

If persons that seldom or rarely eat Macaroni, Spaghetti and Egg Noodles can be induced to try out the combinations recommended in the Fall Publicity Campaign of Education that is sponsored by the Institute and supported by most of the leading manufacturers, millions of new and satisfied consumers will be added to the long list of families that find Macaroni Products so enjoyable several times weekly, and in all seasons of the year.

## Appealing and Satisfying Dishes



### MACARONI ELBOWS WITH SWISS STEAK

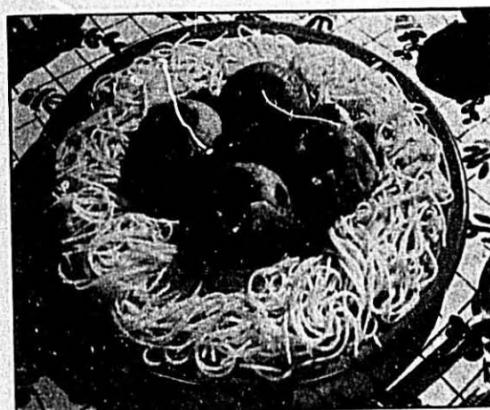
"Man Eating" we call it! Housewives will want to serve the men folks often—tender Swiss Steak with Elbow Macaroni drenched in the flavorful meat gravy.

### CHICKEN-NOODLE PLATTER

Most everybody likes chick—regardless of whether it's fried, broiled or roasted. But when it's served on a platter with tender, flavorful buttered Egg Noodles, the combination is one that makes a meal a "headline event."



## Tasty and Nutritious Macaroni Products

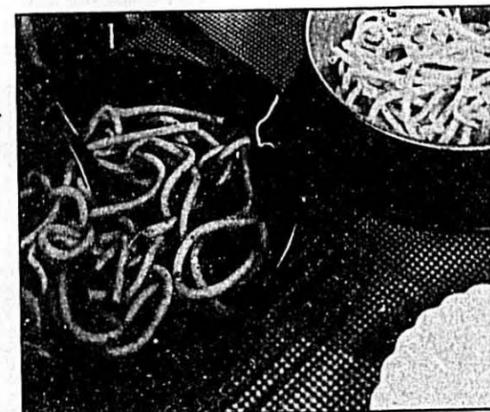


### SPAGHETTI WITH SAUSAGE-STUFFED APPLES

A reputation for clever cooking ideas will follow the home-makers who serve this novel dish which combines buttered spaghetti and sausage-stuffed apples. Once tasted, it's a dish never to be forgotten.

### MACARONI SEVILLE

Here's a strong competitor for culinary honors—Macaroni Seville—a delicious "main dish" combination of wheat, meat and vegetables. It has all the necessary goodness and flavor that just MAKES folks eat.



## New Ways of Preparing An Age-Old Food

### RECIPES THAT ARE "DIFFERENT"

Here are several recommended recipes that are not only "appetite appeasers," but are time and labor savers and make a hit with old and young. All are "one-cooking" recipes with no baking necessary. Just prepare as directed and serve with assurance.

#### SPAGHETTI WITH VEAL CUTLETS

"Scalopini" is the Italian name for delicious veal steaks or cutlets that everyone seems to like. Here's a veal and spaghetti combination that "can't be beat" for flavor, nutrition and general satisfaction:

1/2 lb. spaghetti 2 tsp. butter  
6 veal cutlets 4 tsp. flour  
1 egg 1 tsp. paprika  
2 cups milk 1/2 tsp. salt  
Fine crumbs or bread or crackers.

Cook spaghetti in boiling salted water till tender. Drain. Sprinkle cutlets with salt and pepper; dip in beaten egg and then in crumbs. Sauté slowly in butter or drippings until brown and well cooked.

Make a cream sauce of the butter, flour, salt, paprika and milk. Add spaghetti to sauce, stir well. Pour on platter, flanked with browned cutlets. Garnish with parsley. (Macaroni or Egg Noodles may be substituted for Spaghetti in this and most other recipes for macaroni products.)

#### CHICKEN-NOODLE PLATTER

1/2 lb. egg noodles 1 young chicken  
1/2 cup butter Salt and pepper.

Cut chicken into four quarters and fry until brown and tender. Drop egg noodles into boiling salted water. Cook until tender; drain. Toss cooked egg noodles in melted butter. Arrange fried chicken and buttered egg noodles tastily on a suitable platter. Sprinkle with parsley, season to taste and serve hot.

#### SPAGHETTI WITH SAUSAGE-STUFFED APPLES

1/2 lb. spaghetti  
6 apples, medium size  
6 links sausage  
2 lbs. butter  
Salt and pepper

Wipe and core apples, filling cavity with sausage link. Set in pan, cover bottom with water and bake till apples are tender. Cook spaghetti in boiling water, salted, till tender; drain. Heat butter in skillet and sauté spaghetti a few minutes. Season to taste.

#### ELBOW MACARONI SWISS STEAK

1/2 lb. elbow or short-cut macaroni  
1 1/2 lbs. round steak  
2 lbs. flour  
1 can tomato soup  
Salt and pepper

Buy a good piece of round steak about 1 1/2 inches thick. Pound into it flour, salt and pepper on both sides. Brown meat in skillet, add canned tomato soup and let simmer slowly over moderate fire until savory and tender. Remove meat and cut into desired portions. Cook elbow macaroni in boiling salted water till tender. Drain. Sauté it in steak gravy. Pour on large platter and garnish with Swiss steak and parsley.

### Feeding Growing Children



By BETTY BARCLAY

Millions of children are now at school. Their active minds and busy bodies present feeding problems that are real worries to parents—even to skilled dietitians.

Statistics show that many children of a school age are undernourished—not only city children but country children also. Mothers who prepare meals for children at home and supervisors of school cafeterias and lunch rooms, too, should see to it that wholesome foods are featured regularly.

The growing bodies of children require fuel or energy foods. This is especially true in the Fall and Winter months. Why not learn to prepare nutritious dishes of one of the energy trio of wheat foods—macaroni, spaghetti or egg noodles, serving them with milk, fruits or savory meats?

Macaroni products are rich in protein and easily prepared in many tasty combinations. Here are three economical, easy-to-prepare recipes for meals that vigorous growing children and grown-ups, too, will relish and on which they will thrive:

#### Macaroni au Gratin

For the hurried noon-time lunch or the more leisurely evening meal, here's a "first aid to appetites." You'll be delighted to note with what gusto the folks will take to this dish. Serve it often.

1/2 lb. macaroni  
1/2 cup butter  
1 lb. cheese  
2 cups milk  
1 cup tomatoes  
Little salt, and flour

Cook macaroni till tender; drain. Make a cream sauce of melted butter, flour, salt and milk. Add cheese and stir until melted. Add cooked macaroni to cream sauce. Place in baking dish in alternate layers with tomatoes, having macaroni on top when through. Brown well. Serve hot.

#### Egg Noodles—Chicken Soup

Fall and Winter is the "Soup Season." Here's a soup and meat combination that youngsters will relish and oldsters will welcome.

1/2 lb. egg noodles  
1/2 cup milk  
1 stewing chicken  
Salt and pepper

Cut chicken into desired portions. Place in cold water and bring slowly to a boil, skimming fat from stock. Boil till meat is tender. Remove chicken from pot; drain broth or stock to remove pieces of bone. Return boiled chicken to pot, add egg noodles and cook till tender. Add milk for richness. Season to taste. For a change, add egg noodles to tomato soup or consommé.

#### Spaghetti Bird Nests

Here's a strong competitor for culinary honors — "Spaghetti Bird Nests," an eye-appealing and hunger-appeasing wheat and meat combination. It has the appetite appeal and nutritive goodness that just makes young and old eat and eat.

1/2 lb. spaghetti  
1/2 cup butter  
1 doz. stuffed olives  
8 strips bacon, wide and lean  
Salt and pepper

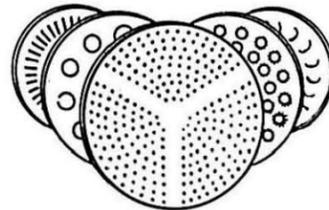
Boil spaghetti in salted boiling water until tender; drain. Toss boiled spaghetti in melted butter until all strands are well sautéed. Keep warm.

Form spaghetti into small mounds, binding with bacon strips held in place with toothpicks. Cut olives in halves and arrange in clover fashion in center of spaghetti mounds.

Bake or broil until bacon is done. Serve with surplus buttered spaghetti. Season to taste. Spaghetti, macaroni or egg noodles may usually be substituted in recipes calling for any one of this energy trio of wheat food.

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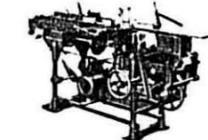
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Colburn S. Foulds, President

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New York, New York

# Report of the Director of Research For September

By Benjamin R. Jacobs

The replies to the questionnaire sent last month to the macaroni manufacturers concerning standards of identity for macaroni products are still coming in. More than 100 replies have been received and these include practically all of the large manufacturers and members of the Association and many others who are not members.

