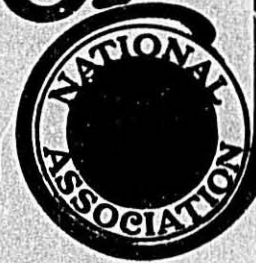


**THE
MACARONI
JOURNAL**

**Volume XX
Number 9**

**January 15,
1939**

The Macaroni Journal



Braidwood, Illinois

JANUARY 15, 1939

Vol. XX No. 9

Trade Stabilization

● Standing squarely on its well planned program for Industry stabilization, the National Macaroni Manufacturers Association welcomes the cooperation of all progressive, broad minded operators.

A high ranking public official says:

"The trade association in America was originated as a mechanism of self defense. But it has outgrown the narrow limitations of such a function and has gone forward to develop the aggressive, helpful, promotive activity which has characterized it since the World War.

"It stands today in a strategic position to render distinguished service to American Business through collective action, intelligently conceived and executed, and based upon the full recognition of a desirability of long-time planning for the stability of entire industries."

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

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We believe you will gain an entirely new conception of the beauty and merchandising power of your packages if you'll let Rossotti produce them. This new plant is, in itself, an eloquent testimonial of the greatly increased number of particular buyers who are specifying ROSSOTTI quality, service, and value for their carton and label requirements. Ideas, samples and moderate cost estimates cost you nothing, yet may prove highly valuable. Write for them NOW.

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ROSSOTTI LITHOGRAPHING COMPANY, INC.

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BRANCH SALES OFFICES IN PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Seek Distributors' Aid in Weevil Fight

Industry's preventative measures supported by buyers' cooperation should win joint battle against the infestation

Despite every precaution taken by the millers of raw materials for macaroni products, and the scrupulous care exercised by the macaroni-noodle makers in manufacturing and packaging their finished products, the industry loses thousands of dollars annually in returned goods—a loss that the National Macaroni Manufacturers Association hopes to minimize through a cooperative warfare suggested by President Lester S. Dame in a recent circular sent to all known food distributors.

Being a 100 per cent grain food, macaroni products are subject to infestation by some of the many grain weevils, but experience has taught manufacturers that despite every precaution in the plant, despite the most modern protective package, these products may become contaminated in warehouses and other storage places. For this reason the cooperation of all food distributors is being sought in the macaroni makers determined fight to prevent further spoilage of their products. The bulletin reads in part:

TO FOOD DISTRIBUTORS:

Under date of November 23 the United States Department of Agriculture issued a bulletin with the following heading: "WIDESPREAD CLEAN UP OF INFESTED FOODS—TWO MONTHS WORK OF PURE FOOD AUTHORITIES BRING DESTRUCTION OF CONTAMINATED STOCKS." The following are excerpts from this same bulletin:

"Food inspection work during September and October exposed insect infestation in many large stocks of food. Careless storage and handling after production was primarily responsible for the conditions found. The concentration of effort to rid the market of unfit food commodities, the Food and Drug Administration states, is justified by the results achieved."

The word destruction in the headline of this bulletin invariably means loss to distributor or manufacturer or both as the case may be. With today's increased cost of doing business it is the desire I believe, of every business man to reduce losses to a minimum.

Returns of weevil infested macaroni products have recently assumed such large proportions as to constitute a major problem for manufacturers. For some time past it has been the custom in this industry to show by code letters and numbers the month and year that the product was packed. Inspection of returned infested goods often reveals that they have been laying on the shelf or in the warehouse for as long as a year or even two years whereas the usual guarantee of manufacturers does not extend beyond a six months period at the maximum.

Manufacturers in this industry are constantly using every preventative method at their disposal to keep their plants in a sanitary and insect-proof condition. This tireless effort on the part of manufacturers should be rewarded through the cooperation of buyers who stock this industry's products, through cooperation in maintaining their own warehouse and storage facilities where such products may be stored in an equally sanitary condition.

Last winter was exceptionally mild. Unless there are long spells of cold weather the insects which attack foods are not

killed, and with a winter as mild as the last one they continue reproducing just the same as in the warmer seasons. The excessive rain in the early part of the summer and high humidity during the entire summer not only encouraged reproduction, but made it harder to destroy the insects because of their ability, in high humidity, to close their pores, which lessens the effect of spraying and other means of extermination.

The condition has been aggravated because of a large surplus of certain grains and other foods. Because of the surplus, a number of these products remained in storage longer than usual and were already infested at time of shipment. Railroad cars have been badly infested as have warehouses and other public storage facilities.

Any jobber who has not been moving old merchandise first and spraying his cereals and dried fruits at least twice a week with an efficient food insecticide, is apt to run into serious loss. It would be well to call your trade's attention to this and to urge them to immediately start spraying and to continue regularly at least twice a week until after the first of the year.

Manufacturer's salesmen with whom you place orders can assist you materially through a service which will greatly reduce the risk of loss on your part as well as on the part of manufacturers. Manufacturer's deliverymen can likewise render you a similar service if you will permit them to do so.

Every effort should be made to prevent the piling up of excess stocks and the practice of placing new stocks over old.

Considerable study has been given to the problem of insect infestation through institutions of recognized authority. A bulletin of one such institution states that "infestation of macaroni by weevils is due to introduction of the insect after the product has left the presses." An entomologist who has on numerous occasions advised both millers and macaroni manufacturers on what to do about insect infestation declares the above statement to be substantially true. So that between this stage of operation and the final consumption of the product each handler has to do his bit. A manufacturer cannot lick the problem without the cooperation of the dealers.

The weevil which gets into macaroni products is an agile little devil and one of them in a dealer's warehouse or on a grocer's shelf can probably undo all the careful protection lavished on the product up to that point.

I know it is the policy of many dealers not to permit manufacturer's salesmen or deliverymen to inspect stocks. However I believe that such a policy could be modified to the extent of permitting and even demanding a service of both of these agents of the manufacturer which would eliminate losses for both you and the manufacturer.

I must inform you that if conditions continue comparable to those experienced this year the only result can be an increase in prices as an offset to the losses which have been sustained. Your cooperation is therefore urged to the end that there will be no further occasion for the Department of Agriculture, Food and Drug Administration, calling our attention to the destruction of contaminated foods and the losses which both you and the manufacturer have sustained from this same situation.

LESTER S. DAME,
President.





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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

THE MACARONI JOURNAL

Volume XX

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Number 9

Preparedness Through Organization

The New Year opens with cheering promise of better business. That opinion prevails quite generally among all the leading business forecasters. They note a definite increase in employment by industry and feel that this trend should show some increase during the winter and should become marked by spring, unless something unforeseen develops during the current session of Congress.

Despite all these rosy predictions, business leaders are moving forward with caution, remembering their sad experiences in the recent past. Leaders in the Macaroni business expect no boom business during 1939, but the wise ones are placing their "houses in order" with a determination that they will obtain their rightful share of any general improvement that may develop in the consumer's buying status. How successful the Macaroni Industry or its component members will be in this objective depends materially on the preparedness of the trade as a whole and the readiness of the individual to take advantage of opportunities.

Leading thinkers in all nations have become more and more of the opinion that the best protection against war is preparedness for any event that may develop despite all possible precautions. Diplomacy may help to delay wars, but seldom prevents them. Organization is likewise the best weapon for business. It can be used equally to good advantage against internal strife or outside attack. With a proper organization in a position to take a hand in any emergency, business will not only protect itself when attacked but may even take the offensive when such a step is advisable.

These are days of Organization. Labor is organizing as never before. This means higher wages and shorter hours of work. All means of transportation are being organized, many under government control. This means added costs of doing business. The farmers, cotton planters and fruit growers are uniting as purveyors of competitive foods. Are the macaroni-noodle manufacturers to sit idly by until more of their markets have been raided?

Without a strong, representative organization, no Industry or Profession can properly protect itself against the many abuses that exist or that may arise. Along the same line of reasoning, there can be no strong organization in any trade or business, unless the leaders therein give their organization both the moral and financial support it rightfully deserves.

The Federal Government is undergoing a reorganization that will take it more and more into business, assumedly to advise, but with an inclination to supervise, even to control. This same line of thinking has penetrated into the State Legislatures, with the result that ere long business will have over

it a multiplicity of supervisors and controllers, with differing ideas of what is good and what is bad for business.

So, we enter the New Year with the conviction that business must be organized stronger than ever for self-protection, if not for aggression. The Macaroni-Noodle manufacturers should be better organized to withstand the encroachments of new regulations, added taxes and competition from without. The National Macaroni Manufacturers Association has had a useful existence for more than a generation, but has seldom had the unstinted support accorded to other trade bodies by their members. While it has done worthy service during the past thirty-five years, many firms in the trade have either given the organization too little support or expected unreasonable returns from it.

Processors of competitive foods, few of which have the natural goodness of quality macaroni, spaghetti and egg noodles are processed by members of the Macaroni Industry, have become so much better organized that they are usurping entirely too much of the business that once was the coveted prize of the macaroni-noodle makers. Their apparent success is due entirely to their being better organized for a specific purpose and their readiness to fully support the program by their organizations.

It is enlightening to note that the most successful of the competitive groups have the united support of practically every one in the business. As a result they have not only encroached on the business formerly enjoyed by the macaroni-noodle manufacturers, but they have gained new markets which their well supported organizations helped to discover and to develop.

As the New Year opens, it is generally apparent that what the Macaroni Industry needs is not more preaching about duty or mere lip service to its National Association, but a more sincere support of that trade body by the rank and file. Leaders in this trade prefer to believe that there are no firms too big or too exclusive to belong to the national organization—none that are "sufficient unto themselves." All are affected by the same laws governing hours and wages of employees, regulations concerning adulterations and misbrandings, rules setting up trade practices and the like.

All have interests in common. All should feel obligated to do their part in any industry action for self-protection or aggrandizement. For this purpose organization is the first necessity. There is one resolution that every progressive macaroni-noodle manufacturer should make at the New Year's opening—to join and fully support the national organization of the Macaroni Industry.



Report of the Director of Research for December

Dr. Benjamin R. Jacobs

Since the advent of the 1938 crop of durum wheat much interest has been manifested by macaroni manufacturers concerning the quality of the semolina produced from this crop as compared with the crop of 1937.

Early in September our Laboratory noticed an apparent decrease in the amount of protein, ash and color of samples of semolina received from manufacturers. It was not possible to make comparisons at that time as not sufficient amount of data could be gathered, there being no means of determining whether or not the semolinas analyzed were made solely from new wheat. However since that time we have analyzed a relatively large number of samples and these are being reported herewith. All samples of semolina No. 1 received between August 1 and November 15, 1938 have been eliminated from this report as at that time the durum mills were probably using mixtures of new and old wheat.

There was selected at random 104 samples of semolina No. 1 representing practically all the durum wheat mills. Forty-six of these were made from the crop of 1937, and 58 were made from the crop of 1938. These are not all of the semolinas that have been examined by our Laboratory during this period but do represent most of those in which protein determinations were made.

The average, maximum and minimum of protein, ash and color (yellow pigment) will be found at the bottom of the table.

It will be noted that the average protein content of the semolinas of the crop of 1937 was 0.86 per cent more than that of the crop of 1938. This is a difference of 7.14 per cent and may be a very significant difference considering the low averages. Some macaroni manufacturers have complained because they are experiencing losses in the plant due to the higher percentage of checking, cracking and "droppings" during the drying process and this may be attributed at least in part to the lower protein content of the semolinas.

A difference of 0.86 per cent protein may not be very significant when the farinaceous ingredient contains more than 12 per cent protein but when the product contains 11 per cent protein the difficulties encountered in manufacturing are greatly increased as the binding material (the protein) has been reduced approximately 7 per cent.

A greater difference will be noted between the maximum and minimum protein content of semolinas from the same crop year. Those of the crop of 1937 showed a maximum of 12.95 per cent and a minimum of 11.23 per cent, a dif-

ference of 1.72 per cent or a reduction of 13.2 per cent from the maximum. The semolinas from the 1938 crop showed a maximum of 12.03 per cent protein, a minimum of 10.58 per cent protein, or a difference of 1.45 per cent and a reduction of 12 per cent from the maximum. It would materially help the macaroni manufacturers if there was more uniformity in the protein content of their semolinas. On the other hand the ash and color (yellow pigment) content of these products show a decided uniformity in the averages but the range between the maximum and minimum is even greater than that shown in the protein. For example, the maximum ash content of the semolinas of the crop of 1937 is 0.728 per cent and the minimum is 0.572 per cent or a difference of 0.156 per cent, a reduction of 21.4 per cent from the maximum. The semolinas from the 1938 crop showed a maximum of 0.71 per cent ash and a minimum of 0.536 per cent ash, a difference of 0.174 per cent, a reduction of 24.3 per cent from the maximum. The ash is a very significant constituent of the farinaceous ingredients and is used by a large number of buyers of macaroni products as an index to the quality of the product purchased. An examination of the individual ash determinations will show a considerable number of these, particularly the more recent samples as containing less than 0.60 per cent. Buyers of macaroni products should be advised by manufacturers of this lower ash content of their products as in many instances it has developed that the buyer believes that the products have been made from mixtures of semolina and farinaceous ingredients made from hard wheat other than durum. This is particularly true of those purchasing organizations, Federal, State and Local which base their purchases on the Federal Specifications for macaroni products.

