

**THE  
MACARONI  
JOURNAL**

**Volume XXIII  
Number 6**

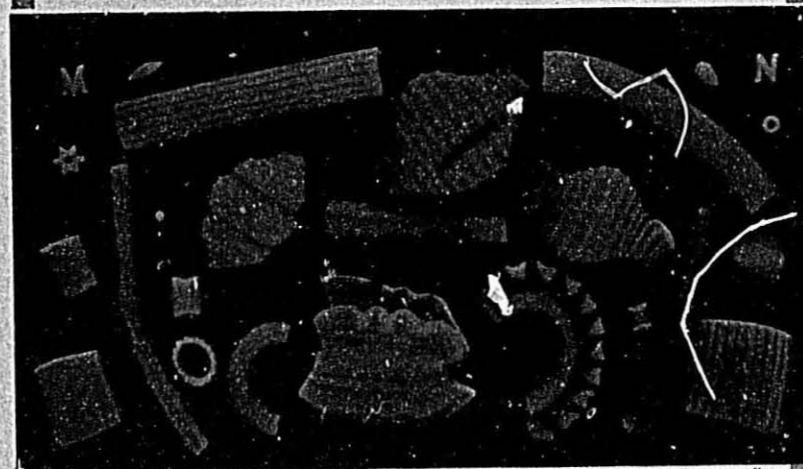
**October, 1941**

OCTOBER, 1941

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*All Fall Favorites*



COURTESY—"PACKAGING"

This most economical wheat food may be long or short, thick or thin, tubular or solid, flat or wavy, twisted or curled, round or irregular—but each shape, plain or fancy, is a MACARONI PRODUCT.

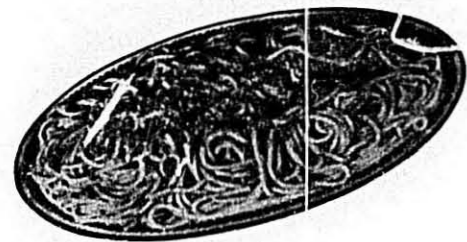
Official Organ  
National Macaroni Manufacturers Association  
Braidwood, Illinois

VOLUME XXIII  
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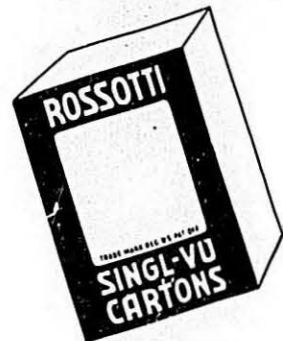
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WOMEN GO FOR

*Natural Color*



— one of the big  
extra values you  
get when you buy  
Rossotti packaging!



**W**omen are instinctively attracted to color.

In this day of supermarkets and self-service, the successful merchandiser makes sure that his wares are represented on the firing line by a package certified to catch the housewife's attention.

Nothing catches the shopper's eye so quickly as *Natural Color*—in the form of realistic, mouth-watering pictorials of the actual product itself.

Rossotti provides Tru-Art and Tru-Vu vignettes for all popular food products, whether cartoned or canned, at no extra cost. These vignettes are designed to accelerate your sales by adding color and zest to your package, multiplying display possibilities. Have Rossotti enliven your line with Tru-Art and Tru-Vu vignettes, and watch the leap in your sales.

Natural Color reproduction of products is only one of the many features offered by the Rossotti organization—master lithographers since 1898. Have our nearest representative show you samples of our Singl-Vu and Dubl-Vu window cartons, possessing all the advantages of the all-transparent wrap with none of its defects. Talk your packaging problems over with our man. He's an expert. Or if you wish, write direct to North Bergen.

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COAST TO COAST

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## Standards Hearing Again Postponed

Will be Held November Third, in Washington

Notices of two postponements of the long-expected and much-heralded hearing on the proposed standards of identity for macaroni products by the Federal Food and Drug Administration have already been broadcast by the Federal Security Agency, with the result that many manufacturers are in a quandary.

The first notice set the hearing for September 29. Two meetings were hurriedly called by the National Macaroni Manufacturers, one at Philadelphia on September 22 for the convenience of manufacturers and allies in the Eastern part of the country and the second at Chicago on September 25 where the interested parties from the Central States studied the proposed definitions.

Just as the Industry was ready to present counter proposals in line with the experiences of manufacturers, notice was sent the trade that the date of the hearing has for the second time been postponed, this time from October 6, the second date set, to Monday, November 3, 1941.

Again the hearing is scheduled to be held, commencing at 10 o'clock in Room 1039, South Building, Independence Avenue and 14th Street, Southwest, Washington, D. C.

The official notice of the date now set for this important hearing reads as follows:

### Macaroni Standards Hearing Further Postponed and Proposals Amended

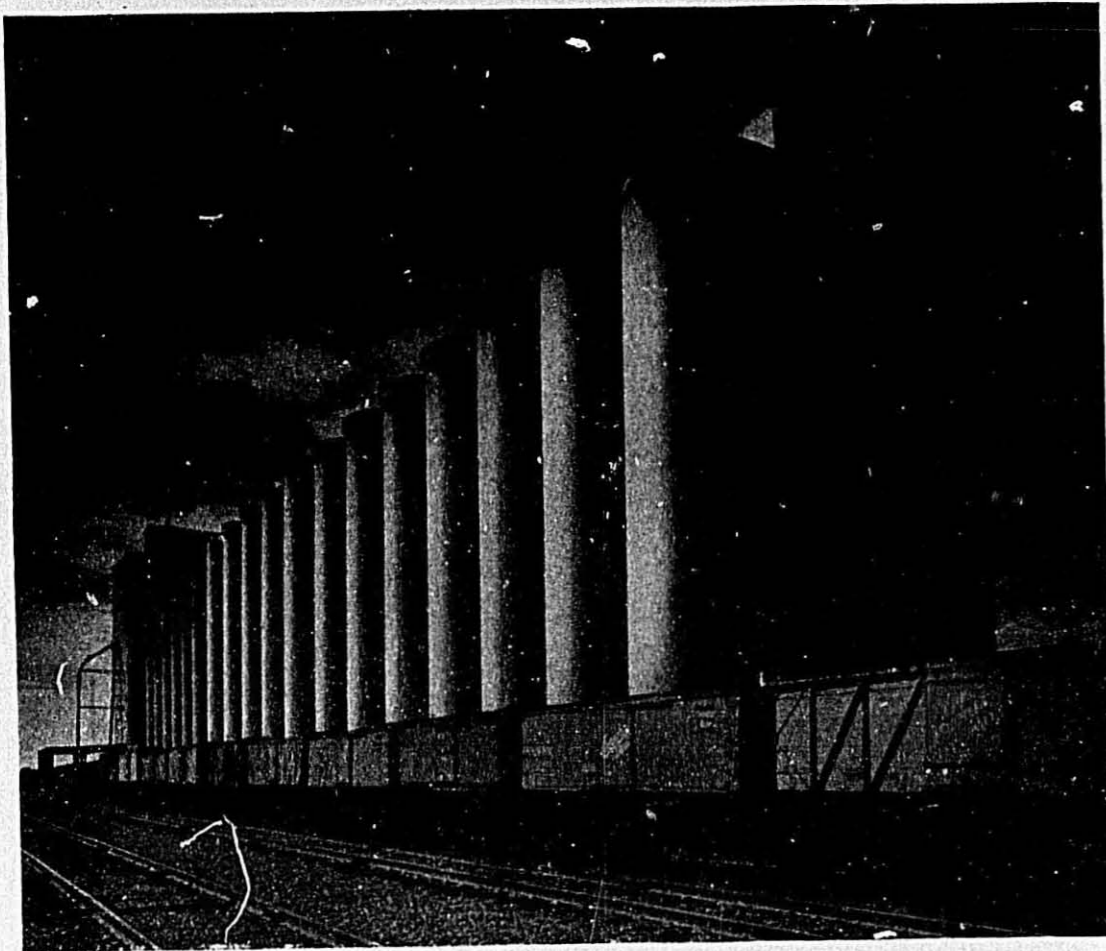
November 3 instead of October 6 is the new date set for the hearing on identity standards for macaroni, spaghetti, and related products. Revision of the original proposals, published in the Federal Register of August 29, 1941, has also been made. The hearing will commence at 10 o'clock in Room 1039, South Building, Independence Avenue and 14th Street, Southwest, Washington, D. C.

The amended proposals and the notice of further postponement appear in the Federal Register of October 3, 1941.

• • •

President C. W. Wolfe of the National Association will head a delegation of leading manufacturers to Washington when the hearing is held next month, lending support to the presentation of the testimony compiled by Attorney Daniel R. Forbes, legal counsel for the macaroni-noodle manufacturers and to the analyses and surveys made by B. R. Jacobs, Director of Research of NMMA.

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



These huge elevators are your guarantee of the choicest color and unvarying quality of Two Star Semolina---always.



# The MACARONI JOURNAL

Volume XXIII

OCTOBER, 1941

Number 6

## Wanted: Fair and Reasonable Standards

The Federal Food and Drug Administration which is obligated to enforce the new Food Law, has proposed a studied set of definitions of Standards of Identity for Macaroni Products for the consideration of all interested manufacturers and suppliers before their promulgation into law. The proposals have been widely circulated and the National Macaroni Manufacturers Association has left nothing undone to acquaint the manufacturers with the provisions of the proposed standards and to garner a consensus of opinion in the trade towards them.

Two postponements have already been gained to make certain that no one is deprived of his privilege to be heard on the subject, either through the National Association which generously offers to serve as their spokesman, through affidavits properly filed with the Bureau, or by verbal presentation at the hearing now definitely set for November 3.

To the question asked by some—"Who is causing all this furore about definitions under present conditions?" it can be said that neither the National Association nor any other particular group in the trade is particularly guilty. It is purely a Government action under a law which gives the Secretary of Agriculture authority to set up such definitions as he feels are essential for the proper protection of the consumer—laws that can be equitably enforced for the good of the law-abiding manufacturers.

As all expect, the National Association has taken an important part in trying to ascertain the attitude of its members and that of other leading manufacturers towards the definitions, as proposed. It has instituted extensive research as a basis for its recommendations at the hearing where it will represent not only the thinking of its members but that of many other manufacturers who care to entrust their interests in its hands.

Further, the National Association has set aside a special fund to cover the cost of expensive studies of the puzzling question of whether or not macaroni products can or should be "enriched" and the ingredients suitable for such enrichment. From this research, the National Association will make invaluable suggestions on the proposal of artificial enrichment of the food value of macaroni-noodle products through the addition of approved vitamins, minerals and other ingredients.

The National Association is doing a fine job as many readily testify. Its work is appreciated by the thinking manufacturers in about the only way such appreciation can be manifested other than verbally—by offering their membership or through voluntary contributions towards the added expense caused by this helpful research work and proper industry-representation at the coming hearing.

Two open meetings of the Industry have been held in

convenient cities to enable manufacturers and allies to study together the Government proposals that will have a lasting effect on the future business of the trade, when and if promulgated. It is unfortunate that so many have shown an apathy to the proposals of Food and Drug Administration and the efforts of the National Association to crystallize the Industry thinking into protective action. It has been predicted that if and when complaints arise over the enforcement of whatever standards may be promulgated after the hearing, they will in all likelihood originate among some of those who are now showing no concern and offering no tangible cooperation in the action of manufacturer-distributor-consumer protection.

To properly present the Industry's cause at the hearing on November Third, those who attended the two open meetings unanimously approved the idea of being represented thereat by experienced counsel. The National Association was named the Industry's spokesman with the assurance that the added and unbudgeted expense would be cared for adequately. It is expected that manufacturers and allies not now enrolled as members of the Association will contribute either outright or through the tendering of their application for membership accompanied by checks for dues covering the last half of 1941.

To date the response to this general invitation to help meet the expense of the industry's action for industry protection has been encouraging. Several firms have volunteered their Association membership while others have the suggestion under serious consideration. That's worthy of a group that is always anxious and ready to do its part in industry protection and products promotion. It is hoped that many others will "see the light" and pledge their support under the circumstances.

The time is opportune, the objective most worthy for honest and progressive manufacturers to do their part, to forget the past and to get solidly behind the organized efforts to protect our rights and privileges, to aid the Government in the adoption of fair and reasonable standards and in the equitable enforcement thereof, and to guarantee consumers that their right to "know their macaroni" will always be the first consideration of the appreciative manufacturers.

So, it appears to be most timely and fitting to call the attention of all non-members again to the open invitation of the National Association to consider seriously the suggestion of volunteering their membership pronto, not only as a cooperative measure, but as a protection of the interests of the trade which ever guides the actions of the National Association in all emergencies.

## Proposed Standards of Identity Openly Discussed

General Meetings in Philadelphia and Chicago Provided Opportunities for Joint Study of Important Definitions of Standards

Manufacturers representing a large portion of the production of the country attended the industry meetings in Philadelphia and Chicago the latter part of September for a joint discussion of the Definitions of Macaroni Standards of Identity proposed by the Federal Food and Drug Administration.

Sponsored by the National Macaroni Manufacturers Association both meetings were well attended and after lively discussions, resolutions were adopted outlining the position of the manufacturers with respect to the proposals and amendments thereto.

