

**THE  
MACARONI  
JOURNAL**

**Volume XXII  
Number 6**

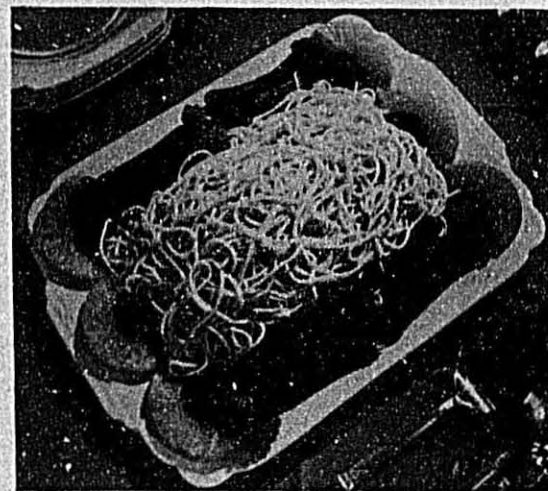
**October, 1940**

OCTOBER, 1940

*the* **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Popular Fall Suggestion  
Spaghetti-Sausage Platter*



A "no fuss," "no bother" dish with unfailing appetite appeal. A time-saving, hunger appeasing wheat and meat combination.

Official Organ  
National Macaroni Manufacturers Association  
Braidwood, Illinois

VOLUME XXII  
NUMBER 6

Printed in U.S.A.



## Send in Your Carton and Label Problems to the Rossotti Advisory Board



**Y**OU probably have carton and label problems. Practically every packer does. Perhaps they call for an entirely new design or the revision of your present one. Frequently a change in colors, inks, construction, size, shape, or the use of a transparent "window" will add much to the selling power of a carton or label.

The Rossotti Advisory Board . . . each member a specialist in his particular field . . . will gladly apply their combined knowledge and experience to the solution of *your* problems. Their suggestions often result in larger sales and profits; lower sizes; greater speed with less waste in filling with automatic machinery; increased protection for the product; proper wording to meet government regulations; and other important advantages. Possibly they can effect big savings for you, also. Take advantage of this valuable service. It's yours without obligation. Just write or telephone our nearest office.

### CHECK YOUR PACKAGES ON THESE POINTS

1. Government regulations on wording and the position of such wording. Proper arrangement of non-government regulated copy to do a real selling job.
2. Slack filled packaging; packages must be acceptable to the Food and Drug Administration which is endeavoring to eliminate deceptive containers in the interest of consumers.
3. Ease of filling. Automatic packaging in correct containers eliminates breakage and waste and is more economical and sanitary.
4. Adaptability to mass display while preserving the identity of your product by means of pyramiding or other arrangements without the extra expense of special racks or other supports.
5. Modern art treatment which makes your packages prominent among competitors' goods on the grocer's shelf; colors that attract and are remembered.
6. Recipes on your packages, which catch the consumer's eye because they are enhanced by attractive vignettes; recipes so delicious and practical that the housewife uses your products more often creating quicker repeat sales.

COAST TO COAST CARTON AND LABEL SERVICE

**Rossotti Lithographing Co. Inc., North Bergen, N. J.**

BRANCH PLANT: SAN FRANCISCO, CAL.

BRANCH OFFICES: CHICAGO, BOSTON, PHILADELPHIA, ROCHESTER, PITTSBURGH, BALTIMORE

## Faith in Quality— Confidence in Work and Cooperation

War threatens, but business must go on!

The Macaroni Industry is part of the greatest of all trades—the food industry. Food production and distribution is very important in days of peace, perhaps even more so in those of strife. The food trade must be prepared for whatever may develop, be it the tranquility for which all hope, or turmoil that all dread.

As individuals we may concern ourselves over who may win the wars in Europe and Asia, or whether our nation should become actively engaged on one side or the other, but business itself should be more concerned with the problems of production and distribution under all conditions if the future of peaceful trade is to rest on a sound foundation.

There is no better time for taking stock in the macaroni-noodle manufacturing business. Foreign competition is practically nil. The exportation of American-made macaroni, spaghetti and egg noodles has been increasing reasonably. The prevailing economic conditions are such that they should be favorable to economy foods such as ours. Yet, the trade is not experiencing the boom that many anticipated. Why?

Under conditions that prevail, it seems proper for the business men who compose the American Macaroni Industry to consider what tomorrow holds for them. Every true American is proud of the country's past and looks forward to an equally glorious future. But are we all as ready as we might be to contribute to the realization of our hopes?

"Let's look into the record," as one popular American often beseeched us to do. To help maintain the American standard of living, it is imperative that food producers should supply consumers quality foods at fair and reasonable prices. Makers of quality foods must have faith in the future of their country and of their industry, and of their brands—for quality is not born of haste or expedience. It is the development of costly experiences, good thinking, careful planning, painstaking production, profitable distribution and fair dealing. Their reward is often in the months or years to come, but it is certain.

Makers of quality macaroni, spaghetti and egg noodles are justly proud of their brand. They put into it the best raw materials obtainable, the most exacting care in manufacture, protect their finished goods fully and properly and treat their customers fairly in order to be assured of a profitable market.

Manufacturers of quality foods have confidence in our country and in its future. Their extent of faith in tomorrow is reflected in their action of today and the quality of the food they offer so that the group that cherish and wish to continue to enjoy the American way of life may be enlarged, in peace or in war.

Americans who have true confidence in the future of their country must have confidence in its institutions such as the trade association whose existence is permitted in this country and whose development meets with governmental approval. They will take calmly and in stride everything which the future may bring. Preparedness increases faith and guarantees our future.

The Macaroni Industry, as well as our country, should be prepared for whatever destiny may have in store. There is no better preparedness than organization. Insofar as the macaroni-noodle manufacturing business is concerned, the National Macaroni Manufacturers Association is the trade organization around which every important tradesman should rally immediately.

The dull business months are past. Vacation days are over and everyone should return to their business with new pep, new ideas and new plans. This seems to be the opportune time for individuals to start out with renewed effort to improve their products, from the standards angle, and to realize one's responsibilities to their business, their industry and their country in war or in peace—and particularly to their national trade organization.

It is time to work and to cooperate. All should go about their respective tasks uncomplainingly. We should set up a tight defense by increasing our faith in our nation, in our industry and in our products—also in our trade association, because preparedness is a definite assurance of success.

Let's become better united! That seems to be the spirit of an awakening America. Let every progressive manufacturer and allied seriously concerned in the future of the American Macaroni Industry contribute unremitting support to the National Macaroni Manufacturers Association and through it to the national defense of our industry and our country. Are there any who will not subscribe to such a program? Mr. Non-Member, the next move is yours. Let's start now!





QUALITY  
IS  
SUPREME  
IN

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

# The MACARONI JOURNAL

Volume XXII

OCTOBER, 1940

Number 6

## Meats Being Advertised

When such an American favorite as meat must be advertised in a big way to offset a gradual per capita consumption decrease, what should the producers of competitive foods do to hold their rightful share of the consumer's dollar? Americans are considered as the greatest meat-eaters in the world, yet the annual consumption per person has declined from a high of 162.6 pounds in 1908 to a little under 131 pounds in 1939.

Though the consumption rate is still high compared with other foods regularly eaten by Americans, it is hoped to put a stop to the unfavorable trend through the judicious use of advertising and educational publicity.

It is planned to spend over \$2,000,000 during the coming year in advertising, to correct certain wrong impressions about the effects of meat-eating by emphasizing the merits of the food, and the teaching of many ways in which it can be served tastily and economically.

The first broadside was launched on September 27 and plans have been approved for the balance of 1940. It is hoped to continue the campaign for at least one year to test its practicability and the resultant consumer reaction thereto.

According to the announcement—"The prime purpose is to correct erroneous thinking relative to meat and its place in the American diet, thus fostering the increased consumption of meat products." The advertisements and publicity releases will treat of the health-giving qualities of various meats, their body-building properties, proteins, minerals and vitamins.

Use will be made of such recent discoveries as the one developed in research conducted by Dr. C. Elvehjem, professor of agricultural chemistry at the University of Wisconsin, that lean pork is rich in natural sources of Vitamin B. To combat the charge that meats are expensive, comparative data on the nutritive value of meats will also be stressed.

Authorities who have previewed the campaign plans consider them as among the best ever conceived by the food industry to refute current misconceptions. Full page advertisements will appear in about 20 consumer magazines during the remaining months of 1940. Also in more than 150 newspapers in key cities and in 50 trade and professional magazines, thus blanketing the nation.

No report is made on how the funds to finance the campaign were raised nor the agencies that contributed towards it. The campaign by the meat industry is on the scale that macaroni-noodle makers have long dreamed about and which may some day be realized.

## Shall We Fortify?

To fortify or not to fortify macaroni products—that is the question!

What vitamins are contained in durum wheat? Which are retained in semolina, farina and durum flour, and macaroni, spaghetti and egg noodles made therefrom? Is it possible to add other vitamins to the raw materials with any assurance that they will be retained in reasonable quantities in prepared macaroni products dishes?

These are but a few of the questions on this subject being asked by manufacturers who recognize the increasing national interest in vitamins, their relation to nutrition and the human-diet needs for health and body-building. They are indicative of the concern which leading operators are showing toward the practicability of fortifying macaroni products to meet the growing demands of a rapidly increasing "vitamin-conscious" group of consumers.

The durum millers also have given the matter of fortifying the raw materials considerable thinking, carrying on exhaustive experimentations and checking results. One report that Vitamins A, B, E and G are found in durum, but that much of A and G are lost in milling the wheat into semolina, farina or durum flour.

Another finds that the vitamins in semolina-made macaroni are B<sub>1</sub> (approximately 200 International Units) and G (about 80 Sherman Bourquin Units); also A and E.

A laboratory executive advises—"in our experimental work we find that we lose 40 per cent to 50 per cent of the natural vitamins in semolina macaroni when it is boiled and blanched. However there is a definite portion of B<sub>1</sub> remaining in the prepared dish of macaroni and possibly a very small trace of Vitamin G in prepared dishes of this food made from non-fortified raw materials."

Several macaroni makers are adding Vitamin B Complex, also D, to a portion of their output, offering their products more or less as health foods at prices well above the regular market. There is no technical problem involved in their addition since these vitamins do not change the physical or chemical character of the finished products in any way.

However, the question of whether to fortify or not to fortify cannot be answered on the basis of findings to date. Therefore, many are inclined to await further experimentation before making claims of vitamins that seem to be still so elusive.



## A Macaroni Factory of a Hundred Years Ago

By Dr. Vincenzo Agnesi, Engineer

Imagine, if you will, what the modern macaroni-noodle manufacturing plant will look like a hundred years hence—in 2040!

There is no reason to believe that the limit has been reached in the art of macaroni-noodle making, in the development of improved machines for converting the nutritious wheats into their most edible form for human consumption.

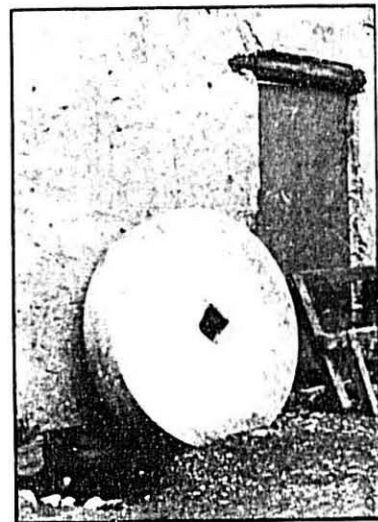
Only by comparing the progress made during the past century in the industry can we vision what the next hundred years has in store for the progressive macaroni-noodle makers of this country and of the world. It is safe to venture the prediction that the modern factory of 2040 will be as far superior to even the best equipped plant of this day, as is the most modern plant of 1940 an improvement over the obsolete factory of a hundred years ago, so ably and aptly described by the Italian authority on macaroni production—the renowned Dr. Vincenzo Agnesi, author of this timely and interesting article that appeared in a recent issue of "Le Industrie dei Cereali," Milano, Italy.—THE EDITOR.

### A Hundred Years Ago

It is recent history; only a few years have elapsed since the belt ("continua") with its multifarm and, at the same time, smooth operation has displaced the grooved-roller kneading machine, which was characteristic of the traditional macaroni factory, and holding its sway unchallenged since 1870.