The range of color of the 1937 crop was from a maximum of 4.62 to a minimum of 3.13, a difference of 1.49, a reduction of 32.2 per cent from the maximum. The crop of 1938 showed a maximum of 4.16, a minimum of 3.36, a decrease of 0.70 or a reduction of 16.8 per cent. It will be noted therefore, that although the average color of the 1937 and 1938 crops are almost identical there is a greater range in that of the 1937 crop than there is in that of the crop of 1938. In other words there is considerable more uniformity of color than there was in last year's. Manufacturers have noted that the color of this year's crop of durum semolinas is not as intense as that of last year's crop. On the other hand they have also noticed that there is more brightness to the semo-

lina of this crop. This is probably due to the fact that there is less brown color (red plus black). We have no means of verifying this opinion as we have no color analyses of the semolina produced from last year's crop, however we are accumulating data on this year's crop and will be able to make comparisons in the future.

Composition of Semolinas No. 1 Made from Durum Wheat Crops of 1937 and 1938

SEMOLINAS NO. 1 CROP 1937

Laboratory Number	Protein (Nx5.7) %	Ash %	Color p.p.m.
14502	11.46	0.572	4.10
14503	12.80	0.652	3.92
14473	11.23	0.644	4.62
14474	12.80	0.702	4.18
14553	12.10	0.660	3.75
14592	11.62	0.624	4.18
14561	11.85	0.648	4.18
14530	11.62	0.626	3.92
14533	11.93	0.652	4.18
14672	11.85	0.634	3.57
14673	11.62	0.662	3.48
14711	11.62	0.596	3.75
14712	11.93	0.654	3.84
15184	12.01	0.634	4.01
15185	11.93	0.650	3.84
15198	11.77	0.642	4.10
15078	12.01	0.634	4.18
15079	12.09	0.658	4.27
15003	12.95	0.632	3.66
15030	11.85	0.648	3.66
14995	12.01	0.592	3.57
14997	12.87	0.628	3.57
15339	12.01	0.662	3.48
15340	11.70	0.646	3.23
15391	12.17	0.670	3.47
15431	12.40	0.620	3.84
15432	12.56	0.666	3.66
15526	11.85	0.604	3.48
15669	12.09	0.728	4.36
15672	11.46	0.630	4.18
15754	12.56	0.668	3.75
15808	12.56	0.648	3.75
15810	12.64	0.684	3.66
15843	11.93	0.668	4.10
15844	12.48	0.670	3.57
16062	12.32	0.652	3.84
16063	11.85	0.676	4.10
14148	11.70	0.630	3.66
14255	11.80	0.682	3.13
14519	11.75	0.642	3.62
14547	11.70	0.620	3.48
14548	12.65	0.670	3.48
14681	12.02	0.650	3.18
14682	12.02	0.664	3.38
14719	11.72	0.588	3.20
15075	11.97	0.690	3.88

CROP 1937 46 SAMPLES

Average	12.04	0.647	3.78
Maximum	12.95	0.728	4.62
Minimum	11.23	0.572	3.13

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SEMOLINAS NO. 1 CROP 1938

Laboratory Number	Protein (Nx5.7) %	Ash %	Color p.p.m.
16915	11.23	0.652	3.48
16916	10.75	0.660	3.57
17043	10.80	0.640	3.62
17045	10.58	0.633	3.70
17046	10.87	0.600	3.66
17048	11.30	0.644	3.75
17131	10.89	0.568	3.62
17251	11.06	0.636	3.62
17252	10.85	0.646	3.76
17291	11.60	0.646	4.16
17292	11.56	0.690	4.10
17493	11.25	0.636	3.90
17297	11.15	0.660	3.75
17299	10.83	0.604	3.75
17300	10.83	0.672	3.36
17301	11.47	0.620	3.84
17302	11.48	0.662	3.66
17338	12.00	0.628	3.90
16957	11.50	0.606	3.62
16958	11.28	0.650	3.57
16962	10.83	0.604	3.57
17154	11.38	0.608	3.82
17156	11.23	0.620	3.57
17157	11.37	0.616	3.57
17477	12.03	0.706	3.82
17478	11.65	0.660	3.78
17479	11.26	0.640	3.70
17481	11.71	0.632	3.80
17463	11.54	0.638	3.92
17591	11.54	0.634	3.80
17617	10.90	0.544	3.65
17618	10.90	0.536	3.62
17652	10.85	0.560	3.68
17657	11.38	0.662	3.68
17668	10.85	0.580	3.76
17680	10.95	0.592	3.72
17728	10.85	0.595	3.60
17729	11.00	0.572	3.70
16739	11.23	0.676	3.84
16740	11.07	0.642	3.66
16802	11.30	0.628	3.92
16803	11.42	0.627	3.74
16804	11.90	0.640	3.88
16806	12.02	0.642	4.04
16808	10.91	0.630	3.84
16997	10.75	0.620	3.66
16998	10.97	0.601	3.68
16999	11.05	0.618	3.62
17000	10.93	0.636	3.57
17121	11.38	0.608	3.84
17122	11.02	0.710	3.63
17113	11.36	0.636	3.92
17114	11.03	0.634	3.48
17083	11.42	0.580	3.46
17084	10.87	0.600	3.42
16912	11.15	0.704	3.66
16913	10.83	0.684	3.57
16914	10.60	0.676	3.57

CROP 1938 58 SAMPLES

Average	11.18	0.630	3.71
Maximum	12.03	0.710	4.16
Minimum	10.58	0.536	3.36

Protein, ash and color (yellow pigment) are reported on a 13.5 per cent moisture basis. Protein determined by the Kjeldahl-Gunning procedure using a 1 gram sample. Color reported in parts of carotenoid pigment per million part of product.

Turning Wheat into Food Is Complex Task

"And when all the land of Egypt was famished, the people cried to Pharaoh for bread."

Genesis XI:51.

And in answer to their plea, the Bible tells us, Pharaoh opened his storehouses and filled each man's sack with wheat.

Perhaps it was merely instinct—but perhaps it was knowledge gained from centuries of experience—but through all ages, in the years of plenty as well as in the years of famine, man has depended on wheat for sustenance. Even in the Neolithic Period, over 10,000 years before Christ, records show wheat was an important food of the Swiss Lake Dwellers. Wheat has been found in the tombs of the Egyptians, dating as far back as 4000 B.C., and the Chinese claim wheat was cultivated by them since the beginning of their civilization, which antedates history.

While our earliest records lead us to believe that wheat was first grown on the fertile plains of Mesopotamia, where scientists tell us the Garden of Paradise was located, wheat soon was carried to practically every country on the face of the earth, and wherever in history we found an abundance of wheat—there was prosperity and power.

Wheat Major Food

Wheat eating nations have always been world leaders. History tells us that one of the reasons the Babylonians, Persians, Egyptians, Assyrians, Greeks, and Romans attained their long reigns of supremacy was the fact that they lived on simple foods, of which wheat formed a major part.

Much water has gone over the dam since the days when the Pharaohs first ate wheat or "corn," as it is often called in the Bible. The customs and habits and thoughts of people have changed and the methods of raising, gathering, grinding, and cooking wheat have changed as much.

Compare the slow hand sowers of old, the gleaners gathering each stalk separately, with the incredibly efficient planting, cultivating, and harvesting methods of today. Compare the crude stones between which the kernels were crushed with the modern mills where thousands of bushels of wheat are milled each day into velvety, white flour, and the vast distributing system that brings the finished product to your door. Then you will be in a better position to appreciate the value of wheat to our nation—its importance as our best and cheapest food, and its position in the economic structure of the United States, which is known as the Bread Basket of the World. With this information as a foundation, you will understand the important parts which the raising and milling of wheat play in our economic structure.

—Reprinted from *The Modern Millwheel*, November, 1938. Published by General Mills.



1939 is just before us. Many people who started out in 1938, who paid little attention to their driving habits or were reckless and careless in their conduct on the highways, were unable to see the end of '38.

Do not let this happen to you in 1939.

Face the year with the determined effort to drive safely, to drive carefully, and to drive courteously.

A resolution such as this will not only stimulate your own interest in safe driving, but will be an example to your associates and friends.

Make 1939 the safest year!

Many drivers are very careless about dimming lights. There is absolutely no reason why any driver should use bright lights while driving at night in any city or village. Dim lights are enough for town driving and their use will help not only the pedestrian but the driver.

On the highway after dark visibility will be improved if drivers will depress their headlight beams when they meet another car.

It's the courteous thing to do, and it's the safe thing to do!

New St. Paul Factory

Announcement was made last month of the formation of a new macaroni manufacturing firm to operate a plant in St. Paul, Minnesota. The announcement was made by industrial division of the St. Paul Association of Commerce.

The new firm is known as the Quality Macaroni Company. It has leased a 5-story building at 348 Wacouta st., St. Paul, in which has been installed the machinery and equipment formerly used in the F. A. Martoccio Company plant in Minneapolis. The machinery has been thoroughly reconditioned and modernized and new equipment added to manufacture a complete line of spaghetti, macaroni and egg noodles under its own brand name and under special contract brands.

A. J. Berry is president of the new company; J. P. Betts is vice president; Maurice L. Ryan, secretary and Frank Romano, treasurer.

The United States has the highest wage scale—the shortest working hours—greatest percentage of home ownership—radio ownership—car ownership—and other luxuries, on the face of the globe. Even in depression times the United States is unquestionably the most prosperous country on earth.

The New Food Act and Its Effect on the Food Industry

By Albert K. Epstein, President, The Emulsol Corp., Epstein, Reynolds and Harris,
Consulting Chemists and Engineers to Food Industry, Chicago

It is now history that on June 25, 1938 a new Federal Food, Drug and Cosmetic Act passed by Congress was signed by the President, to go into effect one year from that date. It will take the place of the Food and Drug Act of June 30, 1906 which has remained in effect for 32 years.

Although the old law was defective in many respects, nevertheless by virtue of its proper administration by the Secretary of Agriculture and his associates throughout the country, it was an important factor in the development of the food industries in the United States. Considering just the food angle, this new law is of great importance as it affects the largest industry in this country.

You are members of this most important industry which has far-reaching economic implications. According to available statistics as of 1935, the food industry, embracing manufactured food products only, amounted to over 10 billion dollars, or 1/6 of our total national income. It is approximately 2 1/2 times as large as the steel industry and more than 1 1/2 times as large as the textile industry. In the 49,000 food factories, about 800,000 wage earners were employed and close to \$800,000,000 was paid in wages. According to the latest government figures the macaroni-noodle industry accounts for 319 plants, giving employment to 6452 wage earners who were paid \$5,719,299 in 1937.

The enactment of a law which covers the destiny of one of the most important economic factors in this country warrants considerable attention on the part of the members of the industry.

Generally speaking the old law was negative in its nature. It contained negative prohibitions and specified what a product should not be in order to be legal. On the other hand the new law is more definite and positive in its terms and provides specifically what a food product should be in order to be legal. Under the old law a product was considered misbranded or adulterated if some ingredient were abstracted or reduced to lower the quality, or if something were added which did not belong to the specific food product, or if a poisonous ingredient were added. In order to determine whether a food product was misbranded or adulterated, it was therefore necessary to know the normal constituents of a given food product.

Thus for example, in order for the Government to know whether an egg noodle was adulterated by either subtracting a valuable ingredient or by the addition of a foreign ingredient, which

would lower its strength and quality, it was of paramount importance to determine what the composition of a commercial egg noodle should be. The old law did not provide a legal mechanism of a definite and positive nature which would indicate to the Government and to the manufacturer when a given food product was adulterated.

The legislators who enacted the law of 1906 did not intend to establish standards for food products. From a practical standpoint however, in order to make it possible for the Government to enforce the law the Secretary of Agriculture was compelled to promulgate certain standards for food products from time to time. A committee was appointed known as the "Joint Committee on Definitions and Standards," consisting of 9 persons, 3 from the Department of Agriculture, 3 from the Association of Official Agricultural Chemists and 3 from the Association of Food and Dairy Control Officials. This Committee met from time to time and established standards for foods and beverages.

In adopting these standards the Committee worked on the principle of public acceptance. Thus for example, they consulted dictionaries, standard cook books; they investigated trade practices and endeavored to determine what the consuming public as well as the manufacturers expected the composition of a certain food product to be.

They determined for example, that a preserve is a food product which contains 45 per cent of fruit and 55 per cent of sugar. They then adopted analytical constants to conform with the composition and if a given preserve on the market contained 30 per cent of fruit and more than 55 per cent sugar, such a product was deemed to be adulterated in that a valuable constituent, namely fruit, was subtracted.

