

**THE
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JOURNAL**

**Volume XXII
Number 7**

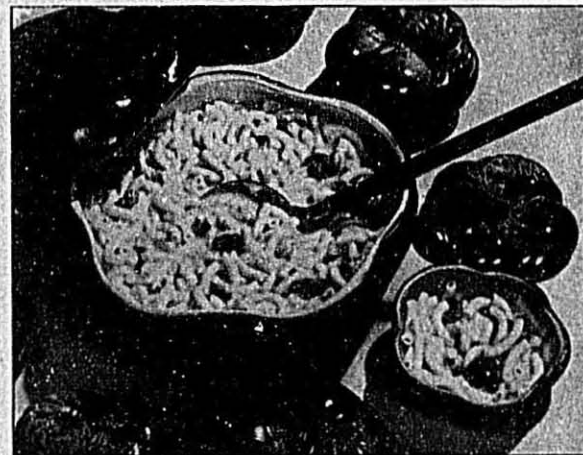
November, 1940

NOVEMBER, 1940

e MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Luncheon Delight
Macaroni Neapolitan



An Old Favorite Served in Modern Style

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXII
NUMBER 7

Printed in U.S.A.

HOW YOU CAN MAKE THE SHOPPER BUY MORE OF YOUR PRODUCTS

Labels

Do your labels catch the eye ... convince her that yours is the best product to buy?

Cartons

Are your cartons so outstanding that they win the preference of busy shoppers over other brands?



How long since YOU'VE SEEN your products as the housewife sees them in the average grocery stores? Unless your labels or cartons are out of the ordinary . . . extremely attractive and different . . . literally shout "I'm the best for the money" . . . your products will look just like all the rest. There will be no special urge to buy.

It has been our specialty for almost as long as foods have been sold in packages, to put selling appeal in labels and cartons. We know the answers to "How to make the housewife buy more of your products," and "How to induce the dealer to give them better breaks in his displays and recommendations."

Do as so many other successful food packers are doing. Call us in on your packaging problems. Get the benefit of our EXTRA services that mean so much to your sales and profits.

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3. Government regulations on wording and the position of such wording. Proper arrangement of non-government regulated copy to do a real selling job.
4. 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 and manufacturers.
5. Ease of filling. Automatic packaging in correct containers eliminates breakage and waste, and is more economical and sanitary.
6. 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.

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Thanksgiving!

Thanksgiving! . . .
Blessed time of year,
Naught could its charm efface!
Our heartstrings,
They have drawn us here
Back to the old home place!

But first he'll offer
Up a prayer
For all the goodly cheer,
And thank the Lord
For blessings rare
Received throughout the year.

From north and south,
And west and east,
The family congregates
Where "Ma" will lay
A famous feast,
And "Pa" will pass the plates!

And then he'll fill
The plates up high,
And beam upon us there . . .
And "troubles" out
The door will fly,
And joy will fill the air!

—James E. Hungerford





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The MACARONI JOURNAL

Volume XXII

NOVEMBER, 1940

Number 7

It Doesn't "Just Happen"

"Our evening paper carried a well-written and beautifully illustrated article on macaroni products this week over the signature of a staff writer, as the enclosed clipping shows. How does it happen that our paper should carry this timely story about our food?" writes a manufacturer in an eastern city.

As in nearly every instance, writers of letters of this kind leave the implication that the appearance of the article referred to "just happens" for no known reason. They are surprised that such a story should appear; they had nothing to do with it, though their firm may be one that advertises occasionally or regularly in the particular paper or magazine. Yet, there's the story!

Well, the thing didn't "just happen." It was planned that way. However anxious a food page editor, for instance, may be to provide the variety which makes his column popular and interesting, there is every probability that the editor would have not given macaroni, spaghetti or egg noodles even a moment's thought had not his attention been attracted and interest aroused by some planned publicity prepared by some agency directly concerned in giving the public informative news about this fine wheat food.

What, then, is the true source of the helpful stories that should appear even more frequently in the American press? True, many are prepared by advertising agencies that handle the publicity of the macaroni-noodle manufacturing firms that do newspaper and magazine advertising. However, such stories can usually be identified in that they publicize the products or brands of the advertiser. They have news value and are readily accepted, even desired by editors of the papers carrying the advertising of the firm whose products are referred to in the story.

The truth is, however, that nearly all of the stories about macaroni products of a general nature that appear in the public press are planned and prepared "at headquarters" by those who know the food, and in whom the food page editor has the utmost confidence. Reference is made to stories that refer to the general goodness of the food, and not of brands. They are accepted either for their news value or reader interest—and who is not interested in good food?

Americans excel every other nationality in the variety of foods enjoyed throughout the year. They have no "national dish" in the sense of a particular food such as is preferred in many countries. They like and they eat all good foods, whether domestic or imported. However, they desire to know the facts about the foods they eat and are ever alert to discover new ways of preparing them to suit their own desires and appetites. For this reason "headquarters" for news and stories about particular foods have been established and it "just hap-

pens" that this is the source of most of the stories that daily appear in newspapers and magazines.

To further this kind of publicity for macaroni products, The National Macaroni Institute was conceived in 1937. It is a non-profit organization with no income other than freely offered contributions from manufacturers and friendly allies truly concerned in giving the American public true stories about the modern methods of production, the nutritive value of this 100 per cent wheat food, the economy that naturally results from frequent serving in the variety of combinations, and in its health and energy-giving qualities that should be better known to American consumers.

Many of the stories about macaroni products that have appeared in recent years were the result, directly or indirectly, of work done at the headquarters referred to. They were planned, written and promoted in such a way that food page editors either used them as releases or adapted them in endless ways, using the facts in stories and articles of their own composition. The headquarters provided the inspiration.

The appearance of stories on the manufacture of macaroni products or their preparation for the American table is not a mere accident. They do not "just happen." They are prepared to fill a need, both from the viewpoint of the products and the interest of the readers. They are not "puffs," but true facts; hence, their ready acceptance by food page editors who are at times at their wit's end to provide items of more than ordinary interest to readers, year in and year out.

The best of judgment must be used in preparing any public release about macaroni products or any other food. They must be "newsy" and written in the true professional newspaperman's style. They must be brief, requiring only the minimum amount of editing as most editors are too busy to bother rewriting publicity stories, however timely or interesting. They must be acceptable both to editors and readers.

It is reassuring to find that macaroni-noodle manufacturers note the appearance of unexpected stories that are appearing with greater regularity in the newspapers and magazines and that they are sufficiently concerned to bring such stories to the attention of this publication, the Association or the Institute. It means that new friends are being made and that new support has been won to the cause of more favorable publicity for a food that should be better known to millions of housewives in this country.

Publicity doesn't "just happen." Good and true stories are planned. By supporting the "planners," macaroni-noodle manufacturers and friends will be aiding in the promotion of the best interests of their profession.

Quality Studies on North Dakota Durum Wheats (1938 Crop)*

R. H. Harris and Darline Knowles

North Dakota Agricultural Experiment Station, Fargo, North Dakota

The principal area of durum wheat production in the United States lies in the north-central section of the state of North Dakota. In this region the environmental conditions of soil and climate are conducive to the production of high-quality durum for macaroni manufacture. Despite the importance of this grain crop to North Dakota, until quite recently no satisfactory facilities for making quality studies on durum wheats in line with commercial procedures have been available. This fact was due principally to a lack of published information regarding the experimental processing of macaroni. Macaroni products of various types had been grouped together under the general designation of "alimentary pastes," under such names as macaroni, spaghetti, vermicelli, etc., to describe specific products. LeClere (1933) proposed the adoption of the term "macaroni" or "macaroni products" as a general designation for this class of food products. When a specific physical form is referred to, it is indicated by the conventional name.

Fifield (1934) and Fifield, *et al.* (1937) discussed experimental apparatus and methods for the manufacture of macaroni products and reported the results obtained upon durum wheats grown in the hard red spring wheat region of the United States from 1932 to 1936. The accumulated data presented showed that inherent quality differences exist between varieties, and that these differences are surprisingly consistent over wide ranges of seasons and environments.

Binnington and Geddes (1936) have described in detail experimental milling and processing equipment for durum wheats, based upon commercial procedures. Their article also contains a critical discussion of the methods employed in standardizing the various operations involved. Several photographs of equipment are included in their paper. The effects of variations in absorption, kneading time, and rest period and the effect of press temperature upon color characteristics, as measured by a spectrophotometer, were investigated and these variables standardized to produce optimum re-

sults in terms of color analysis. A statistical basis for establishing criteria of the differences required for distinguishing between different samples is presented. Binnington and Geddes (1937) examined 34 samples of experimentally grown durum wheats produced in Canada during 1934 and 1935, using the standardized methods previously developed. Color analyses were made and a single-figure color estimate developed, which corresponded satisfactorily with visual color score. Quality differentiation, in terms of color and appearance, was demonstrated between the samples. Little relationship appeared to exist between the carotenoid content of durum wheat and the color of the macaroni product derived from it.

Borasio (1935) published a report dealing with the determination of the cooking quality of alimentary pastes and described methods developed for their investigation. This work was reviewed in some detail by Binnington, Johansson, and Geddes (1939) and Harris and Knowles (1939). Borasio listed the principal factors of interest from the cooking standpoint as: (1) degree of cooking required, (2) resistance to disintegration, (3) capacity for absorption of water, and (4) increase in the volume of the paste.

C. E. Mangels and E. Latzke (unpublished data, North Dakota Agricultural Experiment Station, 1934) attempted to develop a method for determining quantitatively the cooking quality of macaroni products. These workers measured the increases in length and diameter of 7-centimeter lengths of macaroni after cooking. The increase in weight during cooking was ascertained, as well as the degree of disintegration of the sample.

An additional test of cooking quality was developed by Binnington, Johansson, and Geddes (1939) for measuring the tenderness of cooked macaroni. These workers constructed an apparatus modeled after the instrument described by Bonney, Clifford, and Lepper (1931) for testing the tenderness of canned fruits and vegetables, but containing some additional features. A full description of this equipment, including a photograph and plan of construction, is included in their paper. Refined methods for

determining dry volume, water absorption, increase in volume, and degree of disintegration upon cooking are also given.

Further studies of the relative macaroni-making qualities of a number of durum wheat varieties were published by Binnington and Geddes (1939). From the results of these studies, the authors emphasized the point that macaroni quality cannot as yet be predicted from a single analytical test applied to the wheat and that wheat carotene is valueless as an index of macaroni color, particularly for intervarietal prediction.

Experimental Material and Methods

Seventeen samples of various varieties of durum wheat grown at Fargo and Langdon, North Dakota, in the 1938 crop year, were experimentally milled and the resultant semolinas processed into macaroni, using the standardized techniques developed by Binnington and Geddes† (1936). Langdon is situated in the area noted for durum wheat production, while Fargo is south of this area. Color analyses were also made on the macaroni, as well as various other analytical tests. Determinations of weight, volume, and tenderness of the cooked macaroni, as well as the amount of disintegration, were made at the North Dakota Experiment Station, using the methods described by Binnington, Johansson, and Geddes.

The macaroni products were cooked in a constant-temperature bath similar to the cooker used by the Canadian laboratory. Prestone was used in the bath rather than water, because of the relatively high temperature employed. A thin layer of mineral oil was added to the Prestone to minimize the evaporation. The temperature was controlled within $\pm 0.5^\circ\text{C}$. Six samples were run at one time.

The method of procedure was as follows: 500-c.c. tall-form lipless beakers were placed in the bath, and 250 c.c. of distilled water, previously heated to 95°C ., was added to each beaker. When the temperature of the water in the beaker reached $95.5^\circ\text{--}96^\circ\text{C}$. 25 g. of the macaroni product was intro-

†This phase of the experimental work, as well as the analytical tests and color determination, was carried out by the Dominion Grain Research Laboratory, Winnipeg, to whom the authors' thanks are due.

November, 1940

THE MACARONI JOURNAL

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Is it Good?

