

**THE
MACARONI
JOURNAL**

**Volume XX
Number 7**

**November 15,
1938**

The Macaroni Journal



Braidwood, Illinois

NOVEMBER 15, 1938

Vol. XX No. 7

A Right to Profit

Nearly two score years ago (December 1916), Calvin Coolidge, later U. S. President, made this significant but still timely statement:

"There is just one condition on which men can secure employment and a living, nourishing, profitable wage for whatever they contribute to the enterprise, be it labor or capital, and that condition is that some one make a profit by it.

"That is a sound basis for the distribution of wealth and the only one.

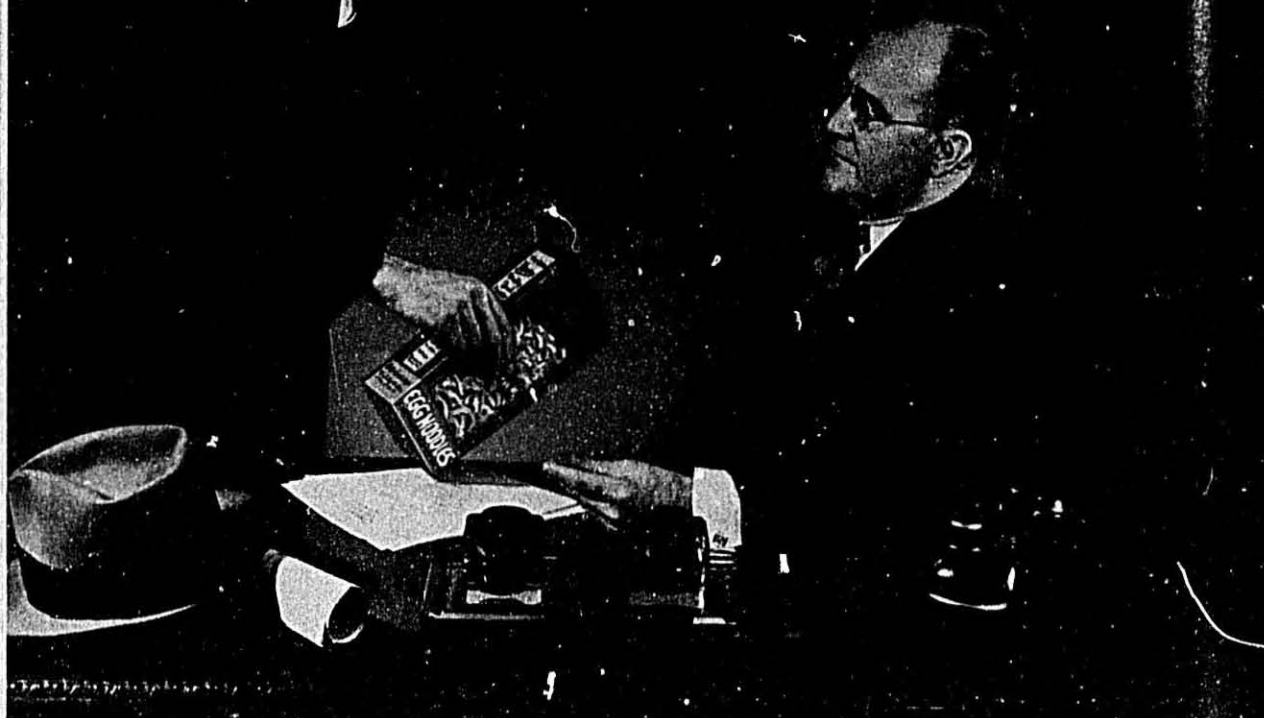
"It cannot be done by law, it cannot be done by public ownership, it cannot be done by government.

"When you deny the right to a profit you deny the right of a reward to thrift and industry."



A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

"MR. WRIGHT WE REALLY KNOW
Macaroni Packaging



When you ask Rossotti to help you to package Egg Noodles or Macaroni Products, you get the benefit of all the knowledge and experience gained during 40 years of SPECIALIZING in this field!

Not a single detail will be overlooked. You'll get a package that SELLS . . . the kind HOUSEWIVES PREFER! You'll be advised how a complete line can be packaged in the fewest possible number of sizes . . . how the use of modern design, full color lithography, sharp clean-cut illustrations, and sturdy, impressive "window" cartons CAN do a better job of merchandising and display. You'll learn how Rossotti cartons speed up production; work with less waste in automatic machinery; pack evenly and ship without breakage. Progressive manufacturers everywhere are selling most of their macaroni products in packages! Check up today. Write for samples, ideas, suggestions and cost estimates. There's no obligation.

1898 * Celebrating 40 Years of Packaging Service * 1938



ROSSOTTI LITHOGRAPHING COMPANY, INC.

Main Office and Plant • 121 Varick Street, New York, N. Y.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE.

A Year of Helpful Service

Generally speaking, the keen businessmen who constitute the Macaroni-Noodle manufacturing industry in the United States are of a class that appreciates sincere effort on the part of individuals who strive to bring about improved conditions in the trade and to promote a better understanding between operators and with their allied trades.

The problems facing business today are almost unsurmountable; but they can and they will be solved through collective action and under the able leadership of those chosen to show the way out.

"Coordination!" That learned American Noah Webster, who wrote the authoritative dictionary that bears his name, defines "Coordination" as meaning "to harmonize." What a wealth of power and sensible meaning in this word!

The problems of the trade will be more easily solved through harmonious action, by "working together" which always brings the best results quickest.

Having completed his first year of executive leadership of the macaroni-noodle manufacturers who belong to the National Macaroni Manufacturers Association, during which time he cooperated willingly and effectually with all other firms in the industry, President Lester S. Dame on Nov. 2, 1938, addressed the following letter to the membership, but interesting alike to all manufacturers and allied concerned in the future welfare of the Macaroni-Noodle manufacturing business:

New York, N. Y., November 2, 1938

Dear Members and Friends:

A year ago I took over the executive management of the National Macaroni Manufacturers Association. I might say that this is my first birthday. Having passed a marker of this kind one usually likes to review the past and attempt to look into the future.

In reviewing the activities of the past year my first thought centers around my appreciation of the cooperation and encouragement I have received from you the Officers and Directors of the Association. I am most grateful to you for your confidence and support.

We all can see certain accomplishments, certain of our hopes and ambitions realized in whole or in part, others which we still hope for but which have not as yet been realized.

The past year has been particularly trying. When I took over, I believe it was the general feeling that unfavorable conditions were at a low ebb. Yet, I believe we have all seen the tide of these conditions go out still further and as we view the whole situation we cannot help but wonder—are these conditions going to continue—Is there going to be a letup—Are we going to have to face still more trying conditions in the coming year and see the program which has been laid out for the activities of the Association accomplish its end, or are they going to simply cushion the effects of these continued unfavorable conditions we are all fighting against?

I think I have been particularly fortunate in gaining the confidence and understanding of practically every manufacturer I have come in contact with. Never in my entire experience have I been more honestly received and confided in by any group of individuals or by any group of business men. Never before, I believe, has anyone been given the opportunity of thoroughly knowing and understanding an industry as has been my good fortune during this past year. Yet with all this there seems to be something missing. Nothing tangible that I can put my finger on and say that's it, and particularly for that reason am I writing this letter.

I know you are all occupied with your individual problems, yet I earnestly request that each one of you receiving this letter sit down and give me the benefit of your thinking insofar as the activities of the Association are concerned during the past year and also as to your thoughts concerning its activities and my activities for the coming year.

I have devoted my entire energies, thoughts and, even in a lighter vein, my dreaming capacity to the work which I have been given to do for you.

I am extremely proud of the fact that I have been able to serve you individually and collectively as the case may be, and I sincerely trust that I will be able to develop in the next year an understanding and a technic of execution in connection with the problems of this industry, which will result in the greatest benefit to all those who have supported the Association.

I must ask however for a restatement of your past confidence and the assurance of your continued cooperation. If I had to contend with difficult problems and situations this last year the coming year presents even greater hurdles to be overcome.

I take this opportunity to personally thank you for your past associations and to assure you of my eager anticipation of a continued fraternity between us.

Cordially yours,

Lester S. Dame, President.



QUALITY
IS
SUPREME
IN

★ ★ **TWOSTAR** ★ ★
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XX

NOVEMBER 15, 1938

Number 7

Law Fixes Wages and Hours

The country's first national "Wages and Hours Law" went into effect on Monday, October 24, 1938, meeting with some resistance here and there, but generally accepted by industry and employers as the law of the land that must be religiously observed to escape public censure, heavy fines and imprisonment. While this is the first successful attempt at national regulation of hours of employment and pay therefor, there have been several attempts at similar legislation by states and by the colonies in the early colonial days.

One of the first to regulate hours and wages was an act by the Pilgrim Fathers, founders of the Commonwealth of Massachusetts. It was prompted by a situation exactly opposite to that which exists today. They faced a labor shortage and the law was intended to prevent extortionate wages. In 1630 the common council of the Massachusetts Colony passed a law providing that "carpenters, joiners, bricklayers, sawyers and thatchers shall not take above two shillings a day." History does not record the success or the failure of this first attempt at regulation on continental United States.

The law that now governs maximum hours and minimum wages is known as the Fair Labor Standards Act of 1938. It was passed by the recent Congress despite some very stubborn opposition by certain groups. It sets up a minimum hourly wage of 25 cents and a maximum hour week of 44 hours for the first year it is in effect, plus time and one-half for overtime. It further provides that beginning October 24, 1939 the statutory week will be 42 hours and the hourly wage not less than 30 cents. Starting October 24, 1940 the work week will be reduced to 40 hours. By 1945 the minimum hourly wage will be boosted to 40 cents.

The administrator of the act is Elmer F. Andrews, head of the wage and hour division of the Department of Labor. Besides enforcing the provisions of the act, he must interpret the exemptions and the classifications of workers affected. The act also bars from interstate commerce goods produced by "oppressive child labor." The enforcement of that portion of the law is under Chief Katherine Lenroot of the children's bureau of the same department.

With rare exceptions there are no children employed in legitimate macaroni-noodle factories. These exceptions are the small family-owned concerns that have proven so difficult to regulate. They are little one-unit affairs where the goods are produced in one room, dried in a sunless backroom and sold to a neighborhood trade. In most instances no outside help is employed. The father is the manufacturer, the wife is the saleslady, grandpa and grandma do most of the work aided

by the younger members of the family. While the latter may be affected by the child labor provisions of the new law, the whole group will come under its other provisions in that they use ingredients that reach them through interstate commerce.

The National Macaroni Manufacturers Association through its executives has been striving to make every manufacturer familiar with the provisions of the new law because every important firm in the trade comes under the act. The president has issued circulars to the membership explaining the law's features as they affect the industry and is seeking arguments for presentation to the proper officials to obtain for the macaroni-noodle industry, if possible, some seasonal exemptions. It is hoped to have a ruling on this point effective during the business season of next winter or spring.

In his first interpretative bulletin Administrator Andrews, defined "maintenance workers," "watchmen," "clerks," "stenographers," and "messengers" in interstate commerce industries as subject to the provisions of the law on the ground that they are engaged in capacities "necessary to the production" of goods. He points out that the law includes workers engaged "in the production of goods for (interstate) commerce," but that this is not limited to employes who are engaged in the physical work on the product itself; that employes who are an essential part of the stream of interstate commerce are also included in the phrase "engaged in commerce."

The bulletin also interprets the act as not covering plants where employes work on raw materials derived from within the State and where none of the product of the plant moves in interstate commerce, even though the product so manufactured and sold locally comes in competition with similar products which have been manufactured elsewhere and have moved in interstate commerce. Since every manufacturer of macaroni products uses either semolina, farina or flour, boxes, containers, eggs, salt, paper, etc. that has moved in interstate commerce, we cannot imagine a concern however small or insignificant, that does not come under the act.

Interpretations will be made as questions are presented and studied, and specific rules and regulations will be promulgated as they are prepared by the administrator. Since all interpretations and all regulations will probably affect all members of an industry, it is assumed that quicker action will be obtained on any controversial point if the industry unites in its presentation. The National Association will gladly represent the Macaroni-Noodle industry in any concerted action of this kind, hoping thereby to clear up all questionable points that might still exist in the minds of manufacturers willing to observe the new law.



Consumer Surveys Divulge Interesting Facts

An interesting and very important activity of The National Macaroni Institute, an affiliate of the National Macaroni Manufacturers Association, is the unearthing of consumer facts through special surveys to obtain the public's reaction to macaroni products which can best be ascertained through such an independent agency.

What is the general attitude of the consumer in your trading area to macaroni products? Would it surprise you to know that there are territories in which consumers eat egg noodles, spaghetti and macaroni very seldom? That 20% of

the families in a large area never taste egg noodles year in and year out? That 16% never eat spaghetti and that 11% never serve macaroni in their homes?

Is it not interesting to know that in the area covered 33% of the housewives surveyed prefer to serve spaghetti with tomatoes while only 10% serve spaghetti with cheese and tomatoes? That 23% serve noodles with chicken, their preferred combination, and that nearly 60% of the macaroni consumed is served with cheese? Further that more than half of

the women questioned still make their own egg noodles in their homes?

These and other facts were uncovered by a consumer survey made by The Macaroni Institute in cooperation with the Gooch Food Products Company of Lincoln, Neb. as reported in the compilation of the replies reported herewith. Manufacturers interested in making similar surveys in their territories will find the services of The National Macaroni Institute very helpful and the results most astonishing.

MACARONI PRODUCTS CONSUMER SURVEY

Tabulation of replies from 532 consumers in Nebraska and neighboring states to questionnaires distributed by The National Macaroni Institute in conjunction with

GOOCH FOOD PRODUCTS CO., Lincoln, Neb.

KEY

1st. Col.—REPLIED (number of housewives that replied)
2nd. Col.—ANSWER (nature of replies)
3rd. Col.—PERCENTAGE (of the whole or 100% of the 532 housewives)

1—(Question)—How many members in your family?

Replied	Answers	%	Replied	Answers	%
134 Hswfs.	Two	25.19	5 Hswfs.	One	.94
131 Hswfs.	Three	24.62	4 Hswfs.	Eight	.75
129 Hswfs.	Four	24.25	2 Hswfs.	Nine	.38
68 Hswfs.	Five	12.78	2 Hswfs.	Ten	.38
34 Hswfs.	Six	6.39	1 Hswf.	Eleven	.19
17 Hswfs.	Seven	3.19	5 Hswfs.	No Reply	.94
			532 Hswfs.		100%

2—(Question)—Which of the following macaroni products are most popular in your home? (Please check in the order of your preference, that is, by indicating your 1st, 2nd, and 3rd choice.)

FIRST CHOICE—

Replied	Answers	%	Replied	Answers	%
206 Hswfs.	Macaroni	38.72	145 Hswfs.	Egg Noodles	27.26
181 Hswfs.	Spaghetti	34.02	532 Hswfs.		100%

SECOND CHOICE—

194 Hswfs.	Spaghetti	36.47	150 Hswfs.	Egg Noodles	28.19
188 Hswfs.	Macaroni	35.34	532 Hswfs.		100%

THIRD CHOICE—

237 Hswfs.	Egg Noodles	44.55	138 Hswfs.	Macaroni	25.94
157 Hswfs.	Spaghetti	29.51	532 Hswfs.		100%

3—(Question)—How often do you serve macaroni products in your home? (NOODLES)

Replied	Answers	%	Replied	Answers	%
121 Hswfs.	Seldom	22.74	96 Hswfs.	Once a Month	18.04
120 Hswfs.	Twice a Month	22.55	74 Hswfs.	Once a Week	13.91
107 Hswfs.	Never	20.11	14 Hswfs.	Twice a Week	2.65
			532 Hswfs.		100%

(SPAGHETTI)

Replied	Answers	%	Replied	Answers	%
134 Hswfs.	Twice a Month	25.18	93 Hswfs.	Seldom	17.48
114 Hswfs.	Once a Week	21.45	74 Hswfs.	Never	13.91
95 Hswfs.	Once a Month	17.85	22 Hswfs.	Twice a Week	4.13
			532 Hswfs.		100%

(MACARONI)

Replied	Answers	%	Replied	Answers	%
136 Hswfs.	Twice a Month	25.56	83 Hswfs.	Seldom	15.60
119 Hswfs.	Once a Week	22.37	58 Hswfs.	Never	10.90
104 Hswfs.	Once a Month	19.55	32 Hswfs.	Twice a Week	6.02
			532 Hswfs.		100%

Salt in Historic Role

As officially defined Macaroni Products may be made with or without added salt. In the older days there was a wide discussion among macaroni manufacturers as to the value of added salt in their products. Some reasoned that it was needed as a preservative; others that it added an element which the body needs for proper alimentation. At present most manufacturers add salt to their mix although some are not yet convinced that the product can be improved by such an addition.

Salt has played an important rôle in the life of man. Present day scientists argue that without salt, life would almost be impossible.

Aside from its flavoring qualities, salt is of historic interest as the following story points out:

Filled with the rich lore of the centuries, loves, hates, adventures and discoveries which have led to the development of great nations and industries, is the intriguing story of that simple item, salt. Its tale is dateless, for it goes back to man's beginning. Much reference is made to it in old recordings, and the tales are very interesting.

