

**THE
MACARONI
JOURNAL**

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A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

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PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Your Products and the Law

by C. K. BEEBE, Chief Chemist.

Division of Foods and Dairies,
Illinois Department of Agriculture

The Illinois Division of Foods and Dairies is charged with the enforcement of laws applying to all food products sold within the state. One has to reflect only a few moments to realize what a colossal task this is. I shall not bore you with the details of statistics to any extent, but merely mention that many counties in the state have around 2,000 to 3,000 farmers selling dairy products, all of which must be subjected occasionally to inspection.

All those assembled at this meeting are, no doubt, interested in the manufacture of wheat products. Wheat is one of the great staples of the people of the United States and of the world. It is quite natural that many problems would arise as a result of marketing the huge quantity of food manufactured from wheat. There are many types and various grades of wheat grain grown and offered for sale on the market and in the milling and preparation of this grain for ultimate use, we subdivide the final products into several more classes, depending upon which part of the wheat grain predominates in each separation. Such multiplicity of classification and division opens up vast opportunities for substitution. There are always those individuals in any line of business who wish to offer everything possible for sale under conditions which would lead the purchaser to believe that the product was made of higher quality material than was actually used. This is probably the most difficult feature of our control over the labeling and sale of macaroni and spaghetti products. The choicest macaroni and spaghetti is made from semolina or durum flour of high quality. While an expert or one having long experience in this industry can tell to a large extent what type of flour was used in the preparation of alimentary paste, it is quite another problem to be able to establish chemical or physical evidence that would stand in court in support of a case charging adulteration. One of the principles long since established by court precedence is that the food laws are not designed to establish grades for quality, but are only to prevent the actual substitution of one product for another or the sale of one product under the name of something of more value. In the problem we have to consider, any product made from durum or semolina flour can be marketed under the same label regardless of whether the flour was what might be termed highest quality or an under grade, but if a plain wheat flour product is offered for sale under the name of semolina or durum, there is not much doubt but that this would be considered adulteration or misbranding under our law. The only difficulty is in proof.

From a chemical standpoint, our most important determination on flour products is the ash and the curious thing is that both very low grade flours and high grade semolina have a higher ash than ordinary white flour. This would mean that white flour can be mixed with low grade flour to give an ash content very similar to that of semolina, but as I said before, a connoisseur or an expert experienced in judging the quality of these products can quite easily tell if this is the case. Unfortunately, such evidence is difficult to secure and does not stand up in court as well as definite chemical analysis. The problem we usually face in such cases, however, is not as complicated as outlined above for the reason that when manufacturers wish to make and sell a cheap or inferior product, they do not go to the trouble of properly blending these flours for deception, but are more apt to use a low grade flour that shows a very high ash on analysis. This at once establishes the fact that the finished product is inferior and misbranded if sold as a semolina or durum product.

Our definition for alimentary paste permits the use of semolina, farina or wheat flour. We, therefore, cannot prohibit the use of such terms as "Macaroni" and "Spaghetti" on goods made from white flour. We merely can prohibit the use of any descriptive matter which would suggest that these white flour products are made from semolina. We are endeavoring to enforce this regulation and immediately cite for hearings, any manufacturer who misuses these terms. Our greatest difficulty is catching up with those responsible for the multiplicity of brands and labels that appear on the market. Many of these are sold in rather small quantities and in limited territory which makes the task of ferreting out and identifying such manufacturers. The practice of jobbers having these products put up under their own label causes no end of confusion, because each lot bearing any given jobber's name might be made by a different manufacturer or made of different materials even though the manufacturer is the same, because each time the jobber makes a new purchase, he shops around for the best price he can get. Manufacturers get themselves in difficult positions constantly by bid-

ding too low on jobbers' requirements and then being faced with making a profit which can only be done by substitution. Of course, there is no excuse for any manufacturer to substitute an inferior product for something that he has bid on just because he has figured too low. It is true that the jobber is somewhat to blame in accepting a bid that he knows is impossible, but it is not his to reason by what method the manufacturer is going to supply his wants if he has guaranteed his product to comply with the food laws. Although this Division has absolutely nothing to do with the economic conditions existing in an industry, it is our ambition and hope to have all industries with which we come in contact in a prosperous condition. If we can effectively prevent adulteration and substitution there is no doubt that this will give rise to a more healthy condition within the industry than would exist if adulteration and misbranding were rampant.

In general, the remarks I have just made might be changed a little and apply to noodles as well as spaghetti and macaroni; the only difference being that noodles must have a certain percentage of egg solids in order to be sold under that name. This figure, as you all know, is 5 1/2%. The question of the type of flour from which noodles are made is not as much exploited as it is in the marketing of other forms of alimentary paste. Noodles should, however, be made from a cereal product that comes within the classification of flour, and if it is mixed with any other cereal such as soybean, due notice of this should be plainly stated on the label, or if a claim is made for semolina or durum flour, it should be a truthful one. The greatest temptation in the adulteration of noodles is in cutting down the amount of eggs used. Fortunately, we have a method of analysis which is reasonably accurate for determining the percentage of eggs. We are constantly picking up samples of various brands of egg noodles and analyzing them. Whenever one is encountered that is below standard in egg or contains coloring matter, the responsible parties are called in for a hearing. If the above is not stopped at once, prosecution follows.

We have had numerous interviews with members of your association, including Dr. Jacobs, your chemist, who has given us much valuable information as to the detection of adulterants. We expect to continue to cooperate in every way within reason with your association and hope that our efforts in conjunction with those made by each and every member of the industry will lead to conditions which will enable everyone in the business to continue in it profitably.



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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XX

AUGUST 15, 1938

Number 4

A Two Way Attack — Regulation and Education

After years of study and experimentation, the progressive manufacturers that compose the United States Macaroni Industry, have wisely elected to employ a two way sword with which to slash their way to greater business tranquillity. They have long realized that their business will become tranquil only after it is rid of the many harmful practices resorted to by a few bad actors in the business and when most of the members of the industry have taken the consumer fully into their confidence.

The means to both those objectives are now in the hands of the manufacturers and of the organization that represents them. They will be more easily attained if all the operators will agree to abide by fair rules of business and do their part in enlightening the public on the true merits of quality macaroni products.

Regulation should be voluntary insofar as those who are willing to cooperate. It will be obligatory on the bad actors who persist in their questionable practices, heedless of the injury they are doing to the trade as a whole and to the consumers who must ever be considered.

Since July 7, 1938 the Macaroni Industry has been operating under Trade Practice Rules set up by the trade in cooperation with the Federal Trade Commission. The rules appear to be both fair and practical. They aim to do no intentional harm to any legitimate manufacturer with the will to do business the honest way.

Unfortunately there are some manufacturers who have very little regard for rules, laws or business ethics. They are of the opinion that the rules are just so many words, and meaningless. From such sources will come the test cases that may be necessary to bring the wilful violators to their senses.

In the meantime there will be minor violations here and there. Success will make the violators bolder. Soon their cases will become so flagrant that official action must be taken, no matter how unwilling either the honest manufacturers or the government officials may be to make examples of them. Hence will arise the test cases which the enforcement officials cannot afford to lose.

Found guilty, violators will be assessed a heavy fine and warned to discontinue the practices that are considered unethical and unfair under the rules. Should any persist, as was so often the case in the past, the Federal Trade Commission which will be watching him more closely than ever after being found guilty, he will be ordered to "cease and desist." A wilful violation of the latter order will probably result in the entire closing of the violator's place of business.

An extreme case of this sort will be unfortunate for those involved; but it will be of their own choosing. Such cases will be necessary to establish the true force of those voluntary regulations under government supervision. Therefore the sooner a typical case of violation is tried and adjudicated, the better it will be for all concerned.

On the side of consumer education, little need be said unless as a reminder of one's duty to his own business. The annual per capita consumption of macaroni products in the United States is less than five pounds. In some European countries where the true merits of this food are more fully appreciated, the consumption is ten times as great. In this country there are millions of people who never taste Spaghetti-Egg Noodles-Macaroni and other forms of Macaroni Products from one year to another;

there are many more millions who eat birdlike portions as a side dish, reminding us of the days centuries ago when this food was sold only in apothecary shops.

No other nationality has so high a standard of living as have the Americans who are the macaroni industry's most promising customers. No other nation spends so much for food per capita as do the people of the United States. No other people enjoy such a wide variety of good foods. None is more willing to try out new foods while continuing to consume their favorites. The situation is a "natural" for the macaroni-noodle manufacturers who are willing to do their share of the educational work which Americans will welcome.

The National Macaroni Institute has placed in the hands of all manufacturers the means for cooperative educational work that appears so essential. Its several successful ventures during the past year proved so helpful and inexpensive that the Institute's future educational campaigns should receive ever increasing support from those who welcome the leadership and are willing to cooperate.

October 9 to 15, 1938, has been officially designated as "Spaghetti-Noodle Week." Through newspapers and magazines the people of the country will be invited to serve dishes of these products during that week, using either old and tried recipes or new and tested ways recommended in literature specially prepared for the event. The independent grocers and the grocery chains will be asked to feature macaroni products during the national week. It is needless to comment on the manufacturers' and distributors' respective duties in this connection.

Samples of the advertising material prepared by The National Macaroni Institute and made available to manufacturers for their use in doing their part in promoting the general observance of "Spaghetti-Noodle Week" next October, are shown on other pages in this issue. Posters, pennants and recipe folders may be purchased by any and all manufacturers who wish to do their share of promotional work to increase consumer interest in macaroni products.

The National Macaroni Institute has other plans of consumer education, but for the present it is concentrating all its energies on the national observance of a week wherein all who are concerned in the supplying of the raw materials and the machinery for the manufacture of quality macaroni, the manufacturers who would like to have their output reasonably increased and the grocers who like to handle profitable items, may combine in calling the public's direct attention to Macaroni Products and their true value as a food that should appear more frequently in America's daily menus.

Thus with regulation of trade practices to relieve the industry of many of its worries and with education doing its part to make America just a little bit more "macaroni conscious," there is every reason to feel that conditions within the trade during the coming year will be much more tranquil and business immeasurably improved.

First, observe the rules of the game. Manufacture a quality of product of which no one need be ashamed and then sell it profitably. Second, do your part in educating the American consumers, acquainting them with the real merits of your food and appetizing ways to prepare it. In that way you will be doing your part in the two way attack for trade betterment from which all honest manufacturers will benefit.

Report of Director of Research, Benjamin R. Jacobs

At our midyear meetings last January, in this city, I presented to you the results, illustrated by graphs, of work which the Laboratory of the Association had carried on in improving the method for determining egg solids in noodles and other egg macaroni products. This work showed that there was a more or less definite relation between the ash content of the farinaceous ingredient and their lipid content. A sufficiently large number of samples had not been analyzed. If I remember correctly we had only examined about 42 samples. Since January we have added 52 samples of which 26 were examined in duplicate in order to determine variations in analyses which might result from differences obtained in ash content on the same product. The work carried on during this half year has not materially changed the previous findings. It has, however, strengthened our belief in this relation. The analytical data obtained is being subjected to statistical analysis and as soon as this is completed it will be presented to the industry through the medium of the MACARONI JOURNAL.



BENJAMIN R. JACOBS

The following tables show the results obtained in these examinations: Table I representing a series of semolinas, each sample representing a car lot received at the plant.

Table II shows a series of farinas, in which also each sample represents a car lot of the farinaceous ingredient.

Besides the above work your laboratory examined a large number of samples for law enforcement and the following résumé shows in detail our findings:

You will note that out of the 210 samples examined, 45 or 21.4% were found to be artificially colored. Many of these samples were manufactured by the same firm, and therefore, it must not be assumed that 25.4% of the manufacturers whose samples were examined are using artificial color. The facts are that this is confined to only a very small number and in most instances they are small manufacturers.

It will also be noted that of the 210 samples analyzed, 26.1% contained less than 0.8% ash; the remaining 73.9% were about 0.8% ash and almost one-half of the total contained more than 1.0% ash.

In connection with our work on standards we examined a large number of samples of farinaceous ingredients and macaroni products made from these. In many instances the macaroni products were made under our direct supervision so that we were able to collect authentic samples of both the farinaceous ingredients and the macaroni products.

These products were examined for ash, color (yellow pigment) and we also examined, with the Wallace & Tierney color analyzer, for yellow, red, black and white color.

The usual procedure was followed except that the examination of macaroni products was confined to the ground portion passing through a 20 mesh sieve and being retained on a 40 mesh sieve (U. S. Standard). The sample was not rotated as it was found difficult to press it sufficiently hard to prevent throwing out.

TOTAL NUMBER OF SAMPLES ANALYZED.....	454
Research on Egg Solids.....	54
Twenty-Six samples were done in duplicate	
Egg Macaroni and Egg Noodles for Law Enforcement.....	173
Plain Macaroni products for Law Enforcement.....	37
Of the 210 samples 45 or 21.4% were artificially colored.	
Of the 173 samples:	
5 or 2.9% contained less than 1% egg solids	
5 or 2.9% contained between 1 and 2% egg solids	
16 or 9.1% contained between 2 and 3% egg solids	
33 or 18.9% contained between 3 and 4% egg solids	
53 or 30.6% contained between 4 and 5% egg solids	
61 or 45.6% contained above 5.0% egg solids	
Of the 210 samples analyzed	
7 or 3.3% contained less than 0.5% ash	
10 or 4.7% contained between 0.5—0.6% ash	
16 or 7.6% contained between 0.6—0.7% ash	
22 or 10.5% contained between 0.7—0.8% ash	
37 or 17.6% contained between 0.8—0.9% ash	
25 or 11.9% contained between 0.9—1.0% ash	
93 or 44.4% contained above 1.0% ash	
Miscellaneous samples analyzed.....	130
Preliminary tests on Egg Solids, Law Enforcement and Standards	
Samples on Standards reported herewith.....	60

lowest in color (yellow pigment) in these series is fairly constant.

On the other hand Table IV shows greater losses in color (yellow pigment) when inferior grades of farinaceous ingredients are used and it may be noted in samples Nos. 15178 and 15257 the lowest in color, amounted to 80.7% and the ratio of white over red plus black amounted to only 0.56. Our purpose in working on this work is to establish certain limits of ash, color (yellow pigments) and if possible, a relation between the various colors obtained in standardizing our macaroni products. Other factors, such as cooking, breaking strength, et cetera, may be left to future efforts but at present we are confining our work to color as an index to quality. We have not as yet examined a sufficiently large number of samples nor have we as yet perfected a technique that is sufficiently reliable on which to determine the value of color as an element in "quality." We are, however, proceeding with this work and I hope that soon we will be able to present some definite data. Our purpose is to obtain sufficient data which will help us in the proper labeling of our products. At present, there is no definite method for labeling food products. Under the Mapes Amendment to the Food and Drugs Act food products in hermetically sealed containers are required to be labeled only when they fall below a minimum standard and even for the Canning Industry only a few minimum standards have been promulgated, these include peaches, pears, apricots, cherries, tomatoes and peas. There are scores of other canned fruits and vegetables for which there is yet no minimum standard.

There are three bureaus in the U. S. Department of Agriculture which are charged with enforcement of Standards and labeling requirements in food products. The Bureau of Animal Industry has charge of the enforcement of the Meat Inspection Act; the Food and Drug Administration which enforces the Food Law and is charged with enforcing its provisions against misbranding, and the Bureau of Agricultural Economics which has charge of the administration of the Warehouse Act, which has authority to establish grades in canned fruits and vegetables.

The Bureau of Agricultural Economics has adopted what is known as the ABC system of grading. This system uses as a basis a "weighted" scoring of the characteristics which are assumed to measure the quality of the product graded. An arbitrary value or weight is given to each grade on the basis of 100 for the total. The relative quality score is then divided into groups. These groups are represented by the symbols A, B and C. Grade A products are those which fall within the score of 90 to 100. Grade B are those which fall within the score of 80 to 90 et cetera. This would appear to be a very simple means of grading food products. However, the Food and Drug Administration will not accept the scoring of the Bureau of Agricultural Economics for prosecutions of cases under the Food and Drugs Act as it does not consider that the line of demarcation between grades is sufficiently well defined to insure successful prosecutions.

On the other hand, the Food and Drug Administration as well as the National Canners Association have developed a system of descriptive grading which is considered to be easier of enforcement and more informative to the consumer. This system of descriptive grading requires that the characteristics which define quality be placed on the label of the container. One objection to it is that it fills the label with a lot of printing matter which most consumers will not take the time to read. And another objection is that unless all the characteristics used for defining quality are declared on the label that the omissions may mislead the consumer more concerning the quality of the product as they may be more important in defining quality. In my opinion the ABC system of grading is more valuable to macaroni products than is the descriptive system. The consumer of macaroni products is not concerned with the characteristics which go to make up quality in our products. She is concerned only in whether the product is or is not of first quality. The term "Grade A" has wide acceptance in milk which is the most common food used in the household, and to the housewife it means the highest quality. In the same way Grade A macaroni would mean the highest quality regardless of whether it is color, tenderness, flavor, cooking quality or any combination of these. If the industry can by any means determine accurately these characteristics which constitute quality in macaroni products and can give there even an arbitrary scoring it would appear that we would be making great strides in improving the quality of our products.