As indicated in the September issue of the JOURNAL question No. 7 of the questionnaire which referred to the use of dried eggs and yolks in macaroni products without a declaration on the label, still is absorbing considerable interest. Due to this interest a second questionnaire concerning this particular subject was sent to the manufacturers who made a reply to the first questionnaire and these are being returned with a larger number disapproving a declaration on the label for the reasons stated and also further because they do not desire to have unnecessary restrictions on their labeling which will require them to carry larger stocks of containers if the necessity arises for them to use dried egg products and also because some of the manufacturers realize that there is no way of differentiating between dried, fresh or frozen eggs when contained in egg noodles or other egg macaroni products.

The position taken by these manufacturers is very important and will, no doubt, have a strong influence in determining the action of the Department of Agriculture in this matter. The following is a copy of the questionnaire submitted on this subject:

## Do's and Don't's

Here, briefly summarized, are the author's "Do's" and "Don't's" for starting a direct advertising department:

1. Don't think of starting a direct advertising department and expect to put it on a paying basis in less than a year. If it goes over before then, you're ahead of the game.
2. Don't expect the new department to pay unless you have sufficient capital to see it through.
3. Hire an experienced direct advertising man to supervise and handle all advertising. (This man can also act as sales promotion manager for

NATIONAL MACARONI MANUFACTURERS' ASSOCIATION  
No. 2 Grace Court, Brooklyn, N. Y.  
September 18, 1939.

Gentlemen:  
The questionnaire that was recently sent you concerning ingredients used in the manufacture of macaroni products contained the following question:

(7) Do you approve of the use of dried whole eggs or yolks in egg macaroni products without a declaration on the label? Yes..... No.....

This question was asked because the Food Law Enforcing Officials believe that there should be a distinction between noodles made with fresh or frozen eggs and those made with dried eggs.

Most of the manufacturers answered "No" to this question. However, those who answered "Yes" have stated the following reasons for their answers:

1. That dried eggs or yolks are no cheaper than the fresh or frozen products when calculated on an egg solid basis.
2. That although usually the dried products are inferior in color they are not inferior in any other respect and therefore are just as wholesome a food.
3. That in some localities there may be a shortage of the fresh or frozen product requiring the use of dried eggs which would necessitate special labeling on the packages.

Considering the above reasons for desiring no declaration on the labels, do you still desire to have dried whole eggs or yolks declared in egg macaroni products? If so please state reasons for your answer. An immediate reply will be appreciated.

Sincerely yours,  
B. R. JACOBS,  
Director of Research.

During the month of September we have examined a number of egg macaroni products submitted by manufacturers for the enforcement work of the Association. We found two different brands of noodles which were artificially colored and which were deficient in egg solids. One of these brands is manufactured in Western

other departments, so that all his salary need not be charged up against advertising.)

4. Don't expect your advertising man to act as one of your salesmen. He can't successfully ride two horses at one time for long.

5. Instead, let him help your salesmen by making special calls with them and after them, and by preparing forceful advertising to precede and intersperse their calls.

6. Don't block your plays by holding up your own advertising.

7. Let your advertising man check and re-check your mailing list. If he knows his stuff, he'll insist upon this anyhow.

New York and it was reported to the New York State Food Authorities and the Federal Authorities since shipments of this product had been made to Ohio, Pennsylvania and New Jersey. The other egg noodle was manufactured in Pennsylvania. This was reported to the State Food Authorities at Harrisburg and also reported to the Federal Authorities in Philadelphia with the request that they make an inspection of the plant and the shipping records in order to determine whether interstate shipments of this product have been made. This is being accomplished now and the results of this work will bear fruit in the very near future.

During the month of September the Laboratory has examined a number of samples of semolinas made from the 1939 durum crop. The protein and color were determined in all of these products and comparison has been made with similar products from the 1938 crop. From the limited number of samples analyzed we find that the protein is approximately 0.3% higher on an average than last year's and that the color is about the same in yellow but has a reddish hue which gives the finished semolina and macaroni a duller cast.

As is well known to our clients we are reporting the color of these products on the basis of percentage Yellow and combined percentages of Red and Black which we call "BROWN." We find that whereas in the crop of 1938 the relation of Red to Black is approximately two or three to one, in the semolinas of the 1939 crop this ratio is about four of Red to one of Black.

8. Don't be too free with speculative work.

9. Get a fair return for your services.—American Printer.

## Former Manufacturer Dies

Mr. Elmer E. Brewster, formerly of Leavenworth, Kansas, died in Santa Monica, California, on September 15. He founded the Yankee Doodle Macaroni Company at the turn of the century and operated a small factory at Second and Delaware Streets for a number of years. Later he served ten years as Leavenworth's postmaster.

October 15, 1939

THE MACARONI JOURNAL

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## Macaroni Imports And Exports

The Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce for July, 1939, shows that macaroni imports greatly increased while the exports decreased slightly over the previous month.

### Imports

During the month of July, 1939, the imports were 97,161 pounds worth \$9,366 as compared with the June imports totaling 81,593 pounds worth \$7,988.

The first seven months of 1939 show 604,318 pounds of this foodstuff imported at a cost of \$59,037.

### Exports

Macaroni products showed a decided decrease in the quantity exported during July, 1939, when 189,561 pounds worth \$13,559 were exported as compared with the June, 1939, exports totaling 268,591 pounds worth \$20,311.

For the first seven months of 1939 the exports totaled 1,683,787 pounds worth \$129,381.

This foodstuff was exported to the following countries during July, 1939:

Countries	Pounds
United Kingdom	710
Canada	39,289
British Honduras	303
Costa Rica	1,669
Guatemala	748
Honduras	372
Nicaragua	4,990
Panama, Republic of	16,229
Panama, Canal Zone	12,355
Salvador	68
Mexico	25,273
Newfoundland and Labrador	9,799
Bermuda	1,067
Barbados	624
Jamaica	652
Trinidad and Tobago	207
Other British West Indies	1,811
Cuba	21,183
Dominican Republic	4,180
Netherlands W. Indies	6,168
Haiti	9,022
Colombia	1,797
Ecuador	97
Surinam	174
Venezuela	1,303
China	1,354
Netherlands Indies	130
Hong Kong	856
Philippine Islands	21,787
Union of South Africa	1,231
British Oceania	336
French Oceania	94
TOTAL	189,561

### Insular Possessions

Alaska	45,290
Hawaii	112,983
Puerto Rico	134,916
Virgin Islands	10,759
TOTAL	303,948

## AGMA Convention

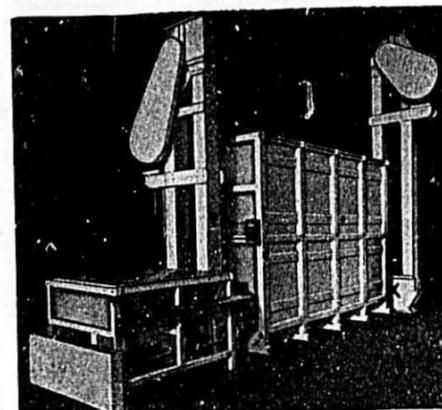
The annual convention of the Associated Grocery Manufacturers of America, Inc. will be held this year at the Waldorf Astoria Hotel, New York City on October 30 and 31, 1939.

Paul S. Willis, president of the organization, will preside at the various sessions.

Many of the leading manufacturers of macaroni-noodle products are members of this leading body of food makers and distributors and attend its

conventions regularly.

Henry Mueller, president of the C. F. Mueller Company, Jersey City, and past president of the National Macaroni Manufacturers Association, is a director of AGMA and will take a prominent part in the convention in New York City. Other directors who represent firms that make macaroni products and other foods, are: F. L. Check of Grocery Store Products, Inc. of which the Foulds Milling Company, Libertyville, Ill., is a unit, and F. E. Barbour of Beech-Nut Packing Co. Canajohari, N. Y.



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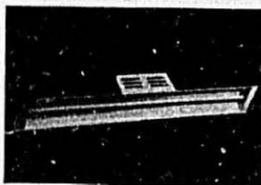
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## New Products News

### Improved Lighting Unit

The Flex-O-Lite Company of St. Charles, Illinois, announce the introduction of their new Flex-O-Lite Lighting Units for wide-spread industrial and commercial use, in stores, windows, displays, plants, warehouses, offices, et cetera. It is particularly suited for use in those places in macaroni and noodle plants where controlled good lighting is a basic need.



The outstanding features of this Unit are its remarkably fine light approaching true daylight; its large light output and its long life of 5,000 hours. Objectionable glare and deep shadows are eliminated; eye strain and early fatigue are avoided. Objects appear in their natural colors without distortion.

Two Units are available, Model HC-10 with one tubular lamp or Model HC-12 with two tubular lamps. The reflectors measure 58"x8"x8". The current consumption of 110-200 watts, respectively, will give two to three times the light of incandescent lamps using the same current; power factor 90 per cent; lumens per watt, 40; lamp life, 5,000 hours.

### A New Insecticide—"Completex"

The butcher, the baker, the candlestick maker—and many others—are singing the praises of the effective new insecticide, "Completex."