Men swore by salt, used it as a sacrifice, and entertained much superstition regarding it. Plato referred to it as a substance "dear to the gods." If a salt stream was discovered in a certain locality it was believed to be God's bounty upon that section. The Russians used it as a symbol of immortality, and placed it in the coffins of their dead. Armies were often paid with salt in ancient times, and the expression "He is not worth his salt" began with that custom. Men and women in ages past were sold into slavery for it. They have been tortured for salt, and even grim war has been fought for it. Because Napoleon didn't have enough salt for his soldiers many of them died, for their wounds wouldn't heal. Ancient cities and roads were built as the result of salt traffic, and explorers seeking new salt routes found new lands.

November 15, 1938

THE MACARONI JOURNAL

7

4—(Question)—Do you serve macaroni products more often as the main dish of a meal or as a side dish?

Answers	%	Replied	Answers	%	
384 Hswfs.	Main Dish	72.18	148 Hswfs.	Side Dish	27.82
			532 Hswfs.		100%

5—(Question)—What is your favorite way of serving macaroni, egg noodles or spaghetti? if you have several different ways of preparing each, please list them.

(SPAGHETTI)

Replied	Answers	%	Replied	Answers	%
174 Hswfs.	Tomatoes	32.71	23 Hswfs.	Chili	4.32
142 Hswfs.	Meatballs	26.69	17 Hswfs.	Canned	3.20
64 Hswfs.	Cheese	12.03	11 Hswfs.	Goulash	2.07
54 Hswfs.	Cheese & Tomato	10.15	5 Hswfs.	Creamed	.94
42 Hswfs.	Baked	7.89	532 Hswfs.		100%

(EGG NOODLES)

Replied	Answers	%	Replied	Answers	%
119 Hswfs.	Chicken	22.37	62 Hswfs.	Tomatoes	11.65
99 Hswfs.	Soups	18.61	50 Hswfs.	Fish	9.40
81 Hswfs.	Beef	15.23	27 Hswfs.	Salad	5.07
71 Hswfs.	Cheese	13.35	23 Hswfs.	Stewed Dishes	4.32
			532 Hswfs.		100%

(MACARONI)

Replied	Answers	%	Replied	Answers	%
317 Hswfs.	Cheese	9.59	44 Hswfs.	Salads	8.27
55 Hswfs.	Tomatoes	10.34	38 Hswfs.	Baked	7.14
55 Hswfs.	Cheese & Tomato	10.34	23 Hswfs.	Hamburger	4.32
			532 Hswfs.		100%

6—(Question)—Macaroni, spaghetti and egg noodles may be purchased in the following forms: in packages, in bulk, and canned. Which type do you prefer?

Replied	Answers	%	Replied	Answers	%
442 Hswfs.	"In Packages	83.08	33 Hswfs.	Canned	6.20
57 Hswfs.	In Bulk	10.72	532 Hswfs.		100%

7—(Question)—Macaroni Products may be purchased in a variety of sizes. Which type do you prefer?

(MACARONI)

Replied	Answers	%	Replied	Answers	%
349 Hswfs.	Short Cut & Elbows	65.60	66 Hswfs.	Shells	12.41
70 Hswfs.	Long	13.16	47 Hswfs.	Alphabets	8.83

(SPAGHETTI)

268 Hswfs.	Short Cut	50.38	264 Hswfs.	Long	49.62
------------	-----------	-------	------------	------	-------

(EGG NOODLES)

222 Hswfs.	Medium	41.73	143 Hswfs.	Broad	26.88
167 Hswfs.	Fine	31.39	532 Hswfs.		100%

8—(Question)—In what season do you serve Macaroni Products most frequently?

Replied	Answers	%	Replied	Answers	%
390 Hswfs.	Winter	55.08	61 Hswfs.	Spring	8.62
147 Hswfs.	Fall	20.76	25 Hswfs.	Summer	3.53
85 Hswfs.	Year Around	12.01	532 Hswfs.		100%

9—(Question)—Do you make egg noodles in your home?

Replied	Answers	%	Replied	Answers	%
293 Hswfs.	Yes	55.08	239 Hswfs.	No	44.92

10—(Question)—would be interested in obtaining without cost or obligation, a 16-page actively illustrated recipe folder containing 24 carefully tested macaroni, egg noodle and spaghetti recipes?

Replied	Answers	%	Replied	Answers	%
491 Hswfs.	Yes	92.29	41 Hswfs.	No	7.71

NATIONAL MACARONI INSTITUTE
M. J. DONNA, Director.

N. M. Onofrio Resigns

Nicholas M. Onofrio, vice president of the American Beauty Macaroni Company, Kansas City, Mo., announced his

resignation as an executive of that firm. Mr. Onofrio has for many years represented his firm at regional and national meetings of the macaroni industry and is well known to the trade. His plans for the future are indefinite. His resignation became effective Nov. 5, 1938.

Importance of Starch

The wide variety of materials from which starch may be manufactured and the many uses for it which have been developed in industry make it a product of general interest, says a recent release by the foodstuffs division of the Bureau of Foreign and Domestic Commerce.

Starch is a valuable food element naturally present in many cereals and in the roots of tuberous plants. The grain most used at present for the commercial extraction of starch is corn, with small amounts of wheat and rice also being consumed for this purpose. Roots used include both white and sweet potatoes, cassava and arrowroot. Cassava, from which tapioca is prepared, is also known in different countries as manioc, mandioca and yuca. Sago starch is obtained from the pith of the sago palm.

Many industrial uses for starch have been developed, and the amount now consumed as food does not amount to much more than one fourth of the total manufactured. The only one of the starch group which is still used almost entirely as food is arrowroot. Although certain starches are especially adapted to particular purposes, they may to some extent be substituted one for the other when price or other conditions make this substitution necessary or desirable.

The value of starch was discovered at an early date, and references to it both as a food and as a stiffening agent for linen may be found in the writings of the ancient Egyptians. The first use on a large scale in Europe was developed in the Netherlands, which still maintains a large starch manufacturing industry.

Laundry starch was introduced into England early in the sixteenth century by Flemish women who were invited to come to the country for that purpose and who were received with great honors. In the reign of Queen Elizabeth her mistress of the royal laundries was a woman of great prestige; her reputation extended throughout the kingdom, and titled ladies came to take lessons from her. At that time, we are told in an interesting little book on the subject by H. A. Auden, tubs and other utensils necessary for the making of starch were to be seen in the most aristocratic residences of England; and washing, drying, and hanging out of clothes were performed in the presence of nobles, as were various kinds of entertainment and sports at a later date.

The manufacture of starch in the United States was begun early in the nineteenth century, and the material first used for the purpose was the potato. With the increase of grain production, the manufacture of corn starch was begun in the corn growing states. The new industry grew rapidly and soon became much more important than the potato starch industry, which has declined and which is now confined almost entirely to the County of Aroostook in Maine.

Corn, one of the leading grain crops of this country, is an important raw material used in the manufacture of starch in the United States. Grain used for this purpose was estimated at about 22,282,000 bu. in 1937 and at 25,902,000 bu. in 1936.

Survey of Macaroni-Spaghetti in the New York City Market

By **LESTER S. DAME**, President, National Macaroni Manufacturers Association

The *New York Times* Research Department has conducted an investigation of the sale of macaroni-spaghetti to measure the volume and rate of consumption in High, Medium and Low income neighborhoods in New York city. The consumption of macaroni-spaghetti was ascertained by obtaining sales figures from grocery outlets serving High, Medium and Low neighborhoods. The following are excerpts from this survey:

According to the United States Census there are 15,120 retail grocery outlets in New York city. Based on other information these grocery outlets may be grouped according to the type of neighborhood served, as follows:

	High	Medium	Low
Number of Food Outlets	2,076	4,801	8,243

Relation of New York City Grocery Outlets to Families

The cross-section shows the proper division of New York city grocery stores by income groups. The explanation below is to clarify the relationship between this division of grocery stores and the families they serve.

According to the 1930 U. S. Census, there are 15,120 retail grocery outlets in city. Based on rentals and home ownership figures from the same census, these may be divided into three groups:

HIGH—296,115 families, representing 17% of the total
 MEDIUM—645,763 families, representing 37% of the total
 LOW—781,076 families, representing 46% of the total

Income Group	No. of Grocery Stores	%	No. of Families Served	%	Average Number of Families Per Store
HIGH	2,076	14	296,115	17	143
MEDIUM	4,801	32	645,763	37	135
LOW	8,243	54	781,076	46	95
TOTALS	15,120	100	1,722,954	100	114

The figures in the foregoing tables have been checked carefully and tested for cross-section stability and have been found to be accurate and reliable. In addition, the methods and proce-

DISTRIBUTION

No. Stores Surveyed	Pkg. Size	HIGH 70		MEDIUM 160		LOW 270		TOTAL 500	
		No. Store Carry	% Carry	No. Store Carry	% Carry	No. Store Carry	% Carry	No. Store Carry	% Carry
Caruso	14 & 16 oz.	59	84.3	123	76.9	82	30.4	264	52.8
Mueller Goodman	9 oz. 8 & 9 oz.	65	92.9	148	92.5	138	51.1	351	70.2
La Rosa Ronzoni	1 lb. 1 lb.	44	62.9	73	45.6	72	26.7	189	37.8
		2	2.9	8	5.0	104	38.5	114	22.8
		1	1.4	8	5.0	79	29.3	88	17.6
LOOSE		3	4.3	27	16.9	151	55.9	181	36.2

AVERAGE WEEKLY SALE PER STORE (Package Units)

No. Stores Surveyed	Pkg. Size	HIGH 70		MEDIUM 160		LOW 270		TOTAL 500	
		No. Store Carry	Sale Per Store	No. Store Carry	Sale Per Store	No. Store Carry	Sale Per Store	No. Store Carry	Sale Per Store
Caruso	14 & 16 oz.	59	27½	123	25	82	16	264	22½
Mueller Goodman	9 oz. 8 & 9 oz.	65	31	148	28	138	19½	351	25½
La Rosa Ronzoni	1 lb. 1 lb.	44	28½	73	12½	72	10½	189	15½
		2	4½	8	36	104	71	114	68
		1	2½	8	24½	79	65	88	61
TOTAL PACKAGES ALL SIZES (incl. Miscellaneous)			93		78		86		85
LOOSE MACARONI (in Pounds)		3	31	27	54	151	105	181	96

dures used in surveys of *The New York Times* Research Department are checked and approved by Dr. George Gallup, noted research authority.

WHAT THE SURVEY COVERED

The survey covers sales and distribution of the five brands tabulated plus chain store brands and numerous miscellaneous brands. The following are the weights and prices of the five brands tabulated.

	Weight of Package	Approximate Prices
Caruso	14 oz. or 1 lb.	12c & 13c
Mueller Goodman	9 oz.	9c & 10c
La Rosa	8 oz. or 9 oz.	10c
Ronzoni	1 lb.	9c
	1 lb.	9c & 10c

neous brands. The A. & P., Bohack, and Roulston stores have private brands of macaroni and spaghetti and their sales are also included with miscellaneous brands. The following brands, none of which was found in many stores, are all included in miscellaneous:

Bernice	Re! Cross	Gerber
Martini	Premier	La Perla
Roman (1 lb.)	San Giorgio	King Midas
Roman	Sunset	S. & B.
"5 minute"	Radio	Paramount
Caruso	Bohack	Cyrilla
"5 minute"	Island Manor	Lorenzo
Kurtz	Ann Page	Marchesa
La Faria	Encore	Filigree
Cavelli	Schneider	Diaz
Paladino	La Pace	Victory
Liberty	La Bionda	Five Star
Triangle	Cardinale	Horowitz
Beech Nut	Diana	Margaretan
Manischewitz	Sunbeam	Krasdale
Royal Scarlet	Rose	Guerrero
Fould	Viviano	Ave Maria

Macaroni and spaghetti of all shapes and sizes are included as one item. Miscellaneous brands are divided into two groups—one covering all packages of 8 oz. or 9 oz. and the other of 15 oz. or 1 lb. packages.

In studying this table it should be borne in mind that the average weekly



The Biggest Job in Milling is a VITAL job to You

DO YOU know that there are, roughly, over two hundred different varieties of WHEAT* grown yearly in the United States?

... 200 different kinds of wheat—spring and winter, red and white, hard and soft?

... that, of these, Golden Durum is endowed by nature with just the right characteristics for the manufacture of Macaroni, Spaghetti and Noodles?

... and that the selection and blending of the proper Durum wheat for a specific type of product is the biggest job in milling Semolina ... and a VITAL job to you?

Because this job is so all-important, General Mills is eminently well equipped and geared to examine all of this nation's yearly wheat crop ... from samples taken in every important harvesting section!

Because this job is VITAL to you, General Mills makes a systematic, intensive study of the total U.S. wheat crop right during the harvesting period.

Thus General Mills knows the facts about the new Durum wheat crop, before that wheat moves to market. For the

for you stake your reputation on the miller's skill in DURUM WHEAT Selection. Semolina performance — and the quality of your products ... begins with the WHEAT!

General Mills Wheat Survey is the most extensive and thorough wheat research of its kind!

Therefore it follows that General Mills is able to do this vital job of Durum wheat selection for the discriminating macaroni and noodle manufacturer with complete assurance to the customer that the wheat selected for GOLD MEDAL SEMOLINA and other Durum products, has been thoroughly tested and checked for his commercial use.

And after all, wouldn't you expect the General Mills organization to do the biggest job in milling surpassingly well? Protect the quality and competitive strength of your products by relying upon the resources that set the standard for wheat selection! Remember ... Semolina performance, and the quality of your products, begins with the WHEAT.



*The U.S. Dept. of Agriculture's last Varietal Survey (1934) listed 213 different wheat varieties grown in the U.S.

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT
WASHBURN CROSBY COMPANY
(TRADE NAME)

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

PERCENTAGE OF BUSINESS
(In Pounds)

PERCENTAGE ANALYSIS by BRAND OF SALES IN EACH INCOME GROUP	HIGH	MEDIUM	LOW	TOTAL
%	%	%	%	%
Caruso	32.5	27.9	3.3	10.9
Mueller	24.4	23.2	4.2	9.8
Goodman	14.3	4.7	1.1	3.0
La Rosa	2.1	2.8	20.4	15.2
Ronzoni	.5	1.9	14.2	10.5
Miscellaneous	24.2	25.4	13.2	16.7
LOOSE	2.0	14.1	43.6	33.9
TOTAL	100%	100%	100%	100%

PERCENTAGE OF BRAND'S SALES MADE TO EACH INCOME GROUP	HIGH	MEDIUM	LOW	TOTAL
Caruso	27.1	51.2	21.7	100%
Mueller	22.6	47.3	30.1	100%
Goodman	43.1	31.0	25.9	100%
La Rosa	1.2	3.7	95.1	100%
Ronzoni	.4	3.7	95.9	100%
Miscellaneous	13.3	30.6	56.1	100%
LOOSE	.5	8.4	91.1	100%
TOTAL	9.1	20.1	70.8	100%

sale per store is based only on stores carrying that brand of macaroni-spaghetti. Total average sale is based on all stores surveyed.

WEEKLY CONSUMPTION
PER 1000 FAMILIES

Through the method used in arriving at a proper cross-section the approximate average number of families served by each grocery store by income groups can also be ascertained (as explained under heading "Relation of New York City Grocery Outlets to Families"). The following table shows the approximate weekly consumption of macaroni-spaghetti per 1000 families by income groups.

	No. Stores Surveyed	Average No. of Families Per Store	Total No. of Families	Total Weekly Consumption (In Pounds)	Average Weekly Consumption of 1000 Families (In Pounds)
PACKAGED MACARONI					
HIGH	70	143	10,010	4,583 (6528)	458 (658)
MEDIUM	160	135	21,600	8,833 (12493)	409 (578)
LOW	270	95	25,650	20,483 (23321)	798 (909)
LOOSE MACARONI					
HIGH	92	9
MEDIUM	1,453	67
LOW	15,839	618
TOTAL PKGED. and LOOSE					
HIGH	4,675	467
MEDIUM	10,286	476
LOW	36,322	1,416

If we are to get a properly balanced market picture from the macaroni and spaghetti survey, we should keep 4 facts in mind:

1. There are 250,000 Italian families in New York city.
2. These families are concentrated in the low income areas.
3. The per family consumption of these families is much higher than those of other nationalities, BUT
4. This brand preference is restricted to certain brands, types and prices.

Fact 4 is true of practically all low income families. Families in Low income neighborhoods consume far more macaroni and spaghetti than those in High and Medium income neighborhoods but there is a difference in the type and brand of spaghetti consumed in each group.

In High income neighborhoods, three brands—Caruso, Mueller and Goodman—account for over 70% of the sales; in Medium income neighborhoods for over 55%; but in Low income neighborhoods they account for only 9% of the total sales.

Caruso sells at 12c and 13c for a package of 14 or 16 oz., Mueller sells at 9c and 10c for a 9 oz. package, and Good-

and 44% of the sales in Low income neighborhoods.

Many Italian families, according to grocers' reports, consume between 10 and 15 pounds of macaroni and spaghetti weekly, and the difference in price between 9c or 10c for a 9 ounce package and 9c or 10c for a full pound package assumes considerable importance to a family in poor circumstances. Low income families of other nationalities do not consume as much as the average Italian family, but do consider this difference in price important. And when income does not permit buying the larger lower priced package, there is always bulk macaroni and spaghetti which often sells for less than 8c a pound.

These points are borne out by the brand and loose volume analysis, which shows that the cheaper packaged brands and loose macaroni and spaghetti account for an overwhelming majority of the sales in Low income neighborhoods.

Only three brands have metropolitan distribution and sales appeal—Caruso, Mueller and Goodman. The 70 High income neighborhood stores sell more Caruso macaroni and spaghetti than the 270 Low income neighborhood stores. The same 70 stores sell almost as much Mueller macaroni and spaghetti as the 270 Low income neighborhood stores. The 70 High income stores sell 65% more Goodman macaroni and spaghetti than the 270 Low income neighborhood stores.