These standards were used as guides for food officials so that they might know when a given product was adulterated or misbranded. However these standards as set up by the Standards Committee had absolutely no force and effect of law. They merely expressed the opinion of the Committee as to what the composition of a certain food product should be. Each time the Government came to Court charging a manufacturer with adulterating or misbranding a product in that he had deviated from the standard which had been adopted, it was incumbent on the Government to prove that the standard was reasonable, rational and practical and that it represented public acceptance. In order to

prove its case the Government brought in as evidence, definitions of dictionaries, recipes from cook books; witnesses were brought in, such as teachers of domestic science and manufacturers who were engaged in the specific industry to testify that the standard which had been adopted by the Government was reasonable and fair.

Many courts in the past have taken the Government standards at their face value. On the other hand, other courts have placed a stricter interpretation on the Food Act of 1906 in the spirit in which it was adopted and stated that the Government, according to the act of 1906, had no legal right to make standards. This loophole in the act of 1906 has caused a considerable amount of confusion and has encouraged many manufacturers to produce and sell articles of food with lower food values, to the detriment of the consumer and to the food industry.

The newly enacted law is more positive and definite in this respect in that it not only states what a product should not be but also provides a legal mechanism to determine what a food product should be in order to be legal. It eliminates entirely the ambiguity of the old law.

According to the new law the Secretary of Agriculture is empowered to promulgate definitions and standards of identity and a reasonable standard of quality, also fill of containers for each food product with certain exceptions. The standards which are set up by the Secretary of Agriculture will have the force of law and they will not be questioned by any court. They will be definite and positive in nature and the food manufacturer will know when he deviates from these standards and violates the law.

According to the new law the procedure is as follows: The Secretary of Agriculture, on his own initiative or on application of any interested industry or a substantial portion of the industry, will hold public hearings on the making of standards. Public notice will be given, the time and place of such hearings to be not less than 30 days after date of the notice. At these hearings any interested party will be heard—either in person or through his representatives. After the hearing, the Secretary will make public his action by announcing the given standard and such standard, unless an emergency exists, will take effect not sooner than 90 days after date. If an interested party, such as for example a manufacturer, is dissatisfied with the standard, he may file a petition for a

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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

review of such standard with the Circuit Court of Appeals of the U. S., in the circuit where he resides, or has his principal place of business. The Secretary of Agriculture then presents the facts upon which the standard has been based.

The contestant may produce additional evidence and the court may then decide on the facts as to whether or not the Secretary was justified in setting up the given standard. The court can then either affirm the standard or set it aside in whole or in part, temporarily or permanently. The court also has a right to order the Secretary to take action to amend and modify the standard. The judgment of this court is subject to review by the U. S. Supreme Court.

If however a manufacturer who is adversely affected by the standard as set up by the Secretary of Agriculture does not file a protest in the District Court within 90 days, the standard as adopted by the Secretary of Agriculture becomes law. This new law then provides a definite positive legal mechanism to establish standards for food products and the manufacturer is not kept in suspense.

Under the new law the standards adopted by the Secretary of Agriculture cannot be questioned by any court and it will be necessary for the manufacturers of food products to abide and conform to the legal standards.

According to the old law it was not necessary for a manufacturer to subject his plant to Federal Government inspection. Federal Government inspectors did not have the authority to come into a plant and inspect it. The new law gives such power to the Secretary of Agriculture and his assistants. The new law prohibits traffic in foods which have been prepared or handled under insanitary conditions which may contaminate them with filth or may render them injurious to health, and it also authorizes factory inspections of food establishments producing foods which go into interstate commerce. Government inspectors therefore, can come into any

plant, make a sanitary inspection, inspect the raw materials, equipment, containers and methods of handling, but the manufacturer is not obliged to divulge any secret formulas.

Whenever the Secretary of Agriculture finds after investigation that a certain food product becomes contaminated with microorganisms during the manufacturing process and that such a food is injurious to public health, and that such injurious nature cannot be adequately determined after the article has entered into interstate commerce, he may place such a plant under Government control and supervision by issuing a permit and specifying certain regulations which must be followed during the manufacturing process for a temporary period of time, as long as may be necessary, in order to protect the public health.

In that event the manufacturer cannot continue to make shipments in interstate commerce of the food product unless he follows the conditions under which he can manufacture which have been promulgated by the Secretary of Agriculture. If any of the conditions prescribed for the process of manufacture are violated the Secretary of Agriculture is authorized to suspend the permit immediately and the manufacturer can no longer make shipments of his products in interstate commerce. In other words, he is practically out of business.

The holder of a permit so suspended shall be privileged however at any time to apply for reinstatement of such permit and the Secretary shall immediately, after trial hearing and an inspection of the establishment, reinstate such permit if it is found that adequate measures have been taken to comply with and maintain the provision of the permit as originally issued and amended.

The penalties for violation of the Act are severe. For the first offense, violators may be fined up to \$1,000 and imprisonment for not more than one year. If the manufacturer continues to

violate the law after he has been convicted, or a violation is committed with the intent to mislead or defraud, he is punishable with a fine of not more than \$10,000 and imprisonment for not more than three years. The Government also has the right to ask for injunctions and restraining orders to prevent the shipment in interstate commerce of adulterated and misbranded food products.

In summarizing I should like to state that I personally regard the new Food Act as progressive legislation. It may work a hardship on those small manufacturers of food products, who by virtue of their temperament, lack of experience, inadequate knowledge of proper food manufacture and sanitary principles, have no place in the food industry. Such manufacturers are not the best competitors to the legitimate, organized food industry. The only way they can exist is by reducing quality, mislabeling and misbranding, or by cutting down their overhead in manufacturing their products in basements, or employing cheap help who do not understand the sanitary procedure which it is necessary to maintain in food establishments.

Even some good sized manufacturers who have been spending a considerable amount of money for advertising, giving away premiums, etc. are reluctant to spend money to equip the plant properly and in such a manner whereby the best sanitary conditions can be maintained.

This new law will stimulate better sanitary conditions in food manufacturing establishments. It will increase the quality of food products. It will eliminate unfair competition. It will increase the consumption of manufactured food products and enhance the progress of the food industry.

It is advisable, therefore, for the manufacturers of certain food products to get together in their associations and study carefully the provisions of the law as it affects their respective industries, and to recommend to the Secretary of Agriculture such standards which will be practical and promote the best interests of the industry at large.

Old Dad Mac Noodle Says:



Mr. Looking-Both-Ways

That old Roman deity Janus had two heads and he looked both forward and backward and he was supposed to preside over the dawn of every day and the commencement of every undertaking. It was appropriate enough that the first month of the calendar year should be named for him.

But Janus, being one of the gods and two-faced, could get away with that

business of looking both ways. You and I with one face, must keep that face turned in the direction we are going. And the coming year is going to require all the foresight, intelligence and business ability we can bring to bear on its problems.

I recall that last fall Gabby Hartnett and Bill Terry had not yet lost out on 1938's baseball Derby when they began proclaiming they were planning for 1939.

There is no time to linger over the mistakes of 1938. Time spent in discussing and in cussing what did happen is that much time lost to planning what is going to happen, what we are going to see does happen.

About all we can certainly know is that there will be, as always, changes.

If we do nothing to fit our business for changes they will hit us a devastating wallop when they come.

There was once a profitable business in manufacturing illuminating oil. There was once a great industry of carriage making. There was once a big business in making congress shoes, high wheeled bicycles, hunting case watches, wood burning stoves, and so on ad infinitum.

One day it will doubtless be said there was once a good business in macaroni-noodle making. Are you looking ahead to what may happen in your industry or are you looking back at what has happened? Never mind trying to be a human, 4-eyed Janus. Better to be a human Cyclops, with one eye and that one fixed on the future.

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina

Borozzi Drying Machine Co.
Macaroni Noodle Dryers

Capital Flour Mills, 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

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



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

Commander Milling Co.
Flour and Semolina

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

Creators Service Trust Co.
Mercantile Collections

Eastern Semolina Mills, Inc.
Semolina

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

Kansas City Shook & Mfg. Co.
Box Shooks

King Midas Mill Co.
Flour and Semolina

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons



Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Stella Cheese Co.
Grated Cheese

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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



North Dakota Durum Show Big Success

"Durum Is King." That was the slogan of the first strictly durum wheat show ever held in America December 15 and 16, 1938.

Cavalier County, North Dakota produces not only large quantities of durum but the best qualities and the Cavalier County Crop Improvement Association considered it proper to hold the first durum show in the county seat, Langdon. The program and exhibits were devoted entirely to durum and told an interesting story of its travels from the field to the table.

The slogan—"Durum Is King," suggested by a Langdon editor was prominently displayed at the show. This, according to the press of the state of North Dakota had a special significance when the facts are known about durum production in the countryside surrounding Langdon. In Cavalier County from 70% to 85% of the wheat acreage during the last ten years had been seeded to durum. The average production has been one and three-fourths million bushels. With three adjoining counties, the durum wheat production is about 6,000,000 bushels annually, or one-third of the total production in North Dakota.

Appearing on the programs during the two days were some of the leading County, State and Federal officials interested in durum growing and processing. Eight very interesting displays composed the

educational exhibition. Motion pictures showing the modern method of processing durum wheat into macaroni products were shown during the two days. Many macaroni manufacturers and durum millers cooperated in making the show successful from every angle.

Among the outstanding features of the program were: A discussion of "Durum Wheat and Production Trends" by Paul E. R. Abrahamson, Cavalier County Extension Agent; "Quality of the 1938 Cavalier County Durum Crop," by William J. Leary, Fargo, Extension Agronomist; "Development of Improved Durum Varieties," by Glenn S. Smith of Fargo, Durum Wheat Breeder with U. S. Department of Agriculture; "Consumers' Reaction to North Dakota Durum Exhibit at the International Grain and Hay Show in Chicago," by B. E. Groom, Agricultural Secretary of the Greater North Dakota Association; "Processing and Uses of Durum Wheat," by Henry O. Putnam, of Minneapolis, Executive Secretary of the Northwest Crop Improvement Association; "Quality of Durum Needed by the Macaroni Manufacturer," by William Warner, durum buyer of Pillsbury Flour Mills, Minneapolis; "Market Grades as They Relate to Macaroni Quality," by Robert H. Black, Federal Grain Inspector from Minneapolis; "The

Amount and Quality of Durum Consumed in Cavalier County," by Mrs. F. E. Hawley, President of Cavalier County Homemakers Council, and "Keeping Ahead—Problems of Maintaining the Production of High Quality Durum," by Victor Sturlaugson, President of Cavalier County Crop Improvement Association.

In the exhibits were samples of prize-winning durum wheat, North Dakota's durum exhibit direct from the International Grain and Hay Show in Chicago, a milling exhibit, a display of macaroni products manufactured from the best qualities of Cavalier County Amber Durum Semolina—informative literature for public distribution supplied by the National Macaroni Manufacturers Association, and a demonstration by the Homemakers Club showing how to prepare tasty macaroni dishes. The Foulds Milling Company's film showing modern methods of macaroni making was shown several times during the 2-day show.

The attendance at the first all-state durum show was so encouraging that the authorities are planning to make such a show an annual affair with increased cooperation between growers, crop improvement clubs, officials of State and Federal Agricultural bodies, millers and macaroni makers.

Macaroni Christmas Tree

There are some who still believe that spaghetti grows on trees, but it was a Seattle lass who first bedecked a Christmas tree in such a beautiful macaroni garb as to make the headlines of the papers in the Northwest Pacific States.

The *Post-Intelligencer*, Seattle devoted considerable space to the novel Christmas tree story and illustration, December 22. The illustration shows Miss Louise J. Adams, who works in a macaroni factory, adding the finishing touches to the tree. The story reads:

"And if you think such a Christmas tree would be monotonous and drab, you just don't know your macaroni. Or perhaps your knowledge of macaroni hasn't gone beyond the elbow kind to the mezzani, the perciatelli, the ziti, the mostacioli or the tufoli? To say nothing of the lasagne savola or the detali and the tubettini of the species.

"Anyway, all those and many more—twenty four kinds in all—were used by Miss Adams in her masterpiece.

"The string types were draped on the tree wet and allowed to dry. The cut types were either strung in ropes and hung on the boughs or attached to the ends of the limbs. And for the Christmas touch, alphabet macaroni was used to spell our 'Merry Christmas.'

It took Miss Adams four hours to create the unique tree."

Needless to say, it attracted many sightseers who enjoyed not only the beauty of the finished tree but a wider

knowledge of the various shapes in which this excellent wheat food is available for any one of the many combinations in which it can be appetizingly served.

DECREASE IN FLOUR PRODUCTION IN DECEMBER

DECEMBER flour production, as reported to *The Northwestern Miller* by mills representing 60% of the nation's flour industry, totaled 5,479,357 bbls. Although the November production was 5,588,126 bbls, the December figures are the largest for the month in four years. In 1935, 4,745,925 bbls were produced. The December production is considerably more than in December, 1937, with a 5,231,096-bbl production.

Mills in the southwest gained slightly over the 2,028,615-bbl production of the previous month, with 2,083,441 bbls, and the eastern division of the central west produced 514,639 bbls, compared with 499,648 bbls in November. The western division of the same area increased its monthly production from 265,488 bbls in November, to 290,441 bbls.