Easy to spread, the new powder guarantees complete extermination in about two weeks, this condition lasting several months. Its positiveness is insured by the fact that active ingredients make up ninety per cent of its contents, and only ten per cent are inactive. Manufactured according to a secret formula, "Completex" is the only non-poisonous insecticide on the market which does not contain pyrethrum and rotenone.

Because of the nature of the materials used, "Completex" reaches not only the full-grown insects, but the larvae in the nests. The insects themselves act as carriers.

"Completex" may be universally applied without fear or stopping of work as it is non-poisonous and odorless.

"Completex" may be bought in six ounce, one, five, and ten-pound packages, but factory owners will find the five- and ten-pound packages most helpful.

### Unique Attachment Broadens Scope of Tornado Blower

The Breuer Electric Mfg. Co., 5100 N. Ravenswood Avenue, Chicago, has developed an attachment called the "Skrap-trap" for use on the Tornado Portable Electric Blower when it is being used for vacuum cleaning.



The "Skraptrap" collects the small objects that are unavoidably drawn into the nozzle, thus preventing bolts, nuts, screws, nails, etc., from reaching and injuring the suction air blades, while the dust, dirt and lint are readily by-passed into the dust bag.

The "Skraptrap" may thus be used to collect and salvage small parts or metal particles that would otherwise be irrecoverable. Valuable waste material may thus be reclaimed from accumulations about benches or machines or during any routine operation of the vacuum cleaner.

### Burning Box Car Damages Plant

Damage of upward of \$10,000 was caused on September 15, when flames from a burning box-car leaped to the roof of the plant of the Indiana Macaroni Company in Indiana, Pa. Though the fire was confined to the roof of the building, tons of water and chemicals caused heavy damage to stored raw materials and finished products. After making temporary repairs the plant resumed operation with little lost in production capacity. John Rezzolla is president of the macaroni firm.

### Social Security Credits Explained

It has been said that there are two absolute certainties—death and taxes. Taxes must be paid. Perhaps no other government obligation provides the opportunity for error than do tax computations.

Most large business concerns have realized the need of assistance of tax experts and have found that these advisors not only saved them tax money but also tax suits that are both costly and embarrassing.

Wolf & Company of Chicago have been serving many satisfied clients in social security and income taxes.

In a general letter recently sent to their clients, these tax experts called attention to a matter on which it may be too late to act and which is referred to here only to show the helpfulness of a tax expert in connection with the various state and federal laws that are not fully understood by our business men. The letter reads in part as follows:

If you were required to pay double unemployment compensation tax on payrolls in 1936, 1937, or 1938 because of late filing:

If you paid tax in the wrong state: or

If you have employees 65 years of age: or

If you have paid wages, salaries, or bonuses in 1936, 1937, or 1938 which have been omitted from tax returns:—

—Your attention is called to the provision in the Federal Social Security Act as amended August 10, 1939, allowing full 90 per cent credit for late payment of State taxes for the years, 1936, 1937, and 1938 if such payment is made before October 9, 1939.

#### Claims for Refund

If late payments involving a 90 per cent penalty were made prior to the amendment of the law, a claim for refund of the penalty should be filed before October 9, 1939.

Claims for refund should also be filed where payments were made to the wrong state, with subsequent payments to the proper State, involving double taxation.

#### Employees Over 65

The Federal Old Age Benefits Tax on employed individuals aged 65 or over, from January 1, 1939, must be reported and paid on the third quarter return which is due October 31. The employer is liable for the tax from January 1, but has no liability for the employee's tax—unless (1) he has collected it from the employee, or (2) he has control of funds of the employee 90 days after August 10, 1939. If you have employees of this class on your payroll full deduction for O.A.B. tax from January 1, 1939, must be made from their wages. The employer is liable for the employees' tax after August 10, 1939, whether or not he has collected it from the employee.

#### Unreported Compensation

If compensation, including bonuses, has been omitted from unemployment payroll tax returns, the full 90 per cent Federal credit will be allowed if payment of State and Federal tax thereon is made before October 9, 1939.

## Publicity Campaigns

### National Macaroni Week

Piggly Wiggly, Other Chain Organizations and Independent Grocers Cooperate in Promoting Industry's National Week.

The Grocery Trade has cooperated splendidly in the promotion of the one week in the year when the macaroni industry tries to concentrate consumer attention and interest in macaroni, spaghetti and egg noodles. The month of October has many "weeks." It is hardly possible for grocers to observe all of them, and it is quite a compliment to macaroni products that so many chains and independents give special attention to this fine wheat food in a month replete with competing weeks.

National Macaroni-Noodle Week was observed from October 7 to 14, giving grocers two Saturdays or two week-ends in which to feature the popular products made by the macaroni industry. Other weeks observed in October are—National Retail Grocers Week, October 16 to 20; Cherry Pie Week; National Apple Week; Sweetest Week (candy) and Heinz Week, October 23 to 28. "Our 52-Week Plan," says *Business Builders*, official organ of the Piggly Wiggly Corporation that cooperated so successfully in the promotion of National Macaroni-Noodle Week, "swings into October packing a wallop in both fists like the kick of a Kansas mule. It's a fighting man's program—sissies might just as well not tackle it! But for those who can stand the pace, these four weeks will bring a reward—and that's a promise!"

"Events of international scope conspire to make our October plan even better than the most optimistic would have predicted. Now we can say—truthfully and confidentially—that the greatest selling and profit opportunity in years confronts us. Customers are already of a mind to buy in liberal quantities, particularly of the many non-perishable items headlined in October. They know that the prices have started up. They suspect that they will go higher. Only once in a blue moon do you get a chance like this—to move out a lot of merchandise at a decent gross profit."

The October issue of *Business Builders* that is distributed to its 1,300 stores, contains an illustrated announce-

ment of National Macaroni-Noodle Week. It directs attention to the additional potential sales that the sale of macaroni, spaghetti and egg noodles promote, such as cheese, meat, tomatoes, butter and other profitable items. The article is illustrated by two timely cuts, one showing the salad bowl that proved so popular when used in the summer campaign sponsored by The National Macaroni Institute, and the Noodle and Chicken platter that is appearing in the fall releases.

The Fall Campaign of Macaroni-Spaghetti-Egg Noodles publicity that

is being promoted by The National Macaroni Institute, comes at a time when prices are stiffening because of the European war. Instead of cut-throat prices, costly reduction of output and even the more costly lowering of quality to meet unnecessary competition, mostly from within, manufacturers are now, for the first time in many years, able to ask a normal profit on sales, and to get it without complaint. This is a healthy situation, one that should make all feel more friendly to the agencies that are dedicated to the betterment of the trade in all channels.

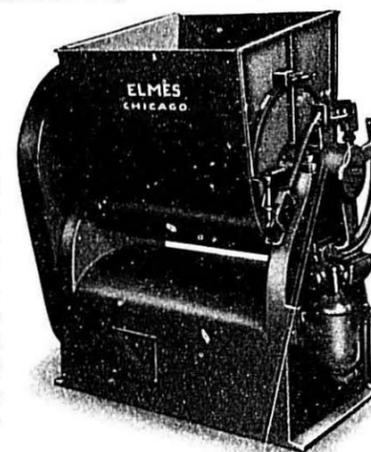
## PROTECTED WORKING PARTS

Full capacity operation throughout a long service life is assured with the Elmes Advance Mixer. This is due in part to the motor and drive of the mixer arm shaft being enclosed in the base and thereby protected against flour and dust. This eliminates cleaning and wear.

EASILY TILTED—The hopper is controlled by a 3-push-button switch.

RUNS QUIETLY—There is very little noise of operation due to enclosed, slow-moving over-width gears.

RUGGED CONSTRUCTION — All parts are built of sturdy materials with an unusually high factor of overstrength. Accurately engineered and rigidly inspected. Your insurance of a large output of thoroughly mixed dough. Write for specifications.



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

## Help Wanted on Macaroni Standards

The Federal Committee on Standards for Macaroni Products is making a preliminary survey to ascertain the manufacturers' thinking on a matter that is close to their hearts—standards for macaroni, spaghetti and egg noodles. Several notices have been sent the trade inviting interested manufacturers to make known their ideas to those who will draft the standards for this food. In order that no one will have the excuse that he was not aware of the intended action under the new food law and that his views were not sought, further publicity is given the survey now under way and another opportunity is offered all to make known their ideas of what constitutes quality macaroni products and what standards should be set up to be fair and equitable as well as enforceable.

Interested manufacturers are asked to fill in and mail the questionnaire below to B. R. Jacobs, 2 Grace Court, Brooklyn, who is compiling the information for later submittal to the Federal Committee on Standards, that will soon submit Standards of Identity for our foods.