Seeks Arrangements
with Creditors

The creditors of the A. J. Ghiglione & Sons, Inc., of Seattle, Wash., were advised on October 10 by the referee in bankruptcy for the western district of Washington of "proceedings for arrangement under Chapter 11 of the National Bankruptcy Act of 1938."

A meeting of the creditors was held on October 26 to plan some arrangement whereby the macaroni concern might remain in possession of its properties and continue operation of its business pending further proceedings.

In the proposed arrangements the debts entitled to priority are to be paid in full out of earnings, starting October 1939; the unsecured debts are to be paid out of a fund to be set up and to which regular payments are also to be made out of earnings to the extent but not to exceed 33 1/3 per cent.

This macaroni firm has been in continuous operation in Seattle since it was founded in 1902 by its originator, A. F. Ghiglione who died in 1937, and since managed by his sons. The petition was signed by August J. and Charles L. Ghiglione.

Says Wilhelmina, the waitress: "They tell that meat eating makes one ferocious. The maddest man I ever saw was one who had just eaten a caterpillar with his lettuce."

WHO SELLS IT

BUYER'S GUIDE

WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina

Barozzi Drying Machine Co.
Macaroni Noodle Dryers

Capital Flour Mill, Inc.
Flour and Semolina

John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses and
Pumps

Champion Machinery Co.
Brakes, Flour Blenders, Sifters and
Weighers, Mixers



Responsible Advertisers of Macaroni - Noodle
Plant Service, Material, Machinery and other Equip-
ment recommended by the Publishers.

Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing Machines

Commander Milling Co.
Flour and Semolina

Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

Creditors Service Trust Co.
Mercantile Collections

E. I. du Pont de Nemours & Co., Inc.
Cellophane

Eastern Semolina Mills, Inc.
Semolina

Charles F. Elmes Engineering Works
Die Cleaners, Kneaders, Mixers, Presses,
Pumps, Valves, and Accumulators

King Midas Mill Co.
Flour and Semolina

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Service—Patents and Trade Marks—The Macaroni Journal



Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

Standard Milling Co.
Flour

The Star Macaroni Dies Mfg. Co.
Dies

Triangle Package Machine Co.
Packaging Machinery

Stella Cheese Co.
Grated Cheese

Washburn Crosby Co. Inc.
Flour and Semolina



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



Small Business Resolves

Several hundred representatives of the small business interests of the country constituted the first national convention of this new group of tradesmen which was held at Pittsburgh, Pa. September 13 to 16, 1938. This convention is the outgrowth of a conference in Washington last spring through which President Roosevelt and some of the members of his cabinet sought to obtain the views of the little business men on matters of government and trade and legislation.

The outcome of the 4-day conference is best set forth in the unanimously adopted (1) Declaration of Principles, and (2) a set of resolutions outlining the organization's immediate objectives.

Declaration of Principles

WHEREAS: After six years of well meant but futile effort to restore prosperity to the American people, we find ourselves with practically as many un-

employed persons as there were at the beginning of the depression and with new dangers growing out of the substitution of fundamental American institutions, and

employed persons as there were at the beginning of the depression and with new dangers growing out of the substitution of fundamental American institutions, and

WHEREAS: In spite of the great natural resources at our command and the most efficient and productive economic organization in the world, we find that we have poured out unprecedented billions of dollars to spend our way out of the depression, with the net result of a huge and dangerous national debt which must be met by a people less prepared to meet the debt than they were at the beginning of the depression, and

WHEREAS: Small business is peculiarly fitted to speak for the citizenship of the nation by virtue of the fact that

a—Small business comprises over 90% of all business units, conducts most of the business and employs most of the workers of the nation; and

b—Small business stands in close and personal relationship to its employees and understands fully the needs and interests of both employers and employees; and

c—Small business constitutes the largest single body of votes in the electorate;

Immediate Objectives

1. The Government to get out and stay out of private business. The Government should cooperate, not compete.
2. Repeal of all laws under which Congressional powers have been delegated to others.
3. Retain free speech, particularly in press and radio.
4. Simplify social security and other tax forms. Place old-age benefits of the Social Security Act on pay-as-you-go basis.
5. Reduce Governmental expenses—Balance the budget—Remove relief from politics, and make all Governmental employees subject to income tax laws the same as the rest of us.
6. Amend the Wagner Act to give equal rights to employer and employee, and to make each party to any dispute equally responsible and permit review of evidence by Federal Courts.
7. The Government should definitely encourage business by removing business expansion penalties from the tax structure and ceasing its futile efforts toward reform at the expense of recovery.

F. O. B.

Dad: Your studies are tough, Son—
Do you need a coach?
Son: No Dad, a roadster will do.

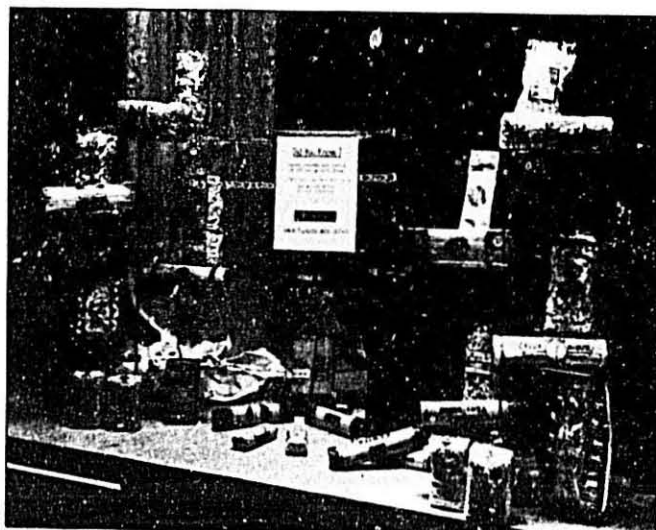
Egg Noodle Exhibit Attracts Thousands

An example of the type of cooperative support which the macaroni-noodle industry can expect to receive from interested allies is that given the national observance of Spaghetti-Noodle Week, October 9-15, 1938, by E. I. DuPont de Nemours & Co., Inc., of Wilmington, Delaware.

During and immediately preceding the WEEK the Cellophane Division of the firm had on display a special exhibit of egg noodles in the window of the Du Pont Exhibit on the Boardwalk, Atlantic City, N. J. In this year-around exhibit, the firm makes a public showing

an interior display and has since been seen by countless others who visited our exhibit. It proved an attractive showing and created widespread interest, not only in the cellophane used but in the food products thus displayed. The placard telling a brief "noodle story" also created much favorable comment."

The Du Pont exhibit on the Boardwalk is one that is viewed by almost every visitor to Atlantic City. The value of the publicity thus given egg noodles by this cooperation is almost inestimable. It merely shows what can be done by willing cooperators when the trade presents the opportunity for such welcomed cooperation.



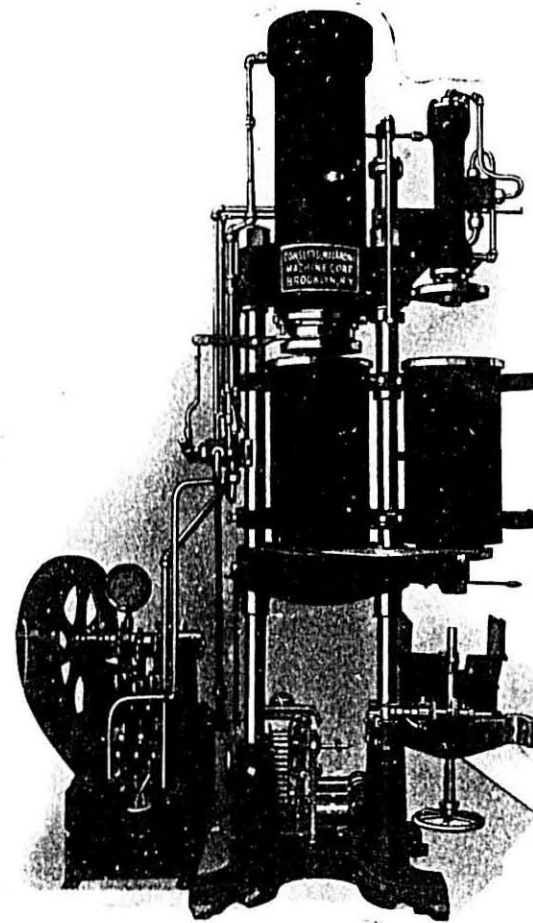
of its many products and quite naturally took advantage of Spaghetti-Noodle Week to show the protective qualities of cellophane as a preserver of foods and other products.

"Viewed by thousands of passersby during its window appearance, the week of October 9 to 15, 1938," writes H. B. Putney of the merchandising division of the Du Pont Cellophane Company, "it was later transferred to

Did You Know?
Spaghetti and noodles were invented over 3,000 years ago by the Chinese? High in food value, these products are kept clean and sanitary for your protection in Cellophane Spaghetti & Noodle Week, Oct. 9-15. That was the message contained in the centerpiece of a novel egg noodle exhibit on the Boardwalk, Atlantic City, N. J., viewed by thousands, a photograph of which is shown above.

Consolidated Macaroni Machine Corporation

Designers and Builders of High Grade Macaroni Machinery



The 1938 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR THIRTY YEARS

**MIXERS
KNEADERS
PRESSES**

**DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS**

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

What? More Processing Taxes?

Unconfirmed, yet undenied reports from the nation's capital are to the effect that some administration officials are again seriously considering the practicability of proposing new processing taxes on agricultural products. Such thinking serves to remind macaroni-noodle manufacturers of their sad experience and the heavy cost of a very costly processing tax venture of two or so years ago.

There is every reason to believe that the macaroni industry will be united in opposition to any such class legislation and there is every indication that they will be supported therein, even by a large group of farmers for whose "benefit" the taxes are supposed to be raised.

The Millers' National Federation has gone definitely on record as being opposed to any new tax legislation and more specifically the obnoxious processing tax of the nature of the unlamented one of a few years back. Through the public relations division of that organization the fight against a new processing tax is being carried on determinedly, first through all grain-using trades and also through the consumers, who after all must pay all such taxes.

In a recent appeal to consumers Emmet Dougherty, public relations director of the Federation, says, in part:

"The food you eat and the clothes that you wear are costly items in the family budget of every consumer.

"When taxes are added, your daily expenses are increased. Levies imposed on essential foods and fibres make your tax load all the more burdensome.

"Your pocketbook in fact, is frequently squeezed dry in meeting the cost of living.

"These 'bread and britches' taxes touch both the rich and the poor, but unfortunately they fall most heavily on those who are the least able to pay.

"Most taxing authorities are not inclined to admit that the consumer bears any appreciable part in any revenue program. It is a novelty therefore, to report that the Federal Government, in official publications, with admirable frankness and honesty, definitely and conclusively discloses that the staggering sum of \$960,720,397.99 in the form of processing taxes was paid by American Consumers."

An appeal is also being made by the members of the Federation who seek to enlist the cooperation of all interested processors. Last month the H. H. King Flour Mills Company addressed a circular to all its macaroni friends, stating:

"Secretary Wallace is again advocating processing taxes on agricultural products.

"The Administration is expected to make strong efforts to put over another processing tax law at the coming session of Congress.

"Consumers, processors and growers paid plenty for their last processing tax

experience. Why not start a fight NOW against this most unfair special tax?

"Appeal to your Congressmen to vote against all attempts to reimpose processing taxes and urge others to do so. Get your salesmen interested. Have them furnish their customers with the facts."

The National Macaroni Manufacturers Association is leading the macaroni industry in opposition to all proposed taxing legislation, and especially that which would place unnecessary and harmful taxes on processing of grains into such an economical food as macaroni.

It is being supported by all of the important firms in the trade. Already many have made representations to their Senators and Representatives and those who have overlooked doing so are being urged to act immediately. It may be too late to await the actual proposal of such a bill. Head it off by arousing industry and public sentiment against additional taxation of this nature, of any kind whatsoever.

While there seems to be little favorable reaction to Secretary Wallace's proposal, there is much in the way of proof that something is in the wind at Washington. Here's a little article on the situation as reported to *The Wall Street Journal* last month:

"Farm administration officials are becoming increasingly disturbed over what they consider rather definite prospects that the next session of Congress may refuse to reenact processing taxes on major agricultural commodities.

"Thus far there has been little favorable reaction to recent proposals of Secretary Wallace that processing taxes be restored as a permanent source of revenue for price adjustment payments to farmers taking part in the general farm program, it was disclosed yesterday. Funds for these payments are provided in a regular appropriation and might be discontinued by an economy-minded Congress.

"The apparent lack of enthusiasm for these taxes, even among farmers who would receive whatever benefits might flow from them, discourages proponents of the processing levies. They realize that in order to receive serious consideration in Congress this tax proposal must have strong backing, especially from farmers.

"Another factor which will operate against this farm revenue proposal is the rather general feeling that processing taxes are, in effect, sales taxes. Because of this feeling Representative Doughton, North Carolina Democrat and chairman of the Ways and Means Committee, side-tracked processing taxes when they were proposed in 1936 after the invalidation by the Supreme Court of the original Agricultural Adjustment Act."

The best way for the macaroni-noodle makers to be on their guard against the

imposition of a new and equally obnoxious processing tax is to line up the Senators and Representatives against the proposal in any form. In that way only will additional taxes be forestalled. Act individually or collectively through the National Association that stands ever ready to fight for the manufacturers' interests in this and all other matters.

Has Continuous Macaroni Machine Agency

Charles F. Elmes Engineering Works of Chicago, Ill., recently announced to the trade that it has accepted the sole United States and Canadian agency for Braibanti machines.

During the past few years the Automatic Continuous Macaroni Machine has sprung into prominence. To keep up with the times Mr. C. W. Elmes made several trips to Europe to investigate and study this type of machine. His itinerary included France, Italy and Switzerland, and these Automatic Macaroni Machines were inspected under actual operating and working conditions. Several different types were investigated, and some machines were found to be in constant operation since 1934.

After months of investigation and study, Mr. Elmes selected the Braibanti Automatic Continuous Macaroni Machine as being the most outstanding machine of this type, from the standpoint of construction, efficiency, economy and production. This machine produced goods of unvarying quality and color.

The Automatic Machine mixes, kneads and extrudes all in one continuous operation. It can produce either long or short goods. The dough is not exposed to the air at any time. Once the machine is set, it requires no attention from the operator. The dies are quickly and easily changed. The Press occupies approximately the same amount of floor space as the ordinary Macaroni Presses, and the weight is slightly under the average Macaroni Press.

The Charles F. Elmes Engineering Works have obtained the exclusive sales rights in the United States and Canada for this Automatic Continuous Macaroni Machine, as well as Dryers, Noodle and Fancy Goods Machines as offered by Giuseppe Garbuio of Treviso, Francesco Costa of Bologna, and Landucci & Lotti of Pistoia. We shall be pleased to furnish any information regarding this modern equipment.

The Charles F. Elmes Engineering Works have been builders of paste goods machinery for the past 56 years. Many macaroni plants today are equipped exclusively with ELMES machines and many Macaroni Presses built over 40 years ago are still operating satisfactorily.

Traffic Flow and Shopping Habits

Most of the food consumed by families is bought locally; the per capita value of food consumed is higher in nonmetropolitan homes than in big city homes; people in smaller communities do considerable out-of-town shopping for products other than food, apparel, house furnishings and drugs; there is a definite relation between sales and traffic flow along highways connecting communities; good prospects are good prospects for advertised goods, irrespective of what sized community they live in; and markets are *people* not places. These are some of the conclusions reached in a new book, "Traffic Flow and Shopping Habits," just issued by the McCall Corporation and containing the results of studies made under the direction of Arthur Hirose, director of research.

Traffic flow from the smaller communities to the bigger cities showed a distinct relationship to the sales of commodities other than food, indicating that families with incomes above the subsistence level were in the habit of traveling as many as 50 miles from home to buy the products they wanted. This study explains why the per capita sales of merchandise other than food, as shown in the Census of Business, are usually smaller in the smaller communities than in the metropolitan centers.

Concluding the new book, the McCall research department says:

"Markets are *people* and *families*, regardless of the size of community in which they have their homes.

"Traffic flow from the smaller communities to the larger cities and back to the smaller town, proves what has been suspected, that small town families go to big cities to do much of their shopping.

"With food consumption equal for both big city and smaller community families, what evidence is there that small town families own and buy as much house furnishing goods as big city families?

"It is further shown that it is the families outside of the low income groups who have the means and the mobility to go to distant cities to buy

the things they want. In general it is the magazine reading families who are identical with these better prospects.

"These studies explode the theory that manufacturers can think in terms of their worthwhile markets being a few large trading or shopping centers.

"These studies explode the theory the whole of the United States is just one big city. A big city is made up of one or more business and shopping centers. Going out from these centers are many homes. Where the shopping center is in the center of many homes it usually has large stores, because large stores need lots of traffic to support them. Where shopping centers are in the middle of fewer homes they support only neighborhood stores.

"Yet no one would argue that the homes around a big shopping center were any better than the homes around a smaller shopping center. Wherever there are homes there are people. Wherever there are people there is consumption of goods, without relation to the distance from or nearness to stores.

"As a market the United States is nothing but one big city. It has big business districts where much merchandise is sold. Yet no manufacturer would attempt to buy consumer advertising that circulated only in business districts, because his objective is the *home*, where consumption takes place.