While there has been some apathy towards the Government's definitions under the Food Law on the part of some manufacturers, the importance of the procedure was fully realized by many of the leading firms who saw in the proposal some relief but new responsibility. By the action taken there is every reason to believe that the proposals of the two meetings referred to will have practically the solid backing of every progressive manufacturer in the business.

### The Philadelphia Meeting

For the convenience of the manufacturers in the Eastern Section of the country a meeting of the industry was held in the Benjamin Franklin Hotel, Philadelphia, on September 22, 1941. It was presided over by President C. W. Wolfe of the National Macaroni Manufacturers Association and after the reading of the call by the Association Secretary, M. J. Donna, Director of Research B. R. Jacobs started the discussion on the proposed government definitions and the industry's amendments thereto.

A check of the firms represented and of their estimated production indicated that the meeting represented a total annual conversion of about 875,000 barrels of semolina, farina and flour into macaroni products.

Emphasis was placed on the need of the industry's representation at the hearing by experienced legal counsel and without dissent, President C. W. Wolfe, of the National Association was authorized to arrange with Attorney Daniel R. Forbes, Washington, D. C., to serve as counsel in the action before the Food and Drug Administration at a hearing subsequently postponed to November 3, 1941.

To express the prevailing opinion of the manufacturers and allied at

the meeting, the following resolutions were unanimously adopted:

### Resolutions

Macaroni, spaghetti, and vermicelli are macaroni products as defined in Section 16.000. Macaroni is tubular in shape and generally larger in diameter than spaghetti.

Spaghetti is both tubular and cord-shaped.

Vermicelli is cord-shaped.

Both macaroni and spaghetti are made in many shapes and forms.

The diameter sizes of macaroni, spaghetti and vermicelli vary greatly, and macaroni products sold as spaghetti are in some cases of greater diameter than many varieties of macaroni.

Neither among manufacturers nor consumers is there any specific diameter established for macaroni, spaghetti, or vermicelli. They are all macaroni products of the same composition and identity, except that, for certain markets and classes and kinds of consumers, manufacturers have adopted either of the three names to indicate to their own customers the approximate form and size of the product. Such nomenclature is not uniform among manufacturers and the size of product sold by one as spaghetti is larger in diameter than that of a product sold as macaroni by others. As a large part of the con-

suming public is of Italian birth or descent, names to indicate size or shape or both have been adopted from the Italian and have become adopted by the trade and public as common and usual names to indicate relative sizes and approximate shapes.

THEFORE, BE IT RESOLVED: That the macaroni products industry file appropriate amendments to the proposal of the Federal Food and Drug Act to the end that in the labelling of these products the manufacturer be given the option to use the names "Macaroni," "Macaroni Product," or "Spaghetti" for all of these products with or without appropriate subordinate labelling to indicate size and shape in accordance with established custom.

BE IT FURTHER RESOLVED: That Section 16.000 as proposed be amended as follows: (For detailed copy of Industry's proposed amendments see Director B. R. Jacobs' report elsewhere in this issue.)

That item (b) under Section 16.000 be eliminated.

That Sections 16.001, 16.002, and 16.003 be eliminated from the Standards of Identity.

AND BE IT FURTHER RESOLVED: That Sections 16.010 and 16.011, as proposed be amended to read as follows: (See report of Director Jacobs.)

(Continued on Page 8)

Those in attendance at the Philadelphia Meeting on September 21 were as follows:

NAME	FIRM	LOCATION
C. W. Wolfe	Megs Macaroni Company	Harrisburg, Pa.
Phil E. Winebrener	Keystone Macaroni Mfg. Co.	Philadelphia, Pa.
Geo. B. Johnson	Keystone Macaroni Mfg. Co.	Lebanon, Pa.
Peter La Rosa	V. La Rosa & Sons	Brooklyn, N. Y.
J. Giordani	V. La Rosa & Sons	Brooklyn, N. Y.
Sam Viviano, Jr.	S. Viviano Macaroni Mfg. Co.	Carnegie, Pa.
Frank Traficanti	Traficanti Bros.	Chicago, Ill.
Arthur Greenwood	Grocery Store Products	New York City
Emanuel Ronzoni	Ronzoni Macaroni Co.	Long Island City, N. Y.
Henry Muellet	C. F. Mueller Co.	Jersey City, N. J.
Frank A. Zunino (?)	Atlantic Macaroni Co.	Long Island City, N. Y.
James T. Williams, Jr.	Creamette Co.	Minneapolis, Minn.
E. Roncace	Philadelphia Macaroni Mfg. Co.	Philadelphia, Pa.
Sam Arena	V. Arena & Sons	Norristown, Pa.
H. H. Rader	Washburn Crosby Co.	Buffalo, N. Y.
John A. Craig	Washburn Crosby Co.	Philadelphia, Pa.
Edward F. Schulz	Washburn Crosby Co.	Philadelphia, Pa.
C. Ambrette	Consol. Macaroni Machine Corp.	Brooklyn, N. Y.
Frank Lazzaro	Star Macaroni Dies Mfg. Co.	New York, N. Y.
H. J. Pierette	Star Macaroni Dies Mfg. Co.	New York, N. Y.
Charles Rossotti	Rossotti Lithographing Co.	North Bergen, N. J.
David Wilson	King Midas Mill	New York, N. Y.
W. J. Dougherty	King Midas Mill	Philadelphia, Pa.
D. Maldari	F. Maldari & Bros.	New York, N. Y.
Grantland Horn	Flour Broker	Philadelphia, Pa.
Daniel R. Forbes	National Preserves Assn.	Washington, D. C.
B. R. Jacobs	Director of Research, NMMA	Washington, D. C.
M. J. Donna	Secretary, NMMA	Braidwood, Ill.

## Dear Betty Crocker:



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

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

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

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

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

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

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

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

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

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

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



## GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

(TRADE NAME)

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

(Continued from Page 6)

**Optional Ingredients**

Since the Food and Drug Administration signified its willingness to receive evidence on the addition of vitamins and minerals in macaroni products and about names suggested for products containing these added ingredients, the meeting entered into a long discussion of materials that might probably be added for enrichment and other purposes.

Director Jacobs reported on the analysis and survey which he has been conducting for several months at the expense of the National Association. The result was that Director Jacobs was instructed to place his proposals in the form of a circular to be sent to the whole industry, together with a questionnaire on other features of the problem concerning Definitions and Enrichment.

**Chicago Meeting—September 25**

Thirty-two manufacturers and allied attended the general meeting at the Morrison Hotel, Chicago, on September 25 where an opportunity was presented to those in the central part of the country to consider the proposed definitions. A check of the firms represented indicated an estimated annual production in excess of 497,000 barrels of semolina, farina and flour for conversion into macaroni products.

Vice President A. Irving Grass of the National Macaroni Manufacturers Association presided at the two sessions that lasted until late afternoon.

Firms recorded as being represented at the Chicago meeting are as follows:

NAME	FIRM	LOCATION
A. Irving Grass	I. J. Grass Noodle Co.	Chicago, Illinois
Peter J. Viviano	Kentucky Macaroni Co.	Louisville, Ky.
C. B. Schmidt	Crescent Mac. & Cracker Co.	Davenport, Ia.
Geo. L. Comerford	Tenderoni, Inc.	Joliet, Ill.
L. S. Vagnino	Faust Macaroni Co.	St. Louis, Mo.
J. G. Luehring	Tharinger Macaroni Co.	Milwaukee, Wis.
B. C. Ryden	Illinois Macaroni Co.	Lockport, Ill.
J. S. Ross	Grocery Store Prod. Sales Co.	Chicago, Ill.
W. T. Houston	Grocery Store Prod. Sales Co.	Chicago, Ill.
J. H. Diamond	Gochi Food Products Co.	Lincoln, Nebraska
Henry D. Rossi	Peter Rossi & Sons	Braidwood, Ill.
Al. Ravarino	Mound City Mac. Co.	St. Louis, Mo.
Albert J. Bono	John B. Canepa Co.	Chicago, Ill.
Ernest J. Even	Quaker Oats Co.	Chicago, Ill.
H. V. Jeffrey	Skinner Manufacturing Co.	Omaha, Neb.
H. A. Klein	F. L. Klein Noodle Co.	Chicago, Ill.
Peter LaRossa	V. LaRossa & Sons	Brooklyn, New York
Joseph Giordano	V. LaRossa & Sons	Brooklyn, New York
M. J. Donna, Secretary	National Macaroni Mfrs. Assn.	Braidwood, Ill.
Benjamin R. Jacobs	Association Director of Research	Washington, D. C.
<b>ALLIEDS</b>		
G. G. Hoskins	Mario Tanzi Co.	Chicago, Ill.
Mario Tanzi	N. D. Mill & Elevator Assn.	Chicago, Ill.
E. J. Thomas	General Mills, Inc.	Chicago, Ill.
E. F. Cross	King Midas Flour Mills Co.	Minneapolis, Minn.
Wm. Steinke	King Midas Flour Mills Co.	Chicago, Ill.
Geo. L. Faber	Soya Flour Assn.	Chicago, Ill.
E. L. Rhoder	Counsel, Soya Flour Assn.	Decatur, Ill.
Carl R. Miller	Soya Flour Assn.	Decatur, Ill.
H. A. Olenorf	Spencer Kellogg & Sons, Inc.	Decatur, Ill.
Seymour S. Fagan	Spencer Kellogg & Sons, Inc.	Decatur, Ill.
J. E. Fagan	Vobin Corporation	Menticeilo, Ill.
Ezra Lavin	Vitamins, Inc.	Chicago, Ill.
S. S. Kavocs		

Secretary M. J. Donna, of the National Association, read the call and a résumé of the action taken at the Philadelphia meeting on September 22.

Following instructions given at the Philadelphia meeting, Director Jacobs had invited to the Chicago conference representatives of firms interested in having their products included among the optional ingredients that might be used in macaroni products in any enrichment program that might be undertaken.

Spokesman for soya flour, vitamins, wheat germ, milk, dehydrated vegetables, etc., addressed the meeting to prove the value of their materials for product enrichment. Director Jacobs was instructed to consider the several proposals in his final recommendation at the hearing, if it is finally decided that a definite decision is desired on the question of product enrichment.

Director Jacobs then read the proposed Definitions of Standards of Identity as broadcast by the Food and Drug Administration. The proposal was considered item by item. Secretary Donna then read the resolution adopted at the Philadelphia meeting. After a general discussion it was voted to adopt the resolution as expressive of the thinking of the manufacturers and allied represented though one vote was recorded as being opposed to one provision of the resolution.

On the question of optional ingredients, it was Director Jacobs' thinking that recommendation should be made at the hearing that if the enrichment of macaroni products is approved the required ingredients are to

be Vitamin B<sub>1</sub>, nicotinic acid and iron. These required ingredients need not be declared on the labels for enriched macaroni products. However, the materials added as optional ingredients must be so declared.

**Spaghetti Sauce—It's Good**

Spaghetti sauce, to be good, pure and retain its keeping qualities, must be made in spotlessly clean kitchens, using only wholesome ripe tomatoes and other flavoring ingredients. That is the thought intended to be conveyed in a recent article by Clementine Padlefor, staff writer for the *New York Herald-Tribune* in writing about the preparation of this spaghetti flavoring specialty. She says, in part:

A spaghetti sauce, which has been sold in France for half a century, has been packed in America for five months. The new sauce has a kitchen to itself located on the top floor of a ten-story building. In a great square of space with more windows than walls we watched this new sauce through its processes of manufacture. Workers cleaning onions, skinning garlic; workers cutting beef into chunks; one worker pressing hard cheese through an electric grinder. Onions and garlic are machine chopped before going to the braising pans to hiss and sputter on meeting with hot olive oil. When the vegetables are golden, small chunks of rump beef are added and browned; then sweet butter and California claret go in and the pan covered, the heat reduced while the cooking continues for two and one-half hours. When meat is tender, it is removed from the braising pan and run through the grinder.

Meanwhile, tomato paste is turned into a 200-gallon stainless steel kettle to boil for one hour. After that, salt and sweet butter are added for seasoning. Now a fourth of this paste is transferred to the braising pan to join the ground beef, and the mixture let simmer maybe thirty minutes before this pleasing little turmoil, of garlic and onion, butter and oil, meat and tomato, is returned to the tomato paste waiting in the big cooker. The electric beating arm, that runs like a ramrod through the kettle, blends the mass. Cheese finely ground (nine parts Wisconsin Reggiano and one part Italian Pecorino) is added at this point and more sweet butter.

One's attitude toward one's work counts quite as much as one's aptitude for it.

Funny how long worries have to prove themselves silly before we come to recognize that all worry comes under that heading.

**"'Cellophane' protection keeps our business healthy!"**

Says Porter-Scarpelli Macaroni Co.

"OUR GROWTH was slow at first," says Mr. A. F. Scarpelli. "But eight years ago we started packing our macaroni products in 'CELLOPHANE' cellulose film. Since then our volume has grown over 400%."