### Questionnaire

1. What ingredients do you use in Macaroni, Spaghetti and similar Macaroni products? SEMOLINA —; FARINA —; FLOUR —; SALT —; OTHERS —
2. What ingredients do you use in Bologna Style and Plain Noodles? SEMOLINA —; FARINA —; FLOUR —; YOLKS —; WHOLE EGG —; SALT —; OTHERS —
3. What ingredients do you use in Egg Noodles and Egg Macaroni Products? SEMOLINA —; FARINA —; FLOUR —; YOLKS —; WHOLE EGG —; SALT —; OTHERS —
4. Do you approve of the present moisture limit of 14.00 per cent in all macaroni and noodles? Yes —; No —
5. Do you approve of the present standard of 5.50 per cent Egg Solids for all Egg Noodles and other Egg Macaroni Products? Yes —; No —
6. If you disapprove, what amount do you approve? — per cent.
7. Do you approve of the use of dried whole eggs or yolks in Egg Noodles and Egg Macaroni products without a declaration on the label? Yes —; No —

Fill and return to B. R. JACOBS, No. 2 Grace Court, Brooklyn, N. Y.

## Cuban Macaroni Regulations Suspended

The Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, recently announced that the regulations adopted by the Cuban government establishing standards of weight, sizes and packaging of soup pastes as Macaroni Products are known in that country, have been

suspended indefinitely. This news will be of particular interest to those firms that sell for export to Cuba. The announcement, sent to the Secretary of the National Macaroni Manufacturers Association, reads:

"Cuban decree No. 1767 of July 19, 1939, published in the Gaceta Oficial of July 26, provide for the abandonment of the proposed specifications for the packaging of soup pastes (macaroni products) for retail sale in Cuba, on the ground that the establishment of such specifications is not deemed justified at this time. "It is stated that the action was taken as a result of objections to the proposed specifications, made by Cuban manufacturers of soup pastes."

## Chamber Secretary Retires

Comm. Dr. Alberto C. Bonaschi, secretary of the Italian Chamber of Commerce of New York City, has resigned after nearly a quarter of a century of faithful service. Mr. Bonaschi is well known to the leading businessmen of Italian descent in the New York metropolitan area, including all of the leading manufacturers of macaroni products and macaroni machinery. His resignation became effective on October 1, 1939.

Secretary Bonaschi first became associated with the destiny of the Italian Chamber of Commerce in 1911, assuming an under-secretaryship that year. On March 6, 1919, he was unanimously elected Secretary of the organization and during his twenty years and six months in that office has seen the chamber grow and prosper until today it is the most affluent body of its kind in the world engaged in promoting friendly relations between the Italians of this country with the Italian Government, and international trade between the United States and Italy.

The Italian government, in recognition of his invaluable service throughout the years has honored him by conferring on him the title of "Commander of the Order of the Crown of Italy," one of the highest honors which the Italian Government grants only for the most meritorious service. Dr. Bonaschi has also been active in civic affairs and henceforth will give all his time to his duties as a member of the New York Board of Education, since he holds the chairmanship of the important committee on Teachers' Retirement.

His many friends among the macaroni makers of the country wish him well in his new activities.

Thrown mud falls heaviest on the thrower.

Clear sailing should be a happy surprise, not an expectancy.

## Macaroni Trade Group Established

Glenn G. Hoskins Plans Service to Improve Macaroni Manufacturers' Position in Consumer-Dollar Battle.

Glen G. Hoskins, past president of the National Macaroni Manufacturers Association and chief executive of the Macaroni Code Authority under the late NRA, has announced the setting up of a service that should be helpful in reestablishing selling on a profit basis. He was for years associated with The Foulds Milling Company, Libertyville, Illinois, and at the time of his resignation last June was vice president of the company in charge of production and sales.

Following the collapse of the NRA he set up the Macaroni Service Bureau, which proved to be most helpful to its members. In a bulletin sent out to the trade, Mr. Hoskins outlined "Better profits for manufacturers of macaroni products depend upon stopping and reversing the current price trend. Low wheat prices, apathetic buyers and desperate sellers have forced prices to new lows. No one manufacturer can change this condition. The industry needs the leadership of an informed group of manufacturers, and that group needs an experienced coordinator to assemble facts."

The program outlined will in no way conflict with any service now rendered its members by the National Macaroni Manufacturers' Association.

Prime function of the new bureau will be to assemble facts and figures pertaining to production and merchandising of macaroni products, and supplying this data to manufacturers. Subscribers will supply Hoskins' office with figures.

Emphasis will be placed on current price quotations in all sections of the country, details of sales made, volume of sales by weeks compared with each manufacturer's volume, operating and material costs, and truth about rumors as to low prices.

Macaroni manufacturers will be advised on carton and labeling design for compliance with the new food act, and on all federal and state laws affecting the industry; how to improve accounting methods; what and where to buy the most efficient mechanical equipment; how to solve steam, hydraulic and drying problems.

Analyses of the competitive situation in various territories, by making a comparison of prevailing prices with a "fair price yardstick" based on a knowledge of manufacturing costs and material markets, will be undertaken also.

His office, in Chicago, Ill., is at 520 No. Michigan Ave.

## Highways and Horizons

By J. E. Jones

"The roads we travel today are the creation of little more than a score of years. In the same period motor vehicles have increased tenfold in numbers and immeasurably in utility. Together, the roads and motor vehicles, affording a new facility of transportation, already have wrought profound changes in our ways of life.

Highways and Horizons helps us to foresee somewhat of the character and almost unlimited possibilities of that eventual contribution." The above are words of appreciation expressed by Thomas H. MacDonald, veteran Chief of the United States Bureau of Public Roads.

New Horizons are always revealing new opportunities. "We are far behind . . . because we have men out of work, a lot of money lying idle in the banks and an enormous amount of raw materials . . . with nothing for them to do. . . . There never has been a time in the history of the world when we needed inventions as much as we need them now." Those are the words of Charles F. Kettering of General Motors. Supplementing as they do the observations of Chief MacDonald, the question naturally arises, in view of a multiplicity of national ills and conditions, i. e.: What about these Highways to New Horizons? Well, the writer doesn't exactly know the answer, but he does know perfectly well that at the Century of Progress Exposition in Chicago fire years ago Alfred P. Sloan, Jr., brought out a symposium among a large number of industrial leaders from many fields and that those men attempted to outline, so far as possible, some of the developments in research and technology to which the country might look forward.

"In a way, our vast progress in transportation, past and future, is only a symbol of the progress that is possible by constantly striving toward new horizons in every human activity," he said. "Who can say what new horizons lie before us if we can but maintain the initiative and develop the imagination to penetrate them—new economic horizons, new horizons in the art of government, new social horizons, new horizons expanding in all directions to the end that greater degrees of well-being may be enjoyed by everyone, everywhere," he added. By aid of a dramatization, in typical Newsreel "March of Time" tempo, the record of great industrial achievements that have been noted in the past five years were pictured. They showed what "the

appreciated upsetters" are apt to start "on our way into new horizons." The feature of the program bears the title of "On to Jupiter," and a mere part of its recordings furnish their own substantial proof "that industrial horizons have been lifting in spite of the difficult problems of the last few uncertain years."

Television is ready in New York this month, throughout the Nation this year. Facsimile-print newspapers will be brought into your home by radio.

New materials made from skim milk and whey, and waste dairy prod-

ucts, and use of derivatives of milk in the pharmaceutical, plastic, paper, dyeing, leather-tanning, carbonated beverage and other industries.

Automatic motor transmissions; high-octane gasoline containing bromide from ocean waters.

New homes of concrete cast in one operation.

New glass that can be spun, tied and woven, made mostly of coal, water and air.

Diesel engines that promise to rehabilitate the railroads.

Nylon, by du Pont, made from coal, water, air, and materials, for tooth brushes, threads, hosiery, knit goods, underwear, etc.

Elemental phosphorus that trebles nation's phosphate resources.

High-strength, lighter and much cheaper steel.

The American Clipper is an example of more economical aluminum.

Great expansion in insulating materials for building uses.

Combination of natural roadway soil with cement for road building.

Large numbers of improvements for better but ever-cheaper automobiles.

Air-conditioning. Glass improvements. Better gasoline.

Frosted foods, and many noteworthy new foods.

We are still on the way towards NEW HORIZONS FOR TOMORROW.

## Diet for Perfect Baby—Spaghetti

Macaroni products, especially those of the smaller and finer shapes, have long been fed Italian children as their first solid food fare by Italian mothers. That a regular spaghetti diet will produce healthy babies is the news contained in the announcement of the prize-winning contest held last month in the State of Rhode Island. The announcement reads:

"Chosen as the 'most perfect boy' in a Providence baby show, fourteen-month-old George Anthony Carr thrives on a diet of pork chops, steak and spaghetti. He already has twelve teeth and weighs twenty-seven pounds.

"He eats almost everything now," says his mother. "He has had stewed fruit, cereal and milk for breakfast. And he lunches on mashed potatoes, pork chops, two vegetables and cut-up fresh fruit. Sometimes for supper he has a piece of steak, potatoes and vegetables, or Italian Spaghetti."

There can hardly be good trading when nobody wants to give anything for anything.

Usually it's something to worry about because it was pounced upon as that.

## 7 Out of a 100 Survive

We are informed that out of every one hundred firms that start in business, only seven survive for more than ten years. Only seven succeed in keeping their expenses below their income.