The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all 'round ability* to produce products



with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the *re-buying* action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?"; Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT
WASHBURN CROSBY COMPANY
(TRADE NAME)

Central Division of General Mills, Inc. Offices: Chicago, Illinois

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duced into the beakers containing the water. The samples were cooked for 30 minutes and stirred at ten-minute intervals throughout the cooking period. Binnington, Johannson and Geddes (1939) had previously established that the 30-minute period was the optimum time of cooking. Further cooking results in excessive softening. At the end of the cooking period the macaroni was drained on a Büchner funnel and washed with boiling distilled water. At the end of a 10-minute draining period the macaroni was transferred to a watch glass and weighed.

The increase in volume was determined by the method described by Binnington, Johannson, and Geddes (1939).

The amount of residue was determined by evaporating the entire amount of the cooking water and washings to dryness and weighing. Previous investigators used aliquots of the cooking water, but, because of the colloidal nature of the liquid and attendant difficulties of securing a representative aliquot, evaporation of the entire quantity seemed expedient.

The method used for determining the tenderness of the cooked macaroni corresponded in essential details with that described by Binnington, Johannson, and Geddes (1939). Load is applied to the sample at a constant rate of approximately 12 g. mercury per second from a constant head device. The orifice of the delivery tube was adjusted to deliver 57 c.c. per minute. The delivery rate was checked quite frequently, as it tends to decrease with surface oxidation. A record was made upon a kymograph drum driven by a small electric motor. A typical record obtained by the use of this instrument and a plan and photograph of the apparatus are shown by Binnington, Johannson, and Geddes. In calculating the tenderness scores, the time required to compress the sample to a thickness of 0.135 inch was used instead of 0.115 inch, as used by those workers. It was necessary to use this value since the lower value of 0.115 did not fall on the linear portion of the curve in all cases. In view of this fact, the tenderness scores obtained are not comparable to the scores reported by Binnington, Johannson, and Geddes. The tenderness tester used in this study was constructed by D. S. Binnington, General Mills Research Laboratory, Minneapolis, Minnesota.

Discussion

Description of the wheats used, semolina yield, and analytical data are shown in Table I. Nine of the samples were grown at Fargo and eight at Langdon. A number of varieties were included, according to their known characteristics, to cover the range from excellent to poor in

TABLE I
WHEAT DESCRIPTION, PROTEIN, ASH, AND PIGMENT DATA*

Sample No.	Variety	Semolina yield	Protein		Ash		Pigment		
			Wheat	Semolina	Wheat	Semolina	Wheat	Semolina	
		%	%	%	%	ppm.	ppm.		
FARGO									
39-5-13	Kubanka 75	36.6	11.6	10.2	1.63	0.58	5.72	4.53	
39-5-1	Kubanka 49	37.5	11.7	10.0	1.74	0.58	6.33	5.35	
39-5-11	Kubanka 1440	38.1	11.8	10.4	1.80	0.68	5.81	4.72	
39-5-7	Mindum	39.9	12.2	10.8	1.60	0.53	5.78	4.61	
39-5-17	Kubanka 314	38.4	12.3	11.1	1.75	0.58	6.31	5.18	
39-5-4	Ld 26	38.1	12.5	11.3	1.76	0.57	3.61	2.62	
39-5-16	Golden Ball	37.9	13.2	11.3	1.86	0.65	6.15	4.89	
39-5-5	Ld 34	40.4	13.2	11.6	1.66	0.62	5.05	4.11	
39-5-3	Monad	35.3	13.3	11.4	1.70	0.62	4.42	2.71	
Average		38.02	12.42	10.9	1.72	0.60	5.46	4.30	
LANGDON									
39-5-12	Ld 31	36.6	12.0	10.3	1.76	0.64	5.89	4.78	
39-5-14	Mindum	36.2	13.0	11.7	1.62	0.69	7.12	5.64	
39-5-10	Golden Ball	35.2	13.6	11.6	2.01	0.78	8.56	5.96	
39-5-8	R. L. 1183	36.2	13.7	11.9	1.69	0.62	7.61	6.04	
39-5-15	Ld 34	36.5	13.7	12.0	1.42	0.60	6.10	4.80	
39-5-9	Kubanka 1440	32.5	13.8	12.6	1.83	0.68	7.58	3.65	
39-5-2	Monad	33.8	14.0	12.5	1.80	0.63	5.87	3.73	
39-5-6	Ld 9 X Mindum	38.1	14.1	12.5	1.72	0.58	6.63	4.67	
Average		35.64	13.49	11.89	1.73	0.65	6.92	4.91	

*Analytical results reported on a 13.5% moisture basis.

TABLE II
COLOR ANALYSES OF SEMOLINA AND MACARONI MADE FROM VARIETIES OF NORTH DAKOTA DURUM WHEAT (1938 CROP)
(Arranged in order of increasing macaroni color score.)

Sample No.	Variety	Hue		Saturation		Brilliance		Single figure color score	
		Semolina	Macaroni	Semolina	Macaroni	Semolina	Macaroni		
FARGO									
39-5-4	Ld 26	24.70	23.34	5.87	5.04	9.09	7.06	16.0 167	
39-5-16	Golden Ball	24.77	22.72	3.80	5.22	8.83	6.84	10.7 173	
39-5-11	Kubanka 1440	24.70	23.09	4.19	5.44	8.86	7.03	11.7 179	
39-5-1	Monad	24.68	23.34	4.55	5.52	8.84	6.82	12.7 181	
39-5-3	Kubanka 49	24.70	23.32	4.12	5.88	9.02	7.26	11.3 189	
39-5-7	Mindum	24.77	24.54	4.27	5.96	8.92	7.30	11.9 192	
39-5-17	Kubanka 314	24.74	23.29	4.05	5.88	8.94	7.06	11.2 194	
39-5-5	Ld 34	24.72	23.41	4.55	6.28	8.90	7.18	12.6 205	
39-5-13	Kubanka 75	24.76	23.12	4.46	6.36	8.95	7.06	12.3 208	
Average		24.73	23.13	4.43	5.73	8.93	7.07	12.3 188	
LANGDON									
39-5-10	Golden Ball	24.70	22.42	3.38	5.68	8.74	6.70	9.6 190	
39-5-2	Monad	24.66	22.38	3.82	5.74	8.73	6.59	10.8 195	
39-5-9	Kubanka 1440	24.79	22.50	3.54	5.88	8.80	6.68	10.0 198	
39-5-8	R. L. 1183	24.73	23.03	3.23	6.18	8.78	6.83	9.1 208	
39-5-6	Ld 9 X Mindum	24.72	23.22	4.38	6.42	8.97	7.03	12.1 212	
39-5-1	Ld 31	24.62	22.82	3.94	6.44	8.83	6.88	11.0 214	
39-5-11	Mindum	24.74	22.93	3.46	6.42	8.80	6.89	9.7 214	
39-5-15	Ld 34	24.77	23.06	4.37	6.82	8.93	7.01	12.1 224	
Average		24.74	22.80	3.76	6.20	8.82	6.83	10.6 207	

macaroni quality. A substantial variation in protein and pigment content is evident among the samples. Although these samples have been arranged in order of increasing wheat protein content, it must be borne in mind that protein content has not been proved to be an important factor in ranking durum wheats for quality, as is the case with bread wheats. The semolina yield, of course, is lower than would have been the case if flour had been produced instead. It will be noticed that the Fargo wheats produced more semolina than the Langdon ones, but were lower in wheat and semolina protein and pigment content. The fact that Langdon durums are higher in pigment content than Fargo durums is in line with evidence al-

ready accumulated at this Experiment Station from previous tests.

Table II shows comparative color analyses of the semolina and macaroni produced from the wheats. These values are listed under three sections: hue, saturation, and brilliance. Binnington and Geddes (1937, 1939) have formulated a color score by combining these three factors in the following manner:

$$\text{Color score} = \frac{\text{Hue}}{\text{Brilliance/Saturation}}$$

The values for hue, brilliance, and saturation were computed according to the formula outlined by Nickerson (1929) and the color score has been found by Binnington, Johannson, and Geddes to give results in close agree-

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ment with careful visual classification when working with varietal material. For a further discussion of the color problem reference is made to the papers cited.

It is apparent from the data presented that the Langdon wheats produced macaroni of better and more acceptable color than the Fargo samples. This result is in agreement with conclusions drawn from visual inspection of macaroni produced from wheats grown at these respective locations. The final four wheats in the table, Ld 31, Mindum, Ld 31, and Ld 9 X Mindum, were judged to be entirely satisfactory from the standpoint of color.

It is interesting to note that the color score of Monad grown at Langdon was higher than that of the Mindum grown at Fargo, although it is extremely doubtful if this difference is significant. The variety Ld 26 gave a macaroni having a very undesirable grayish color due, in part at least, to an abnormally low pigment content. Kubanka invariably gives a very pale macaroni, Monad a product possessing a reddish cast, and Golden Ball a macaroni of very unsatisfactory color.

In Table III the comparative cooking quality data obtained from the macaroni after processing are shown. As the increase in weight and volume are a measurement of the water absorbed during the cooking process, these values are considered to be of primary importance in ranking macaroni for cooking quality.

The values for cooked weight, on the basis of 100 g. of dry material, varied from a minimum of 346.9 g. to a maximum of 382.4 g. These values are somewhat lower than the results reported by Binnington, Johansson, and Geddes (1939). There is a corresponding range in the volumes of the cooked macaroni from 318.4 c.c. to 354.8 c.c. These values are also lower than the cooked volumes reported by the Canadian workers.

The average values for both weight and volume of the cooked macaroni samples in this series were higher than similar values of a series of commercial samples* reported by Harris and Knowles (1939). This would be expected, as the series of commercially manufactured macaroni contained samples made entirely, or in part, of farina.

A constant dry volume of 70 c.c. was obtained on this series of samples. Binnington reported a range in dry volume of 69.6 c.c. to 73.2 c.c.

The results do not indicate any relationship between color and cooking quality. In a previous study of commercial macaroni the color ranking

TABLE III
COMPARATIVE COOKING-QUALITY DATA OBTAINED FROM MACARONI PROCESSED FROM THE 1938 CROP
(Arranged in order of increasing weight and volume after cooking.)¹

Sample No.	Variety	Cooked weight g.	Increase in weight g.	Cooked volume cc.	Increase in volume cc.	Residue %	Tenderness score
FARGO							
39-5-16	Golden Ball	350.3	250.3	322.0	252.0	4.5	101.18
39-5-5	Ld 34	354.1	254.1	327.6	257.6	4.8	119.12
39-5-7	Mindum	357.7	257.7	328.4	258.4	4.2	96.67
39-5-3	Monad	358.9	258.9	322.0	262.0	4.8	93.28
39-5-13	Kubanka 75	365.8	265.8	337.8	267.8	4.5	92.52
39-5-4	Ld 26	376.5	276.5	346.8	276.8	4.6	93.42
39-5-1	Kubanka 49	381.4	281.4	353.2	283.2	4.4	97.96
39-5-17	Kubanka 314	382.0	282.0	353.2	283.2	4.3	97.97
39-5-11	Kubanka 1440	382.4	282.4	352.8	282.8	4.0	90.57
Average		367.7	267.7	338.2	269.3	4.4	98.08
LANGDON							
39-5-9	Kubanka 1440	346.9	246.9	318.4	248.4	3.8	115.37
39-5-8	R. L. 1183	353.5	253.5	325.6	255.6	4.6	100.61
39-5-14	Mindum	355.2	255.2	328.8	258.8	4.5	107.65
39-5-10	Golden Ball	356.2	256.2	327.6	257.6	4.1	116.44
39-5-15	Ld 34	356.7	256.7	328.8	258.8	4.0	102.50
39-5-6	Ld 9 X Mindum	358.9	258.9	330.4	260.4	4.4	128.11
39-5-2	Monad	370.3	270.3	342.8	272.8	4.5	122.13
39-5-12	Ld 31	381.3	281.3	354.8	284.8	4.8	101.79
Average		359.9	259.9	332.2	262.2	4.3	111.83

¹All results calculated on 100 g. of material containing 13.5% moisture.
²A constant dry volume of 70 c.c. was obtained.

