THE MACARONI JOURNAL

Volume XXI
Number 7

November 15,
1939

The Macaroni Journal

NATIONAL ASSOCIATION

Braidwood, Illinois | November 15, 1939 | Vol. XXI No. 7

Let's Be Thankful

Shall we celebrate Thanksgiving Day on the last Thursday in November, as heretofore, or on the fourth Thursday, as proclaimed by our President?

Because of conditions in many other countries at the moment, Americans might well give thanks on either date; yea, on any day of the year. Do we not live in a country that gives us much for which to be grateful always?

Let's be thankfull

☆

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

Published in U. S. A.

The Macaroni Triumvirate

The National Association — The Journal — The Institute

If sponsoring organizations are any criterion, the Macaroni-Noodle Manufacturing Industry should be one of the most successful trades in America. That this is not literally true is due to no lack of opportunity for cooperative action which would, if properly and fully capitalized, make the industry outstanding in that respect.

It produces one of the world's best wheat foods; its plants are equipped with all the improvements in production, drying, packaging and shipping; its executives are specialists in their business and very generally high class and progressive.

Very few industries are so well supported by non-profit organizations, every one of which is ready to speak for—yes, even fight for—the general welfare of the business, as is the Macaroni Industry of America. Outstanding among these are 1. the National Macaroni Manufacturers Association; 2. THE MACARONI JOURNAL and 3. The National Macaroni Institute. Properly utilized, this "Macaroni Triumvirate" should enable manufacturers to improve production continually, to distribute profitably and to win almost universal consumer approval.

The National Macaroni Manufacturers Association

The oldest of these free, voluntary and untrammeled organizations that faithfully serve this very important trade is the National Macaroni Manufacturers Association. It was formed in 1904 by a group of pioneers who recognized at that early date the need of a representative national body primarily concerned in protecting a new and growing industry. Continuously over a period of more than a generation, the National Association has functioned efficiently, thus gaining for it the support of most of the leaders in the trade.

During its long and useful existence as an organization that stood ready to serve in any emergency, the National Association has seen the personnel of firms constituting the industry, change from the immigrants who brought the knowledge of macaroni making to our shores, to the present group of sons, grandsons and heirs who are schooled in the American ways of doing business and American standards of living.

It has noted but a slight change in the set-up of the firms during the past thirty-five years. Most of them are still family affairs and individually owned, nearly 85 per cent of them falling into this classification. Among these there is the family pride of ownership, personal pride in successful, popular brands, that individuals prize so highly. In recent years there have developed some fine partnerships and very successful stock owned firms. Throughout those long years, the National Association has retained to a lesser or greater degree the good will of the liberal and progressive members of the industry whose business is growing annually in commercial and economic importance.

The Macaroni Journal

Second in point of age and long service to the trade is THE MACARONI JOURNAL. It is generally recognized as the official spokesman of the sponsoring organization, and indirectly of the trade it represents. It is the only magazine known that is exclusively devoted to the general welfare of the Macaroni Industry anywhere.

Taken over by the National Association in 1920, after a useful career as a private organ since 1903, THE MACARONI JOURNAL has served and continues to serve the trade efficiently. It has earned and maintains the good will of a large and growing family of advertisers who acclaim it the most desirable medium for reaching a growing trade that is doing a $75,000,000 business annually. It also retains the confidence of the readers and its editorial material is frequently reproduced in leading magazines interested in foods.

The National Macaroni Institute

The third and newest branch of the "Macaroni Triumvirate" is The National Macaroni Institute formed in 1937. Its prime purpose is to serve as a liaison between the industry and the public in all matters concerning beneficial relations. To consumers it aims to be the authoritative source of information about a food that is rapidly winning greater public recognition as one of the best wheat foods available.

The efforts of the Institute, during its brief existence and with the meagre financial assistance accorded it to date, have been sufficiently successful to gain for it the support of the progressive and conservative leaders, alike. It has been particularly successful in disseminating favorable publicity about this food that is not yet nearly so well known or generally appreciated as it deserves. Both the nutritive and the economic values of this delicious food have been brought convincingly to the attention of millions who knew little about Macaroni Products and rarely served them.

Increased Support Wanted

With rare exceptions, trade organizations seldom win the undivided support of all the firms that constitute a particular group or trade. This is true of the National Macaroni Manufacturers Association. In its efforts to serve it has stepped on toes," but never with ill intent. While its membership, year in and year out represents the majority of the better, progressive firms, there is always quite a number of the fellows who withhold their support for varied reasons, probably more fancied than factual. Among this group are some who formerly voluntarily and faithfully supported the National Association and its objectives, and some who have never belonged but should have joined years ago. The fellows whose cooperation would be welcome.

The aim and purpose of The Macaroni Triumvirate is to serve the industry and particularly the members of the parent organization to the utmost of its ability. It will continue to show the way and clear the path to improved business conditions for which all are hoping.

The old year of 1939 is rapidly drawing to a close, a new year of hope and pleasant anticipation will soon be upon us. It is the appropriate time to show one's faith in his fellow manufacturers and in the future of the industry by the kind of cooperation that counts most, active membership in the National Macaroni Manufacturers Association. Members both of the other divisions of The Macaroni Triumvirate will be assisted and the National Association enabled to strengthen its position in its relation to the government, the consumer and to all other interested agencies.

The Macaroni Triumvirate [illegible] the servant of those who have [illegible] sincerely concern themselves [illegible] welfare of their profession, manufacturers and allied [illegible] anxious to see the macaroni-noodle industry prosper under [illegible] Federal and State regulations, and who are willing to do their [illegible] ing to gain greater confidence [illegible] ance for the quality product [illegible] produce. May reason displace [illegible] sentiment that might have [illegible] past. Let bygones be bygones [illegible] termine to take your proper [illegible] among the loyal supporters of the National organization of your trade. A warm welcome awaits those who thus manifest their earnestness and sincerity.

THE MACARONI JOURNAL

Volume XXI NOVEMBER 15, 1939 Number 7

Vital Statistics

ARE there any industry statistics that macaroni-noodle manufacturers consider as vital to the successful operation of business?

That question is prompted by the many requests that come from varied interests for facts concerning the importance of the macaroni industry in relation to other food industries, to the farmers of the country and to the economic welfare of the millions of consumers who naturally give preference to American-grown and American-made products.

Invariably, the answer must be that the macaroni-noodle manufacturing industry has accumulated little if anything in the way of vital statistics on production, sales, returns and other factors that apparently have proven so helpful in the successful operation of competing trades. Why this dearth of industry facts and figures in a business made up of over 350 manufacturing plants, mostly personally owned and operated—a business that converts annually more than 25 million bushels of the best wheat in the world into one of the country's most economical foods—a business that gives employment to many thousands and whose finished products have a value of nearly seventy-five million dollars?

This lack of dependable statistics is not due to any lack of effort on the part of the National Macaroni Manufacturers Association or other agencies concerned in the general welfare of the macaroni trade. Attempt after attempt has been made in the past to get manufacturers to supply facts and figures, but to no avail. More than in any other known trade, there seems to exist in the macaroni industry the baseless fear that somehow and in some way, the individual may be injured if he reveals such information as he chooses to term "business secrets."

Many trades are making good use of vital statistics compiled by trade associations to gain and hold public support and good will. There seems to be no general inclination on the part of the members of those trades to withhold production facts, sales figures, etc., on the grounds that they are revealing "business secrets." There should be no hesitancy among members of the macaroni trade to contribute data to the National Association in full confidence that only composite figures will be used and that individual figures will never be made known to any one.

Example after example can be cited of where industry statistics are being used to great advantage by industries that compile such facts. Take the bakery trade, for instance. Bread is a close competitor of macaroni products and the use of bread-making and cake-baking statistics should give an inkling of how this data may be used in increasing public good will and consumer acceptance.

From its vital statistics, the bakery trade is able to show the intimate relationship between its success and the general welfare of the country. It has facts and figures to show that the industry is a friend of both the farmer and the consumer. They know just how many barrels of what kind of flour is used in making the many varieties of bread and bakery goods consumed annually by Americans. They have factual information to prove that the baking industry actually enables consumers to buy better bread and cakes at lower prices because of the continual development of the commercial baking trade. Indirectly, they can prove how the bakery trade helps the farmers who must grow a specified number of bushels of wheat for bread-making, etc. All of this serves to promote the friendly public relations that are invaluable.

It would be futile to hope that this relation of facts will bring a right-about-face among dubious macaroni-noodle manufacturers in the matter of supplying production statistics for the good use that can be made of them. But if it can get more manufacturers to consider the proposal more carefully, it will have accomplished its purpose.

At present the only dependable statistics are those compiled biennially by the Bureau of Census, U. S. Department of Commerce. Manufacturers supply census data to census enumerators as a patriotic duty and on schedules provided for this special purpose. The Bureau of Census has completed plans for the 1939 Census of Macaroni Manufacture and immediately after the opening of the new year, its representatives will get after the firms that are slow in submitting the census schedules sent them. Since the information sought will be practically the same as that obtained for 1937, manufacturers should instruct their record-keepers to have all data in readiness for early use. By reporting promptly, the composite report will be ready for release early enough to make the facts more valuable to the trade.

But for the general purposes of trade promotion and the building of friendlier public relations, the macaroni industry is important enough to gather and compile statistics of its own, do this regularly, and not be compelled to await enforced action by our government every two years. Give this suggestion some thought. Facts and figures will be kept just as confidential by the Association officers of your own choosing as they will be by any outside agency or bureau.

Let's have more dependable statistics on production, sales, returns, etc., and let's use them to win greater public confidence.

DURUM WHEAT AND MACARONI PRODUCTS

The Importance of Durum Wheat in American Agriculture and Industry

Part III. The Determination of the Quality of Durum Wheat and Macaroni Products. Experimental Milling of Semolina, Macaroni Manufacture, and Evaluation of Cooking Quality

R. H. Harris and Darline Knowles

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

Experimental Semolina Milling

In making tests of a technological nature which are based essentially upon industrial manufacturing methods, it is highly desirable that experimental procedures ape commercial practice as closely as possible. Such methods must also be capable of standardization, in order that the results obtained at different times and by different operations may be comparable. It is, therefore, necessary to use corrugated rolls of a type similar to those commonly employed in durum wheat mills, and to have access to an experimental purifier to assist in removing small particles of bran from the semolina "middlings."

The greatest difference between commercial and experimental milling procedure is in the matter of handling the material. In a modern commercial mill the intermediate products are transferred from roll stand to bolter and purifier in an entirely automatic manner by suitable mechanical conveyances and spouts without manual assistance other than in a supervisory capacity. In experimental milling, on the other hand, it is necessary to transfer the materials by hand through the agency of boxes or drawers and pans. The partially ground material is received in a drawer placed under the rolls, and placed upon the upper sieve in the experimental sifter. The different grades of semolina bran, etc., are removed manually from the sieves after the separation is completed and transferred to rolls, or purifier, as the case may be.

A second difference in the operation of the two mill setups is in the number and settings of the rolls employed. In a commercial durum wheat mill, separate stands of rolls are employed for each adjustment (approximately five in number) needed in successively and gradually reducing the wheat berry to its constituent parts—endosperm, in the form of semolina and flour, bran, and shorts. The stock to be ground is spouted to each roll from the sifter to be reground; the settings of the rolls are adjusted by an experienced operator to obtain the desired results in terms of granulation. In experimental milling, on the other hand, two or three stands of corrugated rolls are used throughout the test, the stock being passed two or more times through a roll after sifting. The setting, or distance separating the rolls, is altered for each time the material is ground. Several purifications of the semolina are also made by passing it through the experimental purifiers.

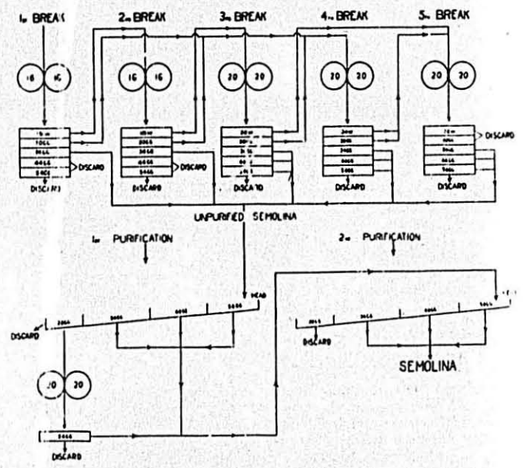


Fig. 1. Photograph of experimental durum flow sheet.