An increase, from 437,991 in November to 461,980 in December, was made on the Pacific coast, but mills in the Northwest dropped from 1,363,354 bbls to 1,167,957 bbls. Buffalo milling experienced a slight drop also, from 819,754 bbls to 819,301 bbls. With the exception of Buffalo, the western division of the central west and the southeast, December flour production in the major producing areas was larger in December, 1938, than in 1937. The December production in the northwest, southwest, eastern division of the central west and on the Pacific coast is the largest for that month in the last four years.

TOTAL MONTHLY FLOUR PRODUCTION

Output reported to *The Northwestern Miller*, in barrels, by mills representing 60% of the total flour output of the United States:

	December, 1938	Previous month	1937	1936	1935
Northwest	1,167,957	1,363,354	1,075,746	1,005,307	1,159,193
Southwest	2,083,441	2,028,615	2,020,029	2,130,700	1,559,856
Buffalo	819,301	819,754	830,285	827,213	771,628
Central West—Eastern Div.	514,639	499,648	304,791	297,952	342,178
Western Division	290,441	265,488	307,119	278,873	238,035
Southeast	141,598	173,246	293,392	287,732	275,946
Pacific Coast	461,980	437,991	409,734	198,199	399,092
Totals	5,479,357	5,588,126	5,231,096	5,025,976	4,745,928

Consolidated Macaroni Machine Corporation

Designers and Builders
of
High Grade Macaroni Machinery

Announcement
COMING SOON
A Macaroni Press of
Revolutionary Design and
Construction

Consult Us Before Placing Your Orders
For Any Equipment

SPECIALISTS FOR THIRTY YEARS

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

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MACARONI PUBLICITY

Place the Macaroni Family in the Spotlight

Macaroni Publicity a 'Must' Problem

Macaroni-Noodle manufacturers must tell, retell and repeat their interesting story on the food value, the economic value, the labor saving advantages of macaroni, spaghetti, egg noodle dishes. They will have to do it for their own protection, irrespective of the cost involved.

Why? The answer is everywhere—in newspapers, in magazines, on billboards, in radio messages and in schools.

While other food trades organize for the never-ending battle for a larger share of the American Food Dollars,—must the macaroni-noodle makers be less aggressive because there are some in the trade who will never contribute one cent to any promotional activity?

Well, there's a badly needed job to be done, and as usual it is up to the thinkers and the willing ones to do it. No one else will do it for them.

It is interesting to read what producers of competitive foods are doing to gain public favor. The Potato interests are busy, as are the Bread industry and the Dairy trades. Read and act to protect your interests in this fight to the finish for consumer acceptance:

National Potato Week Has Widespread Backing

While macaroni-noodle manufacturers were somewhat hesitant about doing their respective duties toward the proper observance of National Spaghetti-Noodle Week last October, the growers and distributors of potatoes gave Potato Week December 2-10, 1938 the widespread backing that it deserves.

While it was necessary to start from scratch in planning the ways and means for publicizing National Spaghetti-Noodle Week, for which not one cent was available for the preliminary planning and promotion, the Potato people readily found many thousands of dollars to underwrite the campaign. The state of Maine appropriated \$100,000 to publicize Maine Potatoes and the growers and distributors elsewhere "dug-up" a similar sum for advertising purposes. Listen to what the press had to say about Potato Week:

Potato Week Well-Supported

National potato week celebrated Dec. 2-10, inclusive, was timed this year to take advantage of the normal lull immediately following Thanksgiving week and to provide two selling week-ends for the retail trade.

The first national potato week, celebrated Nov. 15-20 last year, was originated jointly by Sturges Dorrance, advertising and merchandising counselor of

the Maine Development Commission, and Harold F. Woodward secretary of the Massachusetts Grocers Association. Widely supported and highly successful, the first national campaign provided only one selling week-end. This year two selling week-ends were provided.

Potato week this year was inaugurated by an official proclamation signed by the governors of the large potato producing states including Maine, Idaho, New York, Michigan, Minnesota, Colorado, Wisconsin and North Dakota.

The week was conducted under the joint sponsorship of the National Potato Association and the Potato Association of America in cooperation with all the large retail distributing units.

What Competitors Are Doing

Are macaroni products so good that they will continue to sell themselves in continuing increasing quantities as they should, even without the helpful education that competing food products are compelled to sponsor regularly?

Macaroni products are excellent. There is not a better grain food in the world. We are convinced of that, but what good is this knowledge to the manufacturers if it is not passed on to the consumers?

The proper answer must come from the manufacturers themselves as individuals and as a group. While cogitating these questions, note what the bread bakers are doing. If the bread people find it necessary to do needed promotion work, should there be any hesitancy on the part of the macaroni trade?

\$100,000 Bread Educational Fund

Tom Smith, secretary of the American Institute of Baking has issued a report showing that subscriptions of \$77,183.50 have been received by the American Institute of Baking for the \$100,000-fund to finance the educational campaign of the A.I.B. department of nutrition.

The A.I.B. membership and budget committee, of which J. M. Livingston of the Ward Baking Corp., is chairman, announced that it is "pleased with the progress being made."

The following comment by Mr. Livingston in a recent letter was quoted in the report made by Secretary Smith:

"It was pointed out by various speakers (at the last annual convention) that other food industries have spent, are spending, and plan to spend from five to ten times as much money every year for the promotion of products that often compete with bread in the diet.

"The annual budget of \$100,000 for the successful activities of our own de-

partment of nutrition is a sound investment for the entire baking industry. The relatively small amount of money already spent has produced many tangible results. Among these are the numerous items favorable to bakery products which have appeared in newspapers, and the more friendly attitude of physicians and home economists."

To Promote Dairy Interests

Milk and milk derivatives are almost natural foods for human beings. There is milk for the newly born and the little ones; cream for all ages and cheese for those who are more mature.

Despite this natural inclination to consume milk in one form or other, the dairying interests find it necessary to laud the merits of milk and its derivatives—and they are doing a fine job of it everywhere. Here's what they are planning to do in Minnesota, according to an announcement taken from the *Grocers Commercial Bulletin*:

Minnesotans Organize

The mounting surpluses in dairy products has caused much concern in the dairy organizations in Minnesota. The problem is in the hands of the Minnesota Dairy Industry Committee, comprising leading organizations of the state as follows:

Minnesota Egg and Poultry Association
Minnesota Cheese Producers Association
Minnesota Association of Local Creameries
Minnesota Association of Direct Shipper Creameries
Minnesota Creamery Operators and Managers Association
The Dairy Products Association of the Northwest
Northwest Creamery Owners Association
Northwest Association of Ice Cream Manufacturers
Land O' Lakes Creameries
Twin City Milk Producers Association
Associated Milk Dealers of Minneapolis and St. Paul
Minnesota State Department of Agriculture, Dairy and Food
Dairy Division, University of Minnesota
W. H. Olson, University Farm, Manager

The association was incorporated to promote dairy interests in the state of Minnesota: (1) to coordinate all those organizations in the state whose members produce, process, manufacture, dis-

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tribute or otherwise handle and market dairy products and the raw materials from which they are prepared. (2) To prepare, publish and issue information relating to the necessity of using more dairy products in order to improve and protect the health of the citizens of the nation. (3) To consider and act upon all problems concerning the welfare of the dairy industry of Minnesota and the country at large. (4) To perform such acts as are necessary to give effect to the purpose of the Association.

One of the present programs under way is the building up of an advertising budget to "Sell more dairy products."

Work Limit Based On Weekly Periods

Because the courts of the land will have the final say as to just what the provisions of the new Wage-Hour Law are interpreted to mean in various industries in different parts of the country, officials appointed to put the new law into effect are giving only well-guarded opinions on many of the questions propounded by mail and in conferences.

However there are points on which the deputy administrators feel that they can make specific interpretations. One such example is the answer given to a macaroni manufacturer whose plant is located in Maryland and who wanted to know if it would be possible under the law to base the weekly limit of 44 hours upon a 2-week period, making a total of 88 hours as the base. It was argued that such an arrangement would be helpful to the macaroni industry, particularly the drying department and the trucking division.

A. L. Fletcher, assistant administrator in charge of cooperation and enforcement replied:

"May I call your attention to Section 7(a) of the Fair Labor Standards Act relating to the limitation of hours and the provision for payment of overtime. Throughout this section, the specific expression 'a work-week' is used in each case where weekly hours are involved.

"I have submitted your inquiry to our legal division and am advised that there is no authority granted the Administrator under this section to place any construction upon it other than that the 44-hour period is to be restricted to one week. In view of this opinion, therefore, I must advise you that the adjustment of the schedule you have suggested would not be possible under the law."

Congenial company is something one makes rather than finds.

Food Triumvirate to Stage Progress Parade

Viewed as the greatest possible impetus to telling consumers the story of industry back of food and grocery products, leading manufacturers throughout the United States are fast perfecting plans for a Parade of Progress of Nationally Known Grocery Products.

The project has been assured the full cooperation of wholesale and retail distributors throughout the country. Magazines, newspapers, radio and all other media have enthusiastically endorsed the campaign which is designed to promote a closer relationship between Mrs. America who goes to market, the dealer who supplies her with groceries, and the manufacturer whose ingenuity and enterprise have produced those groceries.

The Parade of Progress of Nationally Known Grocery Products is hailed as the first united effort by the industries of the grocery trade to focus the attention of the consumer on what has been accomplished in her interest and also what may be expected in the future.

It is a recognized fact that manufacturers of food products in the United States carry a serious and tremendous responsibility. They are proud of their contributions to raising standards of living, of promoting the nation's health through improved diet, of providing constantly improved products of highest possible quality to sell at progressively lower prices as consumer demand has increased.

Potentially, the proposed parade represents the manufacturers of the food and grocery products found on grocers' shelves throughout the country, the more than 450,000 distributors of those products, and the combined interests of the advertising fraternity and of all media.

Paul S. Willis, president of the Associated Grocery Manufacturers of America, under whose auspices the plan was developed says: "It is hoped that the Parade of Progress will bring to the women of America a realization of the fact that the advantages they now enjoy as homemakers, did not just happen, but that they are largely a direct result of progress made in manufacturing of food and grocery products. It should also impress upon her the progress made in distribution of these products, resulting in convenient availability of attractive stores with a wide variety and choice of products at fair prices.

"As the plan developed," he continued, "we saw in it many opportunities for promoting confidence in nationally known brands, and for explaining the

functions of advertising in relation to lowering prices. The enthusiasm with which the project has been received and the offers of cooperation that pour in daily from every side and all parts of the country, are overwhelming. They go further to prove that the grocery industry has taken a long stride forward in thus promoting satisfactory consumer relations."

Carl W. Dipman, editor of the *Progressive Grocer*, in an interview stated that the trade press in the grocery field welcomed the opportunity and responsibility of rolling up its sleeves and going to work to take the message of the Parade of Progress to producers and distributors in every corner of the land. In further comment, Mr. Dipman said, "We of the trade press are happy that today, we have a more alert distributive system awaiting this great campaign than we had ten or fifteen years ago. With more alert, more intelligent men and women in food distribution than ever before; with better methods and finer stores everywhere; with progress all along the line, whether chain or independent stores, whether voluntary or unaffiliated stores, these all bid well for the success of the Parade of Progress."

A leading newspaper man sounded a Parade of Progress note in a talk before grocery manufacturers when he said, "It is your idea, by means of your Parade of Progress to show to what extent your business has carried out its part in the American system. This is something which I believe you should do; something which all industries should do. We as Americans have too long taken things for granted, so easily have they come to us. It is about time that we were told that our comforts and luxuries haven't grown on trees or haven't been waved into existence by the wands of political magicians."

"All American business," he continued, "has a record of Progress. It is particularly fitting for us to stress that record in these times, to drive home both the story of the results which a whole world envies and equally important, the story of what has permitted us to achieve these results."

Manufacturers and media will focus consumer attention on the Parade of Progress with special emphasis between February 1 and May 1, 1939. Grocers throughout the United States will highlight the parade with a point-of-purchase celebration to begin April 6.

— Macaroni Boxes of Wood Our Specialty —

KANSAS CITY SHOOK & MANUFACTURING CO.

A. R. Shearon, Sales Agent

Marked Tree and Wilson, Arkansas

Authoritative Data and Practical Suggestions; Macaroni Products From the Users Angle

Dishes with Distinction

By Julia Lee Wright,
Director Homemaker's Bureau,
The Family Circle Magazine

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 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 the other pastes because they are made with eggs, and macaroni pastes are generally made with only semolina, farina or 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 paste 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 the 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 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.

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 tbsp. 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 time: 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"x1½")
¼ 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 tbsp. shortening
4 tbsps. flour
Milk
½ tsp. salt
½ tsp. celery salt
¼ tsp. onion salt
1 cup diced pineapple
½ cup blanched almonds
1 tbsp. 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.

January 15, 1939

THE MACARONI JOURNAL

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100% Pure Semolina (?)