TABLE IV
TABLE OF STATISTICAL CONSTANTS—MEANS, STANDARD DEVIATIONS, AND COEFFICIENTS OF VARIABILITY

	Means	Standard deviations	Coefficients of variability
EXPERIMENTAL SAMPLES [N = 17]			
Cooked weight, g.	91.00	2.993	3.29
Cooked volume, cc.	83.98	2.944	3.29
Wheat protein, %	12.92	0.831	6.43
Semolina protein, %	11.36	0.793	6.98
Wheat ash, %	1.726	0.124	7.16
Semolina ash, %	0.637	0.084	13.16
Tenderness score	104.55	11.174	10.69
COMMERCIAL SAMPLES [N = 18]			
Cooked weight, g.	87.68	5.217	6.39
Cooked volume, cc.	73.89	5.332	7.22
COMBINED EXPERIMENTAL AND COMMERCIAL SAMPLES [N = 35]			
Cooked weight, g.	86.21	6.329	7.34
Cooked volume, cc.	78.80	6.641	8.43

TABLE V
CORRELATION COEFFICIENTS COMPUTED FROM ANALYTICAL AND COOKING QUALITY TEST DATA

Variables correlated		r_{xy}	P^1
X	Y		
EXPERIMENTAL SAMPLES [N = 17]			
Cooked weight, g.	Cooked volume, cc.	+0.9970 ²	<.0001
Cooked weight, g.	Semolina protein, %	-.6227	.0067
Cooked weight, g.	Tenderness score	-.4174	.0068
Semolina protein, %	Tenderness score	+7.306	<.0001
Semolina protein, %	Wheat protein, %	+9.529	<.0001
Wheat ash, %	Semolina ash, %	+2.901	.2616
COMMERCIAL SAMPLES [N = 18]			
Cooked weight, g.	Cooked volume, cc.	+0.9937	<.0001
Cooked weight, g.	Macaroni protein, %	-.7037	.0011
COMBINED COMMERCIAL AND EXPERIMENTAL SAMPLES [N = 35]			
Cooked weight, g.	Cooked volume, cc.	+0.9966	<.0001

¹Probability of the observed correlation coefficient arising from uncorrelated material through error of random sampling.
²Significant correlation coefficients are shown in heavier type.

closely followed the order of cooking grades of semolina, mixtures of quality. This commercial series consisted of macaroni made from varying semolina and farina, and pure farina, and it was found that the macaroni

*The samples were supplied through the courtesy of General Mills, Pillsbury Mills, and Dr. B. H. Jacobs, Director of Research, National Macaroni Manufacturers' Association.

"MISTER NOODLE MAKER..."
Here's an Easy Way to put Extra Sell in your Goods!

Armour's STAR QUALITY
Cloverbloom
Frozen EGGS
FRESH EGGS USED

"It's true. More and more noodle makers are finding that Cloverbloom Frozen Yolks give their goods the extra sales-appeal that means extra money in the old cash register!

"And here are a couple of mighty good reasons why Cloverbloom does that kind of a job... reasons you ought to know yourself!

"In the first place, Cloverbloom Frozen Yolks are picked for uniform, deep color. We check 'em scientifically to make sure they have the rich, natural pigment... full, golden color so desirable in your product!

"But that's just half of the Cloverbloom quality story! We've set a standard of 45% solids for every can of Cloverbloom Frozen Yolks packed for the noodle manufacturer... and mister, we stick to that standard! We check that solids content mighty carefully... using an exclusive 'solids yardstick' plus the Zeiss Refractometer!

"For Rich Color... for Uniform Solids, Cloverbloom's the brand. And a lot of noodle makers have found it out. Why don't you join them? A sample order will let you prove the value of Cloverbloom Frozen Yolks in your own shop!"

**ARMOUR'S CLOVERBLOOM
CLARIFIED FROZEN YOLKS**

FROZEN EGG DEPARTMENT • ARMOUR AND COMPANY • UNION STOCK YARDS, CHICAGO

made from the best semolina outranked the other samples both in color and in cooking quality.

The following four varieties appear to be the most satisfactory from the standpoint of cooking quality:

Kubanka 1440—Fargo
Kubanka 314—Fargo
Kubanka 49—Fargo
Ld 31—Langdon

In regard to the tenderness score of the samples, the Langdon series was significantly higher than the Fargo series.

The means, standard deviations, and coefficients of variability computed for the different variables are shown in Table IV, while the correlation coefficients calculated from the data are presented in Table V. It will be noticed that the relationship between cooked weight and cooked volume is very high in each series of samples and justifies the prediction of cooked volume from cooked weight by the following formula, when 25 g. of macaroni product are used:

$$\text{Cooked volume} = -11.34 + 1.0455 \times \text{cooked weight}$$

$$\text{Error of estimate} = 0.55 \text{ c.c.}$$

As the determination of cooked weight is more convenient, rapid, and precise than the determination of cooked volume, the former measurement appears to possess more utility than the determination of volume.

It is also evident that as the protein content increases the tenderness score likewise tends to increase, while the cooked weight tends to decrease. Previous studies at this station have shown that the cooking procedure apparently does not remove appreciable quantities of protein from macaroni, regardless of the type of wheat from which the macaroni is produced. Substantial proportions of the ash, however, were found to be soluble in the cooking water.

The work reported here will later be extended to a more comprehensive study of North Dakota durum wheats, embracing several years' crops. The present study can only be regarded as a preliminary investigation.

Summary and Conclusions

Although a relatively small number of samples were included in the present study, the data obtained would appear to justify the following conclusions:

Durum wheats grown at the Fargo station were higher in semolina yield than wheats grown at Langdon, as a result of differences in test weights.

The Langdon wheats, however, were higher in protein content and produced macaroni of better and more acceptable color. Varietal color differences were also indicated. The "tenderness" score of these samples was also higher than that of the Fargo samples. The latter group of macaroni samples might possibly be classified as

definitely "soft" for commercial purposes although the tenderness score limits for commercially acceptable macaroni have not yet been established. There was no relationship between color and cooking quality in this series of samples.

Inasmuch as the determination of cooked weight is more rapid and precise than the determination of cooked volume, the former value is to be

preferred, especially as the correlation coefficient between the two variables is sufficiently high to predict the latter variable from the former with a low error of estimate. It was also found unnecessary to determine the dry volume of the macaroni, owing to the relatively constant value obtained for this property.

A negative relationship was evident between cooked weight and protein.

American-made, European-style Cheese

Millions of Americans of European descent and millions of others who have developed appetites for the many styles of renowned European cheese either in their European travels or mingling with continentals here, need not worry about any probable shortage of their favorite types due to the wars in Europe and the hazards of ocean shipping. Leading cheese manufacturers, profiting from their experiences in the World War of 1914-1918, have been experimenting and have developed formulas that enable them to produce in their American factories various types of cheese that are equal if not superior to many of the favored European types.

Two firms that pioneered in this development are the Stella Cheese Company and the Ehrat Cheese Company of Chicago. Several New York firms with factories in up-state New York and in New England likewise are producing various types of the better known European brands. The products of all these firms are being accepted by the cheese connoisseurs of America as equal in taste, flavor and sustenance to the imported kinds.

Cheese for use with macaroni, spaghetti and similar products must possess qualities that are definitely their own. This point has been recognized by the cheese makers who today are producing grating cheese of all the accepted types. They are proving quite popular with those who really know their spaghetti.

Of the many foreign types now being manufactured in this country some are listed and described below. Among the types that are most favored for use with macaroni, spaghetti and egg noodles are:

Reggiano, a well-known type used for grating and for seasoning spaghetti, ravioli, rice, soups and many other dishes.

Parmesan, similar to Reggiano, but comes in a smaller loaf which is more convenient for use in restaurants and private homes, and by grocers.

Romano Vachino, very similar to Pecorino, which is made in Europe of sheep's milk. Although there are

no milking sheep in this country, domestic manufacturers use a special imported rennet with cow's milk, which gives this cheese a very similar flavor to the imported type.

Provolone is made from cow's milk with an imported goat rennet.

Cheese for Table Use

Among the types of cheese most popular for table use that were formerly imported and are now made domestically are:

Apple Cheese is a fancy cheese wrapped in red cellophane and resembles a red apple in appearance.

Asiago is of a rich, creamy texture. It is used, in its fresh state, on the table, and as it becomes older is used for grating.

Fontina is originally a specialty of Piedmont, Italy.

Gorgonzola. The domestic type of this cheese is very popular and has also taken the place of the Danish and Norwegian blue cheese.

Caciocavallo, in the fresh state, resembles a bottle; is of excellent flavor, and is used for table purposes.

Caciocavallo Siciliano is a special cheese made in a rectangular block like domestic Swiss cheese.

Incanestrato Siciliano is a special cheese made in the form of a basket.

Scamorze is a fresh cheese, similar to a pear in shape, and has an excellent flavor.

Giant Provolone—Giant Salame.

This cheese, in two styles, comes in loaves ranging from 25 pounds up to 1,000 pounds for the individual loaf.

If the war in Europe continues for many more months and if the same rate of progress continues in American cheese factories that specialize in producing European-style types, there is every likelihood that American-made cheese will supplant all of the well-known French and Italian types. The importation of European-made cheese that is now prevented because of shipping difficulties and home needs, may never again prove a commercial factor. Thus wars often prove blessings to nations at peace.

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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.

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MINNEAPOLIS, MINNESOTA



Manufacturers' vs. Private Brands

By Paul S. Willis, President of AGMA

We, who have set ourselves up in this industry to feed the nation, carry a heavy responsibility. We must be realistic and think clearly about what are our objectives and responsibilities. We have the grower who produces the product; the manufacturer who converts the raw material into the finished product, making it usable; the distributor who takes charge of the finished product and makes the same conveniently available to the ultimate consumer. Each of us has a great responsibility in our respective jobs, and, collectively, we owe it to the public to do these jobs in the most effective and efficient manner.

In doing our job, we must be mindful of the fact that there are constantly changing conditions which we have to meet. There has been some overlapping of functions; some processors have entered certain phases of distribution, and in a greater number of instances, distributors have assumed certain manufacturing activities.

Many of our today's problems in distribution have come largely because of our own actions . . . actions of crossing over into each other's fields of activities. If we could wipe the slate clean and start all over again and do it along a chartered course, we might not be as efficient, but certainly our problems would be far less if manufacturers were assigned the job of processing, and distributors assigned the job of conveying the finished product from manufacturer on through to the consumer. However, there is no use day-dreaming about that, and instead view realistically what is ahead. Besides competition is good for us. It forces us into doing our jobs better.

Private brands, or distributor brands have been in the picture for a long time. Interest in them moves up and down. It moves up when commodity prices go down . . . when the spread between private brands and advertised brands holds out the incentive of a wide gross margin. And, conversely so, the interest declines as the gross margin and profit incentive decline. The wide spread is not only your main incentive for handling private brands, but it is likewise the main incentive for Mrs. Housewife to buy them. From your own experience, when you offer the advertised brand at the same price as the unadvertised brand, you know the package which Mrs. Housewife buys in most instances. Only when the price differential is sufficiently attractive does she buy the unadvertised product. That is always so, and will continue to be so.

Is there any difference between the present situation as compared with yesterday? In my opinion, YES. Here-fore it has been largely the practice for dealers to select certain products which they would have some concern package for them, show their own brand on the label, and then offer the same to the trade at prices which were lower than the advertised brands of similar products. What this really amounted to was: A Product put up in a package with a dealer's name on it, without any special advertising or merchandising effort to support it. In majority of instances, that is the case today. There are few exceptions, such as:

Some distributors are now packing their products in attractive packages and are supporting them with expert merchandising and advertising. They operate pretty much as do manufacturers, and at pretty much the same costs. Because a few distributors are doing this, others are wondering whether they should do likewise. Let's analyze some of the things practiced today and see if they will stand up for long. Distributors are selling their own brands at prices, which, considering advertising and other expenses, leave them a very narrow gross margin . . . a margin which will eventually need to be increased to make the items really profitable. You have a good idea of what it costs to manufacture these products and also what are the general expenses, such as, overhead, sales, and advertising. You know the prices at which these products are sold. Figure it out for yourself. Moreover one should keep in mind that should manufacturers find that this competition injures their business, that they will certainly take necessary steps to protect themselves. Such steps may likely mean lower prices which would result in reducing the spread, and, as aforementioned, when the price of the popular brands is near that of the private brands, the trade and Mrs. Consumer buy the popular brands.

