

**THE
MACARONI
JOURNAL**

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**December 15,
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The Macaroni Journal



Bradwood, Illinois

DECEMBER 15, 1938

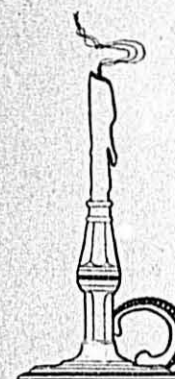
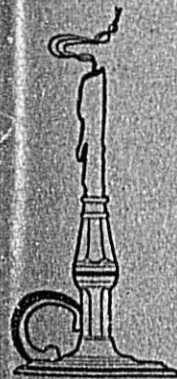
Vol. XX No. 8

Our Christmas Wish

May the Christmas Season of all Macaroni-Noodle Manufacturers and our friendly Allies be loaded with Good Cheer, and

May that blessing spread throughout the New Year ahead!

The Journal,
The Institute,
The Association.



A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



If It Were Only Possible To Personally Wish You A Merry Christmas And A Prosperous New Year!

That's what we'd LIKE to do . . . grasp your hand and in all sincerity, personally wish you the merriest Christmas you've ever had, and a New Year filled with happiness and prosperity! But as that is impossible, please consider this year-end message in the same light . . . a friendly, personal greeting to our host of customers and friends, together with our assurance of continued, ever-increasing effort to serve you well and faithfully.

1898 * Celebrating 40 Years of Packaging Service * 1938



ROSSOTTI LITHOGRAPHING COMPANY, INC.
Main Office and Plant • 121 Varick Street, New York, N. Y.
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PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Macaroni's Battle for Consumer Confidence

The National Macaroni Institute Urges Creation of 'Belief-in' and 'Respect-for' Macaroni Products Through Quality Goods That Will Gain and Retain Public Good Will

"The manufacturer of quality foods who allows retailers to sell his product with the main emphasis on price is following a path paved with dynamite."

That statement by Burton G. Kellogg, president of The Kellogg Service, Inc., quoted by President Lester S. Dame in a recent bulletin to the members of the National Macaroni Manufacturers Association is in direct line with the thinking that resulted in the creation of The National Macaroni Institute and influences its operations to make consumers more generally "quality conscious" with respect to Macaroni Products.

Mr. Kellogg has for 16 years acted as sales consultant to many manufacturers in the food trade and with those years of experience and knowledge gained from actual contact with the problem of selling should, according to President Dame, have some foundation for what he has to say about prices, profits, buyers and the consumer. Quoting further from the thinking of this student of selling and consumer interest, President Dame says:

Price selling leads to price cutting; and price cutting is fatal to profits all along the line. It may increase sales, but sooner or later there comes a day of reckoning. No matter how much we may kid ourselves the old law of diminishing returns is still on the statute books. Volume sales obtained by the false stimulus of price appeal, can be a deadly boomerang. The price of your product, once cut stays cut. The public soon comes to consider a "special" price as the regular price; and before long it is too late to go back. A new price level has been created; a level at which your profit margin is shaved so close that you no longer have enough money to keep up your standards. You have to start cutting quality, cutting advertising, hiring fewer and less efficient salesmen. It takes all the running you can do to stay in the same place—and there is no profit in that.

Who Starts It?

Who is to blame for price cutting? "The dealer, of course," says the manufacturer. "Competition," says the dealer. "What else can I do?"

In many cases the manufacturer himself is responsible, whether he knows it or not. Indirectly he brought about the necessity for price cutting because he didn't show his dealers any better way to sell, and because he didn't put enough

starch in his basic appeal to the consumer.

Some manufacturers create this situation by sheer force of high-pressure methods with their retail outlets. They force the dealer to stock too much merchandise. In order to get rid of it he has no alternative except to cut prices.

On top of that, these manufacturers fail to build up consumer belief in the quality of their products, with the result that women shop for "bargains" instead of value. If the manufacturers would start at the other end and win the consumer's permanent respect, there would be much less chance of getting embroiled in price cutting.

Women do most of the buying in this country, and they are not the fools that some people think. Look at their gross assets! They own or control 75 per cent of the nation's private wealth. Isn't that proof enough of their business ability and intelligence? Yet few sales campaigns today give women credit for any sense at all.

There is no doubt that women like bargains; but they are not taken in by price alone. Any woman knows that everything she buys cannot be a bargain. She recognizes the price appeal for what it is and nothing more. What she wants is real value for her money. Why not appeal to her fairly and squarely with true facts about your product, and let her judge it on its merits? If you have a real quality story to tell, and you tell it honestly and sincerely you have nothing to fear from the price cutter.

Make Friends With Your Customer

Put all your cards on the table. Tell women what your product will not do, as well as what it will do. Make them understand once for all that you have their interest at heart, that you have no desire to misrepresent or equivocate. This kind of approach builds confidence as nothing else can; makes your customers feel that you are truly their friend. It is the same technique that is used so effectively in politics, both national and international. A president or a dictator must try to convince his people that he is working for their interest, not his own. He sells himself to the masses by appealing to their needs and desires.

People are basically simple. They respond to stimulus in direct proportion to what they think they can get for themselves—because it is only natural for every human being to think first of his own interest.

This motivating human appeal is sadly lacking from many advertising campaigns. Most copy is written from the manufacturer's viewpoint. It tries too hard to sell, instead of making the customer want to buy. The customer doesn't care whether the manufacturer is running behind his sales quota. All she wants to know is what the product will do for her and her family, and whether it is worth the price she has to pay for it.

Why should she pay 3c more for a package of quality egg noodles? Only if the egg noodles deliver 3c more in value—either in taste, appearance or quantity. Once you convince her that the higher priced package is a better buy for the money, she will never again be tempted to buy a cheaper brand. You have licked the price cutting boys with a sales argument they cannot beat.

Now is the time to stress the quality of your product as never before; to take the woman buyer into your confidence and let her feel that you are giving her full measure of value.

Macaroni-Cheese Dinner Popular

"Macaroni Dinner and Cheese" as marketed in the Chicago area has struck the popular fancy, according to Louis Caravetta, president of the Ehrat Cheese Company of Chicago, with the result that the purchases of the combination are mounting into thousands weekly, mostly by new converts to Macaroni Products. "We have been exceptionally busy with our Macaroni Dinner and Cheese, which seems to be going at high speed everywhere."

"Again, the old theory of cooperation between the Macaroni manufacturers and the Butter and Cheese Men has proved very satisfactory to His Majesty, THE CONSUMER, and if more Macaroni manufacturers would be convinced everyone would increase his business volume substantially."

"However, there is an element that does not care to help Mr. Consumer (multiply by millions) and the results are fewer sales."

The use of the proper cheese, be it the milder kind preferred by some element of the American consumer or the more piquant kind that is fancied by others, is an important factor in building consumer acceptance of macaroni and spaghetti in any of the many tasty combinations in which it can be served as an economical and substantial dish.



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XX

DECEMBER 15, 1938

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Solving Troubles the American Way

While the month of December brings to a close the calendar year, there seems to be no end to the troubles of the macaroni-noodle manufacturers.

As an industry the macaroni trade is faced with a complexity of problems. There are the years of drought when the macaroni wheat harvest is considerably below normal. That's when substitution is most rampant with the result that the trade is not only demoralized but the consumers, both those who know their macaroni and those who should know it better, are disgusted.

In the seasons of bumper crops, prices are low and everyone hopeful of making a little money. But again they are disappointed because the trouble makers resort to unnecessary and unmerciful price cutting that makes recuperation impossible.

Yes, the noodle man has worries too. When eggs are scarce and egg prices correspondingly high the practice of "painting the noodle" is rampant despite all State and Federal laws to the contrary. In years when the hens are more prolific egg prices are reasonable, but the unsatisfied trouble makers resort to price wars with the result that nobody benefits.

Then there's the big problem of overcapacity. Most factories are equipped to produce considerably in excess of their possible sales. With the plausible excuse that plants must be run to capacity to "keep down the overhead," caution is usually thrown to the wind to such an extent that at the year's close the plant is "in the red." Everybody and everything is to blame except the impractical policy of producing more than they can profitably sell.

And so on down the list! The trade's troubles are never ending, be it the beginning, the end or the middle of the year. It is consoling to note that there are many manufacturers who keep their plant investments within reason, whose brands are never robbed of their quality and good name and whose prices are ever fair and reasonable to themselves, their distributors and the consumers.

Yes, other food trades have practically the same problems. Some have found ways and means of solving them. Their plans are well worth copying whenever the macaroni-noodle makers get in the proper frame of mind to do so. Examples of the successful solution of problems equally as serious as those that now confront the macaroni trade are quite numerous. Some solve them by agreements to restrict production; others by creating consumer interest in and a wider use of their products. The latter seems to be more practical.

Currently there is the example of the Pea Cannery. They were faced this fall with a bumper pea crop. Nature was bounteous, and the cannery faced the dilemma of abrogating their contracts, thus bringing down on their heads the wrath of the growers, of packing the crop for sale on a glutted market that meant price cutting to the extent of making the consumer "tired of peas," or of acting cooperatively to dispose of their big surplus pack the American Way.

They wisely elected to work together to create consumer interest in and greater use of this delectable vegetable. The pea cannery, more than 300 in number, voluntarily contributed a total of \$150,000 for a well laid plan of educational publicity. The pea cannery as a result are breathing easier. The 1938 pea crop will be saved and no one will suffer, not even the consumer who might be induced to eat a few more peas in 1939.

Commenting on the plan wisely adopted by the pea cannery the National Industries News Service says, in part and very much to the point: "It's in the news that the Pea Cannery of America are about to conduct an aggressive sales campaign to move 1938's record-breaking pack of 25,000,000 cans.