An experimental durum mill flour sheet is represented in Fig. 1. This diagram shows by means of arrows the course followed by the various wheat products in passing through the process. The break rolls are represented by circles, and the number within the circles denote the number of corrugations per inch. Below the rolls are the sifters with the proper type and size of sieve to be used indicated. The unpurified semolina is taken off from the sifter and purified, a portion from the first purification being subsequently reground, as indicated. Only two roll stands and one purifier are used in this set-up, the material being passed back and reground on the same pair of rolls in several instances as explained previously. A more rapid rate of air flow is usually employed in the second than in the first purification. A dust collector should be used to remove the dust and bran particles from the purifier exhaust.

The milling technique, as described by Binnington and Geddes (1936), Fifield, et al (1937), is very similar in different laboratories. Usually 2,000 to 3,000 grams of wheat are taken, conditioned for milling by adding sufficient water to bring the moisture content to 13.5 per cent and allowed to stand 24 to 48 hours. A further addition of water is made to raise the content to 15.5 to 17 per cent one or two hours before milling. A one-day conditioning period appears to reduce the variability of germ content of the semolina in replicate millings. Fig. 2 is a picture of the experimental mills used in the manufacture of semolina at the North Dakota Experiment Station.

Experimental Macaroni Manufacture

In a similar manner as the experimental milling of durum wheat the experimental process of macaroni manufacture is based upon commercial methods. Suitable quantities of semolina and water are mixed, kneaded and pressed in equipment which is essentially a miniature replica of a commerical macaroni plant. A photograph of this apparatus is shown in Fig. 3. This machine was built by the John J. Cavagnaro Company, Harrison, New Jersey, according to plans supplied by the late Dr. A. D. Coleman, Bureau of Agricultural Economics, Washington. This appliance is mounted on a 3 x 6 foot table and consists of a 5 x 7 inch mixer, a dough kneader 10 inches in diameter, and a 1½ x 10 inch press provided with a macaroni and spaghetti die, limit switches and accurate temperature control. The necessary drives, gear reduction box and 1½ h. p. motor are mounted under the table top. It is designed to handle 700 grams of semolina per run.

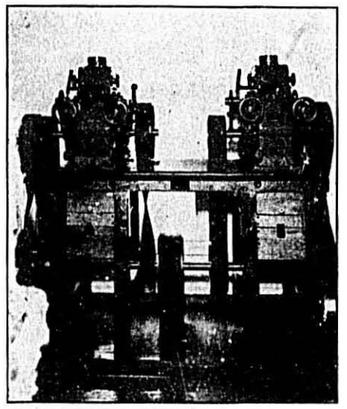


Fig. 2. Experimental durum mill rolls used in the manufacture of semolina.

The pressed macaroni will be dried or "cured" in an experimental drying cabinet built according to plans kindly furnished by D. A. Binnington, formerly Assistant Chemist, Dominion Grain Research Laboratory, Winnipeg, Canada. This cabinet permits a control of air velocity through a system of louvres, in addition to temperature and humidity regulation. A variable resistance boiler is employed to add humidity to the system. Equipment and standardized techniques of macaroni manufacture have been developed and described by Geddes (1933) and Fifield (1934).

Binnington and Geddes (1939) discussed the principal factors of macaroni quality, and classified them in three groups, as follows:

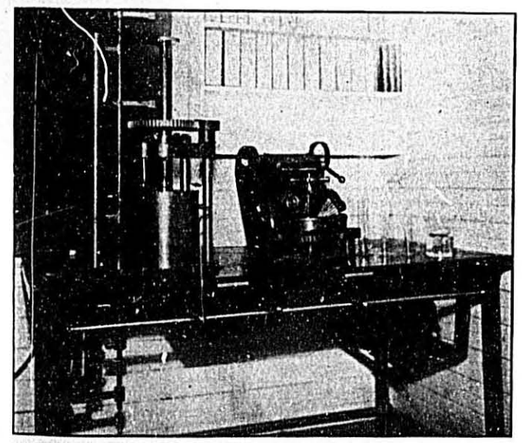


Fig. 3. Miniature macaroni plant.

(1) Color and related factors such as vitreousness and translucency.
(2) Mechanical strength.
(3) Cooking characteristics, including water absorption, swelling, disintegration, and tenderness.

To date, the evaluation of macaroni color represents the most important quality factor which lends itself to accurate measurement. In a general way the color value of macaroni may be determined by visual inspection, but such a procedure is lacking in quantitative precision and is practically valueless when applied to the estimation of relatively small differences. The data obtained by such an empirical method also are not suitable material for statistical interpretation.

As pointed out by Binnington and Geddes, the factors tied up with desirable color in macaroni are quite complex and involve not only the pigment content but also translucency and vitreousness, which appear to be related to the quality and quantity of the protein present as well as hydration of the starch. It was also shown by these investigators (Binnington and Geddes, 1936) that variations in processing technique can induce large differences in color. In view of these considerations, color cannot be satisfactorily determined by any single analytical test, and a direct determination is essential.

Macaroni color may be measured by the spectrophotometer by using discs cut from flat ribbon strip produced by a special die. It is almost essential to have material of this nature for spectrophotometric work and the method is accordingly limited in its application. The method is slow, laborious calculations are involved, and the results are not readily interpreted in terms of visual color.

A method whereby the color of a disc containing the macaroni whose color is to be evaluated is matched against a standard color disc has been more generally used. Such a method was described by Baker et al (1933).

The results of such an analysis are expressed as percentages of red, black, yellow and white. It is possible to express these results in the three conventional attributes of color—hue, brilliance and saturation. An arbitrary color score may now be calculated as follows:

$$\text{Score} = \frac{\text{Hue}}{\text{(Brillance/Saturation)}}$$

When examining varietal samples, Binnington and Geddes have found this estimated score to yield results in excellent agreement with careful visual classification, and in addition it was found possible to compare directly results obtained over a period of years. For a more detailed description of color evaluation in macaroni, the reader is referred to the original paper of Binnington and Geddes.

Binnington, Johannson, and Geddes (1939) have devised an apparatus for measuring the transverse breaking strength of macaroni. The factors involved in the breaking strength appear to be complex. Granulation, protein content, and the protein character of wheat influence the breaking strength. High protein content increases the breaking strength. Macaroni made from semolina has a lower breaking strength than macaroni made from patent flour of the same wheat.

Evaluation of Cooking Quality

The cooking properties of a macaroni product are highly important and it is apparent that quantitative measurement of such characteristics is a difficult problem. In the past, measurement of the cooking properties was usually limited to visual inspection of turbidity and a chewing test to determine tenderness. Early attempts at quantitative measurements of these qualities were unsuccessful.

Mangels and Latzke (1934) attempted to develop a method of determining the cooking qualities of macaroni products quantitatively. They cooked a 50-gram sample of macaroni in 500 c.c. of boiling distilled water in an ordinary double boiler over a gas flame for 40 minutes. The macaroni was broken into 7 cm. length and the diameter of each strand recorded previous to the cooking. At the end of the cooking period the macaroni was drained and weighed. Each separate strand was measured and the increase in length and diameter recorded. The cooking water was allowed to stand for 24 hours in a gradulated cylinder. The amount of sediment was read and this figure used as an index of disintegration. In view of later developments, this work is of historical importance.

Borasio (1935) recognized the importance of maintaining a constant temperature during the cooking period, and constructed a constant temperature bath large enough to accommodate two containers. He used oil in place of water in order to maintain a more constant temperature. A liter of water and 10 grams of salt were placed in each of the cooking containers, and when the temperature of the water reached 95°C, 100-gram samples of macaroni were introduced. The containers were covered to prevent evaporation. The macaroni samples were not cooked a specified period of time, but were cooked until judged tender.

Borasio coined the phrase "degree of cooking" to denote the length of time consumed in cooking. He considered "the degree of cooking" a factor in determining the quality, but limited this by stating that "the degree of cooking" did not vary greatly with different forms or qualities of macaroni products. This investigator designed a special apparatus which he called a volumeter to determine the increase in volume. The volume was taken before and after cooking, and the difference represented the increase in volume or amount of swelling. Water was used as the displacement fluid.

In order to determine the amount of disintegration during cooking, an aliquot of the cooking water was evaporated to dryness, weighed, and a correction made for the sodium chloride introduced.

Borasio concluded that the characteristics manifested in cooking can be taken as the index of the quality of the product, but the comparisons must always be made between macaroni products of the same shape, thickness, and size.

Binnington, Johannson and Geddes (1939) made an exhaustive study of quantitative cooking methods, using the methods developed by Borasio as the basis of their investigation. They reduced the size of the macaroni samples to 25 grams with a corresponding reduction in the cooking water of 250 c.c. The constant temperature bath was equipped with immersion heaters and so constructed that several samples could be run at the same time. Prestone was substituted for oil, since oil tended to cause a residue to form around the immersion heaters. This substance is also much cleaner to use than oil.

In view of Borasio's statements on "the degree of cooking," these investigators felt that some method of measuring tenderness was essential. They constructed a tenderness tester similar to the instrument developed by Bonney, Clifford, and Leper (1931) for use on canned fruits and vegetables. The device consists of a plunger terminating in a circular metal disc which rests on the sample of cooked macaroni to which a load is applied at constant rate by means of mercury until a pre-determined reduction in sample thickness is obtained. From their study, they concluded that a definite time of cooking appears to exist beyond which excessive softening results. Their results indicated that thirty minutes was the optimum cooking time. The presence of sodium chloride resulted in increased tenderness so that the use of salt in experimental work was discontinued.

A volumeter similar to the volumeter described by Borasio was used to determine the cooked volumes. A correlation was found between the weight and the volume of sufficient size to justify the prediction of volume from a knowledge of the cooked weight. The use of the volumeter was accordingly discontinued in favor of the more rapid and accurate determination of cooked weight.

The dry volume was determined on each sample in a specially constructed glass volumeter. Naphtha was used as the displacement fluid, since the macaroni tended to absorb the water and thus interfered with the tenderness test.

These investigators determined the residue in the same manner as Borasio.

Experimental Methods and Description of Apparatus

Preliminary to an investigation of the differences in cooking quality exhibited by different varieties of durum wheat, quality tests were made on commercial samples of macaroni and spaghetti of varying grade. These samples were ranked for color by visual inspection. Moisture, ash, and protein determinations were made on the raw material. After the cooking process, the samples were evaporated to dryness, ground, and ash and protein tests made on the dried residue.

The macaroni products were cooked in a constant temperature bath similar to the cooker used by Geddes, Binnington, and Johannson. Prestone was used as the heating fluid. A thin layer of mineral oil was added to the prestone to minimize the evaporation of the prestone. The temperature was controlled within ±0.5°C. Six samples were run at a time. Twenty-five-gram samples were placed in 250 c.c. of distilled water at 95°C. The samples were cooked for 30 minutes and stirred at 10-minute intervals throughout the cooking period. At the end of the cooking period the macaroni was drained on a Buchner funnel and washed with boiling distilled water. At the end of a ten-minute draining period, the macaroni was transferred to a watch glass and weighed. After weighing, the volume was determined in a volumeter identical with the one

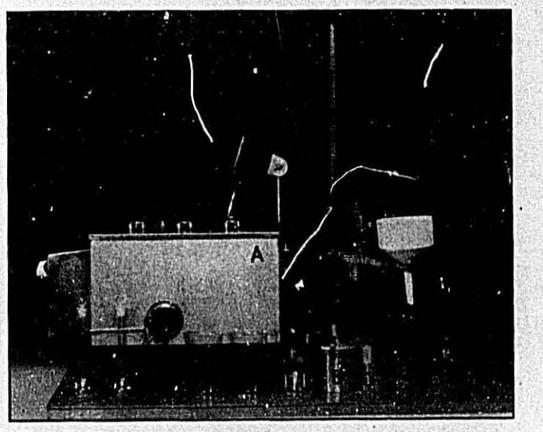


Fig. 4. A—Constant temperature macaroni cooker.
B—Volumeter used for measuring the increase in volume after cooking.
C—Volumeter used for measuring the dry volume before cooking.

The macaroni products made from durum wheat yielded a higher ash than those made from bread wheat flours. Only one sample contained sodium chloride. Approximately one-half the total ash content was lost during the cooking procedure. The difference in the protein content before and after cooking was not significant. The protein present in the material was probably coagulated by the heat of cooking and prevented from passing into colloidal solution in the cooking water. Harris (1931) has shown that distilled water in the cold will remove substantial quantities of wheat protein from flour.