TABLE I
ANALYSES OF SEMOLINA

Lab. No.	Ash %	Color p.p.m.	Yellow %	Red %	Black %	White %	W R & B
14912	0.656	4.46	36	8	11	45	2.37
15134	0.628	4.10	36	8	11	45	2.37
15184	0.634	4.56	41	8	10	41	2.28
15198	0.642	4.65	45	7	10	38	2.23
15222	0.698	4.10	40	7	10	43	2.53
15267	0.666	4.19	42	7	10	41	2.41
15320	0.690	4.10	40	7	11	42	2.33
15321	0.700	4.37	40	7	10	43	2.47
15330	0.658	4.46	40	7	12	41	2.16
15339	0.662	4.28	38	6	12	44	2.50
15340	0.646	4.56	38	6	11	45	2.60
AVERAGE	0.662	4.33	40	7	11	42	2.34

TABLE II
ANALYSES OF FARINA

Lab. No.	Ash %	Color p.p.m.	Yellow %	Red %	Black %	White %	W R & B
14277	0.350	3.48	34	8	6	52	3.71
14789	0.356	3.40	27	8	8	57	3.56
14846	0.340	3.66	36	8	8	58	3.62
14881	0.328	3.14	25	8	9	58	3.41
15392	0.400	3.54	25	8	9	58	3.41
15471	0.360	3.48	25	11	11	53	2.41
AVERAGE	0.356	3.48	27	9	8	56	3.30

TABLE III
ANALYSES OF MACARONI PRODUCTS MADE FROM SEMOLINA NO. 1

Lab. No.	Ash %	Color p.p.m.	Loss in color %	Yellow %	Red %	Black %	White %	W R & B	Description
14912	0.656	4.46	36	8	11	45	2.37		Semolina
14913	..	3.65	18.2	35	8	21	36	1.25	Macaroni
14914	..	3.20	28.2	34	11	20	35	1.13	Spaghetti
14915	..	3.20	28.2	32	6	21	41	1.52	Spaghettini
14916	..	3.20	28.2	34	11	22	33	1.00	Tagliatelle
14917	..	3.56	20.2	37	11	17	35	1.26	Ditale
14918	..	3.47	22.2	37	10	19	34	1.17	Perciatelle
14919	..	3.38	24.2	37	10	18	35	1.26	Lenguine
15145	0.670	4.56	..	37	8	11	44	2.31	Semolina
15146	..	3.65	20.0	31	11	18	40	1.38	Spaghetti
15147	..	3.47	23.9	34	10	21	35	1.13	Spaghettini
15148	0.662	4.28	..	42	7	10	41	2.41	Semolina
15149	..	3.47	19.0	33	10	17	40	1.48	Spaghetti
15155	0.672	4.46	..	38	7	11	44	2.44	Semolina
15217	..	3.47	22.3	38	11	11	40	1.82	Spaghetti

TABLE IV
ANALYSES OF MACARONI MADE FROM BLENDS OF SEMOLINA, FARINA AND FLOUR

Lab. No.	Ash %	Color p.p.m.	Loss in color %	Yellow %	Red %	Black %	White %	W R & B	Description
15368	0.594	4.10	..	36	8	11	45	2.37	Semolina
15369	0.406	2.03	..	22	9	10	59	..	Farina
15370	1.006	4.83	Clear Durum Flour
15371	0.466	3.47	Kansas Flour
15372	0.674	1.94	46.8	29	10	25	36	1.03	Spaghetti
15373	0.722	1.47	63.4	30	9	25	36	1.06	Spaghetti
15381	0.490	5.01	Hard Wheat Flour
15382	1.382	5.19	Durum Clear Flour
15383	1.010	2.12	58.4	25	10	28	37	0.97	Macaroni
15426	1.110	5.19	Clear Grade Flour
15427	..	1.75	66.3	28	11	26	35	0.95	Spaghetti
15428	..	1.29	75.2	29	9	29	33	0.87	Macaroni
15440	0.754	4.28	Durum Flour
15441	0.726	4.37	Granular
15442	..	2.75	37.0	26	11	21	42	1.31	Macaroni
15429	0.716	3.27	Blend of soft wheat flour, durum flour, No. 4 semolina
15430	..	1.20	65.5	26	11	21	49	1.53	..
15157	0.708	4.72	Macaroni Flour
15158	1.450	5.90	Durum Clear Flour
15205	..	1.30	72.4	23	12	29	36	0.88	Spaghetti
15178	1.800	4.83	Second Clear Durum Flour
15257	..	0.93	80.7	22	12	38	28	0.56	Macaroni
15470	0.600	4.66	No. 1 Semolina
15471	0.360	3.40	No. 1 Farina
15461	0.456	3.47	16.6	22	12	14	52	2.00	made from
15465	0.456	3.11	25.2	28	13	14	45	1.67	15470-1

Trade Practice Rules Set for Macaroni Industry

Federal Trade Commission Approved Rules Adopted By the Industry and Made Them Effective as of July 7, 1938

The Trade Practice Rules agreed upon at the several conferences and hearings held since last January, was finally approved by the Federal Trade Commission and promulgated by that body the rules governing the manufacture and sale of Macaroni, Egg Noodles, Spaghetti and related products, effective July 7, 1938.

Copies of the approved rules were sent to all known manufacturers and allied by the Secretary of the Federal Trade Commission with a request that their receipt be acknowledged. A copy of the reprinted rules was also sent all manufacturers from the office of the Secretary of the National Macaroni Manufacturers Association. No manufacturer can now claim lack of knowledge of their promulgation as the new rules governing the trade under the supervision of the Federal Trade Commission. In order to further acquaint all who are interested therein, the rules are reproduced herewith, in full:

STATEMENT BY THE COMMISSION

Trade practice rules for the Macaroni, Noodles, and Related Products Industry, as herein set forth, have been approved and are promulgated by the Federal Trade Commission under its trade practice conference procedure.

The products of the industry to which the rules relate comprise macaroni, spaghetti, vermicelli, noodles, and related products in whatever form or style the same may be made.

In the course of the proceedings, an industry's conference was held in Chicago under the Commission's auspices and proposed trade practice rules were submitted by members of the industry. Thereafter tentative action was taken by the Commission on the rules so submitted and a draft of proposed rules was made available upon public notice of at least fifteen days, in pursuance of which all interested and affected parties were afforded opportunity to present such pertinent facts, suggestions, or objections as they desired and to be heard in respect to the proposed rules. Such hearing was held in Washington and all matters submitted orally and in writing were received and filed in the proceeding.

Thereafter, and upon consideration of the entire matter by the Commission, final action was taken whereby the rules appearing herein under Group I were approved and ordered promulgated.

These rules do not in any respect supplant, or relieve anyone of the necessity of complying with, the legal requirements of the pure food laws or other provision of law. They are established under laws administered by the Federal Trade Commission for the purpose of more effectively stamping out unfair practices in the interest of the public, and to assist in general law enforcement to this end.

The rules promulgated as herein set forth supersede the trade practice submittal of the Package Macaroni Industry of 1920, summarized in a general letter of the Commission to the members of such industry under date of September 22, 1920.

TRADE PRACTICE RULES

These rules promulgated by the Commission are designed to foster and promote fair competitive conditions in the interest of the industry and the public. They are not to be used, directly or indirectly, as part of or in connection with any combination or agreement to fix prices, or for the suppression of competition, or otherwise to unreasonably restrain trade.

Group I

Unfair trade practices which are embraced in Group I rules are considered to be unfair

methods of competition, unfair or deceptive acts or practices, or other illegal practices, prohibited under laws administered by the Federal Trade Commission, as construed in the decisions of the Commission or the courts; and appropriate proceedings in the public interest will be taken by the Commission to prevent the use of such unlawful practices in or directly affecting interstate commerce.

Rule 1—Misrepresentation of industry products:

The practice of selling, advertising, describing, branding, marking, labeling, or packing macaroni, noodles, or related products, or any simulation or imitation thereof, in a manner which is calculated to mislead or deceive, or has the tendency and capacity or effect of misleading or deceiving, purchasers, prospective purchasers or the consuming public with respect to the grade, quality, quantity, substance, character, nature, origin, size, material, content, composition, coloring, preparation, or manufacture of such products, or in any other material respect, is an unfair trade practice.

Rule 2—Specifications—Macaroni and Noodle Products:

For the purpose of and as used in these rules:

(a) **MACARONI** is understood to be the shaped and dried doughs prepared by adding water to one or more of the following: semolina, farina, wheat flour. It may contain added salt. In the finished product the moisture content does not exceed 13 per cent. Various shapes of macaroni are known under distinguishing names, such as spaghetti, vermicelli, etc.

(b) **EGG MACARONI** is understood to be the shaped and dried doughs prepared by adding eggs and water, with or without salt, to one or more of the following: semolina, farina, wheat flour. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13 per cent and the egg solids content upon the moisture-free basis is not less than 5.5 per cent.

(c) **NOODLES, EGG NOODLES** are understood to be the shaped and dried doughs prepared from semolina, farina, or wheat flour and eggs, with or without water, and with or without salt. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13% and the egg-solids content upon the moisture-free basis is not less than 5.5%. Noodles are commonly ribbon-shaped.

(d) **PLAIN NOODLES** are understood to be the shaped and dried doughs prepared from semolina, farina, or wheat flour and water, with or without salt. In the finished product

the moisture content does not exceed 13%. Plain noodles are commonly ribbon-shaped.

Rule 3—Misuse of words "macaroni," "spaghetti," "vermicelli," "egg-macaroni," "noodles," "egg noodles," "plain noodles," etc.

It is an unfair trade practice to sell, offer for sale, advertise, describe, brand, label, or otherwise represent, directly or indirectly, any product as being macaroni, spaghetti, vermicelli, egg macaroni, noodles, egg noodles, plain noodles, or other similar macaroni or noodle product, when such product does not conform to the specifications hereinbefore set forth in

Rule 4—Misrepresentation of semolina or farina products:

It is an unfair trade practice to sell, offer for sale, advertise, describe, brand, label, or otherwise represent any macaroni or noodle product as being a semolina or farina product when such is not true in fact.

Rule 5—Misrepresentation as to egg content of product:

It is an unfair trade practice to sell, offer for sale, advertise, describe, brand, label, or otherwise represent, directly or indirectly, any product as being egg macaroni, noodles, or egg noodles when such is not true in fact, or when such product does not actually contain egg in sufficient proportion to meet the specifications hereinbefore set forth in Rule 2.

Rule 6—Use of deceptive coloring or deceptive containers:

It is an unfair trade practice to use yellow coloring in, or yellow transparent containers for, any macaroni, noodle, or related product, in such manner as deceptively to import or imply to purchasers, prospective purchasers or the consuming public that such product contains egg in greater proportion than is in fact present, or in any other manner as to mislead or deceive in any other respect.

Rule 7—Deception as to additional food ingredients:

(a) In case additional food ingredients, not including those specified under Rule 2, are used in macaroni, noodles, or related products, full and non-deceptive disclosure of such fact should be made; and it is an unfair trade practice to conceal, or fail or refuse to disclose, or to misrepresent, directly or indirectly, the proportion of such food ingredients present in said macaroni, noodles, or related products, with the capacity and tendency or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public.

(b) It is an unfair trade practice to advertise, describe, brand, label, or otherwise represent any product of the industry as con-



The Biggest Job in Milling is a VITAL job to You

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

... 200 different kinds of wheat—spring and winter, red and white, hard and soft? ... that, of these, Golden Durum is endowed by nature with just the right characteristics for the manufacture of Macaroni, Spaghetti and Noodles?

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

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

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

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

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

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

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

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



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

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT
WASHBURN CROSBY COMPANY
(TRADE NAME)

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

taining a food ingredient when such food ingredient is not present at all, or when such food ingredient is not present in substantial and characterizing amounts, with the capacity and tendency or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public.

(c) Nothing in these rules shall be construed as authorizing or permitting the use of any food ingredient contributing a yellow color for the purpose or with the effect of misleading or deceiving the purchasing public.

Rule 8—Deceptive depictions:

The use of photographs, cuts, engravings, illustrations, or pictorial or other depictions or devices of industry products in catalogs, sales literature, or advertisements, or on packages or containers, or otherwise, in such manner as to have the capacity and tendency or effect of misleading or deceiving the purchasing or consuming public as to the grade, quality, quantity, substance, character, nature, origin, size, material, content, composition, coloring, preparation, or manufacture of such products, is an unfair trade practice.

Rule 9—Defamation of competitors and disparagement of their products:

The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations, or the false disparagement of the grade, quality, or manufacture of the products of competitors, or of their business methods, selling prices, values, credit terms, policies, or services, is an unfair trade practice.

Rule 10—Failure to brand industry products:

In the sale, offering for sale or shipment of industry products, the failure to brand, mark, or identify such products so as to disclose their true character, where such failure has the tendency, capacity, or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 11—Selling below cost:

The practice of selling industry products below the seller's cost, with the intent and with the effect of injuring a competitor and where the effect may be substantially to lessen competition or tend to create a monopoly or unreasonably restrain trade, is an unfair trade practice; all elements recognized by good accounting practice as proper elements of such cost shall be included in determining cost under this rule.

Rule 12—Imitation or simulation of trademarks, etc.:

The imitation or simulation of the trademarks, trade names, labels, or brands of competitors with the purpose or with the tendency and capacity or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 13—Publication or circulation of false or misleading price quotations, etc.:

The publishing or circulating, by any member of the industry, of false or misleading price quotations, price lists, or terms of sale, with the tendency, capacity or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 14—False invoicing:

Withholding from or inserting in invoices any statements or information by reason of which omission or insertion a false record is made, wholly or in part, of the transactions represented on the face of such invoices, with the purpose or effect of thereby misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

Rule 15:

(a) Prohibited Discriminatory Prices, or Rebates, Refunds, Discounts, Credits, Etc., Which Effect Unlawful Price Discrimination. It is an unfair trade practice for any member

of the industry engaged in commerce,² in the course of such commerce, to grant or allow, secretly or openly, directly or indirectly, any rebate, refund, discount, credit, or other form of price differential,³ where such rebate, refund, discount, credit, or other form of price differential effects a discrimination in price between different purchasers of goods of like grade and quality, where either or any of the purchases involved therein are in commerce,⁴ and where the effect thereof may be substantially to lessen competition or tend to create a monopoly in any line of commerce,⁵ or to injure, destroy, or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination or with customers of either of them:

Provided, however—

(1) That the goods involved in any such transaction are sold for use, consumption, or resale within any place under the jurisdiction of the United States;

(2) That nothing herein contained shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered;

(3) That nothing herein contained shall prevent persons engaged in selling goods, wares, or merchandise in commerce⁶ from selecting their own customers in bona fide transactions and not in restraint of trade;

(4) That nothing herein contained shall prevent price changes from time to time where made in response to changing conditions affecting either (a) the market for the goods concerned, or (b) the marketability of the goods, such as, but not limited to, actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process, or sales in good faith in discontinuance of business in the goods concerned.

(b) Prohibited Brokerage and Commissions. It is an unfair trade practice for any member of the industry engaged in commerce,⁷ in the course of such commerce, to pay or grant, or to receive or accept, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, except for services rendered in connection with the sale or purchase of goods, wares, or merchandise, either to the other party to such transaction or to an agent, representative, or other intermediary therein where such intermediary is acting in fact for or in behalf, or is subject to the direct or indirect control, of any party to such transaction other than the person by whom such compensation is so granted or paid.

(c) Prohibited Advertising or Promotional Allowances, Etc. It is an unfair trade practice for any member of the industry engaged in commerce⁸ to pay or contract for the payment of advertising or promotional allowances or any other thing of value to or for the benefit of a customer of such member in the course of such commerce as compensation or in consideration for any services or facilities furnished by or through such customer in connection with the processing, handling, sale, or offering for sale of any products or commodities manufactured, sold, or offered for sale by such member, unless such payment or consideration is available on proportionally equal terms to all other customers competing in the distribution of such products or commodities.

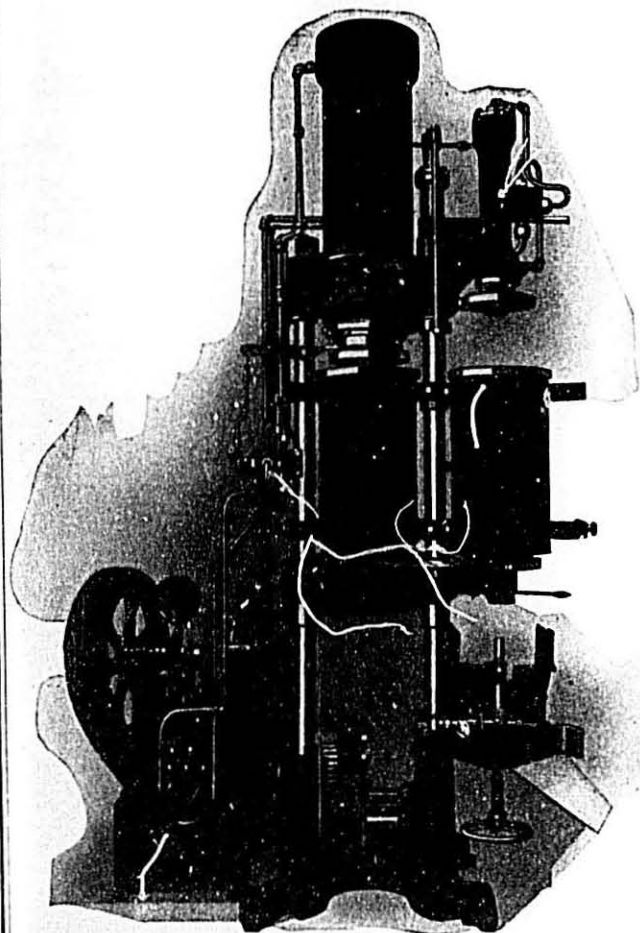
(d) Prohibited Discriminatory Services or Facilities. It is an unfair trade practice for

²As herein used, the word "commerce" means trade or commerce among the several States and with foreign nations, or between the District of Columbia or any Territory of the United States and any State, Territory, or foreign nation, or between any insular possession or other places under the jurisdiction of the United States, or between any such possession or place and any State or Territory of the United States or the District of Columbia or any foreign nation, or within the District of Columbia or any Territory or any insular possession or other place under the jurisdiction of the United States; Provided, That this shall not apply to the Philippine Islands.

³Paragraph (a) of Rule 15 shall not be construed as embracing practices prohibited by Paragraphs (b), (c), and (d) of this rule.

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Designers and Builders of High Grade Macaroni Machinery



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any member of the industry engaged in commerce⁹ to discriminate in favor of one purchaser against another purchaser or purchasers of a commodity bought for resale, with or without processing, by contracting to furnish or by furnishing, or by contributing to the furnishing of, any services or facilities connected with the processing, handling, sale, or offering for sale of such commodity so purchased upon terms not accorded to all purchasers or proportionally equal terms.

(e) Illegal Price Discrimination. It is an unfair trade practice for any member of the industry or other person engaged in commerce,¹⁰ in the course of such commerce, to discriminate in price in any other respect contrary to Section 2 of the Clayton Act as amended by the Act of Congress approved June 19, 1936 (Public No. 692, 74th Congress), or knowingly to induce or receive a discrimination in price which is prohibited by such section as amended.

A committee on trade practices is hereby created by the industry to cooperate with the Federal Trade Commission and to perform such acts as may be legal and proper to put these rules into effect.

By the Commission:

Otis B. Johnson, Secretary

Food Distributors To Convene

Several of the country's leading manufacturers of egg noodle and related macaroni products are expected to exhibit their tasty and appetizing products at the annual exhibition sponsored by the National Food Distributors Association and which will be held this year in connection with their annual convention in Cleveland, August 18 to 20. The convention and exhibit will be in The Cleveland Hotel.

The "noodle" exhibitors are planning to display the latest in the form of window cartons, cellophane-wrapped packages, transparent envelopes and bags that feature the important "eye appeal" that has made quality noodles so popular. In addition to enticing distributors to give more attention to this profit making food, manufacturers are expected to receive benefit from their distributor-consumer displays.

The annual conventions of this association are becoming more and more popular each year. Many hundreds of "store door delivery" distributors and scores of manufacturers and packers of food products annually attend these annual get-togethers of producers and distributors.

Mr. Emmett J. Martin, manager of the National Food Distributors association has announced a very interesting and educational program for the four day convention and exhibit.

Plans Advertising Campaign

V. Arena & Sons of Norristown, Pa., has completed plans for a fall campaign to start in September. It will feature its quality macaroni-spaghetti-egg noodle products in modern packages as well as in bulk. J. M. Korn & Co, advertising counsellors of Philadelphia has been named as the advertising agency.

Milling and Macaroni Experiments With Durum Wheat (1932-1936)

Cooperative Study Conducted in the Chemical,
Milling and Macaroni Laboratory of the Grain
Division, Bureau of Agricultural Economics, U. S.
Department of Agriculture

Through continuing experiments and thorough testing the U. S. Government has uncovered some very valuable information on the quality of durum wheats. Grain samples of some of the varieties of durum wheat grown in cooperative and nursery experiments in the hard spring wheat region of the United States are milled each year and the semolina processed into macaroni to determine their relative quality with respect to the production of alimentary pastes for Macaroni Products as the American manufacturers prefer to term this 100% wheat food.