"What makes this news worthy is that the cannery are taking the American way of solving their business problems. Instead of blaming the recession, running to the government for help or closing up their plants, the packers large and small have hitched up their belts, rolled up their sleeves, spat on their hands and got busy.

"Dame Nature is really the one to blame. She saw fit this year to produce far more peas and finer peas than the cannery had any reason to expect. As is the custom the entire crop had been contracted for, so there was nothing to do but to put the tremendous yield into cans.

"Getting those cans onto the grocer's shelves and from there to the pantry and dinner table is the next move. Until it is done the cannery are in bad shape; but they are going about accomplishing it in the right way—by sound, straightforward business methods.

"The succulent pea really doesn't need a popularity contest. We Americans have always liked them. Now the packers are making a special effort to step up demand to meet supply. Here again they stand on their own feet. Instead of begging the housewives of America to buy peas out of sympathy, they tell them that peas were never cheaper and never better."

Perhaps there's a lesson in this for the macaroni-noodle trade! Who knows?



1937 Census of Macaroni Industry

Slight Increase Noted in Both Quantity and Value of Macaroni Products Manufactured by U. S. Factories in 1937 as Compared with 1935-Increase in Wage Earners

A total production of 636,961,220 pounds of Macaroni, Spaghetti, Vermicelli and Noodles were reported by 319 manufacturing establishments to the U. S. Bureau of Census in its 1937 Census of Manufacture. The producers figured this total output as valued at \$49,285,651. Figures on Ravioli are not included in the totals because the Macaroni Industry does not consider Ravioli as Macaroni Products and is urging all Government agencies to exclude them from the category.

So-called "kitchen" factories, mostly noodle makers, whose annual output is valued at less than \$5000 were not asked to report, and figures submitted by these small producers are excluded from the census referred to. From the records of the industry's headquarters there are about 60 of these small, "kitchenette" producers, whose combined annual output hardly exceeds 150,000 pounds.

Some very interesting data are given by the first release on the industry's 1937 census given below. Greater care in compiling figures requested and a more ready willingness on the part of a few hesitant manufacturers to cooperate with the Bureau of Census should bring out more exact records biennially on annual production of this wheat food and their value.

CENSUS OF MANUFACTURES: 1937

Macaroni, Spaghetti, Vermicelli, and Noodles

Establishments engaged in the production of macaroni, spaghetti, vermicelli, and noodles, reported slight increases in the number of wage earners employed, wages paid, and value of products for 1937 as compared with 1935, according to preliminary figures compiled from returns of the recent Biennial Census of Manufactures, released November 10, 1938 by Director William L. Austin, Bureau of the Census, Department of Commerce.

The value of products of this industry increased from \$47,598,554, reported for 1935, to \$50,358,752 for 1937, an increase of 5.8 per cent. Wage earners employed in the industry in 1937 numbered 6,452, an increase of 7.4 per cent over 6,005 reported for 1935, and wages paid, increased from \$5,306,226 for 1935 to \$5,719,299 for 1937, an increase of 7.8 per cent.

Table 1 gives summary statistics for 1937, 1935, and 1933 and table 2 shows the production, by kind, quantity, and value, for 1937 and 1935. All figures for 1937 are preliminary and subject to revision.

Table 1.—Summary for the Industry: 1937, 1935 and 1933

(Because they account for a negligible portion of the national output, plants with annual production valued at less than \$5,000 have been excluded since 1919)

	1937	1935	1933	Percent of increase or decrease (-)	
				1935-1937	1933-1937
Number of establishments	319	336	296	-5.1	7.8
Wage earners (average for the year) ¹	6,452	6,005	5,492	7.4	17.5
Wages ²	\$5,719,299	\$5,306,226	\$4,264,619	7.8	34.1
Cost of materials, supplies, containers, fuel, and purchased electric energy ³	\$32,836,492	\$31,799,997	\$20,385,288	3.3	61.1
Value of Products ⁴	\$50,358,752	\$47,598,554	\$35,891,909	5.8	40.3
Value added by manufacture ⁵	\$17,522,260	\$15,798,557	\$15,506,621	10.9	13.0

¹ Not including salaried officers and employees. Data for such officers and employees will be included in a later report. The item for wage earners is an average of the numbers reported for the several months of the year. In calculating it, equal weight must be given to full-time and part-time wage earners (not reported separately by the manufacturers), and for this reason it exceeds the number that would have been required to perform the work done in the industry if all wage earners had been continuously employed throughout the year. The quotient obtained by dividing the amount of wages by the average number of wage earners cannot, therefore, be accepted as representing the average wage received by full-time wage earners. In making comparisons between the figures for 1937 and those for earlier years, the possibility that the proportion of part-time employment varied from year to year should be taken into account.

² Profits or losses cannot be calculated from the Census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, and advertising.

³ Value of products less cost of materials, supplies, containers, fuel and purchased electric energy.

Table 2.—Products, by Kind, Quantity and Value: 1937 and 1935
(No detailed production data were collected for 1933)

	1937	1935
1. Macaroni, Spaghetti, Vermicelli, and Noodles industry, all products, total value	\$50,358,752	\$47,598,554
2. Macaroni, spaghetti, vermicelli, noodles, and ravioli	49,453,964	46,494,706
3. Other products, not normally belonging to the industry	904,788	1,103,848
4. Macaroni, spaghetti, vermicelli, noodles, and ravioli, made as secondary products in other industries	(1)	946,281
Macaroni, spaghetti, vermicelli, noodles, and ravioli, total value (sum of 2 and 4)	\$49,453,964	\$47,440,987
Macaroni, spaghetti, and vermicelli:		
Pounds	536,924,579	523,934,199
Value	\$38,350,624	\$36,458,824
Egg noodles and other egg products:		
Pounds	93,941,980	68,125,090
Value	\$10,502,304	\$7,853,118
Noodles, plain or water:		
Pounds	6,094,661	12,785,759
Value	\$432,723	\$925,133
Ravioli: ¹		
Pounds	914,670	908,683
Value	\$168,313	\$134,284
Alimentary paste not reported by kind, value	---	\$2,069,628

¹ Not yet available; will be given in final report.

² Incomplete (see footnote 1). Corresponding total in final report will include value of secondary production in other industries.

³ Figures include data for an indeterminate amount of canned ravioli, not separately reported.

Head Community Drive

Two prominent Chicago manufacturers, one representing the noodle makers and the other the macaroni men, were appointed last month to the executive committee of the Community Fund and collaborated in a successful drive for contributions to the worthy cause of aiding Chicago and Cook county charities.

A. Irving Grass, chief executive of the I. J. Grass Noodle Company, Chicago a member of the Board of Directors of the National Association, was the representative of the noodle makers and Robert B. Brown, chief executive of A. Zerega's Sons, Inc. Libertyville, Ill. represented the macaroni men. Their active interest in the drive contributed greatly to its success.

Will Repeat Charitable Deed
Playing Santa Claus to worthy orphans

and other needy children of Chicago is a deed worthy of mention since it has become an annual affair during the Christmas celebrations as sponsored by George Fabre, Chicago representative of the King Midas Flour Mills and his wife. A friend of this charitable couple, in telling of the event writes: "I understand that for the past several years George and Mrs. Fabre have been taking five or six young children, either from some orphanage or through some other charitable organization, and giving these kiddies a real Christmas party at their home. These youngsters are picked up in the Fabre automobile about 4:00 p. m. on the day before Christmas and taken to the Fabre home. The kiddies are given a fine chicken dinner with all the trimmings, and then a Santa Claus distributes presents to one and all. George and his wife get quite a kick out of it, since they have no children of their own."

Nothing makes grownups happier than to see the children happy—particularly those who are underprivileged. Christmas this year will again be a happy one in the home of Mr. and Mrs. George Fabre.

Will Publicize Goodman Noodles

To direct its macaroni-spaghetti-egg-noodles-matzos advertising, A. Goodman & Sons, of 634 East 17th st., New York city, have appointed the New York office of Al Paul Lefton Company, Inc., as the publicity agent for their popular products. This firm also maintains an office in Philadelphia. All the available advertising media are being considered in the fall and winter campaigns now being planned—newspaper, car cards, radio, et cetera.

Macaroni-Noodle Manufacturers to Meet

A custom of many years standing is for the leading members of the macaroni-noodle manufacturing industry to hold a meeting during the week of the Canners Convention or Grocery Conference. Many of them attend those conferences annually to contact the wholesalers, brokers and other distributors and it is but natural that they should arrange a conference of their own wherein to consider their particular trade problems.

This year the Mid-Year Meeting of the Macaroni Industry, open to all manufacturers and allied will be held at The Palmer House, Chicago, Monday, Jan. 23, 1939. It will be preceded by a meeting of the Board of Directors of the National Macaroni Manufacturers Association on Sunday, Jan. 22, 1939.

Report of the Director of Research for November

By Benjamin R. Jacobs

On November 17 the Food and Drug Administration which enforces the federal food laws, held a public hearing in Washington for the purpose of discussing with the food, drug and cosmetic industries the regulations that it has formulated for promulgation in the enforcement of the new federal food law.

This new food law was approved by the President on June 25, 1938 and most of its provisions which affect the Macaroni Industry go into effect on June 25, 1939.

Practically six months have passed since the enactment of this law and the authorities are just now prepared to announce some regulations concerning labeling, misbranding and other prohibitions and requirements of the law.

I intend to discuss here only a few of the most important points which were brought out at the hearing. About 800 representatives of the industries affected were present and, of course, it was impossible to hear from any large number of them. They were, however, well represented by men who have been working with the Food and Drug Administration for several years in formulating a new food law.

