

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 1**

May, 1940

MAY, 1940

The MACARONI JOURNAL

Three Profitable Salesmen

Here are FACTS which Grocers everywhere will appreciate!

No other grocery item excels MACARONI, SPAGHETTI or EGG NOODLES in SALESMANSHIP.

Handle only quality Macaroni Products bought from reputable manufacturers. Price them fairly and they will be not only a source of direct profit in themselves, but they'll create additional sales of related foods to appreciably increase the sales-slip totals.

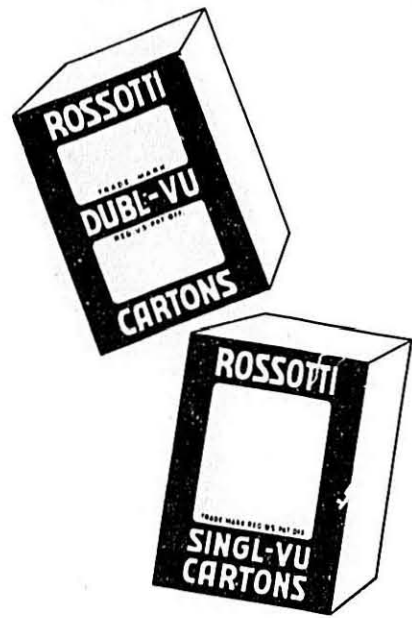
Employ these Three Little Salesmen regularly.

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXII
NUMBER 1

Printed in U.S.A.

IMPORTANT *Extra Values*
ARE YOURS WHEN YOU SPECIFY LABELS AND CARTONS BY



ROSSOTTI

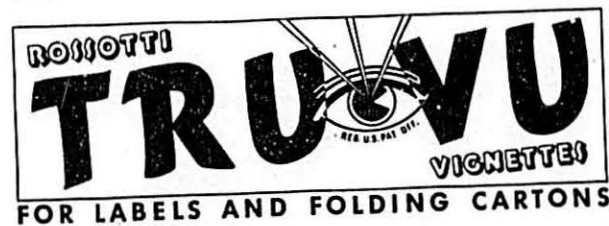
The labels and cartons we offer possess many hidden PLUS values often not obtainable in packaging materials of ordinary calibre. Packaging is a subject of such vital importance in modern highly geared merchandising that many keen buyers today dig deeper than just a label or carton at a price, to assure the successful sale of their merchandise.

For instance, when you specify a Rossotti label or carton, you employ the remarkable facilities of our modern new plant. Here, under one roof, is an amazing assembly of equipment representing latest developments in the manufacture of really fine direct color lithography. You also specify peak efficiency—the production of quantities large or small, with utmost speed and economy. You employ our highly specialized knowledge of packaging which assures accurate solutions of your problems—experience of more than 42 years that is brought to bear upon your individual requirements. You employ the skill and expert craftsmanship of an organization well known for its habit of going far beyond the usual scope of ordinary label and carton manufacturers in rendering a valuable service to its customers.

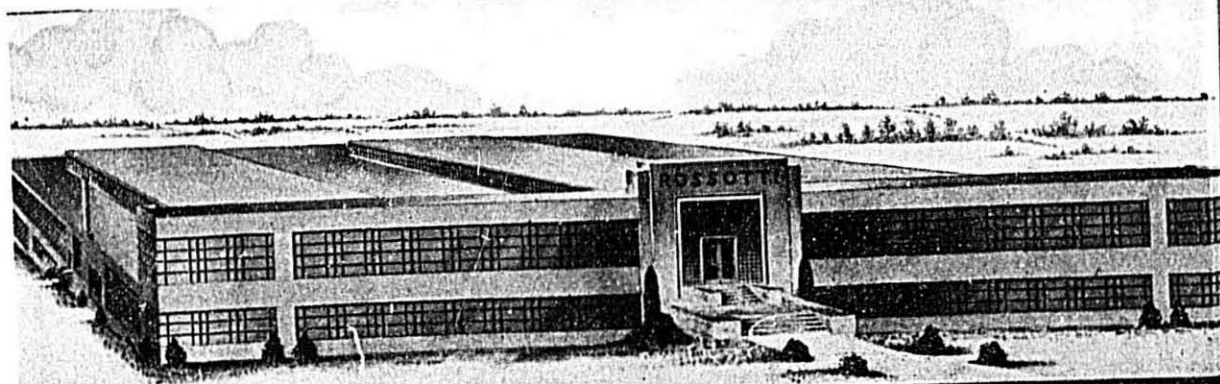
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Main Office and Plant
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MODERN NEW AIR CONDITIONED PLANT OF ROSSOTTI LITHOGRAPHING COMPANY, AT NORTH BERGEN, N. J.



Does Volume Mean More Profit?

Some time ago a request was received for figures definitely proving or disproving that adage so popular in the grocery business—"Increase your volume, and you will increase your profits."

Figures have been assembled covering a four-year period, showing volume, operating expense, and net profit. From the study of these figures it is evident that this statement about volume and profit is true under a given set of qualified conditions. Otherwise it is entirely misleading.

First, the macaroni-noodle manufacturing business is a financial venture for the purpose of profit. A business which returns only a living is not a successful venture. Any manufacturer should conduct his business so that it will pay him the equivalent of the salary he could earn in a similar capacity employed by someone else, and in addition, pay him a reasonable return on his capital invested, after all expenses and reserves have been deducted. Unless or until his business does this, a manufacturer cannot be considered a successful operator.

Volume, of course, is one of the most important elements entering into the question of financial success. For this reason we have for years listened to the ravings and rantings of theoretic experts who say, "Increase your volume, and you will increase your profit."

A manufacturer must have sufficient volume at the prevailing spread between his operating cost and his gross profit to show a net profit that will pay his salary and return him a fair rate on his investment.

A tremendous volume might earn an enormous profit, but the sad fact is that net profits actually earned are not usually in the same ratio as the volume. Any shortsighted manufacturer can run his volume up to a high figure by a shot in the arm of hot-shot price-cutting. All the penny-pinching buyers and bargain hunters in the country will flock to his door, but finally he will wake up to the fact that price reductions have come out of his own (or his creditors') pockets, and the acclaim of the bargain chaser has been shifted to someone else as foolish as he.

Success in any business cannot be had without the regular patronage and purchases of steady customers,

who realize and consider quality and service as well as price. Profit is an absolute necessity for the existence of any business, and greater volume should mean additional profit.

However, operating expenses become more and more difficult to control as the volume increases, and the net profit percentage fails to increase in the same ratio as the volume. In fact, the profit ratio too often slips badly. Why? Because overhead has a habit of sneaking up on the unsuspecting manufacturer by demanding more help, greater payroll, higher advertising costs, extra delivery costs, enlargement of quarters, more light, and in fact, almost every item of expense decides that it is time for it to grow, too.

More Volume, More Expense

One must conclude that there is a point at which increased volume becomes unprofitable. That point is when the increased volume requires additional overhead expense, in the item of wages particularly. It is often necessary to add more help to take care of additional volume, and until the volume increases to a point where the additional help is continuously kept busy at gainful work, the additional volume is not profitable. One might describe it as a saturation point, or efficiency point in his physical operation.

It is true in every case that when the volume is sufficient to secure the utmost efficiency and make the greatest use of employees' time, then the operation is most successful. Below this efficiency point, or saturation point, increased volume merely means increased overhead without the corresponding increase in net profit.

If a manufacturer will recognize this fact and control his overhead, and in the meantime be sure that he does not sacrifice his gross margin in order to secure the additional volume, he is certain to realize a greater net profit.

Summed up in one sentence, it might be said that if you increase your volume, you will increase your profit, provided you maintain your turnover and the necessary spread between gross margin and operating expense. (Adopted).



QUALITY
IS
SUPREME
IN

★ ★ TWO STAR ★ ★
MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN

The MACARONI JOURNAL

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Needed — Slack-Filled Package Understanding

The new food law has been in effect for some time, but all of its provisions have not yet been enforced because of lack of time and the general rush of work which the effectuation of the legislation entails. However, early this year the Macaroni-Noodle manufacturers were made aware in a most forceful way that many of the present packages transporting their products from plant to consumer were not acceptable under the new act.

There was, needless to say, considerable consternation in the trade when numerous seizures were made in different parts of the country, causing inconveniences, unnecessary re-packaging expense, loss of prestige and unfavorable publicity. It can be truthfully said that most of the packages seized were no more guilty of law violation than were the many more lucky ones that were overlooked. However, it served as a warning of what is to come unless an understanding of some kind is reached between the packers of macaroni products and the law enforcing officials.

The Macaroni-Noodle industry has a staggering investment in plant machinery and in packaging equipment and supplies. Any enforced radical change in packaging requirements will cost individual manufacturers hundreds and thousands of dollars.

Money spent in macaroni-spaghetti-noodle packaging is astounding in view of the low unit selling price of this economical and nutritious food. To increase that expense will be a disaster. What is to be done about it? That's the question being asked in all manufacturing circles.

Evidently, the Government desires to be fair and reasonable. It is primarily concerned, however, in protecting the consumer and in this they want the cooperation of the manufacturers. Officials have suggested that manufacturers help judge their own packages by placing themselves on the purchaser's side of the store counter and to decide for themselves whether their particular package is or is not reasonably full from the viewpoint of the housewife who knows nothing about the manufacturers' packaging problems.

That sounds fair enough—but it will not solve the trouble in its entirety. What the industry needs most is stability in packaging regulations. What constitutes a legal package for all of the various sizes and shapes of this food? What tolerance is to be permitted to compensate for differing wall thicknesses, crooks and bends? What allowance for settling of products after closure of packages? What is a reasonably

filled package? Should there be a standard size package for most of the common shapes or will each product require a special size package?

These are but some of the many questions that are puzzling manufacturers and on which there must be some early clarification. To arrive at some definite understanding on the whole packaging problem, many are advocating a friendly conference between the food law enforcing officials and a representative group of interested manufacturers. Around a conference board many of the puzzling things may be ironed out to everyone's satisfaction and in the interest of both packers and consumers.

Other trades have found it advantageous to hold conferences for this purpose with the result that compromises have been effected that make for understanding and fairness. For instance, the Spice trade, which has perhaps even more serious packaging problems than does the macaroni industry, recently held such a conference and through it obtained a compromise arrangement with respect to the degree of dessert containers. A tolerance of 15 per cent was agreed upon, which means that a package that is 85 per cent full constitutes a legal spice package.

With this as a precedent, it seems logical that a similar arrangement is possible with respect to macaroni products whereby the interests of the Government, the macaroni manufacturer and the consumer will be promoted.