The comparative cooking data for the macaroni samples are reported in Table II. The poorest sample which was made from a bread wheat flour, baker's type, doubled its weight, while one sample of macaroni made from No. 1 semolina (No. 27) tripled its weight during cooking. The greatest increase in volume was found in the samples that were made from No. 1

Table 1. Description and Comparative Analytical Data[1] on Macaroni and Spaghetti Samples[2] Before and After Cooking

Sample No.	Type of Product	Description	Color[3] ranking	Moisture raw material	Ash raw material	Ash cooked material	Difference	Protein raw material (N×5.7)	Protein cooked material (N×5.7	Difference
				%	%	%	%	%	%	%
39-3-12	Macaroni	Semolina	1	7.4	0.59	0.14	0.25	9.9	10.5	+0.6
39-3-17	Macaroni	Bread wheat flour, family type	9	7.2	0.37	0.23	0.14	10.5	11.9	+1.4
39-3-27	Macaroni	Semolina	3	10.6	1.10[4]	0.45	0.65	11.3	11.5	+0.2
39-3-11	Macaroni	No. 1 Semolina	2	7.3	0.64	0.39	0.25	11.4	11.7	+0.3
39-3-13	Macaroni	Durum fancy patent flour	6	7.1	0.64	0.40	0.24	11.4	12.0	+0.6
39-3-10	Macaroni	100% Semolina	5	10.4	0.68	0.43	0.25	12.1	11.7	−0.4
39-3-18	Macaroni	Bread wheat flours, bakers' type	10	7.2	0.42	0.29	0.13	12.2	11.6	−0.6
39-3-15	Macaroni	No. 3 Semolina (finely ground)	7	7.3	0.70	0.46	0.24	12.4	12.8	+0.4
39-3-14	Macaroni	Semolina	4	7.1	0.56	0.34	0.22	12.8	12.7	−0.1
39-3-16	Macaroni	Semolina	8	7.0	0.71	0.47	0.24	15.4	15.6	+0.2
		Average		7.86	0.64	0.38	0.26	11.94	12.20	+0.27
39-3-20	Spaghetti	Semolina	2	7.0	0.62	0.37	0.25	11.5	11.5	0.0
39-3-22	Spaghetti	50% Semolina; 50% Southwestern patent, unbleached	5	7.0	0.52	0.33	0.19	11.5	11.7	+0.2
39-3-19	Spaghetti	No. 1 Semolina	1	10.7	0.65	0.43	0.22	11.6	11.6	0.0
39-3-25	Spaghetti	25% Semolina; 75% Farina	7	11.0	0.44	0.25	0.19	11.8	12.7	+0.9
39-3-26	Spaghetti	100% Farina	8	11.4	0.36	0.25	0.11	12.1	11.5	−0.6
39-3-23	Spaghetti	50% Durum patent; 50% Southwestern patent, unbleached	6	6.8	0.59	0.43	0.16	12.1	12.1	0.0
39-3-21	Spaghetti	50% Semolina; 50% Durum patent	3	6.9	0.72	0.47	0.25	12.1	11.9	−0.2
39-3-24	Spaghetti	Durum patent	4	6.9	0.79	0.55	0.24	12.9	13.0	+0.1
		Average		8.34	0.59	0.39	0.20	11.95	12.00	+0.05

[1]On a 13.5% moisture basis.
[2]Samples supplied through courtesy of General Mills, Pillsbury Mills and Dr. B. R. Jacobs, Director, Research for National Macaroni Manufacturers' Association.
[3]Visual inspection.
[4]Sample contained 0.33% salt (NaCl).

used by Geddes et al. The cooked macaroni was then dried in an oven and analyzed for ash and protein. The entire amount of the cooking water and wash water was evaporated to dryness and weighed.

Previous investigators used an aliquot of the cooking water for the determination of the residue, but, because of the colloidal nature of the suspension which rendered it difficult to take an aliquot, evaporation of the entire quantity seemed expedient.

An illustration of the equipment used in this study is shown in Fig. 4.

Discussion of Results

The analytical data on both raw and cooked macaroni samples are recorded in Table I. The moisture of the different samples varied considerably, so all data were converted to a 13.5 per cent moisture basis. The ash varied from 0.36 per cent to 0.79 per cent. semolinas. The results of the cooking tests indicated that there were four outstanding samples. Two samples that were described as being made from semolina were not as good as

Table 2. Comparative Cooking Quality Data[1] for Macaroni Arranged in Order of Increasing Cooking Quality

Sample No.	Cooked weight	Increase in wt.	Increase in wt.	Dry volume	Cooked volume	Increase in volume	Increase in volume	Residue
	grams	grams	%	c.c.	c.c.	c.c.	%	%
39-3-18	303.4	203.4	203.4	67.08	274.0	206.8	308.5	4.05
39-3-16	308.0	208.1	208.1	65.48	274.8	209.2	319.7	3.78
39-3-10	318.6	218.6	218.6	64.80	283.6	218.8	337.6	4.81
39-3-15	320.4	220.4	220.4	66.72	288.4	221.6	332.2	3.97
39-3-13	322.1	222.1	222.1	65.72	288.4	222.8	339.1	5.12
39-3-17	326.3	226.3	226.3	67.08	294.0	226.8	338.3	4.46
39-3-11	340.8	240.8	240.8	66.00	309.6	243.6	369.0	4.49
39-3-14	341.7	241.7	241.7	66.72	305.6	238.8	358.0	3.90
39-3-12	343.1	243.1	243.1	66.24	312.4	246.0	371.6	4.41
39-3-27	387.4	287.4	287.4	71.48	358.0	286.4	400.8	3.98
Average	331.2	231.2	231.2	66.72	298.9	232.2	347.5	4.50

[1]All results are calculated on 100 grams of material containing 13.5% moisture.

the macaroni made of bread wheat flour, family type. The macaroni made from semolina No. 3 was very poor. The four samples that were graded high on the cooking tests were the four highest ranking on color tests from visual inspection, but they were not ranked in the same order by the two methods.

The amount of residue in the cooking water remained fairly constant. The results indicate no relationship between quality and the amount of residue. One of the poorest samples from the standpoint of volume, weight increase and color had the lowest residue in the series, with one of the best samples ranking next in amount of residue. The best sample from the standpoint of volume and weight had the highest per cent of residue. However, it should be borne in mind that this sample contained sodium chloride.

The results of the spaghetti cooking tests are recorded in Table III. One of the samples of spaghetti (No. 19) was outstanding from the standpoint of volume, and weight, and color. This sample was described as made from No. 1 semolina. The other samples of spaghetti made from varying blends of semolina and farina, durum patent flour and Southwestern patent flour, as well as one sample described as being made from semolina were inferior from the standpoint of the cooking tests. As in the case of the macaroni samples, the amount residue did not seem to be a significant factor.

The average increase in volume and weight was lower in the series of spaghetti than the macaroni. The macaroni series had a slightly higher average residue.

The results depicted in Table IV show less variability in the determination of cooked weight than in cooked volume. The increase in volume was very closely related to the increase in weight. A statistical analysis gave a positive correlation of .994. This correlation is slightly higher than the positive value of .984 reported by Binnington, Johannson and Geddes. This relationship is sufficiently high to justify the prediction of cooked volume from cooked weight by the following formula when 25 grams of macaroni products are used with an error of estimate of 0.60 c.c.

Cooked volume = 9.06 + 1.0156 × cooked weight.

The values for the volume of the cooked macaroni, on the basis of 100 grams of dry material, varied from a minimum of 274 c.c. to a maximum of 358 c.c. These values are somewhat lower than the values reported by Geddes et al. These investigators found that the values of the volumes of their samples, when cooked, ranged from 358.3 c.c. to 432.8 c.c.

The dry volumes of the samples of macaroni examined by us varied from 64.8 c.c. to 71.5 c.c. These values are lower than the range of 69.6 c.c. to 73.2 c.c. reported by Binnington, Geddes and Johannson. Likewise these investigators found the per cent of residue varied from 4.64 to 7.16 while the values in the present investigation were lower and ranged from 3.79 per cent to 5.84 per cent.

The differences in cooked volume were no doubt caused by the greater range of quality in the samples. Many of the samples included in the investigation were made from farina and would be expected to be inferior quality.

It is apparent that the samples of macaroni and spaghetti which were processed from semolinas rated as No. 1, yielded the most satisfactory results in terms of increase in weight and volume during cooking.

Table 3. Comparative Cooking Quality Data[1] for Spaghetti Arranged in Order of Increasing Cooking Quality

Sample No.	Cooked weight	Increase in wt.	Increase in wt.	Dry volume	Cooked volume	Increase in volume	Increase in volume	Residue
	grams	grams	%	c.c.	c.c.	c.c.	%	%
39-3-26	298.6	198.6	198.6	72.00	269.2	197.2	273.9	4.03
39-3-25	310.4	210.4	210.4	71.72	280.8	209.2	291.5	4.07
39-3-21	313.7	213.7	213.7	66.00	280.0	214.0	324.5	4.87
39-3-24	315.8	215.8	215.8	66.00	285.2	219.2	332.1	5.84
39-3-23	316.8	216.8	216.8	67.08	286.4	219.2	326.9	4.76
39-3-20	324.1	224.1	224.1	66.48	296.0	229.2	345.0	4.13
39-3-22	331.8	231.8	231.8	67.52	304.8	237.2	351.4	3.79
39-3-19	357.8	257.8	257.8	69.72	329.2	259.6	372.2	4.70
Average	321.1	221.1	221.1	68.30	291.4	223.1	327.2	4.52

[1]All results are calculated on 100 grams of material containing 13.5% moisture.

Table 4. Statistical Constants Computed from the Cooking Data (25 gm. basis)

	Mean gms.	Standard deviation gms.	Coefficient of variability %
Cooked weight	81.68	5.22	6.39
Cooked volume	73.89	5.33	7.22

Acknowledgment

The authors wish to acknowledge the valuable technical assistance of John H. Monge in obtaining the data presented in this paper.

References

Baker, J. C., Parker, H. K., and Freese, F. B.: The measurement of color in flour and bread by means of Maxwell discs. Cereal Chem. 10:437-446, 1933

Binnington, D. S., and Geddes, W. F.: Experimental durum milling and macaroni making technique. Cereal Chem. 13:497-521, 1936

Binnington, D. S., Johannson, H., and Geddes, W. F.: Quantitative methods for evaluating the quality of macaroni products. Cereal Chem. 16:149-167, 1939

Bonney, V. G., Clifford, P. A., and Lepper, H. A.: An apparatus for determining the tenderness of certain canned fruits and vegetables. U. S. D. A., Circ. 164

Borasio, L.: Le caratteristiche di cottura della pasta ed. i metodi di ricerca. Giorn. di Risicoltura 25:251-257, 1935

Fifield, C. C.: Experimental equipment for the manufacture of alimentary pastes. Cereal Chem. 11:330-334, 1934

Fifield, C. C., Smith, Glenn S., and Hayes, J. F.: Quality in durum wheats and a method for testing small samples. Cereal Chem. 14:661-673, 1937

Geddes, W. F.: The evaluation of qualtiy of durum wheat for the manufacture of alimentary pastes. Vol. II. Proceedings of the World's Grain Exhibition and Conference, Canada, 1933

Harris, R. H.: A comparison of the utility of flour protein extractions in distilled water and in inorganic salt solutions. Cereal Chem. 8:496-509, 1931

Mangels, C. E., and Latzke, Esther.: Unpublished data from the North Dakota Agricultural Experiment Station, 1934

T. J. Viviano Married

Thomas J. Viviano, son of Mr. & Mrs. Joseph Viviano of Louisville, Ky., was married on September 15, 1939, in Louisville according to an announcement made by Mr. & Mrs. John Corrao of Louisville. His wife is the former Jo Ann Corrao.

Mr. Viviano is one of the executives of the Kentucky Macaroni Company. The bride is one of the well known debutantes of a few years ago. After November 15, they will be at home to their many friends at 2126 Village Drive, Louisville, Ky.