It is appropriate at this point to mention that manufacturers have lowered prices on many of their products during recent years and are continuing to do so. These reductions have been made possible through increased efficiency in operation and because of constantly growing volume. The future trend favors smaller gross margins.

Some dealers, in order to promote their brands, are engaging in practices which may sooner or later be construed as operating in restraint of trade; i.e., they advertise the popular

brands at very low prices, for the purpose of attracting store traffic . . . and what does Mrs. Consumer discover? . . . she discovers that the brands so advertised have been carefully hidden away in the store, and she finds instead huge displays of the dealer's own brand of these products. Advertising the goods for sale and then hiding them in the store would appear as self-evidence of an unfair method of competition. It is, of course, the dealer's privilege to promote the brands he wants to sell; but when he uses the manufacturer's popular brands as a decoy . . . this raises certain questions: How long will the manufacturer continue dealing with this distributor as a friendly customer, when as a matter of fact, he is a competitor? . . . a competitor who is doing all he can to kill the sale of the manufacturer's product. And, how long will Mrs. Consumer tolerate this deception?

During our business career, we have seen it happen over and over again, where wholesalers, retailers and chains have failed because they stocked merchandise which they tried to force on the consumer instead of merchandise which Mrs. Consumer actually wanted. How many dealers can you name who have really been successful over a period of time because of private brands? If these dealers had placed the same amount of effort behind merchandising the popular brands, perhaps they would still be in business.

If there has been a growth in private brands, and any surveys which we have seen contradict that, such growth has not been at the expense of the advertised brands. They must be displacing something else. For the manufacturers' sales of their own brands continue to show an increase every year.

Our discussions of private brands have brought forth the suggestion that each manufacturer carefully re-examine his whole business set-up. This to include an examination of his manufacturing costs, distribution, selling and advertising costs . . . to examine each item which goes into general overhead. To carefully study his selling prices in comparison with prices quoted by competitors. And, to bear in mind that the day of long margins is behind us.

It was also suggested to manufacturers that they closely examine their relationship with their customers. The manufacturer recognizes, increasingly, the fact that his customers must have an opportunity of earning a reasonable profit on his product, and I think you will see a growing effort by individual manufacturers accordingly.

Finally, let's bear in mind that we have two necessary functions in our industry . . . the function of manufacturing and processing, and the function of distribution. Up to now,

these functions have been pretty well classified.

If any great number of distributors should enter the field of manufacturing, it is easy to visualize that shortly great competition would develop between these distributor brands, and consequently continuous declining gross margins. If distributors should generally enter the manufacturing field, it is reasonable to assume that manufacturers may ultimately enter the distribution field, thereby creating more and more competition in that direction. I don't think the hope of any great cure-all of present problems rests upon manufacturers and distributors overlapping each other's functions, but rather that the best hope is for manufacturers to do a more efficient job in their field, and for distributors to do an increasingly efficient job in theirs. And, for manufacturers and distributors to develop a relationship whereby each will be glad to do business with the other.

Detroit Corporation

The Detroit Macaroni Corporation, Detroit, Michigan, has been incorporated under the laws of that state. Though details are lacking, it is divulged that the firm will manufacture macaroni products of all kinds. It has a capital of \$25,000 in common stock.

Secondary Food Brands

The following taken from a recent issue of the *New York Journal of Commerce* will be found most interesting to macaroni-noodle manufacturers who make "competitive" brands or are contemplating doing so:

Some manufacturers of nationally advertised food products, in their quest for means of meeting private brand competition, have turned to secondary brands as a competitive weapon. In theory, these auxiliary brands, which would not be extensively advertised, could be sold at prices comparable with those of distributor-owned brands without coming into conflict with the Robinson-Patman Act.

The promotion by grocery product manufacturers of secondary brands might furnish temporary relief, but in the long run such a policy merely begs the question for manufacturers of nationally advertised grocery products. They must build up and protect their brands or find their position weakened and jeopardized. Further brand diversification can become a new source of weakness in time.

A sounder approach to a solution of the problem is the realization that the day of very wide profit margins on proprietary brands has largely passed, because of intensified competi-

tion and mass distribution by chain store and supermarket enterprises. Manufacturers must carefully scrutinize their raw material, processing, merchandising, advertising and transportation costs. When these are as low as is reasonably possible, manufacturers of national brands should be able to hold their own as against private, as well as competitive nationally-advertised, brands.

Feature "Mission" Products

The Mission Macaroni Manufacturing Company, Seattle, Wash., featured its products at the session of the *Times-DeBoth* cooking school of that city last month. The exhibit showed how carefully macaroni, spaghetti and egg noodles are packed in cellophane bags, serving the double purpose of guarding the cleanliness of the products en route from manufacturer to consumer and permitting the shoppers to see what they are buying.

The cooking school was held at the Civic Auditorium the week of October 14. G. P. Merlino, chief executive of the macaroni firm, personally supervised the company's participation therein, and reported himself as being exceedingly well pleased with the public reception of the "Mission" brand of Macaroni Products.

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.

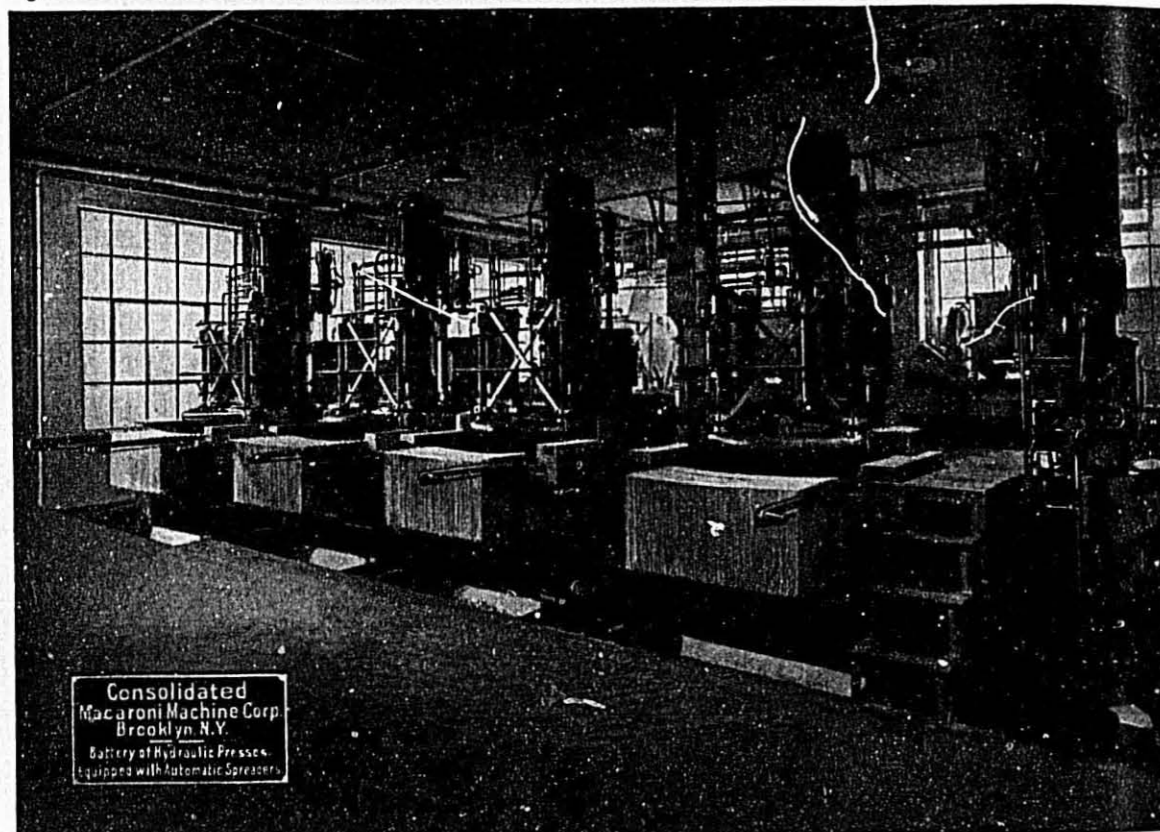
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Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Consolidated Macaroni Machine Corp.



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

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

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

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

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

hygienic; product practically untouched by human hands.

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

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

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

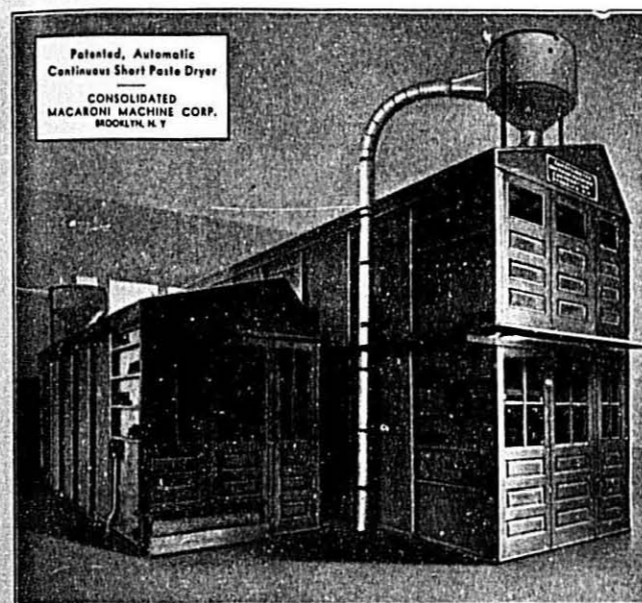
We do not Build all the Macaroni Machinery, but we Still Build the Best

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Write for Particulars and Prices

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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.

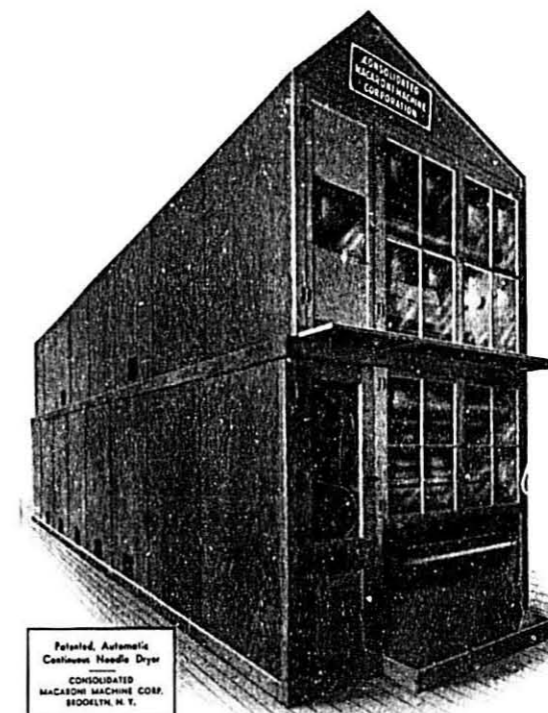
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

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- Mixers
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For Noodles
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Patented, Automatic Continuous Noodle Dryer. CONSOLIDATED MACARONI MACHINE CORP. BROOKLYN, N. Y.

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Government-Industry Conference on Fill of Containers

Report of the Director of Research for the Month of October

By Benjamin R. Jacobs

On Sunday morning, October 27, a meeting of a group of macaroni manufacturers was held at the Park Central Hotel in New York City, N. Y., for the purpose of discussing Deceptive Containers and preparing for the hearing in Washington, which took place the following day.

At this meeting in New York representatives from the packaging machine manufacturers and carton manufacturers were present and assisted materially in the discussion that followed concerning our problems in complying with the Deceptive Packaging Containers provisions of the new Food Law.

At this meeting Mr. Henry Mueller of the C. F. Mueller Company of Jersey City, New Jersey, was selected as spokesman for the group.

The Laboratory of the Association through me, presented the data which it had accumulated on measurements of numerous types of containers. Variations in the volume occupied per unit of weight for numerous products were shown.

On the basis of the discussion the group determined to make certain recommendations to the Food and Drug Administration the following day.

On the following day the following manufacturers and allies, J. J. Cuneo, President of the Association, Henry Mueller, Ed. Vermylen, Charles Rossotti and myself, appeared in Washington for the hearing which had been set to take place at 10:30 A.M. before Dr. L. D. Elliott and Mr. S. C. Rowe

of the Food and Drug Administration.