Before that time extends what might be called the stone age of macaroni factories—the age of the millstone.

In those regions where the macaroni factory has ancient roots, one may go through country towns where life moves more slowly, and see abandoned against the walls of rustic homes beautiful cylindrical-shaped millstones of 1.20 to 1.60 meters in diameter, and 35 to 50



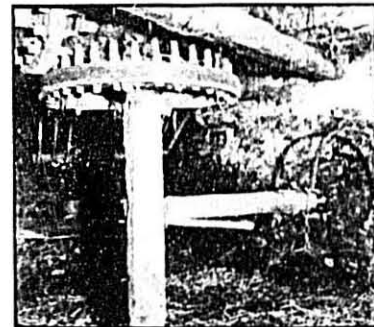
Una molazza abbandonata  
An abandoned millstone

centimeters in depth, made of polished marble of ashen or bluish tint. These are the great millstones of the small macaroni factories which fifty years or so ago swarmed in large numbers everywhere, and which today's industrial development has inexorably swept away.

### Cento Anni Fa

E' storia recente; da pochi anni la "continua", il suo lavoro multiforme e, nello stesso tempo, elegante ha detronizzato la gramola a rulli scanalati, la macchina caratteristica del pastificio tradizionale, che dal 1870 in poi regnava incontrastata.

Al di là di tale epoca si estende quella che si potrebbe chiamare l'età della pietra dei pastifici: il dominio della mola.



L'albero motore e il giogo per il cavallo  
The motor shaft and yoke for the horse

Nelle regioni in cui il pastificio ha antiche radici, si possono ancora vedere, abbandonate contro i muri delle rustiche case, le belle mole di forma rigorosamente dritta, dal diametro di metri 1.20-1.60, di centimetri di spessore, in polito marmo color cenere o azzurro. Sono le molazze dei piccoli pastifici che, cinquant'anni fa, pullulavano ovunque, e che l'odierno sviluppo industriale ha inesorabilmente spazzato via.

Esse facilmente si distinguono dalle mole o ple per frantumare le olive, più piccole, di pietra rozza e a forma lenticolare.

Proprio in mezzo ai monti, nelle riposte vallate, esistono talvolta le reliquie del passato miracolo-antico-illuse. Mi era stato segnalato in quel di Dolceacqua (Liguria Occidentale) un pastificio completo, conservatosi intatto da più di cinquant'anni, e ancora in grado di funzionare.

Accertatomi che esso corrispondeva a quelle che erano le fabbriche di pasta nelle cittadine litoranee cento

October, 1940

THE MACARONI JOURNAL

7

# Dear Betty Crocker:



THOUSANDS OF ENTHUSIASTIC HOME-MAKERS PRAISE BETTY CROCKER'S DELICIOUS RECIPES FOR SEMOLINA MACARONI AND NOODLES PRODUCTS!

Each year, hundreds of letters pour in to Betty Crocker's Home Service Department from your customers . . . enthusiastic letters from home-makers everywhere who have tried your products in Macaroni recipes recommended by Betty Crocker and found them "ever so delicious!"

Excerpts from a few of these letters are published on this page. Read them as concrete proof of the good Betty Crocker is doing for you month in and month out. And remember, all the power, all the -ling-appeal of Betty Crocker backs products made from Gold Medal Semolina! . . . and that power is reckoned in 6,000,000 radio listeners who follow Betty Crocker's twice-weekly coast-to-coast broadcasts and 1,340,000 families who read Betty Crocker's two newspaper features, "Mealtime Magic" and "Kitchen Clinic", syndicated in 381 daily and weekly newspapers!

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

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

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

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

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

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

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

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

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



## GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

(TRADE NAME)

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

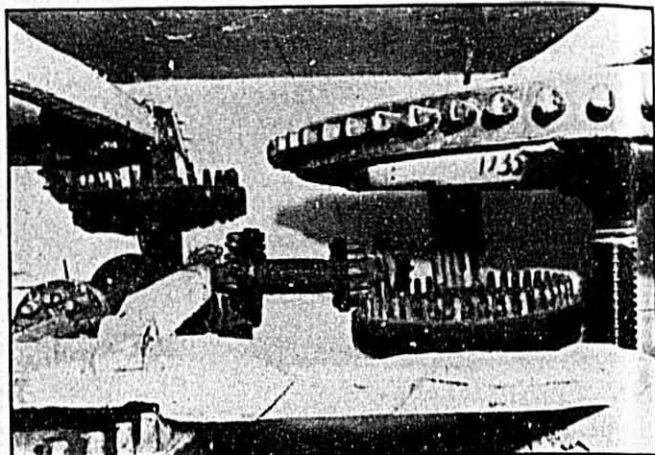


These millstones can be easily distinguished from the grinders which were used to crush olives, as the latter are smaller, made of rough stone, and shaped like a lens.

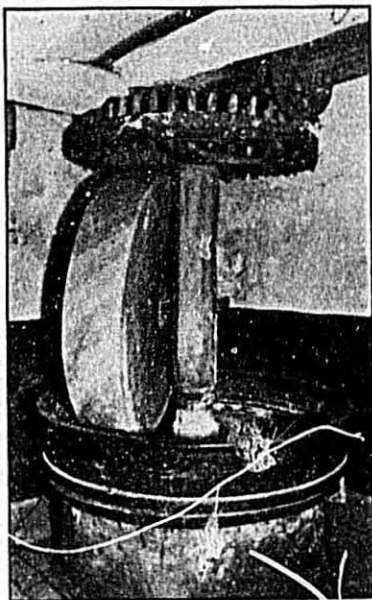
Right in the midst of mountains and in the valleys, these relics of the past often exist miraculously preserved. My attention was recently directed to a complete macaroni factory in Dolcedo (Western Liguria), which has been preserved intact for more than fifty years, and could still be operated.

Making sure that this was typical of the macaroni factories of the coastal towns of fifty or a hundred years ago, I thought of making a contribution to the history of our industry by describing its characteristics; at the same time I made haste to photograph it, before any alterations or destruction could take place, such as has already occurred to similar plants.

The factory of Giovanni and Anna (brother and sister) Mangiapan, of Dolcedo, was built and commenced operation in the year 1860. In the eighty years that have



Le trasmissioni—Si notino la grande ruota e la vite della pressa  
The transmissions—Please note the large wheel and the press screw



La gramola a molazza  
The millstone kneader

intervened there has been no change worth mentioning. The factory occupies two small rooms on the ground floor, one of which is used by the horse which, constantly treading in a circle, furnishes the entire motive power needed by the plant; the other contains the various machines, namely: the millstone kneader and the screw press, both of which are operated by means of a complex play of large wooden gears. There is also a hand-operated cutting machine.

The kneader consists of a hardwood tub fixed upon a concrete foundation, within which turns the marble millstone attached to a horizontal axle. It is the rotary movement of the vertical shaft that drags the millstone around the tub. The starting and stopping of the machine is governed by a lever.

The semola is prepared in a vat and then heap-ed into the tub of the kneader. A crater is made at the top of

cinquant'anni or sono, pensai di recare un qualche contributo alla cronistoria della nostra industria registrandone le caratteristiche: e mi affrettai pertanto a fotografarlo, prima che venisse alterato o distrutto, come si è già verificato per la quasi totalità degli impianti congeneri.

Il pastificio di Giovanni e Anna, fratello e sorella, Mangiapan di Dolcedo è stato impiantato ed ha iniziato la produzione nell'anno 1860. Negli ottant'anni trascorsi non ha subito alcuna variazione degna di rilievo. Occupa due piccole stanze a pianterreno, presso il municipio di Dolcedo: una serve di maneggio al cavallo che, girando in cerchio, fornisce tutta l'energia meccanica occorrente alla fabbrica, l'altra riunisce le diverse macchine, ossia la gramola a molazza, il torchio a vite, ambedue mosse come ho detto dal cavallo con l'intermediario di un complicato gioco di grossi ingranaggi in legno, e una tagliatrice per pasta, a funzionamento manuale.

La gramola risulta di un bacile di legno duro fissato su basamento di muratura, entro cui gira la mola marmorea portata da un asse orizzontale trascinata dal moto rotatorio dell'albero verticale. Un dispositivo a leva permette la messa in marcia e la fermata della macchina.

La semola dosata entro un mastello viene posta nel bacile della gramola, si pratica al centro del cumolo una specie di cratere, vi si versa l'acqua tiepida, e si fa l'impasto mettendo in moto la molazza. Ho sottomano vecchi documenti notarili favoriti dal Sig. Ernesto Astengo, titolare di uno dei più antichi pastifici. Essi riguardano la vendita di macchinario fatta da Zanelli, altro antico pastaio savonese, al Maestro Benedetto Astengo, trisnonno appunto del Sig. Ernesto, vendita fatta il 3 febbraio 1794. Tali documenti enumerano, fra l'altro: una gramola legno con sua ruota marmo, stanghetta ferro e suoi finimenti, cioè alberetto, ridance e raschieta. La raschieta corrispondeva a un rudimentale vomero ro che girava solidamente con la mola. Le ridance servivano a fissare la mola all'alberetto.

Torniamo al pastificio Mangiapan. Il torchio, posto al centro del locale, è in bronzo e ha la capacità di circa 20 chilogrammi di semola ridotta in pasta. L'unica campana è posta molto in basso, sì che la pasta, uscendo dalla trafilatura, ha circa trenta centimetri di spazio da percorrere per raggiungere il pavimento. Un ventilatore elettrico da ambiente (unica innovazione recente) compie un leggero incartamento della pasta, mentre questa scende dalla trafilatura. Il riscaldamento della campana è ottenuto con due bracieri semicircolari (tanonetti) in cui si pone carbone di legna acceso. Questo scalda anche un recipiente che

"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

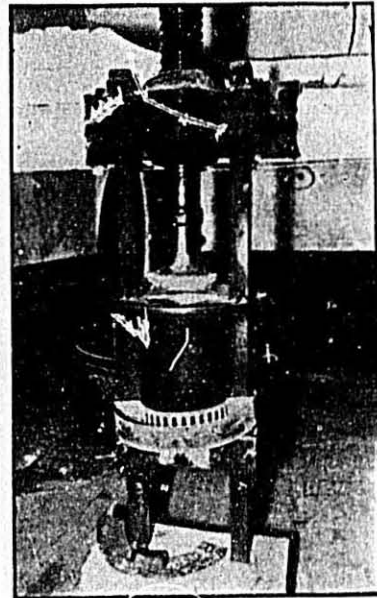
MINNEAPOLIS, MINNESOTA





the heap into which is poured luke-warm water. The dough is made by the churning motion of the millstone. I have on hand some old notarial documents loaned to me by Mr. Ernesto Astengo, owner of one of the oldest macaroni factories. These documents deal with the sale of machinery made by Zanelli, ancient macaroni maker of Savona, to Master Benedetto Astengo, great-great-grandfather of Mr. Ernesto. The sale was made on the 3rd of February, 1794. The documents list, among other things, a "wooden kneader, with its marble wheel, an iron bolt and its trimmings, that is, a shaft, 'ridance', and scraper." The scraper was similar to a rudimentary ploughshare which turned together with the kneader. The "ridance" was used to connect the kneader to the shaft.

Let us turn back to the Mangiapan factory. The press,



La pressa a vite  
The screw press

placed in the center of the room, is made of bronze and has a capacity of about 20 kilograms of semola transformed into dough. The single chamber (campana) is quite low, so that the dough, emerging from the draw plate, has only a distance of thirty centimeters to go to reach the floor. An electric fan nearby (the only recent innovation) accomplishes a slight folding of the macaroni as it comes out of the draw plate. The chamber is heated by two semi-circular braziers (tanonetti) in which are placed the burning charcoals. This also warms a container which regulates the temperature about the chamber, the hot water of which is utilized for each successive mixture of dough.

The piston is held by a very long screw attached to a large cog-wheel which takes its motion from the cumbersome transmission to which reference has already been made.