During the last week in June this year, representatives of most of the important macaroni packaging firms will be in Chicago to attend the 36th annual conference of the macaroni industry. If it were possible to have the food law enforcing officials hold a general hearing on the entire matter of proper packaging of macaroni products during or following some session of the conference, the attendance of the interested parties would be nearly 100 per cent and the results invaluable to all concerned.

Under the changes being made in Washington and the transfer of authority to a new agency, there is every likelihood that the latter will be anxious to learn all about our problems and invaluable good should come out of the proposed conference. Manufacturers would be saved additional expense and the administration assured of a most representative hearing. The need is apparent and the Chicago conference in June appears to be the logical place and time for a friendly hearing and profitable understanding.

Report of the Director of Research for April, 1940

By Benjamin R. Jacobs

The Food and Drug Administration published notice in the Federal Register of April 12 to the effect that a hearing would be held for the purpose of establishing definitions and standards of identity for flour, farina, semolina and other similar foods.

The following are the proposed standards for flour, durum flour, farina and semolina:

Plain Flour

"Flour, white flour, wheat flour, plain flour; identity; label statement of optional ingredients. (a) Flour, white flour, wheat flour, plain flour, is the food prepared by grinding and bolting any cleaned wheat or mixture of cleaned wheats, except durum wheats. Such proportion of malted wheat may be used as compensates for any natural deficiency of enzymes in the other wheat or wheats used. The final bolting is through a cloth having openings not larger than those of No. 100 woven wire cloth which complies with the specifications for such cloth set forth on Page 3 of 'Standard Specifications for Sieves,' published October 25, 1938, by U. S. Department of Commerce, National Bureau of Standards. It is so freed from bran coats or germ, or both, that the per cent of ash contained therein is not more than the sum of one-twentieth of the per cent of protein contained therein and 0.3. Its moisture content is not more than 15 per cent."

"For the purposes of this section—

"(1) Ash content is determined by the method prescribed in the book 'Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists,' Fourth Edition, 1935, page 207, under 'Method 1—Official'."

"(2) Protein content is 5.7 times nitrogen content as determined by the method prescribed in such book on page 25, under 'Kjeldahl-Gunning-Arnold Method—Official'."

"(3) Moisture content is determined by the method prescribed in such book on page 206, under 'Vacuum Oven Method—Official'."

"The use of bleaching and aging ingredients is permitted in flour provided it does not conceal damage or inferiority or make the flour appear better of greater value than it is."

"The bleaching agents permitted are

specified and when used label shall bear the word 'bleached'.

Durum Flour

The Standards of Identity and Definitions proposed for "Durum Flour" are identical with those proposed for "Flour" with the following exceptions:

Durum flour shall be prepared from durum wheat or a mixture of durum wheats. The ash content shall be not more than per cent (to be fixed within the range of 1.2 per cent to 1.5 per cent).

Farina

"Farina; identity. (a) Farina is the food prepared by grinding and bolting any cleaned wheat or mixture of cleaned wheats, except durum wheats and soft wheats. It is ground to such fineness that when tested by the method prescribed in subsection (b) (2), it will pass through a sieve made with No. 20 woven wire cloth which complies with the specifications for such cloth set forth on Page 3 of the publication 'Standard Specifications for Sieves,' October 25, 1938, U. S. Department of Commerce, National Bureau of Standards, but not more than per cent (to be fixed within the range of 1 per cent to 3 per cent) will pass through a sieve made with No. 100 woven wire cloth which complies with the specifications for such cloth set forth on page 3 of such publication. It is so freed from bran coats or germ, or both, that its ash content is not more than per cent (to be fixed within the range of 0.45 per cent to 0.65 per cent. Its moisture content is not more than 15 per cent."

"(b) For the purpose of this section—

"(1) Ash content is determined by the method prescribed on page 207, under 'Method 1—Official,' and moisture content by the method prescribed on page 206, under 'Vacuum Oven Method—Official,' of 'Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists,' Fourth Edition, 1935."

"(2) The method referred to in subsection (a) is as follows: Use U. S. Standard sieves of 3 inches diameter and two inches height, thoroughly cleaned and dried. Attach the pan and pour 100 grams of the sample into the No. 20 sieve. Attach the cov-

er and hold the assembly in a slightly inclined position with one hand. Shake the sieve by striking the side against the other hand with an upward stroke at the rate of about 150 times per minute. Turn the sieve about 1/6 of a revolution, each time in the same direction, after each 25 strokes. Continue shaking for two minutes. Remove and weigh material retained on the sieve, and record the per cent of such material."

"Substitute a No. 100 sieve for the No. 20 sieve, with pan attached, and pour material which passed through the No. 20 sieve into the No. 100 sieve. Attach cover and shake for two minutes in the above described manner. Remove and weigh material in pan. Record the per cent of such material."

Semolina

Standards of Identity and Definitions proposed for semolina are identical with those proposed for farina with the following exceptions:

Semolina shall be prepared from durum wheat or a mixture of durum wheats. The ash content is not more than per cent (to be fixed within the range of 0.65 per cent to 0.85 per cent).

The Laboratory of the Association is now engaged in compiling data on the ash content of farina and semolina which may be of assistance in determining the maximum ash content which is to be fixed for these products."

Due to the transfer of the Food and Drug Administration into the Federal Security Agency the hearing on these products has been postponed indefinitely. However, we shall be prepared when this hearing takes place to present the available data on the ash content of these products."

AFMA Sponsors National Feed Week

Cattle and hogs cannot read, but men who feed them do, so the American Food Manufacturers Association with headquarters in Chicago has announced plans for a national Feed Week, October 14-19, 1940. The plans are scheduled for further discussion at the annual convention of the Association to be held at French Lick, Indiana, May 23 and 24.

May, 1940

THE MACARONI JOURNAL

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Dear Betty Crocker:



THOUSANDS OF ENTHUSIASTIC HOME-MAKERS PRAISE BETTY CROCKER'S DELICIOUS SEMOLINA RECIPES!

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

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

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

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

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

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

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

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

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

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



GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

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

Federal Trade Commission Rules on "Long and Short" Macaroni

Length Is No Quality Guide

All "long" macaroni or spaghetti is not always of the best quality. Neither is short-cut macaroni or spaghetti naturally low grade.

That is the reasoning implied in the recent decision by the Federal Trade Commission in the case of the John B. Canepa Company, Chicago, Ill., which has been ordered to refrain from using a statement to the effect that "only the finest macaroni is made long."

The decision gave the word-twisting writers a fine change at playing with words, as might be expected. Most of them saw only humor in the situation; others considered the seriousness of the decision, even though the respondent is no longer using the objectionable statement.

The staid but dependable *Journal of Commerce*, New York City, treated the decision as follows:

Spaghetti Good—Long or Short

The Federal Trade Commission has ruled April 22, 1940, that the length of macaroni or spaghetti is in no way indicative of its quality.

In the case of John B. Canepa Co., Chicago, manufacturer of macaroni and spaghetti products, the commission finds that prior to July 12, 1938, the respondent has caused booklets and other advertising matter to be distributed in the various States containing such advertisements as: "I hate to brag, but only the finest macaroni is made long," and "I hate to brag, but only the finest spaghetti is made long." Since that time the advertisements have been modified to "I hate to brag, but genuine macaroni is made long," and "I hate to brag, but genuine spaghetti is made long."

The commission finds that such statements and representations are misleading and unfair, and that, in fact, genuine macaroni and spaghetti products of the finest quality are made in both long and short lengths, and that macaroni and spaghetti of the finest quality are, in some instances, first made in long lengths and thereafter cut into short lengths, the length being no criterion of the quality of the product.

The respondent corporation is ordered to cease and desist from further representing that the length in which macaroni or spaghetti products are manufactured or sold by the respondent or any of its competitors is in any way indicative of the genuineness or quality of such products.

Spaghetti Fine, Long or Short

The *Daily Times* of Chicago is one of the many papers that comments on the decision facetiously, thus:

Once upon a sunny day, legend has it, the Venetian explorer Marco Polo was strolling somewhere in China when he came upon a yard full of macaroni drying in the breeze. He was transfixed at the sight because it looked like so many hula girl costumes hanging on the lines, although he had never seen any hula girls.

Having satisfied his appetite and thirst

for knowledge, young Marco reckoned as he would teach the folks back home how to make the elongated tidbits. No sooner said than he had all Italy eating macaroni and arguing over the best way to do it.

Long and Short

Gradually the macaronian controversy spread to all quarters of the earth. As the years went by the Italians developed by-products such as capellini, vermicelli, spaghetti, spaghetti and all the way down through ziti. But the proper way to eat the stringy foodstuff remained a moot question.

Should it be served long or short? Should it be eaten with sauce and cheese, or cheese or sauce alone? Should it be held gracefully aloft and gently lowered into the gizzard, or should it be rolled into a tight ball at the business end of a fork?

Millions of yards of spaghetti slipped under the bridgework as the controversy raged, then came April 23, 1940. In a momentous decision that stunned thousands of macaroni connoisseurs into silence, the Federal Trade Commission announced that it made absolutely no difference whether macaroni products were long or short.

Bar Boasting Ads

Hardest hit by the ruling was the John B. Canepa Co., 310 W. Grand, which advertised to the effect:

"We hate to brag, but only the finest spaghetti is made long." The same for macaroni.

The FTC brought a formal complaint against the company in March, 1939. Numerous hearings were culminated with yesterday's ruling that the company should discontinue this type of advertising.

Pay Wage-Hour Violation Fine

In February, 1940, the Chicago Macaroni Company, 2170 Canalport Avenue, Chicago, Illinois, and three of its officers made pleas of guilty before U. S. District Judge John P. Barnes to the first count of a 34-count indictment charging violations of the Wage-hour law. Judge Barnes fined them \$5,000 and continued the other 33 counts to allow the firm to make restitution to their employees, reports the Chicago, Illinois *Times* of May 2, 1940.

On May 2, the defendants returned to Judge Barnes' court and announced that they had paid \$8,500 to 185 workers. Judge Barnes fined the violator \$2,500 additional on the second count and \$1.00 each on the remaining 32 counts, totaling \$2,532. Total cost to the company was \$16,032.

Attend Industry's conference in Chicago, June 24-25.

1940 Durum Prospects Fair

During the latter part of April, Capital Flour Mills, Inc., Minneapolis, Minn., resumed its annual Spring Bulletins on the durum wheat crop conditions that have been found so interesting by macaroni manufacturers who use semolina and other durum wheat products.

The weekly bulletins tell of the planting intentions of the durum wheat farmers, the prevailing weather and moisture conditions, the seeding and early growth of the crop and an estimate of the possible yield. For example, here's what its May 3, 1940, bulletin reports on conditions that prevailed in the durum area as of that date:

Additional moisture received the first part of this week has been general over the spring wheat area and surface moisture conditions are very good almost without exception over the entire northwest. Where seeding has been accomplished the crop should germinate rapidly under favorable conditions so far as moisture is concerned.