The purpose of this report in which Messrs. C. C. Fifield, J. Allen Clark and Glenn Smith of the Division of the Bureau of Plant Industry collaborated with Messrs. J. F. Hayes, Alfred Christie and Elwood Hoffecker of the Bureau of Economics, is to make the accumulated data available to the agronomists and wheat breeders in the region.

Representative samples of grain of the uniform varieties, Kubanka and Mindum, grown in plots at most of the experiment stations have been obtained and tested for quality. Sound wheat of good weight was used throughout these studies, except for a few samples in 1935 and 1936, severe rust and drought years.

Experimental Methods

The technique used in certain of the tests was developed a number of years ago and partially described. Only a brief description of the experimental method of semolina milling and macaroni manufacture will be given here. A description of the experimental equipment used for the manufacture of alimentary pastes (Macaroni Products) may be found in Cereal Chemistry (Fifield, Vol. XI, No. 3, pp. 230-334, May, 1934).

Semolina

The wheat samples were cleaned for milling by the means of a laboratory size milling separator equipped with sieves and air blast. Milling tests were made on 2000 grams of wheat. In most instances the wheat was low in moisture content when received for milling. This was due partly to storage and partly to the severe drought experienced throughout the durum wheat region during some of the crop years reported in this study. It was found in order to mill low moisture durum wheat that two tempering stages were necessary: first to 15% for 48 hours and finally to 17%, one hour previous to milling. The milling was done on a three stand Allis-Chalmers experimental mill provided with 6"x6" Allis cut rolls numbers 16, 20 and 24 corrugations per inch with 1/2" spiral per foot, running dull to dull. Five breaks were employed (some of the stock being ground twice), and the by-products being separated by bolting and finally by aspiration in a small experimental purifier provided with the proper size sieves. Only the material passing through the 44 GG, 40 GG, and 30 GG sieves was retained and bulked together to make up the semolina used for testing.

In the case of sound, high grade wheat and careful manipulation of the milling procedure, satisfactory yields approximately in proportion to the test weights were obtained. These semolina yields are low compared to those obtained in commercial practice but unavoidable loss occurs in experimental milling when small sized equipment is used. In spite of this, the relative yields are thought to be important as the commercially accepted varieties produce favorable results by this process. Granulation tests as used extensively by durum mill-

ers to determine particle size of the finished product were employed in this study and the data though not tabulated here, indicate our experimental semolina is very similar to the commercial product.

Macaroni

The macaroni equipment used closely resembles that employed in commercial plants, except that it is scaled down to miniature size. It consists of a mixer, kneader, press and two drying cabinets. The cabinets, with built-in fans and heating elements, are provided with air openings on the bottom and top so the dry air can be introduced and the moist air expelled as the drying of the macaroni proceeds. A recording hygrometer is employed to indicate the temperature and the humidity throughout the period of operation. By this means the rate of drying may be controlled and a more uniform product obtained.

In making the macaroni, six hundred grams of semolina (13.5% moisture) is mixed with the required amount of water, usually 25 to 29%. After mixing approximately four minutes the dough is transferred to the kneader. The kneading, six minutes in length, is performed by the corrugated steel rolls in conjunction with a plough, both adjustable with a screw device. After kneading, the dough is introduced into the press (maintained at constant temperature by means of an oil jacket and heating coils), where it remains for a 25-minute rest at a temperature of 120°F. It is finally pressed through a standard macaroni die of similar construction to that of the commercial design and hung over wooden rods preparatory to drying. The wet macaroni is transferred first to the preliminary drying cabinet where the excess surface moisture is removed by a rapid current of air accompanied by a temperature of 110°F. This requires approximately one hour, at the end of which time the partially cured macaroni is transferred to the final drying cabinet. This is controlled at 90°F., and adjusted to a gradually falling humidity gradient for a period of approximately three days when the macaroni is completely cured.

Moisture, protein and ash tests are made by improved methods outlined in cereal laboratory methods, 1935, 3rd edition, published by the American Association of Cereal Chemists.

Evaluation of Color

The evaluation of color of the wheat, semolina and macaroni appears to represent the most important quality factor which lends itself to accurate measurement. The color measurements have been made by two methods:

(1a) In 1932, Gasoline Color Value was determined by the extraction of the yellow pigment in the wheat and semolina with high test gasoline comparing the extract with 0.009 percent K₂CrO₄ solution in a Duboseq colorimeter.

(1b) For the other crop years, 1933 to 1936, the carotenoid content was determined from the yellow pigment extracted with a solution of 93% cleaners' naphtha and 7% absolute alcohol, comparing the extract with 0.005% K₂

CrO₄ solution in a Duboseq colorimeter using a quartz mercury arc lamp as the source of light.

(2) The finished macaroni for the five crop years was analyzed with a N-A colorimeter and discs, a specially devised machine manufactured by the Wallace and Tierman Company, and described by Baker et al. The results of these color analyses were obtained as percentages of red, black, yellow and white. It was possible from these figures, especially, since the Munsell values of the N-A color discs were known, to express the results in the three conventional attributes of color, i. e., hue, brilliance, and saturation. From this, a Computed Color Index has been calculated, which expresses the amount of color as the number of "difference steps" between the sample and arbitrary standard for wheat flour color. The number of these difference steps are calculated from the following formula outlined by Nickerson, 1936, for use in expressing fading results in textile materials.

$I = dH/3 dL dC/2$
when I represents the index of total color difference from a standard color;
—dH represents the number of Hue steps between sample hue and standard hue;
—dL represents the number of Lightness (brilliance, or value) steps between sample lightness and standard lightness; and
—dC represents the number of chroma steps between sample chroma and standard chroma.

Since the highest color found in these and previous studies was just below 5Y 8/5, this particular color was arbitrarily selected as the standard from which these computed color index figures are calculated. Therefore dH for this study is the difference between the hue of the measured sample and the hue of the arbitrarily chosen 5Y; dL is the difference in measured chroma and /5.0.

These calculations are readily and quickly performed and greatly increase the value of the readings made with the N-A colorimeter and discs. Samples of macaroni having a low computed color index figure are satisfactory, as contrasted to those of a high computed color index which are usually cast with a grey, red or deep yellow tinge.

Mindum and Kubanka have been the uniform varieties grown and the ones most extensively tested during the five year period. Other varieties, selections and hybrid strains grown as a part of the durum wheat improvement program, have been tested, of which 54 were from Langdon, N. D.

Qualities of the Varieties

The quality characteristics of the varietal samples tested from the different locations are tabulated by years.

The 1932 Crop

Samples having the highest test weight were obtained from Newell, Moccasin, Mandan, Fargo and Langdon. The lowest weight samples were from Redfield, Williston, North Platte and Waseca. The low weights were

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caused by the hot, dry season experienced at these stations. The comparable samples show Mindum to average higher in test weight than Kubanka. Yields of semolina varied from 30.9% to 47.5%, and are in proportion to the test weights. Considerable variation was found also in the protein content of the wheat. This averaged lowest from the Newell, Mandan and Dickinson samples, testing from 10.9 to 12.3%. The protein contents were extremely high for the Cheyenne samples testing nearly 18%, and at Sheridan, Mindum tested 17.3%. The remaining samples varied from 12.5 to 16.0%.

Gasoline color values, for the measurement of yellow pigment, were determined on samples of both wheat and semolina. In this connection attention is called to the lack of a consistent relation between the wheat and the semolina values. This may indicate that the pigment distribution within the different portions of the wheat kernel may vary with different varieties. Our present knowledge of the nature and distribution of these pigments is not sufficient to permit definite carotenoid content of certain of the samples as associated with the low test weight. Maximum values for the semolina were obtained from the samples of Kubanka and Mindum grown at Dickinson and Williston; for the Mindum grown at Eureka; and for the Kubanka from Havre. Low values were obtained from Kubanka grown at North Platte, and especially on Monad, grown at Fargo and Langdon.

From a commercial standpoint only varieties producing yellow colored macaroni can be considered valuable. The data show that Mindum outranks Kubanka at most of the stations. Both Mindum and Kubanka were poor at North Platte, St. Paul and Williston. Many of the Kubanka selections were satisfactory with the remainder poor.

The 1933 Crop

Forty-three durum samples grown at 16 experiment stations were used in 1933 tests. Two composite samples of Mindum and Kubanka were tested, using equal amounts of seed from the stations in the eastern and western sections. The eastern composite samples of Mindum and Kubanka were from 7 stations and the western composite was from 6 stations.

The test weights of the samples were satisfactory, none testing lower than 58.0 pounds and with a few testing slightly above 63.0 pounds. Eight samples tested 16.0% or higher for protein. These were Kubanka grown at St. Paul, Mindum from Alliance, Havre, Cheyenne, the western composite, Akrona from Dickinson, and Mindum and Kubanka from Moccasin. Both Mindum and Kubanka from Bozeman tested low, being 10.8 and 10.6% respectively.

Carotenoid determinations made on the wheat range from 2.24 p.p.m. for Golden Ball to 3.46 p.p.m. for Mindum x Pentad both grown at Langdon. With the exception of the samples from Waseca and Williston, the Mindum samples tested equal to or higher than those of Kubanka in carotenoid content.

Only 20 of the 43 samples tested made commercially satisfactory macaroni. Twelve were samples of Mindum grown at St. Paul, Crookston, Fargo, Langdon, Williston, Dickinson, Havre, Huntley, Cheyenne, Bozeman, Newell, and the eastern composite. Four were samples of Kubanka grown at Fargo, Langdon, Moccasin, and the western composite. Four of the Kubanka selections, Nos. 132, 75-3-15, and 75, grown at Langdon and Kubanka 132 from Fargo, were of good quality. The macaroni from Kubanka samples had a tendency to be slightly dull as compared to the bright clear appearance of the macaroni from Mindum samples. None of the other varieties, selections, or hybrid strains appeared to have satisfactory quality.

The 1934 Crop

Studies were made of 26 samples grown at 5 different stations in Minnesota and North Dakota in 1934. This is a reduction in number compared to 1932 and 1933. Complete or near failures in the plot experiments at many of the stations were caused by drought, delayed germination, heat, grasshoppers and

hail. Comparable samples of Mindum and Kubanka were obtained from only 3 stations. Most of the 1934 samples were from Langdon, N. Dakota, which station is in the best durum wheat producing section.

The test weight of the samples was high and with the exception of Mindum from St. Paul, all tested above 60.0 pounds. The majority of the samples varied to protein content from 14.0 to 16.0%. Those lowest were Mindum and Kubanka, with approximately 12.0% when grown at Crookston and the highest was the sample of Mindum grown at St. Paul, which tested 20.4%. Variable carotenoid contents for the varieties also are shown. Mindum ranked higher than Kubanka at Crookston and Langdon and equal in value at Fargo. The Kubanka selections were for the most part high, testing above 2.98 p.p.m.

Only a few varietal samples of the 1934 crop produced high quality macaroni as shown by the computed color values and visual appearance of the macaroni. Some of the better samples were Mindum from Crookston, and Mindum and Kubanka from Fargo. A number of varieties and hybrid selections grown in the Langdon nursery were of good quality. Two hybrid selections of fair quality were Mindum x Pentad, 11-19-231, and Mindum x Monad, L. 14. A single bulk sample test of the Mindum x Vernal (emmer) cross was not very promising.

The 1935 Crop

The data for 23 samples grown at 12 stations in 1935 are used on this study. Comparable samples of Mindum and Kubanka from 4 stations were tested. Samples of Mindum were obtained from 6 other stations. The season of 1935 was marked by severe epidemic of stem rust resulting in a material reduction in the number of desirable samples. Drought conditions continuing in Montana and Wyoming were responsible for no samples being tested from this section.

These unfavorable growing conditions were largely responsible for the lower test weights of the samples tested. Nearly one-third of them weighed only 50.0 to 55.0 pounds and only 4 testing 59.0 to 60.0 pounds. For this reason the quality data obtained may not represent normal relations between the varieties. The lower test weights and minor changes necessary in the milling procedure reduced the yields of semolina. The crude protein was highest for samples of Mindum from Brookings and Highmore. The Langdon samples were all high in protein also, probably because of the heat.

The extremely high carotenoid content of the varieties was associated with the low test weights resulting from rust and high temperatures. Samples of this type possessed an abnormally high pigment content ranging in the instances of these samples 4.00 to 5.00 p.p.m. Only 4 samples, Mindum from Waseca and Mandan, and Mindum and Kubanka from Crookston were satisfactory, producing macaroni of a good commercial quality.

The 1936 Crop

For 1936, are presented the quality characteristics for 11 samples grown at 3 stations. Material reduction in the number of samples tested in 1936 resulted partly from continued unfavorable crop conditions in the wheat regions. Complete or partial failures were caused by heat and drought. Comparable samples of Mindum and Kubanka were obtained from only three stations.

With the exception of the samples from Brookings and Kubanka from Crookston, the test weights were satisfactory. The crude protein contents were exceptionally high with none lower than 17.7% on the wheat. Carotenoid contents for the wheat ranged from 2.24 p.p.m. to 3.82 p.p.m. with a correspondingly lower figure in semolina. Only two samples produced acceptable macaroni. These were Mindum from Langdon and Brookings. Even samples of Kubanka were poor, making a dull, reddish-grey product similar in many respects to Monad or Golden Ball.

The Five Years

Interesting data are shown in comparison of the annual and average test weight per

bushel and crude protein content, together with the average of comparable samples of Mindum and Kubanka, grown at 16 experiment stations during the 5 years, 1932 to 1936.

Considerable variation in both test weight and protein content are shown between varieties, and for the same variety grown in different years at the same station. Comparable samples for 44 station years show Mindum to be superior to Kubanka, having a higher test weight in 26. High test weight usually indicates a good yield of finished product. An inspection of the semolina data shows that Mindum produced a higher yield in 25 of the 44 tests.

The data also suggest that unfavorable growing conditions are not as injurious to Mindum as Kubanka. This is evident from the results of the 1934, 1935 and 1936 crops where drought and rust damaged considerably the varietal plots and grain samples obtained.

In tables accompanying the original report are shown a comparison of the annual gasoline color or carotenoid content of the wheat, and computed color index of the macaroni, together with the average of 44 comparable samples of Mindum and Kubanka, grown at the different stations during the 5 years.

Gasoline color values for comparable wheat samples made on the 1932 crop evidence no significant color differences between Mindum and Kubanka. Similar results were obtained for carotenoid content in 3 of the 4 years from 1933 to 1936, and the small differences were not consistent. In 1935 however, Mindum averaged considerably higher than Kubanka which was perhaps partly due to differential response to the unfavorable conditions experienced during that rust season.

A comparison of the computed total color index figures shows a considerable range in values for both the varieties in different years and at different stations. In comparing the averages for comparable samples, Mindum outranks Kubanka, having a lower score (indicating a light colored macaroni) in all the years except 1935 when they were almost equal.

Another comparison is shown by states of the average test weight, protein content of the wheat, percent yellow determined on the macaroni and the computed color index on the macaroni for the comparable samples of Mindum and Kubanka. Mindum exceeds Kubanka in test weight for all 6 states, and in Minnesota and South Dakota and Montana was higher than Kubanka by more than one pound. In protein content Kubanka averages higher in Minnesota and North Dakota and Mindum highest in the remaining states. The yellow color analysis upon the macaroni indicates little difference except in North Dakota and South Dakota where Mindum was definitely superior to Kubanka. The yellow values obtained for the Nebraska-grown samples were lower by 2 to 4% than those from the other states. The computed color index figures rank Mindum superior to Kubanka in all the states except Wyoming. The computed color index for the two samples analyzed from Wyoming show Kubanka definitely superior to Mindum.

Another comparison shows a ranking of the Mindum and Kubanka varieties by states for the computed color index figures. This table shows that Mindum ranks first and second in North Dakota and Minnesota, while Kubanka ranks first and second for Wyoming and North Dakota. The samples are not all comparable between states, i. e., Kubanka and Mindum are relatively low in Wyoming, partly because the two samples were from the 1933 crop, a favorable year. The general trends are indicated, however.

The data shows that Kubanka 75 was practically equal to Mindum in test weight, and yield of semolina, with Kubanka slightly lower. No marked difference in test weight of comparable samples was shown for the other varieties. In yield of semolina the 2 Mindum x Monad crosses were lowest. Equally low were the 2 samples of Kubanka of the 1935 and 1936 crops Kubanka 75-3-15, and Golden Ball, both of the 1935 crop.

No significant differences in protein were found for the varieties on which comparable data for 3 or more years are given. The ex-

cessively high proteins, however, recorded for the 1935 and 1936 crops may be accounted for by the unfavorable growing conditions experienced during the 2 years.

The color of the macaroni, which is perhaps the most important single factor for indicating quality has been determined in different ways. One of these methods is the carotenoid determination which was made on the wheat, semolina and macaroni for 4 years and shows a remarkable degree of relative agreement for any single variety. For the most part the samples are high in color. Monad, in 3 of the 4 years, Golden Ball in 1935, and the two Mindum x Monad selections in 1936 were lowest in carotenoid content.

The color analysis indicates that the Golden Ball, Monad and the 2 Mindum x Monad strains are definitely inferior. Mindum and most of the Kubanka selections were high. The 2 Mindum x Pentad strains were equal to Kubanka 75-J-15 in percent yellow, but in visual appearance was somewhat inferior, the macaroni being overcast with a slight reddish tinge.

The computed color index closely approximates the ranking given by the percent yellow, the only exception being the samples of Mindum x Pentad in which C. I. 8882 was inferior to C. I. L006. The visual appearance of the finished macaroni is perhaps one of the most important color notations recorded for determining the acceptability of a variety. M. H. Kubanka, on which only one sample was analyzed and Mindum, produced excellent macaroni having a clear lemon yellow appearance. Kubanka 75 was equal to Mindum except in 1934 and 1936. Those judged light yellow in color and capable of making good macaroni were N.D. R 216, from which only a single test was made. Kubanka and the two Kubanka selections. The remainder of the varieties were either reddish, gray, or colorless in appearance and classified as inferior for macaroni making purposes.

DISCUSSION

Of the various quality determinations made on samples of durum wheat obtained from spring wheat stations during the period 1932 to 1936, the most satisfactory was the computed color index determined from the disc colorimeter color percentages on the macaroni. This color index is an expression of the difference in number of steps of hue, brilliance, and the chroma between a sample and an arbitrary standard. In most cases this color index is correlated with the visual appearance of the macaroni, which is the final test of quality (as relates to color) and furthermore it provides a convenient single value, descriptive of the color characteristics of any sample.

The percentage of yellow color also is closely correlated with the visual appearance of the samples, but it alone cannot completely describe a sample. Carotenoid determinations were useful in indicating extremes of yellow color, but the range in carotene value of wheat and semolina in such varieties as Golden Ball, Kubanka, and Mindum was not sufficient to indicate the color differences actually existing in the macaroni.