Mr. Mueller discussed all the elements which enter into the manufacturing process of macaroni products and are responsible for variations produced in the volume of these products. These elements are too well known to require any explanation at this time.

At the conclusion of Mr. Mueller's presentation Mr. Rossotti showed packages used by the Industry and compared the problems with which the small manufacturer, the medium manufacturer and the large manufacturer must contend.

The tabulated results of measurements and calculations made by the Laboratory of the Association were next introduced. These showed that the volume occupied by macaroni (mezzani) varied as much as 23.2 per cent per ounce of product; that spaghetti varied as much as 27.7 per cent per ounce of product and that noodles when packed very loosely may vary as much as 44 per cent. Folded noodles varied as much as 15 per cent while the numerous miscellaneous small products such as barley flakes, tubetti, detilli, etc., showed variations as high as 14 per cent and as low as 1 per cent. Most of them, however, average around 8 per cent.

On the basis of the above showing the recommendation was made that products which constituted 15 per cent or more of the total packaging production in any one plant should be allowed a tolerance of 25 per cent on all non-flowing macaroni products. On

flowing macaroni products, that is, those that may be weighed by volume and flow of their own accord into the containers, should be allowed a tolerance of 20 per cent. All macaroni products regardless of shape or size which constitute less than 15 per cent of the total packaging production should be allowed a larger tolerance. This is for the purpose of allowing small manufacturers who make a large variety of types, to use the same containers for various types and sizes of products, thus eliminating large inventories of cartons and allowing the small manufacturer a certain amount of leeway above that allowed the larger manufacturer.

The officials who presided at the meeting appeared to be most sympathetic to the recommendations made and although they did not and could not at that moment approve of the recommendations made it is my belief that these recommendations will be accepted and that the Industry will know just what the Food and Drug Administration expects of it and what will be considered as compliance with the Deceptive Containers provisions of the Food Law.

It was decided at this meeting that Mr. S. C. Rowe and I should get together within the next few days and determine the procedure to be used in making measurements of our containers as well as to straighten out other details which will require further study before the Administration finally makes its own recommendations.

Dr. Edwin Hove on Pillsbury Staff

Appointment of Dr. Edwin Hove to the staff of the new research laboratory of Pillsbury Flour Mills Company, Minneapolis, was announced today by Dr. C. G. Harrel, Director of Research.

Dr. Hove comes directly from a post-doctorate research fellowship in the Department of Biochemistry of the College of Agriculture, University of Wisconsin. He was graduated from that university in June, 1935, with chemistry his major subject. In

1937 he received his master's degree in biochemistry, and continuing in the same field received his degree of Doctor of Philosophy in June, 1939. In his graduate studies he minored in medical sciences, completing most of the fundamental subjects in the first two years of the medical course. While the work for his advanced degree was undertaken he served as research assistant to Professor E. B. Hart, and during his entire research studies he was closely associated with Professor C. A. Elvehjem, both pre-eminent men in the field of nutrition. Thus Dr. Hove brings to his new of-

the advantage of research in nutrition and biochemistry of inorganic elements—especially trace elements—involving extensive use of latest methods of micro-analysis. He is a member of the American Chemical Society and author of articles appearing in the *American Journal of Physiology* and the *Journal of Biological Chemistry*.

"Dr. Hove will close his work at the University of Wisconsin and report to the laboratory on December 1," said Dr. Harrel, "as the new building will be ready for occupancy at the end of this month."

November, 1940

THE MACARONI JOURNAL

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Macaroni Exchange Dwindles

Government reports on the importation and exportation of macaroni products show that the international trade in this food commodity is being seriously affected by the wars in Africa, Asia and Europe. During the month of August, 1940 only 63,253 pounds of macaroni, spaghetti, noodles and vermicelli were imported as against 221,137 pounds of domestic products exported. The imports had a value only of \$4,487.00 while our exports brought \$15,606.00.

The total exports for the period, January-August, 1940 were 2,438,422 pounds, valued at \$171,662. During the same 8-month period we imported 671,282 pounds, worth \$61,291.

A notable fact gleaned from the table of quantities exported in September, 1940 is that the shipments of macaroni products to our insular possessions exceed in tonnage and value those that went to foreign countries. Further, that in September American-made macaroni products, went to only 27 foreign countries, while at the height of this foreign trade, they ordinarily went to more than 60.

Below are listed the countries and insular possessions to which domestic macaroni products were shipped in September, the quantity and value exported to each.

Countries	Pounds
Canada	93,200
British Honduras	712
Costa Rica	2,752
Guatemala	633
Honduras	608
Nicaragua	4,011
Panama, Rep. of	4,095
Panama, Canal Zone	34,206
Salvador	900
Mexico	28,063
Greenland	120
Newf. and Labrador	12,952
Other Br. W. Indies	1,154
Cuba	15,494
Dominican Rep.	3,588
Neth. West Indies	4,796
Haiti	6,758
Bolivia	502
Colombia	1,595
Surinam	264
French Guiana	1,250
Venezuela	1,165
China	684
Philippine Is.	6,559
British Oceania	96
New Zealand	118
Gold Coast	162

Total Quantity 226,467
Total Value \$17,139

Insular Possessions

Alaska	25,129
Hawaii	142,168
Puerto Rico	73,808
Virgin Islands	4,206

Total Quantity 245,311
Total Value \$18,253

Total for September 471,778
\$35,392

Housewives Visit Plant

The management of the Minnesota Macaroni Company, Saint Paul, Minn. entertained the members of the Saint Paul Housewives League during the afternoon of October 28. Mrs. Samuel Goldstein is president of the league and personally supervises trips through the many food plants in St. Paul to teach members how foods are manufactured and packed for home consumption.

The executives of the macaroni firm, Walter and Eugene Villaume, conducted the ladies on their tour of inspection, explaining the manufactur-

ing process and the extreme care used in properly protecting its macaroni, spaghetti, egg noodles, etc., in suitable and practical containers. Admission was by membership cards and arrangements were made at the front office for the registration of new members before the plant inspection tour started. Many of the housewives learned for the first time that macaroni products are manufactured, not grown as some had previously believed.

Freedom of the highways is a basic human right.

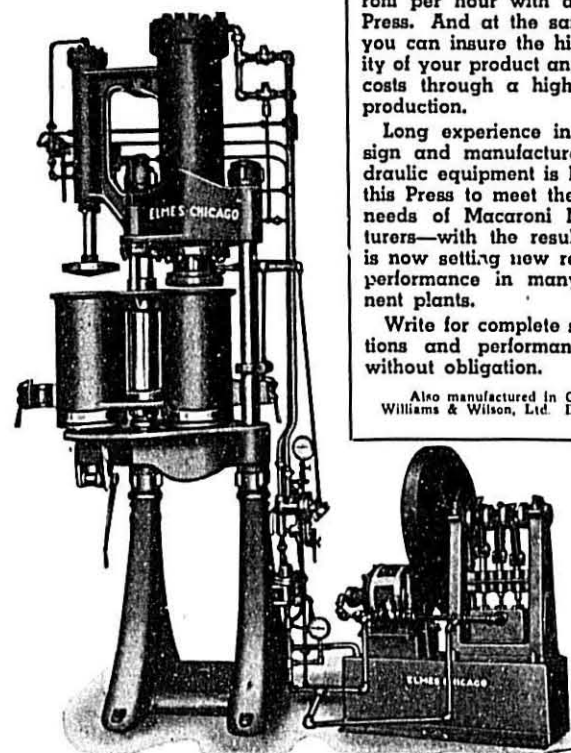
Cut Costs With Better Production

You can produce more macaroni per hour with an Elmes Press. And at the same time, you can insure the high quality of your product and reduce costs through a high rate of production.

Long experience in the design and manufacture of hydraulic equipment is built into this Press to meet the specific needs of Macaroni Manufacturers—with the result that it is now setting new records of performance in many prominent plants.

Write for complete specifications and performance data, without obligation.

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Williams & Wilson, Ltd. Distributors



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213 N. MORGAN ST. Chicago SINCE 1851

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to Macaroni Products. In September, 1940, the following were reported by the U. S. Patent Office:

TRADE MARKS APPLIED FOR

Foodcraft

The private brand trade mark of United Buyers Corporation, doing business as Foodcraft Products, Chicago, Ill., for use on canned goods. Application was filed June 7, 1939. Owner claims use since September 16, 1935.

Ma Perkins

The trade mark of Weiss Noodle Company, doing business as Ma Perkins Noodle Products Co., Cleveland, Ohio, for use on preparation for making noodle soup. Application was filed November 24, 1939. Claims use since September, 1939.

Giuseppe di M. Di Santo

The private brand name of Joseph Di Santo, doing business as DiSanto & Company, Duluth, Minn., for use on Tomato Paste, Canned Tomatoes, Cheese, Macaroni, Olive Oil, and coffee. Application was filed March 16, 1940. Claims use since October 23, 1935. The signature is a facsimile of that of Giuseppe di M. Di Santo, the applicant.

TRADE MARKS REGISTERED

Purette

The trade mark of Philip Moreschi, doing business as Unico Macaroni Co., Hartford, Conn., was registered for use on macaroni, spaghetti and egg noodles. Application was made on May 1, 1940, and published June 25, 1940. Owner claims use since April 1, 1940. The trade mark is merely the word "Purette" in heavy script.

Chileo-Dinner

The trade mark of E. L. Kaffer doing business as Q Company, Joliet, Ill., was registered for use on combined package of Chili Con Carne and Macaroni. Application was filed December 8, 1938. Owner claims use since September 21, 1938. The mark is simply the name in heavy type.

Beech-Nut

The trade mark of Beech-Nut Packing Co., Canajoharie, N. Y., was registered for use on foods and food products, particularly, ham, bacon, sliced beef; alimentary

paste products, particularly, macaroni, spaghetti and spaghetti.

Application was filed April 30, 1940. Published August 6, 1940. The owner claims use since the latter part of the year 1899. The firm recently closed its macaroni manufacturing department.

"Cava'ale"

The private trade mark of the Michigan Macaroni Mfg. Company, Detroit, Michigan, was registered for use on macaroni, noodles and spaghetti.

Application was filed October 11, 1937. The owner claims use since August 15, 1940.

"Hunga' Chic-Chow"

The trade mark of Hunga' Food Products, Inc., Boston, Mass., was registered for use on canned Chinese foods, namely, chicken with vegetables, vegetables without meat, and egg noodles.

Application was filed October 5, 1939, published July 23, 1940. The owner claims use since September 12, 1939.

The word "Chow" is disclaimed apart from the mark.

TRADE MARK REGISTRATION RENEWED

Diana

The trade mark registered by Modern Macaroni Manufacturing Company was granted renewal privileges to Alfa Macaroni Manufacturing Co., Inc., Brooklyn, N. Y., a corporation of New York, successor, effective December 14, 1940.

Railroad Taxes:

In 1939 the American railroads paid an average of \$1,000,000 in taxes daily.

FDA Notes

Out of Washington, D. C., comes news of action being taken by the Federal Trade Commission that is of interest to every macaroni-noodle manufacturer and distributor.

• Indications are that at least one, and perhaps more, manufacturers of alimentary paste are preparing to contest in court allegations made by Food and Drug Administration that their products are shipped in deceptively filled containers in violation of the Food, Drug and Cosmetic Act.

It was said at FDA that "a certain group" of manufacturers was trying to capitalize on big packages of macaroni, spaghetti, and noodles. Some were insisting that the elbow could not be removed from macaroni or spaghetti sticks and that large containers were necessary for these. FDA officials insist that other manufacturers have adopted smaller packages and are filling them to capacity. Packages of the recalcitrant manufacturers were said to be loosely filled and over-long.

If one of these cases comes to trial it will be the first under the new law involving deceptive filling. Numerous seizures of food and drug products have been made, but so far no cases have been contested in court.

• More Seizures of Deceptive Containers

The Food and Drug Administration has recently reported a number of seizures of macaroni products because the packages are allegedly deceptive. 5,652 boxes of spaghetti; 590 boxes of noodle soup mixture; 234 packages of spaghetti dinners and 160 packages of macaroni were seized because the Administration found the containers to be made, formed or filled as to be misleading or in other words the packages were slack-filled. The Federal Food Authorities also claim that they seized 4,800 cartons of macaroni products because they were short weight.