However, due to the additional moisture, and in the northern districts cold to freezing temperatures at night, field work has been further delayed. In the heavy durum producing area of N. E. North Dakota, particularly the N. E. quarter of district No. 1, also the northern third of district No. 5 in Minnesota on our outline map, seeding of durum ranges from just well started to 40 per cent completed.

Elsewhere seeding of durum ranges from being quite generally completed in South Dakota, south and central North Dakota, to 30 to 50 per cent completed in north central North Dakota. As a whole, we are 10 days to 2 weeks later than last year, and about the same as in 1937, with the result that conditions must be more favorable during the growing period to bring the crop along and avoid damage during the critical period in late June and early July.

Estimates issued today by private crop reporters indicate a possible winter wheat crop of 441 million bushels based on conditions as of May 1, compared with their estimate of 428 million bushels as of April 1st, and Government estimate of 425 million as of April 1.

The Significant Thing

The nicest thing about the current controversy over whether short spaghetti is as good as long spaghetti is that it reminds us that we live in a country where people can still become excited over such things.—*Independent & Tribune*, Anderson, South Carolina.

Durum Improvement Work Northwest Crop Improvement Association

By Henry O. Putnam*

In 1928, at the time the Northwest Crop Improvement Association was organized, much of the durum wheat delivered to the market was mixed with other wheats, thus making it of undesirable milling quality. One of the first projects undertaken by the Association was to improve the quality of durum wheat. Many methods have been used to encourage farmers to produce and market quality durum.

In 1928 the Association was instrumental in organizing a plan whereby approximately five carloads of pure Mindum durum seed was shipped in from Canada and sold to farmers in North Dakota. This seed has served as foundation stock for much of the present high grade durum in the Dakotas.

Surveys

County elevator surveys have been made in order to learn the type of grain shipped from various counties. Many of these surveys have been made in the durum area. This enables us to learn just where intensive crop improvement work is most needed.

Each year as the new crop comes to market a check is made to determine just what stations are shipping mixed, diseased and inferior quality grain. This information, together with that obtained from county wheat surveys, is used to determine where educational meetings should be scheduled before planting time the next spring.

In cooperation with the state experiment stations, many seed clinics are then held where farmers are asked to bring in samples of the seed they intend to plant. These samples are analyzed for variety and purity and if found to be unsuitable for the production of a quality crop, it is suggested that the farmer obtain new foundation seed.

Exhibits

Exhibits showing products made from good and poor quality durum wheat are prepared and these exhibits displayed so farmers may see why the miller and macaroni manufacturer need high quality grain rather than the poor varieties or those containing mixtures. (See illustration.)

These exhibits are used at farmer meetings, seed shows, county fairs,

*The author is the Executive Secretary of the Northwest Crop Improvement Association.



and displayed on Special Agricultural Trains. These trains are equipped with many interesting displays and exhibits and then tour the different localities, stopping for all-day meetings. Farmers are invited to study the exhibits and explanations are given so they may fully understand why it will be more profitable for them to grow high quality grain.

The Association cooperates with other organizations each year in holding a State Durum Show at Langdon, North Dakota. This has become an outstanding event and in 1939 approximately 100 samples of durum were exhibited. Those in attendance are given an opportunity to study displays, exchange ideas and listen to talks by those interested in the handling of the durum crop.

Variety Trials

Coöperative durum variety tests are planted in North Dakota and the grain shipped to Minneapolis, where it is ground and distributed to several laboratories for testing. In this way the mills have a chance to see how new durum varieties being developed compare with the standard varieties of Mindum and Kubanka.

Market Tours

Groups of durum farmers have visited our market in late years to learn more about the marketing of their crop. They visited the state and federal grain supervision, the trading floor and a macaroni plant. The various activities were explained at each place, thus giving the farmers a better understanding of market requirements. Evening meetings have been held, at which time a durum buyer and a durum processor discussed their

problems and these talks were followed by an open forum.

Grain Schools

Grain schools are held annually for elevator managers, farmers and agricultural workers. Laboratory work, where those in attendance learn to identify various classes of wheat, is regular routine. Marketing problems, recommended varieties, diseases and other factors are discussed at these schools.

Seed Clinics

As a result of the county surveys and information obtained from the durum marketed in 1939, we found that the 1939 crop contained too high a percentage of admixtures such as barley, red durum, white wheat and hard red spring wheat. Plans were made with the North and South Dakota Extension Services to hold seed clinics in much of the durum area during the past winter.

During the 1939 clinics held in North Dakota, 959 samples of durum were analyzed and 595, or 62 per cent of them, were found unsuitable for seed. In South Dakota out of 151 durum samples analyzed, 81, or 57 per cent, were found unsuitable for seed. Durum wheat is not recommended for seed if it has over three per cent of wheat or other classes, this per cent of mixture being less than the tolerance in No. 1 Amber Durum. All those farmers having samples that were not recommended for seed, were urged to secure seed of a recommended variety and free from all mixtures.

Many of the mixtures now occurring in our durum wheat are a result of the drought years, grasshopper infestations, seed shortages and generally poor crop conditions.

Durum improvement work has been carried on by the Northwest Crop Improvement Association for the past eleven years, but problems still exist. The Association will continue to stress the necessity of growing acceptable varieties, free from admixtures, through surveys, seed clinics, grain schools, exhibits and tours, and do whatever possible to encourage the production of quality durum for the market.

It pays to attend to one's business. That should bring you to the 1940 convention in Chicago, June 24-25.

Standards Hearing at Convention (?) Be Wise— Avoid Disaster

There has been quite a consistent clamoring for hearings by the Government bodies at the convention city during the annual conference of the macaroni industry as a matter of convenience and of obtaining the general opinion of the trade as expressed by the leading manufacturers who annually attend the national conferences of their industry.

A hearing, for instance, on the proposed definitions of standards of identity for Semolina, Farina and Durum Flour, would be ideal if it could be held in Chicago and at the Edgewater Beach Hotel, during one of the days of the two-day convention of the National Association. There will be in attendance there all those who are most directly affected by the final decision—the leading macaroni and noodle manufacturers, the durum millers, and an unlimited number of consumers who could represent the buyers and users of the finished products.

Research Director B. R. Jacobs of the National Macaroni Manufacturers Association, whose opinion was sought, feels that it would be a fine gesture on the part of the officials of the new Federal Security Agency if the hearing could be held as proposed, but fears that it would be almost useless to expect such a favor for the following reasons:

Informal hearings on standards are always held in Washington, D. C. before nine members of the Committee on Standards, who are called to the capital city in advance of hearing dates so that they can give the necessary time and attention to the work. An informal hearing on standards of identity for Semolina, Farina and Durum Flour has already been held.

A date was set for a formal hearing on the proposed definitions of standards of identity for Semolina, Farina and Durum Flour on May 13, 1940, in Washington but it was canceled due to the transfer of the Food and Drug Administration from under the old wing of the U. S. Department of Agriculture to the new agency and to give the latter time to prepare and propose its own definitions.

In Research Director's opinion, the formal hearings that immediately precede the promulgation of definitions and standards, are usually held in Washington, especially those prescribed by law. They must be conducted by a presiding official specially appointed for that particular purpose. Not less than 30 days notice in advance is also the legal requirement.

Besides the presiding official there is an Examiner, also a Government official who asks the witnesses questions. Also a number of Government witnesses who give evidence in sup-

port of the standards proposed by the Government. In addition there are the Consumers' witnesses and other trade witnesses. So it is easily seen how difficult it would be to have any such hearing elsewhere.

Hearings on standards are almost identical to court cases where the presiding official acts as judge, the examiner as the prosecuting attorney, and each of the other interested parties have their attorneys. The whole proceedings are carried out under oath.

Of course, there is no knowing what the new Federal Security Agency may choose to propose in the way of definitions of standards of identity for Semolina, Farina and Durum Flour. We do know what the Department of Agriculture intended to propose and there is every likelihood that there will be somewhat similar ones advanced by the new agency. Therefore, it is suggested that all who are interested should study the ones that were prepared and withdrawn when the hearing was cancelled. They are given in detail in the May report of B. R. Jacobs, Director of Research of the National Macaroni Manufacturers Association appearing elsewhere in this issue. By doing so, you'll be ready for the hearing on the subject matter whenever and wherever held.

Will Consider Invitation

In reply to a letter by Secretary Donna to the new Federal Security Agency inviting that body to consider holding the proposed hearing during the industry's convention in Chicago as a matter of economy and convenience, Assistant Administrator Wayne Coy of the Agency holds out hope. The letter reads, in part:

Dear Mr. Donna:

The transfer of the Food and Drug Administration is included in Reorganization Plan No. IV, which is now being debated in Congress. Consequently, we are not taking any action with respect to taking over the administration of this Agency until definite action is taken by Congress.

If the transfer is approved, your suggestions will be considered just as early as is consistent with the administration problems which the transfer will create.

Cordially yours,
(Signed) Wayne Coy

Vienna Foods Incorporated

Vienna Foods, Inc., was given incorporation papers by the State of New York to manufacture and sell spaghetti, vermicelli and similar products. The firm is located in Buffalo and was represented in the action by C. Clyde Joslin. The firm has a capitalization of \$10,000.

Be Wise— Avoid Disaster

A well-known mid-western firm in a circular to the trade voices the thinking of the better class of manufacturers and the hope of every element in the trade that has the interest of the industry at heart. Preaching the policy of fair play and reasonable prices and practicing the policy of selling only quality products of which one need never be ashamed, is considered as the real panacea for the industry's current ills. All are believers and most of them preach it. However, entirely too small a percentage practice it for fear that they may lose an account or two that is probably not worth scrapping for.

What a victory it would be for the Macaroni-Noodle Industry if only 100 of the leaders among the 375 firms would simultaneously and without collusion choose to produce only quality goods and to sell them profitably for a trial period of say, six months. The result would be a definite determination never to return to the present chaotic conditions of uncertainty and ultimate disaster.

Yes, it would probably mean a temporary loss of customers who buy "at prices" only, but that would mean no profit loss. It would gain a greater respect for the manufacturers who have the gall to demand a fair price for honest goods, and in the leveling-off process, the whole trade would rise in consumer estimation and appreciation.

The circular above referred to broadcasts the following message:

"The increase in wave of price-cutting that has spread all over the country leads only to one point—disaster.

"As an intelligent buyer you know that when price-cutting starts, quality is lowered or deteriorated and especially is this true in the Macaroni and Egg Noodle industry.

"Customers are so hard to keep that it is not a wise policy to handle foods of this kind from sources that are not reliable. We are maintaining quality at all costs and with our prices only a few cents higher, we feel that it is not wise to jeopardize dissatisfying our customers.