"We give credit for such a healthy increase (which still continues) to the quality of our

products, which is protected by—and visible through 'CELLOPHANE'."

Housewives give credit, too. In a recent survey, 94% of the women interviewed said, "We prefer food products protected by 'CELLOPHANE'!" E. I. du Pont de Nemours & Co. (Inc.), "Cellophane" Division, Wilmington, Delaware.



"Cellophane" is a trade-mark of E. I. du Pont de Nemours & Co. (Inc.)



## Report of the Director of Research for the Month of September

By Benjamin H. Jacobs

During the month of September two meetings of macaroni manufacturers were held for the purpose of discussing the standards of identity proposed by the Food and Drug Administration for the Macaroni Industry.

One of these meetings was held in Philadelphia and the other in Chicago. At these meetings the production represented by the manufacturers present exceeded one and one-half million barrels of semolina per year. This is an exceedingly good representation of a cross section of the industry, considering that the notice for such hearing was short.

The proposed hearing was to be held in Washington on September 29. At the request of the Association the hearing was postponed one week to October 6, and on October 3 the Food and Drug Administration, on its own initiative, sought a further postponement and now the hearing is to be held on November 3.

Because of this postponement it appears timely to publish in the JOURNAL the standards of identity that are proposed by the Association and those members of the industry who are not members of the Association but who attended either of the above meetings.

The recommendations follow:

"Sec. 16.000. *Macaroni Product, Macaroni Spaghetti—identity.*

"(a) Macaroni product, macaroni, spaghetti is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these, with water and with or without salt as seasoning, by forming the dough into units and drying the units. Such food contains not less than 87 per cent of total solids.

**Label Statement of Optional Ingredients**

"(b) It may contain as an optional ingredient added Vitamin D in such quantity that each pound of the finished macaroni product, etc., contains not less than 300 U.S.P. units of Vitamin D.

"(c) It may contain as an optional ingredient added calcium in such quantity that each pound of the finished macaroni product, etc., contains not less than 600 milligrams of calcium (Ca).

"(d) It may contain as an optional ingredient added di-sodium phosphate in such quantity that each pound of the finished macaroni product, etc., contains not less than 0.5 per cent and not more than 1.0 per cent of di-sodium phosphate.

"(e) It may contain as an optional ingredient not less than 5.0 per cent and not more than 15.0 per cent of wheat germ or partly defatted wheat germ.

"(f) It may contain as an optional ingredient not less than 3.0 per cent and not more than 5.0 per cent of dried yeast.

"(g) It may contain as an optional ingredient not less than 3.0 per cent and not more than 5.0 per cent of the total solids of one or more of the following vegetables: spinach, celery, onion, carrots, to-

matos. In this case the product shall be labelled 'SPINACH MACARONI PRODUCT,' etc.; 'TOMATO MACARONI PRODUCT,' etc.

"(h) It may contain as an optional ingredient not less than 5.0 per cent nor more than 15.0 per cent, by weight, of soy flour or partly defatted soy flour. In this case the product shall be labelled 'SOY MACARONI PRODUCT,' etc.

"(i) It may contain as an optional ingredient not less than 5.0 per cent and whole wheat flour. In this case the product shall be labelled 'WHOLE WHEAT MACARONI PRODUCT,' etc.

"(j) It may contain as an optional ingredient not less than . . . . per cent of gluten flour, bringing the protein to a minimum of 20.0 per cent. In this case the product shall be labelled 'GLUTENATED MACARONI PRODUCT,' etc.

"(k) It may contain as an optional ingredient not less than . . . . per cent of total solids of egg white or albumin.

"(l) It may contain as an optional ingredient not less than . . . . per cent of the whole solids of milk. In this case it shall be labelled 'MILK MACARONI PRODUCT,' etc.

"Sec. . . . *Enriched Macaroni Product, Enriched Macaroni, Enriched Spaghetti—identity.* Enriched macaroni product, enriched macaroni, enriched spaghetti conforms to the definition and standard of identity and is subject to the requirement for label statement of optional ingredients prescribed for macaroni product, etc. under 16.000 (a), except that:

"(a) Each such food shall contain in each pound of the finished enriched macaroni product, etc., not less than 2.2 milligrams of Vitamin B<sub>1</sub>, not less than 10.0 milligrams of nicotinic acid or nicotinic acid amide, and not less than 6.0 milligrams of iron (Fe).

"(b) Each such food may contain as an optional ingredient added riboflavin in such quantity that each pound of the finished enriched macaroni product, etc. contains not less than 2.0 milligrams of riboflavin.

"It may also contain any of the optional ingredients under Section 16.000 from (b) to (l) inclusive.

"Sec. 16.010. *Noodles, Egg Noodles—identity.* Noodles, egg noodles is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these with liquid eggs, frozen eggs, dried eggs, egg yolks, frozen yolks, or dried yolks, or any combination of two or more of these, with or without water, by forming the dough into ribbon-shaped units and drying the units. The dough may be seasoned with salt. Noodles contain not less than 87 per cent of total solids. The total solids of noodles contain not less than 5.5 per cent of egg solids.

"Sec. 16.011. *Noodle Product, Egg Noodle Product, Egg Macaroni, Egg Macaroni Product, Egg Spaghetti—identity.* Noodle product, egg noodle product, egg macaroni, egg macaroni product, egg spaghetti is the food which conforms to the definition and standard of identity prescribed for noodles by Section 16.010, except that it is in units which are not ribbon-shaped."

It is also proposed to enrich products under Section 16.010, noodles,

egg noodles, and Section 16.011, noodle product, egg noodle product, egg macaroni, egg macaroni product, egg spaghetti, in the same manner as the enrichment of macaroni products is proposed.

All the optional ingredients listed above and proposed for Section 16.000, macaroni product, etc. are also proposed for Section 16.010, noodles, egg noodles, and Section 16.011, noodle product, egg noodle product, egg macaroni, egg macaroni product, egg spaghetti.

Some confusion has arisen concerning these optional ingredients, particularly in regard to the enrichment of our macaroni and noodle products.

There is no effort being made either by the Government or by the Industry to require the enrichment of our macaroni or noodle products. These products will be manufactured as they have always been, but the Industry is requesting the privilege of enrichment by those manufacturers who are already enriching their products, or who are using one or more of the optional ingredients, or who may desire either to enrich or use optional ingredients in their macaroni and noodle products.

### U. S. Food Stake

Even though the war stopped soon, it would be a long time before Europe would be on a self-sufficing basis in livestock products. After the war, a large part of the world will be looking to the United States for food. Whether we can give it to them may decide how much weight the United States will have at the peace councils. No, I'm not afraid of storing up too much food now. Remember that people have never had enough of the right kinds of food. We can put the food we store to good use here and abroad. A part of any program for the defense of democracy is to be certain that our men, women, and children have enough good food to keep them strong and healthy.

—CLAUDE R. WICKARD,  
Secretary of Agriculture.

Having the thrill of being right on some decisions involves the mortification of being wrong on others.

Is there a good program on station Y O U today?

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

The Golden Touch

# King Midas Semolina

## Leads in Quality

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

### KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



## Enriching Materials

### Right Place for Soy Flour in Macaroni

By E. L. Rhoades,  
Soy Flour Association

Macaroni is the product that most directly brings the protein value of the American wheat crop onto the American table. That is very important because protein is scarce and high priced and many people do not receive enough of it for proper nourishment. This is a well recognized nutritional fact. Macaroni from high grade Durum wheat may run as high as 15 per cent or more in protein, which is about equal to the protein content of meats in general, considering the large moisture content in meat.

Macaroni has become well established as a main protein dish for the meal. Since the flocks and herds of Europe have been destroyed in the present war and there is great export demand for protein foods for the soldiers and probably a future export demand for the people of Europe, making the price of protein foods high for the American consumer, the protein contribution of macaroni to the American diet is very significant. However, there are certain points to be kept in mind in this connection.

According to recipes and food authorities, the average serving of macaroni per person is about one ounce or 28 grams of dry material which, even with high protein flours, would only amount to about four grams of protein per person when 75 grams per person per day is practically essential and 100 grams much more satisfactory. Even the real macaroni eater, who eats two ounces or more per serving, needs to have the protein value boosted if possible. Ordinarily, this is accomplished by combining the macaroni or spaghetti with cheese, meat balls or some other protein supplement.

When the price of cheese is high consumers may use less cheese with their macaroni but not eat any more, or possibly eat less macaroni on account of it. The macaroni manufacturer is therefore interested in the price and supply of cheese and other protein materials since they may radically affect his market in one way, or the opposite.

Soy flour is a highly concentrated protein product containing approximately 50 per cent of very high grade protein or three times the protein content per pound of high grade macaroni or average meat. It is in the form of flour which can be added

directly to the macaroni or noodle dough and give a terrific protein boost directly to the macaroni or noodle product so that there will be no question of availability of adequate protein or supplements from other sources.

While cheese or meat or some other protein products may commonly be added in the cooking, it seems clear that the proper way to add this particular protein, soy flour, to macaroni is to include it in the dough itself. For many styles of macaroni and macaroni products a high percentage of soy flour fits perfectly and adds three portions of protein for every portion of other flour displaced.

One quality macaroni manufacturer using No. 1 Durham flour advertises "a regular meatless meal." Such claims may properly be made by the macaroni industry as a whole to the public if there is incorporated in macaroni an adequate concentrated protein content to support the representation.

This same high protein content may be added to egg noodles to further concentrate and boost the protein content of that valuable product. Recent formulas for soups devised by government dietary authorities and serving as the basis for government purchases of soup have required a basis of soy flour or other soybean products because of the high protein content. Noodles are a product frequently and properly added to soups. It may be found desirable in the future that the concentrated soy protein for soups should be more frequently added to the soup in the form of noodles, and thus further utilize the facilities of the noodle manufacturer.

Unfortunately in a few cases in the past somebody added vitamin A in the form of yellow carotene to soy flour and this carotenized soy flour was used in some noodles instead of eggs to give a yellow color. This was recognized in the noodle trade as highly improper and no doubt this abuse has substantially held back the legitimate use of large quantities of soy flour in noodles in the past. Soy flour itself does not have sufficient carotene to give much yellow color. If anybody wants to put yellow color in noodles he will find it cheaper and more convenient to pour it out of a bottle rather

than try to get it in soy flour. The yellow color problem is not a problem in the addition of soy flour; it purely a problem in the addition of carotene and should be considered as such.

Soy flour has an extremely high content of the entire vitamin B complex, not only B<sub>1</sub>, but riboflavin and nicotinic acid as well. These items are considered of real dietary importance for cereal products.

The high protein content of high grade macaroni has one weak spot; that is the fact that the amino acids of which the proteins of cereals are composed are not so complete or so well balanced as they are in meat, dairy products, soy flour and some other items. For example, unfortunately, cereals are low in the essential amino acid lysine, which is made up in the general diet by the lysine from proteins of meat, dairy products or elsewhere. Since soy flour is high in this amino acid, the addition of soy flour would "complete" the proteins in cereals and make sure that the valuable proteins in macaroni would be properly utilized by the body. This point is not fully and completely established but there is enough evidence to indicate that it may be a substantial factor affecting the use and even the marketability of cereal protein products in the future.

What the macaroni and noodle items to which substantial percentages of soy flour have been added should be labeled are problems for the macaroni industry to consider. Since soy flour is and probably will be a higher priced item than the other flours used in macaroni and noodles, the manufacturer of such products should have the advantage of in some proper way indicating the inclusion of such an ingredient.

Soy flour first appeared in the macaroni-noodle trade as a diabetic food on account of its low starch content and high protein. For the same basic reason it might develop into a possible slenderizing, although energy-building, food. Certainly, with the present and probable future concentration of attention on proteins soy macaroni may become a volume staple for general use.

### Enriching Macaroni with Vitamin D

S. S. Kovacs, President,  
Vitamins, Inc., Chicago, Ill.

The nation now spends at least \$50,000,000 annually for vitamin D in various forms, such as cod liver oil and its substitutes, vitamin capsules, and vitamin D enriched milk. Yet, leading nutritionists agree that the job is far from complete. The masses are unable to avail themselves of the

priceless benefits so far denied them by the high cost of vitamin D.

One year spent by industry, science, and government to provide a solution to the problem of food enrichment with vitamins and minerals brings to mind that macaroni can play a very important part in this "must" program.

Dr. Morris Fishbein, Editor of the *Journal of the American Medical Association*, points out that it is easier to fix up Italian spaghetti and meat balls so that they will give consumers the nutrients needed, than to fix up the Italian point of view about eating.

That vitamin D is needed not only by infants and lactating or pregnant mothers but also by adults, is especially emphasized by Dr. Fishbein. He said that the stooping over of old people may mean a deficiency of vitamin D and calcium.

The stooping gait of old people may be due to their not taking vitamin D, insufficient exposure to sunshine, or insufficient intake of milk which contains this vitamin to some extent.

The mechanics of this "stooping" in old people is believed to be due to the fact that when insufficient calcium is present in the blood, it is withdrawn from the bone.