I read from the Astengo inventory of the year 1794:

Press for drawing: bronze screw and female-screw weighing 19.20 rubbi; bronze chamber, 11.18 rubbi; bronze plate for pressing, 36 pounds (this means the piston and its expansion which presses on the dough); bench with wooden columns (to hold up the chamber); bearing, 146 pounds (bearing for female-screw and screw), and blocking; tools, wheel and other pieces,

regola il calore intorno alla campana, e la cui acqua calda viene utilizzata per ogni impasto successivo.

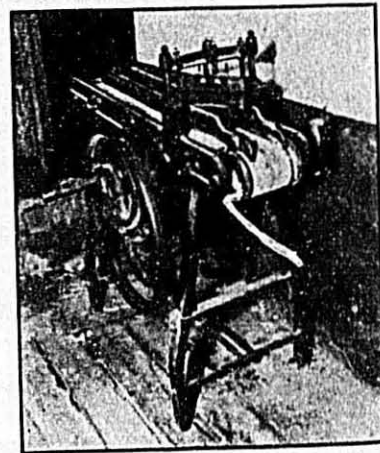
Il pistone è portato da una vite assai lunga e collegata a una grande ruota dentata, che prende il moto dalla voluminosa trasmissione di cui si è già parlato.



La pressa e la grande ruota della vite  
The press and the large wheel of the screw

Leggo nell'inventario Astengo, anno 1794:

Torchio da fidelaro: bronzi e cioè vida e madre vida in peso rubbi 19,20; Campana di bronzo rubbi 11,18; Chiappa di bronzo per il tacco libbre 36 (trattasi del pistone e della sua espansione che preme sulla pasta); Legni cioè colonne, banca (sostegno della campana); Scuffia libbre 146 (sostegno madre vite) e tacco;



La tagliatrice a mano  
The hand-operated cutting machine

Ferri, ruota e altri pezzi rubbi 26,12; Lame e chiodi per la banca; Sbrigone, Tanonetti, ecc.

In sostanza, il torchio Astengo aveva ancora l'intelaiatura in legno. Consultando il volume "Storia dell'Esposi-

*For true egg color... 45% solids...*

## PUT CLOVERBLOOM FROZEN YOLKS ON THE JOB!



It's Cloverbloom  
for Natural Color!

It's Cloverbloom  
for Higher Solids!

Because Cloverbloom Frozen Yolks for noodle makers are *selected* for uniform, deep color! They're checked against a scientific color-guide. They're picked for higher solids that mean rich, natural pigment... and that pigment means natural, golden color in your product!... more sales-appeal to your customers!

Cloverbloom Frozen Yolks must provide 45% solids. That's our standard... and we stick to it, to give you the kind of noodles that sell! Every can of Cloverbloom is packed with yolks that have been checked for this top-notch solids standard by the Zeiss Refractometer shown here... further checked by Armour's exclusive solids yardstick!

*And in addition...* Cloverbloom Frozen Yolks for noodle makers are Clarified to remove all trace of grit, shell, and fibre. They are packed in the Spring, when egg quality is highest. They come from strictly fresh, table-

grade eggs. And you can get 24-hour delivery service by refrigerated Armour cars and trucks, to protect their goodness right to your door. Better get that Cloverbloom order in now, for finer noodles and more business!



## ARMOUR'S CLOVERBLOOM CLARIFIED FROZEN YOLKS

Frozen Egg Department, Armour and Company, Union Stock Yards, Chicago, Ill.



26.12 rubbi; files and nails for the bench; sbrigone tanonetti, etc.

Essentially, the Astengo press had still a wooden framework. Consulting the book, "History of the Exposition held in Genoa in September 1846" ("Storia dell'Esposizione fatta in Genova nel Settembre 1846") written by the Attorney Giuseppe Canale, published by Ponthenier, 1847, I note on page 271 a picture of a silver medal awarded to Mr. Giuseppe Doglio in Genoa, with the following comment: "This machinist exhibited a press for macaroni operated by horse power, as is usual.



Gli essiccatol  
The driers

In this mechanism, the parts of which are usually made of wood have been made by him in bronze and cast iron, which indicates an improvement tending not only to diminish wear, at least during the initial stages, but also represents a saving in space and light and diminishes the fire hazards.

"Furthermore, the introduction of steam to heat the basin or chamber of the press is an improvement of great importance, and even of greater importance to the larger establishments, as it permits the use of any type of fuel, on account of the boiler which is located in a place apart from the machine, making it possible, in addition, to regulate, with certain limitations, the temperature to be applied to the press, which can only be approximated when light chafing-dishes are used."

In short, the press of the Exposition of 1846 was a notable step forward with respect to the one photographed by me. The latter as a type of machine is nearer to that of Astengo, 1794, the only difference being the metal framework.

Now, as to its operation: the horse, starting up, puts into motion the kneader at the same time as the press. After an hour of kneading, the dough is made. It is then cut into chunks with a knife, and put into the press chamber. In the meantime another batch is being made ready for the kneader.

The pressing, because of the very hard dough, takes about an hour. As the macaroni emerges it is placed on frames, wrapped into bunches, or passed through the cutter, reducing it to certain forms [penne (size for soup —tr.), etc.]. According to ancient Ligurian custom macaroni is not made either in long or short cuts.

The frames, put on a rudimentary pulley-operated hoist, are lifted through the winding staircase opening to the second floor, where the macaroni is dried in a large room with many windows, and furnished with wooden mountings and horizontal starlings which receive the frames all the way up to the ceiling. The factory, which reached a production maximum of two quintals a day, has been inactive since the end of 1938.

zione fatta in Genova nel settembre 1846 • scritta dall'Avv. Giuseppe Canale, tipografia editrice Ponthenier, 1847, rilevo a pag. 271 una medaglia d'argento assegnata al Sig. Giuseppe Doglio in Genova, con la seguente motivazione: • questo macchinista esponeva un torchio per paste col solito maneggio del cavallo. In tale meccanismo le parti che soleansi fare in legno, sono state da lui surrogate dal bronzo e ferro fuso, locchè indica un perfezionamento tendente non solo a diminuire gli attriti almeno sul principio, ma altresì a guadagnare spazio e luce, e diminuire le probabilità d'incendio.

Inoltre l'introduzione del vapore per riscaldare il bacino o campana del torchio è ancora un perfezionamento tanto più importante quanto più importante quanto più grande è lo stabilimento, il quale permette eziandio di adoperare qualsivoglia combustibile, mediante fornello o caldaia posti in sito separato dalla macchina, e dà inoltre il modo di regolare entro certi limiti il grado di calore da appli-



Il montacarichi  
The hoist

carsi al torchio, ciò che non si fa che press'a poco con gli scaldini volanti •.

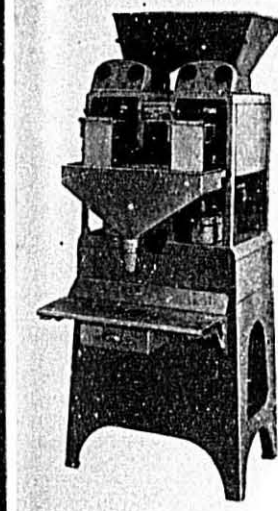
Insomma, il torchio dell'Esposizione 1846 rappresentava un notevole passo avanti rispetto a quello da me fotografato; quest'ultimo, come tipo di macchina, è più vicino a quello Astengo 1794, con l'unica variante dell'intelaiatura metallica. E vengo al funzionamento: il cavallo, mettendosi in moto, pone in azione nello stesso tempo gramola e torchio. Dopo un'ora di pesanti passate della mola, l'impasto è fatto. Vien tagliato a pezzi col coltello, e passato nella campana del torchio, mentre nella gramola si prepara altra dose.

Anche la pressata, fatta con impasto durissimo, si prolunga circa un'ora. Man mano che la pasta esce, vien messa su telai, avvolta in matasse, oppure passata alla tagliatrice che la riduce in formati tagliati (penne, ecc.). All'antico uso ligure non vengono fabbricate né paste lunghe né paste corte.

I telai, su un rudimentale montacarico a carrucola, vengono portati attraverso la tromba delle scale al secondo piano, ove la pasta essicca in un grande stanzone con molte finestre, attrezzato con montanti in legno e becchi orizzontali atti a ricevere telai fino al soffitto. Il pastificio,

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208 King St. W., Toronto

The present proprietors, the brother and sister Mangiapan, do not intend to reopen their factory, have no direct heirs, nor will they otherwise dispose of it—a happy complex of circumstances which permits us moderns a glimpse into the reality of the past, giving life and color to the yellowed documents of times that no longer exist.

It is now, perhaps, that the early history of our industry has been freed from the misty mantle of myth and denuded from the excessive coatings of paint, which do not always do honor to our tradition, neither do they correspond to the truth.

Other peoples, the Russians and the Arabs, were given the gift of wheat, hard and ambered by nature, but only Italian genius found a way to derive from it by unceasing improvements, technological and mechanical, through the centuries, the golden thread of spaghetti.

### Spaghetti as Aid to Success

A little experience in home cooking, a desire to experiment and a determination to be independent in a business of their own making, is the probable reason for the wonderful success achieved by two sisters in Philadelphia, Pa., according to a recent issue of the *Inquirer Public Ledger* of that city.

The success story of two sisters was well illustrated in the rotogravure section by five pictures showing the

different phases of the new processing which makes these two sisters outstanding in the manufacturing business.

Three and a half years ago, Ruth Sianne (Morse) made a spaghetti sauce which became so popular with the neighbors that she tried selling it by the jar to grocers. The sauce made a hit, and Ruth decided to go into the canning business, canning spaghetti sauce and other products. It was the start of a success story, for now Ruth and her sister, Mae, run a modern food processing and packing plant in this city.

che arrivò a una produzione massima di due quintali al giorno, è inattivo dalla fine dell'anno 1938. I proprietari attuali, fratello e sorella Mangiapan, non intendono riattivare questa loro azienda non hanno eredi diretti, né sono disposti a cederla: felice complesso di circostanze che ha permesso a noi moderni di rivolgere una sbirciatina alla realtà del passato, dando vita e colori agli sbiaditi documenti del tempo che fu.

E' forse ora che la preistoria della nostra industria sia liberata dal vaporoso manto del mito e spogliata dalle eccessive pennellate di colore, che non sempre fanno onore alla nostra tradizione, né corrispondono al vero.

Altra gente, come la russa e l'araba, ebbe da natura in dono il frumento duro e ambrato, ma solo la genialità italiana seppe trarne, con incessante opera di perfezionamento, tecnologico e meccanico, durata nei secoli, la dorata spiga de gli spaghetti.

Ruth is president of the firm and looks after the selling end, yet concentrates on formulas as well as on merchandising. Mae is in charge of the production department and knows machinery. She can take a filling machine apart, repair it and put it together again.

Besides canned spaghetti sauce and canned prepared spaghetti, the sisters produce canned Spanish rice, canned macaroni and cheese, and rice puddings. Mae originally worked alone in the family kitchen. Now she has the help of four girls and one man in the small but very modern plant.



# Vitamins in Macaroni Products

By Benjamin R. Jacobs  
Director of Research for NMMA

The use of vitamins in macaroni products is becoming more general. The use of minerals has also been considered by macaroni manufacturers. Claims of special dietary uses are also being made by some manufacturers on the labels of their macaroni products.

The Food and Drug Administration started hearings on proposed regulations designed to give effect to the provisions of Section 403 (i) of the Food, Drugs and Cosmetic Act. This Section declares that a food is misbranded if it purports to be or is represented as a food for special dietary use and its label does not bear the information required by the regulations. The information which may be prescribed is such information concerning its vitamin, mineral, and other dietary properties as may be necessary fully to inform purchasers as to its value for such uses.

The following general labeling statements are proposed:

## "Section 125.02. General Label Statements.

(a) A food which purports to be or is represented for any special dietary use by man shall bear on its label a statement of the dietary properties upon which the value of such food for such use is based in whole or in part. Such statement shall show the presence or absence of any constituent, any alteration of the quantity or character of any constituent, and any other special dietary property of such food upon which such value is so based.

(b) A food which purports to be or is represented for use in whole or in part for correcting any condition resulting from a dietary deficiency in man shall bear on its label adequate directions for such use."