"Look upon the nation as one big city and you'll see many business and shopping districts of varying sizes. Some business districts will contain department stores, specialty shops and every conceivable type of retailing establishments. As these business and shopping districts get smaller they will contain fewer stores. Descending to small neighborhood business and shopping centers you'll find only stores that sell necessities and staples that have to be bought in a hurry.

"But the *homes* themselves will not taken on value as they are near to large stores or shopping centers. Neither will the homes take on less value as they are found in close proximity to small stores. Consumption is the *gauge* always. Markets are not places but people. The producer and advertiser of consumer goods cannot blithely settle his marketing troubles by thinking of big city mar-

kets as opposed to small town markets. "Buying decisions are engendered in people's minds—in families' homes. The place to make a sale is primarily in the homes where people live, whether it be in big cities or small towns.

"For the advertised product is sold at the time and place the advertisement is read. The product is bought by the people who read the advertisement regardless of *where* they buy.

"Hence the advertiser who concentrates his money in the big cities because the sales are made there, on the assumption that he reaches more or better prospects, may find that by so doing, he is missing a goodly part of his market."

Contributed

Contributed by a Loyal Supporting Member who found it in The Consolidated Flour Mills Company News, Wichita, Kan.

Are You Guilty?

What is the cause of that perverseness which makes most of us guilty of at least one or two of these "Twelve ways to kill an organization"?

1. Don't go to any of the meetings.
2. But if you do, go late.
3. If the weather doesn't suit you, don't think of going.
4. If you do attend, find fault with the work of the officers.
5. Never accept an office. It's much easier to criticize than to do things.
6. Get sore if you are not appointed to a committee. Should you be appointed, don't attend any of the committee meetings.
7. If asked to give your opinion on some matter, tell the Chairman you have nothing to say. After the meeting tell everyone how it should have been done.
8. When others roll up their sleeves and willingly and unselfishly use their ability to help matters along, howl that the organization is run by a clique.
9. Hold back your dues as long as possible or don't pay them at all.
10. Make no effort to get new members.
11. Don't be sociable.
12. If you get a good idea, smother it at once.

Manufacturer of

WOODEN MACARONI BOX SHOOKS

ROTARY CUT—CAN SHIP MAGNOLIA, TUPELO OR GUM

I Own and Operate Seven Mills Excellently Located to Assure Best of Service to All Points

"Quality and Service As Promised"

Your Inquiries Solicited

Tribune Tower

J. C. NICHOLS

Chicago, Illinois

Dishes With Distinction

Almost every homemaker has in her repertoire of recipes at least one dish with distinction which makes her eligible to do a bit of boasting. It may be a special way of turning out macaroni and cheese, temptingly tender and a deliciously golden. Or it may be an original spaghetti or noodle dish. But whatever the specialty it's fairly likely to be made with a paste, because pastes often seem to be the basis for distinctive dishes.

The large and versatile paste family has well over 100 members. But unless you've spent some time in sunny Italy or lived next door to an Italian family you're possibly familiar with only the most common pastes, such as macaroni, spaghetti, vermicelli, and the fancier shells, bows, elbows and butterflies. Of course there are noodles too, but they differ from other pastes because they are made with eggs and macaroni pastes are generally made with only flour, salt and water.

The only difference between the various branches of the macaroni family is in the shape and size of the paste product. But there is a vast difference in quality. The better quality pastes are made from semolina, a coarse hard wheat flour. Farina flour is also used in the superior quality pastes. These better pastes retain their shapes and appetizing creamy-white color after they're cooked, but the cheaper grades tend to become tough or mushy and to be rather unappealing and dull gray in color.

Because the difference in price is so little and the difference in quality is so great, it behooves the homemaker to be certain that she is purchasing the best grade for her dishes with distinction.

When experimenting with the methods of cooking pastes, we've found in the testing kitchen that if they're cooked in a very large quantity of water in a kettle twice the size of the amount of water used, in order to allow for expansion of pastes, they cook in much less time and are tenderer and better textured. We advocate for each half pound of paste about four quarts of rapidly boiling water to which a tablespoon of salt has been added. The paste should be dropped in gradually in order not to interrupt the boiling activity of the water.

With this method spaghetti will be tender in about 20 to 25 minutes, noodles will be ready in 15 to 20 minutes, and the macaroni will reach its peak of tenderness in about 20 minutes. To test the tenderness of the paste, roll or press a piece of it between the fingers. If it is soft and tender then it's ready to be removed from the boiling water.

Paste which is to be used in a casserole dish requiring more cooking need not be thoroughly tender. It should however be cooked in boiling water until it is swollen to its full size and this stage is reached approximately five minutes before the paste is entirely done.

**JULIA LEE WRIGHT, Director,
Homemakers' Bureau, The Family
Circle Magazine, Oakland, Cal.**

Unless your dishes with distinction are meals in themselves, a half pound of paste is usually sufficient for six servings, because pastes when cooked swell to at least twice their original size.

Pastes, of course, may be served in any number of ways. One of our favorite meat accompaniments is deviled paste. All that is required is steaming hot tender paste, a little prepared mustard, several dashes of Worcestershire sauce, grated sharp cheese and butter, all mixed together well.

We've heard much praise for noodles, spaghetti and macaroni which we've cooked in tomato juice. The paste is partially cooked in boiling water for about half the required time, then drained, and the cooking finished in tomato juice, allowing about two cups for each half pound of paste. Most of the juice will have evaporated, leaving the paste attractively colored and deliciously flavored. A great deal of the distinction of paste dishes depends upon the ways in which they are served. Macaroni, noodles, spaghetti and other pastes are attractive when pressed while piping hot into a well greased ring mold, then unmolded immediately on a hot platter. The center of the ring mold may be filled with a delicious sauce, meat balls, fish, or vegetables. Or pastes may be molded into loaf pans and served inside a ring of juicy meat balls.

From our testing kitchen come some of our most favored paste dishes which are worthy of their reputation for distinction. Once you try them, we believe they'll stand out as distinctive dishes among your own recipes.

Boiled Pastes

They're tender and delicate

4 qts. boiling water
1 tsp. salt
½ lb. uncooked macaroni,
noodles, or spaghetti

Bring salted water to vigorous boil in large kettle; add spaghetti, macaroni, or noodles gradually so as not to stop boiling. Do not cover; boil until paste is tender, or until a small piece rolled between the fingers feels soft and tender. Cooking times: About 20 minutes for macaroni, 15 to 20 minutes for noodles, or 20 to 25 minutes for spaghetti. Drain immediately. Serves 6.

Paradise Fling

Heavenly Macaroni

¼ lb. uncooked macaroni
½ cup diced onion
½ cup diced green pepper
2 tbsps. olive oil
½ lb. ground beef
1½ tps. chili pepper

1 tsp. salt
½ cup tomato soup
1 small can tomato hot sauce
1 cup cooked peas
½ cup whole kernel corn
6 slices American cheese
(3" x 1½")
½ cup whole mushrooms

Cook macaroni in large amount of rapidly boiling salted water about 20 minutes or until tender; drain. Sauté onion and green pepper in hot olive oil until limp but not brown. Add beef and seasonings; continue cooking until meat is consistency of fine shot, stirring constantly. Add soup and hot sauce; simmer about 10 minutes or until well blended. In well greased casserole place alternate layers of macaroni, peas and corn, having top layer macaroni. Pour sauce over mixture. Top with cheese slices and mushrooms. Bake about 30 minutes, or until heated thoroughly and cheese is melted, in moderately hot oven (400° F.). Serves 6.

Chicken Noodle Scallop

Distinctive, to be sure!

1 fricasseeing chicken, about 3 lbs.
¼ lb. uncooked noodles
4 tbsps. shortening
4 tbsps. flour
Milk
½ tsp. salt
½ tsp. celery salt
½ tsp. onion salt
1 cup diced pineapple
½ cup blanched almonds
1 tbsps. butter

Simmer whole chicken in salted water to cover about 3 hours, or until tender. Save 4 cups chicken broth; remove chicken from bones. Cook noodles in 4 cups rapidly boiling chicken broth about 15 minutes, or until tender; drain; and save liquid. Melt shortening; blend in flour; add remaining liquid and enough milk to make 2 cups; cook until thick, stirring occasionally; and add seasonings. Sauté pineapple and almonds in melted butter until browned. In well greased casserole place alternate layers of noodles, chicken, pineapple, and ¼ cup almonds; pour sauce over mixture; and sprinkle with remaining almonds. Bake 20 minutes or until thoroughly heated, in moderate oven (350° F.). Serves 6 generously.

Invents Vertical Dryer

In announcing the completion of two years of successful operation of the Blue Ribbon Noodle Company, Inc., Wilkes-Barre, Pa., the general manager also announced to the press the installation of a new drying machine which he believes will be of great importance to the firm. It is a rotary dryer driven by electric power which consumes about one-tenth of the power used to drive the fans on the conventional type dryer.

The new machine consists of a huge vertical shaft mounted on roller bearings with horizontal supports to which the product is attached. The entire assembly rotates inside a specially built drying chamber with circulating fans to assist the drying process. The machine now being used has a capacity of 5000 pounds and is said to shorten the drying period several hours. Due to the rotating action, a more uniform drying is obtained.

November 15, 1938

THE MACARONI JOURNAL

17

Italian Accordion Industry

The marked musical gifts and artistic craftsmanship of the Italian people find no better application than in the production of all types of musical instruments, and particularly in that of accordions which in recent years have attained a tremendous degree of popularity the world over, according to an article in *La Rivista Commerciale Italo-Americana*, official organ of the Italian Chamber of Commerce in New York.

Production of accordions was started in Italy sometime toward the second half of last century in the regions of the Marches, the first workshops of which we have a record having been opened at Recanati in that region. The steadily growing demand from foreign countries brought about a rapid increase in the number of establishments and in the production of accordions. Today, export trade absorbs about 95 per cent of the Italian accordion output.

Description of the Industry

The Italian accordion industry devotes itself chiefly to the production of instruments of high quality. Nevertheless its equipment and the large number of available skilled workers enables it to meet the demand coming from all parts of the world, not only as regards quality but also as regards quantity.

The manufacture of accordions falls into two branches, one specializing in making the instruments themselves and the other in making the "reeds." A definite line must be drawn between the

reeds made by machine and those made by hand. The latter are the essential feature of a high class accordion and are made in Italy by a large body of specialized workers who have attained unequalled skill in this craft.

Over 4500 workers, distributed among some 70 establishments are now engaged in Italy in the manufacture of accordions. The industry is carried on almost exclusively in the Marches and in the provinces of Pavia and Vercelli, districts in which this musical instrument was invented and in which it has been brought to its present degree of perfection as the result of long years of effort.

Variety of Production

The accordions made in Italy are of two main varieties: those with a keyboard (piano accordions) and those with a chromatic scale (with knobs). The former are those most in demand in the United States, Great Britain, Canada and Australia, while the latter are preferred in such countries as France, Belgium, Holland, et cetera.

The high reputation enjoyed by Italian accordions on world markets is due not so much to their artistic workmanship as to their very fine technical qualities, obtained as the result of long study and research and unequalled experience, qualities which place the Italian accordion in a class by itself.

Exceptional sonority and sweetness of tone, and registers which allow a great deal of variety in the timbre of the free reeds, are coupled with the most accurate construction of the mechanical

parts, thanks to which the keyboard, which is absolutely silent, transmits to the musical apparatus even the finest modulations imparted by the fingers of the player. At the same time great care is taken to ensure the artistic appearance of the instrument so as to satisfy the most various tastes. Thus accordions are made to please those who like them decorated with engravings, patterns in color, inlay work, they are encrusted with mother o'pearl, ivory, or celluloid, and are made with carved and inlaid boards; while others are made in the more sober modern style which eschews extraneous ornament and depends for beauty on elegant simplicity of line; these are designed by real artists specialized in this line of work.

The United States is the most important outlet for Italian accordions, having taken last year about one million dollars' worth.

Trade Associations

Under the corporative regime the firms engaged in making accordions belong to the "National Fascist Federation of Sundry Industries." However, with a view to ensuring an adequate manufacturing and selling organization the "Association of Italian Manufacturers of Accordions" was created in 1936; it brings together nearly 80 per cent of all those engaged in the industry, and has its headquarters in Ancona (Via Stamira 3). Matters connected with the production and trade in "reeds" are dealt with by another association, the "Italian Consortium of Accordion Reeds" at the same address.

EASTERN SEMOLINA MILLS, INC. at BALDWINVILLE, N. Y.

The Last Word in Modern Scientific Milling Machinery

SERVICE

We Have Now
Proven It to
the
Eastern
Macaroni
Manufacturers



QUALITY

For the
Quality
Macaroni
Manufacturers
Samples Upon
Request

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street, New York, N.Y.

Regulations Covering Learners, Apprentices, Messengers and Handicapped Workers

Regulations, pursuant to Section 14 of the Fair Labor Standards Act, governing employment of learners, apprentices, handicapped persons and messengers at rates less than those required by Section 6 of the Fair Labor Standards Act were issued October 14 by Elmer F. Andrews, Administrator.

Employment of such persons at a rate lower than the normal provisions of the Act will be allowed only under special certificates issued by the Administrator. The regulations provide that applications may be made to the Administrator to employ such persons at a wage lower than the minimum wage applicable under Section 6 whenever employment at such lower rate is necessary to prevent curtailment of employment opportunities.

In the regulations governing learners, it is provided that, "such applications may be filed by an employer or employee or group of employers or employees," but that "preferential consideration will be given to applications filed by groups or organizations which are deemed to be representative of the interests of a whole industry or branch thereof."

Mr. Andrews ruled that such applications "will be considered upon the basis of the needs of the employees and employers in the industry as a whole rather than on the basis of needs of individual employees or employers."

In filing applications, under the learner regulation, seven specific types of information must be furnished: Identification of the industry and occupations affected; description of the processes to be learned; statement of whether experienced workers are available for employment; statement of average hourly earnings of experienced workers; statement of why learners should be employed at a lesser wage; the proposed hourly wage rate for learners, and any other pertinent information.

Hearings will be held before the Administrator or his representative on such applications, at which witnesses may be summoned. The burden of proof will be on the applicants in such hearings.

If it is determined that a lower wage rate than that applicable under Section 6 is necessary "to prevent curtailment of employment opportunities," the Administrator will issue regulations permitting such employment of learners under special certificates subject to such limitations as to time, number, proportion and length of service as he determines to be proper on the basis of evidence presented.

Anyone disagreeing with the action

may petition the Administrator for a review within 15 days. If the request is granted, all interested parties will have an opportunity to be heard.

Administrator Andrews defined an apprentice as "a person at least 16 years of age who is covered by a written agreement with an employer, or with an association of employers, which has been approved by the State Apprenticeship Council or other established authority of the State or, if none such exists, by the Federal Committee on Apprenticeships, and provides for not less than 4000 hours of reasonably continuous employment for such persons, for his participation in an approved schedule of work experience through employment and at least 144 hours per year of related supplemental instruction."

Applications to employ apprentices at rates less than those required by Section 6 of the Act must be signed jointly by the employer and the apprentice.

In the case of handicapped persons, applications must be signed by both the worker and employer, and must set forth these facts:

"That the worker is handicapped within the meaning of Section 14 of the Act; that such handicap has impaired the earning capacity of the worker for the particular position" involved; "the extent of such handicap; and that such worker should be employed at a wage lower than the minimum wage applicable under Section 6."

The facts may be accepted as presented, or an investigation may be ordered and a medical examination required.

"No wage rate fixed for a handicapped worker shall be less than 75 per cent of the minimum wage applicable under Section 6, until approved by the Administrator after investigation showing that such lesser wage rate is justified," according to the regulations.

"All special certificates issued for handicapped workers prior to July 1, 1939, shall terminate on Sep. 1, 1939."

"No special certificates will be issued for a worker because he is shown to be slow or inexperienced, unless he is handicapped within the meaning of the Act and these regulations."

Applications covering employment of messengers shall "identify the industry in which messengers, to be engaged exclusively in delivering letters and messages, are requested to be employed at a wage lower than those applicable under Section 6; set forth the proposed hourly rate; state why messengers should be employed at a lesser wage

and include any other information believed to be pertinent."

Provisions for review of regulations on messengers and handicapped persons are provided similar to those governing learners and apprentices.

Forms will be provided by the Wage and Hour Division for applications in the case of apprentices and handicapped workers and certificates will be issued upon investigation.

No formal application forms are provided for the employment of learners and messengers at the lower wage. Certificates will be issued in such cases only after a hearing and upon issuance of regulations for each industry.

A Service for Sixty

Here's a suggestion given to a reader of a food column by one of the newspapers outstanding food page editors:

Question: Please print a recipe for Italian Spaghetti sufficient to serve 60 persons.

Answer: Perhaps no food will so satisfactorily satisfy 60 ravenous appetites on so economical a basis as will good spaghetti or other macaroni products. But be sure that you buy quality goods and not some of the cheap imitations being offered at prices aimed to trap the unwary.

In preparing any dinner of spaghetti or other macaroni products the sauce is the thing. Here's one that is a universal favorite and that has just the right Italian spiciness that one gets in any of the renowned spaghetti palaces:

3 qts. canned tomatoes
3 cups chopped onions
2 cans tomato paste
1 bunch celery, chopped
1 lb. grated cheese
7 pounds ground beef
1 cup butter or olive oil
1 clove garlic, finely chopped
3 bell peppers, chopped
1 bunch parsley, minced
1 tsp. salt
1/2 tsp. pepper

Brown the ground meat in butter or olive oil. Don't fry hard. Add tomatoes, tomato paste, celery, peppers, parsley and cook slowly together for a good hour, adding seasonings of salt and pepper. Upon removing from the fire, add two tablespoons Worcestershire sauce and tabasco to taste. Keep sauce hot.