New Factory for Auburn

Salvatore Tedesco of Auburn, N. Y., has been granted permission to open and operate a small macaroni factory at 14 Baker Street, by the city council of Auburn, New York, after listening to protests filed by neighbors. Objections were withdrawn when the plant operator agreed to the following terms prepared by the city attorney:

"That there shall be no disturbing noises of machinery on the premises between the hours of 6 p. m. and 7 a. m.; the operation of the said factory shall be confined to the limits of the present building unless further permission be given by the City Council; that the factory will at all times comply with the regulations affecting the conduct of said business, now in effect or hereafter adopted in the City of Auburn; that the permit is only a license and is revocable by the Council in its discretion."

Uncle Sam's Folks Call It "MACARONI PRODUCTS"

By MARY GROSVENOR ELLSWORTH

UNDER this heading the Italian groups all the shapes, sizes and varieties of edibles he molds of hard wheat flour and water. Spaghetti, macaroni, vermicelli, ravioli, gnocchi, shaped in elbows, shells, whorls, rosettes, cushions and ribbons, all very much alike except in form, all practically tasteless, all hearty nourishing, inexpensive food. From Germany come related forms of bornli and nudeln. Since their introduction by Thomas Jefferson, who imported a spaghetti mold from Naples, these foods have been familiar to most Americans. Unfortunately, about the same time we apparently derived from the English several misapprehensions and a general blind spot as to their value. We cooked them too much, we desecrated them with further additions of flour, we smothered them in baking dishes and store cheese. Unless there were some tincture of Latin blood in the family or an unusual interest in Continental cooking, most American households met spaghetti *et al.* only in this debased form. And mostly they would just as soon have potatoes.

Prohibition changed all that. Whole hordes of Americans thus got exposed regularly and often to Italian food and got a taste for it. Now we know from experience that, properly treated, the pasta or macaroni products is no insipid potato substitute. It is an important and delicious meal in itself.

There are a few primary rules that apply to cooking any of the group. All are dumped into rapidly boiling salted water. Safe standard proportions are a teaspoon of salt to a quart of water to half a cup of pasta. To keep the long ones long, put the ends in boiling water and coil the length down as it softens.

All suffer if overcooked. The Italian describes their proper state as *al dente* which, practically speaking, means "chewy," and is achieved in about ten to fifteen minutes of rapid boiling, the time depending on the thickness of the species in question. They double in bulk on cooking. As a main dish allow at least an ounce and a half per person, though a proper Italian will easily do away with half a pound.

When cooked they are drained and rinsed by running hot water over them to remove excess starch. Reheat them either in their sauce or like rice in a colander over boiling water. All may be served in their blandest form with a little cream or melted butter, but all achieve real splendor with a good vigorous sauce. And, last but not least, they must be eaten hot—piping, sizzling. They cool faster than most foods and are sad indeed when tepid. That means that they should be boiled, drained, sauced and served in about the time it takes to say it. Out of and onto the hottest earthenware you can muster.

And, of course, all pasta or macaroni products are served with cheese. This apparently is one of those cases where both flavor and dietary concur. Together, with a salad or fruit, pasta and cheese are a balanced and sustaining ration. The cheese to select depends for the foreigner on his native heath. The Swiss, great pasta consumers, use their local varieties, the northern Italian insists on Parmesan, while the southerner often prefers the whiter, softer, sharper Romano. In any case it is grated, so that the heat of the pasta softens it, and freshly grated at that. None of your little prepared waxed packets will do, for any pasta leans heavily on the flavor of the cheese. It may be put on the table in bowls for every man to determine his own dosage, or sprinkled liberally over the dish before it leaves the kitchen, or both.

Before we get into definite recipes, may I enter a protest against all starchy sauces with pasta? (I can't stand white sauce on potatoes either—that isn't creamed potatoes!) Though it is part of our English heritage, the use of such a sauce seems to me to disregard completely the inherent nature of the food. It's nothing but straight flour and water, mixed, shaped and dried—you do nothing for it when you add more flour and water. If you want a creamy dish, don't rinse the pasta; simply drain and add hot cream, or milk and butter. Reheat, stirring occasionally, and you've done it no violence. That's the way to start if you like it baked. But please

Published in part with the permission of the Editor of *"House Beautiful,"* a leading "home" magazine. The article which appeared in a recent issue created much favorable comment both on the text and the general information contained.—Editor.

don't go dumping it into double boilers full of white sauce. It just won't taste the same.

The endless possibilities of baked pasta or macaroni products combined with anything you have in the ice box I am leaving to your cook and Fannie Farmer. Any American knows or can find out all about them—me for the Continental classics. These fall almost at once into two groups—bought in the package and made at home. Since, unlike Mr. Jefferson, you probably haven't a spaghetti mold, we'll assume that that entire group is always bought in the package. When you get them look for a light cream color. Uncooked they should break squarely without splintering. Cooked they should not be sticky.

Now for the fun. Classic spaghetti sauces are complex, vigorous and rich. Macaroni products need fat, so they all begin with fat in the pan—olive oil is the most frequent—into which go meat, or sea food, vegetables and seasonings. Meats may be fresh beef, pork, ham, bacon, chicken livers, kidneys, sausages of all kinds. Sea food is usually shellfish with clams and shrimp in the lead.

Salsa con Manzo

Get half a pound of top round and have it ground. If you are great meat eaters, you can increase it up to a pound. Fry in three or four tablespoons of olive oil a large onion minced fine, half a green pepper also cut small and a clove of garlic. When these are golden, add the beef separated into small bits and let it brown in the fat, stirring frequently, for about fifteen minutes. Then add your other seasonings, basil, marjoram, thyme, salt and pepper and a medium-sized can of tomatoes, bring to a boil and let it blub away over a low flame till it is concentrated and blended. Then half a can of tomato paste, bring back to boiling, simmer ten minutes and you're ready to go.

Chicken-Liver Sauce

Cut a cup of chicken livers into sizable hunks and sauté them in four tablespoons of olive oil along with a large onion cut fine, some chopped parsley, half a pound of sliced mushrooms, a clove or two of garlic and a handful of celery leaves. When these are golden, add a large can of tomatoes, half a dozen cloves, fresh-ground pepper and enough chicken stock to cover. Let this simmer, then stir in the paste, reheat and serve.

Clam Sauce

This is one of the most revered of all spaghetti sauces, and once you have tried it, you will know why. Put eight or ten washed hard clams into a pot with just enough water to cover its bottom. Let them steam till they open. Strain the broth through a fine cloth and save; wash the clams to remove all possible grit and cut them up into hunks. Now put a small diced onion and a clove of garlic into your hot oil. When done, add the tomatoes, the broth, the chopped clams and what seasoning appeals to you—a little tarragon in addition to the usual range. Let these reduce, add tomato paste, reheat, stir in the cooked spaghetti and it's a festa.

Let's Keep Our Feet on the Ground

—Maintain Best Possible Quality, Reasonable Prices

"An Appeal to Reason" Bears Repetition.—In response to requests from readers in every phase of the Macaroni Industry—manufacturers of macaroni and noodles, millers of raw ingredients, makers of machinery and equipment, and several salesmen in the field—the timely article by the Secretary of the National Association which appeared in the October 15, 1939, issue is reprinted in the hope that it will be read by those who may have missed it last month, and re-read by those whom it interests. —The Editor.

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 allieds, 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 odoriferous—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 outstanding 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.

The lessons learned and the deductions derived are:

1. Let's maintain QUALITY, first, last and always!
2. Let's avoid "Substitutes" and any need for the compulsory use of them!
3. Let's avoid any semblance of "control" that the Government is unwilling to exercise unless our actions makes such a step necessary.

It's time to think straight—to act sensibly even under stress! Let's resort to no subterfuges! Let's not become panic-stricken because of any heavy demand that may only be temporary! Let's use our heads, and keep our feet on the ground!

Fresh basil leaves are often sprinkled over the dish as the pasta is served in Italian households, to be minced or munched alone as the diner pleases.

For quick work, there are dozens of sauces already prepared on the market in cans all ready to heat and serve.

Spaghetti Eating Technique

You probably know the technique with long spaghetti. Fork in the right hand, spoon in the left, spear spaghetti, hold end of fork against bowl of spoon to prevent strands from escaping, twist fork. When the majority of the strands have spooled themselves around the fork, open wide and pray. Impossible tails may be cut off with the spoon. But don't cut into the pile or you'll have a lot of tag ends that won't wrap.

Macaroni Imports and Exports

The Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce for August, 1939, shows that Macaroni imports and exports increased considerably over the previous month.

Imports

During the month of August, 1939, the imports were 115,438 pounds worth $10,907 as compared with the July imports totaling 97,161 pounds worth $9,366.

The first eight months of 1939 show 719,756 pounds of this food stuff imported at a cost of $69,944.

Exports

Macaroni Products showed a decided increase in the quantity exported during August, 1939, when 214,574 pounds worth $14,646 were exported as compared with the July, 1939, exports totaling 189,561 pounds worth $13,559.

For the first eight months of 1939 the exports totaled 1,898,361 pounds worth $144,027.

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

Countries	*Pounds*
Netherlands	1,188
United Kingdom	3,846
Canada	34,193
British Honduras	131
Costa Rica	1,645
Guatemala	191
Honduras	258
Nicaragua	4,087
Panama, Republic of	20,738
Panama, Canal Zone	19,433
Salvador	195
Mexico	48,651
Newfoundland and Labrador	6,905
Bermuda	1,289
Jamaica	216
Trinidad and Tobago	1,716
Other British West Indies	1,237
Cuba	8,472
Dominican Republic	3,743
Netherland West Indies	4,854
Haiti	5,590
Brazil	783
Colombia	1,147
Ecuador	220
Peru	348
Venezuela	1,192
S. A. Yemen	1,272
British Malaya	178
China	18,400
Netherlands Indies	412
Hong Kong	3,492
Philippine Islands	15,324
Australia	520
British Oceania	1,126
French Oceania	1,062
Union of South Africa	491
Gold Coast	29
Total quantity	214,574
Insular Possessions	
Alaska	36,138
Hawaii	121,635
Puerto Rico	153,399
Virgin Islands	4,733
Total quantity	315,905

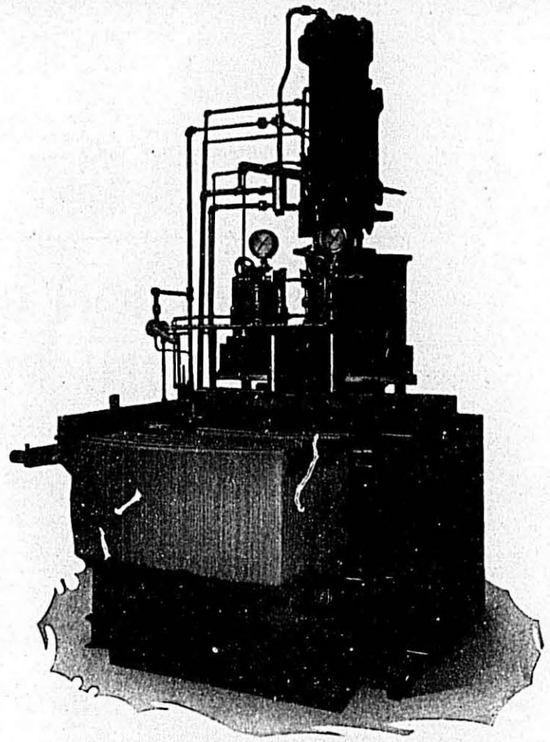
Although the EXPORTS of Food Products from the United States in September 1939, valued at $28,693,000, were 8 per cent smaller than those of September 1938, which amounted to $31,347,000, they increased nearly one-fifth over the August 1939 exports of $24,239,000, according to C. Roy Mundee, Chief of the Commerce Department's Foodstuffs Division.

The cumulative total for the first nine months in 1939 amounted to $227,863,000, a drop of one-third from the $341,440,000 worth of food exports during the corresponding period last year.

IMPORTS of Food Products into the United States during September 1939 amounted to $57,877,000, an 18 per cent increase over the September 1938 imports of $49,076,000; while for the nine months ended September 1939 the imports amounted to $446,558,000, a 3 per cent increase over the $431,696,000 worth of foodstuffs imported during the comparable period last year.

Where one man quits, another acquits himself.

Consolidated Macaroni Machine Corp.