Dr. McCollum of the Johns Hopkins University, in a recent article, points out that it requires any one of the following foods to supply an average adult with his minimum daily requirement of vitamin D: one teaspoonful of cod liver oil, U.S.P. minimum standard, three quarts of irradiated milk, ½ cup of salmon, 6 eggs, or 15 drops of halibut liver oil.

Dr. Parks, Professor at Johns Hopkins Medical School has stated:

"I want to point out that it would be of undoubted benefit if the habit of taking vitamin D in some form were universal. If our foods were like that of the Eskimo, with vitamin D a regular ingredient, rickets would disappear almost entirely, the state of the teeth might undergo improvement, and the level of health of many persons might be raised."

Front-page stories spread the startling news that faulty teeth rank as the most frequent cause of the rejection of draftees. Accordingly vitamin B, essential for healthy tooth and bone structure, has received a lion's share of publicity. It naturally follows that products enriched with vitamin D will be more than ever in demand.

The addition of 400 units of vitamin D to a quart of milk brings from one to two cents premium now. Irradiated evaporated milk dominates the evaporated milk sales in U.S.A. Breakfast cereals in their vitamin enrichment program have gained stimulus in sales largely on account of the substantial amount of vitamin D these products contain. Malted milks and chocolate drinks are other successful examples.

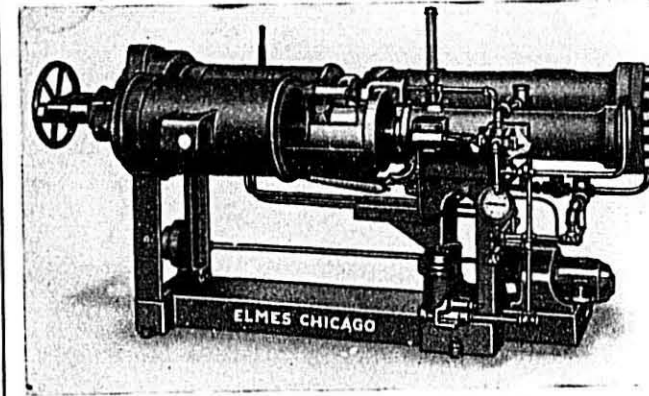
Viewing this, together with the important factor that vitamin D can be incorporated in macaroni products economically without loss in shelf-life or even appreciable loss in cooking, makes this project especially desirable.

The meeting in Washington scheduled for November 3, 1941, when standards of identity for macaroni will be discussed, affords a special opportunity to present to the federal agencies the matter of allowing vitamin D as an optional ingredient in macaroni products.

The term "enriched with vitamin D" should be allowed to manufacturers of macaroni who will incorporate in an average serving of macaroni 200 to 400 U.S.P. units of vitamin D, and a claim should be permissible because such a product does supply from 50 per cent to 100 per cent of the daily minimum requirement of vitamin D for all ages.

Such enrichment of macaroni products with vitamin D will bring macaroni manufacturers glory, as well as increased sales.

## High Production Macaroni PRESSES



Elmes Horizontal Short Goods Press

### EASILY SERVICED

- ★ Goods easy to inspect.
- ★ Clean cutting across entire die surface.
- ★ Spindle and Knife Holder accessible and adjustable.
- ★ Perfected . . . readily cleaned and serviced.
- ★ Rugged strength for continuous production.

A GOOD example of the practical and serviceable line of Elmes Presses for volume macaroni production is this horizontal short goods press.

Compare the advantages listed at the left—profit-making features built in as a result of Elmes' 90 years' experience in making good equipment.

Get in touch with Elmes for prices and specifications on this and other presses, mixers, kneaders, dies and reliable accessories.

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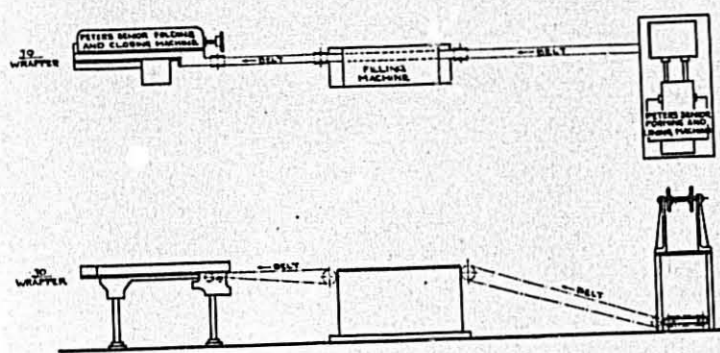
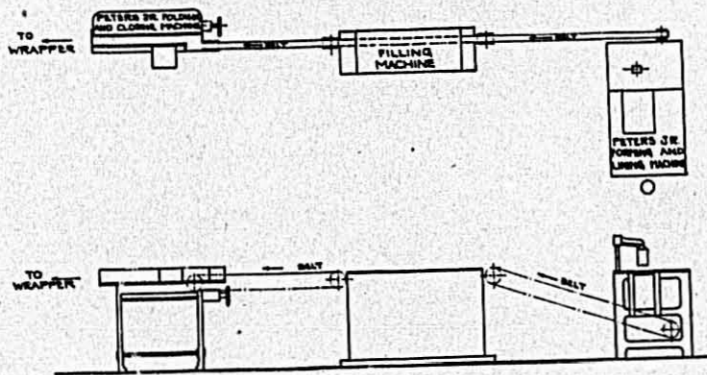
# Macaroni Carton Packaging Machines

Built to Meet Modern Requirements for Speed and Dependability

For years, Macaroni manufacturers have been using PETERS machines to package their macaroni and spaghetti. Now that production requirements have increased and cost is a greater factor than in the past, more machines are being considered and used by the companies who visualize the future.

Below are shown two typical layouts. The first illustrates the Junior model machines which set up and close 35-40 cartons per minute, requiring only one operator for the two machines.

The die cut cartons and sheet liners are fed into the Junior Carton Form-



ing & Lining Machine which sets them up and drops them onto a conveyor belt where they are carried to the automatic Filling machine or hand Packing Table. After the cartons are filled

they are conveyed to the Junior Carton Folding & Closing Machine where they are automatically closed.

If an outside wrapper is used, the cartons are then conveyed into the

Wrapping machine. These Junior machines can be made adjustable to handle several carton sizes and are readily changed from one size to another.

When a production of 55-60 cartons per minute is required, the Senior Carton Forming & Lining Machine Equipped With Automatic Carton & Liner Feeding Device is used to automatically set up the cartons. No operator is required for this machine. The liners are cut from a roll and the cartons are automatically fed into the machine from a hopper.

To close the cartons at speeds up to 60 or more per minute, the Senior Carton Folding & Closing Machine is used. The second illustration below shows these two machines coordinated with the automatic Filling machine and the Wrapping machine.

## Macaroni Packaging Equipment

During recent years an increasing number of macaroni manufacturers have turned to automatic packaging of many of the flowing types of macaroni products. Though machines are in use for handling long macaroni or spaghetti, it is the smaller shapes and cut-types that are being more successfully packed by automatic machines.

The August issue of *Packaging* carried a brief, illustrated and very interesting article, with a blue and white showing of specially arranged equipment for packaging different styles and shapes of macaroni. It particu-

larly referred to the low speed packaging line designed especially for the manufacturer whose steadily increasing production requirements make necessary the installation of mechanical weighing and sealing equipment.

Shown in the setup illustrated is a three machine hookup, consisting of a Semi-Automatic Bottom Sealer, Automatic Two Scale New Weight Weigher and Semi-Automatic Top Sealer, designed by Pneumatic Scale Corporation. Elsewhere in this issue are shown the many varieties of smaller shapes and sizes that can be economically handled by automatic packaging machines such as are made by machinery firms that are familiar with the problems of the macaroni industry.

## Boehm Rebuilding Plant

General Manager B. W. Boehm of W. Boehm Company, Pittsburgh, Pa., whose plant was badly damaged by fire several weeks ago, reports that while the fire has caused a temporary cessation of production, he is confident that the shut-down will be of short duration. "We are now working hard on rebuilding, and with just a little success in getting material, we should be operating again by the end of October."

The man who proudly regards himself as one who is well-informed probably is building up a reputation as a know-it-all.

October, 1941

THE MACARONI JOURNAL

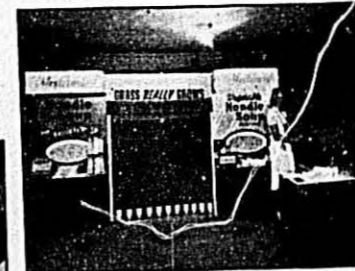
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## Noodles at Distributors' Show

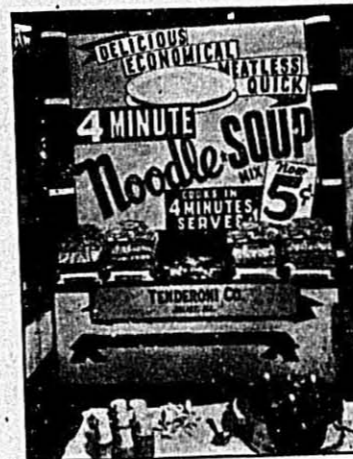
Ten firms specializing in macaroni-noodle products took part in a food exhibition held in connection with the annual convention of the National Food Distributors Association in Hotel Sherman, Chicago, Illinois, August 20-23, 1941, according to an announcement from the office of Secretary E. J. Martin. The exhibition was not only one of the best, but attracted an unusually large number of leading firms interested in publicizing the value of macaroni-noodle products.

Mueller with R. S. Wolf and M. E. Erdofy, assisting.

The Pfaffman Company, Cleveland, O., with a full display of Egg Noodles, Quik Soup and sea shell macaroni in cellophane. In charge was R. L. Silas, managing executive of the firm.



The exhibit booth of the L. J. Grass Noodle Company, Chicago, Ill., at the convention of the National Food Distributors' Association, was very popular because of its free distribution of liberal portions of its rich, full-flavored Vegetable-Noodle Soup and Chicken-Noodle Soup ladled out by the beautiful girls in charge.



Capitalizing on the popularity of the packaged soup-mix business during the past year or so, Tenderoni, Inc., of Joliet, Ill., showed its new 4-Minute Soup Mix and passed out samples at the annual convention of the National Food Distributors' Association in Chicago in August, 1941.

Tenderoni, Inc., Joliet, Illinois, exhibiting its new noodle soup mix with E. L. Kaffer in charge.

Traficanti Brothers, Chicago, Ill., featuring its Aunt Sarah brand of macaroni products, including egg noodles. In charge was Frank Traficanti assisted by his brother Nicholas.

## Help Defense and Stop Accidents

There need be no radical increase in loss-time accidents in macaroni-noodle plants nor in any food processing factory, because of the defense speed-up, if the plant superintendent is on his toes and really knows his business. That is the opinion expressed by the Editor of the Food Safety division of the National Safety Council, Inc., in the August broadside. However, the speed-up required to meet the defense program may be cited as the alibi by some who are not as careful nor as thoughtful as they should be.

Among the exhibitors were: Chef Boiardi Products Co., Milton, Pa.—Canned Spaghetti and Spaghetti Sauce, with M. E. Weiner in charge. Galioto Bros. Co., Chicago, general line of macaroni products.

I. J. Grass Noodle Co., Chicago, Egg Noodles and Noodle Soup Mix, in charge of A. Irving Grass, assisted by Sydney J. Grass, A. E. Grass and G. L. Morey.

The F. L. Klein Noodle Co., Chicago, Egg Noodles, Popcorn and Potato Chips. Overseeing the exhibit was chief executive B. A. Klein, aided by Fred Selle and M. L. Owens.

C. F. Mueller Co., Jersey City, N. J., showing the full line of macaroni, spaghetti and egg noodles under the direction of President Henry

You expected a rush of business and guarded the spots that weaken when volume goes up. You expected new men in your plant and made plans to train them. You tightened your enforcement program and warned foremen and older employees to redouble their safety efforts.

This can be a year that you take in stride; with injury rates still coming down a bit. Or it can be a time when safety men run for the alibi cellar.

You are helping to write the story of America's first full year of war effort. Let's make it a story worth reading.

## Jersey Girls "Play" With Macaroni

Excerpts from two illustrated articles appearing in newspapers in two different cities in Northern New Jersey, are proof of the fact that macaroni is something good to eat, but equally fine to play with.

The Newark, N. J., *News*, July 30, 1941, tells of the macaroni bracelet-necklace fad in the following language:

If you see any of the girls from South Eighth Street School Playground eating their bracelets, don't be surprised. The girls are making bracelets and necklaces and are giving macaroni a long detour from its usual route to the tomato sauce and Parmesan cheese.

Under the direction of Fred Conroe, playground supervisor, Theresa DiBuono, Central High School senior, who thought up the idea, Evelyn Rischmuller, junior at Montclair State Teachers' College, and Fred Snow, Central High School freshman, are leading lights in the drama of the rise of the lowly macaroni.

This season they're featuring patriotic colors, and carefully stripe shell macaroni red, white, and blue, allowing each color to dry before applying the next. After shellacking, the shells are pierced with a hot needle and strung on bright, crocheted wool. At this point in the operations, the time is ripe for a prayer for rainless days lest the girls be dripping with star-spangled noodle soup.