Boil seven pounds of quality spaghetti in plenty of boiling salted water until tender. Drain. Heap boiled spaghetti on serving plates, spread a goodly portion of the warm sauce over spaghetti and then sprinkle grated cheese over all. (They'll ask for more).

Our European neighbors borrowed some ostrich eggs from us and won't even entertain paying us in pigeon eggs!

The man who sets out to fool others winds up finding that he fooled only himself.

PLAIN and POINTED TALKS

By A. Noodler

Your Influence

Most men have a feeling that it does not matter much what they say about public affairs, about the management of school, church, club, about business conditions, we criticize such things carelessly and we are surprised when the "chickens come home to roost." We find ourselves being quoted and perhaps asked to take hold and do something to make conditions better. We wish we had kept still.

Every man's expressed opinion will have an influence upon someone who hears it. The influence may not be great. His expression of opinion may be only one more straw added to the weight of the impression. But enough of those straws will make a load.

There was a simple minded old fellow in my town who was the butt of many jokes. One day, several men who met him on the street frequently, began telling him he looked sick. In a few days they had him in bed. Then they had to go and see him daily and tell him how well

Semolina Broker Bereaved

Mrs. Fannie Simonetti, beloved wife of Arthur Simonetti, passed to the Great Beyond Tuesday morning, Oct. 11, 1938 at the Flushing hospital, Brooklyn, N. Y. after a brief illness. Her funeral was attended by representatives of most of the macaroni manufacturing firms in the New York area.

Her bereaved husband has been associated with the flour and semolina business in New York for many years. For the last 18 years, he was connected in various capacities with the former Duluth-Superior Milling Company, with offices in Produce Exchange, New York City.

Mrs. Simonetti frequently attended the conventions of the Macaroni-Noodle makers with her husband and where both are favorably known. The industry extends sympathy to the bereaved husband.

Recent Machinery Installations

Most of the production machinery installed in the new plant in Rochester, N. Y. and to be operated by Alfonso Gioia and Sons was designed, manufactured and installed by Consolidated Macaroni Machine Corporation, Brooklyn, N. Y. according to N. J. Cavagnaro, treasurer of the machine firm.

Other recent installations reported were presses, kneaders, mixers and driers for the Quaker Maid Company, Terre Haute, Ind.; V. Arena and Company, Norristown, Pa.; Quality Macaroni Co., Rochester, N. Y.; Cumberland Macaroni Manufacturing Co., Cumberland, Md. and A. Russo & Co., Chicago, Ill.

he looked until they got him out of bed! A Quaker named Lundy, with little confidence that his opinion would carry much weight, walked 125 miles to speak his mind about slavery to William Lloyd Garrison. The result was a paper called "The Liberator," which proved a great factor in the antislavery campaign. One man's word carried that much influence.

If enough men complain that an industry is slipping, that industry will slip.

If enough men cry out the city water is bad, the local police corrupt, the local merchants asleep, the chamber of commerce doing nothing to justify its existence, a general feeling will develop that such is the case.

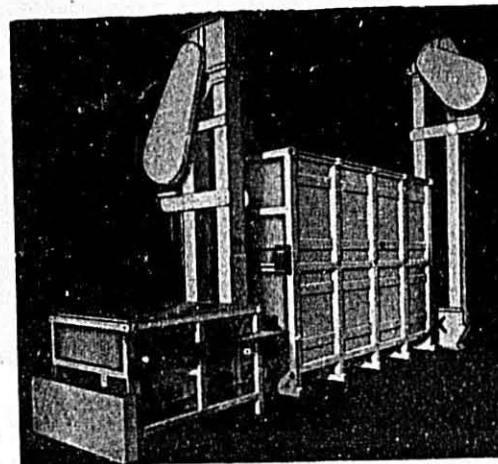
But if enough business men, in speech, in correspondence, in advertising, declare theirs is a live town, that will go far toward making it just that. If enough men declare an industry is prosperous, that industry will grow in prosperity. If enough business declare business conditions are good, confidence will increase and money will flow more freely.

**MODERNIZE
FOR PROFITS**

with Champion Equipment



Money saved on production is all profit and scores of progressive Macaroni and Noodle manufacturers have learned that it pays big dividends to install modern Champion machinery. The Champion Semolina Blender, illustrated below, automatically sifts and blends the flour, saves valuable time, lightens the work and speeds-up production. Also clean flour of uniform fineness, free of lumps, not only makes better macaroni products which bring highest market prices but likewise insures against the frequent replacement of expensive dies because of scorching. May we send you the facts regarding Champion profit-making equipment?



**Low Prices
Easy Terms**

place Champion Equipment within reach of every manufacturer.

CHAMPION MACHINERY COMPANY

JOLIET, ILLINOIS

Also manufacturers of
• DOUGH MIXERS
• WEIGHING HOPPERS
• WATER SCALES
• NOODLE BRAKES
and other automatic, cost reducing equipment.

MAIL COUPON FOR DETAILS

CHAMPION MACHINERY CO., Joliet, Ill.
Please send me full details regarding the Champion Semolina Blender, price, cash discount, and tell me about your easy time payment plan. I am also interested in.....
NAME.....
COMPANY.....
ADDRESS.....
CITY..... STATE.....

Sales Decline Was General

Macaroni-Noodle manufacturing firms whose September 1938 sales were less than 15% off from the sales of the previous September were much better off than the general record of sales, figuring all manufactured articles, according to a survey made by the Bureau of Foreign and Domestic Commerce in co-operation with the National Association of Credit Men in a study of current business conditions.

Macaroni-Noodle manufacturers whose sales during the first nine months of 1938 declined less than 23% from the corresponding period of last year, were also above the average. However, sales of foods and kindred products were not as seriously affected as were other manufactured products studied in the survey. Food sales fell off only 6% in September over the sales of September 1937, while the decline for the first nine months of 1938 in food sales was only 14 1/2%.

With every indication that business is experiencing its long awaited upturn, and which it is hoped will grow in momentum during the fall and winter months, macaroni-noodle makers who have been suffering very unfavorable conditions during the past year will get some satisfaction from the prospects of business and from a study of some of the high points in the survey referred to.

1937—September—1938

Manufacturers' sales during September 1938 declined 16% from last September according to reports from 1324 manufacturers cooperating in the monthly joint study of the National Association of Credit Men and the Bureau of Foreign and Domestic Commerce. This was the smallest relative decrease recorded for any month of 1938 compared with the corresponding month of last year.

Total sales for this group of firms during September of this year amounted to 278 million dollars as compared with a sales volume of 332 million dollars in September of last year and 261 million dollars during August 1938.

Each of the industry groups for which data are shown separately recorded sales decreases from last September. The smallest relative decline was registered by the leather products industry, sales for this group declining 3%. The production goods industry continued to experience larger than average declines from last year, sales decreasing 33% in the iron and steel products industry, and 27% in the machinery group. The largest relative decrease was recorded by the motor vehicle parts industry with a decline of 37% from last September.

First Nine Months—1938

Manufacturers' sales during the first nine months of 1938 declined 23% from the corresponding period of last year ac-

ording to slightly over 1000 manufacturers furnishing reports for every month of both periods.

Total net sales for this group amounted to 1767 million dollars during the first three quarters of 1938 as compared with a sales volume of 2302 million dollars for the first nine months of 1937.

Although the sales comparison with 1937 is only slightly more favorable on the nine months basis than the half year decline of 24 1/4%, each of the months in the third quarter of this year registered a more favorable comparison than total sales for the first half year. The monthly sales comparison for each of the months of the third quarter have

Spice Mill Packaging Show Awards

Blue Ribbon to Sprague Warner's Chipper Coffee Carton Produced by Rossotti

Sprague Warner & Co., Chicago wholesale grocers, carried off high honors with their Chipper Coffee Carton at the Spice Mill Packaging Show held at French Lick Springs Hotel, French Lick, Indiana, September 19-21, 1938.

The carton, manufactured by Rossotti



Lithographing Co. Inc. of New York, presents an impressive rendition of simple, modern art treatment in sharp, clean-cut full color lithography. Striking contrast and perfect color harmony has been achieved in this carton with a combination of yellow, black, and deep, brilliant red. It's the type of package ideally adapted to modern merchandising conditions in retail grocery stores.

Both illustration and brand name appear big and bold on front and back panels. Side panels contain convincing selling copy covering the superior quality and flavor of the product, together with instructions on "how to make good coffee" by the coffee pot, percolator, drip process, or glass coffee maker methods.

also been progressively more favorable, July sales being down 24% from last July, August sales declining 18% from last August, and September sales down 16%.

Although no industry groups attained the sales volume of the first three quarters of 1937 during the corresponding period of this year wide variation existed among the industries for which data are shown. Sales declines for the first nine months of this year ranged from a 5% decrease registered by the printing, publishing and allied industries group to a decrease of 48% recorded by both the iron and steel products and motor vehicle parts industries.

Thus, the blue ribbon winner, in addition to presenting a striking, unique appearance that catches the eye and induces sales whether in individual or mass display, also serves the important purposes of selling the product with a logical sales story, and tells consumers exactly how to use it. This is a trend that is being adopted more and more by leading merchandisers of macaroni and egg noodle products, who are realizing the importance of good, modern packaging in their merchandising set-up. The competition for attention in the grocery store given

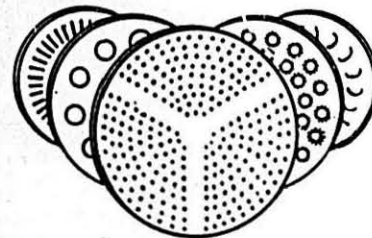
November 15, 1938

THE MACARONI JOURNAL

21

STAR DIES WHY?

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

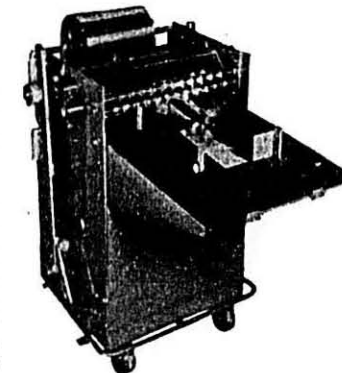


THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

PETERS

FULLY AUTOMATIC

CELLOPHANE SHEETER



Cut your own cellophane from rolls and save 10-25% of the cost of your material.

Any size sheet from 2"-24" wide x 3"-28" long can be cut and stacked. Slitting Attachment and Counter furnished, if desired. Machine equipped with Electric Eye when cutting printed material.

Ask us to send you complete information on this inexpensive machine which is used in macaroni plants all over the world.

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

John J. Cavagnaro

Engineers and Machinists

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

Specialty of

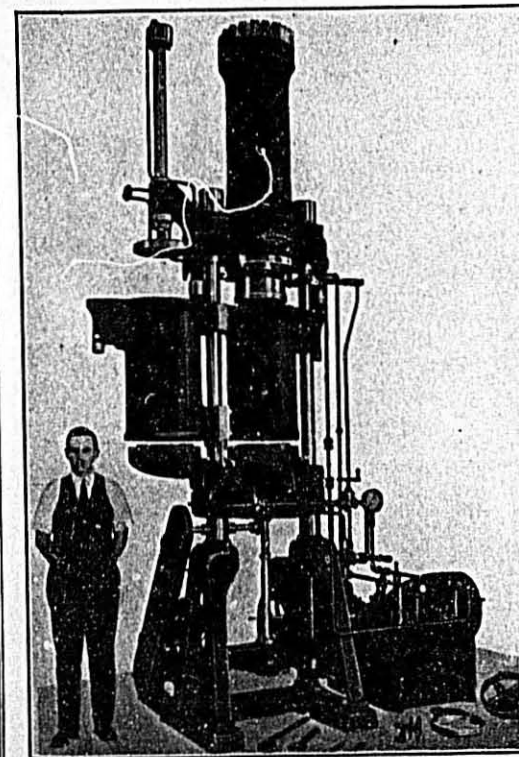
Macaroni Machinery

Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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



PRESS No. 212 (Special)

We who come from good families owe our children the advantage of being able to say that.

Report of Director of Research for October

By Benjamin R. Jacobs

On November 7th the Standards Committee appointed by the Secretary of Agriculture under the Federal Food and Drugs Act, met in Washington to consider among other things, standards of identity for eggs and egg yolks.

The Macaroni Industry is particularly interested in standards for these products as it consumes approximately five million pounds of these products per year.

Under the present Standards, which are only standards of identity, egg yolks are defined as "the product obtained by removing the whites from the yolks in the commercial process of egg-breaking. It contains not more than 12% by weight of adhering white." This definition means little or nothing to most macaroni manufacturers but to the egg breaker who is better acquainted with the egg solids of both whites and yolks it has a rather definite meaning. Theoretically egg yolks when all the white has been removed, contain approximately 50% solids and 50% moisture. On the other hand egg whites when freed from yolks contain approximately 12% solids and 88% moisture. Therefore, the above definition of an egg yolk is a product containing 45.44% of solids and 54.66% moisture.

A suggestion was made to the Com-

mittee to express the egg solids on a percentage basis and not on the basis of any particular amount of adhering whites.

The Laboratory of the Association has made hundreds of analyses of commercial egg yolks and products which were supposed to be egg yolks. Much of this data is being submitted to the Committee in order to help them in formulating proper standards for egg products based on egg solid content.

The Committee will probably not consider the question of color in egg products, as under the new Food Law the Committee is authorized to establish only one standard of quality for each product. Any food product which would not comply with the minimum requirement would be required to be labeled as a sub-standard product. Many industries, consumers of egg products, do not require color standards and therefore, it would be obviously unfair if the product was required to be labeled as sub-standard merely because it did not comply with a minimum color score standard.

The Macaroni Industry, however, can easily overcome this obstacle by purchasing eggs and yolks on specifications which would provide a minimum color score and egg solid content in the egg

products purchased. Numerous manufacturers are considering very seriously the question of making such provisions in all future contracts for delivery of eggs and yolks.

The Secretary of Agriculture has announced a public hearing in Washington on November 17th for the purpose of obtaining suggestions and criticism from consumers and others interested in the proposed regulations for the enforcement of the Federal Food and Drugs Act.

The Macaroni Industry is interested in these regulations, which so far as the enforcing agency is concerned, are its interpretation of the Law.

I have been requested by the Chairman of the Board to attend this hearing and represent the National Macaroni Manufacturers' Association there. We are particularly interested in the labeling requirements of the Law, particularly as they apply to our products before standards are promulgated by the Department and it shall be my duty to see that as little burden as possible is placed on the Industry by special labeling requirements before standards for macaroni products are obtained.

The results of the hearing will be the subject of a special bulletin issued to members of the Association at the earliest possible date after November 17th.

the National Welfare" will be the subject of an address by Fred I. Kent, nationally-known economist. Matters of research and marketing will be brought up-to-date when A. C. Neilsen, president of the Neilsen Marketing Service tells manufacturers "What happens to your products in the grocery store."

Gerrit Vander Hooning, president of the National Association of Retail Grocers, will speak on "The grocer thinks out loud." Promotion of interests of manufacturers and consumers will occupy a session with Mrs. Wilbur R. Fribley of Chicago, president of the Housewives League, telling manufacturers what the consumer thinks about them.

Freedom of Action

Business and industry emphasize above other demands the rights of freedom of action—to manage and conduct their own affairs.

The Government has been asked, constantly, for six months to define a policy which will be fair to industries, employers, employees; and also to private consumers, investors and the public at large. Business asks to be let alone in all its fair and honorable dealings and

transactions, to be held accountable only for its misdeeds. It asks to be free from regulations and restrictions that serve no useful public purpose. It demands cessation of prosecutions on frivolous charges that have recently crept into our system, particularly since the theories of the NRA became a fixed political conviction in the Administration.

We used to say in this country that capital and labor were our elements of strength, that it was the Government's responsibility to protect the public interests on every needful occasion, and to protect freedom of individuals and property. But we find ourselves a long way off the track because Government is practically the dictator instead of the arbitrator of human affairs.

If we are to learn anything from our lessons in adversity the remedies rest in the hands of the American public. Lincoln said the people may be trusted. Very soon the people must take a hand and support their faithful officials whom they find are patriotically representing their country and their constituents, and perhaps retire many other public officials who have lowered American standards. Freedom of action is a privilege that belongs to the people, first of all.

Top Flight Speakers at AGMA Convention

The 30th annual convention of the Associated Grocery Manufacturers of America, Inc., will attract leading food and grocery manufacturers and other business leaders to New York, November 28-30.

The various sessions in the Waldorf-Astoria hotel will concern themselves with legislative matters, research, merchandising, employer-employee relations, industrial relations, economics and other topics pertinent to manufacturing and distributing of food and grocery products.

It was announced by President Paul S. Willis that Senator Joseph C. O'Mahoney from Wyoming, chairman of the committee on monopoly investigation, will discuss that subject.

William T. Kelley, chief counsel for the Federal Trade Commission will discuss the Wheeler-Lea act, which has to do with advertising. Further legislative matters will be covered by Charles Wesley Dunn and other authorities.

Cy Ching, industrial relations manager for the United States Rubber Company will talk on "Employer-Employee Relations." "The Importance of Industry to

161,276-Barrel Production Gain in October Flour

Flour production continued to increase during October, though not so great as the September increase over previous months. As reported by milling companies to THE NORTH-WESTERN MILLER, the October production of mills representing approximately 60 per cent of the country's flour industry was 6,379,446 bbls compared with 6,236,170 bbls for the previous month. The gain however is more considerable over the 6,128,307 in 1937 and 6,058,230 bbl outputs for the same month in 1936. The production figure does not equal the 6,404,393 bbl production for October 1935.