When claims are made for the vitamin content of macaroni products the following regulations are proposed:

## "Section 125.03. Label statements relating to vitamins.

(a) (1) If the purported or represented special dietary use of a food by man is based in whole or in part on its vitamin property in respect of—

Vitamin A or its precursors  
Vitamin B<sub>1</sub> (thiamin),  
Vitamin C (ascorbic acid),  
Vitamin D, or  
Riboflavin,

the label (except as hereinafter provided in this paragraph) shall bear a

statement of the proportion of the minimum daily requirement for such vitamin supplied by such food when consumed in a specified quantity during a period of one day. If such purported or represented use is for persons of different ages or age groups for which different minimum daily requirements are specified in subsection (b), such statement shall include such proportion for each such age or group . . .

(2) If the purported or represented special dietary use of a food by man is based in whole or in part on its vitamin property in respect of any vitamin not listed in paragraph (1) and the need for such vitamin in human nutrition, or the minimum daily requirement therefore, has not been established, the label shall bear the statement "The need for \_\_\_\_\_ in human nutrition has not been established" or "The minimum daily requirement for \_\_\_\_\_ in human nutrition has not been established", as the case may be, the blank to be filled in with the name of such vitamin.

(b) For the purposes of these regulations the following shall be considered to be minimum daily requirements:

(1) For vitamin A, 1,500 U.S.P. units for an infant, 3,000 U.S.P. units for a child more than one but less than twelve years old, 4,000 U.S.P. units or a person twelve or more years old.

(2) For vitamin B<sub>1</sub> (thiamin), 75 U.S.P. units for an infant, 125 U.S.P. units for a child more than one but less than six years old, 200 U.S.P. units for a child six or more but less than twelve years old, 250 U.S.P. units for a person twelve or more years old.

(3) For vitamin C (ascorbic acid), 200 U.S.P. units (10 milligrams) for an infant, 400 U.S.P. units (20 milligrams) for a child more than one but less than twelve years old, 500 U.S.P. units (25 milligrams) for a person twelve or more years old.

(4) For vitamin D, 400 U.S.P. units for any person, irrespective of age.

(5) For riboflavin, 0.5 milligram for an infant, — milligram (to be fixed on the basis of the evidence of record at the hearing) for a child more than one but less than twelve years old, and 2.0 milligrams for a person twelve or more years old."

For foods that are represented for special dietary use because of their mineral content the following regulations are proposed:

## "Section 125.04. Label statements relating to minerals.

(a) (1) If the purported or represented special dietary use of a food by man is based in whole or in part on its mineral property in respect of—

Calcium,  
Phosphorus,  
Iron, or  
Iodine,

the label shall bear a statement of the proportion of the minimum daily requirement for such element supplied by such food when consumed in a specified quantity during a period of one day. If such purported or represented use is for persons of different ages or age groups, or other groups having special dietary requirements, for which different minimum daily requirements are specified in subsection (b), such statement shall include such proportion for each such age or group.

(2) If the purported or represented special dietary use of a food by man is based in whole or in part on its mineral property in respect of any element not listed in paragraph (1) and the need for such element in human nutrition, or the minimum daily requirement therefor has not been established, the label shall bear the statement "The need for \_\_\_\_\_ in human nutrition has not been established" or "The minimum daily requirement for \_\_\_\_\_ in human nutrition has not been established", as the case may be, the blank to be filled in with the name of such element.

(b) For the purposes of these regulations, the following should be considered to be minimum daily requirements:

(1) For calcium (Ca), 750 milligrams for any person more than one year of age, except any pregnant or lactating woman in which case the minimum daily requirement shall be considered to be 1.0 gram.

(2) For phosphorus (P), 750 milligrams for any person more than one year of age, except any pregnant or lactating woman in which case the minimum daily requirement shall be considered to be 1.0 gram.

(3) For iron (Fe), 7.5 milligrams for a child more than one but less than six years old, 10 milligrams for a person six or more years old, except any pregnant or lactating woman in which case the minimum daily requirement shall be considered to be 15 milligrams.

(4) For iodine (I), 0.10 milligrams for any person more than one year or age."

October, 1940

THE MACARONI JOURNAL

15

Many manufacturers make macaroni products under the special designation of "Pastinas" which are labeled as being specially adapted for feeding infants.

When representations of special dietary use are made for such macaroni products the following regulations are proposed:

## "Section 125.05. Label statements relating to infant food.

(a) If the purported or represented special dietary use of a food is in whole or in part for infants, the label shall bear the common or usual name of each ingredient of such food, including spice, flavoring, and coloring; if any such ingredient consists in whole or in part of plant or animal matter and such name does not clearly reveal the specific plant or animal which is its source, such name shall be so qualified as to reveal clearly the specific plant or animal which is such source.

(b) If the purported or represented use of a food for infants is based in whole or in part on its simulation of human milk or its suitability as a complete or partial substitute for human milk, the label shall bear—

(1) a statement of the per cent by weight of moisture, protein, fat, available carbohydrates, crude fiber, calcium (Ca), phosphorus (P), and iron (Fe) contained in such food;

(2) a statement of the number of available calories and of U.S.P. units of vitamin A, vitamin B<sub>1</sub> (thiamin), vitamin C (ascorbic acid), and vitamin D supplied by a specified quantity of such food; and

(3) if less than 30 U.S.P. units of vitamin C (ascorbic acid), less than 60 U.S.P. units of vitamin D, or less than 0.75 milligrams of iron (Fe), is supplied by the quantity of such food which supplies 100 available calories, a statement showing that such vitamin or iron, as the case may be, should be supplied from other sources. . . ."

Manufacturers also make statements on their labels concerning the non-fattening properties of their macaroni. When such label is used special dietary use for these products is claimed and the following regulations concerning the labeling of these products is required under the proposed regulations:

## "Section 125.06. Label statements relating to certain food used in control of body weight or in dietary management with respect to disease.

If the purported or represented special dietary use of a good by man is in whole or in part for control of body weight or for dietary management with respect to disease, through regulating the intake of protein, fat,

carbohydrates, or calories, the label shall bear a statement of—

(1) the presence by weight of protein, fat, and available carbohydrates in such food; and

(2) the number of available calories supplied by a specified quantity of such food."

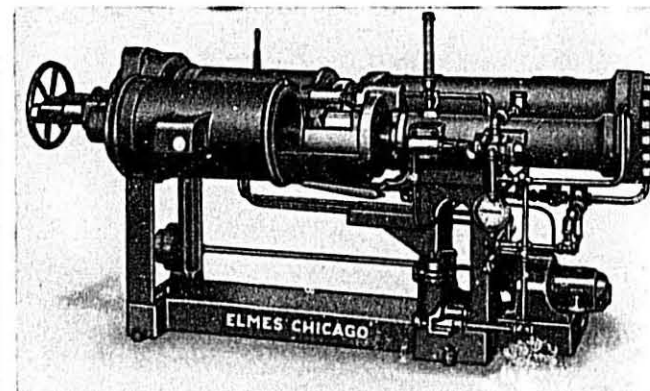
It is suggested to the macaroni manufacturers who are now using vitamins or minerals in their macaroni products or who are making claims concerning special dietary properties of their macaroni products as stated above, should submit their labels to

me for comment and should not make expenditures in new labels until the final regulations are promulgated.

## Speedy Languages

Frenchmen speak the speediest language in the world, emitting 350 syllables a minute, Japanese rank second fastest, Germans third, Chinese fourth, and Italians fifth. English is comparatively slow with its 220 syllables a minute, but South Sea natives have the slowest tongue of all, emitting only 50 syllables a minute in ordinary conversation.

# Headquarters for Macaroni Equipment



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

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The horizontal short goods press illustrated above has numerous operating advantages

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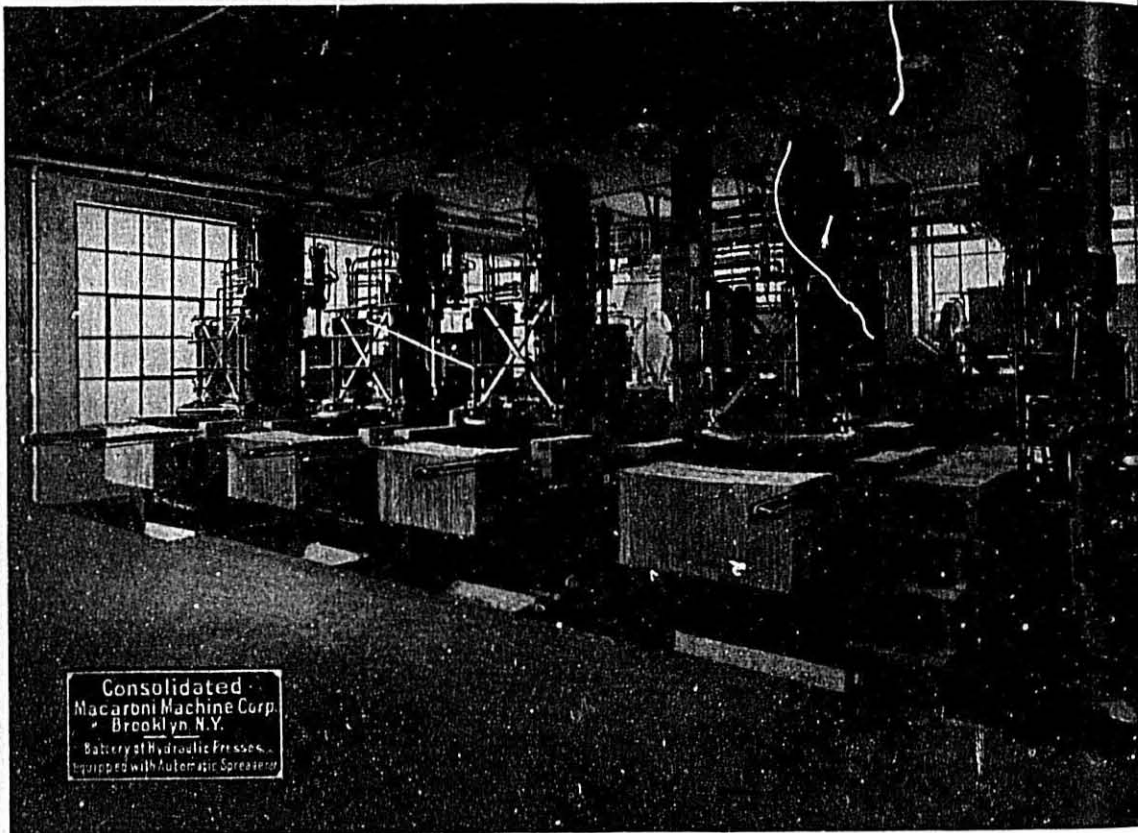
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This photograph shows four presses with Automatic Spreaders recently installed at the plant of The Paramount Macaroni Company, Brooklyn, N. Y., replacing twice as many of the old style, hand-spreading type. Have been in service several months and are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

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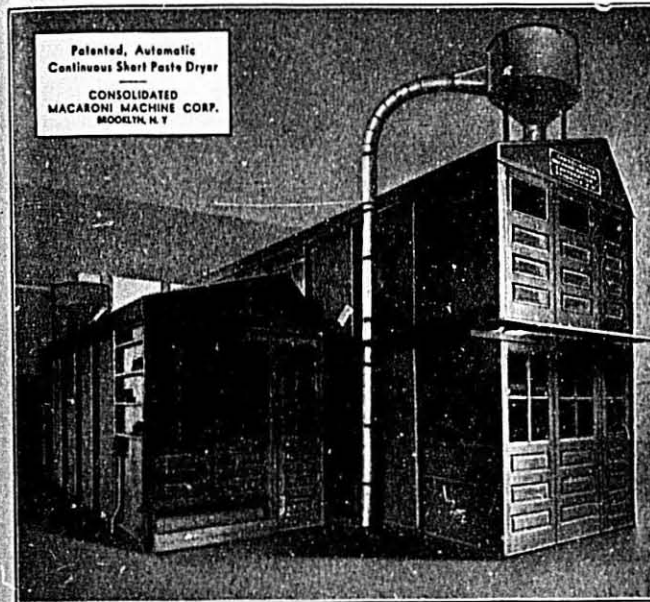
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We show herewith some of our latest equipment designed by men with over thirty years experience in the designing and construction of all types of machines for the economical production of Macaroni, Spaghetti, Noodles, etc.