Here's a chance to check your rating against this national average. Has your firm been in continued existence ten years without a re-organization of any kind, without getting new capital? If so, you are one of the lucky seven.

The last ten years have been specially trying ones on all business firms. The market crash in 1929, the Depression, bank moratorium, the durum wheat crop failure of 1936-1937 and the more recent Recession in Business, has undoubtedly served to lower the average reported.

The opinion very generally prevails that the mortality in the macaroni-noodle business will be even larger this year than the national average unless there is something done by the individuals who sell at prices regardless of cost of doing business; unless there is a decided change in the quality trend from poorer grades at low prices to better qualities at reasonable prices; unless individuals will take more personal interest in winning and holding new consumers, and finally, until the macaroni-noodle industry does something in a big co-operative way to deserve a large share of the consumer's food dollar and to win a more favorable place on the American table.

This reasoning should be of particular interest to the Lucky Seven among the one hundred manufacturers in the Macaroni Industry that hope to continue a useful existence for another ten years.—THE EDITOR.

## Italians Really Eat It!

A foreign dispatch that has been widely printed in the press of America, states in a rather boastful way, the extensiveness of the macaroni manufacturing industry in Italy. It would seem that the number of plants is slightly exaggerated, unless it includes some of the "kitchen factories" where this food is made for home consumption. The release reads:

Forty-five million Italians consumed more than three billion pounds of spaghetti in 1938 according to Agostino Agnesi, spaghetti king of Italy. His factory turns out enough spaghetti every 48 hours to girdle the globe. Made solely of wheat and flour, spaghetti has leaped into greater prominence in Italy than ham and eggs in America. Between 9,000 and 10,000 factories are turning out spaghetti at a mile-a-minute clip from the north to the south of Italy. Made of the hardestkerneled wheat, Italian spaghetti boasts more vitamin E content than any other food. Italian food artists have given it over 100 different designs with gastronomic appeal second to none in Italy.

### Do New Yorkers Out-Eat Italians?

Now contrast the above story with one written by Staff Writer Margaret Barker Seward for the Magazine Section of the Richmond, Va., *Times-Dispatch* in a recent issue. It's a story of Roberto Federico, renowned chef and master of the art of Italian cooking in that city.

Born on the Isle of Capri in the beautiful Bay of Naples, Italy, Roberto, as he is familiarly known, studied under the famous Escoffier, in the Carlton Hotel, London, before going to New York at the close of the World War. One needs but to taste his wonderful spaghetti dishes to appreciate his ability as a chef. On the eating habits of Americans here are his thoughts:

He frowns as he works over a sandwich; for he does not believe in them; nor does he think that the American custom of living out of cans is a happy one. He thinks maybe Americans are a little lazy when it comes to cooking. If the cook is off and the bridge party breaks up late in the afternoon, for instance, the American wife will stop by the delicatessen and assemble a meal in five minutes. She needs only another five minutes when she gets home to prepare it and serve it; but if she is an artful and skillful wife she can persuade her husband by subtle suggestion that she has spent the entire day in the kitchen preparing the feast.

Not so the Italian woman. She need put up no bluff about staying in

the kitchen because by the time she prepares the thousand and one complicated sauces and other rhapsodies in cookery which the Italians are accustomed to every day, she has spent the day in the kitchen.

Most of the time, though, you find him saying spaghetti, for most of his life is spent fixing this proud boast of Italy in a thousand ways. With mushroom sauce, tomato sauce, meat sauce, and finally spaghetti a la Capri. Heaven knows how long the Italians have been eating spaghetti, he says. Probably it became the favorite dish of Romulus and Remus, as soon as they were off their milk diet, and gave them strength to get busy on their Rome project. Maybe Julius Caesar returned from Egypt not because he was interested in politics, but because life with Cleopatra was nothing without spaghetti. At any rate, when Pompeii was uncovered and the centuries-old lava coating taken away, there, spread out before the learned archeologists and bearded doctors, was an array of utensils that made the scientists and historians know that Pompeians loved spaghetti. All sorts of strainers and other spaghetti tools.

Christopher Columbus did his native land a scurvy trick when he set sail for the West. For now Americans have wrested from Italians their spaghetti-consuming laurels. It is sad, but it is so. Roberto says that in New York City alone, more spaghetti is eaten a day than in all of Italy.

Mussolini has done nothing yet to recover Italy's glory on this point. And maybe it is just as well. For what better token of understanding between the United States and Italy than these slender cords of spaghetti entwining the two nations in affectionate amity and mutual understanding.

### Consumption Trends

Since the beginning of the present century, there has prevailed a distinctly downward trend in the consumption of meats (beef, veal, lamb, mutton and pork).

Potato consumption is lower during the same period and the average per capita consumption of flour has declined.

The use of butter has remained unchanged for 20 years, but is below the average that prevailed at the opening of this century.

By the way, what is the average annual consumption per capita of egg noodles? The general impression is that it has increased—but has it?

### Cheese Consumption Increasing

Americans as a class are not heavy consumers of cheese in the sense of some European nations, but the Bureau of Agricultural Economics reports a favorable trend in the use of this fine food. The climb in cheese consumption is rather striking, it observes.

In the past five years, the per capita consumption of cheese of all kinds has averaged 5.84 pounds. This compares favorably with 4.59 pounds in the period 1925-1929, with 4.28 pounds in the pre-war period of 1910-1914, and with the 4.04 pounds average from 1900 to 1904.

Just what proportion of the average cheese consumption is in combination with macaroni products is not revealed by the report. It would be most difficult to figure this from any known source of information, but the opinion generally prevails that since Americans have learned to appreciate the value and tastiness of cheese in macaroni dishes, some of the reported increase is unquestionably influenced by the wider interest in macaroni-spaghetti-cheese dishes.

Incidentally, just what is the average per capita consumption of macaroni and spaghetti per year? Manufacturers guess but it seems that no one really knows.

### Noodles in Mother Hubbard's Cupboard

"Noodles, macaroni or spaghetti combine ideally with other foods," says Katherine Kitchen, renowned food authority and household editor of *Sacramento (California) Bee*.

When you walk to the cupboard and do a Mother Hubbard, and you are determined that you are not going to the grocery, you turn to the package of noodles, macaroni or spaghetti that adorns the pantry shelf like a sunflower in the sun.

Why? Because the pastes join with other foods so happily. They substitute for other starches, they are good plain buttered, excellent with which to utilize those tag end pieces of cheese, take to leftovers like a duck to water and in general make themselves useful.

### When It's Mowed, It's Done

A recent Civil Service examination question for a man to fire a marine boiler was this: "If it takes 20 men to mow a field in eight hours, how long will it take 15 men to mow the same field?"

One candidate was too smart for the inquisitors. He wrote: "As the field has already been mowed by the 20 men, the 15 men could not mow it in any case."



Carelessness in driving is increasing on our highways. The figures for the first seven months of 1939 show an increase over those for 1938.

Are our law enforcement agencies becoming discouraged? We find police are very anxious to enforce the law, but in many cases we find a growing tendency on the part of our courts to become lenient and lax in enforcing the laws.

Educational agencies are trying their best to bring before the public the need of safe driving and instructions on how to do it. We must have law enforcement agencies and the courts to assist safety people in this work so that we will have a maximum of protection while we are driving or walking.

The newspapers have done a splendid job in calling this to the minds of their readers, and we urge that more stirring editorials be written in regard to the need for strict law enforcement.

The number of pedestrians killed by automobiles makes the problem one that each community should carefully

consider. When we realize that over 40 per cent of the people killed by automobiles are pedestrians, we should readily appreciate that it is a real problem.

The first thing the pedestrian should do is abandon the old idea that as a pedestrian he can use the streets in any way he pleases. This he can not do.

Traffic lights were made to control traffic, including pedestrian traffic, and the pedestrian should obey traffic signals.

### A Promotional Stunt

The several faces of a package containing macaroni, spaghetti or egg noodles have almost unlimited advertising possibilities. Printed thereon is usually the name of the product, something about the food value of the contents, the name of the manufacturer or distributor and perhaps most important of all, cooking instructions and several recipes.

Missing on many packages of macaroni products is the all-important suggestion that housewives be on the lookout for the other shapes and sizes of macaroni products that usually reach the consumer in packaged form, and all marketed by the same firm. This stunt has been tried with

great success in the past and is still being used with good results today.

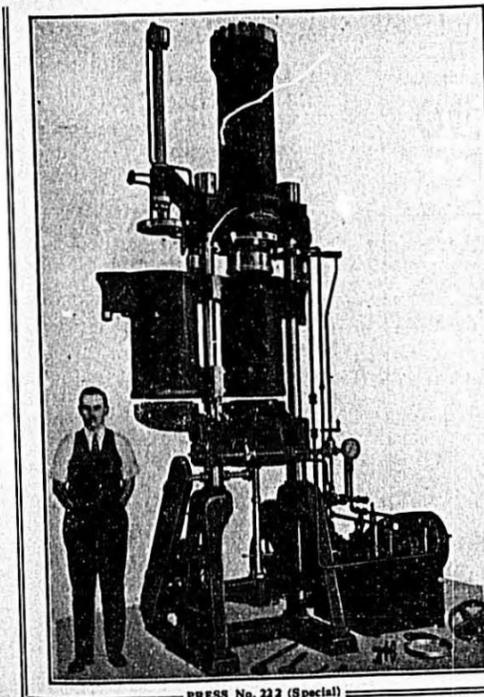
A housewife buys a package of her favorite brand of spaghetti. On the package are printed two or three basic recipes for the proper preparation of the contents; also a suggestion to try macaroni or egg noodles of the same brand, with emphasis on the fact that on the other packages will be found several fine recipes for cooking the different shapes.