The greatest area gain was made at Buffalo, 63,216 bbls more than the previous month's figure of 964,814 bbls. Other notable gains were made in the northwest, with 1,461,062 bbls compared with 1,425,948 in September; in the southwest, with 2,249,946 bbls against 2,200,466 the previous month; and the western division of the central west, which made a 26,291 bbl gain over the September output. The southeast and the Pacific coast experienced decreases. Buffalo's October output is the highest for the month in the last four years.

The following is a detailed table:

TOTAL MONTHLY FLOUR PRODUCTION				
Output reported to The Northwestern Miller in barrels, by mills representing 60 per cent of the total flour output of the United States:				
	October, 1938	Previous month	1937	1936
Northwest	1,461,062	1,425,948	1,446,405	1,425,280
Southwest	2,249,946	2,200,466	2,271,176	2,332,611
Buffalo	1,028,030	964,814	953,680	860,082
Central West—Eastern Div.	528,490	511,517	338,753	316,562
Western Div.	326,815	299,524	298,943	285,622
Southeast	346,597	384,866	310,856	329,649
Pacific Coast	438,506	449,035	508,491	508,424
Totals	6,379,446	6,236,170	6,128,307	6,058,230

Macaroni at Texas Fair

Macaroni products, including egg noodles, were exhibited at the Texas Fair in the South Texas Exhibition held in the Houston Colosseum for the week starting October 29. Elaborate booths filled the gaily decorated exhibition hall with each booth representing an industry or merchandising event of national interest. Almost every phase of industry was represented. The booth in which were exhibited the products of the Fort Worth Macaroni Company of Fort Worth, attracted thousands of visitors who were supplied with samples and recipe booklets that gave not only an interesting story of macaroni products but recommended ways of preparing them in tasty combination with other foods.

The Houston exhibition inaugurated a series of shows that will be held throughout the south in the fall or early winter months.

Macaroni Freight Rate Increase Denied

According to dispatches from the nation's capitol the Interstate Commerce Commission denied the plea of the truck drivers for an increase in the prevailing freight rates on shipments of macaroni products from certain sections of the country. The decision is quite a victory for the macaroni manufacturing firms and the National Macaroni Manufacturers Association who joined to oppose the increase. It is but another indication of the value of an organization

which is in a position to lead the industry in a just cause.

Cancellation of existing commodity rates on macaroni, noodles, vermicelli and spaghetti, shipped from New Orleans to points in Alabama and Tennessee which was asked by the southern motor carriers rates conference, is found not justified by the interstate commerce commission, which has directed that the proceeding brought by the trucking interests be dropped.

The request of the motor carriers was filed with the commission last June, and was suspended by the ICC until December 27, in an order issued on the commission's own initiative.

The motor carriers contended that the existing rates on these products had been proved to be unprofitable, and that furthermore the cancellation was required so that all producing points, New Orleans among them, could be placed on an equal rates basis. This, it was contended, would place New Orleans on an equal footing with such points as Louisville and other northern producing cities, in competition for the traffic in these commodities to the destinations named.

John P. Williams, Dead

John Patrick Williams of Minneapolis, Minn., died Sunday, October 30, 1938 following a brief illness. The deceased, with his brother Daniel M. Williams operated the Williams Grocery Company of Minneapolis, the firm with which James T. Williams, another brother, past president of the National Macaroni Man-

ufacturers Association and present chief executive of the Creamette Company first started his successful business career.

The deceased was born in Norfolk, Minn. but spent the last 40 years of his life in Minneapolis and 34 of those years as the head of the grocery firm. Besides the brother previously mentioned he is survived by Frank J. Williams, assistant county attorney; the widow and a son, and four sisters, Mrs. T. J. Gibbons of San Francisco, Cal., Mrs. J. M. Sullivan and Miss Belle of Minneapolis and Miss Thresa of Los Angeles.

The funeral was held on November 2 with services at Incarnation Church and burial in St. Mary's cemetery, Minneapolis.

Detective Agency to Study Marketing Problems

The William J. Burns International Detective Agency announces formation of a Marketing Research Division. This division will be known as the Consumer and Trade Relations Service, address: 370 Lexington av., New York city. The Burns Agency with its 27 branch offices throughout the country, has made many successful commercial investigations. It now plans to broaden its activities in this important field.

Randel Borough, formerly vice president of the Lord, Thomas & Logan Advertising Agency and A. S. Bennett, well known sales counselor and research man, will be in charge of this newly created division. It is expected that this division will make a much needed contribution to the marketing research field and to a growing body of fact finding which lies in-between marketing research and confidential investigations.

Too many business organizations today are trying to find their way through a maze of Federal, State and Municipal regulations and restrictions or Fair Trade Acts, et cetera. Other industries are busy trying to enforce helpful industrial and business codes that need a measure of expert checking up and investigation by an impartial organization.

Burns makes its bid for this kind of work and other types of marketing research as follows:

"The thoroughness of this work (done by Burns men) becomes apparent when one forgets for the moment the word 'detective' and looks upon this force as a group of gifted investigators, trained in the gathering of evidence. We have here, then, several hundred mature men and women constantly engaged in accumulating a wealth of information which must in all cases be unusually factual and beyond disproof."

MACARONI BOX SHOOKS
Manufactured from Southern White Woods Thoroughly Dried and Odorless
KANSAS CITY SHOOK & MANUFACTURING CO.
A. R. Shearon, Sales Agent **Wilson, Arkansas**

The National Macaroni Institute's Thanksgiving Release

Capitalize the fact that during, before and after national holidays there is a much keener interest in new dishes and in foods that are not considered "regulars" in many homes. The National Macaroni Institute has been releasing to the public a series of suitable and practical macaroni-spaghetti-egg noodle recipes, feeling that they will find ready acceptance.

The Thanksgiving feast is the biggest event in the late fall period. The tang of the coming winter makes most people hunger for more substantial foods, so in recommending "Egg Noodles with Veal Cutlets" The Macaroni Institute is not thinking of the "turkey day" feast

alone, but of the many very important meals in the weeks that precede and follow Thanksgiving Day.

As further evidence of the fine publicity work being done by The National Macaroni Institute to educate consumers on the merits of macaroni products and different ways in which to prepare tasty and satisfying dishes, its release entitled "Holiday Suggestions," appearing in part below, is an example. This very popular recipe has appeared in hundreds of newspapers throughout the country and will be reprinted in thousands of others before its timeliness passes. Manufacturers are invited to make every possible good use of this and other releases sponsored by the ever alert Institute.

Holiday Suggestions



By Betty Barclay's Chefs

Here are some recipes that will prove pleasing to your holiday guests—and also to the members of your own family. Try them and you will file them in your "special" file:

Orange Toast

(Serves 6)
 1/2 cup orange juice
 1 teaspoon grated orange rind
 1/2 cup sugar
 6 slices buttered toast

Mix orange juice, rind and sugar. Spread on hot buttered toast and put in hot oven or under broiler to brown.

Egg Noodles with Veal Cutlets

Egg noodles, like other forms of macaroni products may be served in economical "meat-and-wheat" combinations which have all the flavor of meat with only a small portion of meat. As a delightful change, try genuine egg noodles with veal cutlets.

1/2 lb. egg noodles
 2 cups milk
 1/2 cup flour
 1 cup bread crumbs
 6 veal cutlets
 1/2 cup butter
 1 egg
 pepper and salt

Sprinkle veal cutlets with flour, salt and pepper; dip into well-beaten egg and roll in bread crumbs. Fry in butter till well done. Remove cutlets to a platter and keep hot. Add remaining butter to pan; add flour and stir till smooth. Season with salt and pepper and then add milk. Cook till well blended. Boil egg noodles in salted water until tender. Drain and heap over the cutlets. Pour sauce over all and serve hot. (6 to 8 servings).

Note: Spaghetti, macaroni, vermicelli or

other shapes of macaroni products may be substituted for the egg noodles in this recipe.

Pride in Profitable Business

It is possible to operate any business, even a macaroni plant or a noodle factory as a respectable, high grade professional, according to John P. Randlev, president of the North Shore Food Distributors, Chicago. When a reporter for Food Merchandising in an interview ventured a question about *cut price selling*, Mr. Randlev laughed and quoted his favorite business motto that might profitably be adopted by many retailers and even by some manufacturers:

"Count that day lost
 Whose low descending sun
 Finds prices shot to Hell,
 And business done for fun."

From prices reported in practically all sections of the country, there must be some manufacturers of macaroni-noodle products who are in the business "for fun." Fortunately for the others, this class won't be "in the business" for long.

Like Mr. Randlev, the macaroni-noodle manufacturer who will remain permanently in business is the one who considers his business a profession—as important as any other recognized professional service to humanity. But before any one can become a professional

in any line of business he must learn to like his business, to fit himself for it and to consider it as worthy of his most intelligent effort. Once placed in that state of mind, profitless selling will be eliminated as will other practices indulged in only by those who are in the macaroni business because they cannot think of anything else to do.

Quality products at profitable prices is as indispensable in the macaroni-noodle trade as it is in any other line of business. It's a rule that all believe in but which many fail to observe.

Macaroni Products in Foreign Exchange

According to the Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce for August 1938, the macaroni products showed a decided decrease over the July 1938 imports and exports.

Imports

The imports during August 1938 amounted to only 50,030 worth \$4,813 as compared with those of July 1938 which totaled 67,772 lbs. valued at \$5,433.

During the first eight months of 1938 macaroni products imported totaled 679,313 lbs. worth \$63,769.

Exports

Macaroni products exported by American manufacturers amounted to only 223,737 lbs. during August 1938 and at a value of \$16,223, as compared with the July 1938 exports totaling 237,640 lbs. worth \$19,689.

The exports during the first eight months of 1938 amounted to 1,807,076 lbs. worth \$143,927.

During August 1938 macaroni products were exported to the following foreign countries:

Countries	Pounds
United Kingdom	34,710
Canada	39,024
British Honduras	1,935
Costa Rica	60
Guatemala	240
Honduras	276
Nicaragua	1,441
Panama	7,648
Panama Canal Zone	20,292
Mexico	37,950
Newf. & Labrador	20,092
Bermuda	1,775
Barbados	336
Jamaica	710
Other Br. W. Indies	1,357
Cuba	15,160
Dominican Republic	7,930
Netherland W. Indies	7,399
Haiti	2,752
Columbia	413
Peru	272
Venezuela	268
China	8,002
Netherland India	2,148
Hong Kong	1,138
Philippine Islands	9,776
British Oceania	120
New Zealand	96
British East Africa	48
Union of So. Africa	228
Liberia	141

TOTAL 223,737

INSULAR POSSESSIONS

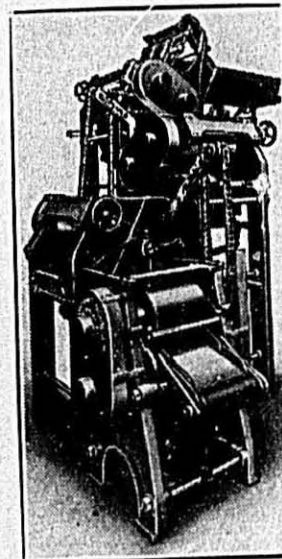
Alaska	32,255
Hawaii	157,641
Puerto Rico	91,176
Virgin Islands	1,607

TOTAL 282,679

The "WONDER TRIO" of today and for tomorrow

A Continuous Automatic Process from the Mixer to the Packing Table at the Rate of 1000 Pounds per hour complete drying process--2 1/2 hours

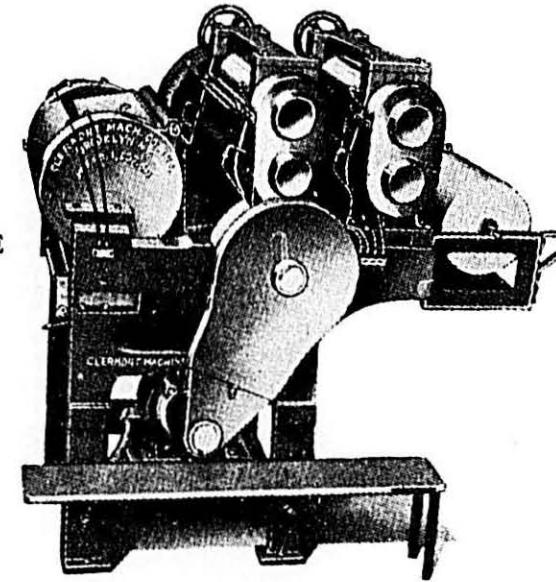
No Hands Touch The Product No Trays No Trucks Necessary



Kneading and Sheet Forming

Minimum In
LABOR
FLOOR SPACE
POWER

Maximum In
QUANTITY
QUALITY



High-Speed Noodle Cutter

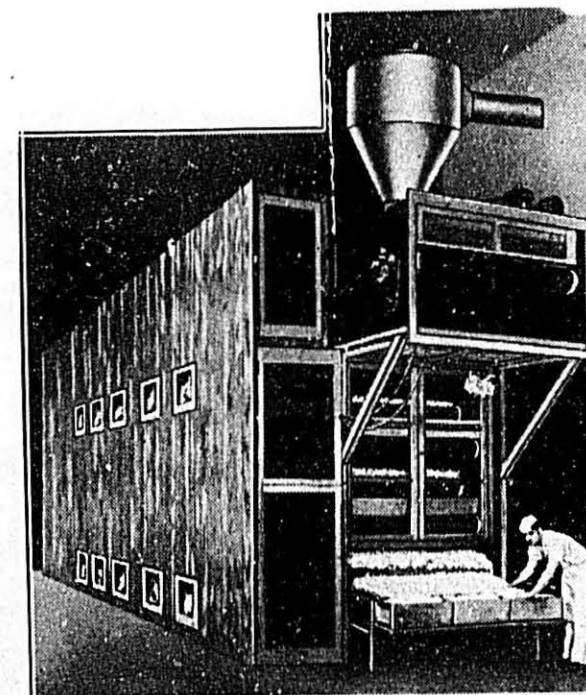
Perfect operation under any climatic condition checked by automatic heat and moisture control.

For Particulars
Write to

Clermont Machine Co.

268 Wallabout St.

Brooklyn N. Y.



Continuous Noodle and Short Cut Dryer

PLANT MAINTENANCE DEPARTMENT

Survey Reveals That Heating and Ventilating Systems Need Modernization

Heat and ventilation in the macaroni-noodle manufacturing plant must be properly coordinated, otherwise, regardless of individual efficiency, results will be substandard. The efficiency of heat depends upon the efficiency of ventilation, and vice versa.

In our field work among macaroni-noodle manufacturing plants and other manufactories, we find that too often an efficient ventilating system is checked by an inadequate heating system, or an adequate heating system cannot function at maximum because the ventilation is haywire. Only where there are few employees working in a large interior can natural infiltration through doors, around windows and skylights be relied upon to provide ventilating requirements. In 95 per cent of the plants surveyed, some sort of ventilating system was required and in only 30 per cent of these plants was the ventilating system sufficiently adequate to give tip-top efficiency, consequently the heating systems used, regardless of their efficiency were working at a disadvantage.

Ventilation affects the well being of employees, hence it has an indirect influence on production, operating costs and profits. Where ventilation is inadequate and the heating system of sufficient capacity to supply enough heat to keep working areas at satisfactory temperatures, it often happens that the air is uncomfortably dry, all the moisture drained out of it. Fresh air from the outside is needed to supply the necessary moisture content or a unit heater with a special humidifying device, which supplies adequate moisture to the air automatically by means of a humidistat.

Odors and carbon dioxide from breathing contaminate the air, another reason why fresh air must be supplied for ventilation. When ventilation involves only the aeration of working spaces to keep employees in tip-top fettle at all times, a number of satisfactory installations reviewed drew the fresh air as needed, from the outside atmosphere and circulated it through a heating unit before delivery to the working areas. In some plants an air mixing box was used for this purpose. In other plants variable temperature heater sections had been installed to deliver heated air at any temperature with thermostatic control. Depending upon infiltration and opened doors for ventilation is dangerous because it causes drafts, induces colds and illness of employees, necessitating absences from work, which is costly to production and employe morale. Where a ventilating fan in a wall panel without attachment to a heating unit is the ventilating medium, it is advisable to see

that it is designed so that a strong wind does not blow back the air into the plant. This condition was noticed in a number of plants where a portion of the air exhausted with ventilating fans returned to plague the workers with drafts and spotty temperatures. All ventilating fans should be protected with adequate guards. In many plants we noticed that they represented a serious accident hazard because they were installed within easy reach of workers and lacked protecting guards. Such guards should provide for easy access for cleaning the fan without removal of the protecting devices. Incidentally, since fans or blowers are the mechanical contrivances that operate many ventilating systems, it is advisable to check them regularly for cleanliness and efficiency. The efficiency of many ventilating systems is impaired because of fan trouble, caused by dust, dirt and fumes entering motor or bearings. They should be inspected frequently, cleaned and lubricated. Ventilating fans to exhaust air or inhale air from the outside are obtainable.