Hydraulic Press with Automatic Spreader

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

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

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

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

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

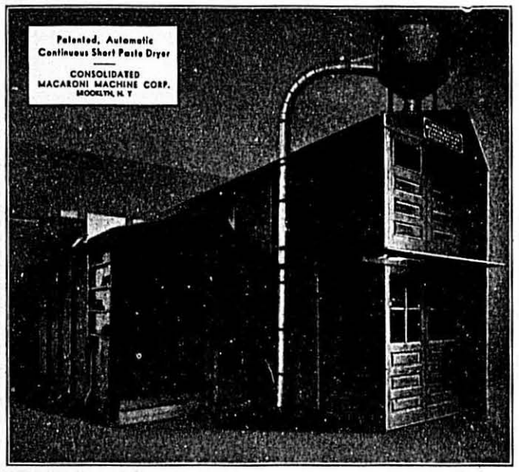
We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this spreader.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



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

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

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

Specialists for Thirty Years

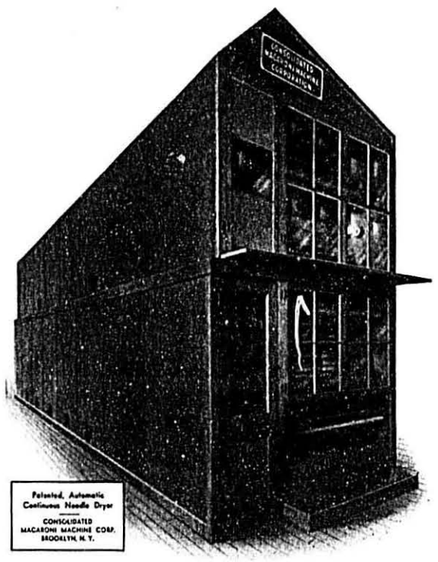
•

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

For Noodles
For Short Pastes

•

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



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

Address all communications to 156 Sixth Street

Report of the Director of Research For October

By Benjamin R. Jacobs

The hearing on macaroni products that was scheduled to take place before the Federal Standards Committee on macaroni products was held recently and the Association was represented by the following members: Mr. Philip R. Winebrener, Chairman of the Committee on Standards for the Association; Mr. C. W. Wolfe, Mr. Henry Mueller, Mr. Edward Z. Vermylen, Mr. Louis Roncoci and B. R. Jacobs.

The following standards of identity were submitted for discussion as the standards which would be acceptable to the Association.

Standards of Identity for Macaroni Products, Egg Macaroni Products, Noodles, Egg Noodles and Plain Noodles, Proposed by National Macaroni Manufacturers' Association

1. MACARONI PRODUCTS. The shaped and dried doughs prepared by adding water to one or more of the following: Semolina, farina and wheat flour. They may contain added salt. In the finished product the moisture content does not exceed 13.0 per cent. There are numerous shapes of macaroni products, each known under a distinguishing name. Macaroni, spaghetti and vermicelli are forms or shapes of macaroni products.

2. EGG MACARONI PRODUCTS. Are the shaped and dried doughs prepared from one or more of the following farinaceous ingredients: Semolina, farina and wheat flour with eggs, with or without water and with or without salt. The egg ingredient may be fresh whole eggs and/or egg yolks, frozen whole eggs and/or egg yolks; evaporated or dried whole eggs and/or egg yolks. In the finished product the moisture content does not exceed 13.0 per cent and the egg solids content, upon a moisture-free basis, is not less than 5.5 per cent. There are numerous shapes of egg macaroni products, each known under a distinguishing name, such as egg macaroni, egg spaghetti and egg vermicelli.

3. NOODLES, EGG NOODLES. Are the shaped and dried doughs prepared from one or more of the following farinaceous ingredients: Semolina, farina and wheat flour and eggs, with or without water and with or without salt. The egg ingredient may be fresh whole eggs and/or egg yolks; frozen whole eggs and/or egg yolks; evaporated or dried whole eggs and/or egg yolks. In the finished product the moisture content does not exceed 13.0 per cent and the egg solids content, upon a moisture-free basis, is not less than 5.5 per cent. Noodles, egg noodles are commonly ribbon shape.

4. PLAIN NOODLES. The shaped and dried doughs prepared by adding water to one or more of the following: Semolina, farina and wheat flour. They may contain added salt. In the finished product the moisture content does not exceed 13.0 per cent. Plain noodles are commonly ribbon shape.

(The above Standards of Identity have been recommended to the Standards Committee of the United States Department of Agriculture for adoption under the Federal Food, Drugs and Cosmetic Act, as amended.

Under the Federal Food and Drugs Act, the Secretary of Agriculture is authorized to establish, so far as practicable, a reasonable definition and standard of identity, a reasonable standard of quality, and/or a reasonable standard of fill of container. In prescribing a definition and standard of identity for any food or class of food in which optional ingredients are permitted the Secretary shall, for the purpose of promoting honesty and fair dealing in the interest of the consumers, designate the optional ingredients which shall be named on the label.

This means that the Secretary may designate all the ingredients stated in our proposed standards as optional and therefore require a declaration on the label indicating precisely the ingredients from which the macaroni contained in the package is manufactured. This in turn would result in infinite confusion in the Industry and there would never be an opportunity to use cartons and labels except for the particular ingredients used.

Further, the Law requires that the label on the package shall bear the common or usual name of the food, if any there be.

In the discussion at the hearing it appeared for a while that it was going to be necessary to establish a standard for each of the numerous varieties of macaroni products because each has its own "common or usual name." However, these are not the same, as every manufacturer knows, for the various types of product even when they have the same form. The problem of naming the various forms and shapes is also made more difficult because of new shapes and designs which are usually coming up and which are also entitled to be designated as "macaroni products."

What is true of macaroni products is also true of egg macaroni products, noodles and egg noodles.

The question of moisture was also discussed and efforts were made to maintain the maximum of 13 per cent permitted under the old standard as well as under the rules of Fair Competition of the Federal Trade Commission. Data was submitted showing that this amount of moisture permits the manufacture of better quality macaroni and also permits some latitude to the manufacturer in packing his product when all the various climatic conditions of the country as a whole are taken into consideration. One representative of a group of manufacturers indicated that the moisture content of macaroni products should be lowered because he had never found any macaroni with 13 per cent which was as good as macaroni containing less than this amount. However, he had had experience only in plants located in the middle west and did not know about the requirements in humid areas, such as the Atlantic and Pacific coast areas.

The statement concerning the egg solid content of egg macaroni products, which is 5.5 per cent, appeared to be satisfactory to the Committee. Although statements were made for the record indicating that certain manufacturers wanted this reduced, some to as low as 3.5 per cent, this, in the opinion of the members of the committee, was not acceptable.

There was considerable discussion concerning "plain noodles." It was suggested that this product be eliminated and that ribbon shaped macaroni products, which contain no eggs, be included in Paragraph 1, and that in every case where the word noodle appears on the label the product shall conform to the standard prescribed for egg noodles or other egg macaroni products. This seemed to meet the approval of the Committee and may offer a practical way of eliminating this product which has been used as a means of depressing the price of egg noodles and of deceiving the consumer into believing he was getting an egg product.

In the afternoon, a meeting was held by the above representatives of the Association with officials of the Food and Drug Administration concerning misleading packages.

Under the Federal Food and Drugs Act, Section 403 (d) a food is deemed to be misbranded, among other things, "if its container is so made, packed or filled as to be misleading." Under this section the Administration has made a number of seizures recently and it was felt by the members of the Association that the Administration should have indicated what it expected from the Industry before making seizures without notice.

The products involved were seized because they were 50 per cent or less filled and they were so because the cartons used for macaroni, which were fairly well filled, had also been used for spaghetti, which were not so well filled. It was indicated to the Administration that this was an established practice in the Industry and that as such it was not considered that the consumer was being deceived in any particular when he purchased a package of macaroni packed as above and found it only half filled. However, it is certain that the Administration will continue to make seizures of the various types of deceptive containers and it behooves every manufacturer to go over his stocks of labels and containers and eliminate, immediately, the worst types so that he may avoid having a product seized, and being discredited with his customers. A point was made by the officials of the Administration that the above declaration of the law had been contained in every food law that has been introduced in Congress since 1933 and that, therefore, the Industry should have started to make some sort of preparation so that when the law became effective they had at least made a start in correcting this evil. Under the law, Section 401, which authorized the Secretary of Agriculture to establish standards for food products, he is also authorized to establish "reasonable standards of fill of containers." The question of "slack-fill" packages is, therefore, a part of the Law and must be given consideration by the Industry. The office of the Director of Research will begin immediately to gather data concerning slack-fill packages and means of eliminating the condition. There is no question in my mind, nor in the minds of most of the manufacturers who have been interviewed on the matter, that there is considerable room for improvement in the sizes of packages that are used for packing macaroni products. No question can be of greater importance at this time to the Industry as a whole, particularly when the Food Authorities are contemplating corrective measures which may result in prosecutions for goods which, although not packed with an intention to defraud, have been included because definite emphasis has not been brought to bear on the Industry.

Safetygrams

BY FRED W. BRAUN The Safety Man

Recently the safety department of the Wisconsin Highway Commission stated that the "man on the street" is less careful about oncoming cars than the woman pedestrian.

The safety department reports these findings:

"The safest place to walk on a rural highway is on the left side, facing oncoming traffic.

"The most dangerous place to walk on a rural highway is on the right side, with traffic coming from behind you.

"The safest place to cross a city street is at a marked intersection, with the traffic signals.

"The most dangerous place to cross is in the middle of a block."

Statistics prove conclusively that these are the prominent places and some of the prominent causes of automobile accidents. Laws will not abolish them. It will require the definite safety conduct of each and every one of us to help eliminate some of these causes of accidents from our highways.

"It's Smart to Drive Carefully."

Macaroni Products and Thanksgiving

Shall we celebrate Thanksgiving on November 23, as proclaimed by President Roosevelt, or on November 30, as has been customary hefetofore? As a general rule, macaroni-noodle manufacturers are not greatly concerned about the date of the celebration. They are however, interested in the reasons for celebrating at all.

It might not be inopportune to say at this time and on this subject that irrespective of the business situation that confronts the individual firm, its proprietor still has much to be thankful for in this year when so many nations are at war. Are we not doing a peaceful business in a peace-loving country, and doing it with but the flimsiest kind of government interference?

There is but the remotest connection between the Macaroni-Noodle Industry and Thanksgiving Day. It is but another of the many holidays when housewives must do much meal-planning so that the members of the family will do a little more than ordinary gorging. She might even try stuffing the Thanksgiving turkey with elbow macaroni—an out-of-the-ordinary kind of stuffing, as frequently recommended by the producers of macaroni products—or she might increase her reputation as a good cook by serving a heaping platter of flavorful spaghetti as part of the Thanksgiving dinner. If she does, her joy will be complete in watching the gusto with which her dinner will be consumed and for which her family will be rightfully thankful.

With this thought in mind, The National Macaroni Institute recently released a suggestion for making a flavorful spaghetti sauce that can be enjoyed any day in combination with quality macaroni, spaghetti or egg noodles. The better the macaroni products served, the better the sauce will taste and the better will all be satisfied.

Precocious Thanksgiving Recipes

By Betty Barclay

This Thanksgiving is a precocious holiday—a regular, daylight-saving festive day that refuses to await its accustomed date. But no matter how precocious or tardy the date, our Thanksgiving dinner must be right up to the minute—with new and tasty delicacies for homecoming relatives or visiting friends. Among other recipes, I submit the following to those who crave the newest and best for festal or other days of the year:

A Flavorable Spaghetti Sauce

Have you often wished you were able to prepare a platter of spaghetti, macaroni or egg noodles, the Italian way? Here's the secret: The SAUCE is the thing!

Here, also, is a sauce-making recipe that has been an open secret for centuries among those Italian families that "know their macaroni." The prime essentials are—quality macaroni products, good ingredients and a little patience.

Brown 3 finely chopped onions in ½ cup of olive oil. Simmer.

Add 1 or 2 cloves garlic, chopped fine. Let simmer.

Add 1 lb. ground lean sirloin. Let simmer.

Add 1 can tomatoes (strained) and 1 small can tomato paste. Simmer.

Add 1 small can mushrooms (¼ pint, cut fine). Let all simmer.

Cooking of sauce should take 1½ hours in all. But the whole secret is —"LET IT SIMMER!"

Boil macaroni, spaghetti or egg noodles until tender. Drain. (Never over-cook.) Pour on sauce, sprinkle with grated Italian cheese and serve piping hot. Store surplus sauce in tight jar in refrigerator for later use.

The Lull

The President and Congress have not made up. The present armistice has been lasting longer than usual and the fur will begin to fly within a few weeks when the old quarrels are renewed.