"Make certain that you receive Macaroni manufactured from 100 per cent Semolina No. 1, and Egg Noodles of Durum Flour with guaranteed 5½ per cent Egg Solids and No ARTIFICIAL COLORING. On the above basis, we solicit your valued business."

Here's an old idea that has everyone's approval and which should not be hard to put into practice if there is a sincere desire to take such a step. Who will follow the fine example?

Attend Industry's conference in Chicago, June 24-25.



Cloverbloom Frozen Yolks

*They're Color-Tested...
They're Solids-Proved...
For Noodles that Sell!*

Mister Noodle-Maker . . . here are two mighty important facts about Cloverbloom Frozen Yolks.

First, they're *Color-Tested!* They're tested against a scientific color-guide...when they're broken...to make good and sure that every can you buy will give your noodles the richest possible *natural* egg color...deep, uniform color that comes from yolks selected for high pigment!

Second, they're *Solids-Proved!* Every can of Cloverbloom Frozen Eggs must measure up to a strict standard of 45% solids. We make sure of that with instruments like the Zeiss Refractometer, in order to leave nothing to guesswork . . . in order to give you the exact solids content you need for fine noodles, every time you buy!

Those are the two big reasons why Noodle-Makers all over the country are using Cloverbloom Yolks. There are a lot of other reasons . . . but we'd rather let a trial can of Cloverbloom Frozen Yolks prove its worth in your product. Why not get your order in right now?

You can get 24-hour delivery service on Cloverbloom Frozen Yolks . . . and Armour refrigerator cars and trucks protect quality right to your door.



**ARMOUR'S CLOVERBLOOM
CLARIFIED FROZEN YOLKS**

For information, write to
The Frozen Egg Department, Armour and Company, Union Stock Yards, Chicago, Illinois

We Test a Macaroni Recipe

By Betty Crocker

Home Service Department, General Mills, Inc.

You've probably heard dozens of times the old saying, "Every homemaker likes a new recipe!"

Well, that saying is certainly very true . . . but not quite complete. And we in General Mills' Home Service Department would like to make an addition to it.

We'd like to say, "Every homemaker likes a new recipe, but . . . unless the recipe gives her a dish she can be proud and happy to serve her family . . . unless it is easy to follow, reasonably economical and certain in its results . . . she will never bother to use it more than once in her kitchen."

You see, a recipe must be more than just new to be worth anything to a homemaker. It must be as certain and sure in its results as the "tried and true" recipes she has used day in and day out most of her life. It must be practical and economical. And above all, it must help give her family the kind of meals they will really enjoy.

That's why our Home Service Department spends so much time and care perfecting recipes before we recommend them. We want to be as sure as we can possibly be that our recipes will be used not once, but many times, by satisfied homemakers.

How do we perfect a recipe? Well, you can be sure it's a very thorough process . . . and sometimes—all too often, in fact—a very lengthy process as well.

Suppose we have an idea for a new macaroni dish. This may be merely an idea of one of our home economists or an actual recipe from any one of a number of sources. Many times a homemaker, grateful for one of our recipes, will send to us her own favorite macaroni product recipe. Many times we secure recipes from restaurants, and often recipes are suggested by friends who know we are always on the watch for new and interesting ideas.

At any rate, we have a preliminary recipe for a new macaroni dish. First of all, we try it just as the recipe comes to us. We prepare the dish and serve it at a luncheon for our own staff . . . just as it would be served in the home.

Then, if we think the dish has possibilities, we criticize it thoroughly, making suggestions as to what might be added or taken away from the recipe, whether or not the basic structure of the recipe should be altered. In all our criticism, we keep in mind continually that the recipe will ulti-

mately be used by an average homemaker using average equipment.

The recipe is then turned over to one of our cooking experts who begins the process of perfecting it. All the suggestions that have been made are tried in turn and are accepted or rejected, after checking the appearance, the taste, and the ease of preparation. Accurate measurements for all ingredients are found. Checks and rechecks are made until the recipe finally meets the tentative approval of our staff.

Then the dish is reassembled for another pre-view before the staff. Once again we discuss the dish and criticize it in every way possible. If the dish meets with our complete approval, the first part . . . only the first part, mind you . . . of our job is done. If we think the recipe needs still more work, back it goes to the kitchen, and it stays there until we decide, as far as we are concerned, it cannot be improved.

Now the second part of our task begins. We are not, by any means, satisfied yet that our macaroni recipe will pass all the tests. And we send the recipe to a group of six actual homemakers who represent a good cross-section of American homemakers.

The individuals in this group vary from time to time. For example, one of these homemakers is a father's wife who has to cook on a coal or wood range and feed hungry men and children who do outdoor work and need lots of healthy food; another may be a well-to-do city woman with two children and a maid; a third, a brand new bride; a fourth may be the mother of a large family who has to get along on a modest budget; and so on. All wage groups and home conditions are represented.

We ask our first test group to try the new macaroni recipe in their own kitchens and then fill out a questionnaire. We ask them to tell us exactly what they think of the recipe . . . whether it is easy to follow, whether the dish is too rich or too plain, too expensive or too economical, whether the homemaker's family likes it or not, how it can be improved.

When these questionnaires have been returned and tabulated, we begin to see just how good our recipe really is. Sometimes we have to take a deep breath and start all over, trying to make the recipe less expensive—or easier to prepare.

But suppose this first home test is

successful, and with a few minor changes our recipe looks as though it might please almost anyone. Are we satisfied? Not by any means.

We now submit our new recipe to still another home test—this time among homemakers in all parts of the country. Again we send along searching questionnaires. Again we tabulate the results and watch for suggestions.

This is our final check. If our macaroni recipe passes this test, we decide that it is as near perfect as it is humanly possible to make it. Then, and only then, do we use it on our coast-to-coast radio program or publish it in our two newspaper columns, "Kitchen Clinic" and "Mealtime Magic."

So you see, the process of perfecting our tested macaroni recipes is a long and arduous one. It takes work, money, and time . . . sometimes as long as six months. But we feel that the results are worth the trouble. When we have finished, we are as certain as it is possible to be that our new macaroni recipe will be one our millions of friends will really enjoy.

What's more, we are reasonably certain that a vast majority of our friends will soon learn to look at our new recipe as an old friend and come back to it again and again in the months to come.

The many macaroni, spaghetti, and noodle recipes which Betty Crocker presents to the 6,000,000 housewives over the radio and to the 1,500,000 housewives through newspaper columns, are intended for the increased consumption of these paste goods. Betty Crocker's service in supplying new recipes to manufacturers or in checking their recipes are gladly available to the macaroni industry.

Charge Cheese Conspiracy

The Federal Trade Commission, Washington, D. C., has issued a complaint charging six companies are conspiring to control prices and to monopolize the supply of foreign-type cheese made in Wisconsin.

The charge alleges that practically all the independents have been eliminated and that prices have been fixed by monthly meetings of respondents. It was further charged that they take the annual foreign-type output of 200 of the 250 factories in the Monroe, Wisconsin, area.

The firms cited include National Dairy Products Corp., New York; The Borden Co., New York; Kraft-Phenix Cheese Co., Chicago; Badger-Brodhead Cheese Co., Monroe, Wisconsin; J. S. Hoffman & Co., Chicago, and Triangle Cheese Co., Monroe, Wisconsin.

Showing in Pictures

The Need For Attending Your Industry's Annual Convention This Year (or any year) at Edgewater Beach Hotel, Chicago, Illinois, June 24-25, 1940



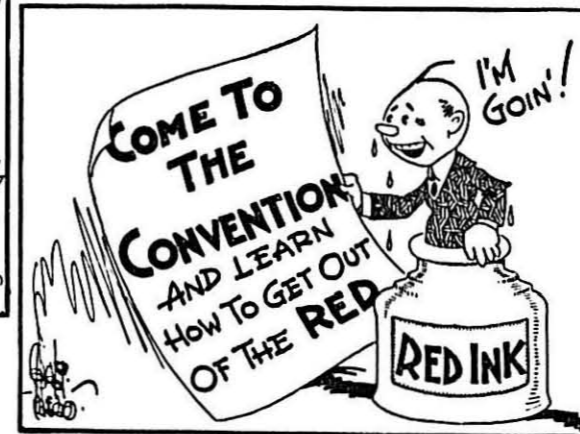
The old Business maybe needs RENO-vating.
The Convention may show you how.



A Convention is the best BUSINESS TONIC
in the world. Try it.



Meet the Old Timers—the New Comers
and Friendly Allies.



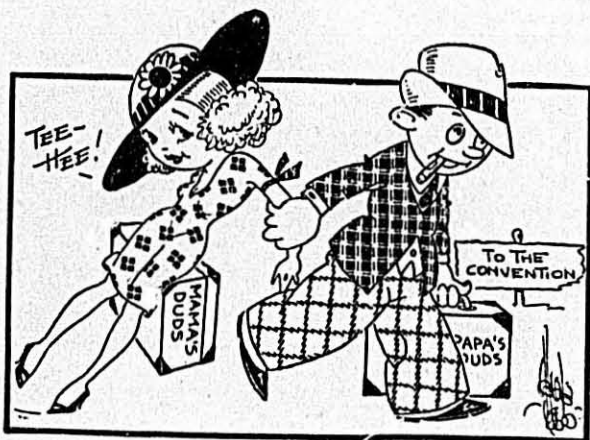
The experience of other manufacturers
will bring more success to you.

Movie
of the
Convention Spirit of the Industry-Minded

Title—"Lovey Finds a Way"

Characters

- The Determined Husband
- The Indecisive Wife



"Maybe y'kin drag the little wife along" . . .

But



"If you're afraid the little woman may object . . . sneak away and attend anyhow."