Trick Packages?

No legitimate macaroni-noodle manufacturing firm will purposely adopt a "trick package" for the purpose of deceiving buyers. Some repackers are resorting to the trickery referred to in the item below taken from the October 19, 1940 issue of *Independent Grocer*, Bronx, N. Y., with the result that governmental action has been taken against many innocent firms. The item says:

Big Package Plus Little Macaroni
Raises FDA Ire

The Federal Food and Drug Administration is out to put a stop to the trick several macaroni manufacturers have of filling a big box with only a little macaroni, the idea being to impress the customers with something they're not really

getting—quantity. FTA claims that "a certain group of manufacturers" is trying to capitalize on deceptive over-sized packages at the expense of other manufacturers who have adopted smaller packages and who are filling them to capacity.

The honest manufacturers who regret this reflection of their methods of doing business sought and obtained a conference with government officials in Washington, D. C., last month under the leadership of the National Macaroni Manufacturers Association in the hope of finding a satisfactory solution of the problem.

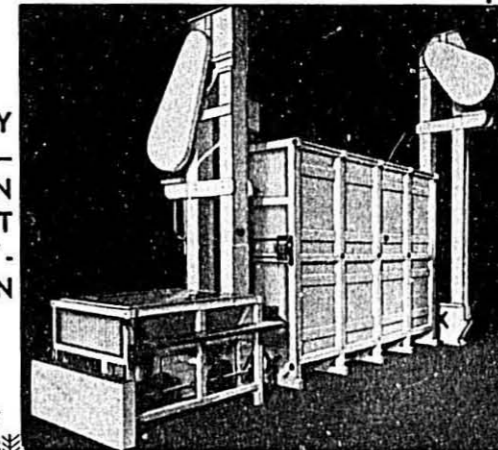
On Safe Practices Committee

President Leon G. Tujague of National Food Products Co., New Orleans, La. has been renamed as a member of the Safe Practices Pamphlet Committee of the Food Section of the National Safety Council. This committee has planned and distributed numerous pamphlets on safety suggestion in plants, including macaroni-noodle factories, with the result that the accident rate has been greatly reduced.

Extra PROFITS! — FROM SAVINGS

THIS CHAMPION SEMOLINA BLENDER

- SAVES valuable time and labor by AUTOMATICALLY handling and blending the flour.
- SAVES flour and improves products by removing all foreign substances and sifting to a uniform fineness.
- SAVES frequent replacements of expensive dies as clean flour helps prevent scorching.
- SAVES on cost of maintenance as it is built extra sturdy for hard, lifetime service. Is furnished complete with blending bin for any plant capacity.



POPULARLY PRICED—SOLD ON CONVENIENT TIME PAYMENT PLAN

MAIL COUPON FOR DETAILS

NOTE

Other modern, popular-priced Champion Equipment includes: Dough Mixers, Noodle Brakes, Weighing Hoppers, Water Meters—all accurate and automatic in operation.

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Please send me complete information regarding your Champion Semolina Blender and Sifter, also, price, terms and tell me about your Convenient Time Payment Plan.

I am also interested in securing a

NAME
COMPANY
ADDRESS
CITY STATE

ARE YOU SAVING...

ON YOUR CELLOPHANE COST?



This PETERS CELLOPHANE SHEETING AND STACKING MACHINE enables you to purchase your cellophane in rolls and save 14 to 24% of cut-to-size cost.

It handles two rolls at the same time and cuts any size sheets from 2" to 24" wide x 3" to 28" long. Machine is mounted on casters and can be easily rolled to desired locations. No operator is required since the stacker table automatically stops the machine when it is filled with cut-to-size sheets.

For printed cellophane this machine is equipped with an Electric Eye for spot registration.

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

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

J. F. DIEFENBACH
PRESIDENT

P. H. HOY
VICE PRESIDENT

Exclusive!

The macaroni manufacturer is our only interest. We are exclusive durum millers and in our modern mills produce 2,000 barrels of highest quality durum products daily for service to the macaroni industry.

Quality Semolina

Duramber Extra Fancy No. 1 Semolina
Imperia Special No. 1 Semolina
Durum Fancy Patent
Abo Special Durum Patent

AMBER MILLING CO.

CHAMBER OF COMMERCE MINNEAPOLIS, MINN.
MILLS AT RUSH CITY, MINNESOTA

The History of Thanksgiving



The first Thanksgiving on record was in 1621, a three-day celebration proclaimed by Governor Bradford in token of the gratitude of the Pilgrim Fathers for their preservation throughout their first difficult year in this, their adopted land, and for the bounty of their first harvest.

But there was a Thanksgiving prior to this. It took place the year before, when these hundred brave seekers after liberty first landed, in midwinter, upon "a stern and rockbound coast." Here is the way their first governor quaintly described it:

"Being thus arrived in good harbor and brought safe to land, they fell upon their knees and blessed ye God of Heaven, Who had brought them over ye vast and furious ocean, and delivered them from all ye perils and miseries thereof, again to set their feet on ye firm and stable earth, their proper element."

More than once in the year that followed, this brave little group must have thought that the end of everything had been reached. The weather was bitterly cold, and as yet they had no dwellings. They lived on the Mayflower, and tried to keep warm as best they could.

On days when the weather permitted, they went ashore to work on their living quarters. At one time all but six of the company were very ill. By April, the awful hardship and lack of food had decreased their numbers by one-half. But their fortitude and initiative were as great as their necessities.

They went right on and were able,

about the end of March, to move from the Mayflower into two rows of small dwellings "across the street" from each other. A few weeks later they saw their beloved Mayflower sail for home.

Farming was new to most of these men. Back in the old country, they had been engaged in various trades. But, in spite of the fact, they planted the barley and peas they had brought with them, and some corn they had found in deserted Indian huts, putting in a total of about twenty-six acres.

With what anxious eyes and hearts they must have watched this crop! Their very lives depended upon its success. With the assistance of the Redmen, all went well, and by autumn a bountiful harvest was reaped. The little colony was filled with relief and great joy. They felt that God had indeed been good to them.

To again quote Governor Bradford, who was an eye-witness:

"All ye summer there was no want. And now began to come in a store of fowle as Winter approached, of which this place did abound . . . And of these they took many besides venison. Besides, they had about a peck of meale a week to a person . . ."

And so the Governor proclaimed the first Thanksgiving, a full three-day celebration, to which Chief Massasoit and his tribesmen were bidden, in appreciation of their friendship and assistance.

The Colony, at this time, comprised fifty-five English persons, of whom eighteen were women and girls. One huge feast was prepared for all of

them. What a lot of color the Redmen, in their war costumes and fiery paint and with their bows and arrows, must have lent to the occasion!

Of course, the Indians and their hosts could not have conversed very fluently, as they did not know each other's language, but signs were more or less adequate and there was much laughter and merry-making. It is reported they drank a "very comfortable warm water." Some say this was ale, others that it was a form of root beer, made by the Pilgrim housewives from Indian formula. What they ate on this Thanksgiving feast was the "plenty of fowle" referred to in Governor Bradford's account. Wild turkey were very plentiful, and there were many ducks and geese. Deer-steak was another delicacy, and some reports claim there were also fish, clams and oysters.

Their bread was corbread, made from meal which the Indians had shown them how to grind between heavy stones.

For eighty years after this Thanksgiving, a Thanksgiving celebration was staged by some of the Colonies. All did not celebrate it on the same day.

Thanksgiving was observed annually during the Revolution by proclamation of the Centennial Congress, but it was discontinued, after peace had been signed with Great Britain, until 1789, when George Washington appointed a special date.

Thanksgiving day was established by an official action of the United States Government in 1864.

Up to 1939, the holiday was very generally observed on the last Thursday in November by presidential proclamation. In that year it was officially decreed by the President of the United States that the day should be observed on Thursday, November 23rd, instead of the last Thursday.

By presidential decree Thanksgiving Day will again be observed this year, on Thursday, November 21, 1940 instead of on the last Thursday of November as heretofore.

Macaroni A-la-Constantine

Men's preference in foods and the way they should be prepared to satisfy them most has a great bearing, a deep influence, on the food cooking practices of housewives. "A successful chef is he who aims always to please his Lord and Master," is a saying just as true today as when the words were first spoken by the unrecorded writer.

Here is a simple recipe for preparing a dish of macaroni that is exactly to the liking of President Earl Constantine of the National Asso-

ciation of Hosiery Manufacturers, who presided at the convention of the American Trade Association Executives at the Edgewater Beach Hotel starting September 25, 1940:

Pasta Fregola al Formaggio
(Fried Macaroni with Cheese)

Boil macaroni in plenty of water until tender; drain.

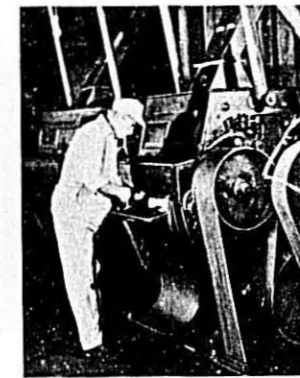
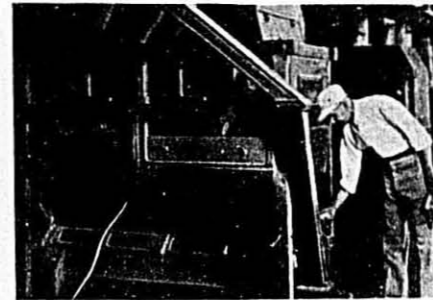
In a heavy iron frying pan melt several tablespoons of butter. Add a little olive oil if you like that flavor; it will help to keep the butter from "burning." Add the drained boiled macaroni and stir it often enough to slightly brown a substantial portion of the macaroni.

Sprinkle with grated cheese and serve hot.

Addressed Marketing Society

C. F. Mueller of the executive staff of the C. F. Mueller Company, Jersey City, N. J., discussed marketing and advertising on November 4, 1940, before the Marketing Society of the New York University School of Commerce, Accounts and Finance, in the Commerce Building, Washington Square, East. The Mueller company is one of the largest advertisers of macaroni products and its executives are always in close touch with all marketing developments. Henry Mueller is president of the firm.

A CENTURY OF MILLING EXPERIENCE



These three men from our staff of millers have accumulated more than one hundred years of milling experience between them.

When you place your order with us you may be sure that the semolina or durum flour you are to receive will be very carefully milled by experienced and highly skilled millers.

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

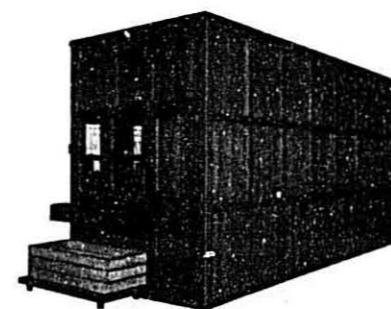
Mills: St. Paul

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.

Watch us for important developments soon to follow.

The Only Firm Specializing in Alimentary Paste Dryers

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

Dust and Moisture Proof Interval Timer

The Cramer Model D2 Interval Timer is designed primarily for the control of industrial equipment which can be automatically timed. It has application on various types of mixers,



such as dough mixers, tumbling barrels, heat treating furnaces and laundry machines, as well as for many other industrial applications in which timers may be subjected to excessive moisture and dust conditions. In the macaroni-noodle industry these timers have been used in drying rooms to time the drying or curing process.

Construction

A standard self-starting synchronous motor-driven Interval Timer is enclosed in an especially built, dust tight and splash proof cast aluminum housing arranged for conduit connection and provided with a full vision window and external setting knob. Front view bull's eye light signals can be supplied at small extra cost.

Distinctive Features

Time Scales: Model D Interval Timers are available in twelve different scales, ranging from one revo-

lution in 15 seconds to one revolution in 24 hours.

Dials: Three-inch diameter dials with large, white etched characters against a black enamelled background provide good vision and facilitate accurate setting.

Window: A non-clouding type window made of unbreakable material is recessed and gasketed to provide a dust tight and splash proof enclosure.