The accumulated data present in this paper show (1) that important inherent differences in varieties exist, and (2) that the differences are surprisingly consistent over a wide range of seasons and environments. The 161 samples were produced in 5 different years at 24 different stations and with very few exceptions, Mindum produced macaroni superior to that from Kubanka and other varieties, selections and hybrids. Kubanka made the best showing in Wyoming but in general ranked second. Wherever they were grown, Pentad and Monad were invariably the poorest in macaroni making quality.

For a number of years the object of the durum wheat breeding program has been to improve the disease resistance, quality and strength of straw of commercial varieties. In this program Mindum has been extensively used as a parent in crosses in an attempt to combine its good macaroni making ability with other desired characters. This choice of Mindum is amply justified by the quality studies reported in this paper. However

in crosses between Mindum and the rust resistant Pentad and Monad varieties, it has been very difficult to recover satisfactory macaroni making qualities, in the hybrid selections. Evidently this is because the desirable macaroni making character is determined by a number of genetic factors, and therefore the testing of a large number of hybrid selections is necessary to obtain the desired recombination of factors.

Recent rust epidemics have indicated that even greater stem-rust resistance is desirable, and in breeding this has been obtained in crosses and back crosses with Mindum wheat and Vernal emmer. Here again, difficulty is experienced in recovering strains with satisfactory macaroni-making quality and even larger populations may be necessary for success.

Since some sort of a finished product test is necessary to determine the macaroni making characteristics of any new wheat, it is important that some simple, quick method be available for testing small samples. The present method of making experimental macaroni requires about six pounds of seed. It is not practicable to grow that much seed of each of the large number of hybrid selections necessary to recover the best strains. A quick method for testing 100-gram samples of durum wheat has been developed and described by Fifield, Smith and Hayes. Semolina is made into dough and pressed in a laboratory hydraulic press into a disc, from which color determinations are made. It is hoped that this quick method will be helpful in testing a large number of hybrid strains.

The Importance of Recipes

The point has often been made and never fully refuted that no two cooks have ever been able to prepare identical dishes even when they were seriously attempting to follow religiously a specific recipe. Each saw fit to do this or try that, giving the final dish just a little of that personal touch that is so important in cooking after all.

Nevertheless tried, tested and proven recipes are what every successful cook seeks continuously. They want basic recipes but retain their inherent right to alter them slightly or even fundamentally.

"Recipes are one of the best ways to sell merchandise," says a circular issued by the Home Economics Division of the National Canners Association, announcing the establishment of its new Service Kitchen wherein all recipes for use of canned foods, old or suggested new ones will be tested before their release to consumers and to home economics teachers.

"But," continues the announcement, "the recipes must be suited to the purpose for which they are intended in order to be of most value to the housewife."

Macaroni-Noodle manufacturers realize that most women like recipes and that they welcome suggestions on how to use different foods in appetizing and nutritious combinations. Yet to most women favorite recipes are more than just recipes—they have personality. Oftentimes when people think that a new and unusual recipe is needed to spur jaded appetites, it is really the simple, reliable, recipe with that certain personal touch that will satisfy best the fancy of consumers.

Revised Recipes for New Needs

In the preparation of the recipes to

SUMMARY

The semolina and macaroni experiments with durum wheats in the period from 1932 to 1936 show the superiority of Mindum and Kubanka from a quality standpoint, and justify the extensive commercial production of these varieties. The results indicate that Mindum is injured less than Kubanka under unfavorable growing conditions.

For a number of years much effort has been given to combining the good qualities of Mindum with the rust resistance of Pentad and Monad. This breeding work has resulted in good progress from the standpoints of disease and yield but as yet no rust resistant high yielding strains having the semolina and macaroni-making qualities of Mindum have been produced. The rust epidemics of 1935 and 1937 have indicated the desirability of obtaining even greater rust resistance than it has been possible to recover from Pentad and Monad. This has been obtained from crosses and back-crosses of Mindum wheat with Vernal emmer. Only one semolina and macaroni test has been made on a bulk nursery sample of this cross. The results indicate however, that it may even be more difficult to recover the desired quality of Mindum from such a cross or back-crosses than from crosses with Mindum and the rust resistant durums.

These studies furnish a background for further durum wheat breeding and indicate the necessity for reliable quality tests on a large number of early generation strains in order to cover the desired quality in hybrids.

be used in the special folders being prepared for distribution by manufacturers in connection with the industry's national observance of "Spaghetti-Noodle Week," Oct. 9-15, 1938, the National Macaroni Institute has taken into consideration the modern methods of meal preparation—the new living habits of Americans, which have revolutionized cooking in American homes. Eating habits and living conditions are undergoing change.

Space in the recipe folder referred to will permit of only one recipe for each of the Macaroni Trio—Spaghetti, Egg Noodles and Macaroni. It was no easy task to choose the one best suited for the message to be broadcast as every manufacturer has his own favorite recipe which he would have liked included. Many have been used previously, and the ones selected are not new. They are merely variations of recipes tested by time.

There is another angle often overlooked by many. It is much easier to give the housewife what she wants than to try and force upon the consumer the likes of any particular manufacturer, though a little persuasion properly applied will have a salutary effect. The recipes finally selected for printing in the 1938 Spaghetti-Noodle Week folder are efficient, call for a goodly quantity of our products, will photograph nicely for publicity purposes, an invaluable attribute, and if religiously followed, plus that little personal touch which must always be expected, the resulting dish is one that will do the product justice and earn for the cook the compliments of her family. Finally they are constructed to meet the changing demands of the modern mode of living.

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina

Barozzi Drying Machine Co.
Macaroni Noodle Dryers

Capital Flour Mills, Inc.
Flour and Semolina

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

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



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

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

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

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

Eastern Semolina Mills, Inc.
Semolina

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

King Midas Mill Co.
Flour and Semolina

F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Stella Cheese Co.
Grated Cheese

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Convention Items — Things Seen, Heard and Reported

The attendance at the various sessions was most encouraging to those in charge of the convention. It averaged nearly 90% in most sessions, though tardiness is one of the failings that many have still to overcome.

The Ladies' Luncheon by the King Midas Flour Mills, Minneapolis, is becoming quite an annual fixture. This year it was held during the noon recess, June 21 in the Marine Dining Room. It was attended by more than a score of the ladies that accompanied their husbands and parents. This company's representatives renewed their beautiful custom of other years, sending to the ladies beautiful bouquets of flowers with the firm's compliments.

Four allied firms with machinery and accessories to sell the macaroni-noodle trade exhibited their wares by arrangement with the executives of NMMA. While no official exhibition or show is sponsored by the Association, it is permissible to have a show booth by prior arrangement with the convention management. Among the exhibitors this year were two old standbys and two new supply firms, namely:

E. I. DuPont de Nemours Co. Inc., Wilmington, Del. showing an almost endless variety of cellophane wrapped macaroni-noodle packages.

Rossotti Lithographing Co. Inc., New York city showing an interesting array of labels, wrappers and cartons, novel and staple.

Triangle Machinery Company, Chicago exhibiting one of the latest machines for weighing and filling bags of macaroni products.

Richard A. Guthman, Chicago displaying some of the latest stapling devices, ranging from a small office stapler to the large machines used in stapling containers automatically.

Smiling Antone S. Vagnino brought to the convention some of the famous Colorado sunshine in his smile. He reports that the Rockies are still adamant, as should be the macaroni sellers to the wiles of buyers.

The east was ably represented by a young man, nearly three score and ten. Frank A. Zunino of the Atlantic Macaroni Company, Long Island City, N. Y. was early on the job every day and took an active interest in the work of the several committees to which he was appointed. New Director Zunino coined the phrase "Spaghetti-Noodle" as the more appropriate name for the Industry's National Week next October, a name which the convention unanimously adopted.

Leave it to B. W. Boehm of Pittsburgh, Pa. to do something just a little

bit out of the ordinary. He is a companionable fellow and this year was accompanied to the convention by two newly-wed friends whose honeymoon he was supervising. What a delightful task!

James T. Williams, Sr. of the Creamette Company, Minneapolis, Minn. the oldest past president of NMMA thoroughly enjoyed the convention, renewing old acquaintances and recalling old times when the association was a struggling youngster.

Yes, Carl was there with his inseparable cigar. As everybody knows, reference is to C. B. Schmidt of Crescent Cracker and Macaroni Company, Davenport, Iowa, tall and as straight as grows the corn in that famous state.

Mrs. M. J. Donna, wife of the genial secretary, was unable to attend the convention this year as usual because of illness. She was thoughtfully remembered by her many friends who wired her a bouquet of beautiful American roses with the "Compliments of your many friends at the Macaroni Makers' Convention." She wishes to thank her well-wishers for their beautiful remembrance.

A trade executive that can usually be counted upon to put in his appearance and extend his good wishes to all conferences of the macaroni trade is E. J. Martin, secretary of the National Food Distributors Association and editor of that organization's journal. This year he attended, accompanied by Mrs. Martin. Welcome Emmett.

Frank Traficanti of Traficanti Brothers, Chicago, newly elected director of NMMA did an exceptionally fine job as seating manager for the banquet. There was nary a slip, not the semblance of a complaint, even from "the certain parties" that are always among the last to put in their appearance for such affairs.

"Room entertainments" by allies were rational and reasonable. With rare exceptions rooms were closed during the convention sessions.

Frank A. Motta, secretary of Champion Machinery Company, Joliet, Ill. who has seldom missed a macaroni convention, brought along his brother Peter to the Chicago meet. Frank looks after sales, while Peter is the machine builder and installer.

Little "John Michael" was not well, but his father Louis S. Vagnino, past president of NMMA, felt he should attend the meeting of the Board of Directors on Sunday, June 19. He did re-

main for the convention on the opening day but felt impelled to "tear himself away" from the gang for the second day to help care for his indisposed son.

Martin Luther was in Chicago on other business and could not help but drop in for the macaroni convention to meet his many old friends in the trade. Martin is now connected with Kelly-Erickson Company, flour broker. He is located in Minneapolis.

Past President Alfonso Gioia of Rochester, N. Y. is anything but an "in-and-outter," yet in the June issue of THE MACARONI JOURNAL he was reported as having retired from the macaroni business and now he tells us that he is planning to reenter the macaroni making game. He said that he just could not stay out. He missed the first day's session being in attendance at his son's graduation from college, but took in the convention on Tuesday.

Flanking Lloyd M. Skinner, toastmaster, at the speaker's table during the association's annual banquet were Philip R. Winebrener, Chairman of the Board; Lester S. Dame, President; Joseph Freschi, Vice President; Glenn G. Hoskins, Past President; B. R. Jacobs, Director of Research; Frank A. Zunino, newly elected Director from Region No. 2, and John P. Zerega, Jr., retiring Director and representative of the oldest established firm in the country.

J. Harry Diamond had to "rush away" the second day of the convention, scurrying to Lincoln, Neb. Why, Harry, was the weather too hot in Chicago?

No one seemed to have enjoyed the convention more than did Samuel Gioia of the Gioia Macaroni Company, Rochester, N. Y. It was his first convention in a long time, but according to Sam it won't be his last.

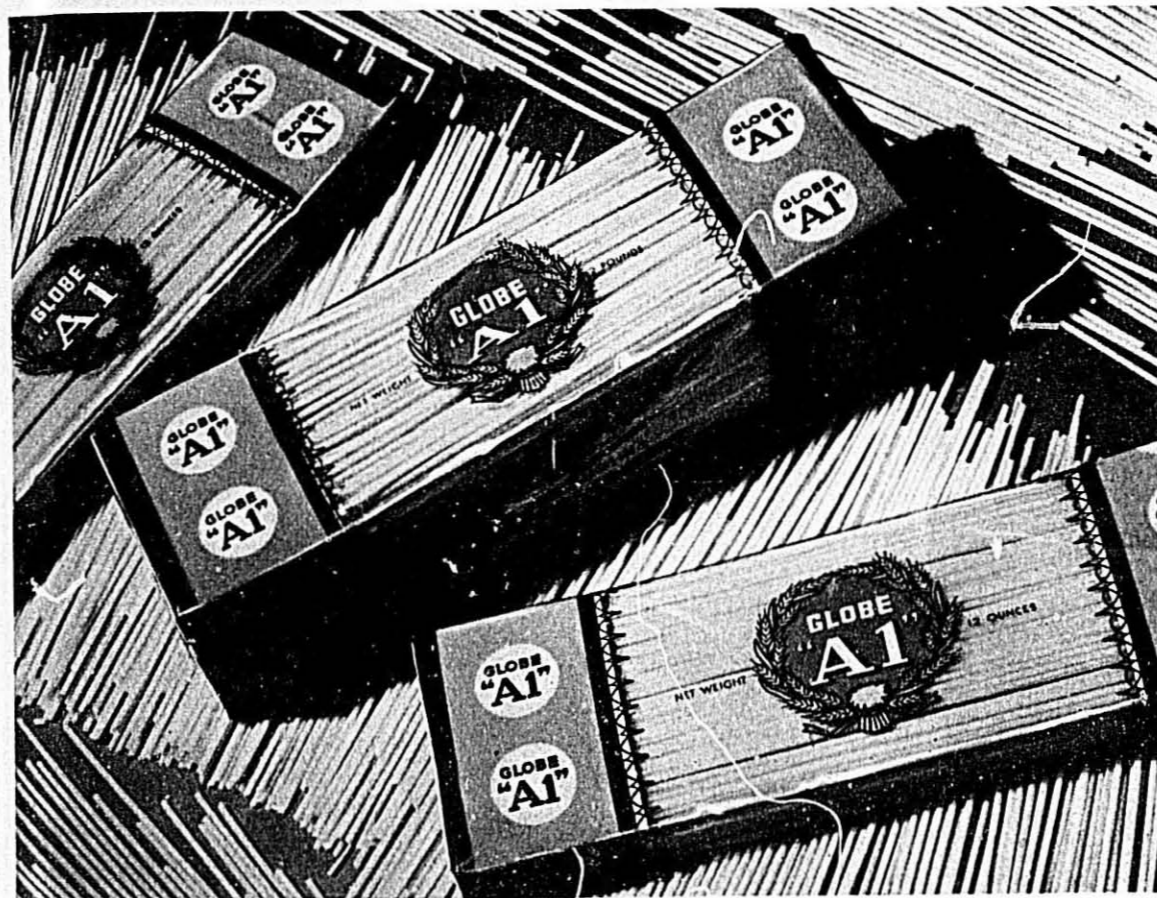
Who was the Beau Brummell of the convention? No, it was Irving Grass of the I. J. Grass Noodle Company, Chicago, the new NMMA Director.

Pencils apparently are the present day fad, insofar as macaroni convention souvenirs are concerned.

The Consolidated Macaroni Machinery Corporation of Brooklyn, N. Y., passed out a fine pencil-and-knife combination. The Star Macaroni Dies Manufacturing Company gave out a good ready-point pencil, while Secretary Donna had some tricky pencils for the registrants and guests. What a time many had with the latter! Some had to cut them off their coats.

Everybody had to pass the convention registration booth to get into the convention hall, yet a few absolutely did not see the desk. They were "at the convention" but not "of the convention." We wonder why? It surely could not be on account of the registration fee! Why, what is \$10 to rich businessmen like macaroni-noodle makers and supply

TODAY'S SHOPPER



WANTS TO SEE

THESE ITEMS of Globe Mills, Los Angeles, California, take full, profitable advantage of woman's habit of buying what she sees. In Cellophane cellulose film, they have the eye appeal that wins out—in front display . . . right where the shopper's roving eyes can't help seeing them.

Retailers like them too—

Because such units have color . . . sparkle . . . visibility—because they're easy to stock. Just made to order for the fast-growing "self-service" idea. Here's a proved way to get those profitable, extra impulse sales.

N.B. Machine wrapped in printed Cellophane.

PACKAGING SERVICE—One of our Field Representatives will be glad to help you work out package ideas for your product. No obligation. Just write: "Cellophane" Division, Du Pont, Wilmington, Delaware.

Cellophane
TRADE MARK
DU PONT
"Cellophane" is a trade-mark of
E. I. du Pont de Nemours & Co., Inc.

firms, especially when one gets so much for such a little fee?

The Louisville Vivianos were there en masse. There were Joseph Viviano and his wife and daughter, and Peter J. and the wife. They apparently enjoyed themselves as they usually do at macaroni conventions.

Cincinnati has a Mrs. Kelly's Noodle Kitchen and as usual Mrs. E. N. Lyon and daughter of that firm ably represented it in Chicago meeting.

"Serious Joe" is not always serious. At times he is quite a "play boy," and always popular. Refer to Joseph J. Cuneo, Director from Region No. 3.

Next to the macaroni convention, Miss Shirley Temple was the Edgewater Beach hotel's chief attraction during convention week. And by the way, Shirley, America's most popular child star in the movies, really and truly likes macaroni products. On completion of her dinner Sunday evening before the convention, "Jack" Wolfe of Harrisburg, Pa., invited her over to meet some macaroni-noodle makers. When Secretary Donna's shook the little star's hand he asked her "Do you like spaghetti?" She replied "Yes!" To the question, "Do you like Egg Noodles?" her answer was "Oh! Yes!" Just like any other child! They all like macaroni products.

Another popular Cuneo at the convention was Tom of Memphis. He looked everywhere in Chicago for a catfish dinner but had to wait until his return to partake of his favorite catfish and spaghetti.

Everything mellows with age. Vice President Freschi always claimed that he is too nervous to preside at meetings. That was not true when he acted as the "chief factotum" at the Past President's Honorary Luncheon. Did a fine job, Joe, and it qualifies you for other stakes.

There was another Carl at the convention, and he was not Carl, the Second, either. It was Carl D'Amico who promised to deliver some good Republican votes this fall.

Another first-timer was Vincent J. Marino of the Italian Macaroni Manufacturing Company, St. Louis, Mo. His wife accompanied him and both took a keen interest in all the convention doings. He's coming again.

B. A. Klein, chairman of the Chicago regional organization and chief executive of F. L. Klein Noodle Company, Chicago, was one of the large brigade of noodle makers. He just naturally hates artificially colored egg noodles.

"Sedate Phil" had the convention management well in hand as the Chairman of the Board in charge of the proceedings. There were some rare times when the nickname was quite a misnomer.

Just to show her the class and calibre of people he is working for and with, President Dame brought along the Missus. It may or may not have been a mistake, but Mrs. Dame vows that she will attend all future conventions while her husband is connected with the association. It must have been the people she met, or the treatment accorded her by her hustling husband's many friends.

The Donna Sisters are still very popular with the convention registrants. "They have such taking ways," says one wit when asked to fork-over the registration fee.

The Rossi trio—Dad Henry and sons Albert and Henry Junior, of Peter Rossi & Sons, Braidwood, Illinois, were inseparable. The "did" the convention in their usual fine style.

Ernesto Conte is now the "big shot" in the Milwaukee Macaroni Co. and plans big things for the firm. He was there and very active.

"Cheerful" Walter Villaume of Minnesota Macaroni Co. St. Paul, smiled on everybody and everything. His committee work was commendable, his convention interest keen.

"Noodle" (E. C.) Oberkircher was the lone representative of the industry from in and around Buffalo. He was strong for the use of the word "noodle" in designating the National Week for the trade.