The United States Department of Agriculture has decided that if a manufacturer claims that his product is "100% Pure Semolina" and so labels it, it must be just that. This point was made very clear in the decision below, taken from the December 1938 issue of *Food and Drug Administration*, U. S. Department of Agriculture's "Notices of Judgment Under the Food and Drugs Act":

20160. Adulteration and misbranding of macaroni products. U. S. v. Mission Macaroni Manufacturing Co. Plea of guilty. Fine, \$17 and costs. (F. & D. No. 40809. Sample Nos. 30939-C, 30940-C, 30945-C, 30947-C, 30948-C, 30949-C, 30950-C.)

These products were made from a substance or substances other than semolina and were labeled and colored to indicate that they were made from 100 per cent pure semolina.

On May 20, 1938, the United States attorney for the Western District of Washington, acting upon a report by the Secretary of Agriculture, filed in the district court an information against the Mission Macaroni Manufacturing Co., a corporation, Seattle, Wash., alleging shipment by said company in violation of the Food and Drugs Act within the period from on or about February 1, 1937, to on or about May 12, 1937, from the State of Washington into the State of Idaho, of quantities of macaroni products which were adulterated and misbranded. They were labeled in part: "Mission Brand 100% Pure Semolina. Manufactured by Mission Macaroni Mfg. Co., Seattle."

The articles were alleged to be adulterated in that macaroni products made in whole or part from a substance or substances other than semolina had been substituted for macaroni products made from 100 per cent pure

semolina, which they purported to be; and in that they were inferior to macaroni products made from 100 per cent pure semolina and had been colored with tartrazine S & J No. 91 to simulate the appearance of macaroni products made from 100 per cent pure semolina, and in a manner whereby their inferiority to such products was concealed.

The articles were alleged to be misbranded in that the statement on the labels, "100% Pure Semolina," was false and misleading and was borne on the labels so as to deceive and mislead the purchaser, since it represented that the articles were made from 100 per cent pure semolina; whereas they were not but were made in whole or in part from a substance or substances other than 100 per cent pure semolina.

On June 13, 1938, a plea of guilty having been entered in behalf of the corporation, the court imposed a fine of \$17 and costs.

HARRY L. BROWN,
Acting Secretary of Agriculture.

"Soya" Color Illegal

20230. Adulteration and misbranding of egg noodles. U. S. v. 57 Cases of Noodles. Default decree of destruction. (F. & D. No. 42506. Sample No. 23055-D.)

This product was deficient in egg and contained soybean flour and artificial color. On June 7, 1938, the United States attorney for the District of Idaho, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 57 cases of noodles at Boise, Idaho; alleging that the article had been shipped in interstate commerce on or about March 28 and April 19, 1938, from Seattle, Wash., by Tsue Chong Co.; and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled in part: "Rose Brand Fresh Egg Noodles. Manufactured by Tsue Chong Company. Seattle, Wash."

It was alleged to be adulterated in that an artificially colored product deficient in egg

and containing soybean flour had been substituted wholly or in part for egg noodles, which it purported to be; and in that it was colored in a manner whereby inferiority was concealed.

It was alleged to be misbranded in that the statement "Egg Noodles" was false and misleading and tended to deceive and mislead the purchaser when applied to an article deficient in egg and containing soybean flour and artificial color.

On July 7, 1938, no claimant having appeared, judgment of forfeiture was entered and the product was ordered destroyed.

HARRY L. BROWN,
Acting Secretary of Agriculture.

Greater New York Representative

The Eastern Semolina Mills, Inc. of Baldwinsville and New York city, N. Y. are pleased to announce that Mr. Raphael Mastrojanni, since the first of the year, has become associated with them as their Greater New York representative.

Mr. Mastrojanni is an outstanding figure in the Semolina and Flour Industry. Some years ago he organized a very successful enterprise known as Sunshine Macaroni Co. and also introduced into the market Admiration Semolina.

Since which time he has been a representative of the King Midas Milling Co. and the Capitol Milling Co., and until recently has been associated with the H. H. King Milling Co. and David Coleman, Inc., purveyors of flour.

His many friends in the industry will be pleased to learn of his new association.

A Semolina Mill in the East, Filling a Long Felt Need



EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York

Rossi Addresses Rotary

Pride in home industries, trades, professions and vocations lead the Braidwood Rotary Club, Number 4696 to schedule a series of programs wherein the members speak in their turns of their business and its influence on the community.

Among the most interesting of these was a talk last month by Henry D. Rossi of Peter Rossi and Sons whose plant was first established in Braidwood, Illinois, in 1876 and has since been in continuous existence, producing quality macaroni products that are shipped to more than two-thirds of the States in the Union.

Mr. Rossi told of the early development of the macaroni making process in Asia and Europe, its introduction to Americans nearly a century ago and its current popularity as a wheat food. He spoke of the development of his factory from the early days when a blind horse provided the power that drove the stone kneader and the crude press, days when macaroni making was a novelty in this country.

The firm was established nearly 63 years ago by Peter Rossi who had learned the macaroni making trade in Italy. It is now being operated by two of his sons, following the death of the founder. During those years, the firm has given employment to many and paid out hundreds of thousands of dollars for labor and material. Peter Rossi & Sons sent Henry as its representative to the

organization meeting of the National Macaroni Manufacturers Association in Pittsburgh, Pa. where on April 19, 1904 the present national organization of the industry was founded.

Peter Rossi and Sons has the honor of being one of the very few charter member firms of the Association whose headquarters are also in Braidwood, Illinois.

Brick Wall Saves Factory

Because it is of brick construction, the factory operated by the Dunkirk Macaroni Company, Dunkirk, N. Y. the plant was saved from destruction by one of the city's worst fires during the holiday week. Buildings within three feet of the walls of the plant were destroyed.

Herbert Henning, manager of the firm said that the plant suffered little damage. It was filled with smoke and the west side of the property was slightly damaged by water. The production schedule was not interfered with and none of the finished products damaged in any way. It was fortunate that the fire did not occur during the preceding day when the winter's worst gale struck that vicinity of Dunkirk.

Salesmanager Resigns

Paul Sartori, office and salesmanager of the Stella Cheese Company, Chicago for the past 10 years, announced his

resignation from the first, effective January 1, 1939. The firm specializes in the manufacture of grated cheese for macaroni products, rice and other food-producing most of its own cheese in Wisconsin factories.

Mr. Sartori is planning organization of a new company for the manufacture and distribution of dairy products in general, and Italian types of cheese in particular. In the new organization he will be the leading executive, giving the concern the benefit of his many years experience. Definite announcement of his plans will be made later.

Die Maker Locates in Canada

A. E. Benoit, formerly interested in the manufacture of modern macaroni dies in several of the United States, recently announced his acceptance of a position as die making expert for The Scott Metal Products, 310 Nurnell st., Winnipeg, Manitoba, Canada.

Mr. Benoit was the chief executive of the Benoit Macaroni Die Manufacturing Company in St. Louis, Mo., later going to the Pacific coast to carry on his trade of die making and repairing. He will use his talent in providing the manufacturers of Canada with modern macaroni dies, including the intricate Bologna styles.

Nation Told of Food Qualities of Macaroni

Unfortunately too many engaged in the manufacture of macaroni products are too modest even to tell the whole truth occasionally about the fine food value of the quality products they manufacture and sell. At least the true story is not broadcast with the frequency it deserves year in and year out to puzzled housewives who anxiously await it.

The prime purpose of the National Spaghetti-Noodle Week promotion was to afford the manufacturers yet another opportunity to tell the macaroni-noodle story to expectant ears attuned to it or made receptive by advanced publicity released by The National Macaroni Institute. Most of the publicity-minded manufacturers took the fullest possible advantage of this splendid opportunity and with very satisfactory results. Here's an example of the foresightedness of one manufacturer, mentioned not because of his firm connection, but of the good use made of the occasion:

"Macaroni, one of the foods that rank tops in food value" reports the food editor of the *Courier-Journal*, Louisville, Ky., "was given nationwide publicity during National Spaghetti-Noodle Week, October 9-15, 1938. Commenting on the campaign, Peter I. Viviano, vice president of the Kentucky Macaroni Company of this city says:

"During this week arranged by the leading manufacturers of macaroni in the United States, a strong drive will be made through newspaper and magazine publicity and the distribution by the manufacturers of attractive outdoor and point-of-sale streamers and posters aimed at awakening the people everywhere to the importance of macaroni as a delicious and highly important food.

"Macaroni, spaghetti and noodles, combine to make an American industry that reaches near the \$100,000,000 class. With units ranging from home size to large modern plants the industry is producing annually several hundred million dollars of these palatable and heat producing foods. The volume of production is said to be second only to that of Italy although per capita consumption in the United States is far below that of the leading producing country in Europe.

"Consumption of macaroni and spaghetti, however, is rapidly increasing as the people of the country become better acquainted with their palatable and healthful qualities. This, Mr. Viviano pointed out is the motive behind the National Macaroni Week program.

"Now is the season of the year when macaroni, spaghetti and noodles become of the greatest importance on the family food list because of their fuel value. As energy foods at a reasonable price, macaroni products indeed rank high. Dry macaroni furnishes about 1,600 calories per pound, equivalent to about 100 calories for three-quarters of a cup of plain boiled macaroni.

"Macaroni is not usually served alone. Bland and without pronounced taste of their own, macaroni products combine

well with many other foods—with cheese and tomato sauce, with meats and fish, with vegetables and with eggs, which is a reason for the growing popularity of macaroni and other similar food products."

Wideawake editors recognize the natural reader-interest in items pertaining to foods and especially to those which are so nourishing, yet economical as this wheat food, and wideawake macaroni-noodle manufacturers who did not take the advantage of the occasion as did the one quoted above, surely did not make

the best of the opportunity—that of placing his product favorably before the consumers when public attention to macaroni products was attracted by the campaign so ably presented by The National Macaroni Institute.

As we live, we learn. Better luck next time.

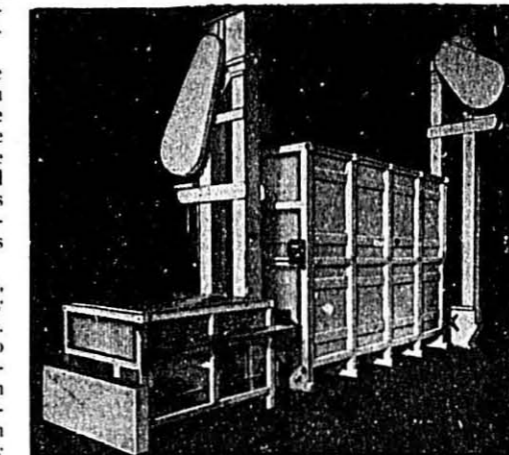
There are some spectacles, said the traveler, that one never forgets.

Tell me where I can get a pair, said an old lady in the audience. I'm always forgetting mine.

AGAIN!
— IN 1939 —



CHAMPION EQUIPMENT
POINTS THE WAY TO GREATER PROFITS



INCREASES PRODUCTION

IMPROVES QUALITY

REDUCES COSTS

LOW PRICES
EASY TIME PAYMENTS

The surest way to increase profits is to cut production costs. The Champion Semolina Blender, shown above, is one of the time-saving, cost-reducing units engineered by CHAMPION for the Macaroni and Noodle Industry. Insures sanitary handling, uniform sifting and perfect blending of the flour, plus cleanliness of the dies. Enables you to produce better products and increases output and profits. Is automatic in operation and built for life-long service with virtually no upkeep expense. Quickly pays for itself from savings. Mail coupon for complete details.

CHAMPION MACHINERY CO. Joliet, Ill.

Other Champion Profit Producing Equipment includes Dough Mixers, Weighing Hoppers, Water Scales, Noodle Brakes—all accurate and automatic.

CHAMPION MACHINERY CO., Joliet, Ill.
Send me full details regarding your Champion Semolina Blender; also, price, terms and tell me about your easy time payment plan.
Am also interested in a.....
Name.....
Company.....
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City..... State.....

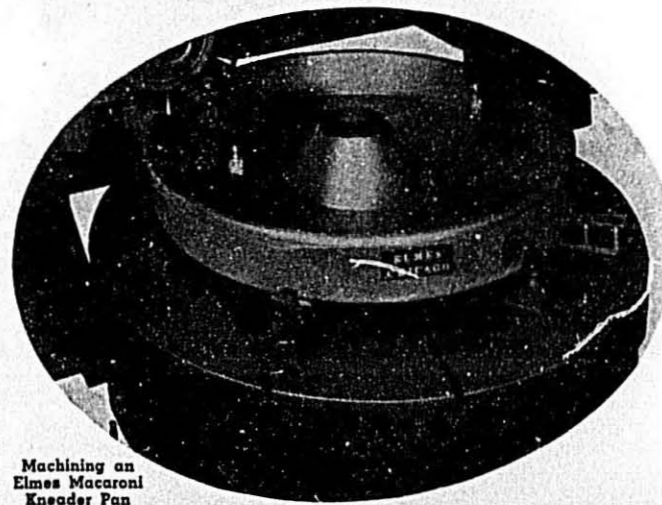
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● "To build equipment capable of producing macaroni of superior quality" . . . has always been the objective of Elmes engineers.