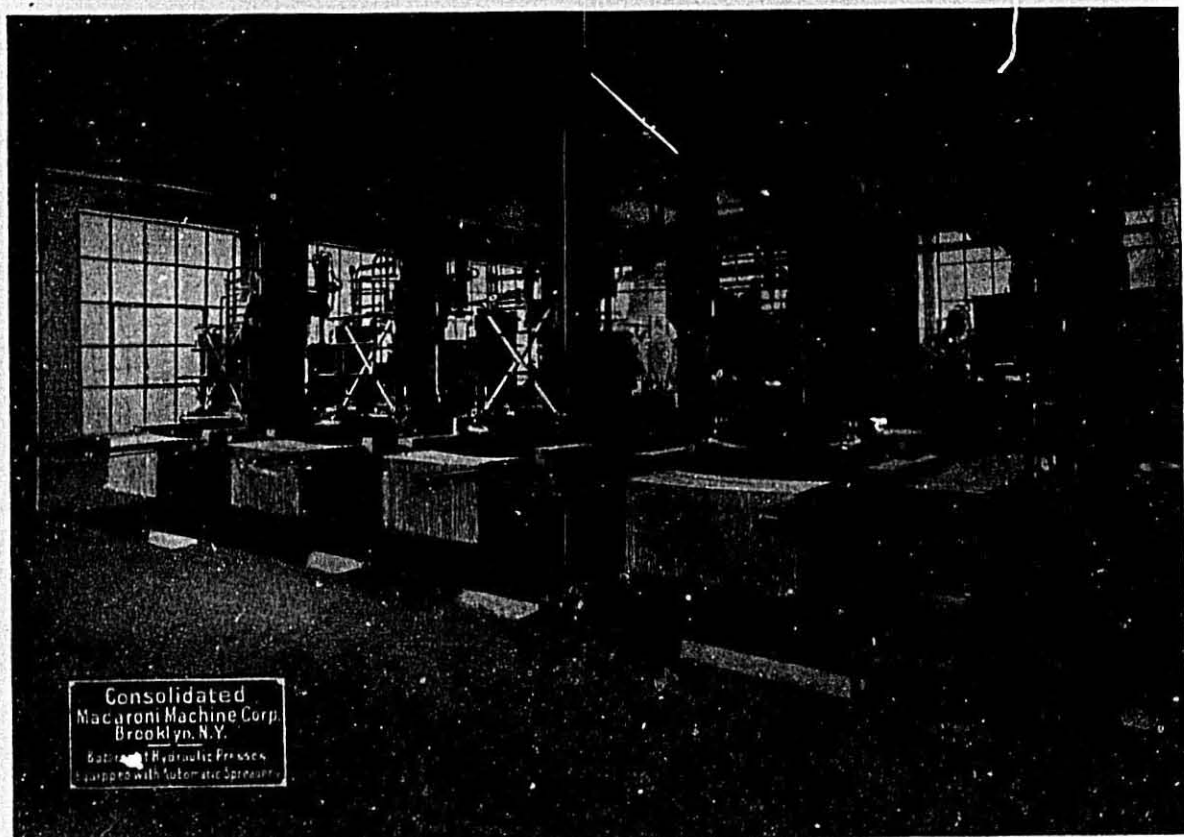
Conroe estimates all this patriotic splendor sets the girls back about 1 cent per bracelet. That's an all-inclusive figure, macaroni shells, paint, shellac, wool, everything. So at that rate, maybe they won't mind so much if we do have a Summer shower.

An item appearing in the July 30, 1941, issue of the *Elizabeth, N. J., Journal*, tells of the activities of the playfield children of Union, N. J., as follows:

Macaroni may be a food for some persons but not for children at the Hamilton Playground. They string it, paint it and shellac it with the result that attractive bracelets and necklaces are made. This is only one phase of the extensive handiwork program at the playground carried on under the supervision of Shirley H. Clair, area director.

Those who allow firms to take advantage of them, commonly are taken advantage of, in time, to the tune of five figure salaries.

## Consolidated Macaroni Machine Corp.



Consolidated Macaroni Machine Corp. Brooklyn, N. Y. Hydraulic Presses Equipped with Automatic Spreaders

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 raw presses of this type or we can remodel your present hydraulic press and equip it with this Spreader.

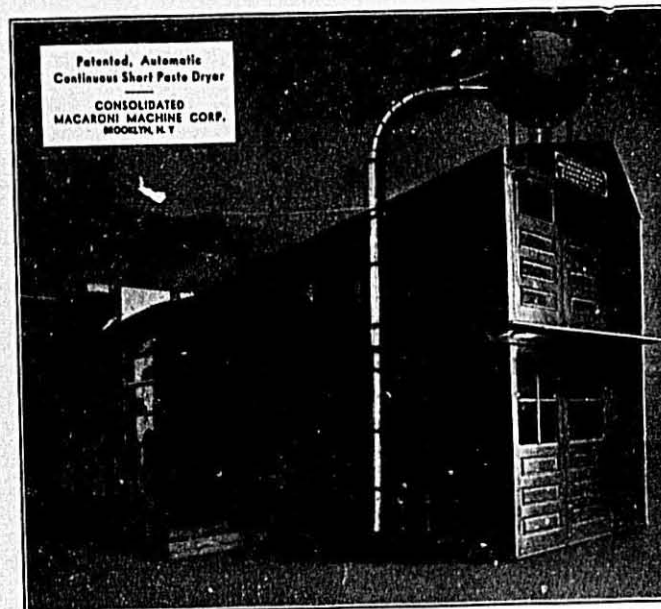
*We do not build all the Macaroni Machinery, but we Still Build the Best*

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

## Consolidated Macaroni Machine Corp.



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

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

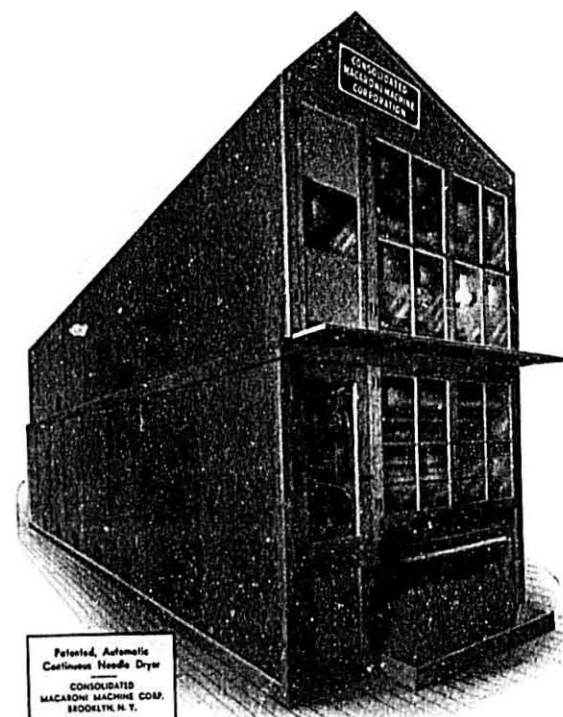
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

### Specialists for Thirty Years

- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles  
For Short Pastes



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

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

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

Address all communications to 156 Sixth Street

## Macaroni Prices in Defense Crisis

The American consumer is expecting a reasonable increase in the price of foods needed hereafter for the American table. The housewives realize that because of increased labor costs, higher taxes and more costly raw materials and accessories, manufacturers of macaroni-noodle products will be justified in demanding slightly more for their products, whether packed in cans, cartons or containers.

Confronting manufacturers of this food are many problems. Frozen eggs have increased from 40 to 50 per cent, and while many wise buyers have contracted for their egg needs until the Spring of 1942, there is the matter of replacements and additional purchases at current prices to be considered in quoting egg noodle prices for future delivery.

While there has been no radical increase in the price demanded by the durum millers for semolina and other durum wheat products, there prevails a general feeling that prices will stiffen rather than weaken in the coming months for the sole reason that everything else appears to be in the rising price class.

Cartons, containers and wrapping materials have advanced and new increases can be expected because of the growing scarcity of materials for cans and the trend to paper containers.

So any reasonable increase in the general price quotations on macaroni, spaghetti and egg noodles is not only expected but most urgent if a manufacturer is to keep step with prevailing conditions.

But a vital question for all manufacturers who sell their products in packages is whether they should continue to sell their products at a set price per package. It is up to them to do one of two things if they choose to stick to their nickel and dime sellers—they either must lower the quality standards of the products packed, or reduce the quantity in the package. Either will bring harmful repercussions.

The leaders in the trade are generally opposed to any reduction in package sizes or lowering of the quality of the contents to meet a specific price and it is predicted that price packages will decrease under the conditions that confront producers and consumers. The decision by manufacturers not to lower the quality of macaroni products, however packed for consumer distribution, would seem both wise and timely.

There has never been any real justification for a nickel package of macaroni, spaghetti or egg noodles, de-

spite the contention of some manufacturers and distributors that there formerly was a need for this minute package in certain backward sections of our country. Buyers of such small packages paid entirely too much for the container of the naturally scanty quantity packed therein.

If it is economically possible to sell these small packages, why not price them at eight cents or two for fifteen, and give the buyer a good grade of product and a quantity that will somewhat do justice to the products sold and give added satisfaction to the buyers.

The same is true of the ten cent seller. Under no circumstance should the quality of the contents ever be lowered—nor should the quantity be decreased. Why not try pricing this same package, with higher quality products, perhaps, at thirteen cents a package or two for a quarter?

Yes, there are some consumers who are always on the lookout for "cheap" goods. Let the other fellow corner this "cheap" market if he chooses. He'll never get rich doing that kind of business. Finally, let's adopt a general policy that will not call for absorbing the increased cost of food production and distribution, either by lowering the quality of our products, or decreasing the amount placed in our packages to put ourselves into an unfair competitive position that will bring to those who violate this policy, no permanent increase in business but plenty of long-lasting headaches.

### 5 Pounds Each

Assuming that Americans eat all of the macaroni, spaghetti, egg noodles and similar products manufactured by the United States macaroni-noodle manufacturing plants, each man, woman and child in this country would consume approximately 5 pounds of this food yearly.

Example: The 1939 Census of Macaroni Manufacture report shows a production as follows:

	pounds
Plain macaroni products	570,000,000
Egg noodles	100,000,000
Plain noodles	10,350,000
<b>Total</b>	<b>680,350,000</b>

Estimating the 1939 population at 133,000,000, this would be slightly more than 5.1 pounds per person per year.

## Death of Wm. Culman

William Culman, vice president of The Atlantic Macaroni Co., Inc., Long Island City, N. Y., died Saturday, September 20, 1941 at the Lenox Hill Hospital after a short illness. He was 75 years old. He had been associated in an official capacity with the macaroni firm for 21 years.



William Culman

Prior to his entry into the macaroni business, Mr. Culman was in the wine business in California, having served as president of the California Wine Association in San Francisco from 1914 to 1919, it being dissolved when prohibition became effective. He served many years as chairman of the executive committee of the Harlem Y.M.C.A. and was a member of the old Hamilton Grange Tennis Club and the New York Athletic Club.

Mr. Culman was the son of Dr. Augustus Culman and spent his boyhood days in Germantown, Pa. He received his higher education abroad. For several terms he represented the macaroni firm on the Board of Directors of the National Macaroni Manufacturers Association where he made many life-long friends who were grieved by his passing.

He leaves a widow, Amelia, and three sons, Carl and Frederick of Greenwich, Conn., and Otto of New York City. Also a brother, Carl of Honolulu, Hawaii, and five grandchildren. The funeral was held Monday, September 22, at ten o'clock.

Let's change the "how are you getting along?" query to, "what are you getting along to?"

Worrying about lost opportunities is as ridiculous as to be disturbed about missing a car when there's another one coming along right behind it.

## Questionnaire on Class of Buyers

Every manufacturer of macaroni-noodle products in this country has been asked to supply information as to the quantities sold several classes of consumers. While it is true that those who sell jobbers, brokers and chains, yes even independent stores, have only a vague idea of the nationality of the purchasers and ultimate consumer, nevertheless, Director B. R. Jacobs, hopes through the answers given in the questionnaires to give the Federal Government the information it desires.

The introduction explaining the need and purpose of the questionnaire and the questions asked are as follows:

It has become very important for us to present evidence at the hearing on Standards of Identity for Macaroni Products which will show the amounts or relative percentages of macaroni and noodle products which are sold to the Jewish and Italian part of our population. This is for the purpose of determining to what extent enrichment with vitamins and minerals of our products is desirable. I, therefore, request that you reply to the following questionnaire as soon as possible:

1. What proportion of your plain macaroni products are sold to Jewish consumers? \_\_\_\_\_
2. What proportion of your plain macaroni products are sold to Italian consumers? \_\_\_\_\_
3. What proportion of your egg noodles and other egg macaroni products are sold to Jewish consumers? \_\_\_\_\_
4. What proportion of your egg noodles and other egg macaroni products are sold to Italian consumers? \_\_\_\_\_

Fill Questionnaire and mail immediately to B. R. Jacobs, Director of Research, National Macaroni Manufacturers Association, 2026 "Eye" St. N. W., Washington, D. C.