The principal complaint of most of the representatives of industry was to the slowness with which the Food and Drug Administration has proceeded to determine just how foods, drugs, etc., are to be labeled. As you know, under the new food law all statements and other information required under the Act are to appear on the principal part or panel of the label and if two or more such parts or panels are designed in such a way as to render them likely to be displayed, all the information, etc., must appear on each such part or panel. Many manufacturers find this provision impossible of compliance but it will not be very difficult for the Macaroni manufacturer to comply since he is already placing all this information on the principal panel or part of his label.

As you know, under the Trade Mark Law the trade mark must appear on the principal label and under state laws other information is also required on the principal label and it is questionable whether or not manufacturers can make labels big enough to comply with the additional requirements under the new federal food law.

The name and address of the manufacturer must appear on each principal panel and at the last moment they passed around an additional notice to the effect that the street address must also appear with the name and address of the manufacturer. This would seem to be an added, unnecessary burden as there is no manufacturer, except probably those representing less than one-tenth of one

per cent of the output of an industry, that could not be found either in the telephone book or city directory. It appears that this provision has been added just to save the trouble of looking in such sources of information and can not imaginably serve any other purpose.

Another criticism of the industries was that the regulations so far formulated are not all those that the Food and Drug Administration will eventually promulgate and manufacturers are yet "up in the air" to know just what will be required of them on their labels. Many firms order their labels for one or two years in advance and require six months or more before deliveries are made. Therefore, in justice to these firms the Food and Drug Administration should either extend the time when the label requirements will go into effect or promulgate all the regulations immediately.

The law provides that where the person whose name appears on the label is not the "manufacturer" the words "PACKED BY" or "PACKER" or "DISTRIBUTED BY" or "PACKED FOR" or "DISTRIBUTOR" as the case may be, shall appear on the label. The suggestion was made that the term "MANUFACTURED FOR" be permitted. This suggestion was made for several reasons. In the first place the only purpose that anyone's name on the label can serve is to fix responsibility for the goods contained in the package as to compliance with the law. When the name does this it has fulfilled its purpose. And second, it would give uniformity to this part of the labeling. The point was made that even among distributors there is considerable difference of opinion as to who actually is the distributor of a food product if the brand or trade mark is owned by one person and the actual distributing of the product is made by another. The request was made to permit manufacturers of products coming under the law to label such products when these are manufactured for them as being manufactured by them, if they manufacture similar products and only apply such labeling to a few special items to fill out a line. This would apply particularly to macaroni manufacturers who make bulk goods and who do not make their full line. There can be no good reason why such items should not be labeled as being "MANUFACTURED BY" if the manufacturer assumes responsibility for their compliance with the law.

There was very little discussion concerning standards of identity, quality or fill of container. The Standards Committee has done little or nothing as yet concerning this provision of the law and it may be some time before anything is

done. However the Chairman of the Committee Mr. W. G. Campbell, Chief of the Food and Drug Administration, requested that industries submit any data available on standards and requested the Administration to formulate standards before June 25, 1939.

For your information I desire to state that the Macaroni Association is prepared to submit data on standards of identity and will be prepared to submit some information concerning standards of quality after our midyear meeting in Chicago which will be held on January 22-23, 1939. The standards of fill of container will not be discussed now and should be worked out in close cooperation with the Federal Food and Drugs Administration. I am not as yet prepared to make any recommendations on these.

Another provision of the law which may be of interest to the Macaroni Industry is that dealing with importations of macaroni products.

Under Section 801 of the Law any person who ships a food etc., into the United States shall make a declaration on a form supplied by the Treasury Department and shall further declare that the product imported has not been manufactured, processed or packed under unsanitary conditions; that the product is not forbidden or restricted in sale in the country in which it was produced or from which it was exported.

It is my opinion that no importer of macaroni products can comply literally with the above provisions and just how the Federal Food and Drug Administration proposes to enforce this provision is more than anyone of the 800 persons present at the hearing could foretell. In fact one representative of a toilet articles manufacturer stated without qualification that he was willing to go on record to the effect that none of the raw materials from which his products were made could comply and that probably many of them were made under unsanitary conditions.

Aside from all the above criticism a careful perusal of the proposed regulations indicates that they are fair, as far as they can be expected to be, considering the provisions of the law. It is my personal opinion that they will be enforced with fairness and that proper consideration for the limitation of time and other conditions, legal as well as technical and scientific, under which the Food and Drug Administration is functioning.

The easiest thing in the world is to criticize, find fault and tear down. The big job is to proceed soundly and to build permanently and this is what the Federal Food and Drugs Administration is hoping to do, and it takes time.

December 15, 1938

THE MACARONI JOURNAL

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The Biggest Job in Milling is a VITAL job to You

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

... 200 different kinds of wheat—spring and winter, red and white, hard and soft?

... that, of these, Golden Durum is endowed by nature with just the right characteristics for the manufacture of Macaroni, Spaghetti and Noodles?

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

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

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

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

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

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

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

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



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

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY
(TRADE NAME)

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

Quality Characteristics of the 1938 Canadian Amber Durum Wheat Crop

W. F. Geddes and D. S. Binnington, Grain Research Laboratory, Board of Grain Commissioners for Canada, in Cooperation with the National Research Council of Canada

SUMMARY

The bulk of the amber durum wheat crop has again originated in Manitoba, the estimated yield for Western Canada being approximately 22 million bushels or roughly one-third less than that harvested in 1937. The two crops are essentially similar in character, the chief degrading factors consisting of improperly ripened, cracked and broken kernels and blackpoint infection; comparatively little No. 1 C. W. amber durum has been inspected and to date 86 per cent has graded Nos. 2 and 3 C. W. Tough and damp grades are negligible.

As compared with the corresponding grades for 1937, test weight per bushel, weight per 1000 kernels and protein content are about the same, carotene content somewhat lower and macaroni colour slightly inferior, with a tendency towards reddish and brownish hue. The spread in macaroni quality between the different grades is quite small in the instance of the current crop.

INTRODUCTION

Continuing the practice begun in 1936, quality tests have been conducted on the current Canadian amber durum wheat crop. Details of the durum-producing areas, varieties grown, grade definitions and experimental methods employed for evaluating quality will be found in the first report.

I. General Information

(a) Production

As is generally known, durum wheat production in Western Canada is, for the most part, confined to southern and central Manitoba and, to a lesser extent, to southeastern and central Saskatchewan in areas where drought and rust have rendered returns from the growing of hard red spring wheats unreliable. In the present crop, as in 1937, the bulk of the durum wheat produced has originated in Manitoba. The estimated production is approximately 22 million bushels as compared with 30 million bushels in 1937.

(b) Grading

Owing to abundant rains during the growing period in Manitoba, the 1938 crop is of high test weight and most of the degrading has been due to the presence of improperly ripened kernels, cracked and broken kernels and "blackpoint" infection. The improperly ripened kernels are plump and well filled but lack the rich amber lustre associated with well-ripened grain. The cracked and broken kernels have resulted chiefly from improper threshing practice. Blackpoint infection is again fairly prevalent and in many cases extends to a discoloration of the entire seed coat, a condition frequently designated as "smudge."

(c) Protein Content

As in previous years, the laboratory is conducting a protein survey of amber durum wheat. Approximately one-half of the samples collected have been analysed to date, and the mean results, found favorably comparable with the corresponding data for the 1937 Averages. It is noted that the mean protein level for all grades is essentially similar to that of last year, but little difference exists between grades Nos. 1, 2 and 3 C.W.

II. Quality Tests on Export Standards and Winnipeg Inspection Averages

For the purpose of securing information on the quality of the 1938 crop, experimental semolina milling, macaroni and miscellaneous physical and chemical tests have been conducted on the Export Standard samples Nos. 1 to 3 C.W. as approved by the Western Committee on Grain Standards, and also on Average samples of the same grades. The nature of these samples and details of the testing procedures employed have been detailed in a mimeographed report entitled "Quality Characteristics of the

CANADIAN CEREAL CHEMISTS ACCEPT AMERICAN POSITIONS

It is interesting to note that the co-authors of this article, Dr. W. F. Geddes and D. S. Binnington, almost simultaneously accepted positions in America shortly after the release of their final report on the characteristics of the 1938 Canadian Amber Durum Wheat crop.

Dr. W. F. Geddes, chemist in charge of the Board of Grain Commissioners for Canada since 1933 recently accepted an appointment as professor of the division of agricultural biochemistry at the University of Minnesota. For nearly a score of years he has done efficient research in durum wheat on which he is a recognized authority.

D. S. Binnington, former research specialist for the National Research Council of Canada has accepted a position with General Mills, Minneapolis. He will have charge of the firm's Minneapolis laboratories, carrying on his extensive research on the proper methods for testing durum wheat for macaroni manufacturing purposes.

Both chemists have long been prominent in the councils of the American Association of Cereal Chemists and hold Fellowships in the Canadian Institute of Chemistry.

—Editor.

1936 Canadian Amber Durum Wheat Crop" and will therefore not be repeated here. Carotene determinations, however, have been conducted by a modified method involving the use of water-saturated normal butyl alcohol as a solvent instead of the naphtha-absolute ethyl alcohol mixture (93:7) employed in earlier studies.*

Colour analysis upon macaroni has been conducted as before, employing both Munsell and Wallace & Tiernan discs, single-figure colour scores being computed from the latter data. It must be again emphasized, however, that such a computation is purely conventional, the single-figure values obtained being intended primarily for comparative purposes.

*The modified method employing water-saturated normal butyl alcohol is detailed in a paper recently submitted for publication in "Cereal Chemistry." This solvent yields substantially higher values than naphtha-alcohol, but the following formulas may be employed for converting the results for comparison:

For durum wheat,
Carotene (butyl alcohol) = 1.14 + 1.25 carotene (naphtha-alcohol).
For semolina,
Carotene (butyl alcohol) = 1.35 + 1.36 carotene (naphtha-alcohol).