To achieve this purpose, Elmes engineers have kept closely in touch with macaroni manufacturers . . . they have made extended visits to numerous macaroni plants . . . checked carefully on the operations of various machines . . . talked at length with scores of men spending their lives in the macaroni business. This intimate knowledge of macaroni producing problems, combined with the Elmes engineering and manufacturing experience, has resulted in macaroni equipment which insures the quality of your product.

Write for details today.



Machining an Elmes Macaroni Kneader Pan

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213 N. MORGAN ST. Chicago SINCE 1851

Success Despite Depression

Chef Hector Boiardi, Commercial Packer of Spaghetti and Italian Sausage, Opens Modern Plant in Pennsylvania

Business firms that have succeeded in improving their position during the depression years should have before them a very promising future. Among the rare few that fall into this classification is the Chef Boiardi Food Products Co., Inc., member of the National Macaroni Manufacturers Association that recently moved from its location in Cleveland, Ohio to a modernized plant at Milton, Pa.

Chef Hector Boiardi, president and master mind of the organization that made so much progress during the lean years of Depression I and Depression II, had both an idea and an ideal. From his experience as an employe in the kitchens of some of the leading hotels of the country and later as "The Chef" thereof, he realized the importance of sauces in preparing dishes that have made hotels famous for their food and determined to devote all his energies to the vocation of preparing just the kind of food sauces most needed in the high class hotels and restaurants.

In line with that determination he ex-



Chef Hector Boiardi in full regalia. President of The Chef Boiardi Food Products Co. Milton Pa.

perimented as a restaurateur in Cleveland starting in 1920, and achieved success that he soon assigned the management of his restaurant to hired executives, and devoted all his time to production of commercially-packed

A few of the popular Chef Boiardi Products. Illustrations, courtesy of Canning Age



ghetti and Italian Sauces. From his "2 by 4 kitchen" as he described it, and within five years, he found that his business had grown to require a special plant of stainless steel, aluminum, brick and tile which was built in Cleveland and served his purpose until this year.

Growing national and international demands for his sauces and other products created during the years of depression conditions, found him needing more space and more modern machinery as well as a location nearer the source of supply of essential ingredients. He found an ideal plant and an ideal location in Milton, Pa. where he hopes to develop his ideas into the ideals that now realities instead of dreams. He copied his new plant this fall, with quality is "the core and theme of everything" a visitor encounters in his of inspection: "quality in the plant structure, equipment, supplies, methods, performance; where quality produces success; success produces courage; courage produces a modernized plant while the majority of food packers sing the blues."

Among Chef Boiardi's chief dependable lieutenants are—C. A. Colombi, secretary of the concern who joined the company when it was first organized, and M. E. Weiner, director of sales who came affiliated with the company three months later. Paul Boiardi, a brother of the founder is the vice president of the successful firm.



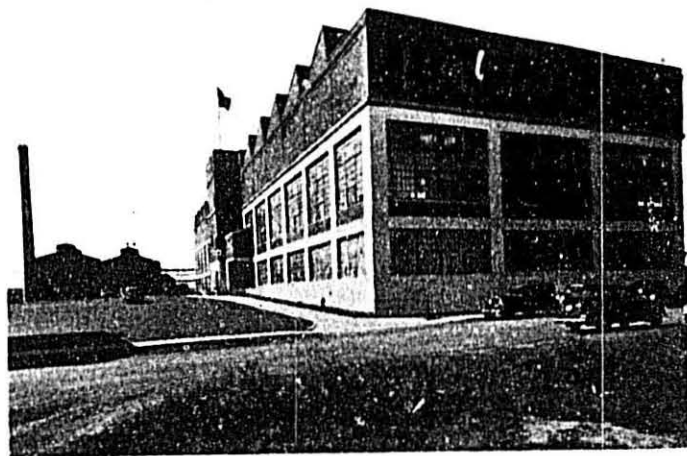
M. Weiner
Sales Manager



C. A. Colombi
Secretary



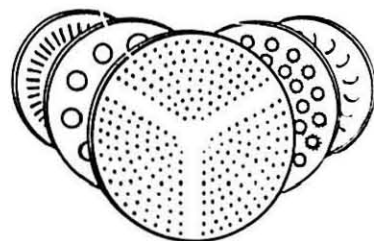
Paul Boiardi
Vice President



New Modernized Food Plant for making "BOY-AR-DEE" Friday Dinners. Spaghetti Dinners. Spaghetti Sauces, etc.

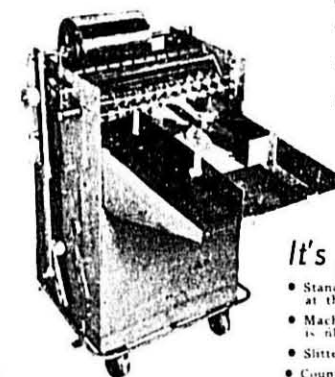
STAR DIES WHY?

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SMOOTH PRODUCTS—LESS REPAIRING
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THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

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It's fully automatic!

- Standard equipped to handle two rolls at the same time
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Ask us to send you complete information on this economical, inexpensive machine. It will pay you to do so.

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4700 Ravenswood Ave. Chicago, Ill.

John J. Cavagnaro

Engineers and Machinists

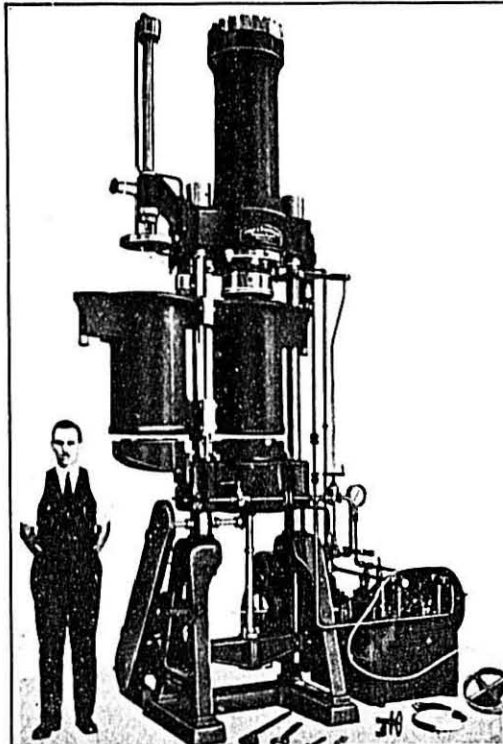
Harrison, N. J. - - U. S. A.

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Macaroni Machinery
Since 1881

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All Sizes Up To Largest in Use

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PRESS No. 222 (Special)

FACTORY SERVICE

Pivoted Motor Short Center Drives

The most widely used new device in connection with driving machinery through belts from electric motors is the Rockwood pivoted motor base that is used in place of ordinary motor rails at no great increase in cost and automatically adjusts the belt tension to the load.

The idea of pivoting an electric motor so that the motor weight is used to keep the belt tight is an old idea. The first applications are some 30 years old. However Rockwood brought to this old idea adjustments which made the base practical for modern applications.

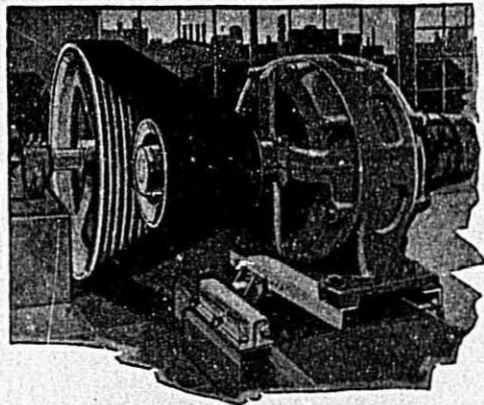
All belts stretch in service and when they stretch the belt becomes less tight and belt slippage sets in. This is true of both flat belts of leather or rubber fabric and also of V shaped rubber belts. By placing the motor on these pivoted bases the belt life is about doubled and belt slippage practically eliminated entirely. The drive efficiency is increased and the driven pulley speeds are maintained better. There is also a saving in power and the driven machines perform more dependably—with less maintenance time and cost.

On hard drives such as compressors these drives save enough to pay for themselves in from six months to a year and there is a freedom from the necessity of attention that is making them very popular. The increased belt life is causing them to be used with both flat

in the other direction—toward the driven machine—so that very little of the motor weight is used as belt tension.

In this way the motor is moved on the

driven machines never slow down, and the output of the driven machine does not fall off. The entire driven machine operation is more dependable and the

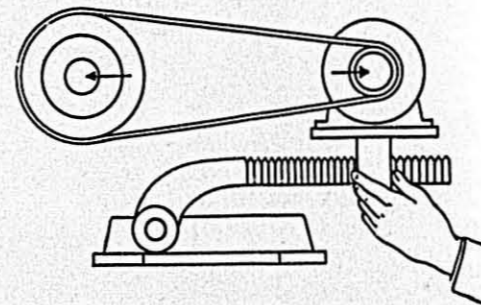
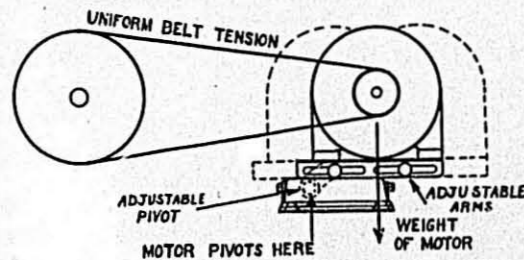


V-belt drives wear in their grooves and stretch in service and hence need Rockwood Drives as much as do flat belts. When a V-belt becomes slack it slips and wear becomes even more rapid. Double the V-belt life and more uniform driven speeds are the two principal advantages of using pivoted bases with V-belts.

adjustable arms of the base just as you would move the weight on the beam of a scale. This makes it possible to establish each installation so that the belt

drives have the great advantage of operating automatically so that they can be forgotten.

There is also use made of the reaction



belt and V-belt applications in every industry.

This gives an idea of how the pivoted bases work. Two arms are pivoted in such a way that the pivot shaft itself can be moved by two adjusting screws either nearer to or away from the driven machine. On these arms there are adjustable arms so that when the motor is mounted on these adjustable arms the motor can be moved out away from the pivot point so that almost all of the gravity weight of the motor is used as belt tension. Or the motor can be moved

tension is the minimum required to handle the maximum load without belt slip. When the belt stretches and the belt length increases the motor falls, increasing the center distance and taking up the belt stretch automatically.

The motor weight—or that part you decide to use for belt tension—is but lightly cradled in the belt—never too tight—never too slack—which gives more favorable bearing pressures and reduces the chance of a bearing burning out.

When belts never become slack the

torque of the motor—this automatically increases the belt tension as the load increases and permits the belt tension to fall off as the load decreases.

Any one observing either V-belts or flat belts used on short centers is immediately impressed with the need of some means of maintaining belt tensions when the belt stretches. V-belts stretch in their life about 5%. A good double leather belt about the same. These pivoted bases compensate for belt stretch, take up the stretch immediately and

"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



automatically—so the belt is always tight.

The drives are made in stock sizes to fit any stock size motor and some 85,000 are now in service on an estimated one million horsepower.

For lineshafts, where the motor is mounted up near the ceiling this ceiling type pivoted base is made. It has two adjustable screws to move the motor on the adjustable arms in either direction. One man on a ladder can make any adjustments upon installation and so few adjustments are ever required after installation that it has been nicknamed—



This is the Rockwood ceiling type drive for lineshafts. The motor is moved to adjust belt tension by two adjusting screws. This is an engineering ideal. For your lineshafts it eliminates all trouble you may have had from such motors.

“the no-maintenance drive.” It is a big improvement for ceiling mounted lineshaft motors and from an engineering standpoint is considered an ideal lineshaft drive. It is also stocked to fit all stock sizes motors.

These pivoted bases are now carried in stock in all principal cities and literature is available from the Rockwood Manufacturing Co., Indianapolis, Indiana. The base is easy to install and simple to understand and the Rockwood Company guarantees every installation to be satisfactory—no matter who installs the drives.

so as to insure economy of operation every day in the week, and to attain this result without increasing the overall length of the small unit, thus economizing on the garage space and assuring quick handling in traffic and easy parking in small openings.

The Metro body extra loadspace is attained without any change in wheelbase, chassis length, rear axle or drive shaft and without extra overhang. It results from an ingenious, patented arrangement of the driving controls, moving them and the driver forward. This also insures the drive, better vision, quicker action in emergencies and less likelihood of accidents. (See illustration)

New Rear Door Arrangement

An entirely different type of rear door for trucks also helps solve some of the problems of shippers of light, bulky material. The new door, known as the Metro Magic Door, is made of flexible steel and can be raised or lowered like a sash or shade. It travels in a groove or track and curves in under the truck roof when raised. It stays put in any position, so that on stormy days it is possible to open it part way only to remove part of the shipment. It eliminates all the old problems of doors that extend beyond the sides of the truck when opened and also does away with the trouble of open doors that prevent backing close to loading platforms. (See illustration)

or two days necessitated incurring the higher operating costs of the larger chassis every day.