## Foulds, Up And Out

Two announcements of interest to many manufacturers were made last month by Treasurer Seymour Oppenheimer of Eastern Semolina Mills, Inc., New York City.

The September 9 announcement tells of the elevation of Blair Foulds to the vice presidency of the organization, effective immediately. The second one, dated September 11, announces that Blair's father, Colburn S. Foulds, former president of the

company, is no longer connected with Eastern Semolina Mills.

Colburn S. Foulds' future plans have not been made known, except that he has several business offers which he is considering. He took an active part in the establishment of the durum milling firm which has met with considerable success in supplying semolina and durum products to many buyers in the Eastern half of the country. His father, now deceased—Frank Foulds—was one of the pioneers in the milling of semolina in this

country, and founded the Foulds Milling Company which later entered the macaroni making field.

The son, Blair Foulds who was made vice president, has been connected with Eastern Semolina Mills, Inc. for some time, serving as sales manager previous to his elevation.

Some people must like being sorry, judging by the number of things they do that they have occasion to be sorry for.

LET THIS

# CHAMPION

## FLOUR OUTFIT AND SEMOLINA BLENDER

help You Solve Today's Problems

AUTOMATICALLY  
CLEANS, SIFTS,  
AERATES AND  
BLEND FLOUR

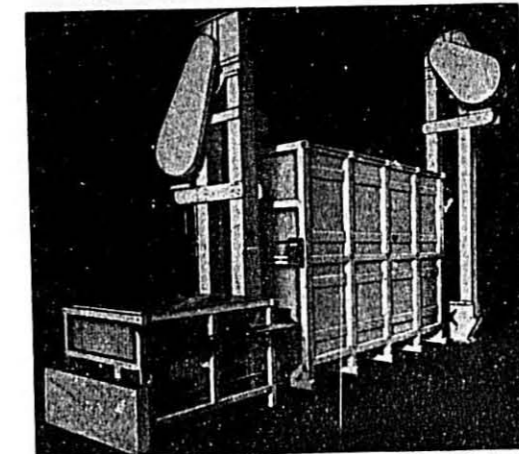
SAVES THE  
FREQUENT RE-  
PLACEMENTS  
OF EXPENSIVE  
DIES

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SOLD ON AN  
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ALL DETAILS

This Champion Flour Handling Outfit and Blender is designed to bring new economies into the production of macaroni and noodle products and to improve their quality. It is compact and sturdy in construction . . . automatic in operation . . . sanitary and easy to keep clean . . . sifts the flour to a uniform fineness, removing all lumps and foreign substances . . . thus eliminating the primary cause of scorched dies. Is furnished complete with blending bin for any plant capacity. It will pay you to get all of the profit-making facts.



## CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Also mfrs. of

- Dough Mixers
- Noodle Brakes
- Weighing Hoppers
- Water Meters

All Automatic and Accurate in operation.

Please send me Bulletin of Champion Equipment and complete details regarding your CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER, prices and terms. Also tell me about your Easy Time Payment Plan. Am I also interested in learning about equipment checked at list.

NAME .....

COMPANY .....

ADDRESS .....

CITY ..... STATE .....

## Questionnaire on Products Sizes and Optional Ingredients

Seek Manufacturers' Experiences and Industry Practices for Presentation at Standards Hearing Sponsored by Food and Drug Administration

Because manufacturers have taught their particular customers to accept a macaroni product of a particular thickness as "Macaroni" while others prefer to call an even larger product "Spaghetti," and for the further reason that there exists considerable confusion as to what particular names should apply to other shapes and sizes, the Bureau of Research of the National Association through its Director, B. R. Jacobs, has sent the entire trade a questionnaire on the subject of products' names, their shapes and sizes and of ingredients added.

The information requested is to be used as evidence at the hearing on macaroni standards of identity which is to be held in Washington, D. C., November 3. Manufacturers are requested to reply to all questions contained in the questionnaire from their knowledge and manufacturing experiences. The information is essential and very important, and all are urged to hurry the answered questionnaires to the office of Director of Research, B. R. Jacobs, at 2026 "Eye" St. N. W., Washington, D. C., as soon as possible.

### Products Sizes

- (a) Range of outside diameter of Macaroni from . . . inches to . . . inches;  
(b) Range of outside diameter of Spaghetti from . . . inches to . . . inches;  
Names under which (a) is sold; Names under which (b) is sold; Approximate proportion of product sold as "Macaroni" which have a greater diameter than 0.25 inches;  
Approximate proportion of product sold as "Macaroni" which have an outside diameter of 0.11 inches or less;  
(The above information should include long and short cut macaroni and spaghetti products.)
- Present practice of using the name "Macaroni" for macaroni products such as bow ties, stars, alphabets, and other fancy shapes. Give full details.
- Extent to which the term "Macaroni Products" has been adopted by the trade to indicate tubular products that are larger than 0.25 inches.
- Extent to which the term "Macaroni Products" has been adopted by the trade to indicate other than tubular products, such as ties, stars, alphabets, and other fancy shapes.

roni Products" has been adopted by the trade to indicate other than tubular products, such as ties, stars, alphabets, and other fancy shapes.

- Range of diameter of cord-shaped product sold as "Spaghetti" or "Spaghettini."
- Amount of tubular product sold as "Spaghetti" or "Spaghettini" in pounds or per cent of production.
- Amount of "Spaghetti" or "Spaghettini" sold as such which exceeds 0.11 inches.
- Approximate amount of "Spaghetti" or "Spaghettini" sold as such which has an outside diameter of less than 0.06 inches.
- Amount of expansion or contraction from die size in case of  
(a) flour macaroni, spaghetti, or spaghettini.

(b) semolina macaroni, spaghetti, or spaghettini.

### Optional Ingredients

If you have had any experience in the use of any of the following optional ingredients, please state what ingredients you have used among the following: (10) Whole Wheat; (11) White of Egg; (12) Yeast; (13) Gluten; (14) Calcium; (15) Di-sodium phosphate; (16) Wheat Germ of partly defatted Wheat Germ; (17) Spinach or any other vegetable; (18) Soy Flour; (19) Milk.

State:

- How long you have used each ingredient.
- What function does it perform?
- How have you labelled your product?
- Approximate proportion of your product.

Timely Topics  
by S. M. Noodler

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### Which Is the Better Half?

How do you and your wife get along together?

The question is just as important as it is impertinent. Whether you so regard her or not, your wife is your partner in financial matters and the law so recognizes her.

You know the story of the explosion that occurred in a certain home and cast the husband and wife out through a window into the street, and the neighbors said that was the first time they had been seen going out together in ten years. Don't lay yourself open to any such comment.

It is not enough that man and wife manage to get along together. More than that is needed to help the man to do well in his business—and it is the business side of the matter we are here considering.

Do you and your wife discuss family finances and plans amicably, or does one of you allow the voice to rise and nervous irritation to overcome calm consideration? Do you leave the breakfast table a good many mornings with a feeling you are not getting very

good treatment by the rest of the family?

It is important for a man's business success that affairs move along harmoniously in his home. A man cannot give his best to his work when upset by domestic difficulties.

Perhaps your wife is to blame when difficulty arises. Perhaps you are to blame. Perhaps the blame is equally divided. Just consider what you can do to remove the cause of unpleasantness when due to you. Do that much and the chances are your wife will do her part. Perhaps some of her complaints are well founded. Meet her half way and never lose your temper or raise your voice.

You think your wife is extravagant. You don't know what extravagance is. Queen Elizabeth had 3,000 dresses in her wardrobe when she died. You think your wife stretches the truth. Did you never hear of the case of Sapphira and Ananias? Forget her faults, even as you expect her to overlook yours. Get along together and your business will get along better.

The habit of getting a living without working for it isn't going to work so well for those who develop it, when we get back to times when a living is to be made only by working for it.

OUR MOTTO  
**THE BEST IS NONE TOO GOOD**  
HERE THEY ARE

From Baldwinsville

COLBURN FANCY DURUM NO. 1 SEMOLINA

SAN REMO DURUM NO. 1 SEMOLINA

DURUM CLEAR FLOUR



From Churchville

COLBURN FANCY PATENT DURUM FLOUR

SAN REMO DURUM PATENT FLOUR

EASTERN SPECIAL MACARONI FLOUR

DURUM CLEAR FLOUR

**EASTERN SEMOLINA MILLS, INC.**

MILLERS OF DURUM AND SEMOLINA FLOURS

Executive Office: 80 Broad Street, New York, New York



Many interesting editorials have been printed on safe driving. I enjoy immensely the fine instructive comments so many editors make on the necessity of safe driving, and I appreciate their contribution to the cause of safety.

Recently, the editor of the *Isanti News*, Isanti, Minnesota, wrote the following:

"Upon returning from an automobile trip the other evening, we sat down at the typewriter in a state of veritable frenzy. Foam dripping out of the corners of our mouth, we pounded out the following lines of despair with clenched fists:

'Oh, that some wise jury Would see fit to indict Every nocturnal driver Who won't dim his lights.'

Very appropriate; very timely. Let us set the example by dimming our lights—eventually some of these "dumb clucks" will realize that that is the courteous thing to do.

Some people have the mistaken idea that most of our automobile accidents occur on bad roads under bad

conditions and on curves and hills. It is true that some of our most serious accidents occur at these spots and under such conditions, but here are some facts that have been developed by the National Safety Council on a nationwide basis:

Four out of five accidents occur on a straight stretch of road.

Four out of five accidents occur on dry roads in clear weather.

Some of the causes for these accidents are:

- Exceeding the speed limit or driving too fast for existing conditions.
- Driving on wrong side of the road.
- Disregarding stop sign or signal.
- Cutting in.
- Passing on curves or hills.

Check these five causes. How often have you been found guilty of these violations?

### Wise Choice Can Improve Diet

A survey of the adequacy of diets in the United States, as reported by the Bureau of Home Economics, reveals a picture "none too glowing," according to Doctor Louise Stanley, chief of the bureau. "About one-third of the families are getting diets that do not come up even to the 'safe-

ty line' for good nutrition. In thousands of cases, diets are much poorer than they need be, simply because of unwise choice of food. Generally, diets of families in this country are likely to be low in calcium, and in vitamins A, B<sub>1</sub>, and C."

"Current research places special emphasis on diet as an essential of national defense. We believe healthy men and women are the real backlog of our national strength. And good diet is a basis for good health. 'Total defense' involves more than guns, ammunition, and statesmanship. It means, first of all, having a population armed with good health and high morale and ready for whatever lies ahead. It includes defense against low vitality and malnutrition."

The bureau, says Doctor Stanley, has been making special efforts to help homemakers in improving and in maintaining good diets. From what science already knows about human nutrition, popular recommendations for meal planning have been made up for use of homemakers. These plans show how, by choosing wisely from the different foods within each important food group, it is possible to get a good diet to fit the purse. A free publication, "Diets to Fit the Family Income," summarizes these suggestions for practical use.



Win the good will and the food preferences of American children like those pictured here, and the industry's battle for increased consumption of Macaroni Products is practically won.

## Win the Children

Eating Habits Acquired in Childhood Are Usually Lasting

By M. J. Donna, Managing Director of  
The National Macaroni Institute

"As the twig is bent, the tree's inclined" is an old proverb with current significance when applied to the eating habit of nationalities. Food likes and dislikes are formed in early childhood through influences of parents, either through choice in lands where variety is available or through necessity where scarcities exist.

Another old saying that comes to mind in this connection is that one about "You can't teach an old fox new tricks." Eating habits acquired either through choice or necessity are hard to change, even when changed conditions permit of that being done. What

have all these generalities to do with the macaroni-noodle business?

Well, there is hardly anyone who is financially connected with the business of manufacturing and selling macaroni, spaghetti and egg noodles that does not, down in his very heart, subscribe to the basic thinking that the one great need for the present betterment and the future welfare of the Macaroni-Noodle Industry is CONSUMER EDUCATION.

One need not delve deeply to find the basis of this almost unanimous thinking. The production capacity of the macaroni-noodle plants in opera-

tion in this country today is more than sufficient to produce twice the quantity of quality macaroni products to supply current demand. This potential overproduction is a menace to the profitable operation of the industry as a whole, as it is the inherent desire of operators to produce as near to capacity as orders, profitable or otherwise, will permit. Unquestionably this is at the bottom of the unprofitable business situation in which the Macaroni-Noodle Industry finds itself today.

### Eating Habits Changing

The influx of nationalities that have a natural liking for macaroni products has been reduced year after year to a very small, almost insignificant minimum. Furthermore, as these immigrants and their children become Americanized, their eating habits are changed with the result that the potential citizen who ate macaroni, spaghetti or egg noodles several times daily is now content to eat this fine food but

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.  
Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**



two or three times weekly. His family, as it grows older, will eat macaroni products in decreasing quantities for the simple reason that the family income permits purchases of a wider variety to satisfy an inherent craving for change.