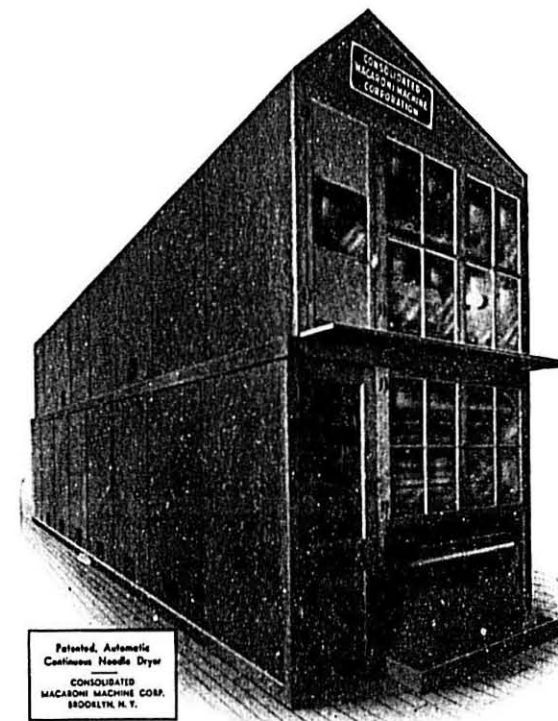
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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For Noodles  
For Short Pastes



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## Special Color High Solid Egg Yolks

By C. D. Wilbur, Sales Manager,  
Egg Division, Armour & Company

The complete story behind the production of special colored high solid egg yolks is one which every noodle manufacturer should know. The commercial handling of frozen egg meats has presented, in the past, many bacteriological and engineering problems to the packers of quality frozen eggs. The two most important problems which have had to be solved to insure frozen egg quality are (1) the handling of large quantities of liquid egg meats economically, and (2) the perfection of methods of handling the liquid egg which will prevent bacteria from growing in them after they have been separated from the shell.

Briefly, the first problem has been met by instituting the following egg breaking plant procedures: The shell eggs are purchased from poultry farms of the highest possible type; after their arrival at the egg breaking plant, they are chilled immediately to approximately 30°F. This is done to stop the internal deterioration of the egg. Before the eggs are separated from the shells, they are passed through the candling room where highly trained egg candlers inspect each egg by holding it up to a candling light. This enables the candler to reject any egg which does not meet the fresh egg standards. Rejected eggs are destroyed.

The candled eggs are then taken to the breaking room where experienced girls are employed to separate the shell, yolk, and white. This is done by cracking the egg shell and depositing the yolk in a small stainless steel cup which is large enough to hold only one egg yolk. The white is caught in a dish below the yolk cup, and any adhering particles of egg white are clipped from the yolk by forcing a stainless steel ring down over the yolk. In the production of high solid egg yolks, the clipping is repeated several times to insure the removal of all the excess egg white. We now have the yolk, white, and shell segregated.

As the shell eggs are cracked, all special color yolks are segregated from the pale colored yolks, so that the highest possible color in the finished product is obtainable. As the eggs are broken out, they are collected in stainless steel receptacles and placed in a churn which has a small propeller blade in the bottom. As soon as the churn is full of yolks, the blade is made to revolve fast enough to break up the yolk sack and make a homogeneous egg yolk product.

Clarified—Clean. All liquid eggs are passed through patented clarifiers. These devices do three things to improve quality and uniformity.

- (a) Remove all shell fragments which might carry bacteria.
- (b) Remove chelaza (the fibers that hold the yolk in place in the center of the egg).
- (c) Give the eggs a smooth uniform body. Liquids and solids of clarified eggs will not separate before freezing, while frozen, or after defrosting.

The egg yolk is further standardized for color and solids after the product reaches the churn. A small sample is taken from the churn and analysed for total solids with the refractometer. A color determination is made on the same sample. If the color meets the special high color requirements, it is held as a separate lot and so marked. If it fails to meet the standards, it is labeled as regular color and goes to the trade not specially interested in the coloring effects produced by the yolk. The standardized batch is then weighed out into sterilized cans and sent immediately to the sharp freezer. The product is stored at -5°F. until it can be distributed to branch houses and customers. The product is transferred from the freezer to the branch houses and customer platforms in modern transport equipment which maintains the frozen condition of the product. No deterioration can take place during shipping.

The bacteriological population of the frozen egg meat is kept at a minimum at all times. The majority of shell eggs contain no bacteria, but in the process of separating the egg meat from the egg shell, it becomes exposed to external contamination, which, if not rigidly controlled, leads to rapid increases in the bacteriological content of the product.

The story of how the packers of frozen egg products have maintained the high bacteriological quality of their product is given below. The main features of the sanitation program used in the breaking plants are identical with those recommended by the U. S. Public Health Department for grade A milk plants. All breaking room equipment is steam sterilized with the same techniques used in grade A milk plants.

As the egg meats leave the shell, they come in contact with sterilized stainless steel surfaces of the breaking room equipment and reach the freezer in a condition which insures

the maintenance of fresh egg quality.

The personnel employed in the breaking rooms is rigidly examined, and all those individuals not meeting the rigid requirements of the breaking plant are eliminated. All equipment is kept in proper repair and in immaculate sanitary condition. Upon finishing the day's operations all pipes, churns, et cetera, are disassembled, washed with a good detergent, and scrubbed so as to remove all inherent particles of the egg matter. After all the fittings are sufficiently washed, they are reassembled and sterilized in live steam. The next morning, before operations are resumed, the fittings are again sterilized.

As further check on the solids, color, and bacteriological content of the egg meats, samples from each churning are frozen and shipped to a central chemical and bacteriological laboratory for analysis. No egg meat is shipped out to the customer until it has been released by the laboratory.

Thus the manufacturers of egg noodles are able to purchase, at all times, special color and high solids egg yolks at a reasonable price, with assurance that the yolks always will be uniform in quality, color and solids.

### Food Service Directors' Conference

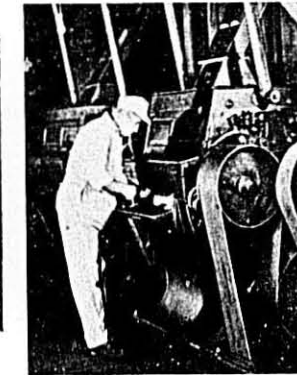
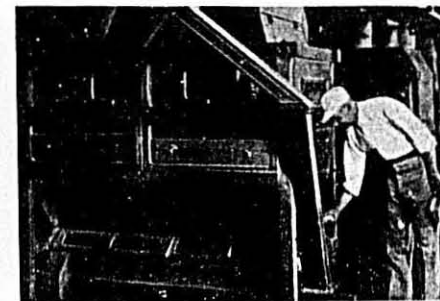
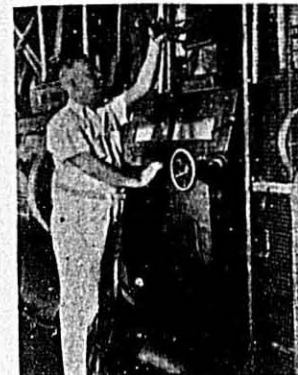
The Sixth Annual Convention of the Food Service Directors will be held this year in Detroit, Michigan, on November 7-9, 1940. Headquarters will be at the Statler Hotel.

The Conference is fostered by the American Home Economics Association and the American Management Association. The gatherings have grown in attendance and scope since the first session at Hartford, Conn., in 1935, when only a handful of people interested in school lunchroom management gathered together to discuss their mutual problems. Each year since that time they have met, generally in the East, always with enlarged attendance. This year is the Conference's first venture into the near Middle West, and the school lunchroom people of Central United States are thus having their first opportunity to attend.

Macaroni, spaghetti and egg noodles are important food items in school lunches and are most popular with the pupils, according to reports coming from managers of school lunchrooms that are growing in number and feeding an ever increasing number of school children daily.

Many of the outstanding authorities on food are scheduled to address the conference on various phases of the Service Directors' duties and opportunities.

## A CENTURY OF MILLING EXPERIENCE



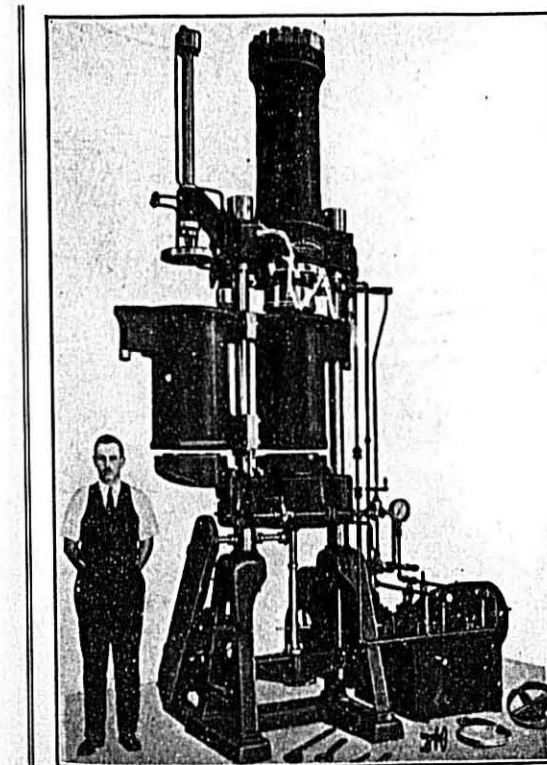
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## "Weak" Special "Weeks"

Special Days "This" and Special Weeks "That" Are So Numerous that a "Freedom-from-All-Such" Week Appears in Order

As a manufacturer of quality macaroni, spaghetti, egg noodles, vermicelli and the other popular shapes of Americanized Macaroni Products, a brand that I am pleased to serve in my own household, I desire to take this means of complimenting the Macaroni Association and the National Macaroni Institute for the fine publicity and educational work it is doing.

As one of the first promoters of a National Week wherein the favorable attention of the American public was called to the true merits of macaroni products as they are manufactured and packaged for American consumers who know more about foods than do most civilized people, and as one who has regularly done his part in every national week promoted for the worthy purposes mentioned, I submit an article that is quite interesting.

The article tells the truth. There is an over-abundance of special weeks because most of them are truly weak or very weakly supported. I find this to be true of National-Macaroni-Noodle Weeks. They are nicely planned. They are properly publicized, but they are weakly celebrated by the very fellows who stand to profit most from their proper and continued observance. Just what is behind this "disinterested," "do nothing" attitude adopted by so many of us? Are we ashamed to publicize our products? Are we afraid that a good word for this fine food may be a good word for our competitor?

The Sphinx in Egypt tells us nothing—but it reminds us that there was an earlier civilization of which we know little. The silent, do-nothing, say-nothing portion of the macaroni-noodle makers help about as much as does the stony Sphinx. There is room and a crying need for not only a Macaroni-Noodle Week, but a month, yea, a year of the right kind of educational work that will make the American consumer more appreciative of the real merits of Macaroni Products as a regular, not occasional, food.

Despite my feelings, I still believe that no harm will come by reproducing the following article that appeared in a recent issue of *The Cablegram*—house organ of Kable Brothers Company, Mount Morris, Illinois. It may encourage thinking among macaroni men that will lead to the adoption of some acceptable plan of missionary work in the lucrative American field

for one of the world's best wheat foods and win the honest and sincere support of the better class of manufacturers. The article referred to, and reproduced in part, is entitled:

### Crowding the Calendar

You've heard of dog days, every dog has his day, heyday, pay day, doom's day, Judgment Day, All Saints' Day, May Day, April Fool's Day, day in and day out, etc. Apparently these are not sufficient for our needs, for this nation has added over 300 special days and weeks to its activities—so many, in fact, that the majority of us never hear about half of them. The situation reminds us of the Irishman who said to his priest, "I know all about Shrove Tuesday, Ash Wednesday, and Good Friday, but what the devil is Nut Sunday?"

The feeling is growing that while legal holidays and certain other days serve a useful purpose, the object of most of our special days and weeks is defeated by the multiplicity of them. The United States Chamber of Commerce declares that the fad interferes with business, and the situation is becoming so serious that the inauguration of a week in which nothing is "observed" may be in order.