Ventilation involves not only the general aeration of working spaces to purify the air contaminated by breathing but the removal of process dust, hot air, fumes, smoke, odors, moisture and vapors. Exhaust ventilating systems serve this purpose, hoods, ducts and fans attached to machine or other source from which removal of processing residue is desired. To allow these substances to escape into the air makes their control impossible and is obviously detrimental to workers and machinery. Exhaust systems which discharge these substances to the outside atmosphere often introduce a serious heating problem in winter. Workrooms served by such exhaust systems are drafty in cold weather unless the cubical content of the room is very large in proportion to the quantity of heated air exhausted, or a sufficient quantity of heated air replaces that exhausted, and here is one place where many ventilating and heating systems surveyed were not properly coordinated, resulting in deficient operation all around. The cold outside air rushing in through doors and windows to replace the air discharged by the exhaust systems, made working conditions extremely unpleasant in such plants and affected production adversely. To alleviate this condition, it is usually necessary to offset the effect of exhaust ventilation by introducing heated outdoor air and distributing it without drafts by means of heating equipment for this purpose.

Wherever heated air is exhausted to remove objectionable odors, dust or other processing residue, other air must enter

the interior to take its place, whether the air is pulled in with a mechanical device or flows in through natural infiltration. In cold weather, provisions must be made for heating such incoming air in order to maintain the required indoor temperature. In many plants we find that the heating systems, adequate before exhausters were installed, are now operating inefficiently because they are not equipped to heat the replacement air properly, consequently the buildings are always cold, unevenly heated or drafty. We find that one big reason why heating and ventilating systems do not coordinate is that exhausters and other ventilating devices have been added from time to time to meet changing conditions but the heating systems have been left "as is."

Coming into increasing use are air filtering installations to remove objectionable substances from the general atmosphere and processing machinery. Wherever air is used for heating or ventilating, adequate provisions should be made for removing dust and soot, which are harmful not only to workers but to machinery. Soot is particularly objectionable in a macaroni-noodle manufacturing plant or other food manufactory where purity and cleanliness are requisites. Atmospheric dust is drawn from the air by means of filters placed in the ventilating system. Process dust, different in composition from atmospheric dust, is eliminated with a dust collecting system, consisting of a hood, piping and exhauster. In some plants the cleaned air is recirculated after going through a separator on the roof. However if exhaust dust contains odors, fumes or harmful ingredients, recirculation of the cleaned air through the plant is not recommended and often prohibited by law.

Cleaned, filtered air protects machinery and equipment, improves the quality of the product, maintains health and efficiency of employees, aids production and increases profits. This type of ventilation usually involves a fan, filter and heater. Introducing a sufficient quantity of filtered air to create a slight positive pressure within a room or building will prevent the entrance of dust and soot through cracks and openings around windows and doors, making it possible to maintain a high degree of cleanliness, which is important in such places as breweries, dairies, laundries, macaroni-noodle manufacturing plants and chemical laboratories.

Processing also begets steam vapors in many industries, resulting in fog-laden atmospheres, putting workers at

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

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Keep Your Plant Modern

Plan changes cautiously but be ready to make them when desirable

There may seem to be no excuse for starting a serious article on a major problem of the macaroni industry by repeating a joke, and yet it makes a point so neatly we feel we must take the chance and reprint it here:

A high school girl seated next to a famous astronomer at a dinner party, struck up a conversation with him by asking, "What do you do in life?"

He explained, "I study astronomy."
"Dear me," said the girl, "I finished astronomy last year."

We are amused at the girl's confident answer that she had already, while in high school, completed a science where the most intelligent men realize we can never hope to fathom all the mysteries. Of course the school girl may be excused for her answer; she simply had not lived long enough to learn no one ever "finishes" so broad a subject.

Let's turn now to the connection between the story and the business of the macaroni manufacturer. Do you see something of the same attitude in the man who builds a plant, puts in the last and best equipment he can buy, and then settles back with the self contented idea he has completed that phase of his work? In doing so he is just as foolish as the school girl; the task of keeping a plant modern never comes any nearer completion than does the study of astronomy.

Furthermore we must face the fact that such an idea on the part of the plant owner or manager costs real money over a period of time. Keeping modern naturally calls for the spending of money, yet the sum thus used is small compared to the losses of those who fail to keep up with the march of progress. The moment you decide you have every detail up to date, so that you need do nothing more in the way of studying advertising to learn of new equipment coming on to the market, just that quickly you set a limit to how much profit you can hope for in the future. Be assured others will continue to look around for something even better than the best of yesterday or today, whether you do or not.

You can't stop logical progress, which is exactly what you attempt when you close your eyes to the new improvements. All this may make the task seem endless and hopeless. Yet, far from being only a never ending task and responsibility, it is actually an endless opportunity. Each new improvement, large or small, is a definite step toward greater efficiency, or an aid in turning out a better product, or a help in cutting resale prices, or a means of bringing greater contentment to your workers. Few real men are satisfied with things exactly as they are today; new improvements are the supreme hope for a better tomorrow.

From the field work done on this survey, we do not hesitate to recommend that macaroni-noodle manufacturing plant managements authorize a competent check-up on their ventilating and heating systems. Modernization will aid production efficiency and increase profits.

a big disadvantage. We inspected interiors where it was impossible to see one foot ahead at times, obviously a big drag on production. In some plants they were exhausting these vapors right at the machines, tubs or vats. However in cold weather these systems do not always function because little or no air is admitted into the building and the exhaust systems are choked. Air must be properly balanced, as much coming in as flows out if ventilation and heat are to give maximum efficiency. In such cases unit heaters have been found efficient as fog eliminators. We came across a number of such installations in our field work and users reported satisfactory results. Unit heaters designed for fog or vapor elimination, supply the right quantity of warmed, dry, outside air at the right inside temperature to maintain bodily comfort and eliminate fog, precipitation and dripping from walls and ceilings, a disagreeable feature that accompanies fog or processing vapor and which is dangerous to health. The moisture laden air can be removed with exhaust fans. In some plants visited we found that no attempt to eliminate fog had been made because conditions did not permit the hooding of offending units, so vapor permeated these interiors, rapidly depreciating buildings, equipment, causing high spoilage of products, excessive rejects, accidents and health injury. Where hooding of equipment is not practicable, plant managements should consider fog eliminating unit heaters, which may be hooked up away from the equipment. Our survey shows that many such installations are giving satisfaction. Fog elimination is a good example of how heat and ventilation must be properly coordinated to keep production in high, maintenance in low and employe comfort at maximum.

We reviewed a number of exhaust systems where the motors were installed inside and the managements reported frequent damage to motors due to harmful dust, heat, moisture, vapors and fumes continually passing through the ducts and over the motors. In some instances fires were reported because the air mixtures removed through the ducts were inflammable and sparks from a defective motor started a blaze. With the motor outside the exhausting system, it may be kept in condition with little trouble because it is not out of sight, out of mind. We also find that replacement of duct work ran high in some plants due to gases or vapors passing through them because the duct materials had not been selected with care. Corrosion-resisting metals of a high nickel content are used with excellent results in such cases. The selection of proper duct materials where the ventilating systems carry corrosive loads, will cut down duct maintenance considerably.

Each changing month brings new opportunities to push some part of the business onward and upward. Accept such changes eagerly, and use as many of them as conditions permit. Be aware of even those you cannot adopt at once, so you may consider them when the proper time comes. The industry moves on; it is up to you whether you will move with it, or deceive yourself with the false idea a modern plant will stay that way without further attention from you. For it won't—not even for a single year.

An open mind is the macaroni manufacturer's greatest single asset in a rapidly changing world. If he will accept the truth that nothing is ever certain and definitely settled forever, he will keep on his toes to accept the best each month brings along—whether it is a new piece of equipment, an improved package, a hint on employe relationships, a more modern method of merchandising, or a better way to maintain his records.

In most of these phases of his work he may have some degree of openmindedness, and still cling to the thought that once his plant is equipped he need worry no more about that problem. The very man who welcomes most new and worthy ideas with open arms may be extremely stubborn in holding on to old equipment when a change calling for an outlay of only a few hundred dollars would repay itself in full almost annually.

When does equipment become "old"? Just as quickly as something more efficient and more profitable comes on the market. It may be a year or ten years between the original purchase and the improvement, but whenever it turns up, the macaroni manufacturer should know about it promptly and take it under consideration without delay.

Not that he will always be in position to throw out the old and put in the new immediately. Finances seldom permit such rash actions, and no good business man would attempt such a plan. Nevertheless the new thing should be kept in mind constantly until arrangements can be made to take advantage of the advanced features of the new equipment. Temper with good judgment the desire to keep absolutely modern, and you won't go far astray.

The most modern plant in the country today will find itself far behind the times if it makes no changes for the next ten years. For much will happen in the next ten years, just as much or more than has happened in the last ten. You can't stop it, and if you are wise you will plan to ride along on the tide of progress rather than buck it.

Each changing month brings new opportunities to push some part of the business onward and upward. Accept such changes eagerly, and use as many of them as conditions permit. Be aware of even those you cannot adopt at once, so you may consider them when the proper time comes. The industry moves on; it is up to you whether you will move with it, or deceive yourself with the false idea a modern plant will stay that way without further attention from you. For it won't—not even for a single year.

The changes are problems. Also they are your best opportunities. Consider them and use them in that light.

QUALITY SEMOLINA

DURAMBER

NO. 1 SEMOLINA

• • •

SPECIAL

GRANULAR

AMBER MILLING CO.

Exclusive Durum Millers

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

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 Trademarks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In October, 1938, the following were reported by the U. S. Patent Office:

Patents granted—none.

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

Itasa
The private brand trade mark of Anthony Ciampa, Bolivar, N. Y., was registered for use on Italian Spaghetti Sauce. Application was filed June 1, 1938, published July 26, 1938,

and in the Aug. 15, 1938 issue of THE MACARONI JOURNAL. The trade mark shows the name in heavy type.

Japanese
The private brand trade mark of Pacific Trading Company, San Francisco, Cal., was registered for use on noodles. Application was filed May 25, 1938, published in the Aug. 2, 1938 issue of Patent Office Gazette and in the Sept. 15, 1938 issue of THE MACARONI JOURNAL. Owner claims use since 1936. The trade mark consists of Japanese characters.

Marconi
The private brand trade mark of Italian Cooperative Grocers, Detroit, Mich., was registered for use on macaroni and wheat flour. Application was filed Jan. 19, 1938, published Aug. 9, 1938 by the Patent Office and in the Sept. 15, 1938 issue of THE MACARONI JOURNAL. Owner claims use since Dec. 11, 1937. The trade mark contains a photograph of Guglielmo Marconi above which appears the trade name in heavy black type.

Hasty-Tasty
The trade mark of Robilio & Cuneo, Memphis, Tenn., was registered for use on macaroni dinner, comprising macaroni and grated cheese. Application was filed May 9, 1938, published by the Patent Office Aug. 16, 1938, and in the September 15, 1938 issue of THE MACARONI JOURNAL. Owner claims use since March 23, 1938. The trade mark consists of a dish of cooked macaroni and the trade name is in heavy black type.

TRADE MARKS APPLIED FOR
Six applications for registration of macaroni trade marks were made in October, 1938, and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Garden Veg.
The trade mark of Traficanti Brothers, Chicago, Ill., for use on alimentary pastes. Application was filed Oct. 29, 1937, and published Oct. 4, 1938. Owner claims use since Jan. 1, 1934. The trade mark is the trade

Attention Please!

MACARONI AND SPAGHETTI MANUFACTURERS



ALL those interested in REDUCING their macaroni and spaghetti carton packaging costs, investigate PETERS CARTON PACKAGING MACHINES to set up and close them economically.

Machines available to handle production requirements ranging from 30-60 cartons per minute. Fully automatic and semi-automatic machines can be obtained to meet your particular needs.

Send us a sample of each size carton you are interested in handling on equipment or advise us of their sizes, asking us to recommend the most economical and efficient machines to set up and close them. You will receive a prompt reply without obligation.

PETERS MACHINERY CO.

4700 Ravenswood Ave. Chicago, Ill.

name in heavy type beneath which are pictured vegetables of all kinds.

Mario
The private brand trade mark of California Consolidated Canneries, Inc., Los Angeles, Cal., for use on macaroni, spaghetti and other canned goods. Application was filed Sept. 1, 1937, and published Oct. 11, 1938. Owner claims use since May 1, 1937. The trade mark is of the name in shaded lettering.

Western Gold
The private brand trade mark of Waples Platter Company, doing business as Great Western Foods Co., Fort Worth, Tex., for use on spaghetti and other groceries. Application was filed July 25, 1938, and published October 11, 1938. Owner claims use since July 18, 1938. The trade name is written in shaded white type.

Mannone's
The private brand trade mark of Joseph Mannone, doing business as Mannone's Italian Food Products, Detroit, Mich., for use on sauces for use on spaghetti and macaroni. Application was filed March 7, 1938 and published Oct. 18, 1938. Owner claims use since Nov. 1, 1937. The trade mark is written in white lettering on a black background.

San Martin
The private brand trade mark of Musolino Lo Conte Co., doing business as Lion Brand Products Co., Boston, Mass., for use on macaroni. Application was filed July 2, 1938 and published Oct. 25, 1938. Owner claims use since 1919. The trade name is in very heavy type.

Roni-Dinner
The trade mark of Kansas City Macaroni & Importing Co., doing business as Faust Macaroni Company and American Beauty Macaroni Company, Kansas City, Mo., for use on canned food preparation of macaroni, cheese, butter and milk. Application was filed July 22, 1938 and published Oct. 25, 1938. Owner claims use since Jan. 2, 1938. The trade name is written in large black letters.

Red Cross Uses Macaroni in Feeding Refugees

By DOUGLAS GRIESEMER,
Director, Public Relations

Tropical winds and flood waters which swept over New England this fall climaxed the busiest three year period in the history of the American Red Cross. In the wake of this disaster was the emergency job of caring for nearly 50,000 homeless and the immense cleanup task of rebuilding and repairing homes for those unable to rehabilitate themselves.

Into the stricken areas Red Cross trucks carried large quantities of macaroni, noodles and spaghetti. Fifty-six years of disaster relief experience has taught the Red Cross the value of these three products. In a disaster speed is essential. Ready-pack cartons were among the first rushed to the hungry refugees.

Macaroni and similar products long have been recognized by Red Cross nutritionists as an excellent source of energy for disaster-weary refugees. Not only is it easily prepared with limited cooking facilities such as is the case in most disasters, but it can be prepared in a variety of tasty manners to serve as a substitute for meat where the latter cannot be obtained. Upon several occasions airplanes have carried macaroni to drop in isolated areas because of its comparative light weight and its food value.

The rapidly accumulating scientific knowledge of food in relation to physical and mental wellbeing has been given special attention by the Red Cross since 1921 when a food and nutrition consultative service was established. During past years Red Cross chapters have offered courses and worked toward improved nutrition among thousands of persons. Special emphasis has been placed on the needs of families of low income. The various methods of preparing wholesome noodle products have played an important part in this program.

Red Cross nutritionists extend their cooperation to case working agencies,

health departments and schools. Dietary and budgetary assistance is given at such clinics as tuberculosis, dental and others. They confer with and advise social case workers and nurses regarding adequate food budgets for minimum food expenditure. Cooperation is given teachers in fitting nutrition into the science and health programs of schools.

The old type "soup kitchen" manner of feeding disaster refugees is a relic of the past in Red Cross relief. A closely coordinated staff of transportation experts arranges for adequate supplies of food to be sent from sources closest to refugee concentration centers. Special handling is given such shipments by railroads and trucking concerns. In many

the Government there was one from Chairman Jesse Jones of RFC that expressed the hope that there is a "definite upswing."

Throughout the country the daily newspapers made first page news of Alfred P. Sloan's statement, but the newspapers of the National Capital arose full-height to the opportunity as the *Washington Herald* confidently announced in a big, bold first page streamline that declared: "All Nation Sees Upswing."

Senator Lundeen, farmer-labor Senator from Minnesota, said: "I don't know any industry that I would rather see show a pickup in business than the automobile industry." Washington remembers and talks about the time the automobile industry shifted into high gear several years ago. It led the country out of the depression. That exactly is the reason why the National Capital entertains a buoyant hope right now that

cases food is carried on Coast Guard boats and Army Engineer Corps barges. Nearly 500 food experts are held on a reserve staff by the Red Cross to assist in time of need.

During the Ohio valley flood of 1937 more than a million persons were driven from their homes by the rising waters. The occasion called for tons of food to be rushed to the stricken area. It wasn't a case for just any food to be sent—proportions and types were determined by nutritionists after analyzing the needs and shortages of each section.

At Evansville, Ind. a dispensing station was established from which to dispatch food by boat to isolated Kentucky and Indiana towns along the flood front. Fast Coast Guard boats handled emergency calls, while huge Army Engineer barges followed with as much as nine tons to each load.

The Red Cross is ready at all times to come to the assistance of suffering humanity. It always tries to use such facilities as are available in the community in which it is operating. Red Cross chapters throughout the country are organized to serve their areas in many other ways than disaster relief. They provide instruction in first aid, in water safety, and in home care of the sick. Volunteers make supplies for local hospitals and transcribe and print books in raised type for the blind. Veterans and service men as well as their families are assisted in the solution of problems.

Everyone has an opportunity to take part in this work directly or indirectly, by joining one of the 3712 chapters of the Red Cross. The annual Roll Call when the organization makes its appeal for members for the coming year will begin Armistice Day and end Thanksgiving. Membership dues finance all Red Cross activities.

this same thing can happen again.

The Administration has repeatedly challenged business to restore prosperity. Now the hope rises in political circles in all parties and factions that the upswing is under way, and that private business has accepted the challenge.