So, the big problem is to win the youngsters of the land by teaching mothers to prepare this food in any of the many different ways that appeal to the little ones whose future eating habits are being formed. This is what is meant by "CONSUMER EDUCATION." There is no magic involved in "CONSUMER EDUCATION." Americans crave variety. Most of them enjoy incomes that permit of satisfying such cravings. Macaroni products, to millions of Americans, are a change, welcomed alike by old and young. But the elders are more set in their eating habits, which reminds us of the difficulty involved in trying to "teach an old fox new tricks."

It seems significant that the easiest way to teach Young America to truly appreciate the merits of macaroni, spaghetti, egg noodles, etc., and to increase their insistence to have this fine wheat food served more frequently in their homes and in other eating places, is to teach the youngsters to like the food by having it served to them in the many appetizing combinations that this bland food so readily lends itself.

With this unanimity of opinion, the outside world naturally wonders why this necessary consumer education program has been so long neglected. The truth is that while practically every one in the business agrees on its need, there is a difference of opinion as to who should undertake it—to really finance the educational work. When and if this internal problem is solved, something definite may be expected along the important line of "CONSUMER EDUCATION," converting the spasmodic efforts of the present day to a consistent and continued campaign that will have a bearing on the eating habits of the nation.

### Please the Youngsters

Everywhere change is in the air. Even the conservative farmers are asked to change their set attitudes on many things. "As farmers," said Secretary Wickard of the U. S. Department of Agriculture, a Cabinet member, in a talk to a farm audience, "we should never forget one thing. We are in the minority. If our attitude is too narrow, other groups could turn against us. It is true that we lag behind other groups, but to achieve the equality we deserve we must have the help of other groups. They must be persuaded that a decent income for farmers is in the interests of the general welfare as well as in the interest

of farmers. One effective means of persuasion lies in the consumption programs. I think a program like the school lunch program, for example, is an ambassador of good will for agriculture. No one, no matter what his occupation or race, likes to see a child go hungry."

There is no better food for growing children than a simple dish of macaroni with cheese, spaghetti with tomato sauce, or dairy egg noodles with a drawn butter sauce. Soups containing macaroni products as fillers are delicious and nutritious. In salads, this wheat food is a delightful change. Win the Children of America, Messrs. Macaroni-Noodle Makers, and you will have won the battle of the industry's future destiny.

Courtesy—Farm Security Administration and Consumers' Guide.

There is so much movement; so little going forward.

Marriage is difficult because the two sexes just can't seem to agree on what is heavenly.

Telling ourselves we can't have a desired thing might be just the spur we need to bestir ourselves to acquiring it.

### Red Cross Strengthens Nutrition Service

During 37 days of maneuvers in Tennessee this past summer a total of 30,750 pounds of spaghetti alone was consumed by some 65,000 men. During all this period these men were required to put forth great physical energy and needless to say, they had to be fed well and substantially.



will assume more and more importance.

As in the field of nutrition, so in all other Red Cross activities, great expansion is taking place. The men in uniform are being helped in non-military problems, the welfare of their families is being watched over to see they are not in want, 40,000,000 surgical dressings are being made for the Army, Red Cross nurses are being furnished to military medical authorities, and many other services are working to capacity.

All this work is supported from annual membership dues, received by the Red Cross during its yearly Roll Call. The campaign for members begins this year November 11 and ends November 30 and everyone is invited to join a Red Cross chapter during that period and thus have part in supporting Red Cross services in the field of national defense.

### Smaller Cheese Portions

Paris, once the world's capital for fine eating, no longer can claim that enviable distinction. The war and the necessary rationing of even the most ordinary foods is the reason.

The citizens of Paris and of the whole of France that have been literally pulling in notches in their belts, perhaps even so much as one notch for every month of the war, will have to pull in at least one more as the

result of a decree promulgated just when Americans were over-eating turkey during the 1940 Thanksgiving season. It is now forbidden to serve cheese to any customer in hotel or restaurant, when he has had a meat dish.

Until recently the maximum allowance to any guest was three dishes: the first a soup or appetizer, the second meat or fish with the trimmings, and the third cheese or fruit. The soup is gradually becoming "lighter" and the appetizers skimpier. The latter often consist only of a little bunch of radishes or a beet salad. The maximum meat helping per person is 72 grams, approximately 2½ ounces. The previous cheese allowance was 20 grams per meal.

The recent decree further prohibits a guest from having either butter, cream or pastry with his meat meal. Even if they were permitted, they are unavailable except at exorbitant prices.

The publicized "butter cards" are a joke. There's no butter and very little good substitute. As the regulations now stand, restaurant customers can have fowl, rabbit or game (the last, however, does not exist) at five meals a week, and other meat at five other meals. Fish and shell fish are not restricted. The only trouble is to find them and to be able to pay the price.

The general thinking, unexpressed but none-the-less present in the minds of every gourmand in Paris and all former easy-living Frenchmen, is that war is hell. Controlled economy is not popular with the rank and file in that war-ravaged country. What, no cheese? Bah!

### Sizable Increase in Flour Production Registered by Mills in September

Flour production for September, as reported to *The Northwestern Miller* by plants representing 65% of the national output, totaled 6,178,777 bbls., a 586,000-bbl. increase over the August figure and more than 140,000 bbls. above the amount manufactured in September last year.

Though the month's record was considerably above that of last year, it came far from matching the large 1939 output of 7,395,103 bbls. Among the producing sections, the Northwest showed the largest September gain over the previous period—about 208,000 bbls.—but fell short of the 1940 figure by 50,000 bbls. Southwestern mills showed a gain over the month of more than 125,000 and at the same time bettered their September, 1940, figure by 148,000.

The Buffalo increase from August to September was slight, and the September production fell below that of the same month last year. The large increase of about 144,000 bbls. registered by mills of the North Pacific region, was attributed to a return to normal conditions following strike-curtailed August levels, for their September total was considerably under that of 1940.

A detailed table of comparisons follows:

| TOTAL MONTHLY FLOUR PRODUCTION                                           |                 |                |           |           |
|--------------------------------------------------------------------------|-----------------|----------------|-----------|-----------|
| (Reported by mills producing 65% of the flour manufactured in the U. S.) |                 |                |           |           |
|                                                                          | September, 1941 | Previous month | 1940      | 1939      |
| Northwest .....                                                          | 1,457,038       | 1,249,528      | 1,506,178 | 1,821,968 |
| Southwest .....                                                          | 2,370,320       | 2,244,221      | 2,121,995 | 2,662,372 |
| Buffalo .....                                                            | 867,675         | 859,429        | 873,831   | 1,062,491 |
| Central West—Eastern Div. ....                                           | 551,410         | 504,286        | 517,877   | 568,248   |
| Western Division .....                                                   | 272,271         | 222,831        | 273,731   | 380,770   |
| Southeast .....                                                          | 103,597         | 92,579         | 129,510   | 200,330   |
| North Pacific Coast .....                                                | 556,466         | 412,841        | 614,168   | 698,924   |
| Totals .....                                                             | 6,178,777       | 5,592,715      | 6,037,290 | 7,395,103 |
| *Includes Indiana, since 1938 under Central West, Eastern Division.      |                 |                |           |           |

Just as the Army must feed its men with wholesome nourishing food, so the Red Cross has found in time of disaster care must be taken that refugees not only receive plenty of food, but it must be nourishing as well and have plenty of variety.

Macaroni, spaghetti and egg noodles, because of their wholesome qualities, and because they may be readily prepared in a variety of tasty dishes, are excellent foods not only for small families, but for mass feeding, also. When thousands of persons have been forced from their homes by storm or flood the Red Cross has used these three food products with greatly satisfying results.

Today with the price of food going up and up, many people will be forced to revise their food budgets completely. It will be necessary for them, however, to continue to use nourishing foods and to help them in their selection the Red Cross has been strengthening and expanding its work in this field.

Trained nutritionists are employed by many chapters while many others have available to them the volunteer services of outstanding home economists in their communities. Classes in nutrition, food budgeting, and related subjects have been and are being organized. As time goes on this work

*Consistency—* that is why Capital's  
**A/A No. 1 Semolina excels year in and year out**



THE TRADE MARK OF EXCELLENCE

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

### Related Displays Found Lacking in Food Stores Institute Survey Reveals

Ninety-seven per cent of the retail food stores in the Atlantic Coast States fail to take advantage of the opportunities for profitable extra sales through the use of displays of related merchandise, according to a survey recently made by National Grocers Institute. Four hundred and twenty-six stores from Maine to Florida were visited by members of the Institute staff who found related displays used effectively in only twelve establishments. The investigation was not confined to any one type of store—independent stores, super-markets, chain stores and cooperatives being checked.

Displays of merchandise, so placed that they suggest other related items while the customer is buying, are a real help to the homemaker, according to the Institute. The customer who is buying eggs and has bacon suggested by an appetite-appealing display nearby has her next breakfast menu all ready and she leaves the store pleased with her own efficiency and with the service rendered by the store. If no suggestions are displayed the customer may forget the bacon or similarly related items and so form a dislike for the store. Then the store loses sales. It is a well established fact that women like to trade in stores where merchandise is well displayed, and that they buy more when their shopping is a pleasant experience.

The Institute survey was made while members of its staff were collecting and correlating material for its Second Study Course, which features the practical techniques in grocery salesmanship.

### Automatically Cuts Roll Cellophane to Your Size Sheets

Saves 14 to 24%



If you are using cellophane sheets for hand wrapping or other purposes, you will find the PETERS CELLOPHANE SHEETING AND STACKING MACHINE will save you 14 to 24% by enabling you to purchase roll stock cellophane rather than cut-to-size sheets.

Any width rolls from 2" to 24" wide can be handled and any length sheets from 1" to 28" can be cut.

No operator is required since the machine stops itself when the stacker table is filled with cut-to-size sheets.

Electric Eye available for spot registering printed cellophane. Also Slitting Attachment and Predetermining Counter can be furnished if required.

Ask us to send you complete information on this economical machine which is widely used in the macaroni industry. We will be pleased to promptly do so.

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

### War Affects Food Distribution

There is an abundance of food in this world—sufficient to satisfy all human needs. The problem is that of distributing it properly.

Food is an important factor in times of peace; it is considerably more important in times of war, as many of the warring nations will testify.

Even in peaceful countries, the problem of distribution is acute. Take the macaroni industry, for instance; there are cities and sections where production exceeds local demands and the needs of the people in natural territories. To get rid of the surplus means transporting it to varying distances and into conflicting territories. The result is competition, often of a kind that causes every one to suffer. It is almost as bad to have too much of one kind of food as too little.

So, while the macaroni-noodle manufacturers are staging their little wars to conquer consumers, nations at war have even greater problems of getting adequate foods in sufficient quantities and the added trouble of its proper distribution. Competitive troubles almost fade into significance when compared with those confronting nations at war. On this subject, the following, by Professor Joseph S. Davis, Director of the Food Research Institute at Stanford University in California, is interesting:

"World supplies of food stuffs are abundant, but war conditions prevent their effective distribution. Huge surpluses in important exporting countries coexist with more or less grave shortages in parts of Continental Europe.

"Diets all over Europe are undergoing drastic modifications, due to sea warfare and blockades, shortage of imports and crops, and reduction of livestock and seafood.

"Severe shortage of calories seems in prospect in some sections (especially urban) of Belgium, France, and Poland, and perhaps parts of Norway and Finland.

"Malnutrition, due especially to deficiencies in fats, vitamins (A and D), and minerals, must be expected to increase in Continental Europe, with consequent reduction in vitality and rise in death rates.

"The extent and severity of food deficiency on the Continent will depend partly on Germany's attitude and policy, but even more on the blockades and on the scope, intensity, and duration of the war."

### Families Are Shrinking

In 1890 the average American family numbered 4.9 persons; in 1900, 4.7; in 1910, 4.5; in 1920, 4.3; in 1930, 4.1 persons. The Bureau of the Census places the average of the country in 1940 at 3.8 persons per family.

The number of families in the U. S. increased by 16.3 per cent during the past ten years. "It is evident, therefore, that an increase in the number of families may occur without an increase in population," observes the Census Bureau. Or, as your family doctor would explain in plainer language: Fewer babies are born to married couples nowadays than ever before in the history of the United States.

To the young man who is ambitious to be successful—concentrate on that as a woman does on a coveted gown in a shop window, and it's yours!

When the bottom drops out of things it usually is because we kicked the bottom out of things.

### 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

### TRADEMARKS

Enrico Caruso

The trademark of the Atlantic Macaroni Company, Inc. Long Island City, New York, for use on macaroni was renewed on December 27, 1941. It was first registered December 27, 1921.

Liberty

The trademark of the Liberty Macaroni Mfg. Co. was renewed August 2, 1941, for use on Macaroni and Veracelli. The firm was formerly the Liberty Maccheroni Mfg. Co., Buffalo, New York. The mark was registered August 2, 1921.



JOIN AMERICAN RED CROSS

### FOR BETTER MACARONI

LET us prescribe Maldari Insuperable Macaroni Dies to improve the appearance of your product. For over 38 years the world's leading manufacturers of macaroni have chosen Maldari Dies to fill their needs. You can't go wrong when you turn out a better product.