Meet all the Industry's Friends and transact important business at your convention at the Edgewater Beach Hotel, Chicago, June 24 25, 1940

"The Highest Priced Semolina in America and Worth All It Costs"

King Midas Semolina

The Golden Touch

Leads in Quality

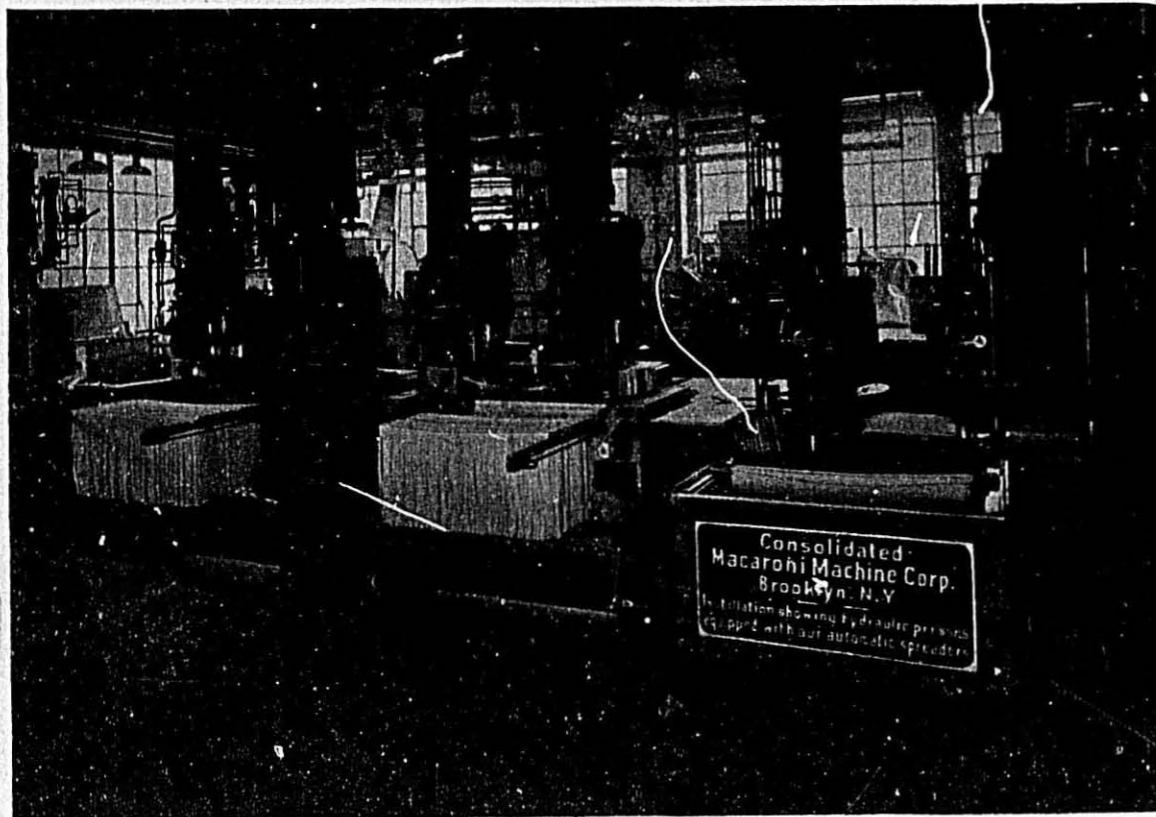
Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Consolidated Macaroni Machine Corp.



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

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

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

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

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

hygienic; product practically untouched by human hands.

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

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

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

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

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.

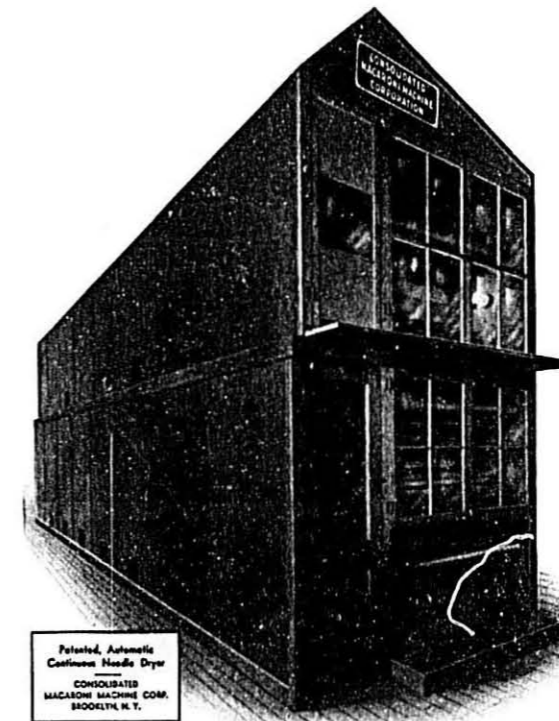
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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



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

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

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

Address all communications to 156 Sixth Street

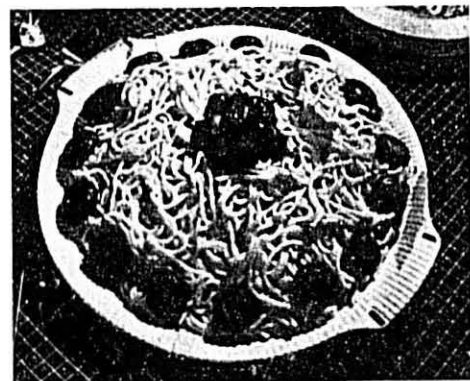
Presenting—The Macaroni Family



Macaroni au gratin



Spanish noodle casserole



Spaghetti and mushrooms, a tempting dish

Fast-selling, Profit-making Items for Lenten Meals Discussed in Timely Article

Merrily wages the war by the macaroni-noodle makers against the use of the word "paste" in reference to the delicious products made wholly from wheat and the fine dishes concocted from them. Equally popular has become the use of the term "the Macaroni Family" to designate the several shapes and sizes of this economical, nutritious food.

Food economists everywhere are behind the movement—since to food lovers, the word "paste" is not pleasing, gustatorily speaking. Also grows the accepted conclusion that The Macaroni Family is the ideal food for the Lenten Season. That is the tone and the tenor of a fine article that appeared in the March 1940 issue of the *Pacific Coast Review* which is "devoted to Pacific Coast Distribution and Merchandising, and pledged to the Advancement and Welfare of the Progressive, Independent Retail Grocers of the Western States."

The article is nicely illustrated by photos of kitchen-tested recipes supplied by The National Macaroni Institute. Because of the seasonableness of the article, the recipes were of the meatless variety, though this wheat food is equally delicious with all kinds of meat and fowl.

Au Gratin

Though many use the term "Au Gratin" with reference to macaroni dishes, few know the real meaning of the term with reference to foods. The word is French in derivation and is defined in cookery as "A dish 'With a gratin or crust, made by browning in the oven.'" So "Macaroni Au Gratin" merely means a casserole of this food prepared by baking in the oven until a brown crust is formed on top.

But back to the article: "There's a gentleman knocking at food store doors these days—a gentleman known by the general term of 'Macaroni Products.' He's as American as the Fourth of July, though he came to us long ago from China via Italy, and his job right now is to provide fast-selling, profit-making items for Lenten meals, and a satisfying, economical main dish throughout the year.

"Macaroni products—macaroni, spaghetti, egg noodles and others—are not strangers to Western merchants or Western customers, but like any other food, they sell better when they are intelligently promoted."

The article continues with brief remarks on the history of macaroni making, types in which they may be purchased and their merchandising points so that grocers may understand them better and move them more effectively.

"How can the grocer be sure that he is stocking a quality macaroni product, and how can he assure the purchaser of this? The best way, of course, is to carry only the advertised brands of reputable producers. Their products are of a creamy color, hard, translucent, and somewhat elastic. The surface is slightly rough, and it breaks with a clean, even fracture.

Macaroni Is Ideal Food

"Chief selling points of The Macaroni Family are that they are an ideal food, they save labor and money, and they give variety to the menu. They contain practically all the food elements essential to health, growth and repair of the body. They are easy to prepare, because they involve no waste, no peeling, no cleaning. They insure wholesome, low-cost meals and make possible the conversion of left-overs into attractive and satisfying dishes."

May, 1940

THE MACARONI JOURNAL

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Art in Macaroni Products

Newark N. J. News

By Edna A. W. Teall Staff Writer



American Preferences

American Homemakers show a decided preference for the more popular shapes of the nutritious Macaroni Products: Spaghetti, Egg Noodles, Macaroni, Elbows, etc.

On the other hand, the heavy consuming foreigners and their American descendants show occasional preference for many of the fancy shapes and enormous sizes referred to in this article. They claim to find a difference in taste according to shape, even though all Macaroni Products are made from the same basic dough. Editor.

Sea Shells, Bow Ties, and Other Fancy Shapes Are Both Artistic and Delicious

Mix a little art with macaroni and presto, what a change!

Possibly that is the reason Italians never tire of this food, for they know how to serve it in every form and shape with a variety of sauces. During a visit to an Italian shop recently

several types of dishes. All of these are interesting and many are easier to eat than the long, sinuous kinds so often served on American tables.

Art and Flavor

The art side is outstanding when it comes to flavor. These fancy shapes are more tasty, for the sauces merge with them; some of the larger sea shells and cylinders may be stuffed with chopped meats and vegetables, thus making a wide variety of dishes.

For a really delicious dish cook the large sized sea shell macaroni till done,

drain and stuff with leftover chopped meat or minced liver. As fast as they are filled put into a steamer, or cover in some way to keep hot without drying. Serve with a rich tomato sauce and sprinkle cheese over the top.

The small shells may be cooked, drained and served with cheese or tomato sauce or merely have grated cheese sprinkled over.

The large cylinders may be cooked, drained and a small cocktail sausage stuffed into each one, or they may be filled with chopped cooked meat.

In making a baked dish of macaroni and cheese try some of the fancy shapes or use them in consommé or soup as a garnish.



Large Macaroni Elbows (right)



Macaroni Wheels (left)

Institute of Household Service Has Macaroni Products Cooking Course

By Mrs. Josephine Greene*

Appreciates Educational Material

As Supervisor of Household Service Project, Works Projects Administration for the State of Washington, the author, Mrs. Greene, is on the alert for teaching material to use in her class work. On February 26, 1940, she wrote:

"The National Macaroni Institute. I wish to acknowledge receipt of your interesting bulletins 'Americanized Macaroni Products,' 'Macaroni Facts' and the January *Macaroni Journal*. I find much information of value and interest therein to present to my classes. Thanks for your cooperation."

"This authority's interesting article is the result of the contact made in the Institute's educational activities. Editor.

fifteen or more kinds of macaroni were shown.

The art aspect of macaroni is to be seen in the shapes of fascinating offerings. Some are like sea shells which come in several sizes. There are bow ties, snow crystals, stars, cylinders an inch in diameter, and tiny melon seeds.

There are gluten macaroni for the diabetic, spinach noodles for the health folks and hygienic for the babes. The latter is packed in small boxes with a transparent paper cover. Whole wheat macaroni was noted and nearly a very broad variety an inch and a half wide; this is fine for sev-

child care. When girls have satisfactorily completed the course, positions are provided with employers who are modernizing their ideas as to the household employee versus the servant girl and endeavoring to raise standards to good working conditions.

The foods course, which lasts four to six weeks, includes the preparation of simple meals of family size. In the planning of menus the main course is of first consideration. It may be a meat or fish dish with accompaniments, or the ever popular one-dish meal where various ingredients combine to balance the meal.