DISCUSSION AND RESULTS

(a) Weight per Bushel and Weight per 1000 Kernels

In the case of both Standards and Averages, it is noted that the weight per bushel decreases with grade but that the weight per 1000 kernels, is quite similar within each group. In comparison with the 1937 crop, the weights per bushel are very similar but there is less spread between grades.

(b) Milling Quality and Semolina Yield

In cleaning and scouring the samples prior to milling, precautions are taken to minimize loss of broken and cracked kernels, in order that the milling yields might be representative of the samples as received. No marked difference was observed in the milling characteristics of the samples examined, but a definite decrease of semolina yield occurs with decreasing grade.

It should be again emphasized that these yields are not comparable with those obtained commercially, but the semolina produced is very similar to the commercial product, and the values are directly comparable between themselves.

(c) Protein and Carotene Content

As previously mentioned, the protein level is very similar to that of last year.

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.
Brakes, Flour Blenders, Sifters and Weighers, Mixers

Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamping Machines



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

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

Eastern Semolina Mills, Inc.
Semolina

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

Kansas City Shook & Mfg. Co.
Box Shooks

King Midas Mill Co.
Flour and Semolina

Lombardi's Macaroni Dies
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F. Maldari & Bros. Inc.
Dies

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

J. C. Nichols Co.
Box Shooks



Peters Machinery Co.
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Rossotti Lithographing Co. Inc.
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The Star Macaroni Dies Mfg. Co.
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Stella Cheese Co.
Grated Cheese

Triangle Package Machinery Co.
Packaging Machinery

Washburn Crosby Co. Inc.
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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.

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You
COMMAND
the Best
When You
DEMAND



The carotene content is distinctly lower than in the 1937 crop and does not show any definite relation to grade.

(d) *Macaroni Quality*

Both the Export Standard and Average samples exhibit a tendency towards reddish to brownish hues in the macaroni, and these characteristics are reflected in the colour scores which, are slightly lower than last year. The level of colour is quite high, however, and very little spread exists between the various grades. This condition is very similar to, but even more strongly marked than that found in the 1937 crop. It is probably due to the presence in the lower grades of quantities of broken and cracked but otherwise sound kernels. Such wheat, while yielding macaroni of good colour, occasions excessive loss in cleaning.

Salute to
"King Macaroni"

In connection with National Spaghetti-Noodle Week, the National Macaroni Manufacturer's Association arranged for a special half-hour broadcast through the cooperation of Station WOV, New York City, and fed to WPEN, Philadelphia.

The program, which was in the nature of a salute to "King Macaroni," consisted of concert selections by the WOV Orchestra under the direction of Julio Occhiboi, and was arranged by Miss Hyla Kiczales, general manager of the station. Institutional copy, with interesting highlights about Macaroni, was interspersed throughout the broadcast.

Through the courtesy of Miss Kiczales, the program was recorded and will be available for the committee meeting in January and the annual convention taking place in May.

So much favorable comment has been received from grocery-food stores in the Italo-American market that much thought is being given by Miss Kiczales to making this broadcast an annual event.

Seeks Springfield Site

The Springfield, Mass. Chamber of Commerce announces that a Brooklyn macaroni manufacturing firm is seeking a factory site in that city with intention of building thereon a plant capable of converting 300 bbls. of semolina and flour into finished macaroni products daily. The objective is to have a more conventional supply and distribution location to take care of its immense trade in the New England states.

According to the same informant the firm concerned is now the largest manufacturer in America with its Brooklyn plant running to capacity. Tentative plans call for erection of a four story modern plant suited to the particular production requirements of the company. About 200,000 square feet of floor space is contemplated, providing employment to more than 150 people, mostly girls.

Macaroni, Spaghetti and Noodles Inexpensive Quick Meal Dishes

It takes an ingenious cook to plan and prepare quick meals without knocking the food budget to pieces as the meats which can be cooked quickly are not cheap. As most of the cheaper cuts, excepting when ground, demand a rather long cooking, they can be used only when preparation is started the previous day. Most business women after a long day at the office are not inclined to "take time by the felloe," as Amy of "Little Women" remarked.

Among the dishes which have the advantage of being inexpensive and quick to prepare are a number which call for macaroni, spaghetti or noodles. All of these pastes must be boiled before they are combined with savory sauces of which meat may be an ingredient. The precooking however takes only from six to nine minutes, if you have purchased one of the finer grades. With whatever paste you use there should always be in combination with it some more highly flavored food material. For the most delicate dishes cheese or mushrooms may be chosen; for those of piquant flavor tomatoes often furnish the base. Fragrant herbs, onions or garlic, and green peppers, bacon, hard-cooked eggs, chicken livers, ground fresh meat or chopped leftover meat, actually whatever you have on hand, may be blended with the tomatoes for a sauce which you will dream about, because of its flavor however, and not for any other reason.

Italian Sauce

¼ pound salt pork
1 clove garlic
1 tablespoon olive oil
2 medium-size onions, minced
1 cup fresh or canned mushrooms, finely minced
¼ cup minced parsley
½ cup tomato paste
1 cup mushroom stock or water
Salt, pepper
Paprika
2 tablespoons sugar

Add salt pork, cut into very fine cubes, with the clove of garlic, to the olive oil and fry until light brown. Remove garlic, add minced onions, mushrooms and parsley, and cook three minutes. Add tomato paste and stock or water and cook until thick. Season to taste with salt, pepper and paprika and add sugar.

Instead of tomato paste two cups of canned tomatoes may be stewed until they thicken and then pressed through a sieve.

Air Filter Research
at Mellon Institute

Dr. Edward R. Weidlein, Director, Mellon Institute, Pittsburgh, has announced establishment of an Industrial Fellowship in that institution by the American Air Filter Company, Inc. of Louisville, Ky. This Fellowship will investigate broadly materials of value in the construction of filters for air conditioning systems. It will be the aim to gain through this research new knowledge to effect all possible improvements in the devices manufactured by the donor, and in this work the Fellowship will have the direct cooperation of specialists on the staff of the Multiple Industrial Fellowship on air hygiene in operation in the Institute.

Dr. Frank F. Rupert, who has been appointed to the incumbency of the Fellowship, has been a member of Mellon Institute since 1913. He received his professional education at the University of Kansas (A.B., 1906; A.M., 1908) and at the Massachusetts Institute of Technology (Ph.D., 1912). He served as instructor in chemistry at the University of Kansas previous to 1912 and during the period 1912-1913 was junior physical chemist in the U. S. Bureau of Mines. Since 1935 Dr. Rupert has been associated with the Fellowship on air hygiene in Mellon Institute.

Flour Production Shows Decrease in November

Although November is usually limited in flour production somewhat by holidays, the total production, as reported to *The Northwestern Miller* by mills representing 60% of the nation's flour industry, which dropped from the October figure of 6,379,456 bbls. to 5,588,200 bbls. was even more than expected in view of the rising monthly production ever since July, when the total output was 5,716,146 bbls. November's production is lower, however, than the same month last year, with 5,617,375 bbls. and in 1935, 5,708,844 bbls. The decrease was felt in every section, especially at Buffalo, where production dropped from 1,028,030 to 819,754 bbls. and in the southwest, with a decrease of 221,237 bbls. The northwest, and the Pacific coast were among sections experiencing the least decrease.

Total Monthly Flour Production

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

	November, 1938	Previous month	November		1935
			1937	1936	
Northwest	1,363,354	1,461,062	1,363,846	1,149,305	1,637,020
Southwest	2,023,719	2,249,956	2,098,340	2,143,565	1,804,698
Buffalo	819,754	1,028,030	845,175	825,323	889,242
Central West—Eastern Division	499,648	528,490	290,431	316,283	319,989
Western Division	265,488	326,815	276,711	277,368	249,992
Southeast	173,246	346,597	299,091	316,685	325,364
Pacific Coast	437,991	438,506	443,781	177,210	482,630
Totals	5,588,200	6,379,456	5,617,375	5,205,839	5,708,844

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MACARONI PUBLICITY

Place the Macaroni Family in the Spotlight

Make No Secret of the Fine Characteristics of Quality Macaroni Products

Provide the Necessary Sales Push

Despite the fact that macaroni, spaghetti and egg noodles have so many of the fine food qualities that should make them even greater favorites, they need the proper and the timely "sales push" in many quarters. That is the thinking of dietitians and other food experts who have made a study of America's reaction to this economical and nutritious grain food.

It's Bailey Allen, graduate dietitian, to whom has been accorded the unprecedented honor of appointment as Diet Editor for *Medical Review of Reviews*, working with a board of the world's most renowned physicians, is but one of many authorities that sincerely believes that good publicity is the need of the hour for macaroni products of the better grades. In suggesting a judicious publicity campaign to acquaint Mr. and Mrs. America with the true merits of high grade macaroni products (there should be none other), this food authority says:

- "In questionnaires which I have conducted recently among large numbers of homemakers I have found that 98% of them wish assistance in preparing economical recipes and menus. Nothing can be of greater help in that line than the proper use of macaroni, spaghetti, noodles and other products of the Pasta family. They are natural and wholesome extenders of meat, fish, cheese and eggs; can be combined with vegetables; make a splendid basis for soups, and have many other unusual uses unknown to the average woman."
"Because they are so inexpensive, they can be used by the average woman; and because the results are so delicious, they will be enjoyed by the most fastidious households as well as by the average family. At the same time these products contain full nutritive value, and when they are used on an economy basis the family is not robbed of its right quota of protein nourishment."
- "The average woman is afraid of gaining weight, and so in many cases fails to use macaroni, spaghetti, noodles and the Pasta products as they should be used in the home. The homemaker should be taught just what place the macaroni products should have in the menu, and just what they can do for her and her family. She can be rid of the fallacious idea that they put on weight, provided she is taught the proper use of these products by an authority in whom the homemaker has confidence."