It sometimes happens that these special days overlap each other, two, three, or four of them being celebrated at the same time. While some of them have become almost national institutions, their original purpose has been largely lost to view. Arbor Day, for example, seems to be utilized almost wholly by bank and insurance employees as an occasion for golf or fishing. Of all the vegetables, the onion is the only one not to have a week set aside for it. Maybe it's because there's no such thing as a "weak" onion!

The soap manufacturers are urging a bathtub week, which, of course, would boost dividends for makers of tubs and soap. Small boys should be watched in this connection—they may destroy all propaganda they can find before their parents get to see it.

As an example of the manner of celebrating a special day or week, let us take raisin day, established as far back as 1909. Hotels, railroad systems, steamship companies, and restaurants are called upon to feature raisin dishes at each meal. Fresno, Calif., in the heart of the raisin industry, put on a festival, the Pageant of Jewels, on April 30. The event is attended yearly by thousands of people from all parts of the United States, fairly good proof that the plan works, and that the nation becomes raisin conscious for that week at least.

The credit for the inauguration of such days should go, we think, to the apple-growers of the Northwest. Having first broadcast the slogan, "An Apple a Day Keeps the Doctor Away," they organized national apple week, with appropriate civic exercises, and the crowning of a pretty girl as "Miss Apple." Mayor Hylan of New York City was the first to endorse apple week. The paint and varnish manufacturers followed with a paint-up week, and the realtors followed with better homes week. For several years thrift week was cele-

brated in the name of Benjamin Franklin, with the canny savings banks contributing their share of the expense of advertising.

Fish-cake day is one of the most recent days being urged. Surely our Puritan forbears must turn in their graves at the realization that the noble cod and the starchy potato have been left so long unrecognized in this great commonwealth. By all means let us have a fish-cake day.

Some of the special weeks are yet in their infancy. The shoe men have much to do yet to perfect national shoe and leather week, and the walk-a-mile-a-day movement is still plugging away, finding consolation in the slogan "Walk and Be Healthy." Y.M.C.A. athletic directors have been persuaded to lecture on the value of wearing out shoe leather. The shoe men were back of this movement, because a nation addicted to automobiles was buying fewer shoes. Sauerkraut week may have been an effort to heal the wounds of the World War. Pretzel week also contributed its share.

As our contribution to the special-day fad, we offer the following: Kill-a-rat week, when the chamber of commerce will award a blue ribbon for every tail brought in; watch-your-wife week, to make wiser husbands; spank-the-baby week—inspirational material for later literary work of child on "My Painful Reverses in Early Life." These may only add to the confusion, but we may as well laugh at our troubles as to worry over them.

A grumble day has been nominated by a Methodist minister in Onalua. He says: "We need one day to use our fists, yell ourselves hoarse, and shed all our tears. Believing that the average American stresses his personal grievances more than his blessings, we suggest that grumble day be set aside." The following program is suggested: Morning—domestic grumbling. Snap at cook, wife, and children. Assail toothpaste caps, burnt toast, and frozen bathtub pipes. Afternoon—national grumbling. Complain about Congress, taxes, and business. Evening—international grumbling. Fume about Japan, Hitler, and Mussolini. With such a schedule grumble day is bound to be crowded, but, with the will to be disagreeable, it can be successfully observed. As to the date, we suggest any of the four days when income tax installments fall due, or the first of any month when other bills come in. For a patron saint, we offer Disney's "Grumpy."

If present practices continue, calendar reform will become a subject of practical, rather than academic, interest. The question will not be one of 13 months to the year, but of multiplying the weeks by splitting them into smaller units to permit the myriad of observances. Even then such a wholesome celebration as that of let's-mind-our-own-business week might have to be omitted because there is no room left on the crowded calendar.

Come now, let's kindle the remaining spark into a raging fire. Let our common sense prompt us to do something worthwhile in cooperative educational work for quality Macaroni products.

—A Contributor.

Food consumption in the last thirty years has changed from a coarse, heavy diet to a more varied and lighter one, much nearer that recommended by nutrition specialists. The folding paper box, offering economical packaging for a multitude of products, is largely responsible for this trend.

## Foreign Macaroni Trade Robert Williams to Wed

With half the world at war, International Commerce has been seriously affected. This is plainly reflected in the Government's Monthly Summary of Foreign Commerce for the month of August, recently released by the Bureau of Foreign and Domestic Commerce.

The quantity and value of macaroni products in the foreign trade, for instance has dwindled appreciatively. Exports of this food are confined mostly to the western continent though some quantities are still being shipped to a few Asiatic countries as the table below for August, 1940, indicates.

### Macaroni Exports—August, 1940

Countries	Pounds
Canada	46,252
British Honduras	2,452
Costa Rica	961
Guatemala	87
Honduras	296
Nicaragua	4,154
Panama, Republic of	13,314
Panama, Canal Zone	50,438
Salvador	940
Greenland	367
Mexico	38,264
Newfoundland and Labrador	8,025
Bermuda	4,890
Other Br. W. Indies	910
Cuba	9,210
Dominican Republic	10,186
Netherlands W. Indies	5,443
Haiti	5,672
Bolivia	100
Colombia	205
Ecuador	420
Surinam	48
French Guiana	1,100
Peru	55
Venezuela	1,039
China	100
Hong Kong	262
Japan	14
Philippine Islands	14,519
Australia	153
British Oceania	80
New Zealand	96
Br. East Africa	5
Union of So. Africa	500
Gold Coast	140
Liberia	420

TOTAL QUANTITY TO FOREIGN COUNTRIES	221,137
VALUE	\$15,606

### Insular Possessions

Alaska	54,257
Hawaii	90,834
Puerto Rico	110,339
Virgin Islands	7,528

TOTAL QUANTITY TO INSULAR POSSESSIONS	262,958
VALUE	\$19,722

TOTAL QUANTITY EXPORTED AUGUST 1940	484,095 lbs.
VALUE	\$35,328

## Robert Williams to Wed

Announcement has been made of the approaching marriage of Robert Hickey Williams, son of James T. Williams, president of the Creamette Company, Minneapolis, Minn. The groom-to-be has frequently attended conventions of the National Macaroni Manufacturers Association with his father and mother, the former being one of the organization's past presidents.

The bride-to-be is Miss Mary Elizabeth Kavanagh, daughter of Mr. and Mrs. Matthew J. Kavanagh, also of Minneapolis.

The wedding will take place at the Church of the Annunciation, Minneapolis, October 26, 1940.

The modern supermarket was made possible by the development of economical cartons and cans which sell their contents without help from a retail clerk.

## Yes! SATISFIED CUSTOMERS MEAN REPEAT BUSINESS

Here are a few of the Leaders of the Industry who have Repeated when recently remodeling or moving to larger quarters and again using Champion Equipment!

JOHN J. CANEPA  
Chicago, Ill.

TRAFICANTI BROS.  
Chicago, Ill.

TENDERONI, INC.  
Joliet, Ill.

KENTUCKY MACARONI CO.  
Louisville, Ky.

MICHIGAN MACARONI MFG. CO.  
Detroit, Mich.

MOUND CITY MACARONI CO.  
St. Louis, Mo.

ANTONIO PALAZZOLO & CO.  
Cincinnati, Ohio

MILWAUKEE MACARONI CO., INC.  
Milwaukee, Wis.

### "Indispensable"

"Our first Champion Semolina Blender, installed in 1926, has been in constant use and has saved us time, labor and expense—paying for itself many times over. In 1933 we purchased another of these outfits to secure increased production and find it absolutely indispensable."—LA PREMITA MACARONI CORP., Connellsville, Pa.

Streamline your production with a Champion Semolina Blender and Sifter and you will appreciate why so many leading manufacturers continue to increase their Champion installations from time to time to keep pace with expanding business.

### CLIP AND MAIL COUPON FOR THE PROFIT-MAKING FACTS—NOW!

CHAMPION  
MACHINERY CO.  
JOLIET, ILLINOIS

Manufacturers of modern, time-saving equipment for the Macaroni and Noodle Industry.

Gentlemen: Please send me Bulletin on Champion Equipment and complete details regarding your Champion Semolina Blender and Flour Sifter, prices, terms, and tell me about your Easy Time Payment Plan.

NAME .....  
COMPANY .....  
ADDRESS .....  
CITY ..... STATE .....



## FACTORY SERVICE

### Six Suggestions for Tax Economy

It was March 11, 1940. "Guess I'd better get busy on our income tax return," said the bookkeeper at the Uniontown Macaroni Manufacturing Company. "It is due in a few days." Many macaroni manufacturers, otherwise capable business managers, permit such laxity in the handling of their tax returns, allowing their bookkeepers to wait until the last minute before considering their preparation, unaware that the time to plan for tax economy is during the taxable year, not just before filing time.

Taxes are now a major expense and the macaroni manufacturer should take every lawful and permissible means to keep them at a minimum. He cannot afford to wait until the taxable year is over before considering his tax problems any more than he can safely forget other expenses until the end of the year and then settle up in a lump sum without further ado. Macaroni manufacturers who wait until near filing time before considering their returns, are not always likely to take every possible or allowable deduction; in fact, it is sometimes too late to effect savings then. During the taxable year and before certain deductions are consummated, legitimate savings are more likely possible. Appropriate decisions and acts must be performed in advance of the taxable year, and if the proper action is not taken in time, if the taxpayer waits until the end of the taxable year before compiling his return, the benefits may be lost or postponed. For example, a change in the method of accounting or the amortization of leasehold rights may be desirable but such changes must be approved by the Commissioner of Internal Revenue before the end of the taxable year; hence, the need for advance planning. Wait until the taxable year has passed and possible economies will be lost for the period.

There are no set rules to solve all problems; each case must be handled individually in accordance with current statutes peculiar to the transaction. These general suggestions, based upon many years' experience in public accounting and research, should be helpful however.

**1: Plan for tax economy.** Give consideration to your tax problems throughout the year, the same as with other expenses. The assumption that you can only grumble and pay should

be replaced with systematic planning for tax economy, which, within certain limits, is beneficial, and will include a tax budget showing the estimated bases and amounts of taxes of various kinds for which planning is to be done; a tax calendar chronologically showing the dates for preparation and filing to avoid penalties and other disagreeable features; a tax record showing the dates of actual filing, payments, correspondence with tax officials, claims for over-payment, etc.

A reserve should be set up for taxes equal to the estimated amount based upon the previous year's taxes. Then, when the tax rate is set and the exact amount becomes known, the item should be transferred from "Reserves for taxes" to the status of an accrued liability even though the liability does not become payable until a later date, for then it becomes an accrual, not a reserve. We have known cases where macaroni manufacturers who did not set up reserves lacked sufficient funds to pay their taxes on the due dates. By setting aside 1/12 of the budgeted tax bill each month, the taxpayer protects himself against this deficiency. Planning for tax economy is helpful in small plants as well as large. We have known instances where concerns with only ten employees have benefited through the preparation of tax budgets and other planning.

**2: Be conservative in capitalizing maintenance expense.** For example, a macaroni manufacturer may charge an ordinary repair expense of \$350 to a property account; considers it an improvement or does it purposely to make the value of his assets look sweeter. Such entries increase the tax. Repairs that keep a property or equipment in ordinarily efficient operating condition, are an expense. There are numerous borderline cases of this type, which may be considered an increase in capital or an expense. Be conservative in capitalizing such items, when logical argument will support them as expenses.

**3: Make each year's return complete in itself.** If the macaroni manufacturer omits certain expenses or liabilities within the taxable year, he cannot deduct them from the income of the next year and these omissions are often many where the taxpayer waits until the last minute to prepare his returns. All expenses and accrued items, which are expenses not

yet paid but due, should be entered in the taxable year, otherwise, there will be an over-statement of liability. Losses incurred in business or in any transaction entered for profit are ordinarily deductible from gross income, provided they are closed transactions sustained during the taxable period with full consideration for salvage, insurance or other compensation received.