Out west in Seattle where appetites are healthy, I find Macaroni products in universal demand. After a sking party or any outdoor sport where young vigorous appetites are concerned, the buffet meal appeals to young and old if it includes one main dish of those newer delectable Macaroni products combined with meat balls or pork tenderloin. To delicious fried chicken which has first been simmered and simmered in one of the delicious sauces of Spanish or Italian origin with their subtle seasonings of garlic, Spanish saffron, or bayleaf, the tomato pastes and finely cut onions sautéed in rich flavored olive oil with just the right amount of cheese for zest, add one of the many beautiful tasty products of the Macaroni in-

*The author is the Home Economist, Oregon State College, Supervisor Seattle Household Service Training School.

dustry and you have a dish that calls for seconds and is a favorite next to none.

The Macaroni is so perfectly manufactured under our new modern methods that the choicest variety of wheat is used with a resulting healthful, appetizing and nutritious food. Care, however, must be taken in the preparation. A demonstration is always given in our classes to show the necessity of a container of ample boiling salted water. Macaroni is dropped

into this gently at a continually boiling temperature and cooked until just tender when tried with a fork. Over boiling or too rapid boiling tends to break up the Macaroni and to create a pasty product, so the flavor, the form and the ease in handling is facilitated by this quick method of preparation. If you haven't tried these newer dishes with Macaroni or Spaghetti as a base, you have a treat awaiting you. Add this to your list of accomplishments.

made to appear—and it is all of that—then Miss Gifford's suggestion should be a winning one. Macaroni manufacturers are invited to test it in their own laboratories, in their household and to overlook no effort to popularize the "Jiggs" Macaroni meal, riding on the universal popularity of "Jiggs," the cartoon favorite of millions.

Corned Beef-Macaroni Salad

12 oz. can of Star Corned Beef—chilled
1/2 lb. Elbow Macaroni
1 cup chopped celery
4 small sweet pickles
Mayonnaise to moisten

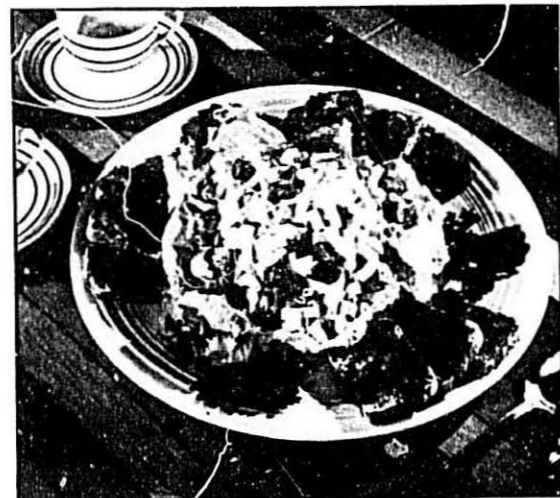
Cook macaroni in boiling salted water

"Jiggs" Macaroni Dinners

Will the inquisitive takers of the 1940 Census that are now counting noses and determining the nation's tastes, be able to uncover any clew as to whether or not the famous cartoon character, "Jiggs" relishes a combination of "Corned Beef with Macaroni" as much as he is reputed to relish that delicious meat with cabbage?

Not only the Macaroni-Noodle Manufacturers, but the meat packers as well, are interested in the answer that he might give. In the opinion of Miss Marie Gifford, Director of the Food Economics Department of Armour & Company, the answer would be in the affirmative, especially if he were permitted to partake of her recommended "Corned Beef-Macaroni Salad" combination before the census taker catches up with him.

"Corned Beef-Macaroni Salad," she says, "consisting of cooked Macaroni, celery, sweet pickles and cut corned



Corned Beef-Macaroni Salad

for 20 minutes. Drain and rinse with cold water. Mix with chopped celery, pickle and corned beef cut in small even cubes. Add enough mayonnaise to moisten thoroughly. Serve in salad bowl, surrounded by crisp lettuce or celery.

Spiced Pot Roast with Noodles

As a change and for the enjoyment of those who may not have the "corned beef" preferences of "Jiggs," this renowned home economist recommends a hot dish combining egg noodles with spiced roast beef with prunes. It's a meat, wheat and fruit delight, a picturesque as well as a satisfying dish, as the illustration shows and a fair test will prove.

4 lb. round bone Pot Roast
1/2 lb. Egg Noodles
1/2 teaspoon allspice
1/2 teaspoon ginger
1/2 lb. washed prunes
1/2 cup vinegar made up to 1 pint water
6 cloves

Flour the roast and brown thoroughly on all sides in hot fat. Add salt, spices and cover with water and vinegar. Allow all to simmer very slowly for 2 1/2 hours in covered pot roast kettle. Add washed prunes and cook another 1 1/2 hours. Serve meat surrounded with prunes and cooked egg noodles.



Spiced Pot Roast With Noodles

beef, is a delicious meal for summer or winter and can be served without slices of corned beef, if one wishes. But the suggested combination is truly

a family dish—especially relished by those who know good eating.

If the "Jiggs" macaroni dish is half as delicious as the photograph dish is

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

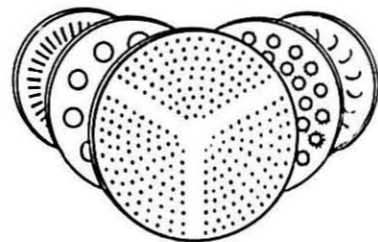
COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND

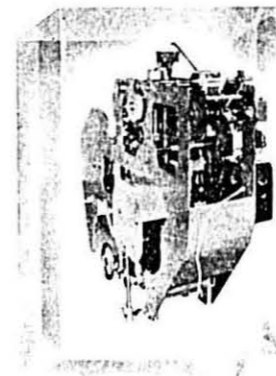


STAR DIES Cellophane Bags? WHY? ...Make Your Own—and SAVE!

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



THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.



Purchase your cellophane in rolls, printed and make your own bags when and as you use them.

This PETERS CELLOPHANE BAG MAKING MACHINE delivers the made bag onto a conveyor where the bags are carried to the filling unit.

Economical to operate, this fully automatic machine will readily pay for itself. Send

samples of your bags and ask us to recommend a machine to meet your specific requirements. Your inquiry will have prompt attention.

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

Timely Comments by Mac Spagoodle

The Man Who Is Ready

One of my business acquaintances has gone in for speedboat racing. He spends all his spare time tinkering with his boat and its power plant. His methods with his boat are the same methods that have made him successful in business.

His boat is always ready for its race. He brings it to the race meet on a truck. He puts it into the water and as soon as the engine is warmed up, it is ready to go.

Other contestants have to putter and adjust, change spark plugs, monkey with the carburetor and what not. The business man has done all this beforehand. The boat comes to the race 100 per cent fit. It may not always be the fastest boat, but it wins a fair number of races, and holds some world records and it *looks in every way as if it starts.*

This business man, speedboat king, applies to his boating the same rules of readiness that prevent him from being caught unready for what comes in business. While business is dull

he makes plans for the recovery he knows will follow. When business is good he always has a weather eye out for storm warnings. When business is average, he knows averages are due to the existence of extremes both ways.

You never hear him offering alibis for losing a boat race or for failure to get business. If he loses a race it is to a better boat or a better driver, but never to anyone better prepared.

He is ready for what comes when it comes, usually before it comes. He does not have to make boat repairs or adjustments during a race and he does not have to change business methods during a business crisis. He is always a few units ahead of what happens. He knows the only certainty about the future in boating or in business is that something different will happen, something that should be met with preparedness.

Grass Products, Inc.

Grass Products, Incorporated, was listed as a corporate body under the Illinois corporation law April 8, 1940, to manufacture and sell egg noodles, spaghetti and kindred products. The capital stock consists of 100 shares of common stock with a par value of \$50 a share. Incorporators are V. J. Grass, S. J. Grass and C. W. Catron.

Fire Does \$50,000 Damage

Fire which apparently started in large switchboard in the rear of the plant of Ignazio Arena Macaroni company, Norristown, Pa., caused damage estimated at from \$50,000 to \$60,000 early Sunday morning, Apr. 14, 1940.

A watchman at a nearby plant first noticed the fire which had gained considerable headway before the fire department could answer the alarm. One wing of the plant was completely wrecked as the roof, second and third floors caved in. Damage to the other wing was confined to the roof and third floor, though practically the entire contents were destroyed by fire and water.

The plant is owned and operated by Ignazio Arena, 336 East Myr Street. His son Samuel is his chief executive. The latter was in the plant late Saturday to fill a rush order leaving 4 hours before the fire was discovered. He estimates that more than \$12,000 worth of raw and finished goods were lost, and that machinery valued at \$20,000 was badly damaged or totally wrecked. The loss, he declares, is partly covered by insurance. Rebuilding plans are indefinite awaiting complete check up by insurance officials on damages suffered.

We Take a Bow

Hundreds of congratulatory messages have been received from manufacturers, jobbers, Government agencies and others on the interesting and comprehensive Twenty First Anniversary Edition of THE MACARONI JOURNAL, published April 15, 1940.

The Editorial Staff naturally feels honored by the profusion of praises and expressions of good will. However, most of the credit is due to President J. Harry Diamond of the National Association who conceived the idea and to his fellow Directors and members who followed through in the right spirit and delivered. Also to the regular advertisers and the many others who aided our financing, the many contributors of fine articles, and the splendid cooperation given by interested manufacturers and jobbers. To each and all of these and to many others who aided our financing of "Age Party" we share all honors and congratulations. *The Macaroni Journal*

Space does not permit the reproduction of all of the congratulatory messages. Here's a sampling of those received from various parts of the country and varied interests, all in address to the Editor:

"It is impossible to adequately express my appreciation for the publication of THE MACARONI JOURNAL. It is a most interesting and valuable source of information for the industry. I am sure that it will continue to be a most successful and profitable venture. Very truly yours, J. Harry Diamond, President, N.M.A.A., 111 Broadway, New York, N.Y."

"We are pleased to have received your issue of THE MACARONI JOURNAL. It is a most interesting and valuable source of information for the industry. I am sure that it will continue to be a most successful and profitable venture. Very truly yours, J. Harry Diamond, President, N.M.A.A., 111 Broadway, New York, N.Y."

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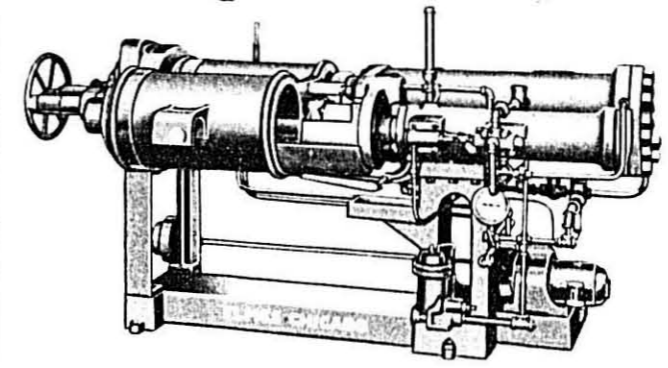
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Number 15 and 16, 1940, of THE MACARONI JOURNAL. It is a most interesting and valuable source of information for the industry. I am sure that it will continue to be a most successful and profitable venture. Very truly yours, J. Harry Diamond, President, N.M.A.A., 111 Broadway, New York, N.Y."