3 Billion Pounds Eaten by Spaghetti Consumers

Here's a release from Italy that has been appearing in the newspapers of the world and which will be of special interest to macaroni manufacturers of this country:

Forty-five million Italians consumed more than three billion pounds of spaghetti in 1938, according to Agostino Agnesi, so-called spaghetti king of Italy. His factory turns out enough spaghetti every forty-eight hours to girdle the globe.

Made solely of wheat 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 hardest kerneled wheat, Italian spaghetti claims more vitamin E content than any other food. Italian food experts have given it more than 100 different designs, with gastronomical appeal second to none in Italy.

A. Heihle Buys Los Angeles Plant

The L. A. Pacific Macaroni Company's plant at 4722 Everett Avenue, Los Angeles, California, was recently purchased by A. Heihle of that city, who acquired the entire stock of that macaroni manufacturing concern in September, 1939. Mr. Heihle is one of the best known men in the grocery trade in southern California and brings to the new organization much valuable experience that will enable him to fulfill the duties of president and general manager most successfully.

"Although the Los Angeles Macaroni Company has in Los Angeles a plant that is generally recognized as the largest and best equipped plant on the Pacific Coast," says the new owner, "additional new improvements contemplated will make this ultra-modern plant an example of economical production and sanitation of which the Central Manufacturing District of Los Angeles may well be proud."

In addition to the installation of the most modern production machinery, the firm's laboratory will be enlarged and equipped to give the new owners constant control of the quality of the goods being produced, by daily tests of both the raw materials and finished products.

This firm specializes in the following well-known brands: "Gold Medal —Sunvite Macaroni, Spaghetti and Egg Noodles"; "Italy" and "State."

The world consistently proves itself a ready-to-smile world to those who smile.

Old Dad MacNoodle says:

"That's Just Advertising"

I saw two boys looking at the posters picturing the features of a circus that had exhibited in the town the day before. One of the boys had attended and was explaining it to the other.

"Did they have that?" asked the latter boy, pointing to one of the pictures of daredevil performance.

"Naw," replied the boy who had seen the circus. "That's jes' advertising."

It may be fair enough to exaggerate in circus advertising, but what about other advertising? Forces are at work to put advertising on a little saner basis. There is growing appreciation of the fact that people are distrusting the reliability of much advertising. And yet, the other day I heard a radio announcer say, of a statement she had just made, "That isn't advertising. That's the truth."

When an advertiser makes a definite promise in his advertising, there may be ways of holding him to it. But who wants to patronize a business concern that will make good on its advertising only under compulsion?

Better Business Bureaus, Advertising Clubs, and other forces at work for truth in advertising, are having their influence but in heaven's name, why must a manufacturer or a retailer be clubbed or snubbed into keeping his advertising honest?

The only kind of advertising that pays is honest advertising. The only kind that brings repeat business, that results in satisfied patrons, that calls for no explanations, adjustments or refunds is honest advertising.

If, as Pope's "Essay on Man" has it, "An honest man is the noblest work of God," an honest advertisement is the noblest message of man. Anything less is ignoble, ignominious and *ignis fatuus*, if you know what I mean!

Builds Plant Addition

An addition is being built to the plant of the I. J. Grass Company, 6021-6027 Wentworth Ave., Chicago, according to A. Irving Grass, leading executive of the firm. "The added space and the new equipment we plan to install should enable us to take better care of our increased sales," says Mr. Grass. The new addition will cost about $25,000 and it is hoped to have the building completed and the equipment installed by the end of 1939.

New "Cellophane" Plant

The du Pont Company announced today that the first contract for foundation excavations and grading necessary for railroad tracks and roadways leading to its site in Clinton, Iowa, will be awarded this week, preparatory to beginning the actual work of erecting the new plant for the manufacture of "Cellophane" cellulose film, which was announced two years ago but actual erection of which has been delayed because of adverse business conditions.

Du Pont engineers have arrived in Clinton to interview prospective contractors in connection with the work.

A roadbed will be laid for two spur tracks. Some excavating for the plant proper will be undertaken simultaneously. The work will be completed during the weeks immediately to come. Further activities in Clinton will be dependent upon the arrival of necessary steel and structural materials.

The trouble is that so many of us are saying: "The trouble is."

Publicity Campaigns

Special Displays for National Week

Several firms other than manufacturers of macaroni products took a helpful part in the observance of National Macaroni-Noodle Week, October 7 to 14, 1939. Notable among these were the Kraft-Phoenix Cheese Company of Chicago, distributors of Kraft Spaghetti Dinners; The Piggly-Wiggly Corporation, Atlanta, Georgia, a national grocery chain; and E. I. du Pont de Nemours & Company, Ltd., of Wilmington, Delaware.

The first made excellent use of a large quantity of window streamers in thousands of food outlets announcing the event. The last prepared two attractive exhibits that were seen by many thousands. The helpful exhibits are illustrated herewith. One was displayed at the du Pont Pier Exhibition on the board walk in Atlantic City, N. J., and the second one in Hotel du Pont, Wilmington, Delaware.

The counter display card adorning the exhibit in the Hotel du Pont in Wilmington, bore this message:

"National Spaghetti-Noodle Week, October 7 to 14, 1939. Plan to feature wholesome, appetizing Macaroni Products on your Fall menus. There are many quality brands on sale, clean and protected in Cellophane."

The attractive card in the special display at the du Pont Exhibit, Wilmington, N. J., bore a message somewhat similar, though differently worded.

"We are very pleased with these displays and think that all macaroni-noodle manufacturers will be also," says J. A. Shellenberger, of the merchandising division of du Pont. "Some hundred thousand people visit our Atlantic City Exhibit every month and undoubtedly this display resulted in some fine publicity for National Spaghetti-Noodle Week."

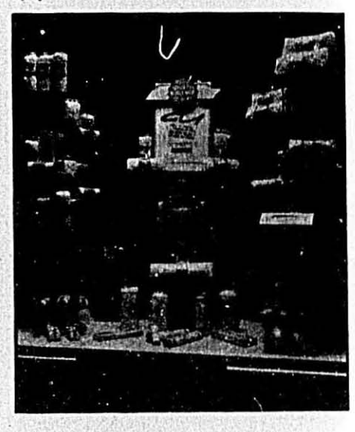
Use of "Cellophane" cellulose film in packaging of spaghetti, macaroni and noodles, has expanded more than 600 per cent since 1931, the du Pont Company noted as the industry prepared to mark National Noodle and Macaroni week, October 7-14. Over this period, production in the macaroni products field grew from 531,000,000 pounds to approximately 637,000,000 pounds. Transparent packages are now accepted almost universally, particularly in noodles, it was said.

Surveys made by du Pont showed customer appeal materially affected by a package permitting full view of the contents. Noodles sales were boosted as high as 400 per cent, in some instances, when the product was presented in a transparent wrapper, this protecting the goods from contamination while on display, and in maintaining freshness.

The Piggly-Wiggly Corporation used the Macaroni Institute's unit-display suggestion in its 1,300 or more stores throughout the country. The unit consisted of a very attractive, 4-color poster showing a platter of Spaghetti, Meats Balls and meat sauce, flanked on either side with the streamers especially prepared for the national event. Reports are that there was a very noticeable increase in sales of macaroni products during National Spaghetti-Noodle Week in these stores. The manufacturer who supplied the posters and streamers for this publicity work is quite happy over the results.

A National Week will be what the industry desires to make of it. It can be a national event or a very ordinary affair, measured by the part individual firms take in the many possibilities presented. A poorly supported event of this kind will be a farce; with the backing of the better class of manufacturers and friends, it will be a "Bonanza," a windfall of good fortune.

Thousands of Atlantic City sight-seers viewed this macaroni-noodle exhibit in October, 1939. (right)



A fine display of quality macaroni products, well protected, in Hotel du Pont, Wilmington, Delaware, during Spaghetti-Noodle Week, October 7-14, 1939.

What Competitors Are Doing

Macaroni products are not nearly as well known to Americans as are many other foods. Yet producers of foods that are so popular are not content to rest on their laurels, they overlook no opportunity to keep them favorably before the consumer. This is done by direct advertising, through promotional publicity and in other acceptable ways.

Millions of dollars are spent annually to tell the food value of the many different kinds of meat, fish and fowl; of potatoes, fruits and sauerkraut; of cereals, cheese and jellies; of coffee, jello and spices; of vegetables, nuts and berries; of flour, juices and shortening. Where are macaroni products in this picture?

Meeting Crisis in Apple Market

A goodly portion of the apple crop of America, especially the fancier brands grown in the Northwest states, is usually exported. Leaders in the apple industry fear that the foreign market will be lost to the American apple grower because of the current war developments. Spurred by this fear, here are some of the things being done to enlarge the home market:

1—Apples have been listed as "sur-

plus commodities" in a recent ruling by Secretary Henry Wallace of the U. S. Department of Agriculture, making this fruit available to users of food stamps.

2—National Apple Week was set for October 26 to November 4, 1939, during which the attention of the nation was called to the varied uses of apples as staples or as delicacies.

3—The State of Washington, through its Governor, proclaimed October 8 to 21 as days when every one interested in apple growing and distributing might join in urging citizens to become more familiar with the uses of apples.

Peas Are Publicized

To dispose of a surplus crop of peas, the Canned Pea Marketing Cooperative was formed in 1938. Nearly a half-million dollars have been spent by this body in clearing up most of the surplus that tended to glut the market. Well-laid plans for this Fall are being deferred because of an unexpected "acceleration in the canned pea market." In the meantime, the organization will thoroughly investigate the present situation while planning its future course of action.

The growers, canners and distributors of peas are being asked to contribute a total of $130,000 for an advertising and publicity campaign this fall. Nearly $105,000 has already been subscribed. Canners are being urged to subscribe $50,000 additional on the basis of one-half cent per case on the last pack and one-quarter cent on carryover peas. The money will be used for enlarged publicity, market reporting and in gathering and disseminating statistics.

Double Turkey Day Helps Cranberry Sale

Because of the possibility that many will observe two Thanksgiving Days this year, the American Cranberry Exchange has planned an advertising campaign that will call to the public's attention the value of cranberries as accompaniments of turkey and other fowls and the more common meats. More than 125 newspapers of this country will carry advertisements and publicity stories to promote the more frequent serving of the new crop of Eatmore cranberries.

The citrus growers are attempting to popularize broiled grapefruit. The Governor of Maine, Hon. Lewis O. Barrows, staged his annual potato-digging "fiesta" with the Governor of Idaho, Hon. C. A. Bottelfsen, to publicize the lowly potato, and retained his title by digging 382 pounds of potatoes against the loser's 365 pounds.

Timely Suggestions

Watch Prices, Production, Contracts

Markets formerly supplied by the warring nations have been thrown open quite suddenly to the neutral nations. It is well to seek this new business, but to do it carefully and knowingly. There will be natural price increases necessary. Make them cautiously and reasonably.

That is the thinking of the leaders of American business on this new phase of American business, both timely and aptly expressed in the many resolutions, decisions and suggestions made at conventions of many important industries in recent weeks. Here's a résumé of some of these suggestions that macaroni-noodle manufacturers may well and profitably heed:

1. If you raise your prices, be sure that your price rise is justified.
2. Keep in mind that the matter of prices is not a national issue.
3. Don't give anyone a chance to characterize you as a "profiteer."
4. Inventory accumulations should be watched.
5. Production schedules should not be based on an anticipated rush of new orders from Latin America or from the warring nations.
6. Production should be held within the limits of normal operations.
7. Improved business may collapse early in 1940 unless a strict control over production is maintained.
8. Excessively long-term contracts which may encourage speculation should be avoided.
9. Higher costs may reverse current business upturn.
10. Hold your head; curb excessive desires; don't over-expand; never cheapen your product for any reason. Remember that there are many more years of peace than of war, and continue your operations on a peace basis.

Betty Crocker Presents—Pioneer Macaroni and Cheese!

"The Romance of Macaroni" will be "on the air" the morning of December 1, 1939. The well-known radio voice of Betty Crocker, renowned food authority speaking for General Mills, Inc., will broadcast a fascinating story of macaroni and her recommended recipe over a nationwide hookup of 59 broadcasting stations.