Deduct sufficient depreciation each year. Macaroni manufacturers have lost considerable money by not planning their depreciation charge-offs accurately. A taxpayer is not permitted to take advantage in later years of his prior failure to take any depreciation allowance or an allowance inadequate under the known facts of prior years. Take deductions for obsolescence whenever permissible. In these fast-moving days, equipment may become obsolete faster than it depreciates from ordinary wear and tear. Deductions may be made from gross income for processing equipment that is scrapped to make room for modern units. Loss through the demolition or removal of an old building, the scrapping of old equipment incidental to renewals and replacements, or the demolition of part of a building incidental to replacement, may be deductible from gross income. Tax economies of this nature may cut the investment in modernization and those considering such programs should include these savings when budgeting for modernization or gauging the desirability of this investment. When buying new trucks or processing equipment, figure depreciation from the date of purchase and ascertain its normal life as accurately as possible so that you can take sufficient credit for this deduction.

**4: Keep abreast of the tax laws.** To this end, maintain a tax file for copies of returns on all taxes, Federal and state income, sales tax, social security tax, etc., also amendments and changes to existing statutes and other pertinent data. The courts frequently render decisions in tax cases, which may change methods of computation in your favor, likewise, with amendments to existing laws. In 1939, an amendment to the Internal Revenue Code permits the taxpayer to carry over losses sustained in 1939 as a deduction from income in 1940, and if the loss is greater than 1940 income, the excess may be carried into 1941. Such losses may extend for 2 years. The \$2,000 limitation on capital losses

(Continued on Page 24)

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

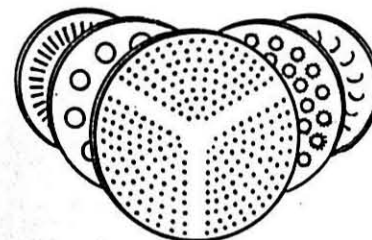
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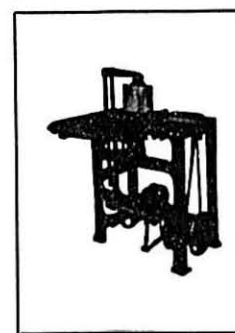
For ECONOMICALLY Packaging  
Macaroni & Spaghetti  
in Cartons

## STAR DIES WHY?

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

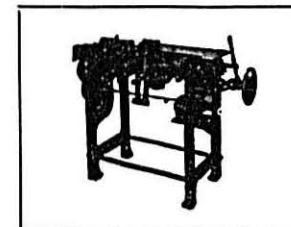


THE STAR MACARONI DIES MFG. CO.  
57 Grand Street New York, N. Y.



Above: The PETERS JUNIOR CARTON FORMING AND LINING MACHINE which sets up 35-40 cartons per minute, requiring one operator. Can be made adjustable.

Right: The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE which closes up to 35-40 cartons per minute, requiring no operator. Can also be made adjustable.



If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

For years, a large number of progressive plants have been using these two machines to mechanize their macaroni and spaghetti packaging and for a similar number of years their cost has been lower than could otherwise have been realized.

Advise the size cartons you are interested in setting up and closing with equipment or send us a sample of each size. We will gladly recommend machines to meet your specific requirements.

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



is removed by this amendment; corporations in "unsound financial condition" are permitted to reduce fixed charges and scale down indebtedness by buying their securities without the difference between par value and price paid being taxed as a capital gain; a corporation may redeclare a value for its capital stock for the capital-stock years ended June 30, 1939 and 1940, or both, but such new value must be in excess of former adjusted declared value. Numerous other changes are allowed by this latest amendment, called the "Business Appeasement Bill." Space does not allow us to cover them all but the few changes mentioned in the foregoing serve to emphasize the necessity for keeping abreast of the tax laws at all times because such changes and decisions may provide means for tax economy.

If you over-pay or do not take advantage of such changes through ignorance of their existence, you may be out of luck unless you are enlightened subsequently and file a claim for over-payment within the prescribed time limit. The Treasury Department isn't likely to report an over-payment. There are many allowable deductions, which macaroni manufacturers do not take because they do not keep abreast of changing conditions or regulations, which come fast these days. Do not base returns upon court decisions made several years ago because they may be changed any time. Newspapers and business magazines often report such changes. File the clippings for reference.

With 35 states having some form of income tax law, about 25 per cent levying a "use" or sales tax, about 75 per cent requiring returns of some kind plus Federal taxes, it is desirable to maintain a tax file, which should be scrutinized periodically during the taxable year, not just before filing time.

6: *Get expert assistance* if those in your organization lack the knowledge to file correctly or give consideration to every permissible deduction. Consult an accountant, tax practitioner, your banker or the nearest income tax office.

6: *Accounting, unlike mathematics, is not an exact science.* In most transactions, there is only one right way, but in certain borderline cases, recording depends upon the viewpoint of the taxpayer or bookkeeping department. When a transaction may be interpreted in two different ways with equal propriety, it may not be amiss to use the interpretation in your favor. This is not tax evasion. It is tax avoidance. There's a difference. The Supreme Court has ruled that, "The legal right of the taxpayer to decrease the amount of what otherwise would be his taxes

or altogether avoid them, by means which the law permits, cannot be doubted. It is well settled that a taxpayer may resort to any legal methods available to him to depreciate the amount of his tax liability, so long as his efforts are confined to law."

Courts have never assumed that the government is any more honest than the taxpayer. When taxes are oppressive or unscientific, human nature asserts itself and taxpayers try to lighten their loads as much as possible. Many income tax laws can be interpreted in more ways than one. The

Treasury Department may impose a tax on one taxpayer under one interpretation and tax another under a different interpretation. Some macaroni manufacturers lean backward on tax avoidance because they confuse avoidance with evasion and assume that they will be penalized for trying to keep their taxes down to minimum. There is no wilful evasion if there is no concealment of material facts. There are lawful means of reducing tax and there is no stigma attached to any taxpayer who follows the tax laws, yet tries to keep his tax expense down to minimum.

## The 40-Hour Week

Law Reduces Hours; Hourly Wage Rate Unchanged

The Fair Labor Standards Act, which became effective October 24, 1938, provided that for the first year of its operation employees should receive a minimum wage of 25c per hour, with overtime at the rate of time and a half the regular wage rate, whatever that might be, for all hours in excess of 44 worked in any workweek.

For the second year, which expires on midnight October 23, 1940, the Act provided that the minimum wage should be 30c an hour, with overtime at the rate of time and a half after 42 hours.

Beginning October 24, 1940, the maximum workweek without overtime is established at 40 hours, but the statutory minimum wage does not increase until October 24, 1941, when it must be a minimum of 40c per hour.

**40-Hour Workweek Does Not Begin Until October 23**

Employers whose regular workweek starts before midnight on Wednesday, October 23, 1940, during that week need conform only to the 42—not the 40-hour workweek, it was announced today by Colonel Philip B. Fleming, Administrator of the Wage and Hour Division of the United States Department of Labor.

"It is our opinion that the 40-hour week will apply for the first time to the first full workweek beginning on or after midnight, October 23, 1940," Colonel Fleming said. "This is in accordance with the language of the Act which declares that employees shall not be worked for a workweek longer than 40 hours after the expiration of the second year from the effective date of the Act." If the employee's work begins, for example, on Monday, October 21, 1940, the employer need pay time and a half only if more than 42 hours are worked in the period of seven consecutive days from Monday,

October 21, through Sunday, October 27, inclusive."

If the employee's workweek begins on or after midnight, October 23, Colonel Fleming explained, the employer must pay time and a half after 40 hours are worked in the workweek beginning at such time. For employers whose regular workweek begins on Monday, Tuesday, or Wednesday, the 40-hour provision will not become effective until Monday, October 28, Tuesday, October 29, or Wednesday, October 30, respectively.

Colonel Fleming said the present statutory minimum wage rate of 30 cents an hour remains unchanged. This does not apply in cases where industry committees have recommended minimum wages higher than the statutory requirements of 30c per hour which became effective October 23, 1939.

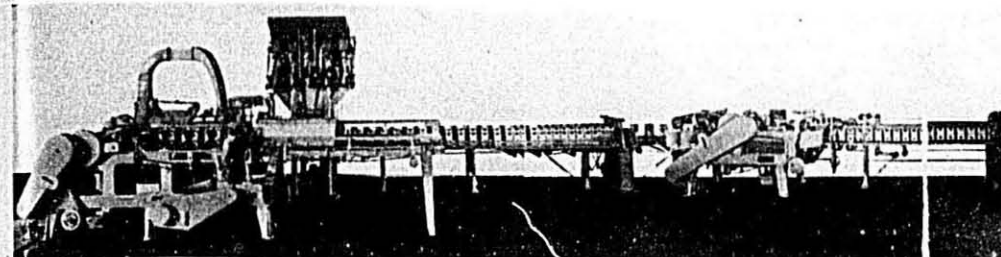
### Dies at 60

Frank Russo, aged 60 years, died at Johns Hopkins Hospital, Baltimore, Maryland, on October 4, 1940 after an illness of over five years. The funeral was held October 7 at the Sacred Heart Church in nearby Mount Washington.

He was president of the Russo Macaroni Company located at 400 Forrest Street, Baltimore. The firm was established by his late father. Under the management of the son, the family business was extended to include a great lemon merchandising concern to which Mr. Russo gave most of his attention in late years.

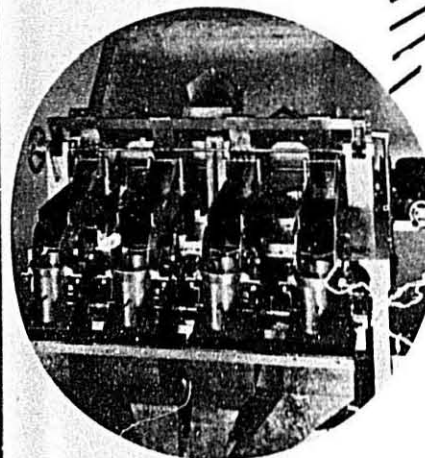
Mr. Russo is survived by his widow, Mrs. Edith Kirkley Russo; two daughters, Mrs. Stewart Coltman and Mrs. E. Clinton Bamberger, and two sons, Frank Russo, Jr., and Edward Russo. Also 5 grandchildren.

The oldest known fossils are found in rocks 900,000,000 years old.



High Speed Automatic Feeder and Bottom Sealer 90 per Minute Net Weight Scales Triple Conveyor Accumulator 90 per Minute Top Sealer Drying Mechanism

New High Speed  
"Short Cut" Macaroni  
Weighing Machine



Handles such difficult products to weigh as Magliotti, Maruze, Spiedini, Tirolesi, Cavatelli and many others at speeds of 45 or more per minute with amazing accuracy.

In daily operation in one of the largest macaroni plants the new High Speed Johnson weigher has proven its efficiency and accuracy under rigorous daily high speed production schedules. Write for full particulars.

**90 CARTONS PER MINUTE**

The Super Speed Packaging Machinery illustrated above opens up new avenues of economy and production. At the rate of 90 to 100 cartons per minute, this remarkable unit forms a knock-down carton, seals the bottom, fills and weighs the contents, seals the tops and delivers the completed package—WITHOUT A SINGLE HAND OPERATION.

The Super Speed unit replaces from 15 to 25 hand operators, takes up less floor space than slower machines, and delivers a tightly sealed, attractive package at the rate of one every 1/3 of a second. Each part of this Super Speed line is a separate machine, capable of operating alone or in connection with any other of its related units.

The "Johnson Automatic" line of packaging machinery includes equipment for operating at speeds of 15 packages per minute to 100 packages per minute, and comprises more than 70 separate models for package sealing, package weighing and package wrapping machines of various natures and sizes.

A Johnson packaging engineer will gladly call at your plant to study your production problem, and make recommendations—without obligation to you.

FEED CARTONS & SEAL BOTTOM-LINE & FILL-WEIGH-SEAL TOP & WAX WRAP  
Complete Economical Packaging—From Bulk to Shipping Container

**JOHNSON AUTOMATIC SEALER CO., LTD.**

BATTLE CREEK, MICH.



## Red Cross Nutritionists Advise Balanced Diets

Macaroni Products Frequently Recommended as Energy Builders

At National Red Cross Headquarters in Washington is a nutrition consultant who is prepared to cooperate with public and private agencies and local Red Cross chapters in all questions relating to diet and food. Throughout the country, a number of Red Cross chapters maintains local nutrition services that work with schools, social welfare organizations, newspapers and other establishments in their areas.

One of the jobs these nutritionists have to do is work out proper diets for large families of limited income. Almost invariably they find two things wrong in the average diets they are called upon to change: not enough of the right kind of foods, and insufficient variety to enable the housewife to prepare tasty, appetizing meals.