How Pea Canners Do It

The few members of the macaroni industry that are still unconvinced that the trade's greatest need is to educate the consumer through cooperative rather than individual action, need but study the practical work along this line that is being sponsored by competitive food trades.

Fortunately for the macaroni manufacturer, he is not fully dependent on nature for his product, excepting that nature has something to do about the basic ingredients used in macaroni-noodle making. A surplus is a factor under his direct control. If he chooses to work his plant full force despite slackened demands stock accumulations are inevitable, but surpluses are matters of business judgment rather than a bounty of nature.

The Pea Canners were confronted by a natural surplus of peas due to a bounteous crop. They were faced with the problem of either packing the enormous crop or allowing good food to go to waste unharvested. As a result the canners found themselves this fall with a record breaking pack of 25,000,000 cases of canned peas. Did they seek to force the surplus on the public through price cuts and other uneconomic schemes that

give only temporary relief at enormous losses of good will? Read:

Supermarket units, chain store organizations and independent retail groups representing nearly 95% of all the retail outlets in the United States endorsed a merchandising and advertising campaign conceived by the Canned Pea Marketing Cooperative, formed by the pea canners to dispose of the surplus pack and to do it in a way that all agencies from growers to consumers will benefit.

To promote the merchandising and advertising campaign, the sum of \$150,000 has been collected to finance an advertising and publicity campaign nationally. Consumer advertising will be released in December with the hope that the surplus stock of canned peas will be sold profitably before the planting season next spring.

"The nationwide approval of our sales drive, together with the pledged cooperation of wholesalers, distributors, brokers and other actual marketing factors give us a selling and distributing setup which I believe is without parallel in the canning industry," declared Dan Gerber, chairman of the pea packers' merchandising committee. He explained that

this year's phenomenal yield had increased the 1938 pack 33 per cent over what the canners had anticipated, making a concerted plan of action imperative if prices were to be stabilized and the stock moved.

According to the trade's most recent announcement, newspaper advertising will be depended upon almost entirely in publicizing the sales campaigns being promoted. Powerful ads (full page-size in color sections of 50 different Sunday newspapers of 36 cities—practically all cities of more than 250,000 population in the United States) This advertising would parallel the buying power of the United States, delivering in excess of 30,000,000 messages. "Another way to do it would be to use smaller space more consistently over a longer period of time. It is our best judgment however that a big dramatic effect is necessary to make the entire trade conscious of the effort and to get immediate results. The plan is considered superior to magazines which are too slow and radio and billboards which though effective, are too costly on a nationwide basis."

"Spaghetti With Roast Gravy"—"Macaroni With Beef Brisket"—"Egg Noodles With Veal Cutlets." Three

December 15, 1938

THE MACARONI JOURNAL

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What the Macaroni Institute Is Doing

simple, economical and satisfying recipes for preparing dishes of the three leaders of the Macaroni Products group of wheat food—The Energy Trio—are the recommendations of The National Macaroni Institute in cooperation with the Betty Barclay Chefs. While the recommended recipes were

a part of special releases for current holidays, Thanksgiving Day, Christmas Day and New Year's Day, they are practical for any day during any season. The release for Thanksgiving Day was reviewed in the November issue of THE MACARONI JOURNAL. A review of the others follow:



Mother's Christmas gift to the family is a real tasty dinner—main dish and all. Here are some suggestions for mothers everywhere who are seeking holiday recipes that are "different."

Spaghetti with Roast Gravy

Surplus roast gravy (meat or fowl) makes a delicious sauce for an inexpensive, but very nutritious and tasty dish of spaghetti, prepared the simplest way.

1/2 lb. spaghetti
1/2 cup grated cheese

1 cup roast gravy
Salt and pepper

Boil spaghetti in rapidly boiling salted water until tender. Drain and place on a platter. Season roast gravy with salt and pepper and heat. Pour over spaghetti. Sprinkle with grated cheese and serve hot with slices of left-over roast, meat or fowl.

NOTE: Macaroni, egg noodles, vermicelli or other forms of macaroni products may be substituted for spaghetti in this recipe.



Start the year right by serving some new dish in the home—and duplicate this surprise each week. You'll be delighted with the results. Try the following dishes on your family and guests:

Macaroni with Beef Brisket

Macaroni is the hostess' best friend in every season of the year for its economical bounty. Everyone seems to like

it. Try your luck with macaroni and beef brisket casserole.

1 lb. macaroni
3 stalks celery
2 small onions
1 small can tomatoes
1 1/2 lbs. brisket of beef
2 carrots
1 clove garlic
Salt and pepper

Cover meat with cold water, and add chopped celery, carrots, onions and garlic. Boil meat until tender. Drain off and keep broth. Chop meat and vegetables. Cook macaroni in boiling salted water until tender. Drain. Place a layer of cooked macaroni in bottom of baking dish, add a layer of chopped meat and vegetables, and then a thin layer of tomatoes. Sprinkle with salt and pepper. Repeat, finishing with macaroni. Season broth with pepper and salt and pour over mixture in baking dish. Bake in moderate oven (375 degrees) for 1 hour. Serve hot.

NOTE: Spaghetti, egg noodles, vermicelli or other forms of macaroni products may be substituted for the macaroni in this recipe.

A Manufacturer Makes Suggestions

Accepting an invitation generally extended to the macaroni-noodle manufacturers of the country, Richard Alghini of the Alghini Macaroni Manufacturing Company, Chicago makes some sensible observations about the cooperative publicity work being sponsored by The National Macaroni Institute and supported by a goodly number of progressive firms. He decries the lack of support given the industry's recent National Spaghetti-Noodle Week by so many of the manufacturers in the Chicago area which he checked and where the possibilities of increased consumption are so promising.

"For some time now I have had it in mind to write you expressing my opinion regarding our publicity in connection with the decreased (?) consumption of macaroni products. I have seen the

Manufacturer of

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Chicago, Illinois

campaign posters and pennants in very few departments stores, chain stores and independents. Nobody seemed to have gotten hot about our Week and I noted no increase in my business whatsoever."

Mr. Alghini is of the opinion that a Lenten Campaign improperly planned might leave a wrong impression in the minds of some people who do not appreciate the fact that Macaroni, Spaghetti and Egg Noodles should be served in any season of the year and several times weekly.

"And now a word about recipes. In the first place there are too many recipes, and each or rather most of those recipes call for too much gravy and too little macaroni. Also there are too many recipes that advocate baking in a hot oven."

Recommendation: "Why not adopt a few well-tested recipes and keep pounding them in until all know how to prepare the recommended recipes?"

Recommendation: "Let's set aside a day every week for macaroni or spaghetti and another day for egg noodles—summer, fall, winter and spring. Occasionally we should have an extra day set aside for a special kind of our products other than those mentioned above."

Recommendation: "To increase the consumption of macaroni and spaghetti and noodles, I would suggest that someone look into the history of Macaroni Products—not who first manufactured it, though that is interesting enough, but how the people of every country learned to like this wheat food—suggesting that Americans copy the ways of the most civilized countries of the world in this matter of eating greater quantities of this splendid food."

"Here's a story that has considerable human interest: When I came to this country thirty-four years ago, I made the trip on the French Liner, Savoy. One day they served me some broth or soup in which was cooked some homemade macaroni, about one-half inch thick and two feet long. The soup and macaroni were delicious. This incident on the Savoy was recalled when I saw a Popeye cartoon in a recent issue of the *Chicago Evening American*. Popeye had ordered a bowl of soup which contained a single tube of macaroni—long and deliciously cooked and about of the size described above. Wimpy, his friend, begged for the single tube of macaroni. Popeye consented that he should eat the long tube of macaroni, but not the soup, which he thought was too delicious to divide even with his good friend.

"While Popeye was busy complimenting the chef upon the delicious soup, Wimpy sat quietly pretending to eat the macaroni tube, by really sipping the soup through the hole in the macaroni. When Popeye turned to do justice to the soup, he found to his utter amazement that the soup had disappeared and that Wimpy was swallowing the last bit of the thick macaroni tube. Again Wimpy had bested Popeye, having both eaten the macaroni and drank the soup."

"I hope that these suggestions may serve some good purpose."

All Are Welcome

Macaroni-noodle manufacturers and their friends will be welcome at the January conference of the industry in Chicago, Monday, Jan. 23, 1939. The meeting will be held at The Palmer House, starting at 10 a. m. and continue throughout the day. Manufacturers from all parts of the country are expected to be in Chicago that week to attend the Grocery Conference which insures a large and wide attendance at the macaroni meeting.

Domestic Wheat Prices Display Strength

United States wheat prices have held fairly steady during November, 1938 while sizable declines have been reported in importing markets.

The independent strength displayed by domestic wheat prices is attributed by the Bureau of Agricultural Economics to government loans and purchases, dryness, in the winter wheat belt and further improvement in business conditions in this country. The lower prices in importing countries apparently are the result of heavy offerings and improved crop prospects in the Argentine.

In the current analysis of the wheat situation, the Bureau estimates world production this year, 1938-39, at 4,386,000,000 bu. an increase of about 540,000,000 bu. over the 1937-38 harvest. World wheat stocks as of July 1 have been set at about 595,000,000 bu. These stocks added to the estimated production, bring total supplies to only about 20,000,000 bu. short of the 5-billion-bushel mark and to 615,000,000 bu. more than supplies last year.

Exports of United States wheat (including flour in terms of wheat) are reported for the July-October period as 31,000,000 bu. compared with 22,000,000 bu. for the same 4 months in 1937. World shipments of wheat, including flour, from July 1 to November 12 totaled 209,000,000 bu., compared with 162,000,000 for the same period last year.