It will be a broadcast devoted entirely to macaroni . . . telling the interesting story of this fine wheat food from the time of the ancient Chinese. It is a service periodically sponsored by the Washburn Crosby division of General Mills, Inc., to help macaroni manufacturers merchandise their products. It will feature a tested Betty Crocker recipe devised especially for this broadcast—"Pioneer Macaroni and Cheese."

"It always takes two to make a romance," reads the script,—"and macaroni is no exception. For if ever there was a case at first sight, it must have been when *Macaroni* met up with *Cheese!*

"Yes, the fellow who arranged the introduction was a match-maker deluxe. And what a blissful wedded life macaroni and cheese have had all through the years. Millions of American families regard macaroni and cheese as ideally united as ham and eggs, or coffee and doughnuts!

The recipe combining the appetizing goodness of macaroni and the pleasing piquancy of fine, well-aged cheese which will be heard by millions of housewives on the morning of December 1, 1939, and to which macaroni manufacturers should invite all their friends and customers to 'listen-in', is as follows:

Pioneer Macaroni and Cheese as Featured by Betty Crocker

½ pound Macaroni (8-oz. package), broken into 2-inch pieces.
¾ tablespoon Salt
¼ teaspoon Pepper
¼ pound grated, well-aged sharp cheese.
2 tablespoons butter
2 cups milk.

Method: Cook macaroni until tender (about 15 minutes) in 3 quarts boiling water to which 1 tablespoon salt has been added. (Macaroni should be cooked in a very generous amount of boiling water.) Drain.

Arrange one-half of the cooked macaroni in a well-buttered baking dish. Sprinkle with one-half the salt and pepper and cheese. Cover with remaining macaroni, salt, pepper and cheese. Dot with butter. Pour milk over all. Bake 40 minutes in quick moderate oven.

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 October, 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:

Queen Esther

The private brand trade mark of A. B. Wise, doing business as A. B. Wise & Sons, Cincinnati, Ohio, was registered for use on noodles and other groceries. Application was filed January 10, 1939, published by the Patent Office August 22, 1939 and in the September 15, 1939 issue of the THE MACARONI JOURNAL. Owner claims use since January 1, 1934. The trade name is in black letters.

TRADE MARK REGISTRATIONS RENEWED

Sarli Club

The trade mark registered by Kansas City Macaroni Company was granted renewal privileges to Kansas City Macaroni & Importing Co., Kansas City, Mo., effective August 19, 1939 for use on macaroni and spaghetti.

TRADE MARKS APPLIED FOR

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

Marathon

The trade mark of Minnesota Macaroni Company, Saint Paul, Minn., for use on macaroni and egg noodles. Application was filed April 18, 1938 and published October 3, 1939. Owner claims use since April 14, 1934. The trade name is in black type.

Puritan

The trade mark of Ravarino & Freschi, Inc., St. Louis, Mo., for use on alimentary paste products—namely, spaghetti, macaroni, alphabets, rings, sea shells, fusilli, vermicelli, wide noodles, fine noodles, egg noodles, half moon, mostaccioli, short cut and elbow, bow ties, and a prepared macaroni and cheese dinner consisting of a package combination of bulk macaroni and grated cheese. Application was filed February 28, 1939, and published October 24, 1939. Owner claims use since May 16, 1918. The trade mark consists of the name in very black lettering.

Maggi

The private brand trade mark of Maggi Co., Inc., New York, N. Y., for use on alimentary pastes and other groceries. Application was filed April 12, 1938 and published October 17, 1939. Owner claims use since January 1, 1895. The trade name is in heavy letters.

LABELS
"Goodman's"

The title "Goodman's" was registered October 3, 1939, by A. Goodman & Sons, Inc., New York, N. Y., for use on ingredients for making noodle soup. Application was published August 9, 1939 and given serial number 53635.

Columbia

The title "Columbia" was registered October 31, 1939, by A. Zerega's Sons, Inc., Brooklyn, N. Y., for use on alimentary pastes. Application was published March 13, 1939 and given serial number 53886.

How Come?

The American public should not be alarmed by reports that our battleships and defenses are inadequate. The fact is that the United States Government has been building up its armament on the seas, in the skies, and on land, many years. As a result we are prepared to fight if we have to. "How come" all this scare stuff?

FACTORY SERVICE

Quick, Easy Roof Analysis

Tremendous Savings in Costs

By C. G. Milner, General Manager, Flexrock Company

No building is complete without a roof and no roof is without its problems, irrespective of the kind of roofing material used. For this reason most plant men are interested in new roofing materials and in cost-cutting applications for repairing leaks in roofs. The position of the plant man is not so important as the fact that the plant consists of building or buildings. Anyone interested in buildings as are all macaroni-noodle manufacturers, will be interested in low-cost and better type roofing, as discussed herewith.

Paper, felt, fabric, metal roofs, concrete roofs, composition roofs, and other types become "dead" so to speak. When they become dead, the average engineer thinks of calling in a roofing contractor and putting on a new tar and gravel roof, a roof coating or putting cotton fabric plus a roof cement on top. These are the conventional ways of handling roofs.

Few engineers give much thought to roof coatings in spite of the fact that you may get into a low melting point tar, to an asphalt which has a melting point entirely too high and will readily crack in the cold temperatures. Our laboratory has proven to our satisfaction that there is no roofing material which will do a perfect job under every condition. However, we have learned that we can make a very simple separation which will decrease the cost of maintenance of roofs providing a more permanent job and enabling the engineer to make his decision quickly, logically and conclusively with full confidence of the greatest economy to his company.

You separate roofs into hard surfaced ones and soft surfaced ones. Hard surfaced roofs include all types of metal roofs, concrete roofs, etc. Soft surfaced roofs include paper, felt and fabric.

Inasmuch as metal and hard surfaced roofs absorb much more heat and yet do not permit penetration of soft materials, it is illogical to use a low melting point dissolved asphalt or a tar on them. Neither of these would be economical because they would not last. It has been learned that water processed asphalts retain their melting point and, therefore, are much more satisfactory on hard surfaced roofs.

To the contrary of this, water processed asphalts do not have the penetration value, as a result of which they will not renew the life of old felts, papers and fabrics. Therefore, a dissolved asphalt coating is the proper type of material for reviving an old felt paper or fabric roof and it affords the greatest economy. Inasmuch as nearly any large manufacturer of standard roofing materials handles both types of products, any engineer has simplified his roof problem, by explaining to nearly any manufacturer exactly what he desires.

Now, up to this point there is perfect simplicity. The next problem arises where the roofing condition seems as though it may not be satisfactory to use any roof coating without obtaining better protection. At a lower cost, than renewing the entire roof, most engineers are acquainted with the fact that they may use Cotton Fabric, cemented down with a roof coating and coated over top. This provides an excellent job and is very economical. Cotton Fabric has a shrinkage of approximately 2 inches per square yard. The proper method of application is to cut the Cotton Fabric into four or six foot lengths, coat the roof, laying the Fabric aside and coat the fabric—place the coated side of the Fabric down on the coated roof. Following this, of course, you coat over top of the Fabric after you have lapped these joints approximately 4 inches or more to take care of the shrinkage involved in the Fabric while the roof cement is setting. For greater economy, there is a new product on the market made and handled not only by ourselves, but by most other good roofing companies. This product is saturated Jute Fabric instead of Saturated Cotton Fabric.

The greatest economy lies in the fact that Jute Fabric has absolutely no shrinkage. You may coat any roof, by simply rolling the Jute Fabric into the coating, without the operation of cutting the Fabric, and also eliminating the operation of coating the Fabric with cement; thus you eliminate two operations and obtain a perfect job in addition to which you have simply installed a completely new roof over the old one.

By this method, a man will save 1c to 4c per sq. ft. on his roofing maintenance. An added advantage is that the roof will last indefinitely if it is coated with a low cost roof coating only about once every five years.

A Humanitarian Call

Join the Red Cross

The *Annual Membership Roll Call* by the American Red Cross opened on Armistice Day, November 11, 1939, and will continue to the end of November.

Little need be said about the fine work that is being done by this humanitarian organization, year in and year out. The present uncertainty of events is such that any day the Red Cross may be confronted by a task requiring every ounce of reserve energy it has built up. So this organization is asking the help of every macaroni-noodle manufacturer, of every good-hearted American in every line of business, profession or employment.

See to it that when the roll is completed, your name is listed among those who stand ever-ready to support an organization like the Red Cross that knows neither race nor creed.

Hearing on Macaroni Plant Noise

Is a macaroni manufacturing plant in full operation too noisy and should it be declared a neighborhood nuisance?

That is the question that will have to be decided by a Florida Circuit Judge on complaint of a Florida resident against a Florida macaroni factory.

Mrs. Gaetano Greco of Tampa, Florida, recently petitioned Judge Parks for an injunction to compel the Ferlita Macaroni Company of West Tampa to cease operating its machines during specified hours, charging that the "electric generator shakes windows and keeps people awake."

As a result of the petition, Judge Parks visited the plant last August to make a personal investigation and was to hold a final hearing in November, after which he will decide on the merits of the petition.

The case is of interest to all manufacturers as the granting of such an injunction may be a precedent that will prove both troublesome and costly.

Manufacturer Recovering

Guy M. Russell, president of the McAlester Macaroni Factory, McAlester, Okla., who suffered a slight heart attack while walking from his office to his home last month, is recovering slowly after treatments in St. Mary's Infirmary. Mr. Russell has been the leading executive of his firm for many years and the heavy demands on his time during the recent improvement in the macaroni trade brought about the condition from which he is happily recovering.

Named Advertising Manager

Mr. T. F. Dolan, president of The Dobeckmun Company, 3301 Monroe Ave., Cleveland, Ohio, announces the appointment of John M. Cowan as Advertising and Promotion Manager.

Mr. Cowan was formerly Advertising Manager of the "Cellophane" Division of E. I. du Pont de Nemours and Co. and was associated with du Pont for the past eight years in advertising and promotion. Before that he was in advertising, sales and promotion work for the Certain-teed Products Corporation of New York.

The Dobeckmun Company are converters of "Cellophane" cellulose film in the form of bags, sheets, lamination, cigar pouches, etc.

Cellophane Prices Reduced

A further reduction in the price of "Cellophane" cellulose film was recently announced by E. I. du Pont de Nemours & Company, effective October 30.

This makes the twentieth consecutive reduction since domestic manufacture of cellulose film was started by du Pont in 1924. The newly announced price of plain (non-moistureproof) "Cellophane" is now only 12 per cent of the original price and of moistureproof "Cellophane" is only 26 per cent of the original figure.

Du Pont officials, in commenting on the reduction, stated present output is at record figures and the outlook for the future very promising based on continued expansion in the use of "Cellophane" in new as well as present fields.

O. F. Benz, director of sales, made the following statement:

"This twentieth consecutive reduction in price, initiated by du Pont since the domestic manufacture of 'Cellophane' started in 1924, is made possible through increased use of our product by our many customers, involving a substantial number of new units released in 'Cellophane' this past year and every evidence—war or no war—of an increasing business in 1940. Moistureproof 'Cellophane' shows the greatest increase in use and therefore carries the greatest price reduction.

"The continuous increase in the use of 'Cellophane' from year to year is undoubtedly traceable to a growing preference on the part of the buying public for products enjoying the advantages of complete visibility and/or sanitary protection plus the added attraction which packaging in 'Cellophane' affords."

It is interesting to note that, in the face of rising prices of most commodities and materials, accompanied by speculation and doubt of future prices, the du Pont Company has seen fit to reduce the price of a widely known packaging material vital to the merchandising plans of many industries.

Paul S. Willis Is Re-elected

Paul S. Willis was re-elected President of the Associated Grocery Manufacturers of America at an executive session of the Association on November 1, 1939, the final day of AGMA's 31st annual convention at the Waldorf-Astoria, New York City.

W. F. Mohan of the Scott Paper Company, Chester, Pa., was elected first vice-president, A. W. Ramsdell of the Borden Company, New York, was named second vice-president, and Hart Johnston of the Wander Company, Chicago, was elected third vice-president at the same session. H. R. Drackett of The Drackett Company, Cincinnati, was elected secretary.

B. E. Snyder of the R. B. Davis Company, Hoboken, N. J., was re-elected treasurer. R. W. Moore was re-elected chairman of the legislative committee and Robert F. Wilson was re-elected assistant secretary.

Charles Wesley Dunn, New York lawyer, was re-elected general counsel of the Association.