To be most effective the scheme should provide for an occasional change in the recipes printed on the containers. It involves some expense, but has sufficient possibilities for increased sales to warrant its adoption by some of the most successful firms in the business.

### Age Puzzle

Q. Explain the puzzle of ascertaining a person's age and the amount of change in his pocket without being told.

A. Ask the person to multiply his age by 2, add 5, multiply by 50, subtract 365, and add the amount of his change under a dollar. When he gives you the answer, add to the figure 115. The first two figures in the total so obtained will be the age, and the last two figures will be the amount of change.



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

## Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

## Patents and Trade Marks

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

Patents granted—none.

### TRADE MARKS REGISTERED

The trade mark affecting macaroni products or raw materials registered was as follows:

### Sun Gold

The trade mark of Dunkirk Macaroni & Supply Co., Dunkirk, N. Y., was registered for use on egg noodles, macaroni and spaghetti. Application was filed September 29, 1938, published by the Patent Office on February 21, 1939 and in the March 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since February, 1938. The trade name appears in heavy lettering.

### TRADE MARKS APPLIED FOR

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

#### Priscilla

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

#### Quickettes

The trade mark of Minnesota Macaroni Company, St. Paul, Minn., for use on alimentary pastes. Application was filed April 10, 1939, and published September 26, 1939. Owner claims use since March 1, 1939. The trade name is written in large black type.

#### Bravo

The trade mark of Alfonso Gioia & Sons, Rochester, N. Y., for use on alimentary pastes. Application was filed August 3, 1939, and published September 26, 1939. Owner claims use since October 31, 1938. The trade name is in very heavy type.

## Searches and Findings

### "Shredded Wheat" Cancelled

The U. S. Patent Office has made a formal announcement of the cancellation of the registration of "Shredded Wheat," bringing to a close, litigation that has lasted for several years between The Kellogg Company and The National Biscuit Company, to whom the mark was assigned by the Shredded Wheat Company. Parallel action had also been taken in the courts of Great Britain.

The decision on the action is based by Commissioner of Patents, Leslie Frazer, on a victory before the United States Supreme Court by The Kellogg Company, wherein the judges held that the "Shredded Wheat" trade mark was not the exclusive property of The National Biscuit Company.

### "Eventually Gold Medal"

General Mills, Inc., of Minneapolis, Minn., has long used the phrase "Eventually, Why Not Now?" on its flours. When it attempted to register the phrase, "Eventually Gold Medal," as a trade mark for poultry food, dog and stock food, it was opposed. However, the Commissioner of Patents in a recent decision held that the firm was entitled to register the mark, reversing a previous decision of interference by a lower official. The latter had held that the words, "Gold Medal," were descriptive, and the mark therefore was not registerable, a contention with which the Commissioner did not agree.

### State Trade Marks

The State of Virginia has adopted a trade mark, or a so-called "quality label" for its tomatoes, eggs and dressed turkeys.

The State of Michigan will adopt a trade mark for its apples. The mark will feature the map of the lower peninsula, according to the State Department of Agriculture, that inaugurated the move.

## "Glas-Pak-Age" Is Launched

The first issue of a new informative house-organ in the food field, "Glas-Pak Age," is being published this month by the Glass Container Association. The publication, a quarterly, will cover the latest developments in glass container production and in the merchandising techniques which are carrying glass-packed foods to new and higher sales levels throughout the country.

Although glass containers have been standard for many food lines for a number of years, progress in the glass-packaging of foods has recently been so rapid that the need of a fact-giving periodical to speak for the glass industry has been particularly urgent. "Glas-Pak Age," while devoted to information useful to food packers and merchandisers, is dominantly promotional in tone, and is not intended to invade the fields already covered by trade magazines.

That faculty of detecting sham is one other people possess too.

Let's declare a war against the depression. We've never lost a war yet.

## "Quality Insurance" Is the Best Policy Don't Take Chances—You Can Depend On

A /A No. 1 SEMOLINA  
FANCY DURUM PATENT FLOUR  
CAPITAL DURUM GRANULAR  
STANDARD DURUM FLOUR

A Quality Product for Your Every Requirement

CAPITAL FLOUR MILLS  
INC.

OFFICES  
CORN EXCHANGE BLDG.  
MINNEAPOLIS, MINN.

MILLS  
ST. PAUL, MINN.

## Watch Railway Cars for Weevils

"Weevils are pesky things," exclaimed a manufacturer at the New York convention of the National Macaroni Manufacturers Association in June. "Where the devil do they come from? I have taken every precaution, yet complaints come from unexpected sources."

Weevils naturally infect all wheat products. Flour millers, cereal manufacturers, bakers and cracker makers are equally bothered with the pesky bug. All are fighting them, but the weevil problem is always constant, especially when warm weather prevails. Here's an item that shows the action being taken by the Millers National Federation to prevent the transportation of the weevil:

Because many cars for flour transport are known to be infested with weevils, millers are cautioned by the Millers National Federation to see that all cars they use are thoroughly cleaned.

Compressed air and suction pumps should be used to clean out linings, even in steel cars, millers are advised. It has been suggested that the use of fumigants, while sometimes effective, has a tendency to taint the flour or to drive the weevils from their hiding places into the flour.

Cars which are not strictly clean should be turned back to the carriers, it is advised. The warning to watch for weevil contamination is especially pertinent this year, with many buyers especially anxious to avoid seizures by the government, states a federation bulletin.

## Will Market New Vitamin A Concentrates

Arrangements are now being made for the world wide distribution of a new and improved Vitamin A Concentrate, developed in the research laboratories of Biochemical Products Corporation, of Evanston, Illinois. The Penick Company of New York will act as exclusive selling agents.

Concentrations from 1,000,000 to 2,500,000 units of Vitamin A per gram are possible commercially, and the concentrate has the important qualities of crystal-clearness and freedom from undesirable odors and flavors.

By this newly developed process, which is a radical departure from all existing methods used at present, and one of the most important contributions made to vitamin technology in many years, natural Vitamin A oils, derived from the livers of various species of fish, are treated in such a way that the pure Vitamin A is re-

covered in highly concentrated form. Vitamin A esters from fish liver oils are also being produced under another newly developed process, and the ester concentrate provides a natural ester, free from fish oil, objectionable odor and taste and available in much higher potency than any Vitamin A ester now on the market.

Because of the unusual purity of these concentrates, they will find a wide variety of uses in the manufacture of foods and pharmaceuticals, where it is desired to improve the nutritional value of such products.

The new process has been in the course of development for several years and patent protection has been applied for in the United States and other countries.

## Fire Does Little Damage

The Roman Macaroni Company of 35-18 Thirty-seventh St., Astoria, Long Island City, New York, suffered slight damage from a fire the night of September 13, 1939. It was supposedly caused by a short circuit in the cellar or basement, but the flames were soon gotten under control and the damage restricted to the room in which it started. There was no interruption in the firm's production schedule.



### What User Says!

These rugged portable units are saving money in many macaroni and noodle factories. Built to last for years. Furnished complete with attachments for cleaning entire plant and all machinery. LaRosa Macaroni Company, Brooklyn, N. Y., says, "It saves repairs for us and does a real cleaning job." Write today for new catalog, list of users and free trial offer.

**BREUER ELECTRIC MFG. COMPANY**  
5076 N. Ravenswood Avenue, Chicago, Illinois

TAKE THE DUST OUT OF YOUR BUSINESS WITH BREUER'S BALL BEARING TORNADO PORTABLE INDUSTRIAL VACUUM CLEANER

## CUT COSTS 3 WAYS WITH A BREUER'S BALL BEARING TORNADO INDUSTRIAL VACUUM CLEANER

1. Powerful suction (1 H.P. O. E. motor) pulls dust, dirt, flour and semolina that breeds insects and molds, from crevices and corners, on floors, pipes, bins, chutes, blenders, sifters and dryers. Safeguards your products and equipment; improves working conditions.
2. Cuts power bills, motor maintenance and bearing replacements by cleaning out destructive dust; reduces fire hazards.
3. Sprays insecticides. Readily converted into a powerful sprayer, throwing a fine mist that penetrates every crevice.

**Strike-Loss Formula**

By CRUSE CARRIEL, Secretary  
Public Information Committee  
Southern Californians, Inc.