One of the regular convention guests who was sadly missed by his many friends was Charles Johnson, for years the representative of the Charles F. Elmes Engineering Works of Chicago. Mr. Johnson passed away on April 18, 1938, at the age of 70 years. He started with the firm in 1892 and was always a prominent figure at all the meetings of the macaroni makers for nearly two score of years. Joseph Cademaro registered as the firm's new representative.

Perhaps no one enjoyed the convention better than did Louis Roncace of the Philadelphia Macaroni Co. His one hope is that the macaroni men will decide soon to meet in Philadelphia or Atlantic City where he would be able to do a little "host-ing."

The "Kids" were quite prominent during the sessions and the festivities in between. Among them can be mentioned: Frank C. Viviano of V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, who was kept busy convincing his many friends that it was not he, but another Frank Viviano who became a benedict this summer. He maintains that he is still an eligible. Still a chance for some lucky girl.

Albert S. Weiss of the Quality Noodle Company, Cleveland, propounded some very technical questions during the dis-

cussions, proving that Al "knows his noodles."

The allied were out in force. There were 35 registered representatives of the durum mills, 5 macaroni machinery builders, 4 makers of macaroni dies, 3 packaging experts, 3 equipment suppliers, 1 egg man (no butter) and several representatives of the trade press. A few were noted floating around with heads so high that they completely overlooked the registration desk. What a pity!

Milk for Cheese Production

"Sprinkle with a quarter pound of grated cheese." Every time a woman prepares a dish of macaroni products and serves that food with cheese as directed by the above recommendation, she is creating a new market for 2 to 2½ quarts of milk, figuring a quart as weighing a pound.

According to government statistics covering the production of cheese in the United States in 1936, the last year for which figures have been compiled and released, over three quarters of a billion pounds of milk are annually converted into cheese of various kinds.

Proportion of milk to cheese varies with type of cheese, cottage cheese requiring 6.7 lbs. of milk to the pound; American cheese, 10.4 pounds; Camembert, 6.3 lbs.; Swiss, 13.5 lbs.; brick cheese, 10 lbs. and cream cheese, 10.4 lbs.—an estimated average of about eight pounds of milk to the pound of cheese, according to dairy authorities.

Factory production of cheese for 1936 totaled 762,601,000 lbs., an increase of 174,974,000 lbs. or 30% over 1932.

Champion Marches On

The Champion Machinery Company of Joliet, Ill. maker of modern equipment for macaroni-noodle plants is celebrating this year its 50th anniversary of continued progress and useful service. It has announced its golden jubilee through the release of a well illustrated brochure to its customers, many of long standing. The announcement says, in part:

"This year (1938) commemorates our 50th year of continuous service to the Baking and Noodle Industry. This is made possible through our many customers, both at home and abroad."

In the list of equipment supplied the macaroni-noodle industry by this long established firm are: semolina blenders, dough mixers, weighers, water scales and noodle brakes.

Wm. E. Fay, the firm's president is celebrating the anniversary by a European tour this summer during which he will inspect some of the leading machine building plants seeking ways to improve his bakery-noodle equipment. Other officers of the company are Frank A. Motta, secretary, and Peter D. Motta, treasurer.

OUR "WEEK"

The week of October 9th to 15th, 1938 has been officially designated as NATIONAL SPAGHETTI-NOODLE WEEK. During that 7-day period every element interested in the welfare of the Macaroni Industry is expected to do everything that is reasonable and practical to make Mr. & Mrs. America truly "macaroni conscious."

Macaroni-Noodle Manufacturers of every class, size or description should need no special urging to do their part in properly observing OUR WEEK. Neither should the Millers, the Egg Suppliers, the Machinery and Equipment Manufacturers, the Wholesalers, Brokers, Chain Store Executives and Independent Grocers who will benefit in proportion to the support they give the celebration.

Insofar as the Macaroni Industry is concerned, the promotion is a two-way job.

The National Macaroni Institute will supervise the national public, aimed to make every housewife in the country aware of the WEEK and of its purposes. It will also prepare and distribute materials to be used by the Manufacturers and Distributors in doing their part in the promotion.

The Manufacturers and Distributors are expected to supply all retail grocery outlets with Posters and Pennants announcing OUR WEEK and in the distribution of recommended recipes to old and prospective users of Macaroni Products.

Actual samples of this helpful material appear on pages that follow. Prices at which they are available have been made known to all manufacturers and helpful allies. The Posters, Pennants and Recipe Folders speak for themselves. They will speak to the customers, if permitted.

The Poster

The Poster specially prepared for OUR WEEK is an attractive and suggestive 3-color job with just the right kind of appeal; one that any manufacturer will be proud to distribute, any retailer pleased to display.

Ample space is provided at the bottom of the Poster for the imprinting of the firm's name and brand, if desired. It looks complete, just as it is. The line "ASK FOR FREE RECIPES" is optional. It may be deleted when desired. All imprinting will have to be done by your local printer.

Through nation-wide publicity the National Macaroni Institute will acquaint the nation of the time and purpose of our NATIONAL SPAGHETTI-NOODLE WEEK.

The Macaroni-Noodle Manufacturers through their advertising in newspapers and trade journals will do likewise.

The proper distribution and posting of Posters and Pennants will enlist the cooperation of all grocery stores and the judicious distribution of Recipe Cards and Folders will complete the 3-way observance of OUR WEEK that should bring profitable returns to all who collaborate.

The Pennant

The Pennant is a 2-color job, intended to provide the "celebration spirit." It serves admirably in emphasizing the WEEK and the Dates.

The Unit Plan

Posters and Pennants should be displayed in UNITS of one Poster flanked by two Pennants. One such UNIT should appear in every Grocer's window during the week of October 9th to 15th. Where space permits, a DOUBLE UNIT DISPLAY is recommended.

Survey all your retail outlets and order Posters and Pennants to meet all your requirements.

The Recipe Cards and Folders

The Recipe Cards and Folders are implements provided manufacturers and retailers for direct, profitable use during OUR WEEK.

The Recipe Folder is a 6-page, 2-color booklet giving facts about Macaroni, hints about their use and a selected recipe for each of Spaghetti, Egg Noodles and Macaroni.

The Recipe Card, also of a size to fit a regular recipe box, carries a single recipe for a specific product and general facts that are helpful to housewives.

The Recipe Folders are intended for general distribution to customers by store clerks during OUR WEEK.

The Recipe Cards may be used for the same purpose, but may also be used as inserts in cartons or wrappers or bags, or in envelopes for direct-by-mail advertising.

Every retail outlet for Macaroni Products should be supplied with not fewer than 100 Recipe Cards or Folders, allowing about 15 to be distributed daily through OUR WEEK.

Space is provided for imprinting name of manufacturer or distributor on both the Recipe Card or Folder, but all such imprinting work must be done by your local printer.

National
**SPAGHETTI-NOODLE
WEEK**



Serve
MACARONI
SPAGHETTI
EGG NOODLES
Often



ASK FOR Free RECIPES

National



SPAGHETTI
-NOODLE
WEEK

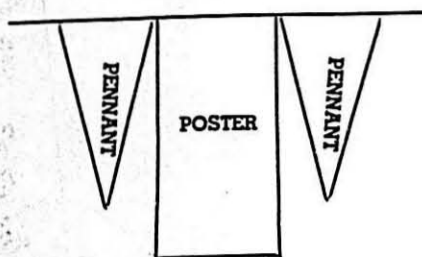
OCT.
9 to 15

POSTERS and PENNANTS may be displayed independently.

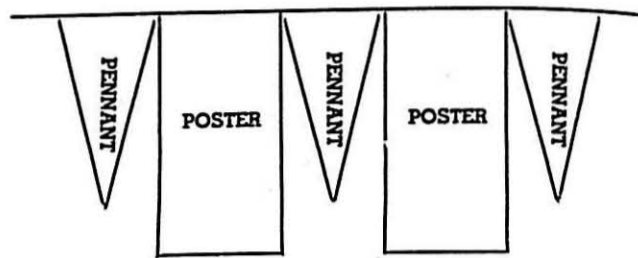
BUT

For a BETTER EFFECT, it is recommended that they be displayed in UNITS as pictured below.

A Single Unit



A Double Unit



FOR WINDOW DISPLAY . . .

Single Units may be used where space is limited. Double Units have a treble "pull" and should be employed where space permits.

FOR INTERIOR STORE DISPLAY . . .

The Macaroni-Noodle shelf or counter should be festooned with alternate Posters and Pennants, Recipe Cards and Folders.

A Single Recipe
Card . . .
Size 3 1/4"x5"

Each contains a
special and recom-
mended recipe for
either spaghetti,
egg noodles or
macaroni.

SPAGHETTI · EGG NOODLES · MACARONI



**THE
MACARONI
FAMILY**
(The 100% Wheat Food)

Serve THIS FOOD OFTEN

- For its known economy.
- For its natural goodness.
- For its high nutritive value.
- For the family's health sake.

In America the most popular members of
The Macaroni Family are:— Spaghetti, Egg
Noodles, Macaroni, Sea Shells, Elbows.

Recipes Recommended By
Mrs. Emily W. Leister,
Director of Home Economics.

A 6-Page

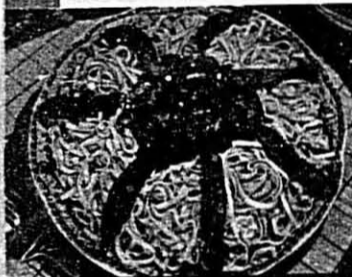
Recipe Folder . . .
Contains three rec-
ommended recipes
. . . interesting and
helpful facts that
will be prized by
housewives.

SPAGHETTI · EGG NOODLES · MACARONI



SPAGHETTI

Gilman Thompson, England's most renowned food authority says: "Weight for weight, MACARONI PRODUCTS are as valuable as the most nutritious meats."



EGG NOODLES

Egg Noodles differ from Plain Macaroni Products in that they contain eggs. Insist on genuine Egg Noodles. No waste, no peeling, no cleaning. Every strand edible.



MACARONI

The smaller shapes of MACARONI PRODUCTS are recommended by most Baby Specialists for Baby's first solid food. Children like and thrive on MACARONI PRODUCTS.

BUTTERED SPAGHETTI WITH SAUSAGE

1/4 lb. Spaghetti 1/4 cup Butter
1 lb. Link Sausage 1/4 cup Grated Cheese
Salt and Pepper to taste

Cook Spaghetti until tender in salted, rapidly boiling water. Drain. Add butter and toss until Spaghetti is all buttered.

Place buttered Spaghetti on platter and sprinkle with cheese. Border with sausage fried a golden brown. Serve hot.

Macaroni or Egg Noodles may be substituted.

MACARONI PRODUCTS have no equal as a medium for blending flavors of various foods. This makes possible the combinations of nutritious foods in a variety of appetizing dishes. Because of their many advantages, both as to meal planning and preparation, MACARONI PRODUCTS should occupy a permanent place in the diet of every American Family.

EGG NOODLES WITH RIBBON VEAL

1/2 lb. Egg Noodles 1 can Tomato soup
1 cup grated Cheese 1 Onion
1 lb. round veal Salt and Pepper
1/4 cup Butter or Olive Oil

Cut veal into ribbons. Brown veal and chopped onion in butter or olive oil. Add tomato soup, salt, pepper and other desired seasoning. Cook slowly for half hour. Add half of cheese and let simmer for ten minutes more.

Cook egg noodles in plenty of boiling, salted water, until tender. Drain.

Place cooked noodles on platter. Make a hollow in center of mound and fill this with the sauce. Arrange the ribbons of veal over the egg noodles. Serve with remaining cheese. Spaghetti or Macaroni may be substituted.

MACARONI PRODUCTS are delicious with MEATS. Also ideal for "Friday" meals or meatless menus.

They not only insure wholesome, low cost meals, but also make possible the conversion of left-overs into attractive, appetizing and satisfying dishes. They are assets to thrifty housewives.

MACARONI MEAT LOAF

1/2 lb. Macaroni 1 lb. ground Meat
1 Egg Salt and Pepper

Cook Macaroni in boiling salted water for 10 minutes. Drain.

Arrange half of the Macaroni in a layer on the bottom of the meat-loaf pan. Cover this with a deep layer of the ground meat into which the egg has been blended. Top this with the rest of the Macaroni and then another layer of meat. Bake for 45 minutes at 350 degrees.

Ground left-over meats may be substituted for ground fresh meat. Left-over meats require less baking time. Garnish with sprigs of parsley, halves of pineapple rings and prunes. Egg Noodles or Spaghetti may be substituted.

This 100% WHEAT FOOD will keep the kiddies healthy, the youngsters happy, and the grown-ups satisfied.

Dishes made with macaroni products are easy to prepare. They save time and labor. They blend tastily with all meats, eggs, cheese, fish, fruits and vegetables.

FACTS

- THE MACARONI FAMILY, as a 100% WHEAT FOOD, contains all the elements essential to life, to health and to growth.
- WHEAT is civilized Man's principal grain food. In the form of MACARONI PRODUCTS, it's a SUPER-WHEAT FOOD.
- FOOD AUTHORITIES state that — 2 OUNCES OF MACARONI PRODUCTS are equal in food value to any of the following:
3 Eggs
2 glasses Milk
2 Chicken or Ham sandwiches
3 slices Whole-Wheat Bread
1 large bowl Oyster Stew

HINTS

- BUY ONLY THE BEST GRADE. Quality Macaroni Products insure complete satisfaction and cost but a cent or two more than the poorer grades.
- Serve as luncheon demand — with butter sauce and seasoning; with more elaborate sauces, or in combination with your favorite meat, fish, vegetables or fruits.
- Left-over MACARONI PRODUCTS are delicious in Omelets. Stir into well-beaten eggs and fry into an Omelet.



Recipes Recommended By
Mrs. Emily W. Lester,
Director of Home Economics.

THE MACARONI FAMILY

(The 100% Wheat Food)

Serve THIS FOOD OFTEN

- For its known economy.
- For its natural goodness.
- For its high nutritive value.
- For the family's health sake.

In America the most popular members of The Macaroni Family are—Spaghetti, Egg Noodles, Macaroni, Sea Shells, Elbow.

EGG NOODLES WITH MEAT PATTIES

In most recipes, the Macaroni Products are interchangeable.

For instance, in the illustrated "Egg Noodles with Meat Patties," Spaghetti, Macaroni, Vermicelli, etc. may be substituted for the Egg Noodles.

FOOD AUTHORITIES agree that MACARONI PRODUCTS are (1) economical, (2) highly nutritious, (3) wasteless, (4) easily digested, (5) readily and almost completely assimilated, and (6) equally good for the young and the aged, the weak and the sturdy.



PLAIN and POINTED TALKS

By A. Noodler

You Can Never Tell

John Burroughs and Jay Gould were schoolmates in the same little old red schoolhouse in Meeker Hollow. They sat in the same seat. They studied out of the same geography.

One day the teacher told John he must write a 10-line poem for the next day's recitation. When the next day came, Burroughs had been unable to produce a single line, let alone a couplet, or anything that might be called a poem. He was given a reprieve, but the next day he must surely have the poem ready.

Came the third day and John had his poem, but the teacher did not know it had been written by Jay Gould who had offered to help his pal out of the difficul-

ty and had written the poem—for which Burroughs had paid him 80 cents!

Jay Gould the poet. John Burroughs the financier. That was in the district school days.

That brings me to two interesting conclusions. One is that though John Burroughs started with no native ability as a writer, he had an innate liking for literature and could express his love of nature best in writing about what he saw. He made himself learn to write

because he needed to know how in order to succeed in his life work.

The other thing is that Jay Gould was naturally a money maker first, and a poet only when and because he saw a chance to make money with that little 10-line verse. Jay Gould would undertake a task, no matter how difficult or distasteful, if he could make it profitable. He was prepared to sacrifice his personal inclinations to achieve success in his work.

That characteristic was common to both men. Each knew what he wanted to do with his life and each went determinedly ahead to do that thing thinking about his aim and ambition, not about the inclination or preference of the moment.

Takes Years to Prove A New Wheat Good

To meet the need for better wheat varieties—wheats that will be hardier where winters are cold, stiffer of straw for combining, earlier where hot summer winds are a hazard, more drought resistant in the plains, and in general more resistant to rust, insects, and disease—the United States Department of Agriculture cooperates with the states in breeding nurseries.

It may take many years to prove that a new variety is good—as much as 15 or more years before a hybrid variety is released to farmers—but only 1 or 2 years to show that it is poor.

In the case of wheat hybrids it takes at least five generations to get a selection that will breed true. Nursery and plot tests will take another 3 to 5 years each. Then come 3 or 4 years of cooperative tests. At any time during these years the variety may be discarded if a serious defect shows up.

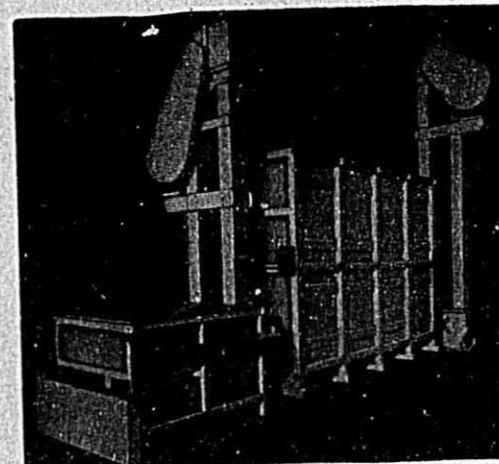
Even when a wheat has passed all the agronomic tests, it may have to be discarded on the adverse report of the cereal chemist. There is no point in continuing a wheat variety that cannot pass milling and baking tests.

WHADDAYA MEAN, GOOD?

"Jones," said the manager, "I have noticed of late that your duties have been performed in a very perfunctory manner."

"Thank you sir," said the grateful clerk. "I've been here nearly three months now, and that's the first good word I've heard."

Among Us Boys: "How did you find the weather outside?"
"Oh, I just went outside, and there it was."



REDUCE YOUR PRODUCTION COSTS WITH CHAMPION EQUIPMENT

—as others have done

The Champion Semolina Blender and Sifter, illustrated above, is one of the surest ways to lower your production costs and boost your profits. Saves time, saves flour, saves the scorching and frequent replacement of expensive dies, saves heavy "back-breaking" work, speeds up production and improves the quality of your products. It is *automatic in operation* and is built for life-long dependable service with little or no cost for up-keep.

Low Prices and Easy Terms place Modern Champion Equipment within reach of every manufacturer.

MAIL COUPON FOR PROFIT-MAKING FACTS

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- ITALIAN MACARONI CO., St. Louis, Mo.
- IDEAL MACARONI CO., Cleveland, Ohio
- AMERICAN BEAUTY MACARONI CO., Denver, Colo.
- SCHLIDT NOODLE CO., Detroit, Mich.
- PROCCINO & ROSSI, Auburn, N. Y.

CHAMPION MACHINERY CO.
JOLIET . . . ILLINOIS

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



CHAMPION MACHINERY CO., 1888-1938
Joliet, Ill.

Please send full details regarding your Champion Semolina Blender; also price, terms and tell me about your easy time payment plan. Am also interested in.....