Eight men were elected to the AGMA Board of Directors to serve a term of three years. They are: Mark Upson, Procter & Gamble Company, Cincinnati; R. L. James, Libby, McNeill & Libby, Chicago; G. C. Pound, Kraft-Phenix Cheese Corporation, Chicago; C. P. McCormick, McCormick and Company, Baltimore; Hanford Main, Loose-Wiles Biscuit Company, Long Island City, N. Y.; Earle J. Freeman, The Kellogg Company, Battle Creek, Mich.; Roy Pratt, California Packing Corporation, San Francisco; and John Menzies, Crosse and Blackwell, Baltimore.

The following men continue as members of the Board of Directors: F. E. Barbour, Beech Nut Packing Company, Canajoharie, N. Y.; W. R. Barry, General Mills, Inc., Minneapolis, Minn.; William H. Gamble, Corn Products Refining Company, New York City; L. J. Gumpert, B. T. Babbitt, Inc., New York City; Austin Igleheart, General Foods Corporation, New York City; O. E. Jones, Swift and Company, Chicago; F. K. Montgomery, National Biscuit Company, New York City; B. C. Ohlandt, Grocery Store Products Company, New York City; Traver Smith, Standard Brands, Inc., New York City; William A. Dolan, Wilbert Products Company, New York City; William H. Duff II, P. Duff and Sons, Pittsburgh, Pa.; Frank Gerber, Gerber Products Company, Fremont, Mich.; W. Heckman, Welch Grape Juice Company, Westfield, N. Y.; French Jenkins, LaChoy Food Products, Inc., Detroit, Mich.; W. D. McKenzie, Quaker Oats Company, Chicago; Henry Mueller, C. F. Mueller Company, Jersey City, N. J.; and William Redfield, Hills Bros. Company, New York City.

Any unwarranted increase in prices under present or prospective unsettled world conditions was opposed in a resolution which reads:

"Resolved, that the following statement be and the same is hereby adopted as setting forth the policy of the Association with respect to prices under present disturbed economic and political conditions:

"The members of the Association oppose any unwarranted increase in prices under present or prospective unsettled world conditions and do hereby maintain prices should be equitably related in each instance to production costs. The members of the Association unanimously disapprove using the conditions resulting from the present crisis in word affairs to extract unjustifiable prices from the American consumer."

Opposition to the pernicious spread of license and registration taxes was expressed in another resolution, which reads:

"Resolved, that the Association oppose the pernicious spread of license and registration taxes and/or fees imposed on manufacturers and/or distributors for the privilege of doing business in state or any political subdivision thereof, particularly those taxes and/or fees imposed by governmental bodies in such manner as to place a burden on interstate commerce and increase the cost of distribution of the products of the industry and the price to the ultimate consumer."

Other resolutions adopted were:

"Resolved, that the Association cooperate with the Secretary of Agriculture in procuring such compliance with the new Federal Food, Drug and Cosmetic Act of 1938 as will promote the best interests of the public, consumers in general, and the members of the Industry; and be it further resolved, that the Association support a program having for its purpose the enactment by the several states of food, drug and cosmetic acts which conform with the Federal Food, Drug and Cosmetic Act of 1938."

"Resolved, that the Association and the members thereof continue their efforts to improve the quality standards of the products by its members, develop said products by scientific and market research, technical research and experimentation for the purpose of increasing the food and dietetic values thereof, and effecting a maximum volume of production and distribution of these products."

"Resolved, that the Association, through its Consumer Relations Committee, acquaint the consumer and the public at large with the work of the Association, the activities of its members and take suitable action to counteract the adverse and destructive forces which disseminate false or misleading information about the products manufactured by members of the Industry."

Thrift will shortly regain its high rating as a virtue.

The way to put one's self in a mood for work is to get to work.

How to Buy, Sell and Burn Coal

By Thomas A. Marsh

Mr. Marsh is known and recognized as an authority on fuels, furnaces, stokers and combustion. His broad experience embraces actual tests and operation as well as design of practically all types of fuel burning equipment from central station equipment to small domestic units. He has been granted numerous patents on stoker design and has contributed much to the present literature on combustion. Mr. Marsh tells in clear and non-technical language, giving examples and reasons:

How to select coal for manufacturing plants, for commercial heating plants and even for residential use;
How to cut fuel bills;
How to stop smoke;
How to increase efficiency;
How to increase steam output;
How to size stoker coal;
How to "read fires."
How to "shoot trouble" on coal and stokers.

One section is a complete schematic analysis of CAUSES AND REMEDIES of scores of fuel-burning difficulties, of great value to service engineers on fuels or stokers or as a manual for operating engineers.

This book is a valuable aid to buyers of coal for actual usage or for resale. Any one having to do with actual coal burning or stokers will naturally use it for reference on service, "trouble shooting" and combustion work.

Single copies $1.00, 10 to 24 copies 90c; 25 or more copies 80c each, including U. S. postage. Address THOMAS A. MARSH, 5625 Kenwood Avenue, Chicago, Ill.

October Flour Output Slips 950,000 Bbls. Under Previous Month's 10-Year High

As reported to *The Northwestern Miller* by mills whose total production represents about 64 per cent of the national output, 6,381,680 bbls of flour were produced in October. The previous month's output, the highest for any month in 10 years, was 7,330,043 bbls. Thus production declined about 950,000 bbls during the month of October.

Nevertheless, October's figure is little different from 6,448,458 bbls, the total of October, 1938. The month's output two and three years ago, respectively, was 6,128,307 bbls and 6,058,230 bbls. Hard winter wheat mills of the Southwest lost about 327,405 bbls in production during the month, and northwestern spring wheat mills slipped 242,580 bbls under the previous month's production. Production by Buffalo mills declined 55,810 bbls.

Following is a detailed table showing October production by producing sections:

TOTAL MONTHLY FLOUR PRODUCTION

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

		Previous	October		
	October, 1939	month	1938	1937	1936
Northwest	1,514,326	1,756,908	1,530,064	1,446,405	1,425,280
Southwest	2,334,965	2,662,372	2,249,956	2,271,176	2,332,611
Buffalo	1,006,681	1,062,491	1,028,030	953,680	860,082
Central West—Eastern Div.	487,708	568,248	528,490	338,753	316,562
Western Division	295,816	380,770	326,815	298,943	285,622
Southeast	131,217	200,330	346,597	310,856	329,649
Pacific Coast	610,967	698,924	438,506	508,494	508,424
Totals	6,381,680	7,330,043	6,448,458	6,128,307	6,058,230

Would Extend Macaroni Shipments

Authorization to extend the transportation of macaroni and macaroni products in the states of Pennsylvania, New Jersey, New York, Connecticut and Rhode Island between Lebanon, Pa., and New Haven, Conn., over irregular routes has been asked in a petition filed by Antonio Spina, 200 S. Third st., in a petition filed with the Interstate Commerce Commission.

M. B. Driscoll, commission examiner, planned to conduct a hearing in the Adelphia Hotel, Philadelphia, November 7 at 10 a. m., reports a recent issue of the Reading, Pa., *Times*.

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. R. Winebrener.....Adviser
M. J. Donna..Editor and General Manager

SUBSCRIPTION RATES

United States and Canada.....$1.50 per year in advance
Foreign Countries....$3.00 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 NOVEMBER 15, 1939 No. 7

Service to Members

Labeling Advice

Director of Research, B. R. Jacobs, in answer to many inquiries concerning the "ingredient labeling requirements of the new Food, Drug and Cosmetic Act," issued a bulletin to the membership giving some timely and pertinent information with respect to the provisions of the law that vitally affect Macaroni-Noodle manufacturers.

He advises on the products that must bear labels with statements of contents and which do not. He further instructs members on the order in which the various terms must appear on a legal label.

Will Attend Fact-Finding Hearing

In a bulletin to members of the National Macaroni Manufacturers Association, B. R. Jacobs, Director of Research, advises that he will fully represent them and the Association at the fact-finding conference called by the Federal Food Standards Committee to consider bases on which to develop reasonable and practical "definitions of standard and identity." In company with Past President, Philip R. Winebrener of Philadelphia, Pa., he will attend the meeting in Washington, November 8, and present such information as the committee or Secretary of Agriculture may desire.

New Processing Tax (?)

Is the Macaroni Industry to be subjected to another experiment in the form of a new processing tax on semolina, farina and flour?

Is it true that danger lurks ahead and that such a tax is to be recommended under disguise?

This matter was called to the attention of the Members of the National Association in a special Bulletin from the office of the Secretary. It explained the coöperative action being taken to guard against the passage of such obnoxious legislation by Congress.

30c and 42 Hours

Association members were reminded of the increase in hourly wages and the reduction of the work week that automatically became effective on October 24, 1939.

Effective that date the minimum wages to be paid any but "specially exempted employees" is now 30 cents per hour; the maximum work week is but 42 hours, with time and a half for overtime.

Mid-year Meeting Planned

Official notice of the date and place of the Mid-Year meeting of the Association in Chicago was sent members from the office of the Secretary. Also warning that out-of-town manufacturers and allieds make room reservations early as practically every hotel room in Chicago will be reserved for the thousands that annually attend the Canners Convention, the General Grocery Conference and the meetings of organizations similar to the one annually sponsored by the National Macaroni Manufacturers Association. Non-members interested in the organization's welfare will also be invited and welcome.

Macaroni-Noodle Week

Preliminary report on promotional efforts of The National Macaroni Institute and coöperating members was made by the Director with promise of a more complete report when returns are all received. Many took the fullest possible advantage of the opportunity to celebrate the national week very profitably. Did you?

Any man can populate his world with courteous people by being courteous.

It takes good wages to generate public buying power.

Optimistic

The day's news fairly crackles with items telling of how business is gaining throughout the country. A good deal of this optimism is due to the expectation that the country is entering on a war boom. Don't get excited and stub your toe on expectations to get rich quick.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers Association

Local and Sectional Macaroni Clubs

OUR MOTTO:
First--
INDUSTRY
—
Then--
MANUFACTURER

The Secretary's Message

●

Secretary Warns Industry

A Processing Tax in Disguise

A Bulletin issued by the Millers' National Federation, though directed to the flour-milling industry, bears a message of the utmost importance to manufacturers of Macaroni Products. It describes a mutual problem—a processing tax on wheat products camouflaged under the name of Wheat Certificate Allotment Plan.

The plan is already embodied in the Wheeler Bill—S. 2395, now pending in Congress. It provides for a tax which may amount to $2.00 or more per barrel on flour, semolina and farina. It has gained considerable support in and out of Congress. It is reported that the Department of Agriculture is seriously considering supporting this plan, says a special bulletin to the members of the National Association dated Oct. 24, 1939.

This threatened legislation should be most seriously considered. It should not be dismissed lightly with the thought that such a tax is inevitable and therefore useless to resist. Prompt and persistent protective moves should be made without delay.

The Millers' National Federation is preparing a definite program of action to be inaugurated at the proper time. The National Association has pledged its fullest coöperation in combating the tax. It advises all interested manufacturers to take the following steps:

(1)—Relate immediately the effects of the bill to your own company—assemble the factual data on reduction in plant output, curtailment of purchases of raw materials, loss of employment, etc., and communicate your views to those Senators and Congressmen with whom you are personally acquainted.

(2)—Promote discussion of the plan among local consumer, business and farm groups to acquaint them with the provisions and effects, bringing their attention to increased food costs, reduction of employment, injury to home industry, reduction of consumption, that will result.

(3)—Local newspaper editor should be fully informed regarding the plan so he may adequately reflect through his columns the local opinion. He's vitally interested in his community.

(4)—Support the National Association, of which all macaroni-noodle manufacturers should be a proud part, fully in this and other prospective promotional activities aimed at the industry's general welfare.

Tell the National Association your views and suggestions. Tell non-member manufacturers what the Association is doing. Get them to coöperate. We will keep you informed on all new developments. Let's fight!

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

KEEP HOUSEWIVES ASKING FOR YOUR PRODUCT

WHEN women start specifying the same brand each time, sales zoom upward. Women do this when they discover that your product is packed with flavor and quality.

WISE egg noodle and macaroni manufacturers ... men who can't risk the reputation of their product on cheap Semolina or Durum products ... know that consistent use of the Pillsbury line is "quality insurance."

DON'T take chances. Use Pillsbury's complete line and assure yourself of more repeat sales.

Pillsbury's Best No. 1 Semolina

Pillsbury's Best Durum Fancy Patent

Pillsbury's Durum Granular

Pillsbury's Durmaleno Patent Flour