Headquarters for Macaroni Equipment



When you need equipment to make macaroni . . . come to Elmes. Here you will find a wide variety of units which are giving top flight service in practically every department of leading macaroni plants. This equipment is offered and serviced by a 90-year-old organization; of engineers widely experienced in the macaroni industry.

Short Goods Press
The horizontal short goods press illustrated above has numerous operating advantages

. . . goods easily inspected—clean cutting across entire surface of die assured—spindle and knife holder readily serviced, etc.

Other Equipment
Other Elmes macaroni units are vertical presses, mixers, kneaders, cutters, dies, accessories, etc.

If you have a problem in manufacturing, Elmes engineers will be glad to study it and make recommendations.

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

Champion offers you a big value Water Meter

This is just what you have wanted . . . an accurate and dependable sealing instrument, reasonably priced, for controlling your mixing operations, saving time and eliminating guesswork.

Full vision dial with sealing in pounds from 0 to 500 . . . for any volume or pressure of water.

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Please send me full details, prices and terms in regard to your new Champion Water Meter.
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Mail This Coupon Today



Recently, I wrote about the accident statistics in America for 1939.

In addition to the 32,000 deaths due to automobile traffic, national figures show that approximately 1,150,000 non-fatal injuries were reported. The pitiful thing about this figure is the fact that 90,000 of these caused permanent disability.

Automobile accidents can be prevented. Twenty-six states showed reductions in 1939 over 1938. If twenty-six can do it, why not the other twenty-two?

Not until each and every person, whether he drives an automobile or not, develops a safety consciousness and assumes direct responsibility for his own safety as well as that of others, will we show a reduction in accident statistics.

The Case for the Defendant

The continental Baking Company is asking its drivers to memorize these four simple rules for defensive driving, reports the *Food Section Bulletin of the National Safety Council*.

The defensive driver will:

1. Maintain an area of safety in front, back, and on both sides of his vehicle.
2. Forget about who has the legal right-of-way and do the common sense thing by keeping out of the way of the other fellow.
3. Adjust his driving speed to meet:
 - (a) Condition of road surface
 - (b) General traffic
 - (c) Visibility
4. Assume that the other driver or pedestrian is deaf, dumb, blind, and knows nothing about traffic laws.

There is a recipe for safe driving that should be on the dashboard of every automobile in this country—and on the mind of every driver.

Louisville Firm Entertains Chemists

Following the March 31 meeting of the Cincinnati Section of the American Association of Cereal Chemists in the Grill room of the French Village, Louisville, Ky., the 25 members and guests of the organization visited the plant of the Kentucky Macaroni Company in Louisville, Ky.

They were shown the machinery used in the manufacture of macaroni-noodle products but were most interested in the methods used by the firm to control quality during and following the production phases. J. N. McClellan, chemist for the macaroni company, conducted the tour.

Deny "Seasonal Job" Claim

Egg breaking is not considered as a seasonal job, says a recent decision by Harold D. Jacobs, administrator, Wage and Hour division, U. S. Department of Labor, in answer to a petition by the National Egg Products Association asking for partial exemptions. Basis for the denial was that egg breaking was not seasonal. It was also pointed out that Federal officials do not look upon egg breaking as a separate industry, and that as it is part of the shell egg trade which operates the year around, egg breakers must abide by the same hour and wage regulations.

Manhattan Corporation

A macaroni firm doing business in the Borough of Manhattan in New York City was incorporated April 11, 1940, under the name Francesco Di Giovanna & Sons, Inc. The firm's capital consists of 100 shares of no par value stock.

Convention time is business and play time. Arrange to attend the 1940 conference in Chicago, next month, June 24 and 25.

We Are Very Proud

Never a
Complaint



What a
Record

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office: 80 Broad Street

New York, New York

Not Wasted Time

Time spent in attending conventions and conferences of one's industry is truly not wasted time. It is the most satisfactory kind of investment—one that will bring most satisfactory returns.

"Conventions and conferences are fundamentally assemblages of men brought together to consider questions peculiar to their lines of endeavor.

"Naturally they discuss these things to find out just what a man in the same business, but with a different pair of eyes, has seen. They compare notes. They attack their problems. They discuss possibilities. They present abstract propositions which are the forerunners to the real things they must first conceive in the abstract.

"Above all they discuss their activities with a view to bettering their business and their conditions as business men."

Any or all the above motives will be the lode-star that will bring the progressive macaroni-noodle manufacturers and interested allies to the annual convention of the Macaroni Industry next June.

The convention will be held at the Edgewater Beach Hotel, Chicago, Monday and Tuesday, June 24 and

25. It will be an open meeting to which every individual concerned in the welfare of the industry will be welcome.

Come without obligation other than to contribute to the interest of the conference, discussions and resolutions that will help some of the many problems that confront all in the business.

Yes, the city is Chicago, conveniently located and within easy reach of all manufacturing centers.

The date is June—a month when one is not over-busy, unfortunately, and the weather ideal for a little vacation from one's executive duties.

Remember—it's June 24 and 25, and THIS YEAR, not next or last.

W. F. Leimert Heads Egg Association

At the annual meeting of the members of the National Egg Products Association held in Kansas City last month, W. F. Leimert of Trainin Manufacturing Company, Kansas City, was named president.

Arthur Rottenberg, Marshall, Kirby & Co., New York City, former president, was made vice president, as were C. J. Bowman, Standard Brands, Inc., Chicago, I. Seymour, Seymour Packing Co., Philadelphia.

Benjamin R. Harris, Emulsol Com-

pany, Chicago, was named Secretary. Morris Ovsen, Ovsen Egg Co., Chicago, treasurer, and Arthur I. Israel of Chicago continues as executive secretary.

The association decided to adopt an official seal for use by members on stationery and labels.

Package Men Warned

The Federal Trade Commission has issued an order against Standard Container Manufacturers Association, Jacksonville, Florida, three of its officers and 20 manufacturers to cease practices which the FTC considers unlawful.

The trade association and its members, which are manufacturers of fruit and vegetable packages in Florida and Georgia, are prohibited from maintenance by combination and agreement of uniform and minimum prices for their products, the curtailment of production, and the intimidation of industry members to induce them to become parties to the agreement.

Correction

Credit for the article on "The Use of Frozen Eggs in the Noodle Industry" that appeared on Page 100 of the April issue, should have been given to Mr. Leo Ovsen, vice president of the Ovsen Egg Company, Chicago, Illinois, instead of the one incorrectly used. Sorry.

John J. Cavagnaro

Engineers
and Machinists

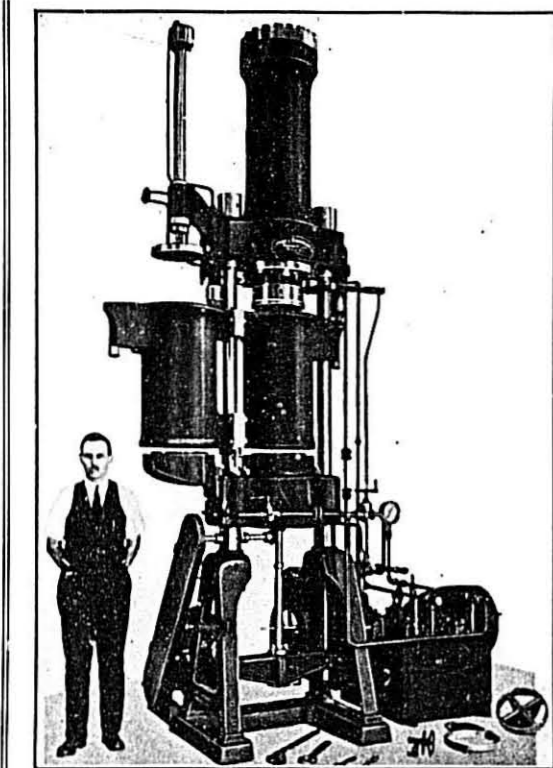
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PRESS No. 222 (Special)

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

TRADE MARKS APPLIED FOR

One application for registration of a macaroni trade mark was made in April, 1940, and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Hypower

The private brand trade mark of Rutherford Food Corporation, Kansas City, Mo., for use on spaghetti with cheese and tomato sauce; macaroni with cheese sauce and many other groceries. Application was filed November 17, 1938, and published April 23, 1940. Owner claims use since about February 24, 1928. The trade name is in heavy type.

LABELS

"Skinner's"

The title "Skinner's" was registered April 2, 1940, by Skinner Manufacturing Company, Omaha, Nebraska, for use on Elbow Macaroni, Egg Noodles, Macaroni, Spaghetti, Vermicelli, Macaroni (ready cut), ready cut spaghetti and shell macaroni. Applications were published February 27, 1940, and given serial numbers 54,528; 54,529; 54,530; 54,531; 54,532, 54, 533; 54, 534; 54,535 respectively.

Macaroni Exports and Imports

According to the Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce on international trade in macaroni products, the exportation of this foodstuff increased while the importation continued to decrease during the month of February, 1940.

Imports

Macaroni products imported during February, 1940, totaled only 40,303 pounds valued at \$3,937 as compared with the January, 1940, imports totaling 62,964 pounds worth \$7,757.

The total imports for the first two months of 1940 were 103,267 pounds worth \$11,694.

Exports

During February, 1940, the exports totaled 456,772 pounds valued at \$32,088 as compared with the January exports totaling only 403,732 pounds worth \$24,348.

The exports for the first two months of 1940 totaled 860,504 pounds valued at \$56,436.

The list of foreign countries are those to which macaroni products were exported during February, 1940 and the quantities shipped to each:

Countries	Pounds
United Kingdom	195,940
Canada	88,075
British Honduras	224
Costa Rica	557
Guatemala	48
Honduras	408
Nicaragua	1,510
Panama, Republic of	15,344
Panama, Canal Zone	34,178
Salvador	164
Mexico	29,006
Miquelon & St. Pierre Is.	200
Newf. & Labrador	5,990
Bermuda	1,022
Other British W. Indies	1,813
Cuba	17,271
Dominican Republic	9,711
Netherlands W. Indies	4,318
Haiti	3,011
Brazil	29
Colombia	914
Ecuador	365

British Guiana	301
Surinam	489
Venezuela	1,045
Saudi Arabia, Yemen, Etc.	151
Netherlands Indies	1,677
Hong Kong	1,615
Iraq	148
Japan	203
Philippine Islands	40,035
Australia	241
British Oceania	131
French Oceania	401
New Zealand	31
Liberia	202

TOTAL 456,772

Foreign Possessions

Alas	19,031
Hawan	78,777
Puerto Rico	115,691
Virgin Islands	3,659

TOTAL 217,164

Peter Perrone Dies

Peter Perrone, one of the oldest inhabitants of Pittston, Pa., and the operator of a small macaroni factory in that city for over 40 years, died on April 16, 1940, after a short illness.