(2) That in nearly every fleet checked, it was found that because of the bulk of the load, the weight capacity rating was not approached even on peak load days.

(3) In fleets which stuck to the small units suitable for the light volume days, it was found that besides the problem of the extra loads of the peak days, small trucks with conventional panel bodies limited the driver's earning capacity, which in turn reduced the firm's sales volume, particularly in the bakery and macaroni-noodle fields.

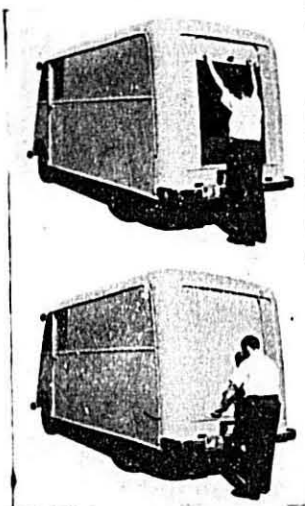
(4) Then there is the need of extra garage space for the larger units for the rare capacity loads and the inability for the larger chassis to cover the route, to use ordinary parking space, etc.

Therefore the Metropolitan set out to produce bodies based on a loadspace rating in contrast with the chassis manufacturer's weight rating basis in an effort to afford users with light bulky loads like macaroni and egg noodles, all the body loadspace needed for peak load days but on the economical light chassis suitable for the other days of the week,

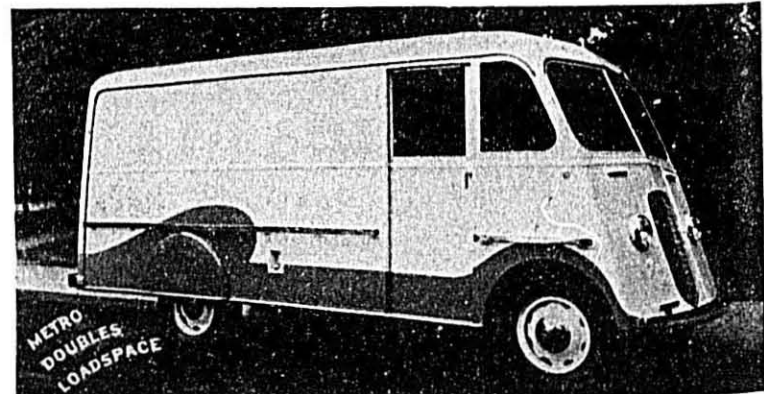
Solve Light Bulky Load Problem; New Rear Door a Factor

Macaroni-Noodle products are light and bulky. They present a problem in transportation to which too little attention has been given by the motor world. Manufacturers and distributors of these products will be interested in the announcement recently made by The Metropolitan Body Company, Bridgeport, Conn., whose engineers have been studying this particular problem and now feel that they have its solution in a double-capacity body and a newly invented rear door, both of which are illustrated herewith.

According to the announcement the study shows, among many other things: (1) That most fleet owners who adopted 1 1/2-ton or larger trucks did so because they have one or two days a week on which they have peak loads. On the other four or five days of the week, the load is only about half of the peak days. A small unit would be big enough for the job four or five days of the week but the peak loads on the one



The "Metro Magic Door" raises and lowers like a sash—no hinges—Does NOT open OUT—Cannot get in way at loading platform and stays put in any position.



A 9-Foot "Metro" Body truck with 250 cubic feet of Loadspace on 1/2 or 3/4 ton chassis.

QUALITY SEMOLINA



DURAMBER

NO. 1 SEMOLINA

SPECIAL

GRANULAR

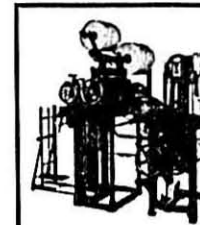
AMBER MILLING CO.

Exclusive Durum Millers

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

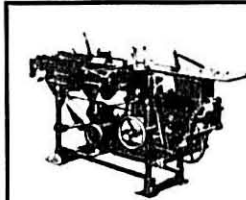
SEND SAMPLES . . . OF YOUR MACARONI AND SPAGHETTI CARTONS

PETERS MACHINES Will Handle Them Economically



This machine SETS UP the cartons

It handles 55-60 cartons per minute and requires no operator. Other models available to handle 30-40 cartons per minute and can be made adjustable to set up a wide range of carton sizes.



This machine CLOSES the cartons

It also handles 55-60 cartons per minute, requiring no operator. Other models available to close a wide range of carton sizes at speeds of 30-40 cartons per minute.

If you will investigate equipment to meet your production schedules, you will find your carton packaging costs can be greatly reduced. Write for complete information today.

PETERS MACHINERY CO.

4700 Ravenswood Ave. Chicago, Ill.

Women Learn Macaroni Making

Following their first meeting of the new year, the members of the Connellsville Section of the Council of Jewish Women visited the plant of the LaPremiata Macaroni Corporation, where the firm executive, Joseph J. Cuneo, personally conducted the group of ladies through the factory, explaining every detail of the process of converting good wheat into quality macaroni products. Each guest was given a sample of the firm's products and booklets showing the many ways in which this food can be served.

Mr. Cuneo is convinced that nothing succeeds in creating consumer good will than these public tours wherein guides explain all the merits of macaroni products to consumers when their interest is at the highest pitch. Plans have been made for entertaining numerous delegations of this kind throughout the year—a custom found so practical in the past.

Machinery Installations

Production machinery installed in the new plant of the Italian-American Macaroni Manufacturing Company, Birmingham, Alabama was manufactured by Charles F. Elmes Engineering Works, Chicago.

This firm is also the United States agent of the manufacturers of the Braibanti Continuous Automatic Maca-

roni Machines and reports that two such machines have recently been shipped for installation in two of the leading eastern plants. Announcement of the names of the plants where these installations are being made will come from the manufacturers later.

Foreign Exchange Continues to Increase

Macaroni Products have continued to show a decided increase in foreign trade during October 1938 according to the Monthly Summary of Foreign and Domestic Commerce issued by the Bureau of Foreign and Domestic Commerce.

Imports
Macaroni products imported during October 1938 amounted to 106,289 lbs. worth \$9,561 as compared with the previous month which amounted to 77,599 lbs. worth \$7,547.

During the first 10 months of 1938 macaroni products imported totaled 863,201 lbs. worth \$80,877.

Exports
American macaroni manufacturers exported a total of 363,800 lbs. worth \$26,655 as compared with the previous month which totaled 263,241 lbs. worth \$19,986.

The first 10 months of 1938 showed a total of 2,434,117 lbs. worth \$190,568 exported.

Listed below are the foreign countries to which American-Made Macaroni Products were shipped during October 1938 and the quantities shipped to each:

Exports	
Countries	Pounds
Netherlands	6,610
United Kingdom	4,925
Canada	181,162
British Honduras	1,243
Costa Rica	530
Guatemala	708
Honduras	517
Nicaragua	2,245
Panama	1,991
Panama Canal Zone	9,018
Mexico	73,189
Newfoundland and Labrador	14,916
Bermuda	2,531
Barbados	26
Jamaica	269
Trinidad & Tobago	716
Other British West Indies	1,770
Cuba	7,761
Dominican Republic	11,889
Netherlands West Indies	19,093
Haiti	5,600
Colombia	315
British Gambia	400
Venezuela	988
China	12,921
Hong Kong	16,619
Philippine Islands	12,117
British Malaya	850
Australia	111
British Oceania	120
French Oceania	1,135
New Zealand	669
British East Africa	72
Union of S. Africa	661
Nigeria	216
TOTAL	363,800
Insular Possessions	
Countries	Pounds
Alaska	40,182
Hawaii	97,486
Puerto Rico	69,711
Virgin Islands	3,296
TOTAL	210,675

Broadway's Chicken-Spaghetti Rotisseries

Most famous have become the world renowned restaurants of the great white way of New York city that specialize in serving roast chicken and spaghetti. From a single experimentation, eating house where this delicious combination of tasty and satisfying foods were served for consumption on the premises or for home delivery, the originators now operate at a chain of such eating and serving places wherein thousands of chickens are roasted and hundreds of pounds of delicious spaghetti are boiled and properly flavored with about a half-dozen select sauces.

New Yorkers first stopped to view the public roasting of juicy chickens, the rapidly boiling spaghetti in large cauldrons and the blending of the tasty sauces, and then learned to appreciate the goodness of the meal served on the inside. They also learned how the same tasty meal could be enjoyed in their own homes, because these restaurants offered ready-prepared chicken-spaghetti dinners with a choice of five Neapolitan sauces to please individual tastes. Room was thus made for the thousands of visitors that daily gaze in the windows of the city's most popular eating places. The public's general interest in the enterprise was the reason for an interesting article on the experiment that has not become an established business. It is written by Clementine Paddleford, staff writer of the *New York Herald-Tribune*. It reads in part:

The first rotisserie seen in New York opened in 1916 on Broadway. Chickens, ducks and sometimes suckling pigs sputtered merrily on the spit, browning to that golden tinge which no passer-by could resist. Broadway looked on in wonderment. The public nose was delightfully tickled and the public taste immensely pleased. Seldom was there a vacant table at the dinner hour in the restaurant seating 600 guests. Today, that original chicken and spaghetti restaurant is going full tilt, operating now at six locations in Manhattan, with one establishment in Newark. The rotating spits turn ceaselessly. With birds sizzling from 10:30 a. m. until midnight, a thousand milk-fed chickens are roasted in a day. A good percentage of these are packed for the carry-home trade. A whole chicken averaging three and a half pounds, serving four, costs \$1.75. For a quarter more bread and butter are sent along with spaghetti and sauce, potatoes and one vegetable enough to serve four. Deliveries are made within a two-mile radius of the various shops. These spit-roasted chickens are moist-fleshed little birds, beautifully browned. So tender the joints separate with the least coaxing of the knife.

Spaghetti Haunt

Here you find spaghetti as it is cooked in Italy. Order it medium, well done, or al dente, meaning not quite done but chewy, the way Italians like it best.

Forty cents brings a huge portion. The sauce goes along free. If you choose to cook the spaghetti yourself this concern will supply it raw, either whole wheat, or that made of pure semolina. But buy the sauce ready prepared. Such a saving of time! A quart costs \$1 and there is a choice of five kinds. All, of course, are made with the usual Italian tomato paste base. But the variations on that theme, like Tennyson's brook, go on forever.

Sauce Versions

One sauce to engrave on your memory is the Marinara, thick with anchovies and highly seasoned. There is plain tomato sauce the seasonings well blended through long hours of slow heat. One sauce, good for a home run any time an Italian chef steps up to bat, is the usual tomato mixture combined with freshly ground sirloin and seasoned quite smart. Mushrooms go in a fourth combination. The best sauce offered is made with large slices of chicken livers and fresh mushrooms by a recipe favored by the late Enrico Caruso. In those days when the tenor lived in his 12-room suite at the old Knickerbocker hotel, one of the owners of these chicken-spaghetti houses was the maitre d'hotel at this establishment and was frequently called into earnest consultation with the great singer and given explicit directions for preparing some Neapolitan dish. The recipes of each of the five sauces offered came by word of mouth from the famous singer.

"Macaronis" Is Not a Food

"Macaroni" is the name of one of the world's purest wheat foods. The name has no plural form.

"Macaronis" was the name applied to English and American dandies of several centuries ago, and in that form of spelling does not apply to the food that is rapidly becoming as popular in the United States as it has been and is in most of the European countries.

"Macaroni sticks in American Crow, Historically, but it's a Grand and Tasty Dish," avers the *Dallas (Texas) News* in a recent issue.

An interesting story about the introduction of macaroni to American tables is this one from a food manufacturer and canning company:

"Did you ever stop to think, in all the times you've hummed and whistled that old American ditty about Yankee Doodle who trotted off to town one day with a feather in his hat, dubbing himself macaroni, why the macaroni and what it had to do with the stalwart young leatherstocking of our pioneer days? Well, it seems the Americans were pulling the British leg, so to speak. This song grew out of our folk lore about the time of the American Revolu-

tion and was sung with a good deal of cocky defiance all over New England.

"Just shortly before this time some young British aristocrats, doing the Grand Tour, came across a platterful of macaroni in Southern France. They were so smitten with the dish they wangled the sauce recipe from the chef and brought a batch of dry macaroni back to England with them. Here it became so much the rage with the young men about town that these gay blades with their loud clothes and foppish manners were called macaronis. Soon the term was synonymous with the English dandy, whose whole tradition stuck in the more rugged American crowd. So macaroni got off to a bad start, as a symbol of ridicule, in this country.

Adapted Years Later

"It wasn't until years and years later that we Americans took up with macaroni in its rightful guise. After a while our own travelers brought back word of a delicious dish made of long tender strands of wheat paste sauced in a creamy cheese dressing. So we began speculatively to try out the idea in our own kitchens. It was just the sort of dish to appeal to the American palate, and soon became tremendously popular here."