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Old Friends in New Dresses

During the summer, when the weather is so warm that we shudder inwardly at the thought of meal preparation, it is comforting to remember that we have a wealth of food value and mealtime variety in the boxes of our old friends—macaroni, spaghetti, and egg noodles. These handy packages hold many answers to the nuzzling problem of what to serve that is different yet does not require long and fussy cooking. We can use these foods in salads, for hot main dishes for luncheon or dinner, and even to make deliciously light and appetizing but nutritious desserts.

Our summer menus not only need piquancy to whet lagging appetites but they need to be inconspicuously nutritious. The semolina wheat, from which the best of these pastes are made, is rich in the valuable gluten that provides needed protein and also has enough readily digestible starch to give us the necessary energy to run our human machine. The egg noodles have further nutritional value because of the added vitamins and minerals of the eggs.

The making of these pastes was first developed in Italy, but today our own manufacturers offer us the results of years of scientific study and the commercial developments of the macaroni industry. We can now get a truly amazing variety of shapes and sizes to suit our own particular tastes and needs. Macaroni comes large and small, short and long, in elbows, or in fancy shapes such as shells, bow knots, stars and letters. Spaghetti may be found short and long but is always small in diameter. The noodles are commonly available in three widths, very narrow, medium and wide. Each has its own place in cooking.

There are a few popular recipes for these foods that call for no previous cooking, but as a general practice the paste is used after boiling in salted water until tender. This boiling process is normally completed at the end of ten to fifteen minutes. As a rule, we have a tendency to overcook these fine foods until they are soft and flabby instead of using them still firm though tenderly done. Macaroni or spaghetti may be said to be satisfactorily done as soon as a freshly cut piece shows no chalky whiteness where cut. To test macaroni,

By **JESSIE MARIE DE BOTH**,
Staff Writer, *The Journal*,
Jersey City, N. J.

for example, remove one long piece and cut it in the middle with a fork. If it is soft and tender as you cut it and the cut end appears translucent, with no dry-looking core, the macaroni is ready to be drained and blanched to remove the starchy water to prevent later stickiness.

Another secret of the successful cooking of these pastes is to guard against drowning the flavor in excessive cooking liquid. As with fresh vegetables, there should be little water left to pour off at the end. Generally speaking, six cups of boiling, salted water is sufficient to cook one pound of macaroni. Naturally, it must be boiling rapidly when the paste is added and should be stirred frequently to prevent settling to the bottom of the kettle and sticking. With the use of smaller amounts of water, the natural nutty flavor of the wheat will be retained better and the finished dish thus will be richer in flavor.

New Plant For Birmingham

A \$100,000 macaroni plant will begin operation about Sept. 1 at 2101 Morris av., according to Karl Landgrebe, vice president and director, industrial division, Birmingham Chamber of Commerce.

This plant will be known as the Italian-American Macaroni Manufacturing Company.

It is being organized with a capitalization of \$50,000 with Dominick Simonetti, president, and Andrew Simonetti, vice president and treasurer.

The building to be occupied by the new plant is being leased for 10 years and the latest and most modern machinery is being purchased. Installation will begin Sept. 1. The plant will give employment to 50 persons at first and will have a capacity of 30,000 pounds of macaroni a day.

The industrial division of the Birmingham

Chamber of Commerce, J. H. Morris, secretary, has been working with officials of this company several months to obtain this plant for Birmingham, which now purchases most of its macaroni from New Orleans and St. Louis. In addition to Alabama, Georgia and Tennessee will be served, there being no macaroni plant in either of these states, according to Mr. Morris.

"We shall manufacture a very excellent quality of goods," declared President Simonetti. "Our decision to locate a macaroni plant in Birmingham has been largely influenced by data furnished us by the Birmingham Chamber of Commerce industrial division. A very exhaustive survey has been made by Mr. Morris that convinced us such a plant is needed in this section of the southeast. We believe Birmingham is strategically located to serve the southeastern states and has the brightest future ahead of it today it has ever had."

Daisy-Listman Flour Mill Closed

The Daisy-Listman flour mill, the only plant in Duluth, Minn., owned and operated by the Duluth-Superior Milling Co., a branch of the Standard Milling Co. of New York, has closed permanently, it was announced by the Duluth Board of Trade.

The flour mill, one of the oldest at the Head of the Lakes, mainly produced flour from durum for the production of macaroni and spaghetti.

Closing of the mill, grain men said, means that flour milling at the Head of the Lakes has practically disappeared. Only one flour mill remains in Duluth, the Duluth Universal flour mill which has an output of 500 to 600 barrels a day when operating at full capacity. The Daisy-Listman plant had an output of close to 6000 barrels a day.

About 125 employes will lose their jobs, it was said. Some workers will be transferred to other mills owned by the Standard Milling Co.

OH, DOCTOR!

"I'm sorry," said the doctor, "you have some terrible unknown disease that's incurable."

"Oh, Doctor, couldn't you give me a nice name for it by my next bridge club meeting?"

SPAGHETTI-NOODLE WEEK

Food retailers will nationally observe "National Spaghetti-Noodle Week," October 9th to 15th, 1938.

They will be encouraged to do so by the combined efforts of the manufacturers who supply the grocery outlets and the National Macaroni Institute that is arousing consumer interest in "The Week" through controlled publicity, efficiently directed.

Three hundred and fifty Macaroni-Noodle manufacturers cannot be wrong. If they combine in telling the "Macaroni Truths" for which the expectant housewife is waiting, conditions in the macaroni trade will take a

definite turn to the right.

Read fully in this issue of the plans prepared for the national observance of "Spaghetti-Noodle Week" and in which every manufacturer, large or small is invited to participate in the degree that each feels will be within his possibilities.

Three hundred and fifty manufacturers or the better half of them through the 400,000 operators of food stores in the United States should make the desired favorable reaction among the millions of macaroni buyers during national week.

WHY? STAR DIES

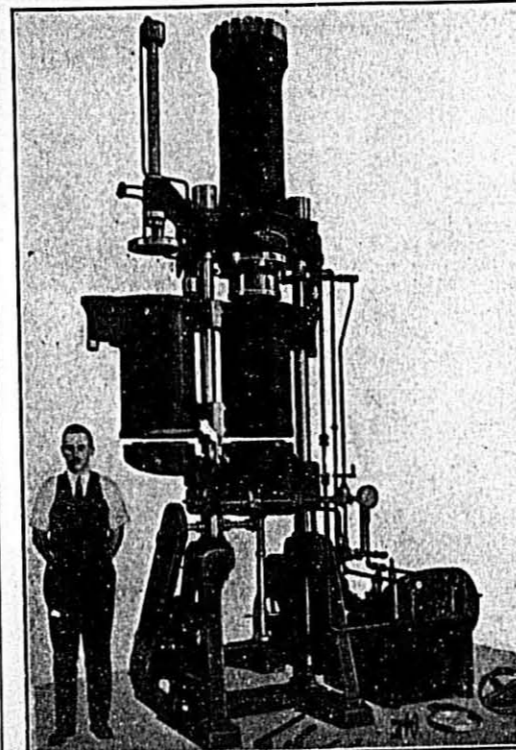
Because you get these —

RESULTS

Smooth Products
Less Pitting
Less Repairing
Longer Life

The PRICE In Keeping
with the Results

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



PRESS No. 222 (Special)

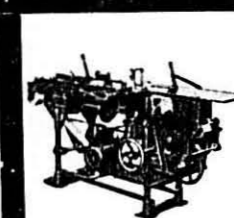
REDUCE YOUR PACKAGING COSTS WITH

THESE PETERS *Packaging* MACHINES

TO SET UP AND CLOSE YOUR CARTONS



This SENIOR Model Machine automatically sets up 50-60 cartons per minute . . . requires no operator . . . cuts liner paper from roll when liner is used.



After cartons are filled, this SENIOR Model Machine automatically closes 50-60 cartons per minute . . . requires no operator.

JUNIOR Model Machines also available to set up and close 35-40 cartons per minute . . . adjustable for a wide range of sizes. Send us samples of your cartons and ask us to recommend machines to handle them economically and efficiently.

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Specialty of
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Since 1881

Presses
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All Sizes Up To Largest in Use

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They Lose Money as Wholesalers

By GORDON C. CORBALEY

Some wholesale grocers maintain comfortable profits through skill and integrity in distributing their own brands which have the advantage of consumer and retailer loyalty. That type of wholesaling has brought continuing sales and profits to manufacturers with well established brands on products of dependable quality.

Many other wholesale operations are successful because of the close community of interest which they have established with desirable groups of retail stores operating through voluntary chains or retailer cooperatives.

Quite a large number of wholesalers have obtained reasonable stability for their volume and profits through combining these two theories with the measure of success depending on their capacity as merchandisers of good brands and their farsighted intelligence in maintaining the confidence and loyalty of their independent retail stores.

Some wholesale grocers make money through their ability to do business at low cost—collect a net profit while slightly underselling competitors because of firmly avoiding the numerous wastes which become a burden in such a complicated business as the breaking up of shipments of thousands of commodities and relaying these to thousands of retail stores.

Hit-or-miss wholesaling has come to be regarded as a losing field with numerous bankruptcies and retirements.

The wholesale grocery business is a dangerous business except where it enjoys a well-established local position or is conducted with unusual management capacity.

In spite of that being generally recognized in the food trades, hundreds of wholesalers and scores of brokers have drifted into local wholesaling without realizing what they were doing. They call their ventures "selling against consignment stocks."

A wholesaler scatters his stocks over the country hoping to increase sales by having these supplies sufficiently and quickly available enough to get small orders away from competitors.

This greatly increases his costs for carrying these stocks and for maintaining distribution, which means an added burden to his business when competitors do the same and nobody has any real advantage.

Some outstanding companies like Heinz and Libby, successfully do this on an organized plan—secure results through close coordination of their promotional efforts with available supplies of merchandise.

The average manufacturer who drifts into this practice finds that he is in a business which has most of the expensive troubles of the wholesale grocery business but is highly expensive to him because the total volume is so small and the price pressure from competing local

stocks of this kind frequently leads to the little price wars which are such a menace to profits in the competitive side of the wholesale grocery business.

Brokers handling these stocks find that they are really operating in the wholesale field—are handling little 2, 5 or 10-case orders for a percentage compensation originally established on volume business.

Some brokers go further than that and start chiseling on their customers among the wholesalers and chains—sell direct to a few large retailers or consumers and soon find that this spreads until they are wholesaling to a large number of retailers on the narrow margins of a broker.

No careful study has ever been made of the high cost of applying the wholesale service to distributing consignment stocks but trade authorities are agreed that this practice means an added expense of millions of dollars, with the bulk of this money coming from the finances of packers and brokers who drift into this practice without realizing that they were operating an irregular and carelessly conducted form of the highly competitive part of the wholesale grocery business.

Durum Growers Fight Acreage Cut

Durum wheat growers in the four principal durum producing states of Minnesota, Montana, North and South Dakota have joined the farmers who produce other grades of hard spring wheat in opposition to the proposed wheat acreage reduction program.

A committee representing these dissatisfied growers is to contact senators and representatives from their own and other western states seeking their intercession with Secretary Wallace of the United States Department of Agriculture to make needed exceptions in their cases. The groups maintain that a blanket reduction of the wheat acreage as announced last July 15 by Secretary Wallace for 1939 is an injustice to the hard spring wheat growers in the four states most vitally concerned, inasmuch as the new order fails to take into consideration the fact that there is and has been no surplus of hard spring wheats.

No objection was made to the government's crop control program, but it was pointed out that the program could be administered in a way to protect the growers of the grades of wheat of which no surpluses exist.

In announcing his crop control program affecting wheat acreage in 1939, Secretary Wallace orders a sharp reduction totaling 32%, hoping to counteract the problem of disposing of the bumper crop expected this year. The acreage

reduction is the sharpest ever proposed under any New Deal farm program. The reduction will be voluntary of course, but only those who comply will participate in the benefit payments which may total \$125,000,000.

The 1938 acreage is estimated at about 80,000,000 acres. If all growers comply with the wishes of the government officials, the 1939 acreage will be about 55,000,000 acres. This acreage will be divided later among the wheat producing states and countries, and finally among the various farmers and growers who consent to the new arrangement. It is in the final division that the durum wheat farmers are most concerned. Since there is seldom a durum wheat surplus, especially in recent years, the growers feel that they are deserving of special attention and not to the blanket orders issued for wheat growers generally.

Weather conditions in recent years and durum wheat trends should be studied before final acreage assignments are made in the four durum growing states.

U. S. Macaroni Company Increases Its Output

The U. S. Macaroni Manufacturing Company started operations in Spokane in 1916 with four employes and a daily output of macaroni and other products of about 1000 pounds, on a half-day shift.

Now the employes number 20, with an output daily from an 8-hour shift of 15,000 pounds.

The plant has added equipment costing \$5000, which has stepped up production 4000 pounds a day.

Adding to the high quality of the product, it was stated, two-thirds of the wheat used is Inland Empire hard wheat and only a third durum. Research work at the plant had brought this proportion for the highest quality of macaroni, it was said, for which a market now is being found all through Montana, Wyoming, Idaho, Utah, Oregon, British Columbia, and Washington. Consumption of wheat approaches 6000 bushels monthly.

MICE HAVE WORK HOURS

In order to develop more effective methods of checking damage to fruit trees by field mice, biological survey scientists have done considerable prying into the daily habits of that rodent. Among other things they found that these mice have very definite hours for work each day. They are early risers and take to their runs at 6 o'clock each morning in search of food. They knock off however, at 7:30, and there is then little if any traffic in the runs until 9 o'clock. At that time they begin work again and keep at it until 11. The afternoon is also split into two periods of work. The first is from 1 o'clock until 2, and the second from 3:30 to 5. The damage caused by these rodents each year is enormous.—Selected.

Macaroni Sustains Canoeists

Carrying very light equipment which included a boiling pot for macaroni which they consumed in great quantities, two Illinois teachers completed their 1420-mile canoe trek without mishap, reports the *Times Picayune*, New Orleans, La. where the trek ended.

Submerged pilings, upbound steamers and a lock construction at Peoria, Ill., proved principal hazards on an estimated 1420-mile canoe trip from Oglesby, Ill., two bearded canoeists said Tuesday on their arrival in New Orleans.

The travelers, Douglas Hunter, 26 years old, and Vernon Greenings, 23, both Oglesby school teachers, made the trip in five weeks, and said that they had more trouble after reaching here, arranging to ship the canoe and its ballast, 15-pound leky, a Collie, back to Oglesby, than they had on the whole journey.

They traveled the Vermilion, Illinois and Mississippi rivers, carrying 100 pounds of equipment, doing their own cooking, sleeping in the open and maintaining their supply of water often from the river via a boiling pot.

After five weeks of their river-bank-cooked macaroni and stew, the voyagers said, they concurred in the general saying of tourists that the outstanding thing to them in New Orleans has been the cooking.

National Spaghetti-Noodle Week

October 9 to 15, 1938

Our Newly Equipped Semolina Mill at Baldwinsville, New York

Now In Operation

Serving
the
Eastern
Macaroni
Manufacturers



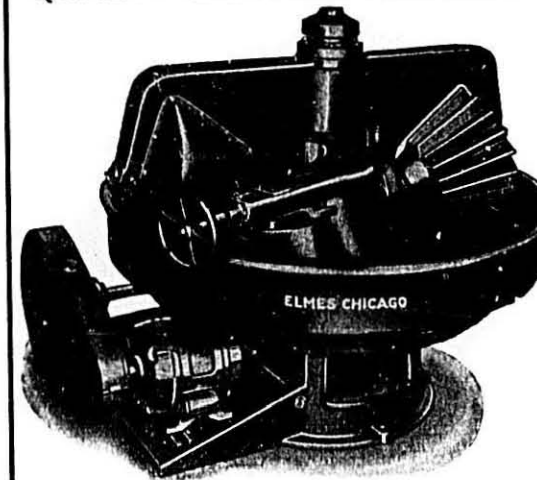
Quality Semolina
For the
Quality
Macaroni
Manufacturers

98 LBS.

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President Executive Office, 220 West 42nd Street, New York City

ELMES MIXERS & KNEADERS FOR QUALITY GOODS AND PRODUCTION

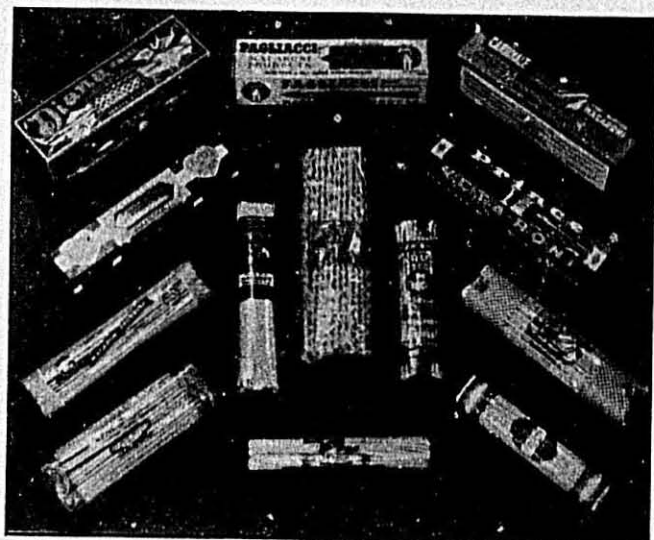


Model No. 3911

THE CHARLES F. ELMES ENGINEERING WORKS

Hydraulic and Special Machinery

213 N. MORGAN ST. HAYmarket 0698 CHICAGO, U.S.A.



Packages That "Sell"

A product that is properly packed is said to be half sold. Therefore proper packaging of macaroni products is at once the greatest and most important problem confronting a manufacturer.

Proper food packaging has increased in importance with the entry of the self service stores and the general tendency in all grocery stores to sell through displays rather than through wordy suggestions.

"Self service and limited service stores are rapidly coming to the front," writes a student of grocery buying trends, "and in such stores there are few clerks to push one package at the expense of another. Selection is now being left to the shopper and said shopper will nearly always buy the package that is pleasing to the eye, arouses appetites, or suggests a tempting variation in the menu. It

Healthful Meals Made With Macaroni Dishes

Summer menus take careful planning on the part of the housewife who wishes to keep down her budget costs, feed her family well-balanced meals and yet save herself many tiring hours over a hot stove. The modern homemaking has, however, found one product that will help her fulfill all these important points.

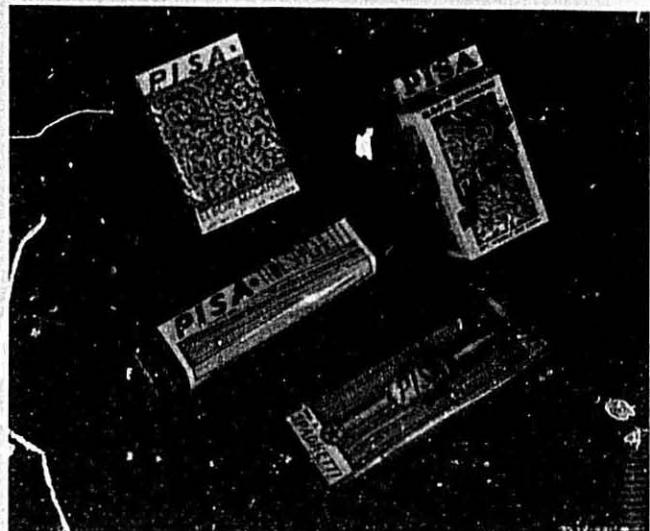
Many appetizing, economical and healthful meals can be built around spaghetti and macaroni. Salads combining cooked macaroni with vegetables and dressing, can be prepared in a minimum of time early in the morning and kept fresh until dinner time in the refrigerator. Delicious nourishing and yet easily digested hot dishes made of spaghetti or macaroni in combination with left-over meals or fish can be prepared also in the morning, placed in covered casserole dishes in the refrigerator and taken out about an hour before dinnertime for the final touch, baking about 45 minutes in the oven.