## F. MALDARI & BROS., INC.

Makers of

Macaroni Dies

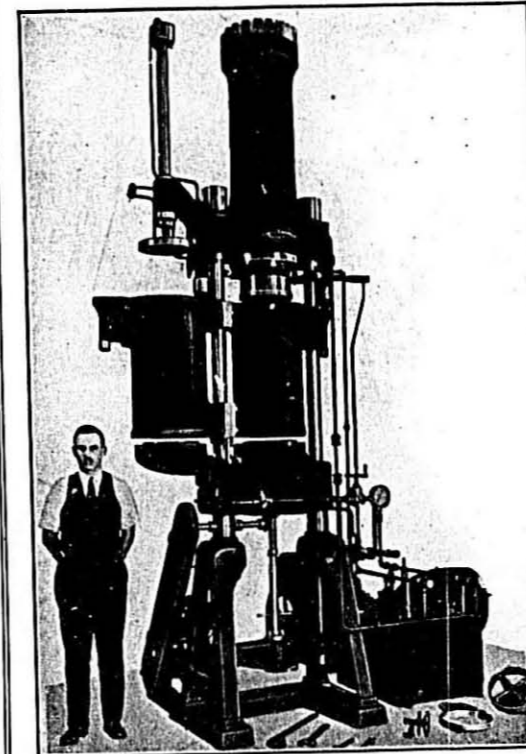
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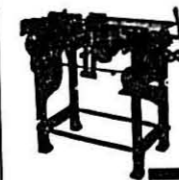
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This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to the filling unit. Can be made adjustable to handle several carton sizes.



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

## 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

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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  
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Vol. XXIII OCTOBER, 1941 No. 6

## Hen is a Packing Plant

The needs of the democracies—particularly Britain—are back of Secretary Wickard's plea that national defense calls for more laying hens and pullets and for better feeding of layers to encourage full production. Also back of it is recognition that the hen is one of the most effective of food processors. What the hen does as a factory is to convert a considerable volume of grass and grain into a much smaller volume of better and richer food material. The feed the hen eats goes through the mill in a process of selection and concentration and comes out neatly packaged with white and yolk made up of high quality protein with a good allowance of the protective minerals and vitamins.

With an eye to transport difficulties, man takes on the work where the hen leaves off. Under transport difficulties the drawbacks to eggs are that they are somewhat perishable and that they contain much water. These difficulties can be avoided by breaking the eggs in specially equipped plants and removing the water by drying the product. This further concentrates the food value in proportion to shipping space. There is hardly any other way, food authorities of the U. S. Department of Agriculture emphasize, of packing so much first

quality food in such limited space.

Eggs dried in surplus producing areas will allow an increase in production elsewhere to provide more eggs for the home market.

## June Exports—Imports

There was little business in international trade in macaroni products in June of this year according to final figures released by the United States Department of Commerce covering exports and imports of this food for that month. Imports of this food are gradually decreasing because of war conditions affecting the heavy producing nations of Europe, but the export of American-made macaroni products shows a slight increase due to heavy shipments to insular possessions for defense purposes.

### Exports

During June, 1941, there was exported a total of 192,089 pounds of macaroni-noodle products, valued at \$14,352. The price per pound was slightly more than 7½ cents.

During the first half of 1941, 1,475,196 pounds were exported. Their total value was \$102,100. The average price per pound was less than 7 cents.

### Imports

Only 91,226 pounds of this food were imported in June, having a total value of \$10,645. Importers paid over 11½ cents a pound for it.

Between January 1 and June 30, 1941, this country imported a total of only 271,265 pounds of foreign-made macaroni products, paying for it a total of \$27,407. This is an average of slightly more than 10 cents a pound.

## FDA Rules On Tomato Molds

"Spaghetti Sauce" is a fabricated product, as is tomato paste and puree used in making sauces for spaghetti and other macaroni products in the home, and as such must not be adulterated, rules the Food and Drug Administration.

The ruling by W. G. Campbell, Commissioner of Food and Drugs, is as follows:

On June 17, 1940, the Administration announced reductions in previously established mold count tolerances for tomato juice, catsup, puree and paste. Subsequently industry appeals from these reductions were received with representations that in spite of the utmost care in properly conducted plants occasional adverse conditions are reflected in mold counts somewhat exceeding the new tolerances.

The Administration thereupon undertook an exhaustive appraisal of the situation. The facts developed justify the conclusion that in the case of tomato catsup, puree, and paste, it

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## 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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Laboratory  
No. 156 Chambers St., New York, N. Y.  
Office  
No. 2028 Eye St. N.W., Washington, D. C.

is not unreasonable to expect canners to meet the mold tolerance of 40 per cent of the microscopic fields announced in 1940 and actions will continue against shipments when this figure is exceeded.

In the case of tomato juice, the investigation indicated that under abnormal conditions beyond the control of the packer mold counts may exceed slightly the tolerance of 15 per cent of the fields announced for tomato juice. In recognition of this possibility, the Administration will not institute actions against tomato juice on the ground of excessive mold count unless mold filaments are present in more than 20 per cent of the microscopic fields. Adequate allowances will be made in applying the tomato juice tolerance to those articles which have been subjected to a homogenization process. Since the Administration is convinced that with more experience the industry can universally meet more restricted tolerances, the present announcement is subject to the qualification that it is set pending consideration of further reductions.

Comminuted tomato products exceeding these mold count tolerances cannot be used as ingredients of manufactured foods such as tomato soup, spaghetti sauce, etc., since this would constitute adulteration of the fabricated food and render the latter subject to action.

## Offers Free Booklet

The Mission Macaroni Co., Inc., Seattle, Washington, one of the leading manufacturers and distributors of macaroni-noodle products in the Pacific Northwest, announces its continuance this fall of its very popular offer to mail to any consumer who may request it a free copy of "a 24-page illustrated cookbook, full of tested recipes calling for macaroni-noodle products—a booklet that gives the story of macaroni products, comments by recognized authorities on diet and nutrition, and some interesting recipes for using these products in main dishes, as side dishes and in salads, plus recipes for savory sauces which every homemaker will welcome."

The booklet referred to is the one that was prepared and published by The National Macaroni Institute and which is now in its third edition. Thirty-five thousand copies of "Americanized Macaroni Products," or "The Macaroni Family," as it is more popularly known, constitute the third edition which was shipped to firms in various parts of the country for distribution to customers as a builder of consumer good will for their respective brands.

These firms report the booklet as being extremely popular with home



Illustration of cover of the popular cookbook published by The National Macaroni Institute. It is replete with historic facts, useful hints and an unsurpassed assortment of macaroni-spaghetti-egg noodle recipes and a valuable group of savory sauces to tone up the recommended macaroni products dishes.

economists and especially among the growing number of housewives who are desirous of including in the recipe

files, a recommended assortment of recipes for macaroni-noodle products, a food that is daily becoming more and more an American favorite.

## Almond Is Versatile Nut

The almond is not only one of the first trees that man selected from the wild and transplanted to his gardens and orchards; it is also one of the most versatile.

Some almonds are grown as ornamentals—for their flowers and without regard to fruit quality. There are bitter almonds and sweet almonds. Some of the uses listed by Wood include: medicinal preparations, cosmetics, perfumes, and soaps; in confectionery and for eating as nuts. Almonds are marketed in the shell, shelled as whole kernels, and divided into all sizes from broken kernels to almond flour.

Almond products include the oil, the presscake, meal, emulsion, and powder. Green almonds are regarded as a delicacy in some countries, and they are also pickled. Kernels are eaten raw, blanched and salted, roasted, toasted, sugared, and sometimes fried. Almond paste, almond confection, and almond butter are products from the grinding of the kernel and the extraction of more or less of the oil.

## Babbin Thermostatic Commercial Tempering Valve

Babbin Hand Operated Thermostatic Tempering Valve is adapted for Commercial, Bakers' and Macaroni Manufacturers' use, where a constant temperature is to be maintained for long periods.

SINGLE HANDLE CONTROL—WITH SHUT-OFF



With The Babbin Valve you get any temperature you desire. Temperature remains constant. By a simple turn of the handle on the valve you can set the temperature at any point between cold and 150° F.

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The mixer has built-in strainers on the cold and hot port, made of fine mesh, and can be cleaned without taking the mixer apart.

### OPERATING FEATURES

1. One hand control. One shut-off.
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4. Should the cold water supply fall for some reason, the mixer will shut off automatically and promptly. When the water supply is returned, the mixer immediately functions.
5. Set your control and observe temperature on mixing chamber thermometer.
6. Sturdy Bronze Construction.

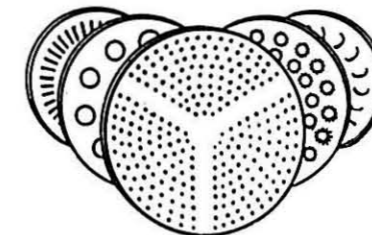
Can be used with any type of water meter.

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## Secretary's Message

### Notes With a Point

Someone has said, "Many a live wire would be a dead one *if* he didn't have the right connection."

The consumption of the many shapes and sizes of macaroni products by the 133,000,000 men, women and children in the United States is estimated at slightly more than five pounds a year, when babies, several millions of them, are excluded from the calculations.

Housewives of the United States buy 33 million pounds of meat every day, but each American ate only 120 pounds of meat in 1937. And the average per capita consumption of meat in this country for the past 35 years was 137 pounds.

What are the meat packers doing about this slump? Read the newspapers and the magazines for the answer.

It is estimated that 46 per cent of the food sold in the United States is passed on to the consumers from early Friday morning to late Saturday night. That's why the retailers do many times as much food advertising on week ends as on any other day in the week.

On the other hand, imports of bananas in the United States in 1937 were the largest on record. This amounted to 66,486,686 bunches (stems), valued at \$31,441,459—1,352,686 bunches over the previous high of 1929.

These food facts are very interesting, but those progressive macaroni-noodle manufacturers and friendly allies who are anxious to bring about an increased domestic consumption of macaroni foods would unquestionably see this hope realized, if they and others would provide the National Macaroni Institute the right connection.

The National Macaroni Institute could prove the "live wire" needed if only given a fraction of the support its worthy aims warrant.

The National Macaroni Institute's program of "Consumer Education and Products Promotion" seems to be the need of the hour, the day, the week and the year.

Our business, like your business, often hangs on a slender thread of memory. Hence this reminder to our readers, that *if* the right number of the right people become sufficiently concerned in the proposed campaign to increase the per capita consumption of our fine food, they will provide the needed connection to supply the spark that will put this "live wire"—The National Macaroni Institute—into beneficial action.

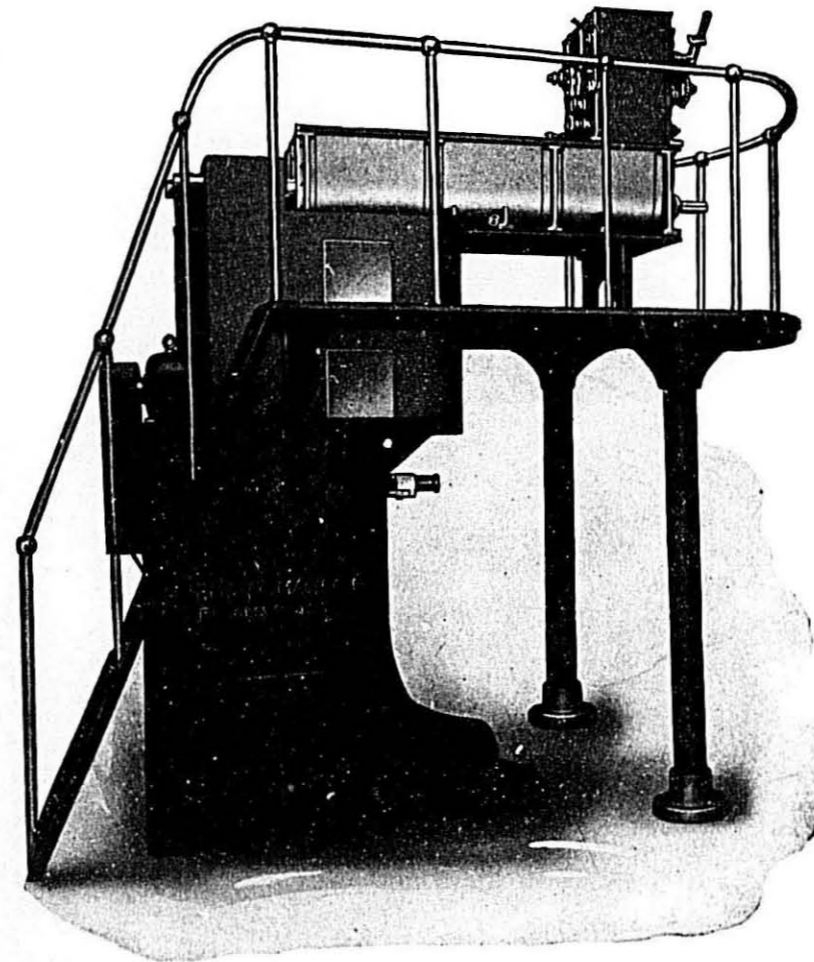
When do we start? No better time than the present. Who'll give the "go sign"?

M. J. DONNA, Secretary

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