October 1 stocks of wheat in the United States are estimated at 851,000,000 bu. compared with 761,000,000 on October 1 last year. These stocks indicate a domestic disappearance of about 215,000,000 bu. for the July-September period, about 32,000,000 bu. more than domestic disappearance during these months in 1937.

Official estimate is not yet available of the acreage and condition of winter wheat for harvest in 1939. The Bureau's first report will be issued on December 21. If winter wheat acreage is reduced about 19 percent—the average of private estimates as of November 1—and if spring wheat acreage is similarly reduced, wheat seeded for the 1939 harvest would total about 60,000,000 acres. The Bureau pointed out that with average yields, such an acreage would re-

sult in a crop of about 790,000,000 bu. A production of this size "would leave about 100,000,000 bu. to be exported or added to the already large domestic carryover."

Of major interest in the longer-time outlook for wheat producers, the Bureau cited, the reciprocal trade agreement with the United Kingdom signed on November 17. The agreement which removes Empire preference on wheat imports, effective Jan. 1, 1939, will permit United States wheat to enter the United Kingdom duty free on the same basis as Canadian and Australian wheat. Numerous duty reductions on United States wheat flour were also obtained in a number of British Crown Colonies and in Newfoundland.

New Westinghouse Catalog

A ribbon of paper 11,000,000 feet long and 5 feet wide has begun whirling through the presses to form 82,000 copies of the new 1939-40 General Catalog listing some 100,000 styles and sizes of products of the Westinghouse Electric & Manufacturing Company. On its pages is written the story of electric power, from generators to washing machines and toasters, from titanic steel mill motors to tiny one-twentieth horse-power motors to drive electric shavers. Edited at the East Pittsburgh Westinghouse works, the new catalog will have provided more than 26,000 man-hours of work.

If piled on top of one another, the completed catalogs would make a paper tower rising three and a quarter miles into the sky, but even their combined mass of 646,406 pounds of paper does not tell all the story of Westinghouse production, as many renewal parts are not listed.

More than 16,000 yards of book cloth were required to bind the fifteen carloads of paper and each catalog will contain 3700 photographs. The printed words will consume 4300 pounds of ink, 17,864 pounds of type metal and 5544 pounds of nickel-types.

A special copy of the catalog was included among the exhibits of this age deposited within the Time Capsule at the New York World's Fair grounds—recently, to await discovery by archeologists 5000 years from now.

Illinois Firm Incorporated

The I. C. Macaroni Company was incorporated under the laws of Illinois, in October. The firm's plant, situated at 206 Morgan st. in Rockford, was operated until recently by the Rockford Macaroni Company.

The new firm is capitalized for \$10,000, with 100 shares of stock outstanding at a par value of \$100 per share. The incorporators are L. Ippolito and F. Cicero, whose initials composed the firm's name and R. Welch. Additional equipment will be installed and the business expanded as a result of the incorporation.

Weevil Infestation and the Weather

Excessive Dampness in Spring and Summer of 1938 Favored Weevil Propagation and Increased Macaroni Industry's Worries and Losses

Periodically the Macaroni Industry becomes more or less aroused by the weevil problem which it constantly faces, and which causes losses in products and good will amounting to many thousands of dollars annually. When the weather is excessively damp, as was the case in most parts of the country during the spring and summer of 1938, the losses are almost unbearable and discussions of ways and means of reducing the losses from weevil infestations become more lively than ever. The manufacturers more earnest in seeking ways and means for the entire elimination of this source of trouble.

As might be expected, the debatable question of who is to blame for the existence of the destructive weevil in macaroni products causes heated arguments in many quarters, all factors involved pleading that everything or nearly everything possible is being done on their part, inferring that the blame rightfully belongs on others. There is the argument on the part of the millers that the semolina usually leaves the mill free from infestation; the manufacturer reasons that neither the weevil or its eggs can live through the heavy pressure to which the dough is subjected in the manufacturing process and the extreme care exercised in packaging and storing; the distributors do not readily concede that the infestation arises in warehouses or grocer's shelves.

But weevils are still found in many sections of the country and ways and means must be found to reduce the heavy losses from their infestation. It can best be done by the sincere cooperation of all interests concerned as wisely pointed out in a special editorial on the subject in the *Food Processing News* of the *Food Field Reporter* of Nov. 14, 1938, which reads, in part, as follows:

Macaroni Industry Seeks Help of Dealers to End Bug Plague

Returns of weevil-infested packages of macaroni have recently assumed such large proportions in the Eastern states as to constitute a major problem for manufacturers. Interviews with these factors show that a movement has been started to secure the cooperation of retailers and food jobbers in order that carrying of old stocks may be minimized.

For some time past, it has been the custom for macaroni manufacturers to show by code letters and numbers the month and year that the product was packed; inspection of returned infested packages often reveals that they have been lying on the shelf for as long as a year or even two years, whereas the usual guarantee does not extend beyond a six months period.

If the retailer would only sell the oldest package first and refrain from placing new stock in front of the old, macaroni infestation complaints would be cut down enormously, manufacturers declare. In addition, it is asked, both retailers and

Merry Christmas and a Happy New Year

We knew when we began manufacturing the highest possible quality of SEMOLINA, of the advantages of a mill located in the East.



Our four months of operation have convinced the Eastern manufacturers we were right. May we have our representative call upon you?

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York

jobbers should regularly keep their shelves clear by brushing and dusting, using a wire haired brush to reach any places where bugs could hide. An odorless kerosene base pyrethrum type insecticide is also recommended.

To prevent the piling up of excess stocks inviting infestation on grocers' shelves, macaroni manufacturers have been discouraging sales of excessive quantities to outlets that are not likely to be able to sell such quantities within a reasonable time.

Returned Cases Must Be Denatured

However, even with this precaution, returns have been alarming, perhaps because the excessive dampness of the spring and summer of 1938 favored the propagation of the insects. Every returned case must be denatured, either by pouring a disinfectant over it or more often by mixing it with lamp black; the denatured macaroni must then be repacked for hog feed and the slightly less than one cent per pound which this brings just about pays for the repacking.

If these losses keep up, the macaroni industry predicts, and they can be reduced only by retailers' cooperation, the price of macaroni will have to be increased to compensate for the returns.

Just where the insects come from is often a mystery. It is entirely possible in a given case for the wheat miller and the macaroni manufacturer both to be wholly blameless and for the insects to pry their way into the packages of macaroni on the grocer's shelf from another package, such as for example, a carton of breakfast cereal.

Neither cellophane nor any other practical wrapping material is complete protection from the jaws of the saw-toothed grain beetle and others of the variety of insects that prey on farinaceous foods, according to the macaroni manufacturers. Furthermore they cite several facts in evidence that the chances are all against the infestation arising through their negligence.

Some Macaroni Truths

Food editors of women's magazines and of women's pages of the daily press are "hungry" for dependable information about foods and the different, practical ways in which they can be prepared to appease good appetites. Realizing this, macaroni-noodle manufacturers should overlook no opportunity to make the readers actually "hungry" for the nutritious food they manufacture.

Convincing facts that macaroni products should be more generally served in American homes are not wanting. Food editors, with or without coaching on the part of some progressive manufacturer, have been liberal in advice to their readers on this subject of vital interest to the trade. Here's a little editorial that has been appearing in the press throughout the country and which serves to emphasize the point being aimed at:

—AD—Spaghetti Proves food for energy

Italians eat a lot of macaroni. So do Americans. The average Italian (if there is such a thing) eats 50 pounds a year whereas the American, the second largest consumer, eats only 4½ pounds.

Do you understand your macaroni and other pastes? Spaghetti, vermicelli and macaroni differ from one another only in form. They all can be made from the same dough.

High Energy Food

Noodles—or egg noodles—must have eggs in them according to the Food and

Entomologists Advise

A bulletin (No. 198) issued by the University Farm of Minnesota states that "experiments have shown that no stages of the granary weevil survive the process of milling semolina for macaroni even though the wheat is heavily infested." The bulletin goes on to say that "infestation of macaroni by weevils is due to introduction of the insects after the product has left the presses."

An entomologist who has on numerous occasions advised both millers and macaroni manufacturers on what to do about insect infestation declares the above statements to be substantially true, but he adds that he can cite many cases from his experience where semolina, after milling, was reinfested with weevils and their eggs through careless sanitation in the milling plant.

It would therefore be possible for the eggs to be in the flour used by the macaroni manufacturer and remain undetected since they are very small; whether these eggs could survive the macaroni making operation is a moot question. Methods vary and where no high temperatures are employed (hot water), it would not be entirely inconceivable for the eggs to be in the finished macaroni, to hatch out later on the grocer's shelf. But such an occurrence has never been proved and probably the macaroni as it leaves the presses is usually free from infestation.

However between this stage of operation and the shipping of the packaged product, the entomologist tells us, there is very likely to be a source of infestation, so that the macaroni manufacturer has his bit to do, although he undoubtedly cannot lick the problem without the cooperation of the dealers.

The macaroni manufacturer, to do his part, would have to observe scrupulous sanitary precautions in his plant and run the macaroni, as it emerges from the presses, directly through automatic machinery which packages and seals it. But the weevils are agile little devils and one of them on a grocer's shelf can probably undo all the careful effort lavished on the package in the plant.

Drug administration definition. If they are made without eggs they must be labeled "plain noodles" or "water noodles."

As energy food at reasonable prices, macaroni products rate high. Dry macaroni furnishes about 1600 calories a pound. Egg noodles also have the slightly added food value of their egg ingredients.

Yellow Macaroni Best

When you buy your macaroni products, look for yellowness. Yellowness is by commercial custom the first criterion of desirable macaroni in the raw. Certain strains of durum wheat are richest in the prized yellow.