The general public perhaps is not as well aware of the properties of spaghetti and macaroni as it should be. Macaroni products are rich in gluten and easily digested. Even more important, good macaroni products contain no injurious substances. Macaroni gives vigor and energy to the human system and builds muscle and strength.

These facts make it an excellent summertime food. In the summer the body needs as much nourishing food as in winter, but it needs foods that are easily digested and assimilated so that the digestive system is not put to too great a strain.

DID YOU HEAR?

About the absent minded professor who was walking with one foot on the curb and one in the gutter. A boy drew his attention to this, and the professor exclaimed: "Thank you, young man, I was beginning to think I'd become lame."



Two groups of packages developed by the Package Development Department of Du Pont Cellophane Co. to keep macaroni products in line with the new buying trends in self service stores.

Flour Production in July Showed Gain

Flour production in July continued to show a gain over the preceding month, the increase amounting to about 1% according to figures compiled by *The Northwestern Miller*. Output for the month totaled 5,716,146 bbls., compared with 5,357,485 in the preceding month and 5,531,569 in the like month a year ago. In 1936, production was figured at 6,220,708 and in 1935, 4,837,198.

Every major section reported an increase in production during July as compared with June. Compared with a year ago, only the southwest turned out less. Small gains were noted in northwest and Buffalo, with sizable increases reported on the Pacific coast, in the southwest and the eastern and western divisions of the central west.

Complete details are given in a table below.

TOTAL MONTHLY FLOUR PRODUCTION

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

	Previous month		July		
	July, 1938	June, 1938	1937	1936	1935
Northwest	1,168,045	1,167,474	1,079,694	1,568,171	1,131,673
Southwest	2,177,571	2,089,663	2,421,815	2,238,423	1,816,988
Buffalo	851,922	834,563	827,714	931,902	734,892
Central West—Eastern Division	422,059	300,401	279,095	340,091	270,620
Western Division	297,824	250,027	248,809	311,661	268,823
Southeast	401,101	318,118	325,222	366,124	305,500
Pacific Coast	406,524	397,239	349,220	464,336	308,702
Totals	5,716,146	5,357,485	5,531,569	6,220,708	4,837,198

doesn't make very much difference how much advertising is done by a manufacturer. If his package can't sell itself at the point of sale, such advertising is wasted."

Quite naturally, the transparent package is the one that attracts and holds the interest of the buyers. The goods appear in all their glory in such packages. Through the right appeal at the point of sale the purchase is made—and that, after all, is the prime purpose of that kind of a package.

The package need not be wholly transparent. Indeed many manufacturers prefer packages with ends and sides of fibre, which gives it a more definite shape, affords greater protection, permits of more easy stacking and safer packing for shipment or delivery.

Shown on page 28 are illustrations of packages that follow the latest trend in retail buying. Packaging experts will gladly confer with all macaroni-noodle manufacturers in helping them to solve their packaging problems and to bring obsolete packages up to date.



A convention exhibit. Manufacturers were keenly interested in the attractive display of cellophane-wrapped macaroni products exhibited by the Du Pont Cellophane Company. L. B. Steele in charge of the exhibit is showing the wide variety of packaging suggestions to B. W. Boehm of W. Boehm Co., Pittsburgh, Pa., Frank Tralicanti of Tralicanti Bros., Chicago and C. H. Sibley of Figler Noodle Co., Chicago.



A view of a large self service store: Showing an unmistakable trend toward package goods and "point of sale" merchandising.

Over-Cooking Spoils Spaghetti

All good cooks who "know their spaghetti" exercise the utmost care in its proper cooking. All spaghetti will not stand the same cooking treatment. That which is made from the better semolinas will stand for more cooking than do the flour grades which have a tendency to become "pasty" if overcooked.

Hector Biordi, president and treasurer of the Chef Biordi Food Products Co., Cleveland, Ohio, who has spent his life-time in studying the cooking properties of Spaghetti, Macaroni, Egg Noodles and related Macaroni Products thinks that most cooks over-do spaghetti.

He says that after 15 minutes cooking, most spaghetti begins to lose its flavors. Another tip which he gives for those

who love this tasty and nutritious food is:

"Never rinse the drained spaghetti with cold water—that takes away the flavor too."

This fact-finding researcher also advises: "Heat the spaghetti sauce separately; add a good measure of grated cheese to the hot, drained spaghetti; then pour over all the sauce. Be sure to mix all three thoroughly in the original cooking pan, because by merely pouring the sauce over the spaghetti, the flavors will not be blended as they should be.

Biordi started cooking professionally at 11, having learned a great deal from his father, also a chef. Moreover, all 12 of his brothers and sisters are in the hotel or restaurant business. He, himself, operates two restaurants in Cleveland.

Who Gets Your Food Dollar?

A new book was released last month that will make interesting reading for food manufacturers as well as consumers. It is by Hector Lazo, vice president of the Cooperative Food Distributors of America, and M. H. Beltz of the same organization. It is entitled "Who Gets Your Food Dollar," and was published by Harper & Brothers, New York city.

It is claimed by the authors that the book makes available authentic, concrete facts about food distribution—facts which the food industry and the American housewife have long been seeking.

A valuable feature of the book is a breakdown of the food dollar—just where it goes—for original costs of material, labor, repairs, depreciation, etc. Finally it is shown that the total net profits in the food dollar to everyone is but seven cents out of the total hundred.

More than a year and a half was spent by the authors in gathering the material, correlating and doublechecking the thousands of facts which are packed between the two covers of the book. The book is written in a simple, straightforward way. There is nothing technical about it. Pictorial graphs, maps and explanatory charts give it visual interest. It sells for \$1.25.

"X" MARKS THE SPOT

A man touring Europe sent back a picture postcard bearing this message: "Dear Son: On the other side you will see a picture of the rock from which the Spartans used to throw their defective children. Wish you were here. . . . Your Dad."

PLANT MAINTENANCE DEPARTMENT

The Importance of Employee Uniforms

Each year more and more industrial plant owners are uniforming their employees. Their decision to take this modern step has not been brought about merely by the spasmodic idea that they "just wanted uniforms on their employees" . . . but has been founded on good sound commonsense backed up with actual experiences that have proved to them time and again the wisdom of requiring their employees to wear uniforms.

The reasons for uniforming employees who come in direct contact with the public are obvious. First, uniforms quickly identify the employee with the organization for whom he works. Many times this serves to make it easier for the employee to fulfill his duties as shown in the case of the meter reader who because of his uniform, is quickly admitted by the busy housewife. Secondly, uniformed employees add prestige and build good will for the company. The public has learned to look upon smartly uniformed employees as being the pride of the organization. Such pride the public feels cannot help but be reflected in the product that company produces, and so of course they place more confidence in and are more apt to buy that product.

While the idea of uniforming the employees who were in direct contact with the public was quite readily accepted by most industrial concerns, the uniforming of those employees in the plants themselves required a slower and more thorough process of reasoning. Perhaps the first steps in that direction were taken by the management of large food manufacturers who realized the advantage of inviting the public in to inspect their plants. They of course wanted to impress upon their visitors the sanitary conditions under which their product was being produced, so they had their employees dressed in neat clean looking uniforms. The impression made was favorable and everlasting.

However plant executives quickly found that cleanliness was but one of the many reasons for uniforming workers. One large manufacturer found that uniforms "cut down heavily on accidents," which were caused when clothing caught in machines. Another states that "uniforms create finer employe harmony by preventing higher paid employes from lordling it over lower paid ones by wearing better clothes to work." And of course there can be little doubt that uniforms built specially for a certain type of work cannot help but be more comfortable to work in, providing greater working efficiency.

By EDW. C. ROBINSON,
Angelica Uniform Co., St. Louis

In food plants especially, the importance of uniform regulation cannot be over emphasized. Plant owners go to great ends to provide plants that are the last word in cleanliness and sanitation, for they realize that bacterial actions means spoilage and loss. However no matter how sanitary the plant there is still the problem of the bacteria that are brought to work in the operators, clothing from home and on the crowded buses, street cars and subways on their way to work. These bacteria can be checked by furnishing the operators with sterile uniforms before they go on duty at the beginning of each day. Many states have regulations as a protection to public health,

requiring the uniforming of employees in all food and drug plants.

Contrary to some employers' beliefs, employees do not object to uniforms; in fact experience shows that in most cases employees are greatly in favor of them. Quite a few are wearing uniforms even where it is not demanded by company policy. These employees claim that uniforms save much wear and tear on their street clothes, and leave them fresh for wear again at the end of each day's work. Also they are economical and easy to launder.

When at first plant owners started standardizing on uniforms the entire burden of the expense was placed on the employees. The plant management specified the style, then purchased in large quantities and resold them at cost to their employees. Naturally some complaints arose for these employees had not been educated to the many advantages of uniforming, and looked



A favorite with the ladies is a reversible frock with a wide overlapping front that may readily be reversed when one side is soiled. It has a comfortable V-shaped neck and quarter sleeves. The garment is of stylish length giving full protection.

You never make a mistake by recommending a superior article.

Quality is the surest foundation for permanent success.

The
Golden
Touch

King Midas Semolina

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



upon the move only as an additional expense. By a gradual process of elimination through experience plus constructive education practically all objections were removed. Employees found that by the firm purchasing the uniforms in bulk quantities, the cost was extremely low. Also in most cases the employees laundered the uniforms themselves, and by this method were found to give unusually long service.

Systems for standardizing uniforms in the plants generally fall into three plans: First as just outlined, the management ordered the uniforms and resold them to the employees at cost with the employees taking care of the laundering. A variation of this plan was for the management to stand the cost of the first uniform and sell the employees subsequent uniforms at cost. The second plan was that of the management ordering at the quantity price and selling at cost to the employee, but the company defrayed the cost of laundering. This is the usual procedure in plants where a clean uniform is required daily.

In the third plan the management pays for both the garments and the cost of laundering, and there is no cost to the employees whatever. With this plan the uniforms are bought in large quantities, and the laundering is usual-

ly let out on a contract basis to some laundry. In some instances firms have installed their own laundries.

Another plan which seems to be gaining in popularity every year is for the management to make contracts with outside agencies to both supply and launder the uniforms. The cost of this system of course, depends on certain variable factors; first, the quality and type of uniform furnished; second, the quantity to be furnished; third, the frequency in laundering and delivery; fourth, the length of time over which the rental service is ordered.

As to the selection of the type and color—this is a problem to which large uniform manufacturers have devoted a great deal of time, and now plant owners can receive excellent advice based on actual experience as to the best uniforms for their employees, just by writing direct to one of these manufacturers. The selection usually depends on the type of work and conditions of use, but in most cases the standard styles as worked out by the uniform manufacturers offer such a wide choice as to material, color and design that the special designing of garments is not usually necessary.

Standard colors are white, brown, green, blue and grey—usually used in

combinations with contrasting piping or trims. In many cases the company emblem or the plant name in script embroidery is added.

One would naturally be led to believe that inasmuch as these employees are "behind the scenes," the cheapest kind of uniform would be sufficient—but experience has quickly proved the fallacy of this idea. Even from the economy standpoint above, plant owners found it wise to buy uniforms of the highest quality for the extra service and the maintenance of their appearance; more than offset the small additional initial cost. High quality does not necessarily mean fancy or highly styled garments—but ones made of the correct type of materials with good high grade workmanship by a reputable company.

In spite of the ever increasing number of plants standardizing on uniforms there are still quite a few "old timers" who have not taken this modern step. How much longer they hold out is only a matter of time—for no movement with so many vital arguments in its favor can long be denied. There'll come a day when for one reason or another whether it be Safety, Sanitation, Employee Efficiency, Company Prestige, Employee Harmony or Economy, when all Industrial America will be in uniform—and that day is not far in the future.

Comments by Manufacturers and Users

Personal letters were addressed on July 15, 1938, to 25 of the country's leading executives of macaroni plants who we felt might require their employees to wear uniforms while at work in their plants. Twenty-two replied, some briefly others at length. Congratulations on their batting average.

Purpose of the inquiry was to inquire: (1) if they required their employees to wear uniforms, (2) reasons for requiring them to do so, (3) why a particular uniform was selected as against others, (4) how were or are uniforms paid for and who keeps them clean, and (5) what are the advantages or disadvantages of uniform dress in macaroni-noodle plants?

Twenty of those who replied said that uniforms were required; one said that he was seriously considering the matter; the other said that he thought such a requirement would be an imposition on his employees with no compensating effect.

On the question of the compulsory use of uniforms, opinions were expressed as follows:

All employees except the office force must wear uniforms of our selection.

The girls only are required to wear uniforms, not the men.

Besides uniforms, we require all our girl employees to wear hairbands. Gives them a neater, cleaner appearance.

We specify no particular uniform for our men, but they must attire themselves in white at all times when at work in our plant.

Most of our men wear white bib aprons and the females a green uniform.

On the question of the selection of a particular color or style:

Most selected white uniforms, because they are neater, look cleaner and insure more frequent changes after soiling.

Prefer white for male employees attending the manufacturing process, blue for the package room girls and khaki for those in the shipping room



A uniform that is very popular with men employees consists of a short-sleeved shirt with adjustable collar. Trousers are of white duck. A short-sleeved coat of washable material completes the suit where coats are required to be worn while on duty.

QUALITY SEMOLINA

DURAMBER

NO. 1 SEMOLINA

SPECIAL

GRANULAR

AMBER MILLING CO.

Exclusive Durum Millers

J. F. DIEFFENBACH
President

Minneapolis

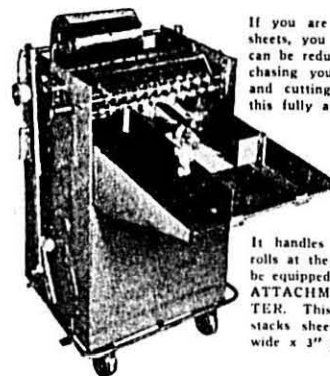
E. J. THOMAS
Vice Pres. & Gen'l Mgr.

Now

is the time . . .

TO INSTALL A FULLY AUTOMATIC
PETERS CELLULOSE SHEETING
& STACKING MACHINE

FOR EFFICIENT PLANTS



If you are using cellulose in sheets, you will find your cost can be reduced 10-25% by purchasing your cellulose in rolls and cutting it into sheets on this fully automatic machine.

It handles either one or two rolls at the same time and can be equipped with a SLITTING ATTACHMENT and COUNTER. This machine cuts and stacks sheets from 27" to 24" wide x 3' to 28' long.

Ask us to send you complete information on this inexpensive machine which is NOW used by a large number of macaroni and noodle plants.

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

or mechanics. Find that results prove our wisdom in this selection.

All girls are required to wear caps to match their uniforms to prevent blowing of hair.

We use a blue uniform, trimmed in yellow for our girls and gray uniforms for the men.

On the effect of this plant regulation:

We have satisfied ourselves that we are running a clean food manufacturing establishment.

We have thus overcome the general tendency among men principally that anything is good enough to wear in a factory, and who might otherwise dress shabby and unclean.

Employees have become more "cleanliness" conscious and pride themselves on their neat and natty appearance.

It maintains the appearance of cleanliness in our plant, a prime necessity.

Uniform dress impresses inspectors and visitors and pays big returns.

Employees are required to change at least twice a week and oftener, because sweaty clothes have a tendency to become "sour" and that reflects on our cleanliness aspirations.

Who furnishes the uniforms and pays for their laundering?

Our firm supplies all uniforms and pays for their laundering.

We supply the uniform by deducting from the worker's pay the cost of the laundry work, usually 15c per garment, averaging about 30 cents a week.

We pay 20% of the cost of uniforms; the employee the balance. The latter must keep them clean.

The uniforms are supplied by the company and laundered in the company's laundry.

Our employees own their own uniforms and must keep them laundered.

Employees pay small sums weekly over a long period. They must keep them clean and in repair.

It costs us about \$40 a month to keep our employees "spick" and "span"—but its worth every cent of that cost.

The Editor.

Labels Will Tell More Under New Food Law

"Read the label" has been a good rule for consumers for a generation now—ever since there has been a food and drug act. "Read the better label" will become an even better rule as the new food, drug, and cosmetic act of 1938 goes into effect.

Under the old law, label reading was primarily protective. The old law forbade false statements on labels, but con-

tained few positive requirements for labeling—although the statement of weight or measure was helpful. The new act requires much more positive information of value to consumers.

Department of Agriculture workers, who for years have been advising buyers to read the labels, predict that intelligent buyers who have already adopted the label reading habit will find a good deal of interest in the new labels.

As an example, special dietary foods will have to be labeled to inform buyers fully on the vitamin, mineral, and other dietary properties. Another provision requires that drugs and devices must be labeled to warn buyers against probable misuses that may be dangerous to health. Still another requires label warnings of the presence of habit-forming drugs. There are other provisions along similar lines.

Most provisions of the law do not go into effect until a year after the President signed the act on June 25, 1938. This will allow dealers to move current stocks under present labels. But most food and drug manufacturers will undoubtedly move promptly to get their labels into line with the new requirements. The new label will tell intelligent readers a good deal more about what they are getting when they buy.

HOUSEHOLD QUESTION

Why do they put so many holes in Swiss cheese when it's limburger that really needs the ventilation?

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

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

Patents Granted—None.

TRADE MARKS APPLIED FOR

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

Chalmette

The trade mark of National Food Products Co., New Orleans, La., for use on alimentary paste products. Application was filed Feb. 20, 1937, and published July 5, 1938. Owner claims use since Jan. 5, 1937. The trade name is in heavy black type.

Hollywood Hotel

The private brand trade mark of Campbell Soup Company, Camden, N. J., for use on canned spaghetti and other canned groceries. Application was filed Nov. 10, 1937, and published July 12, 1938. Owner claims use since Nov. 3, 1937. The trade name is written in black lettering.

White Swan

The private brand trade mark of Waples Platter Co., Fort Worth, Texas, for use on spaghetti, egg noodles and many other groceries. Application was filed May 17, 1937, and published July 19, 1938. Owner claims use since 1885. The trade name is in white type.

Macy's

The private brand trade mark of R. H. Macy & Co., Inc., New York, N. Y., for use on macaroni, noodles, spaghetti and many other groceries. Application was filed April 12, 1938, and published July 19, 1938. Owner claims use since 1896. The trade mark is written in heavy type.

Hy-Line

The private brand trade mark of Del Ray Corporation, San Francisco, Cal. for use on canned spaghetti, and other groceries. Application was filed May 23, 1938, and published July 19, 1938. Owner claims use since May 17, 1938. The trade mark shows the trade name in large black letters.