A native of Italy, Mr. Perrone went to Pittston fifty years ago and a few years later embarked in the macaroni manufacturing business at the corner of South Main and Railroad Streets. The adventure was a success and for forty years he operated the plant, retiring a few years ago. Surviving are his widow, two sons and three daughters.

Fire Damages Galioto Plant

Fire that broke out in the basement of the Galioto Brothers Co. macaroni plant at 503-5 W. Division Street, Chicago, Ill., early the morning of April 12, 1940, caused damages estimated at \$5,000.

Smoke penetrated the entire plant, though the flames were confined to the basement and first floors. Machines were damaged as were large quantities of raw materials and finished products. Future production plans are indefinite.



Nothing we can say could be half so convincing as a trial in your own plant.

CAPITAL FLOUR MILLS, INC.
General Offices: Minneapolis Mills: St. Paul

Building \$125,000 Addition

According to Louisville, Ky., newspapers, work has been started on an addition to the plant of the Kentucky Macaroni Company of that city at 2521 Floyd St., South. The addition is expected to cost approximately \$125,000.

The company, which has already built six additions to its plant since it started in 1928, plans to use the new space for warehousing but will expand its production operations in it gradually as new machines and equipment are available.

If Signs Mean Anything

YOU CAN EAT DIRT CHEAP INSIDE

So says a sign in front of a Highway Cafe near San Diego, California.

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Cartons and Corrugated
Boxes, Cellophane and
Wrapping Paper
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| Champion Machinery Co. | Patrono, Frank |
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| Consolidated Macaroni Machine Co. | Rosson, Lithographing Co. |
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MALDARI DIES produce smooth, inviting macaroni products.

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

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

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

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

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

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

Vol. XXII MAY, 1940 No. 1

a century ago. It has since grown into the largest macaroni-spaghetti-egg noodle producing firm in America.

The firm has about completed an enormous plant in Danielson, Connecticut, which only awaits the installation of new equipment already ordered.

The salesmen extended best wishes for the continued success of the founder's sons—Frank, Stefano, Pasquale, Philip and Peter—who have ably carried on with outstanding achievement.

One Word Causes Damage Suit

Tenderoni, Inc., Joliet, Ill., has filed suit in the circuit court against the Western Union Telegraph Company, asking \$1,500 damages for a wrong word.

The suit alleges that on September 30, 1939, a broker wired an order for 3,800 pounds of macaroni products to be packaged under the brand name "Minneapolis." When the wire arrived, the suit alleges, it read "Minnesota." The products were accordingly labeled and shipped. The broker refused the shipment, returned it for repackaging and re-labeling—all at an extra cost estimated at \$1,500.

It pays to attend to one's business. That should bring You to the 1940 convention in Chicago, June 24-25.

BUSINESS CARDS

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QUALITY AND SERVICE
GIVE US A TRIAL
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**Flour Output Takes Noticeable Dip in April:
Northwest, Southeast Alone Gain**

Flour production took a rather noticeable dip during April, mills representing 64% of the national output reported to *The Northwestern Miller*. Production for the month just ended was 5,202,615 bbls, compared with 5,480,598 bbls in March and 5,485,519 bbls in April, 1939. Two and three years ago, respectively, the monthly production stood at 5,113,253 and 5,406,836 bbls.

The only two producing sections that registered an increase during the month were the Northwest and Southeast, consisting of mills in Kentucky, Tennessee, Virginia and Georgia. The northwestern increase over the previous month was 31,830 bbls. The southeastern gain, 6,760 bbls, was hardly considerable.

Southwestern and Buffalo mills showed decreases—the former 128,290 bbls, the latter 107,305 bbls. Below is a detailed table of April production, comparing it with that of the previous month and April several years previously.

TOTAL MONTHLY FLOUR PRODUCTION

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

	April, 1940		Previous month		April	
	1940	1939	1939	1938	1937	1936
Northwest	1,170,255	1,138,424	1,186,500	1,073,037	1,030,681	1,030,681
Southwest	1,796,763	1,925,054	1,966,226	1,946,623	2,255,981	2,255,981
Buffalo	711,845	819,150	826,964	794,539	821,315	821,315
Central West—Eastern Div.	479,481	531,120	443,169	272,245	306,353	306,353
Western Division	263,592	272,077	230,591	284,915	251,106	251,106
Southeast	143,150	136,589	135,044	328,775	270,213	270,213
Pacific Coast	637,329	658,184	697,025	413,119	471,187	471,187
Totals	5,202,615	5,480,598	5,485,519	5,113,253	5,406,836	5,406,836

**Keystone's
Canning Plant**

According to the Lebanon, Pa., *News*, officials of the Keystone Macaroni Manufacturing Company of that city announced plans early last month for the equipment of a modern canning plant at 17 North Sixth Street in Lebanon. They are planning to can spaghetti and other forms of macaroni products for the market.

Extensive repairs are being made to transform the building into one of the most modern canning plants of its kind in the country.

Honor LaRosa Founder

A banquet arranged by the LaRosa Salesmen's Association at the Towers Hotel, New York City, Saturday evening, April 6 honored the twenty-fifth anniversary of the founding of V. LaRosa & Sons. The gathering particularly honored the memory of Vincenzo LaRosa who first started business in a small way a quarter of

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

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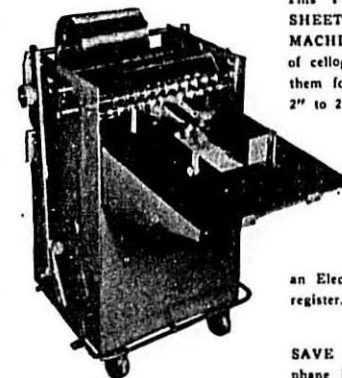
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ORGANIZE
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OUR OWN PAGE

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Then--
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E. Ronzoni, Jr., Ronzoni Macaroni Co., Inc., Long Island City, N. Y.	C. W. Wolfe, Mege Macaroni Co., Harrisburg, Pa.
	Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.

The Secretary's Message

Down to Earth

For weeks the now historical Twenty-First Anniversary Edition of THE MACARONI JOURNAL had the entire editorial staff, the publication committee, the sponsoring Association Directors and members up-in-the-air. All were on the anxious seat, not knowing the final results nor the reception the proposed memorable issue of the Macaroni industry's magazine would get from advertisers, readers, and promoters.

At last, the big job was completed, and the much-talked-of Twenty-First Birthday issue was a reality. It speaks for itself as do all the regular issues of this spokesman for the Macaroni Industry. The resultant reaction is that all again have come down to earth, pleased with their creation, satisfied with the special part each played in planning and publishing the record-breaking number, all fully convinced that it was a worthy undertaking, however measured.

Our hope is that the Anniversary Edition came up to everyone's expectations. The Editorial Staff did a pleasing job in selecting the historical facts and informative articles, many of which were specially prepared for that particular issue. The publisher really outdid himself in his selection of distinctive type for both the editorial

material and advertising messages and in the fine arrangement of the interesting, diversified articles and publicity.

The Association Directors and other leading members of the organization rendered valiant service in getting new advertisers to make good use of the anniversary edition which was thoroughly distributed throughout the industry and which should be read at leisure and frequently referred to because of the facts contained. The regular advertisers did themselves proud. That was expected, knowing them as we do.

In the name of all those who in any way contributed to the success of the Anniversary Edition, I wish to express the thanks and sincere appreciation of the sponsors. Unsolicited testimonials and verbal praises all indicate the general satisfaction. It is a pleasure to realize once more that the Macaroni-Noodle Industry is always able and ever willing to rise to an occasion to put its best foot forward when opportunities present themselves.

It is similarly pleasing to know that the many hours of thought and labor employed in preparing this memorable issue are appreciated and that the objective of the sponsors has been attained through the welcome co-operation of practically every element in the trade. We are thankful.

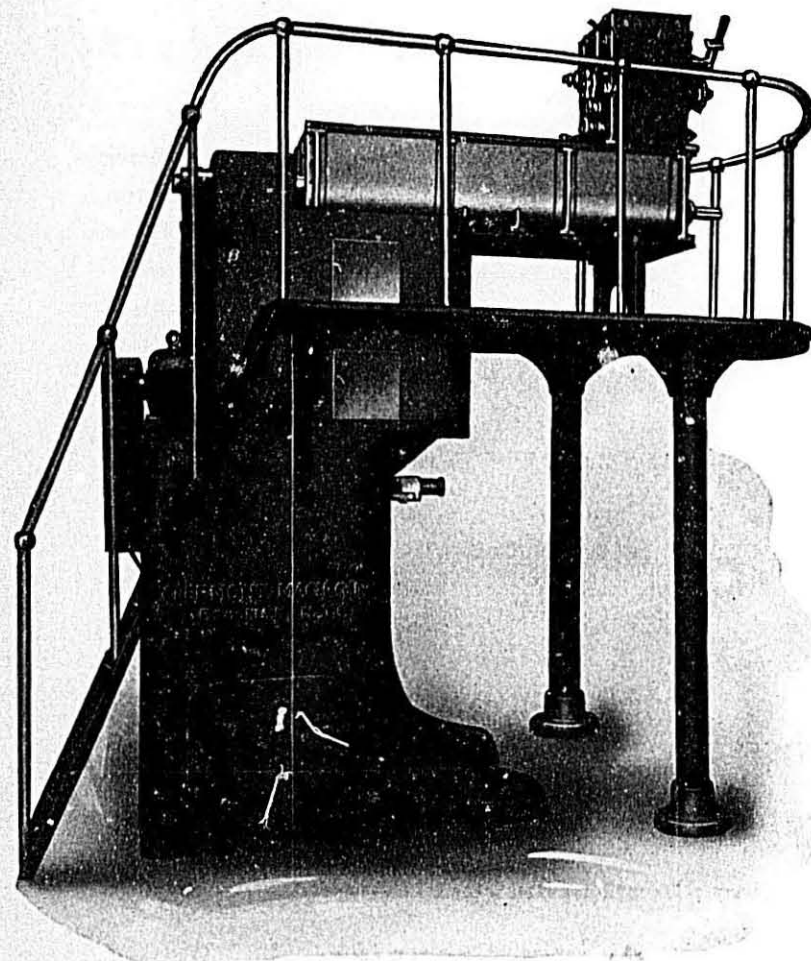
M. J. DONNA, Secretary, N.M.M.A.

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