Under the standards of the Food and Drug administration, no artificial coloring matter may be used to touch up white or dull gray macaroni or noodle products in interstate commerce. Yellow cellophane wrappers are likewise frowned upon as an obvious attempt at deception. Housewives should train themselves to read labels to make sure that they do not get plain or water noodles without egg content unless they want just that and are paying accordingly.

The home test of macaroni is in the cooking, of course. Good macaroni will keep its tube shape when boiled while it swells up to twice its original size. It will be firm but tender, not pasty and sticky. Poor quality macaroni when cooked will have a "starchy," "floury" or "musty" taste. For best results, cook your macaroni products rapidly in large quantities of salted water.

You Are Dated for Chicago

Members of the industry anxious to confer with their fellow business men and of meeting the leaders in all the grocery trades who annually "make" the Canners Convention and Grocery Conference, will be given an opportunity to "talk shop" with macaroni-noodle manufacturers equally inclined. Attend the Mid-Year Meeting of the Macaroni Industry at The Palmer House, Chicago, Monday, Jan. 23, 1939.

Firm Opens in Birmingham

The Italian-American Manufacturing company, Birmingham, Ala. according to an announcement by its president D. Simonetti, is starting operating its new macaroni, spaghetti and egg noodle plant in Birmingham, Ala. at the beginning of December. The plant is equipped with the most modern machines for production and drying, climatic conditions in Alabama having been given every consideration in the construction of the plant.

Mr. Simonetti says that the plant will have an initial capacity of 200 lbs. a day and will give immediate employment to between 25 to 30 workers when running full blast. This gives to Birmingham its first large macaroni plant since the dis-solutions of the Birmingham Macaroni Company several years ago. The new plant is at 2101 Morris av.

National Sales Drive on Butter

The sales efforts of 153,000 individual grocers will again be united from Jan. 12 to 18, 1939 in the second of two great nation-wide drives to dispose of a heavy accumulation of butter that is testing the storage facilities of the warehouses of the country. A similar drive staged from December 8 to 14 succeeded in disposing of a large quantity of the surplus stocks of butter that was greater than at any other time in history.

The announcement of the second drive was made by the Independent Food Distributors Council following a meeting with representatives of the National Co-operative Milk Producers Federation.

The new drives will be directed particularly toward the moving of butter into consumption of which on October 1 there were 210,000,000 lbs. of visible stocks on hand. This was approximately 75,000,000 lbs. above the five year average.

Cooperating with the grocers will be the organized groups of dairy farmers and practically the entire commercial side of the dairy industry. This will also include the activities of educational branches of the industry such as the National Dairy Council and the Milk Industry Foundation.

Various types of publicity and advertising will be employed to remind consumers of the prevailing low prices on butter. The fact that butter prices have touched the present low level only four times since 1908 will be pointed out in the drive to increase consumption.

Special merchandising and advertising campaigns designed to increase butter sales have been prepared by the various retailer groups who are members of the Independent Food Distributors Council. Suggestive selling will play an important part in the drives in that consumers will be reminded of various ways to use butter in greater quantity in view of the usually low prices.

Member organizations which comprise the 153,000 individual grocers which make up the Independent Food Distributors Council include the following: Clover Farm Stores; Independent Grocers Alliance; National-American Wholesale Grocers Association; National Association of Retail Grocers; National Brands Stores; National Retail-Owned Grocers, Inc.; National Industrial Stores Association; Red and White Corporation; United Buyers Corporation; Volunteer Food Stores and Associates.

All-Purpose Label Adhesive

Macaroni-Noodle manufacturers will be interested in the new all-purpose label adhesive now being produced by Paisley Products, Inc., Chicago and New York.

Its new product, Grip-Tite Label Paste is now being placed on the market. This new adhesive has been perfected

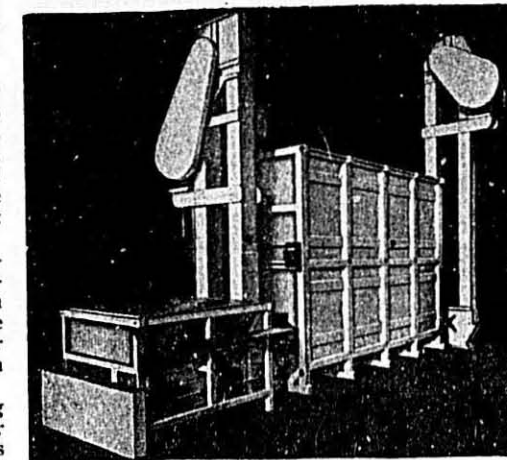
to make available to label users a paste which can be relied upon to hold dependably to practically any surface under almost any condition of temperature, atmosphere or climate. Countless tests have demonstrated the excellent adhesive power of the new Grip-Tite Label Paste on plain, lacquered and lithographed surfaces of tin, iron, copper, brass, lead, aluminum, stainless steel, bakelite, hard rubber, tile, leather, wood, (either painted, unpainted or varnished), paper board, porcelain, glassware, galvanized ware, plastics and similar surfaces.

The final perfecting of this new product the producers claim, marks the dawn of a new day of simplicity and economy in labeling. Heretofore the attaching

of labels to different types of surfaces in practically each instance called for an adhesive specially adapted for the purpose. Thus in a business handling and labeling products with various kinds of surfaces it was necessary to keep on hand a variety of different kinds of labeling adhesives. With the advent of Grip-Tite Label Paste, however, this expense and inconvenience is eliminated as it will do any and all labeling on any kind of surface.

The only way one may be sure of doing enough to get by is to do one's utmost.

LET CHAMPION HELP YOU TO BIGGER PROFITS



CHAMPION ENGINEERS
WILL GLADLY MAKE
SUGGESTIONS FOR
PLANT IMPROVEMENT

This CHAMPION Semolina Blender is a SURE WINNER . . . Cuts Costs, Saves Time and Speeds-Up Production

Modernizing your plant to cut production costs is the surest way to put it firmly on a profit-making basis. The AUTOMATIC Sifting and Blending Unit shown above is typical of the cost-reducing machinery designed by Champion for the Macaroni and Noodle Industry. It insures clean, perfectly blended flour, sifted to a uniform fineness that prevents scorching of expensive dies and assures the production of better macaroni products which always command the highest market prices. Champion Equipment is sturdily built for long continuous service at low maintenance cost.

LOW PRICES and EASY TERMS place Modern Champion Machinery within reach of every manufacturer. Get the Facts!

MAIL THE COUPON FOR COMPLETE DETAILS

CHAMPION
MACHINERY CO.
JOLIET, ILLINOIS



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

CHAMPION MACHINERY CO., 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.....

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

Accident Reduction in Fleet Operation Not the Hazard But the Driver

"We thought accidents were matters of chance, the weather, car condition, etc.," explained a Macaroni-Noodle manufacturer and distributor recently interviewed, "but after thorough investigation we found that a certain group of men contributed each year about fifty percent of the accidents.

"Take a group of ten drivers with 30 accidents a year. We found that the men who drove the greatest mileage didn't necessarily have the most accidents. Speed was found not to be a factor. Neither governors nor other traffic devices stopped accidents. Whether pleasure car or truck, the record was the same.

"As our studies progressed we saw no hope for controlling accidents with some outside pressure such as speed reduction or teaching them to drive carefully, or inflicting penalties. No matter what form our efforts took, our record did not indicate any chance of changing the accident prone driver.

"As a base for obtaining a record we started with accidents reportable to an insurance company, and we did not classify other accidents. The question came up whether a man should be charged with accidents in which he was not driving and the contention by the men and the supervisor was that his record should not be charged with any accident which occurred while the car was in a stop position.

"But we found that the same men were having accidents either in parking, or after having parked, or by being bumped into the rear by stopping suddenly and unexpectedly. So we decided to classify them as accidents too and charging the men with them. We found that these accident prone men did not use good judgment as to whether to park near a busy corner instead of a side street, or parking double in the most impossible places, and if they came to a sudden stop, they never used an arm signal, and they always took chances in stopping the car in plenty of time with their brakes, with the result that a rear end collision was inevitable. Their judgment just wasn't there.

"We also found that the mechanical condition of the car was not a factor in accidents in its operation. We didn't find any difference in moving a man from an old car to a new car. There was absolutely no change in improvement in that man's accident rate.

"The big point was how should it be corrected? We soon found that you cannot educate that man into having fewer accidents. In the first place you cannot tell what caused the accident. You can read hundreds of accident reports in an insurance company office and talk to the men afterwards. You can limit your investigation to your own group and the result is the same. Regardless of a man's honesty, he natural-

ly reports the accident in the most favorable light. You cannot take an accident report and believe it. One man will see only a portion of it. Psychology is a peculiar thing. It is intangible, unreliable. One man has his version, and the man with whom he was involved in an accident has still another version. The two stories never agree. And in all these cases we made no attempt whatever to place the blame. We couldn't.

"You can talk about reckless driving and speed, and all that, but until you have given a lot of thought to a definition of what constitutes reckless driving, it looks easy. That is the real trouble, finding the exact definition. It can't be done. Only one thing you can say is that some one does not drive the way you would. Speed has nothing to do with it. You cannot find any one who can really define reckless driving. You cannot legislate it. The only thing I know of that has any value is the plan used in Rhode Island. After a man has a certain number of accidents he is not permitted to drive any more on the public highways.

"And so we came to the conclusion that it was not a question of reduction of speed, or of brake inspection, or of weather conditions, nothing at all except the unsafe driving by a man who is not fit to drive. So we began looking for accident frequency. We took a group of accident prone drivers and attempted a prediction. Accidents were plotted in one direction and time in another. And we could soon definitely predict when that driver would have his third, fifth or seventh accident. It was generally a straight line. The startling thing about this graph was the striking accuracy with which these predictions came true. Only occasionally did we find a man who deviated from this law of expectation. The study turned out not only to be true but it was exceeded. And from that time on we began to look to men rather than equipment or the factors surrounding the accident.