To estimate accurately the economic losses resulting from strikes is difficult. However, in any strike, one factor readily ascertainable is the actual wage loss in dollars and cents of the employees. With this figure at hand, an application of the following formula will give a fair approximation of the various other items of economic loss resulting from a given strike:

1. To obtain the loss item indicated, multiply the total wage loss in the given strike by the multiplier shown after the item below:
2. Employers' overhead loss.. 1.315
3. Employers' added expense.. 0.147
- Materials in process tied up 2.954
- Value of orders tied up... 5.558
- Local business losses in strike area ..... 1.038
4. Losses to directly related and affiliated businesses ..... 8.184
5. Total tied up business transactions (including wage loss) .....20.4563

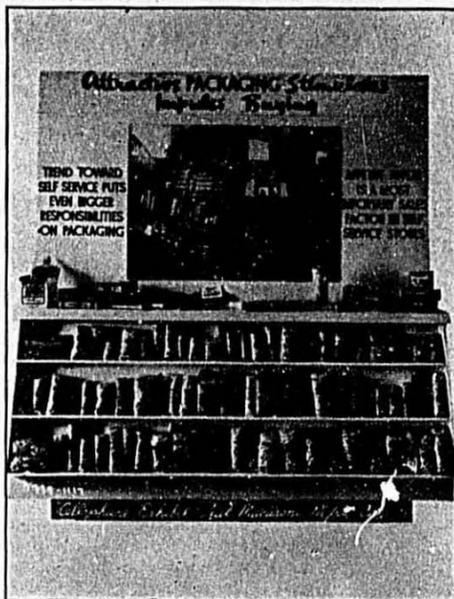
**Explanation**

Gustav Richard Stahl, executive secretary of the National Bureau of Economic Research, presented a carefully calculated estimate of the monetary economic losses resulting from strikes before the U. S. Senate's subcommittee on finance, which recently reported its hearings on profit sharing systems. The totals reported by Mr. Stahl, for the years 1933-1937 inclusive, in millions of dollars, were: wage loss, 345.8; employers' overhead loss, 554.7; employers' added expense, 51; materials tied up, 1,021.5; orders tied up, 1,922; local business losses, 358.8; losses to directly related and affiliated businesses, 2,830; total tied up business transactions, 7,083.8, or \$7,083,800,000—over \$50 for each person in this country. The foregoing formula was obtained by using the amount of wages lost as a divisor of the other items.

1. Wage-loss unit represents the wages lost based on the total number of days men were out of jobs, using national average, adjusted by years and industries.
2. Employers' overhead includes salaries of management and supervisory staff, rent, interest, depreciation and obsolescence and everything usually counted as overhead.
3. Added strike expense includes guards, lawyers, extra fences, repair of damage to property.
4. Directly related and affiliated businesses: are those which merchandise,

transport, finance or distribute products or services, either raw, semi-manufactured, or finished at any stage of the general production-distribution-consumption cycle.

5. This item represents shrinkage in total national business turn over and represents tie-up of purchasing power. In the formula, the multiplier, 20.4563, represents the sum of the preceding multipliers, plus 1 for the wage loss. The figure is slightly greater than addition indicates it should be because, in the formula, the separate multipliers were not carried to the ultimate decimal place.



**CELLOPHANE EXHIBIT AT CONVENTION**  
The educational display of "The Progress in Macaroni-Spaghetti-Egg Noodle" packaging in the convention room of The Park Central attracted a lot of attention during the 1939 conference of the Macaroni Industry held in New York. It contributed much to the interesting "appeal" phase of selling, a matter that is of considerable concern to all manufacturers who seek to sell their products in competition with other good foods. The exhibit was in charge of L. E. Steele, assistant director of sales of E. L. du Pont de Nemours & Co., Inc., Wilmington, Delaware, and M. C. Pollock of the same department.

**DEPENDABILITY OF PRODUCTION**

Macaroni Dies form the basis of your continuous production. Insure yourself against any interruption in the manufacture of macaroni by using our dependable dies.

**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"

**Alfred Rossotti Wed**

Alfred F. Rossotti, president of the Rossotti Lithographing Company, Inc. of North Bergen, New Jersey, has announced his marriage last month to Miss Wanda Inez Gombi, daughter of Mrs. Mabel F. Gombi.

The wedding was solemnized on Saturday, September 16, 1939, at the Church of the Epiphany, Grantwood, New Jersey. Following a reception attended by scores of friends and relatives, the bridal couple left for a honeymoon tour that will take them to the coast. On their return they will be at home to their friends at Chester Gardens, Englewood, New Jersey, after October 15, 1939.

The groom, with his brother Charles, who was married only last July, are the chief executives of the concern that enjoys a fine business among macaroni-noodle manufacturers in the production of fine labels and cartons. Both are well known to the trade and were especially active in their duties as hosts during the New York convention last June. All their friends join in wishing Mr. and Mrs. Alfred F. Rossotti long wedded happiness.

**Wholesale Trade— August, 1939**

August sales of 2,856 wholesalers representing all parts of the country increased 6.9 per cent over the same month a year ago, it was announced recently by Director William L. Austin, Bureau of the Census, in connection with a monthly joint study of the National Association of Credit Men and the Bureau of the Census. Dollar sales of these wholesalers during the month of August—without adjustments for number of trading days or for seasonal variation—were up 12.6 per cent over July. Sales of the 2,856 wholesalers for the month amounted to \$216,765,000.

It has been possible in this issue for the first time, due to cooperation of the trades, to present data separately for the following classes of grocery wholesalers: Full-line jobbers not sponsoring voluntary groups; Voluntary-group wholesalers; Retailer co-operative warehouses; and Grocery wholesalers handling specialty lines. It is interesting to note that when August of this year is compared with July and also with August a year ago, full-line jobbers not sponsoring groups and voluntary-group wholesalers

show the largest gains. Data for the various classes of grocery wholesalers are shown separately in the summary tables only and not by geographic divisions.

**More Macaroni On Radio**

Roma Macaroni Company of San Francisco, California, has found it practical to greatly increase its radio advertising schedule this Fall. It long has participated on the Italian Hour of Station KROW, Oakland. Recently it has branched out with spot announcements over four other stations in California: KHUB, Watsonville; KSRO, Santa Rosa; KIEM, Eureka and KTRB, Modesto. Gelsi-Madeot Agency is handling the firm's program.

The more we run away from facts, the surer we are to collide with them.

Those who believe in luck do well to be prepared to have the bad kind.

**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. 'Phones  
Cumberland 6-2549 REpublic 3051  
TRiangle 5-8284 ADams 8035

**"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.

**September Flour Output Highest for Any Month in Ten Years**

Flour production during the month of September, as reported to *The Northwestern Miller* by mills which account for approximately 64 per cent of the total output of the nation, was the highest of any month since October, 1929, when 7,627,765 bbls. were produced.

Large increases, reported by all major producing sections except the Pacific Coast, brought the monthly total to 7,330,043 bbls., compared with 6,092,055 bbls. the previous month. The gain during September was 1,237,988 bbls. Production during September, 1938, was 6,349,943 bbls., while two and three years ago, reporting mills produced 5,923,116 and 5,571,985 bbls., respectively, during September.

Another indication of the month's stride forward in production was seen at Minneapolis, where local mills produced 670,864 bbls., the largest monthly production since the 691,119 bbls. output of July, 1936. Mills of the Northwest gained approximately 425,790 bbls. over the previous month, winter wheat mills of the Southwest 456,580 bbls., and Buffalo mills, 179,365 bbls. Mills on the Pacific Coast were the single exception to the countrywide increase, with a slight loss of 1,590 bbls. under the previous month.

Following is a table which shows September production in detail:

	TOTAL MONTHLY FLOUR PRODUCTION				
	Sept., 1939	Previous month	1938	September, 1937	1936
Northwest .....	1,756,908	1,331,121	1,539,721	1,380,685	1,193,106
Southwest .....	2,662,372	2,205,794	2,200,466	2,191,976	2,137,545
Buffalo .....	1,062,491	883,127	944,814	930,281	905,020
Central—Eastern Div. ....	568,279	510,237	511,517	516,922	309,374
Western Division .....	380,700	322,775	299,524	269,024	281,643
Southeast .....	200,330	137,785	384,866	290,800	278,589
Pacific Coast .....	698,924	700,516	449,035	543,428	466,708
Totals .....	7,330,043	6,092,055	6,349,943	5,923,116	5,571,985

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

**The MACARONI JOURNAL**

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

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

**PUBLICATION COMMITTEE**

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

**SUBSCRIPTION RATES**

United States and Canada.....\$1.50 per year in advance  
Foreign Countries.....\$2.00 per year, in advance  
Single Copies.....15 Cents  
Back Copies.....25 Cents

**SPECIAL NOTICE**

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

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

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

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

**ADVERTISING RATES**

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

Vol. XXI OCTOBER 15, 1939 No. 6

**Questions and Answers****Do It the Machine Way**

This question comes indirectly from a macaroni manufacturer in Buffalo, N. Y. in a round-about way, through a die-maker in Brooklyn and a banker in the manufacturer's home city:

**Question** — "We use hickory and spruce canes, 52 inches long, and approximately 3/4 to 7/16 inches in diameter in drying our macaroni and spaghetti. After these canes become soiled from handling or from the collection of dust we clean them by putting about one hundred canes into a wooden drum and insert a few pounds of fine sand and allow the barrel to roll. After this the canes are washed off with clean water.