Setting Knob: A slight inward pressure on the sturdily constructed knob assembly engages a clutch for setting the Model D Timer. When released, a spring and gasket prevent entrance of moisture around the control shaft.

Housing: A black crackle finish cast aluminum housing is provided with two 1/2 inch threaded conduit openings. The cover is screw fastened, made of 5/8 inch black bakelite and is sealed by means of a rubber gasket.

Further information on this timer can be obtained by writing direct to the manufacturer, The R. W. Cramer Company, Inc., Centerbrook, Conn., and mentioning this paper.

National Peanut Week

National Peanut Week, an event estimated to move 50,000 tons of peanuts into consumption, will begin January 23, according to W. E. Jester, Executive Secretary-Treasurer of the National Peanut Council, the national association of the peanut industry, with headquarters in Suffolk, Virginia.

An outstanding feature of the 1941 National Peanut Week will be a national window display contest, with \$1,000.00 in prizes to be awarded for the ten best windows in the nation, trimmed with peanuts and peanut products. Windows will be judged from pictures sent into the office of the National Peanut Council.

Attractive window streamers and other advertising material will be furnished free to retailers who send their requests to the National Peanut Council. In addition to the usual radio and newspaper advertising to support National Peanut Week, photographs and recipes of various dishes made with peanuts and peanut butter will be made available to food editors and home economists.

Prior to National Peanut Week a new product—Peanut Butter Bread, will be placed on the market. This bread is made from a specially prepared peanut butter mix, which takes the place of shortening and other ingredients in bread. This new bread which is designed to meet the popular demand for a new sandwich bread will be placed on sale by large bakeries all over the United States.

In the past, the demand for peanut oil has always exceeded the supply. However, efforts will be made to supply this demand as well as secure a wider distribution of this superior oil. Other new peanut products are to be placed on the market in the near future.

With an earlier start, better financing and better organized program, and the cooperation of all branches of the peanut industry, officers of the National Peanut Council anticipate a highly successful National Peanut Week.

Vatican Rations Spaghetti

Spaghetti was placed on the papal ration list October 27, 1940, with the announcement that each person living within Vatican City would be allowed one-tenth of a kilogram (about three and a half ounces) of spaghetti, noodles, macaroni or other "pasta" a day. Spaghetti is the only article rationed in the Vatican which is not also rationed throughout Italy.

EASTERN SEMOLINA MILLS, INC.

Our modesty prevents our advertising all we claim for our Colburn and San Remo Semolina



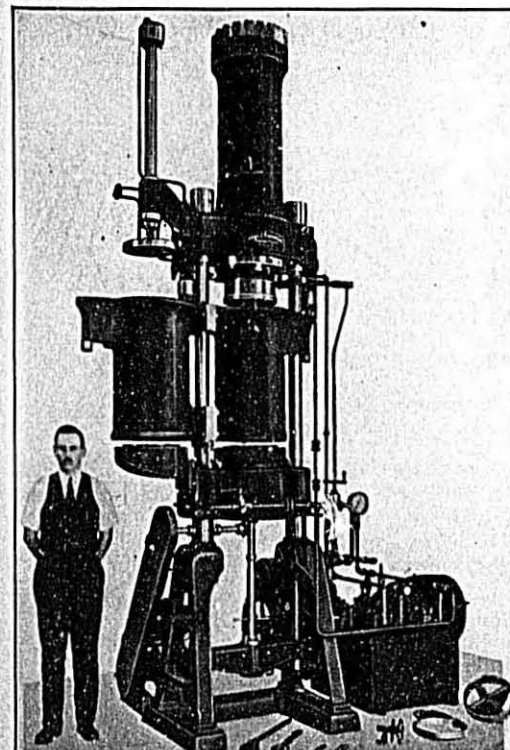
Mills at

Baldwinsville, N. Y.

Churchville, N. Y.

Executive Office: 80 Broad Street

New York, New York



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

SPORTSMANSHIP . . . AND . . . GENERALSHIP

Biggest Event in Business History!

QUALITY AND SERVICE VS. LOW PRICES

We are picking, betting and standing by **QUALITY** and **SERVICE** to win, and we are confident that the majority of sportsmen are with us.

F. MALDARI & BROS., INC.

178-180 Grand Street

New York City



TRADE MARK

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

Timely Comments by Mac Spagnoodle

Adonis Was Not a Salesman

The mere fact that a salesman is good looking ought not to handicap him in making a success of his work, and will not, if he does not think too much about it. And yet how often we find the homely salespeople giving us the best service, whether selling to us or for us.

P. D. Armour was once asked how he happened to pick out for a salesman a man so utterly homely as a certain one in his employ. The reply was, "Because he was so homely I knew he would have to work his head off to make good."

I saw an ugly looking little runt of a man selling a pencil sharpener at a stationer's. As something to look at, the girls would have rated him zero, but as a salesman he was right up to the boiling point.

He might have been selling expensive adding machines instead of the humblest of all office equipment, but he was so much interested in what he was selling that his face lit up and overcame some of its ugliness. And he was developing so much interest on the customer's part in what he was selling that the personality of the man selling it was forgotten.

He talked pencil sharpeners enthusiastically and he demonstrated them dramatically. He jabbed a sharpened pencil at the floor. He ground the point to a splintered stick. He gave the wreck to a customer, telling him to sharpen it. The quick restoration of a beautiful point was all the selling talk really needed and at no time did the customer have any time or inclination to look at the salesman's face.

I don't know whether that salesman realized his physical handicap and deliberately set about turning the customer's attention from it, but he took the right way of doing just that. I was not surprised to learn that he was the "sellingest" salesman in the store.

The "I" or the Idea

There are executives who, without realizing it, allow the "I" to loom up so big in their minds that a mere idea is nowhere. They cannot imagine an idea evolved by someone of less importance being much of an idea. Without the capital "I" as its originator, it must be a dud.

Something of the sort happened when Robert Fulton, disappointed in failing to interest Americans in his

steamboat, offered it to Napoleon Bonaparte. The emperor listened to his idea for a steam-propelled vessel and also for a submarine that would discharge bombs at an enemy vessel. "The man is a charlatan," he declared, and lost his great opportunity. Napoleon did not believe much in others' ideas.

When an executive gets to thinking he can produce all the new ideas needed in his business, he is getting ready to bring the business to a standstill. The business that is to grow constantly must constantly draw on new brains.

Of the new ideas offered a business, many will turn out to be valueless. Most of them have already been considered and discarded. But occasionally there comes along an idea that is an epoch maker, and it usually comes from someone who brings to bear a young man's or a new man's point of view. A great mass of half-baked ideas must be sifted to get one good idea, but it pays to do the sifting.

When the executive gets to be a standpatter, he eliminates the cooperation of his fellows and there ceases to be any mutuality about his concern. It becomes a one-man proposition.

It is no new thing for ideas, big ideas, to be rejected. If they are rejected because good judgment decides they are defective or unavailable, that is one thing. But if they are rejected just because they come from some source outside of the mind of the big "I" of the company, that is something else.

Honored on Anniversary

James J. McCann, traffic manager of C. F. Mueller Co., manufacturers of spaghetti products, Jersey City, was honored recently on the anniversary of 25 years with the company. McCann, who lives at 288 Woodside Avenue, was presented with a gold watch and a check by Henry Mueller, president.

McCann joined the company as a porter in 1915 and with the exception of 1918, when he was serving in the army overseas, his service has been continuous. He became traffic manager early this year.

Sales Representative

The Prince Macaroni Manufacturing Company of Boston and Lowell, Mass., has appointed C. F. Matlaga Sales Company of New York City as its sales representative in the New York area. The Prince company recently enlarged its production capacity through the erection of a new plant at Lowell, Mass.

New Officers Elected

At the annual meeting of the Packaging Institute, Inc., held on October 10 at the Westchester Country Club, Rye, New York, the following officers were elected:

President: Carl H. Lambelet, President of New Jersey Machine Corporation, Hoboken, New Jersey, who succeeds William M. Bristol, Jr., Bristol-Myers Company; Vice Presidents: George R. Webber, Package Development Bureau, Standard Brands, Inc., Hoboken, New Jersey, and A. Vernon Shannon, Sales Manager, Westfield River Paper Company, Russell, Massachusetts.

The following men were elected to the Board of Directors of the Institute at membership meetings of their respective divisions:

Production Division: K. T. Krantz, Colgate-Palmolive-Peet Company, Jersey City, N. J., Howard A. Sumner, Norwich Pharmaceutical Company, Norwich, New York; Machinery Division: Herbert H. Leonard, Consolidated Packaging Machinery Corp., Buffalo, New York, and Bryant W. Langston, Samuel M. Langston Company, Camden, New Jersey; Supplies Division: E. A. Throckmorton, Container Corporation of America, Chicago, P. I. Heusler, Jr., Maryland Glass Corporation, Baltimore, Maryland, Stanley L. King, Monsanto Chemical Company, Springfield, Mass., James Harley Nash, New York, P. M. Gilfillan, Shellmar Products Co., Mount Vernon, Ohio, and A. Vernon Shannon, Westfield River Paper Company, Inc., Russell, Mass.

Each of the three divisions of the Institute, Production, Machinery and Supplies, has six members on the board of the Packaging Institute.

One hundred executives from companies in the packaging production, machinery and supplies fields attended the meeting. Mr. William M. Bristol, Jr., as retiring President, reviewed the activities of the Institute since its organization in May, 1939, and was given a vote of thanks by the convention.

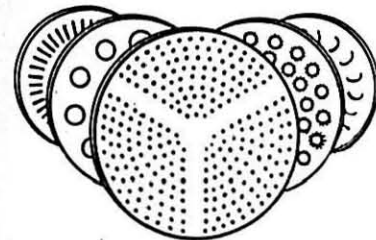
Alfred Sees Double

Mr. Alfred Rossotti, the popular president of the Rossotti Lithographing Company, North Bergen, New Jersey, recently became the proud father of twin girls. Mother and infants are reported to be doing nicely. Congratulations!

Brother Charles, who is well known to the macaroni-noodle trade whose conventions and sectional meetings he attends regularly, and who is popularly called "Little Charlie," is now basking in the limelight of his new rôle as "Uncle Charlie."

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.

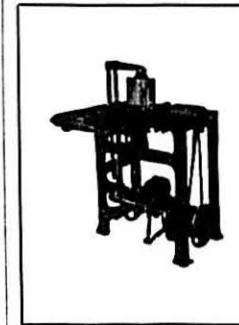
For ECONOMICALLY Packaging

Macaroni & Spaghetti in Cartons

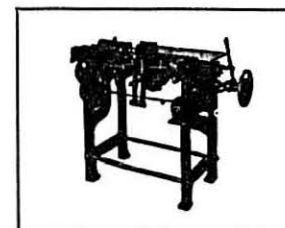
If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

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.)



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.

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

Court Orders Peanut Tie-up

More than 1,250 tons of peanuts were tied up as "hot goods" through a temporary restraining order issued by Judge Bascom Deaver on file Oct. 22, 1940 in United States District Court at Macon, Georgia, against the Farmers Peanut Company of Cairo, Georgia, on petition of Colonel Philip B. Fleming, Administrator of the Wage and Hour Division, U. S. Department of Labor. A hearing was set for October 30.

Colonel Fleming's complaint charges that the company is violating the minimum wage provisions of the law, and that it has failed to keep accurate payroll records.

These violations, the complaint charges, have enabled the company to obtain an unfair trade advantage over its competitors. James G. Johnson, Acting Regional Director, said in a supporting affidavit he has received numerous complaints from other peanut operators that price cutting, made possible by sub-minimum wages paid by the Farmers company, has depressed prices.

Inspector James T. Vaughn of the Wage and Hour Division, in another supporting affidavit, says the company employs about 100 persons and pays wages of 12½ to 20 cents an hour and that Fred Carroll, president of the

company, admitted this fact to him, which was confirmed by interviews with employees of the company. Inspector Vaughn said many of the employees have worked work-weeks as long as 70 hours without receiving overtime pay.

Minard Is Optimistic

In a statement appearing in a recent issue of the *New York Journal of Commerce*, Salesmanager Harry Minard of the C. F. Mueller Co., macaroni-noodle manufacturers of Jersey City, sounded a note of optimism for the coming months. He said that he finds business taking an upturn definitely and looks for a more accelerated climb throughout the late fall and the coming winter.