GIFTS YOU SHOULD MAKE

To your enemies—forgiveness.
To your opponents—tolerance.
To a friend—your friendship.
To a child—a good example.
To your parents—respect and affection.
To all men—charity.

The United States with 7 per cent of the world's population, operates 60 per cent of the world's telegraph and telephone facilities—33 per cent of its railroads—and 80 per cent of its motor cars.

I understand that after waiting 20 years she married a struggling young man.

Yes, poor chap, he struggled the best he knew how but she landed him and he has been struggling ever since.

Colored Mammy—"Ah wants to see Mr. Tomkins."
Office Boy—"Mr. Tomkins is engaged."

Colored Mammy—"Ah don't want to marry him honey, Ah jus' wants to see him."

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

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

Patents granted—none.

TRADE MARKS REGISTERED

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

Garden Veg

The trade mark of Traficanti Brothers, Chicago, Ill., was registered for use on alimentary pastes. Application was filed October 29, 1937, published by the Patent Office on October 4, 1938 and in the November 15, 1938 issue of THE MACARONI JOURNAL. Owner claims

since January 1, 1934. The trade mark is the trade name in heavy type beneath which are pictured vegetables of all kinds.

TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made in December 1938 and published in the *Patent Office Gazette* to permit objections thereto within 30 days of publication.

Galobo

The private brand trade mark of Gallan Lobo Company Importing and Exporting Association, S. A., Habana, Cuba for use on vermicelli, spaghetti, noodles, alimentary pastes and other groceries. Application was filed November 26, 1937 and published December 13, 1938. Owner claims use since May 18, 1937. The trade mark consists of the trade name in blocked type and a pennant on which appears the initials of the company in the same type.

Here's Howe

The private brand trade mark of George J. Howe Company, Inc. Grove City, Pa. for use on noodles and other groceries. Application was filed March 2, 1938 and published December 13, 1938. Owner claims use since July 11, 1930. The trade name is in heavy lettering.

Creem-O-Creem

The trade mark of Tenderoni, Inc. doing business as Q Company, Joliet, Ill. for use on macaroni. Application was filed July 15, 1938 and published December 13, 1938. Owner claims use since April 7, 1938. The trade name is written in very heavy type.

"Creem"

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 macaroni, spaghetti and noodles. Application was filed July 22, 1938 and published December 13, 1938. Owner claims use since January 2, 1938. The trade name is in long-hand letters.

LABELS

Golden Gate

The title "Golden Gate Quick Cook Chicken

Flavored Soup-A-Roni" was registered December 13, 1938 by Golden Gate Macaroni Company, Inc. San Francisco, Calif. for use on a package of chicken flavored prepared soup to which water is added. Application was published September 28, 1938 and given serial number 52,212.

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.

Lombardi's MACARONI DIES

Airplanes, Cars, Trains and Macaroni Presses are

STREAMLINED

• Now Streamlined Dies •

Why STREAMLINED? Because (1) of lightness, (2) saving on freight, (3) handling without extra exertion.

FOR SATISFACTION, CONTINUOUS LONG-TIME SERVICE. USE LOMBARDI'S STREAMLINED DIES.

REMEMBER: It's not only the SEMOLINA but also the DIES that make the BEST Macaroni. Fully Guaranteed.

1852 Glendale Boulevard

Los Angeles, California

START THE NEW YEAR RIGHT!

Improve your products, increase your sales by using, INSUPERABLE MACARONI DIES backed by a reputable firm.

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, New York



TRADE MARK

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

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903

A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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L. S. Vagnino.....Adviser
M. J. Donna.....Editor

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

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

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

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

ADVERTISING RATES

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

Vol. XX JANUARY, 15, 1939 No. 9

The Wolf Be Thank-eth

It takes all kinds of members to make up the average trade association. The letter quoted below comes from one that is in a rare class, indeed. This macaroni manufacturer has been a member of the National Macaroni Manufacturers Association for nearly a quarter of a century. He takes such pride in his membership that he voluntarily chooses to pay a scale of dues several degrees higher than his actual classification warrants. His letter is phrased in language often used before but which has an up-to-the-minute ring. It reads:

M. J. Donna, Secretary-Treasurer, National Macaroni Manufacturers Association, Braidwood, Illinois.

My Dear Mr. Donna:
In reply to your most recent request for a check to cover my Association dues for the current year, I wish to inform you of my shattered financial condition which is entirely due to Federal laws, state laws, county laws, corporation laws, city laws, liquor laws, mothers-in-law, brothers-in-law, and sisters-in-law.

My business is now so governed that it is no easy matter for me to find out who owns it. I am inspected, expected, suspected, rejected, dejected, examined, re-examined, cross-examined, summoned, fined, commanded and compelled until I prove an inexhaustible supply for every known need, desire or hope of the human race.

The wolf who has been at my door for some time has just had pups in the kitchen. I luckily sold them to the zoo, and here is a small payment on my account.

Cordially,
A. L. MEMBER.

New Year Resolutions in A.B.C. Fashion

For the Noodle and Macaroni Industry

By **FRED E. KUNKEL**

New Year Resolutions will go a long way toward making the next twelve months more profitable, if carried out faithfully and consistently. Why not set up a check-chart to guide you for the new year and then hew close to the line for the next 365 days?

I WILL

Check Here

..... Adjust my business to conditions as they are today, not as I hope they will be tomorrow;

..... Be a better merchandiser and let people know I am in the macaroni and noodle business, and make them talk favorably about my products;

..... Call for more rigid analysis of my business to see what improvements can be made;

..... Do a better job in operating my business for more profits;

..... Eat into expenses, attacking costs so that every classification will share in the necessary reductions; eliminate costs due to duplication and inefficiencies;

..... Found a business policy which is ever improving and advancing to meet constantly changing conditions;

..... Go over all so-called service features and convince myself that they really do serve the customer;

..... Hold and establish prices which will give me a reasonable profit on everything I sell, regardless of who-else cuts prices;

..... Imbed faith in myself, in my business, and in my community;

..... Jump at new ideas, new methods, new equipment with an open mind;

..... Keep my place of business in the spotlight by supporting liberally all cooperative actions by my trade association and particularly the publicity campaigns of the industry;

..... Leap into every effort that will make my deliveries as complete as possible, without disappointments or callbacks;

..... Make every effort to keep my delivery trucks in good condition and make them talked about;

..... Number every sales plan carefully for the year and plan well in advance, so that these plans may be carried out faithfully;

..... Outlaw all thought of lower standards to meet lower prices because good will and prestige are attained at too great a cost to be disregarded or discarded lightly;

..... Plan to respect my business and make others respect it too;

..... Question contributions to every source and limit them to where returns are received on every investment;

..... Resolve to sell only quality merchandise, because the future of my repeat business depends on it;

..... Strive to buy more accurately and to better advantage;

..... Train my sales people to sell more intelligently;

..... Utilize the telephone to the best advantage, cultivate a pleasing telephone voice, answer all calls promptly and without undue delay;

..... Vault into suggestive selling, use more salesmanship than ever, explain things more, talk about them, bury impatience in a mask of courtesy;

..... Watch my credit with those I buy from and with those who buy from me;

..... Xamine my costs more closely, effect economies, avoid undue extravagance, and still give good service;

..... Yoddle my customers more, flatter their tastes, approve their desires, instead of contradicting;

..... Zenith is defined as the culminating point of greatness, so let me resolve to stick to these resolutions so something may come of them and I may attain greater success this New Year.

The surface of the earth comprises approximately 196,950,000 square miles. Of this 139,440,000 are water and 57,510,000 are land. The fertile soil on the earth amounts to about 32,000,000 million square miles. The average elevation of the land above sea level is 2800 feet. The average depth of the ocean below sea level is 12,450 feet.



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

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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</p> <hr/> <p>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</p> <hr/> <p>Then-- MANUFACTURER</p>
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Message from the President

Re: Consumer Education Committee

Under date of December 15, M. J. Donna sent you some material concerning education and publicity on macaroni, spaghetti and egg noodles, replies to which he will use in setting up his plans for the Institute Program for 1939.

This industry is faced with a situation which it must recognize and which must be met with some definite campaign or else it is going to be relegated back to the position of a minor food industry.

In Mr. Donna's material he points out that potato growers in Maine have recently spent \$100,000 to advertise potatoes. Growers in Idaho, Colorado, Michigan, Wisconsin and other states have contributed several times that sum for national potato publicity.

Pea growers have just contributed \$150,000 to a similar campaign. I could go on and enumerate a number of competitive industries who are spending large sums of money to cultivate consumer acceptance and to shift consumer volumes into their own channels of consumption.

What has the macaroni industry done to stimulate consumption—to win the confidence of and to acquaint the housewife with the important place macaroni and noodle products should have in the daily menu? To my knowledge in the last year we have spent something less than \$1000. For this money we have received remarkable results. Nevertheless the fact remains there is somewhere in the neighborhood of a million dollars going to be spent this year by industries whose products are directly competitive with our own.

All Mr. Donna suggests is that we set up a minimum

amount of \$5000 and for this \$5000 he tells us he can do a real job. I know he can do a job with this amount of money but he should have ten times that amount in order to do a job anywhere near comparable to that which is being done by our competitor food lines.

One of the best arguments used by manufacturers in this industry to justify their nonsupport of a program is as follows: "being a continuous supporter is not so pleasant especially in matters where nonsupporters benefit to the same extent as supporters." This is always going to be true. The pea canners drive to raise \$150,000 was supported by 108 canners. This I believe, represents about one-fourth of the canners who will benefit by the campaign. Here is an instance where a group is farsighted enough to realize that the general benefit to the industry by such a campaign is going to be sufficiently beneficial to the individual to justify him supporting the campaign even though he is in the minority.

That is exactly what we are going to have to face in this industry. A relatively small group is going to have to underwrite any campaign and the only question they should ask is whether such a campaign is going to benefit the individual manufacturer participating regardless of its effect on the nonparticipant. We are either going to have to get out of the shoestring class or forget our educational and promotional work. I urge you to give Mr. Donna's material your careful attention including support of his plans.

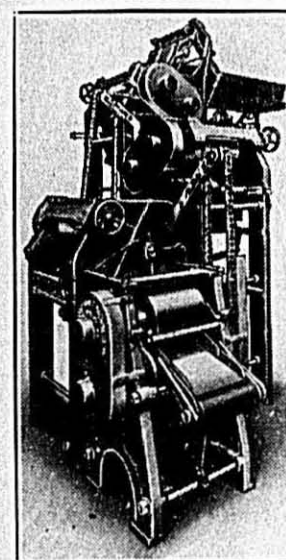
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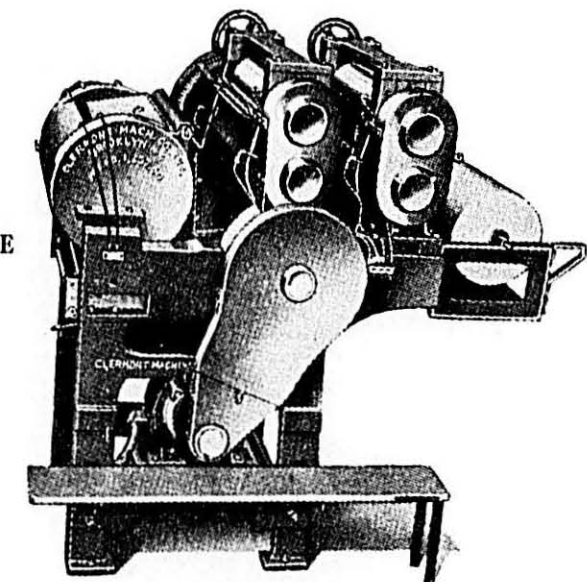
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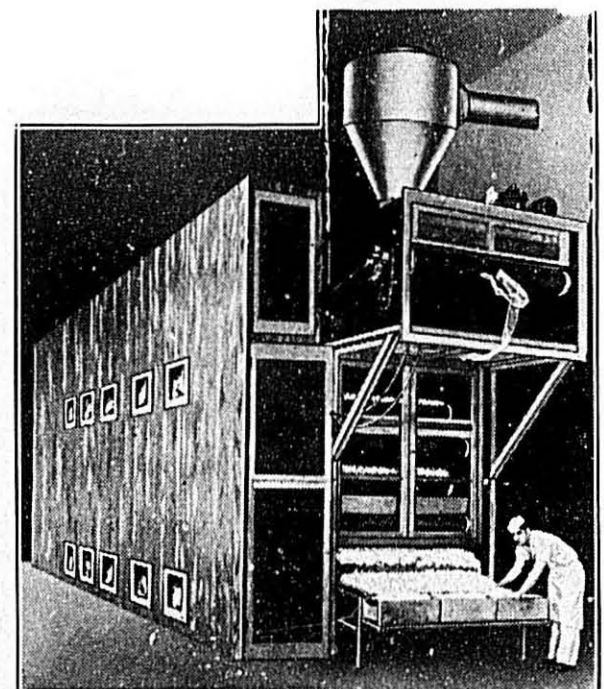


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