Meanwhile, business, which has been hammered by investigations and prosecutions is assured by one of the Senators of the monopoly investigating committee that *he believes* "industry believes that the Government is not going to bear down on business," and he added: "It is a very fine move."

As this correspondence leaves Washington the vast audience that reads this weekly editorial will no doubt get comfort out of indications that the tension between private business and the Government has improved. That should be "a very fine move," and a blessing to the country.



November 15, 1938

THE MACARONI JOURNAL

31

Package Machinery Men Change Meeting Dates

Executives in charge of the arrangements for the annual conference of the Packaging Machinery Manufacturers Institute have found it necessary not only to change their convention dates but the convention place, reports the popular H. Kircke Becker, executive of the Peters Machinery Company, Chicago, and an active member of the program committee.

"Due to the fact that the owners of the Montclair hotel, Montclair, N. J., have decided to close that hotel at once, without previous notice to the management," says Kircke, "it has been necessary to change the date and place of our annual meeting. The new time and place are: Wednesday, Nov. 16, 1938, Westchester Country Club, Rye, N. Y."

Mr. Becker extends a cordial invitation to all macaroni-noodle manufacturers to attend the conference wherein many of the packaging problems of the macaroni and other industries will be discussed. Among the outstanding subjects for discussion are: Patent Problems and Liability Clauses; Wages and Hours Bill; Selling Expenses and Overhead charges.

Luncheon will be served at noon; a cocktail party will be sponsored at 5:30 p. m. and the annual dinner will take place at 7:00 p. m.

Color and Sales

Business men have many problems, but their biggest one is to study their clientele and to suit their activities to those needs. Here's a story to the point, a particularly interesting one to macaroni-noodle manufacturers since it involves an unsuccessful attempt to modernize a macaroni package:

A paper salesman in Oklahoma who sells printing jobs on pasteboard boxes, talked interestingly of the effect of "packaging" on sales. He told of a manufacturer who was using extensive advertising and getting good results. Then this manufacturer was persuaded to put his product into a package that was brighter, more colorful, more eye-catching, than his old packaging. Then the

manufacturer started a new advertising campaign and got—not merely good results—but an increase in sales of 30 per cent.

On the other hand, a macaroni manufacturer operating in southern Texas changed his ugly box into a bright, pretty package. Immediately, to the consternation of the manufacturer and the artist who designed the new package, the manufacturer's macaroni stopped moving entirely. It was only after an investigation at the store counters that the manufacturer and the artist learned of their error. This particular brand of macaroni was—or had been—tremendously popular with the Mexican population of Texas. When the package was changed, the Mexicans, who were in many cases unable to read or recognize the old name on the new package, quit buying.

Macaroni Dishes for Economy

Food authorities very generally agree that for both nutrition and economy, dishes of macaroni products are unsurpassed. That view is being presented through the columns of food magazines and the food pages of newspapers that use the interesting releases by Miss Laura Kay, renowned food and household authority. She says:

About macaroni, prepared in almost any way, there is a substantial, satisfying something which makes it an excellent dish for meatless menus or meals designed to keep within slim budgets. And few are the families that do not count it among their favorite dishes.

Macaroni, and the various members of the same family, such as vermicelli, spaghetti and similar products are high in nutritive value . . . equal in starch content to that of other cereals, and higher in protein than most of the others. When we combine them with cheese, milk, tomatoes, green peppers, onions or other vegetables, there are, of course, the added vitamins and minerals which make the macaroni dish a particularly well-balanced mainstay for any one of the daily meals except perhaps breakfast. We like it equally well for luncheon, dinner or supper and use it interchangeably.



MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR N. M. M. A.

WRITE—

For Bulletins of Claims Placed by the Industry.

For Pad of Service Forms and Information about our Procedures.

CREDITORS SERVICE TRUST CO.

Tyler Building LOUISVILLE KENTUCKY

"CHEESE"

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

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

Quality and price will meet your requirements.

STELLA CHEESE CO.

651 West Randolph St. Chicago, Ill.

HOW CAN YOU GO WRONG?

We fully guarantee material and workmanship to be of the highest quality and standard. Our repair work is the medium through which leading Macaroni Manufacturers save hundreds of dollars yearly.

YOU CAN'T GO WRONG

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, New York

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

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

J. R. Winebrener.....Chairman of the Board
 L. S. Vagnino.....Editor
 M. J. Donna.....Editor

SUBSCRIPTION RATES

United States and Canada.....\$1.50 per year in advance
 Foreign Countries.....\$3.00 per year, in advance
 Single Copies.....15 Cents
 Back Copies.....25 Cents

SPECIAL NOTICE

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

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

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

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

ADVERTISING RATES

Display Advertising.....Rates on Application
 Want Ads.....30 Cents Per Line

Vol. XX NOVEMBER 15, 1938 No. 7

AMERICANISM

is an Unfailing Love of Country, Loyalty to its institutions and ideals; Eagerness to defend it against all enemies; Undivided Allegiance to the flag; and a desire to secure the blessings of liberty to ourselves and posterity. (Adopted Feb. 18, 1927).

Miss Evelyn Brown,
 Spanish-American War Nurse
 Dep. Patriotic Instructor,
 Chicago, Ill.

Stings in New Law

The new wage and hour law that became effective October 24, 1938 and which affects every macaroni-noodle manufacturer has been termed a "miniature NRA." It is full of barbs aimed at those who innocently or purposely violate its provisions. Here are two of the many stings:

Unlawful to Ship

It is unlawful to ship or sell in interstate commerce any macaroni, spaghetti, egg noodles and similar products manufactured in a plant where a person is or was employed in violation of the wage and hour section of the law, to violate the wage and hour provisions, to discriminate against any complaining employe, to fail to keep the required records or to falsify any required record.

Penalties are a fine up to \$10,000 and

imprisonments for up to six months, the latter for second offenders only.

May Bring Suit

Employes may bring suit for unpaid minimum wages or unpaid overtime, and employers violating wage and hour requirements are liable for such sums, plus an equal amount to cover damages, court costs and attorney fees.

Obeys the law!

Crown 'The Golf King'

"With a large attendance of almost four score, ideal weather, and an atmosphere of real camaraderie and hilarity, the third annual golf tournament on Oct. 3, 1938 of the New York NAWMD Luncheon Club of the National Association of Waste Material Dealers, Inc. at the Green Meadow Country Club, Harrison, N. Y. proved a huge success. "About 40 took part in the competition on the links. . . . Conrad Ambrette, president of the Consolidated Macaroni Machine Corporation, Brooklyn, N. Y. was the golfing hero of the day, gaining a year's possession of the Directors' Cup . . . with a low of 63."

The above is taken from an article appearing in the October 8 issue of the *Waste Trade Journal* of New York City. It proves interesting to the many friends of the popular executive of the macaroni machine firm who have been "joshing" him about the golfing abilities he is prone to boast of. It proves that he really "plays golf" rather than "play at it" as some of his friends have averred.

Hail to the new "Golf King," Conrad Ambrette who was cheered on to victory by such well known members of the Consolidated Macaroni Machinery Corporation and the Consolidated Bailing Machine Company as James Cevasco, vice president, and N. J. Cavagnaro, treasurer. His son Louis C. Ambrette served as his proud caddy.

Mr. Ambrette is proud of his attainment. He immediately issued a challenge to play any and all golfers among the macaroni-noodle manufacturers who plan to attend the 1939 convention of the Industry in New York next June. The prize—the best spaghetti dinner obtainable in the metropolis, with the Editor serving as judge and dinner guest. Acceptances must be filed before June 1, 1939.—*The Editor.*

New New Jersey Factory

The new factory of the South Jersey Macaroni and Noodle Company, Flower st., Landisville, N. J., has been completed and was open for public inspection the early part of October.

Conrado Sciarretta is the owner of the new plant, a two story, fire proof building, equipped with the latest machinery to manufacture the firm's St. Rita brand.

It will specialize in bulk products. A force of about ten to fifteen men and women are employed. The plant is so built so as to provide for the expected expansion of business that the proprietor hopes for when his products become better known in his natural trading area. Mr. Sciarretta has been in the macaroni manufacturing business for about 30 years.

Death of Mrs. Peter Rossi, Sr.

Widow of Macaroni Firm Founder Succumbs to Heart Attack

Mrs. Margherita Rossi, 74 years old, a resident of Braidwood, Ill., for nearly a half century, died at her home the morning of Oct. 21, 1938 of a heart attack. She was the widow of Peter Rossi, Sr., who founded the firm of Peter Rossi and Sons, manufacturers of macaroni products in Braidwood in 1876. Mr. Rossi preceded her in death, having died in 1918.

In poor health for the last two years she suffered a heart attack two weeks before her death from which she had apparently recovered. Death was ascribed to an embolism or blood clot.

Mrs. Rossi was born in Turin, Italy and came to Braidwood in the late 80's, where she resided until her death. Surviving her are two daughters, Mrs. George Mortimer of Braidwood, and Mrs. Josephine Girardi of Washboughal, Wash., four sons, Stephen, Felix, and Henry of Braidwood, and Peter of Riverside, Ill.; also 14 grandchildren, eight great grandchildren and a brother living in Circla, Italy.

Funeral was held Oct. 23, 1938, with services in the Immaculate Conception Church, Braidwood, and burial in Mount Olivet Cemetery of that city.



How are your brakes? If you were to drive an unfamiliar car you would probably immediately ask about the condition of the brakes. Yet we often step into our own cars knowing that the brakes are not up to standard, and we drive at unusual speeds.

Where standards have been set the results of investigations are usually surprising. Often 50 per cent of the vehicles are not able to make a stop from 20 miles per hour in 37 feet.

Grease on brake drums, delayed action on all brakes, and other causes are responsible for poor brake action.

Have your brakes checked regularly. They should be up to standard at all times. When an emergency arises you want to be prepared, and you can't be prepared with poor brakes.



HIGH STANDARD IN QUALITY

is assured in our extensive plant equipment.

Ample wheat supply is carried to maintain the closest possible protein content at all times.

Our day-to-day variation in laboratory analysis is not more than a small fraction of one per cent.

You can depend on the highest degree of uniformity in your day-to-day factory results when using



A/A No. 1 SEMOLINA and FANCY DURUM PATENT

CAPITAL FLOUR MILLS

INCORPORATED

OFFICES
 CORN EXCHANGE BLDG.
 MINNEAPOLIS, MINN.

MILLS
 ST. PAUL, MINN.

BAROZZI DRYING MACHINE CO., INC.

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

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

ONLY!

The Only Firm Specializing In Alimentary Paste Dryers

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

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First— INDUSTRY — Then— MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1937-1938</p>		
<p>P. R. WINEBRENER, Chairman of the Board.....A. C. Krumm & Son Macaroni Co., Philadelphia, Pa. LESTER S. DAME, Executive President.....New York, N. Y. JOSEPH FRESCCHI, Vice President.....Mound City Macaroni Co., St. Louis, Mo. M. J. DONNA, Secretary-Treasurer.....Braidwood, Ill. B. R. JACOBS, Director of Research.....Brooklyn, N. Y.</p>		
<p>R. B. Brown, Libertyville, Ill. Joseph J. Cunep, Connellsville, Pa. J. H. Diamond, Lincoln, Neb. E. De Rocco, San Diego, Cal. Joseph Freschi, St. Louis, Mo.</p>	<p>A. Irving Grass, Chicago, Ill. Frank A. Ghiglione, Seattle, Wash. Jerome I. Maier, New York, N. Y. Frank Pepe, Waterbury, Conn. Emanuele Ronzoni, Jr., Long Island City, N. Y.</p>	<p>Frank Traficanti, Chicago, Ill. Walter F. Villanue, St. Paul, Minn. Peter J. Viviano, Louisville, Ky. C. W. Wolfe, Harrisburg, Pa. Frank Zunino, Long Island City, N. Y.</p>

The Secretary's Message

Want Industry Cooperation in Utility Durum Show

Neither the macaroni industry as a whole nor individual manufacturers acting independently can afford to overlook any opportunity to encourage the production of ample quantities of quality macaroni wheat which is so essential to the production of quality macaroni products.

Farmers in the great Northwest Plains States look to the macaroni trade to buy the cream of their durum wheat crop and those who represent the durum wheat growers are always anxious to have the good will and cooperation of the leading users of durum products. The macaroni makers have cooperated unstintingly in the promotion of the culture of better grades of suitable wheats for quality macaroni.

The State of North Dakota is the greatest producer of durum wheat. The North Dakota Agricultural College in cooperation with the United States Department of Agriculture is sponsoring a Durum Wheat Show, in December and the assistance of the macaroni trade is sought in making it as attractive and interesting as possible. In a letter to the Association, William J. Leary, Extension Agronomist, invites cooperation in the following words:

"On December 15 and 16 we are holding a utility durum show at Langdon, North Dakota, which is the center of the main durum producing sections of the state. As one feature we have collected about 300 samples of durum which will be graded and exhibited to show the market quality of the 1938 crop of durum in Cavalier county.

"It is our plan to have our program and exhibits all on durum and its products. Undoubtedly the National Macaroni Manufacturers Association and leading manufacturers will be in a position to suggest available exhibit material consisting of both products and general information applying to macaroni and macaroni production.

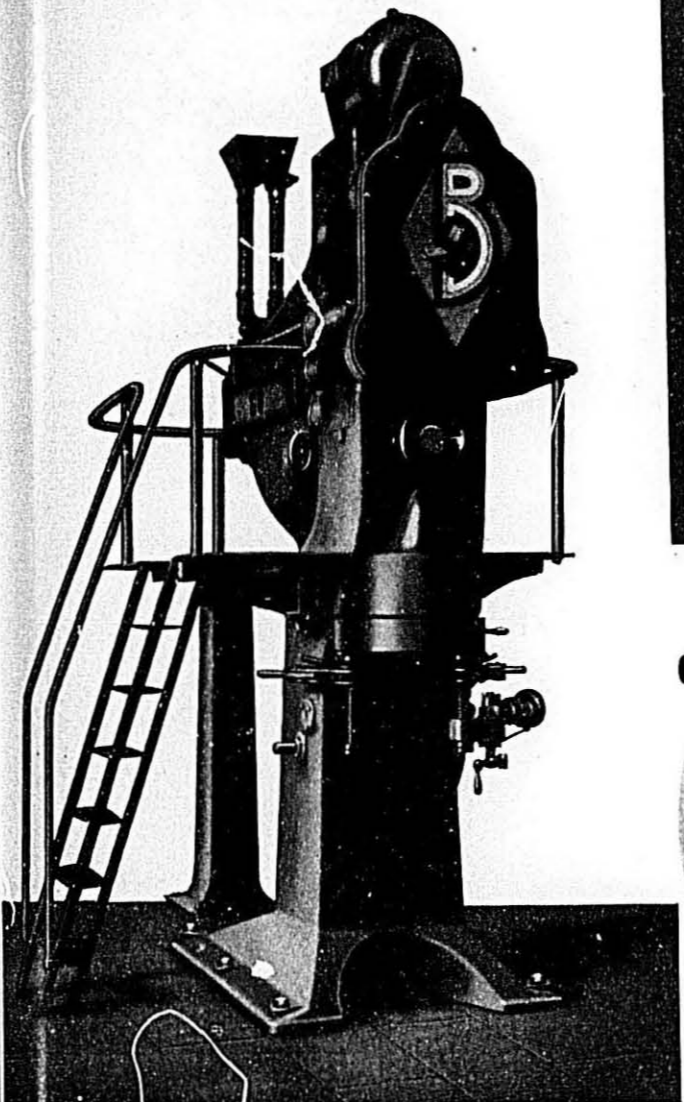
"It is also possible that there are available film strips or movies along this subject that could be obtained for showing at the exhibit.

"As another feature we are planning to make a survey of the grocery stores in the county with respect to the quantity and the quality of the macaroni being sold. In a recent issue of THE MACARONI JOURNAL, we noted that you have a special survey form for this purpose and would appreciate getting copies of this material. Our principal objective is to check what brands are made of durum, made strictly from amber durum semolina or whether they include farina or flour.

"Will greatly appreciate any cooperation you or any manufacturer can give us—loan of movie films and finished products for our exhibits as well as consumer or grocery store survey forms."

The Association will gladly cooperate to the fullest possible extent. Manufacturers wishing to exhibit their products or having movie reels showing the macaroni manufacturing process should write direct to Wm. J. Leary, Extension Agronomist, State College, Fargo, N. D.

—M. J. DONNA.



ELMES

NOW SOLE AGENT FOR BRAIBANTI

Charles F. Elmes Engineering Works
has obtained the exclusive United
States and Canadian sales agency
for Braibanti Automatic Macaroni
Machine, Automatic Drying
Machine and Automatic Fancy
Goods Machines

The Braibanti has been a leading macaroni machine in Europe for many years. Machines are operating in America with equal success.

This machine saves a vast amount of labor and money. It is continuous in operation and fully automatic . . . it mixes, kneads and extrudes in one operation. It may be used to produce either

long or short goods. With this automatic machine, a manufacturer can reduce his costs . . . increase his profits . . . and produce macaroni of higher uniformity and quality.

Send for Bulletin No. 570-A giving detailed explanations, together with a large list of repeated orders and satisfied users.

CHARLES F. ELMES ENGINEERING WORKS
213 N. MORGAN ST. *Chicago* SINCE 1851 *Haymarket* 0696

Flavor

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

a complete line . . .

Pillsbury's Best No. 1 Semolina

Pillsbury's Best Durum Fancy Patent

Pillsbury's Durum Granular

Pillsbury's Durmaleno Patent Flour



Each a **QUALITY** product