His firm is supplementing its five-weeks daytime program of radio advertising with a weekly evening program for its macaroni products over a New York station. The publicity program is being handled by Kenyon & Eckhardt of New York City.

New Sales Manager

Jack Ballantine has been appointed as general sales manager for the Los Angeles Pacific Macaroni Company. He has been a successful sales representative for the firm at its Long Branch, Calif., office for the past two years and is well known by the

buyers in Southern California and Northern Mexico where the company distributes its products.

The L. A. Pacific Macaroni Company operates a modern plant at 4722 Everett Ave., Los Angeles. A. Hieble is its chief executive.

Full Production Resumed

The Michigan Macaroni Manufacturing Company recently announced to the trade that its reconstructed plant at 3265 Bellevue Ave., Detroit, Mich., has resumed full operations. The plant has been completely re-equipped with the latest machines for production, drying and packaging following serious damage by fire several months ago. Victor Cavataio is the chief executive of the firm.

Mazzetti's Spaghetti Stores, Inc.

On October 23, 1940, the corporation division of the State of New York approved the application for the incorporation of Mazzetti's Spaghetti Stores, Inc. with headquarters in the Bronx, New York City. The firm manages food and spaghetti stores in the metropolitan area. It has a capital structure of 300 shares of non-par-value stock. Samuel J. Wilt of 291 Broadway represented the firm.

The MACARONI JOURNAL

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

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

A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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M. J. Donna, Editor and General Manager

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SPECIAL NOTICE

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

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

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

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

ADVERTISING RATES

Display Advertising.....Rates on Application
West Ad.....30 Cents Per Line

Vol. XXII NOVEMBER, 1940 No. 7

Will Add Macaroni Products

Export facts and figures as prepared and published by the United States Government covering the export of food products will hereafter be more interesting and helpful to macaroni-noodle manufacturers in that starting last month, Government officials have agreed to include the total quantity and value of shipments of macaroni, spaghetti, and noodles exported to non-contiguous territories.

In its monthly statement covering shipments of macaroni products from our shores, quantities shipped to various countries are usually given, but heretofore, the values of the products shipped were omitted in many cases. When the Government's attention was called to these omissions, they agreed to include this valuable information, as expressed in the letter quoted below.

Washington, D. C.
October 21, 1940

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

Dear Mr. Donna:

I have your letter of October 12, referring to statistics contained in statement No. 009-A covering shipments of macaroni, spaghetti and noodles from the United States to the non-contiguous territories.

Beginning with the figures for the month of September, 1940, we will show

the total quantity and value for the shipments of macaroni, spaghetti and noodles to the non-contiguous territories.

Sincerely Yours,

(Signed) Bernard Barton,
Chief, Division of Foreign Trade Statistics

Front Cover

There is illustrated on the front cover of this issue what is perhaps the world's favorite macaroni dish for luncheon. It is a popular recipe among the housewives of all nationalities that appreciate the fine food value of a product thus prepared. Ingenious cooks prepare many variations of this recipe from the very economical one recommended to the more elaborate ones that tastes may require. The recipe:

Macaroni Neapolitan

(An old favorite served in modern style)
½ lb. elbow macaroni
3 tablespoons butter
¾ tablespoons flour
2 cups milk
Salt and pepper
1½ cups grated American cheese
1 cup drained canned or cooked tomatoes

Cook the macaroni in boiling salted water until tender. Drain. Melt the butter in a double boiler, add flour and mix well. Add milk gradually and cook, stirring constantly until thickened. Season with salt and pepper and stir in the cheese. Add macaroni and tomato, and reheat. (Leftover tomato juice may be used for soup).

1945 Not 1941

A correction is in order with respect to the effective date of next increase in the statutory minimum wages. Because of a typographical error in the October issue, page 24, the year 1941 was given instead of the correct date, October 23, 1945.

Many readers called the editor's attention to the unintentional error, proving two things—first, that most macaroni-noodle manufacturers do read THE MACARONI JOURNAL, and second, that they fully acquaint themselves with laws affecting the operation of their plants.

Under the Fair Labor Standards Act the 40-hour maximum workweek without overtime was established effective October 24, 1940. However, the maximum wage does not increase until October 24, 1945. We quote from the pamphlet "Employers Digest" issued by the U. S. Department of Labor: "Minimum Wage—No worker may be paid at a rate less than 30 cents an hour for the six years from October 24, 1939 to October 24, 1945; or less than 40 cents an hour thereafter."—(Editor).

Ball Players Honored

Members of the Oregon Macaroni Club of the American Legion Junior Baseball League were honored on Thursday evening, October 24, 1940

BUSINESS CARDS



National Cereal Products Laboratories
Benjamin R. Jacobs, Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

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(American Artichoke Industry)
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according to an item that appeared in the Oregonian of Portland, Oregon, describing the banquet and festivities held at the Orange Lantern in that city.

Naturally dishes of the macaroni products manufactured by the manufacturing firm that sponsored the team throughout a very successful season, were featured in the seven-course dinner that was fully enjoyed by the players and other guests. Among the speakers were Kenneth Brice and L. C. Crampbell.

Mrs. S. M. Orso, wife of the president of the Oregon Macaroni Manufacturing Company, showed action movies of last season's games and Mr. Orso congratulated the players on their fine playing and their loyalty.

Pillsbury's Drafted Policy

All employees of Pillsbury Flour Mills Company who are drafted or who volunteer for military service will be given one month's pay, or earnings, according to announcement made by Philip W. Pillsbury, president of the company. "We feel this will help some draftees who may have current bills or expense which they will not wish to leave unpaid," said Mr. Pillsbury.

In addition, those employees who are members of the company's Group Annuity Plan will be given leave of absence, and upon return to active work will be restored to the Plan without loss of rights under the Plan. Life Insurance and Hospitalization will remain in force until otherwise notified.

This is effective until further notice or until such time as our country is actually at war.

On Convention Committee

Henry Mueller, president of the C. F. Mueller Company, and past president of the National Macaroni Manufacturers Association, has been named by President Paul S. Willis as a member of the important committee to develop the program for the forthcoming Annual Meeting of the Associated Grocery Manufacturers of America, Inc.

The convention is scheduled for the Waldorf-Astoria Hotel, New York City, November 25, 26 and 27. Wm. F. Mohan of Scott Paper Company, Chester, Pa., is chairman of the committee. He presided at the first meeting held recently. While details are not yet available, the program promises to be a splendid one.

Naples Plant Opened

The Naples Food Products Company recently opened its modern plant at Watertown, Mass. It specializes in the manufacture of Italian-style foods such as canned spaghetti with tomato sauce, spaghetti with meatballs, and spaghetti sauces. C. Capaldi is president of the company.

Will Supervise Advertising

The newspaper and radio advertising campaign that has been laid out by Ronzoni Macaroni Co., Long Island City, N. Y., will be handled by The Piedmont Agency of New York, through an arrangement recently completed by the well-known macaroni manufacturing firm. Its products are quite popular in the northern section of the country where their distribution is largest.

AGMA to Meet

The twenty-second annual convention of the Associated Grocery Manufacturers Association will be held in New York this year on November 25 and 26 according to an announcement made by President Paul S. Willis. The conferences will be held at the Waldorf-Astoria and will be

attended by representatives of the most important food producing and processing firms, most of which hold memberships in this food organization.

A program dealing with all the current food producing and distributing problems of the trade is being prepared by the committee. Among the speakers will be many authorities on the problems under consideration.

October, 1940, Flour Production Highest Since September Last Year

Mills representing 64% of the total national flour production reported to The Northwestern Miller that they produced 6,492,265 bbls. during October, compared with 6,337,477 bbls. in October last year. September, 1940, production was 6,006,879 bbls. October production this year was the highest since September, 1939, when 7,395,103 bbls. were produced. Two and three years ago, October production was 6,448,458 and 6,128,307 bbls., respectively. Since September last year, the monthly production approaching that of October, 1940, most closely was last December's, when about 6,227,000 bbls. were turned out by reporting mills.

Largest gains over the September output were reported by the Southwest, with a 226,254-bbl. increase, and the Pacific Coast mill group, with 166,346 bbls. ahead of the previous month's figure. All sections except the Northwest, which dropped behind the September output by 65,124 bbls., made increases during October. The Buffalo increase was 58,444 bbls.

A detailed table of monthly flour production appears below.

	Total Monthly Flour Production			
	October, 1940	Previous month	1939	October 1937
Northwest	1,410,843	1,475,767	1,470,123	1,530,064
Southwest	2,348,249	2,121,995	2,334,965	2,249,956
Buffalo	932,275	873,831	1,006,681	1,028,030
Central West—Eastern Div.	606,553	517,877	487,708	528,490
Western Division	274,250	273,731	295,816	326,815
Southeast	139,581	129,510	131,217	*346,597
Pacific Coast	780,514	614,168	610,967	438,506
Totals	6,492,265	6,006,879	6,337,477	6,448,458

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



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| Borossi Drying Machine Co. | Minneapolis Milling Co. |
| Capital Flour Mills | National Carton Co. |
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 ELEVATE
 —
 ORGANIZE
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OUR OWN PAGE
 National Macaroni Manufacturers
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The American's Creed

By WILLIAM TYLER PAGE
 (Adopted by an Act of Congress,
 April 6, 1918)

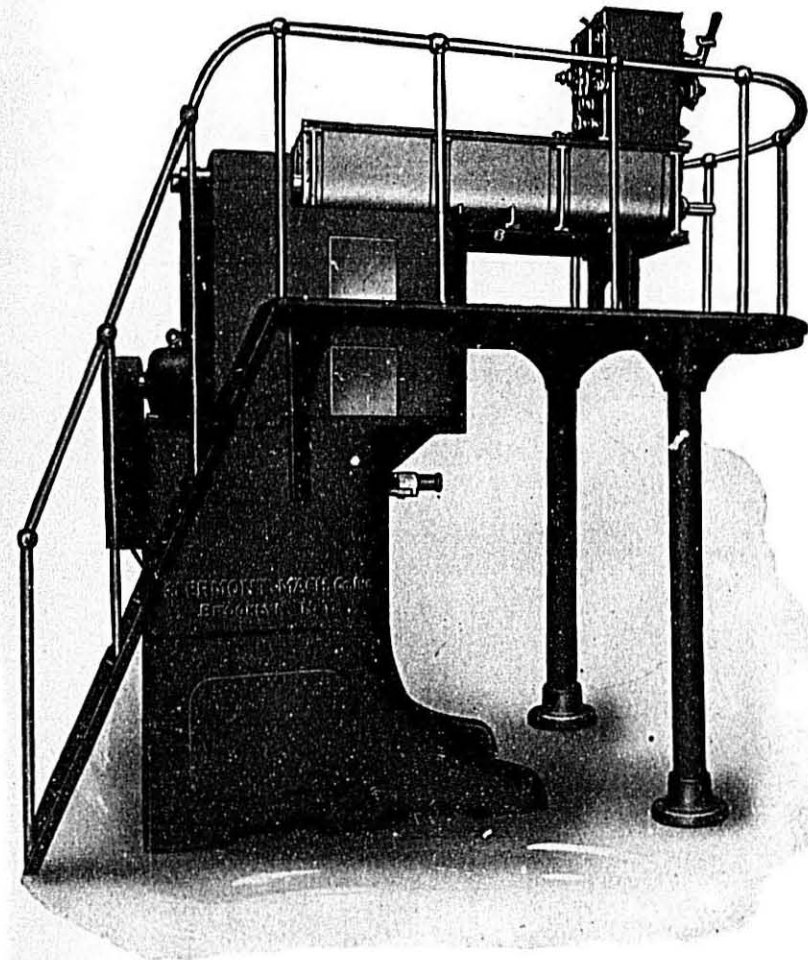
I believe in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign Nation of many sovereign States, a perfect Union, one and inseparable, established upon those principles of freedom, equality, justice, and humanity for which American patriots sacrificed their lives and fortunes.

I therefore believe it is my duty to my country to love it; to support its Constitution; to obey its laws; to respect its flag; and to defend it against all enemies.



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