"This process cleans the canes satisfactorily but it creates a great deal of dust and is slow work. Do you know of any other method by

which we could clean the canes more quickly and inexpensively? Can you offer any suggestions along these lines?"

**Answer**—The barrel-and-sand process you are using is the old, but still common way of cleaning macaroni canes, sticks or dowels. Some prefer the sterilization method while others use a mechanical sander that does a clean job quickly. It also eliminates warping that other methods fail to avoid.

**Fred Schiller Succumbs**

Fred Schiller, widely known noodle manufacturer of Rome, New York, died on September 14, 1939, at his home in that city following a three day illness. He was 78 years old.

In 1884 he founded his egg noodle manufacturing business which he managed for over 50 years, retiring just three years ago. In 1896 he married Miss Lena W. Worth, Rome, who survives with three daughters, Mrs. J. B. Beatty, Decatur, Ill. Mrs. Earl Clippinger and Mrs. Sidney Casler of Rome, N. Y.

**"Macaroni" is Cab Horse**

This little story that is appearing in the newspapers of the country is based on the American consumers' natural aversion to the term "paste" as applied to food. The term "paste" or "alimentary paste" as used in Italy and other European countries to designate the luscious wheat strands that are sold under such names as spaghetti, macaroni, egg noodles, elbows, stars, alphabets, rings, etc., has been replaced by the more general name of Macaroni Products in the United States. The purpose is to distinguish this fine food from the more repulsive (appetizingly speaking), pastes or glues which the general term "paste" naturally infers.

Therefore, the term "macaroni" may have different meanings in different parts of the world, as is the case in the store related here.

**Nome Popular in Naples**

"Macaroni" in Naples means a cab horse and not food. When a visitor to Italy tips his cab driver the fellow smiles brightly and says, "For Macaroni!" This Italian nickname for a cab horse came to America early, notes a writer in the *Chicago Daily News*,

**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

**CLASSIFIED ADVERTISEMENT**

**FOR SALE**—15 assorted Short Cut Dies, 12 1/2 inches. In A1 shape, reasonably priced. Write PCO, c/o Macaroni Journal, Braidwood, Ill., for details.

for when Yankee Doodle rode to town he adorned his horse's hat "and called him macaroni."

Italian steeds are decked out with brilliantly colored artificial flowers, rosettes and colored ribbons of paper, so that the city often assumes a carnival appearance. The crowning effect, however, is a long pheasant feather caught at the top of the horse's bridle.

To obtain the American version of macaroni in Naples one calls for "paste." This famous food has almost as many shapes as there are cities in Italy, for most towns have their favorite ways of preparing it. At Bologna it is ribbon shaped, in Rome it comes in strips. That of Sicily is the most intricate of all, skillfully rolled around knitting needles to make it a tiny spiral.

Let's have a little good opinion left over for others.

**QUALITY SEMOLINA****DURAMBER**

EXTRA FANCY  
NO. 1 SEMOLINA

**IMPERIA**

SPECIAL  
NO. 1 SEMOLINA

**FANCY****DURUM PATENT****AMBER MILLING CO.**

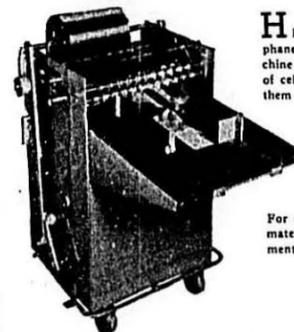
DAILY CAPACITY—2,000 BARRELS

Exclusive Durum Millers

J. F. DISENBACH President Minneapolis E. J. THOMAS Vice Pres. & Gen'l Mgr.

**SPEAKING OF SAVING . . .**

. . . IF YOU ARE HAND WRAPPING WITH CELLOPHANE



**H**ERE you see the Peters Cellophane Sheetting and Stacking Machine that automatically cuts rolls of cellophane into sheets and stacks them for use. It takes rolls from 2" to 24" wide and will cut lengths from 3" to 28". No operator is required . . . switch stops machine when it is filled with sheets.

For cutting to register with printed materials, an Electric Eye Attachment is furnished.

Why not save 15 to 25% by purchasing cellophane in rolls and cut your own sheets? Write for complete information on this inexpensive, fully automatic machine. No obligation.

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

**BAROZZI DRYING MACHINE CO., INC.**

1561 Hudson Blvd., Jersey City, N. J.

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

**ONLY!**

**The Only Firm Specializing In Alimentary Paste Dryers**

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

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.

**INDUSTRIAL FUMIGANT COMPANY, INCORPORATED**

2710 West 35th Street, Chicago

Members Chicago Chamber of Commerce

<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>
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### The Secretary's Message

## Macaroni Products Not Surplus Food

Members of the National Macaroni Manufacturers Association have been informed of a recent interpretation by the Federal Surplus Commodities Corporation holding that Macaroni Products, being manufactured products, are not included among the products purchasable by the blue stamps in those places where the scheme of the corporation, to dispose of surpluses, is being tried out. It is believed that this decision is of sufficient general interest to be made known to the non-association fellows in the trade.

This interpretation was made by Milo Perkins, president of FSCC, in his letter to the Secretary of the Association, in reply to an inquiry on the subject. It reads:

Washington, D. C., Sept. 25, 1939

National Macaroni Manufacturers Association  
Braidwood, Illinois.

Attention: Mr. M. J. Donna, Secretary

Dear Sirs:

Your letter of July 25, inquiring whether or not macaroni, spaghetti and allied wheat products may be designated as surplus foods, has been given careful consideration.

The regulations and conditions governing the food stamp plan provide in Section 101:

"The Corporation shall from time to time prepare bulletins in which there shall be designated the agricultural commodities and products thereof found by the Secretary to be surplus food."

In the findings of the Secretary of Agriculture, dated June 30, 1939, wheat flour and whole wheat (graham) flour were designated as surplus food. This designation is not construed to include any manufactured products such as macaroni, spaghetti, bread or other bakery products.

The above applies, of course, simply to the blue stamps. Macaroni, spaghetti, et cetera, may be purchased with orange stamps and are being so purchased. As a matter of fact, our studies indicate that the grocery business in general has enjoyed an increased volume of business in the cities where the stamp plan is in operation.

Sincerely yours,

(Signed) MILO PERKINS, President.

This decision is being announced as a matter of general interest to the macaroni trade.

Respectfully,

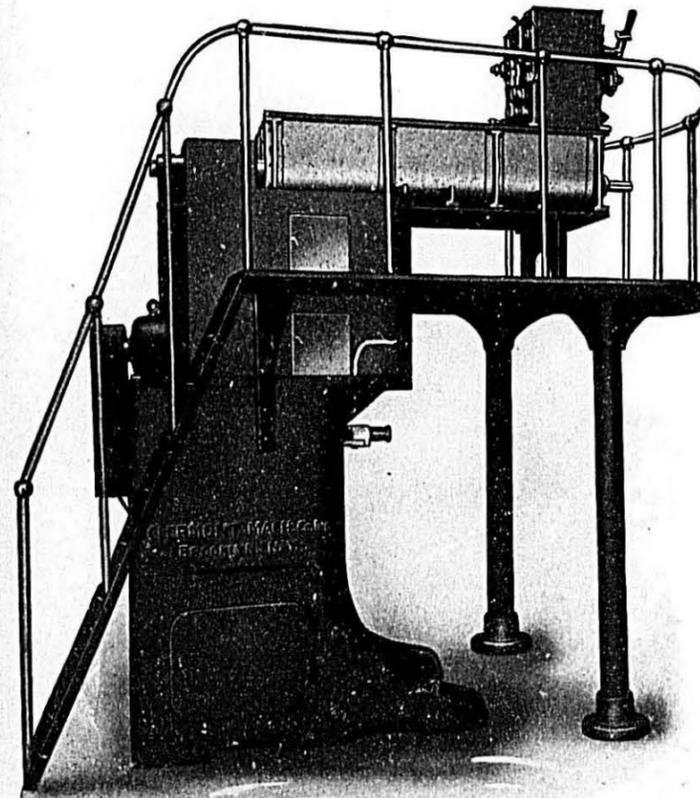
M. J. DONNA, Secretary, NMMA.

## FOR THE MACARONI OF TOMORROW

### Clermont Introduces

An Original Type of Continuous Automatic Macaroni Press

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



Operation as simple as it appears.

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

Suitable for short and long goods.

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

For Details Write to

## CLERMONT MACHINE COMPANY, INC.

268 Wallabout Street

Brooklyn, New York

# Flavor

in macaroni means repeat sales. That's why wise manufacturers specify Pillsbury's! They know Pillsbury's Semolina and Durum Patents give every product a flavor that means *satisfied* customers – and satisfied customers are return customers.

a complete line . . . .

Pillsbury's Best No. 1 Semolina

Pillsbury's Best Durum Fancy Patent

Pillsbury's Durum Granular

Pillsbury's Durmaleno Patent Flour



Each a **QUALITY** product