Among the food items that meet requirements both as to energy builders and variety, macaroni, egg noodles and spaghetti are frequently suggested. Any number of tasty dishes may be prepared with these wholesome foods, thus tempting appetites and providing the body with warmth and energy. The fact that these products are inexpensive gives added inducement to their greater use.

Soup has its proper place in any diet, the body needing a certain amount of liquids and salt. As is the case with macaroni and spaghetti, noodles provide both tastiness and food value. Their use, however is not confined to soups as many excellent and inexpensive dishes may be prepared with them.

With winter coming on, Red Cross nutritionists are again emphasizing the need of all for adequate diets to help



AMERICAN RED CROSS

ward off winter's ills, rather than to rely on vitamin pills and other forms of bottled sunshine. Balanced meals, not vitamin pills, are the means which the average healthy individual should use to maintain that health and guard against the so-called deficiency diseases.

"Vitamins in capsule form are being prescribed with beneficial results by physicians to augment diets of growing children and those adults suffering from certain nutritional deficiencies," Miss Melva Bakkie, National Red Cross nutrition consultant, states. "But the current fad of gulping vitamin pills is encouraging many to believe they can neglect diet and sunlight. Good, substantial food, tastily prepared and in sufficient variety to provide a carefully balanced diet is enough for the normal, grown individual, unless a doctor has prescribed otherwise."

The Red Cross nutrition service is but one of many activities the organization conducts for the benefit of lo-

cal communities and the nation. These services are maintained from the low annual membership dues received each year during the national Roll Call.

This year's membership campaign begins November 11 and ends November 30. Because problems of national defense will require a material expansion of Red Cross services on behalf of the Army and Navy, as well as the general population, a great increase in membership is needed. Every American is invited to affiliate with his local Red Cross chapter during the annual Roll Call and thus keep it and the national organization prepared to meet every demand adequately.

## Announce New Weigher

The Triangle Package Machinery Company, 915 N. Spaulding Ave., Chicago, Ill., has announced an addition to its line of Elec-Tri-Pak Vibratory Feed Weighers, known as Model NZA.

It is designed to automatically weigh and discharge cut macaroni and short spaghetti into containers. The production is 15 to 30 weighings per minute in a range from 4 oz. to 5 lbs. Height of machine is 7'; floor space 3' x 3 1/2'.

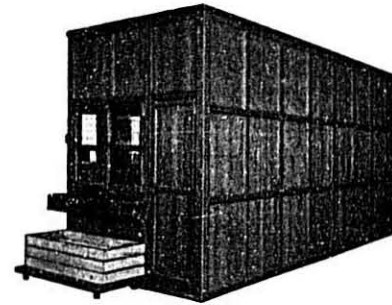
Operation of the machine is as follows: Material to be packaged is fed into a hopper at the top of the machine from where it passes on to electrically vibrated feed plates which discharge it into weigh buckets. Each of these buckets is connected directly to the balance beam of a scale located directly under the discharge mechanism—one independent scale for each bucket. When the load in either bucket balances its scale which has been set to a predetermined weight,

## BAROZZI DRYING MACHINE CO., INC.

280-294 Gates Avenue

Jersey City, New Jersey

Renowned Manufacturers of Macaroni and Noodle Dryers



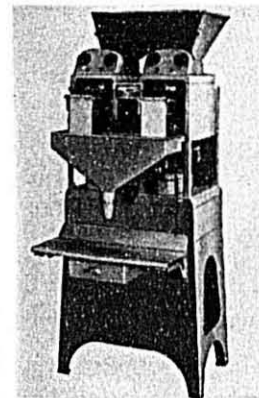
The BAROZZI AUTOMATIC SHORT CUT PRELIMINARY DRYERS take care of the Macaroni from the PRESS to the FINISHING DRYERS; Preserving the proper Shape and Color; also, a special attachment for exhaust of moisture out of building.

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

a mercury switch attached to the balance beam cuts out and stops the electrically vibrated feed plates and hence the discharge of material. Simultaneously a rotating cam engages the trip lever of the bucket and discharges the



weighed load through a hopper into the package. The bucket now relieved of its load, the scale becomes unbalanced and the mercury switch completes the contact necessary to operate the vibrating feed plates, thus automatically starting the cycle over again. This sets the pace for the operator who must supply empty containers and remove the filled ones.



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

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
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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.

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

Vol. XXII OCTOBER, 1940 No. 6

**Hold Annual "Buyers" Party**

Following its long established custom, the officials of La Premiata Macaroni Corporation had as their guests more than 200 buyers, their salesmen

and friends at a reception and banquet in its plant at Connellsville, Pa., on Saturday, September 21, 1940.

The affair was a most colorful one. The plant was in full operation the entire day and the firm's customers from the five-state area in which it sells its output were given first-hand information about the careful production and packaging of the food they help distribute.

Association President Joseph J. Cunco who is in charge of the plant's operations believes that the relationship between producer and distributor would be beneficially strengthened by get-togethers of this kind, saying:

"It is my opinion that if more of the factories adopted this policy of an annual reception for buyers of a plant's output, wholesalers, brokers, jobbers, chain-stores, their salesmen and wives, with adaptations suitable to each firm's set up—it would result not only in educating these indispensable agencies, but afford opportunities for proper tie-ins with the Association's unselfish policies and campaigns of publicity and education.

"All our guests were conducted through the plant while in operation, by guides qualified to explain the manufacturing process. They were shown our modern equipment, including the packaging machinery. The interest expressed by all should improve the salesmanship of the guests. It was also a revelation to many of the ladies present who had never before seen the manufacturing and packaging process. I strongly recommend to all firms the idea of an annual get-together with their distributors as a means of making everyone more familiar with our fine products."

**September Flour Production Represents Gain for Month but Falls Short of 1939 Record**

While flour production during September was well above that of the previous month, it was hardly expected to approach the record output of September, 1939, which was bolstered by "war" buying. Mills representing 64% of the national production reported to *The Northwestern Miller* that they produced 6,003,879 bbls. of wheat flour during the month, compared with 5,873,982 bbls. in August and 7,395,103 bbls. during the same month a year ago.

These mills produced 6,349,943 bbls. two years ago and 5,923,116 three years ago in September. Northwestern mills made a greater production gain in September, 1940, over the previous month than did mills in other sections—161,550 bbls. The monthly increase was about 25,220 bbls. for mills of the Southwest, but Buffalo production was little changed from that of August.

Mills of the Pacific section, consisting of plants at Portland, Seattle and Tacoma, produced about 40,315 bbls. less in September than in August. A detailed table of September production, broken up as to regions, appears below.

**TOTAL MONTHLY FLOUR PRODUCTION**

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

	Sept. 1940	Previous month	Sept. 1939	Sept. 1938	Sept. 1937
Northwest .....	1,472,767	1,311,217	1,821,968	1,539,721	1,380,685
Southwest .....	2,121,995	2,096,776	2,662,372	2,200,466	2,191,976
Buffalo .....	873,831	870,126	1,062,491	964,814	930,281
Central West—Eastern Div. ....	517,877	553,663	568,248	511,517	316,922
Western Division .....	273,731	273,227	380,770	299,524	269,024
Southeast .....	129,510	114,492	200,330	*384,866	*290,800
Pacific Coast .....	614,168	654,481	698,924	449,035	543,428
Totals .....	6,003,879	5,873,982	7,395,103	6,349,943	5,923,116

\*Includes Indiana, since 1938 under Central West, Eastern Division.

**Goodman Returns to the Air**

The Lamplighter (Jacob Tarshish) has returned from his vacation to resume his talks over Station WJOL under the sponsorship of A. Goodman & Sons, makers of Goodman's Pure Egg Noodles and Goodman's Vegetable Noodle Soup. His new series of inspirational talks began Sunday, October 13 at 10:15 and continue each Sunday thereafter.

National distribution, extensive advertising, and quantity production of most consumers goods date from 1899, when crackers were factory packaged in a folding carton.

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Write - wire - phone for quotations. Formulas submitted with orders.

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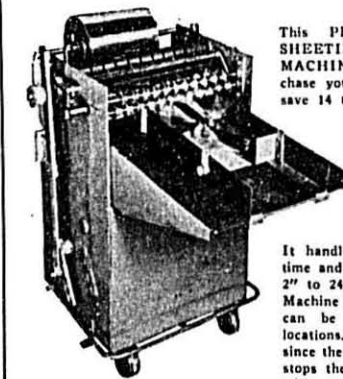
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It will pay you to investigate this economical machine. Complete information will be promptly sent to you.

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EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**

National Macaroni Manufacturers  
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Local and Sectional Macaroni Clubs

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
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*The Secretary's Message*

**Conference, A Business Necessity**

With foreign wars threatening world trade so essential to growth of surplus-producing nations, and with domestic dangers which threaten the free functioning of private enterprise, is it any wonder that the American economic system is not functioning as smoothly or effectively as expected?

The situation affects every line of business. What can the macaroni-noodle manufacturers of this country do to alleviate the effects of this general condition on their trade generally and on their respective business? Perhaps the best advice is that which was given to all trade associations by Earl Constantine, president of the American Trade Association Executives in his keynote address to the convention of that body, held in Chicago last month.

"It is obvious that, whatever the coming year may bring, one thing is certain now—that all industries dealing with new and strange problems and conditions will find it necessary more than ever before to confer, to exchange views, to work out problems, to reach agreements, and to do industry-wide planning and thinking.

"The instrument which industry maintains for such purposes and such conditions, is the Trade Association.

"The Trade Association is democratic, representative, and responsive to the needs of its industry. It is the best instrument which business has been able to develop as a means to intelligent self-regulation and self-help within the law."

Properly supported, the National Macaroni Manufacturers Association will help the Industry solve its most acute problems. It's ready. Are we?

M. J. DONNA, Secretary.

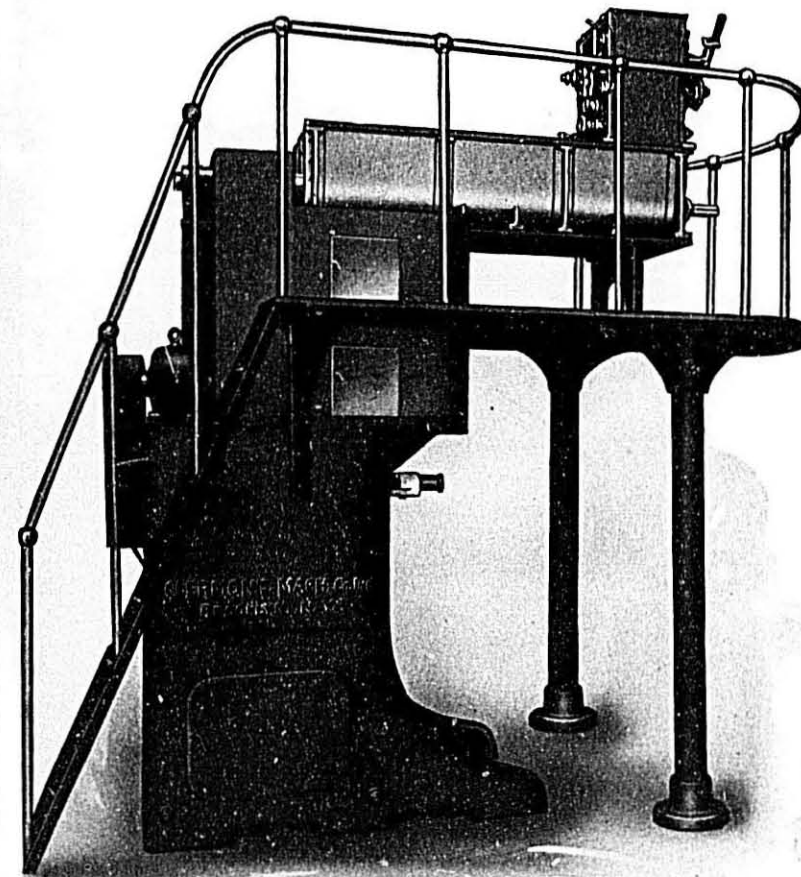


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**Has No Piston, No Cylinder, No Screw, No Worm**



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

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

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