Itasca

The private brand trade mark for use on Italian Spaghetti Sauce. Application was

filed June 1, 1938, and published July 26, 1938. Owner claims use since April 25, 1938. The trade mark shows the name in heavy type.

LABELS

Spaghetti

The title "Italian Style Spaghetti With Tomato Sauce and Cheese" was registered on July 19, 1938, by American Stores Company, Philadelphia, Pa., for use on spaghetti. Application was published June 1, 1938, and given serial number 51519.

Do Not Use "Home Made"

Unless your egg noodles are actually made in your home, manufacturers are warned not to use the term "Home Made" in application to commercially manufactured products.

There is a growing objection to the use of the term for egg noodles or any other food product made in a food factory or bakery. This is particularly true in the eastern states where organizations representing the consumer are active.

Recently a New England operator was closed down when he forgot (?) to heed a general warning. A Pennsylvania manufacturer was warned by health department inspectors to discontinue the use of the term.

The manufacturer of egg noodles has nothing to lose by scrupulously avoiding the term with reference to his factory-made noodles. No one can be misled into thinking that they are "home made" and egg noodles that are actually home made are not a bit better than the quality foods made in a modern noodle department.

ICC Drops Macaroni Rate

Washington, D. C.—The Interstate Commerce Commission has suspended, on its own motion, until Sept. 28, proposals of certain motor carriers to increase rates on macaroni, spaghetti, noodles, or vermicelli from Gretna, New Orleans, La., and Mobile, Ala., to Alabama, Georgia, Mississippi, and Tennessee.

A 'YEAR ROUND' DISH

Entirely too many people have been permitted to gain the conclusion that Macaroni Products are seasonal foods. They are delicious in any weather, nutritious at all times.

Advertising can make people eat more macaroni, spaghetti and egg noodles and it can make more people serve it more regularly throughout the year.

Manufacturers and distributors should cooperate to this end and they should make it a continuous, year round promotion. Lack of positive action of this nature places directly in the lap of the manufacturers the blame for the current thinking that macaroni is a seasonal food.

Rules to Help Grocers

The grocery trade is being intimately acquainted with the many abuses that have long existed in the macaroni trade are hopeful that the new trade practice rules promulgated by the Federal Trade Commission will bring to them the relief that they have long desired. This sentiment is very generally expressed by the grocery trade press. Indicative thereof is the following from the *Grocers Bulletin* of Pittsburgh, Pa.:

The papers now announce that the Federal Trade Commission have finally approved the proposed trade practice rules for the Macaroni and Noodle industry. These rules prohibit artificial coloring and cheating of all kinds. The product must conform to the statement on the label and it is not permissible to put on the package "Highest Quality" and similar description unless they are actually true. No more Macaroni marked "Made from Semolina" with the semolina present by proxy only. No more Egg Noodles unless they are Egg Noodles and no more so-called fancy blends or mixtures unless that is what they actually are.

As we know you will all agree these practices have always been illegal, but now we can expect prompt action through the Federal Trade Commission. Complaints can be made based only on information. The Federal Trade Commission then develops the facts by investigation.

This further stresses the fact that it is important to buy your Macaroni products and Noodles from reliable manufacturers who are familiar with the new rulings and who can be depended upon to protect your interest and reputation.

Barozzi to Jersey City

Under a long term lease the Barozzi Drying Machine Company, now located at North Bergen, N. J., will occupy a new manufactory at the rear of the Big Bear Market property at Hudson hvl. and Gates av., Jersey City. More than 15,000 square feet of floor space will be occupied by the latest machinery and devices used in the production of equipment for macaroni-noodle manufacturing plants in which the firm specializes.

The Barozzi Company, which manufactures drying machinery for macaroni, has been in business for over a quarter of a century, and is one of the largest and best known units in its field. In its new home the distribution phase of its organization is facilitated by the availability of a railroad siding, while its assembly work will be carried through at a greater pace under the advantages of increased room and improved layout of its factory. Removal of the plant is already underway.

The leading executive of the firm is G. E. Barozzi, president. He expects to have as his assistant his son, who has been specializing in manual arts in his school work in anticipation of his new duties.

Wholesale Trade and Manufacturers' Sales Decline

Macaroni-Noodle manufacturers who are concerned about the decline in their business last spring, as compared with business of a year ago will find some consolation in the fact that the decline was general and affected all business. That trend was noted in a study of business conditions by the Department of Commerce, Bureau of Foreign and Domestic Commerce in cooperation with the National Association of Credit Men, a summary of which was recently released by the government.

Wholesale Trade—May 1938

Despite a decline of 16% in the dollar volume of wholesale trade during May as compared with May 1937 the total value of inventories has shown substantial declines during recent months. At the end of last year the cost value of wholesalers' stocks was 6% above the end of 1936, but by the end of May of this year the inventory value had, by successive monthly drops fallen to a point 14% below the value of stocks at the close of May 1937.

The major part of this reduction in inventories in wholesalers' hands has occurred since the beginning of February. Since that time the cost value of total wholesale stocks has declined approximately 9%. Considering this decrease in conjunction with the decline in wholesale prices during these four months it appears that the physical volume of stocks has fallen off about 6% over this period. These figures would seem to indicate that stock liquidation by wholesalers is proceeding steadily, if slowly.

The extent of the readjustment which has taken place is evidenced by the change which has occurred in the ratio of stocks on hand to sales. In December this ratio was 221% as compared with 186% in December of this previous year. During May of this year the ratio was 208% as compared with 200% in May 1937. It appears that the supply of goods on hand this year, with relation to sales, is approaching the ratio prevailing a year ago.

Manufacturers' Sales and Collections

Manufacturers' sales during May 1938 declined 28% from last May according to reports from almost 1100 manufacturers cooperating in the monthly joint study of the National Association of Credit Men and the Bureau of Foreign and Domestic Commerce. This decrease is only slightly less than the April drop of 29% shown in last month's report.

Total net sales of manufacturers during May decreased 5% from April 1938, without adjustment for seasonal variation. This compares with a decrease of 3% from April to May in 1937.

Every major industry group for which sales data are shown registered a decrease in sales during May 1938, as compared with May of last year. The smallest decline was registered by the printing, publishing and allied industries group, whose sales were down 9 1/2% on this comparison. Other decreases ranged down to the drop of 56 1/2% recorded by the iron and steel products group.

The Food and Kindred Products Industry was among the leading industrial groups recording a higher collection rate than last May.

The total volume of accounts receivable outstanding on May 1, 1938 was 24% smaller than on the same date last year, and 6% less than on April 1, 1938.

Every major industry group for which credit data are shown recorded a smaller volume of accounts receivable than last year. The largest decline, 49%, was registered by the iron and steel products industry group.

Spaghetti Crumbles Appian Way

Naples, Italy was the center of macaroni manufacture for so many years that the Pompeian road leading into it was broken to bits by the continuous procession of wagons and trucks hauling in hard wheat and flour, says "The European Cookbook for American Homes." The process for making macaroni was kept secret until the 14th century, when

a Frenchman got hold of it and took it back to France with him.

HEALTH NOTE

The best remedy for insomnia is sleeping powder, mixed with warm milk, and administered to the neighbor's cat.



MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR N. M. M. A.

WRITE—

For Bulletins of Claims Placed by the Industry.
For Pad of Service Forms and Information about our Procedures.

CREDITORS SERVICE TRUST CO.
Tyler Building
LOUISVILLE KENTUCKY

"CHEESE"

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

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

Quality and price will meet your requirements.

STELLA CHEESE CO.
651 West Randolph St. Chicago, Ill.

PREPAREDNESS FOR BETTER BUSINESS

Before the fall rush season, have your dies ready. We maintain a special department for repairing; our service is quick, efficient and reasonable. If new dies are necessary use "MALDARI'S INSUPERABLE MACARONI DIES" with removable pins and improve your product.

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, New York

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

The MACARONI JOURNAL

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

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

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

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SPECIAL NOTICE

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

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

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

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

ADVERTISING RATES

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

Vol. XX AUGUST 15, 1938 No. 4

For Members' Eyes

"The New Federal Food, Drug and Cosmetic Act" was reviewed in an Association Bulletin to the members early in July by President Lester S. Dame, to acquaint them of the provisions of the new law and to warn them of its specific application to the macaroni-noodle manufacturing business.

The Bulletin discussed (1) the labeling requirements, (2) the effective date of its various provisions, (3) authority to inspect food plants and suspend the processing of foods in unsanitary factories, (4) the authority of the Government in cases arising out of violations and in multiple-seizure cases, an entirely new provision.

"This new Act gives the Department of Agriculture, Food and Drug Administration new implements for the effective control of adulteration and misbranding of food products. It takes out many of the inadequacies of the old law and we should, therefore, look forward to the more effective handling of cases dealing with adulteration under this new act."

"Laboratory Testing of Frozen Egg Yolks" was the subject discussed in the very interesting, very factual Bulletin released to the members of N.M.M.A. by Director of Research B. R. Jacobs, in July. It was a continuation report of

a study that has brought to light some invaluable evidence since it was started and will serve as a fine buyers' guide when egg purchasing is being done in the future.

With figures deleted, the report says in part: "There are samples of frozen egg yolks reported, constituting only a part of those examined. We tried to select a cross section of the analysis in order to show the high and the low points as well as the general average composition of these products.

"These products all represent actual purchases of frozen eggs by macaroni-noodle manufacturers except in cases where the color or egg solids were below specifications. These low quantity products were rejected.

"The egg solid content of the frozen yolks reported vary from a low of . . .% to a high of . . .%. General average around . . .%.

"On the other hand, the color of these frozen egg yolks varies from . . .p.p.m. to . . . p.p.m., a difference of more than 50% in color value.

"As already stated the value of yolks to the manufacture depends largely on the intensity of yellow color developed in the finished product. It goes without saying that the most important factor in the manufacture of egg macaroni products is that they contain the required amount of egg solids under the Federal and State standards. But after that and in order that the product may have the best appearance and create the greatest eye appeal, the most important element is the natural color of the egg macaroni product this can be obtained only by the use of whole eggs or yolks of the highest color value. This requires control and proper specifications for the purchase of these products."



Manufacturers are improving cars every year. Highway commissions of all states are improving roads. But the human being does not want to be improved in his ability to drive and walk carefully.

People are still trying to compete with trains at railroad crossings. Many motorists still claim the right of way after an accident. Many still insist they can pass other cars on hills, curves and dangerous crossings. Too many motorists feel that after they once start to cross an intersection the pedestrian has absolutely no right.

The improvement in cars and highways goes on, but the increased amount of horsepower in an automobile does not justify the decreased use of horse sense by people.

It's up to the individual, whenever he takes hold of that wheel to drive safely and to drive courteously.

Association Committees Appointed

As required under the laws of the National Macaroni Manufacturers Association and by the dictates of the Chicago convention of the organization last June, President Lester S. Dame has named the following important committees:

Legislative Committee

J. Harry Diamond (Chairman), Gooch Food Products Co., Lincoln, Neb.
A. S. Vagnino, The American Beauty Macaroni Co., Denver, Col.
Valentino Giatti, The De Martini Macaroni Co., Brooklyn, N. Y.
E. C. Oberkircher, Old Dutch Foods, Inc., Buffalo, N. Y.
L. S. Ulman, Blue Ribbon Noodle Co., Wilkesbarre, Pa.

Membership Committee

A. Irving Grass (Chairman), I. J. Grass Noodle Co., Chicago, Ill.
Frank A. Zunino, The Atlantic Macaroni Co., Long Island City, N. Y.
Frank Traficanti, Traficanti Bros., Chicago, Ill.
Albert S. Weiss, Quality Noodle Co., Cleveland, O.
J. Harry Diamond, Gooch Food Products Co., Lincoln, Neb.
Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.

Purchase Contract Committee

John P. Zerega, Jr. (Chairman), A. Zerega's Sons, Inc., Brooklyn, N. Y.
Joseph J. Cuneo, La Premiata Macaroni Corp., Conneltsville, Pa.
Wm. Culman, The Atlantic Macaroni Co., Long Island City, N. Y.
John G. Luehring, Tharinger Macaroni Co., Milwaukee, Wis.
C. W. Wolfe, The Megs Co., Harrisburg, Pa.
Frank G. Viviano, V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.
Walter F. Villume, Minnesota Macaroni Co., St. Paul, Minn.

Standards Committee

Glenn G. Hoskins (Chairman), The Foulds Milling Co., Libertyville, Ill.
Walter F. Villume, Minnesota Macaroni Co., St. Paul, Minn.
Emanuele Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.

Trade Practice Committee

Louis S. Vagnino (Chairman), Faust Macaroni Co., St. Louis, Mo.
Jerome I. Maier, A. Goodman & Sons, Inc., New York, N. Y.
Robert B. Brown, The Foulds Milling Co., Libertyville, Ill.
Joseph Pelligrino, Roman Macaroni Co., Long Island City, N. Y.
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
Thomas Cuneo, Mid-South Macaroni Co., Memphis, Tenn.
Lloyd M. Skinner, Skinner Mfg. Co., Omaha, Neb.

NO, NO, MAUDIE

When one refers to "the conservation of wild life" this has nothing to do with night clubs. A diamond cutter is not the man who cuts grass on a baseball diamond. Joan of Arc was not Noah's wife.

CLASSIFIED ADVERTISEMENT

FOR SALE—Like new, CLERMONT'S Automatic Noodle Machine, with heavy duty brake at tractive price. E. V. 6/o Macaroni Journal, Braidwood, Illinois.



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

The President's Letter *A Score of Years*

When it was ascertained that Secretary-Treasurer M. J. DONNA, had entered his 20th consecutive year as a faithful executive of the National Macaroni Manufacturers Association, the Manufacturers and allied who composed the 1938 convention of the Industry in Chicago last June unanimously adopted appropriate resolutions.

To permanently visualize that friendly and appreciative sentiment, the Board of Directors ordered that the resolutions be properly engrossed for presentation to the honored official. The illustration of the scroll and the exchange of correspondence that followed, tells the whole story.

LESTER S. DANE, *President*

Office of Chairman of the Board
P. R. Winebrenner
Philadelphia, Pa. July 21, 1938

Mr. M. J. Donna, Secretary
National Macaroni Mfrs. Assn.
Bradwood, Ill.

Dear Mr. Donna:

Yesterday, I had the unusual pleasure and privilege of affixing my signature to a scroll which, to some slight degree, expresses the affection and regard in which you are held by those of our industry whom you served so well for the past twenty years. This expression of esteem has now been entrusted to the mails and I hope it reaches you promptly and in good order.

Words are never quite adequate to express genuine feelings of respect and appreciation so, when you look upon this record of our expression, we trust you will feel the affection and cordiality intended.

Cordially,

(Signed) Philip R. Winebrenner,
Chairman of the Board

Office of the Secretary-Treasurer
M. J. Donna
Bradwood, Ill. July 25, 1938

Dear Mr. Winebrenner:

I was most pleasantly surprised when your letter of July 21st arrived and even more so when the engrossed scroll reached me this morning.

Words are inadequate to express my feelings. It is a great satisfaction to know that one's long service is appreciated.

Many a one may have done a better job, but I put my whole heart into it and did the best I could. That, together with the kindness of those whom I willingly serve, is, to me, a record of earnest endeavor.

May I take this opportunity to extend through you as chairman, to the considerate Directors and friendly members, my appreciation and thanks.

Cordially yours,

(Signed) Modesto J. Donna,
Secretary-Treasurer

At the thirty-fifth Annual Convention
of the
National Macaroni Manufacturers Association

held June twentieth, nineteen hundred and thirty-eight, the following resolutions were unanimously adopted:

Whereas, the convention wishes to recognize the twenty years of loyal and continuous service of

Mr. Modesto J. Donna

as Secretary of this Association; and **Whereas**, such an event should not be allowed to pass unnoticed and without some appropriate expression of

Appreciation and Affection

for Mr. Donna, who has served the Association and the industry truly and well for so long a period; therefore be it

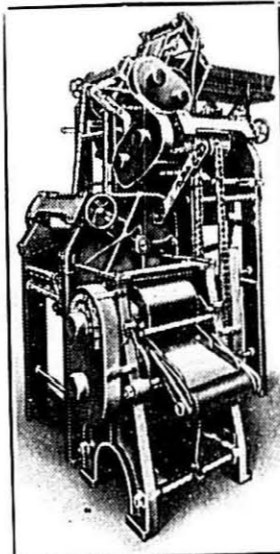
Resolved, that we, the National Macaroni Manufacturers, in convention assembled, hereby sincerely and gratefully extend to Mr. M. J. Donna our hearty and affectionate greetings and congratulations upon his willing and faithful service to the Association and the industry, and our best wishes for his continued service and for his **Good Health, Happiness and Prosperity.**

Philip R. Winebrenner
Chairman of the Board

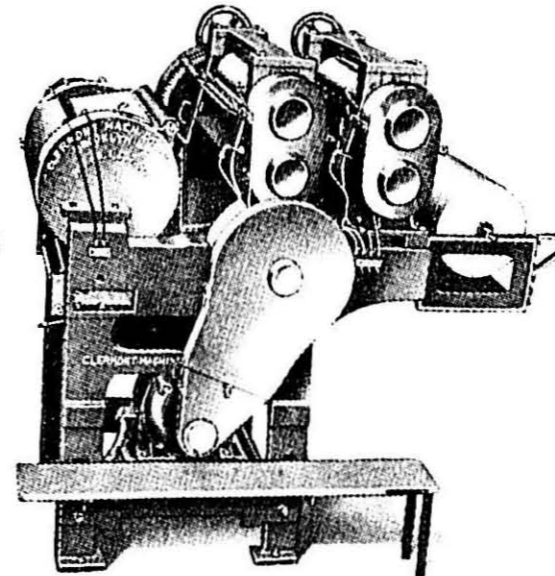
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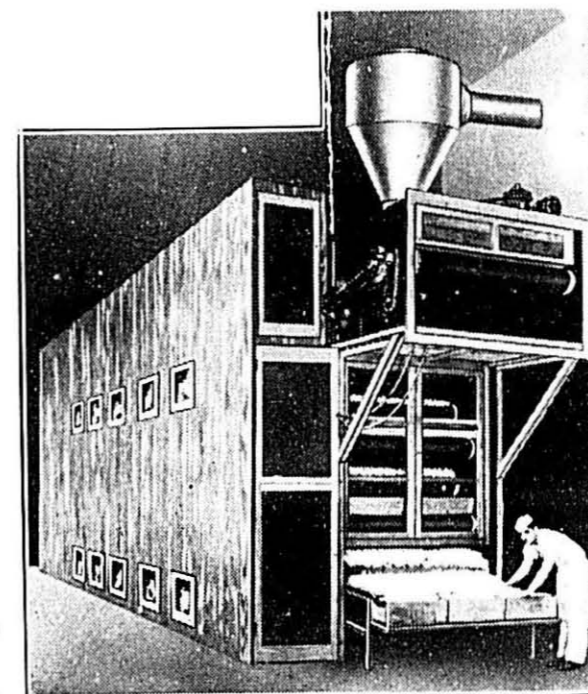


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