"Having discovered that it was the men who caused the accidents and not the equipment or road hazards, we made certain efforts to censure the men and to inflict such penalties as giving them a job they didn't like to do for a couple of days or a week, or laying them off. Not a financial penalty to be paid to us, but demoting them for two weeks or a month. Then we also tried to reward them for careful driving, but we could not change the total number of accidents.

"This reward idea is interesting. For a good month without accidents we awarded \$1 to each driver, \$2 for the next month and so on. But we soon found out that the only thing we were doing was to pay the good drivers more

money, whereas it had no effect on the poor drivers at all.

"Having tried educational methods, penalties and rewards, and found them all wanting, we next tried to find something in the men that would account for their accident prone condition. We took five of them to the department of psychology of a nearby university for mental examination. Four out of the five had averaged four major accidents a year.

"The tests made at the university showed that they were definitely feeble minded and had the intelligence of an eight year old boy. The fifth man had intelligence but he had trouble with his vision which could not be corrected by glasses. After these findings we had openings for five more men. And it was the only sound basis by which we were able to effect that accident rate. Thus we got rid of those who contributed fifty percent of the accidents year after year. We replaced these accident prone men with drivers who met the test and then transferred accident prone drivers to other types of work.

"This again proved a mistake. That didn't pay either. We found that men prone to have accidents on the road should not be transferred elsewhere because his proneness carried right over into personal injury. We found he substituted personal injury accidents in lieu of traffic accidents. In fact, one of the men driving his own car was involved in an accident later that cost two lives. Another met with accidental death in his own machine.

"What happens to men when transferred from traffic to non-driving jobs? They have accidents just the same. It is not the fault of the individual really, but something he cannot control. The thing that causes it is an unconscious thing. He is not morally responsible. Nor can he be cured. The only thing that will cure the accident rate in the plant or on the road is the elimination of the man who is accident prone. You cannot place the blame on him—it is not a moral thing at all. The man is not to blame for something he cannot help."

"Since we made this shift as a result of this test, we have reduced our accidents 43 percent in the first six months."

Manufacturer on Safety Board

Leon Tujague, president of National Food Products Co., New Orleans, La. has been named as a member of the Statistics Committee of the food section of the National Safety Council for 1938-1939.

Quite a number of macaroni-noodle manufacturers are members of this organization that is doing valiant work in safety in plants, and the appointment of Mr. Tujague is in recognition of the support given the activity by the macaroni industry.

REDUCE

MACARONI AND SPAGHETTI CARTON PACKAGING COSTS

... with PETERS MACHINES

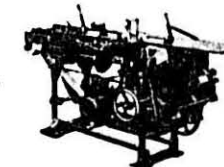


May the Christmas Bells
Ring in for You an Era of
Unalloyed Happiness and
Constantly Increasing
Prosperity.

The Star Macaroni Dies Mfg. Co.



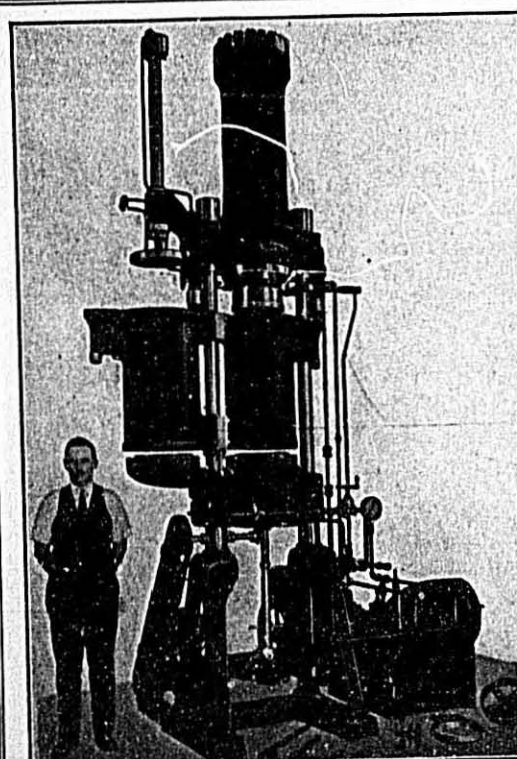
Left: Fully automatic PETERS SENIOR CARTON FORMING AND LINING MACHINE which sets up 50-60 cartons per minute, requiring no operator. Adjustable PETERS JUNIOR MODEL MACHINE available to set up 30-40 cartons per minute, requiring only one operator.



Right: PETERS SENIOR CARTON FOLDING AND CLOSING MACHINE which closes 50-60 cartons per minute, requiring no operator. Also adjustable PETERS JUNIOR MODEL MACHINE available to close 30-40 cartons per minute, requiring no operator.

Mail us samples of your cartons or send their sizes to us and ask us to recommend machines to set up and close them economically. We will promptly send you complete information on these modern machines.

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



PRESS No. 221 (Special)

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Presses

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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

Macaroni Firm Wins and Loses

A recent decision of the Commissioner of Patents reported in the Advance Sheets of the U. S. Patents Quarterly, Oct. 8, 1938, will be of interest to all macaroni-noodle manufacturers in the opinion of M. S. Meem of National Trade-Mark Company, Washington, D. C., who handle the patenting and trade marking services sponsored by THE MACARONI JOURNAL. The decisions noted affect the claims of The Atlantic Macaroni Company to its "Caruso" trade mark.

This decision was The Atlantic Macaroni Company, Inc. v. Martorelli (Caruso Products, Inc. assignee, substituted), decided Sept. 27, 1938. In this case the marks of the parties were identical, the name CARUSO and his portrait.

The macaroni company registered its trade mark "CARUSO" in 1918 for macaroni, vermicelli and noodles. In 1923 and 1924, the Martorelli Company obtained three registrations of the same mark as follows: One for canned peeled tomatoes and tomato paste; one for olive oil, and one for fish preserved in oil, canned vegetables, rice, coffee and tea.

In 1938, fifteen years later, The Atlantic Macaroni Company filed three petitions to cancel the three registrations of the Martorelli Company on the ground that the goods are confusingly similar. The Commissioner of Patents granted the petitions as to the canned peeled tomatoes and tomato paste and for the fish, canned vegetables, etc., but refused the petition to cancel the olive oil registration.

The reason for the refusal was that when the Martorelli application for these goods was published it was opposed by the macaroni firm. The opposition was dismissed on different goods and no appeal was taken and the Commissioner held that The Atlantic Macaroni Company was estopped from canceling that registration. So The Atlantic Macaroni Company won two of the decisions and lost one.

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 November 1938 the following were reported by the U. S. Patent Office:

Patents granted—None.

TRADE MARKS REGISTERED

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

Jenny Lee's Quickies

The trade mark of Minnesota Macaroni Company, St. Paul, Minn. was registered for use on macaroni. Application was filed April 9, 1938, published by the Patent Office Aug. 23, 1938 and in the Sept. 15, 1938 issue of THE MACARONI JOURNAL. Owner claims use since March 7, 1938. The trade name is written in very heavy type.

TRADE MARKS APPLIED FOR

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

Maisano

The trade mark of The Pepe-Maisano Co., New Haven, Conn. for use on macaroni and other groceries. Application was filed May 21, 1938 and published Nov. 1, 1938. The trade mark consists of the name in heavy type across the center of a shield-like emblem.

Mac-Spag

The trade name of A. Russo & Co., Chicago, Ill. for use on alimentary pastes. Application was filed Sept. 19, 1938 and published Nov. 8, 1938. Owner claims use since Aug. 29, 1938. The trade name is in large black lettering.

Jo-Andy

The private brand trade mark of The Topeka Wholesale Grocery Co., Topeka, Kansas, for use on macaroni products—

namely, alimentary pastes and other groceries. Application was filed August 17, 1937 and published November 22, 1938. Owner claims use since May, 1922. The trade mark consists of the trade name written in heavy type.

LABELS

Gioia

The title "Gioia" was registered November 29, 1938 by Antonio Gioia, doing business as Gioia Macaroni Company, Rochester, New York for use on alimentary pastes. Application was published September 30, 1938 and given serial number 52,165.

"Caruso Lives Again"


A new program of macaroni advertising by radio went on the air on Oct. 30, 1938 and has attracted considerable favorable attention for the brands of its sponsors—Ravarino and Freschi, Inc., St. Louis, Mo. The program features good music and the fine qualities of the Puritan Brand of Macaroni products manufactured for the advertiser by the Mound City Macaroni Company.

The broadcast goes on the air through radio station NEW of St. Louis every Sunday from 2:00 to 2:30 p. m. featuring an unusual musical program entitled "Caruso Lives Again." The sponsors confidently believe that the program, presenting special recordings of the wonderful voice of the famous Caruso will soon attract a large following of music lovers and incidentally of old and new consumers of macaroni products who like quality goods, such as the Puritan brand distributed by the sponsor.

Two Daily Radio Announcements

Rossi Macaroni and Egg Noodle Products are being featured in two daily announcements over station WCLS, Joliet, Ill. The radio advertising is being sponsored by Peter Rossi and Sons, Braidwood, Ill., and will be directed at both distributors and consumers.

The new radio program started November 21. The first of the two daily announcements of the merits of Rossi Products goes on the air at 9:15 a. m. and the second at 1:00 p. m. One stresses the food value of the quality macaroni products to the consumer and the other emphasizes the sales value of macaroni products on such related foods as cheese, tomatoes, eggs, butter, peas, mushrooms, catsup, milk and other items.



To Our Friends In the Macaroni Industry

Our Good Wishes for
1939

"May it be a year of hopes fulfilled—
OF PEACE maintained—
OF FAITH RESTORED"

King Midas Flour Mills
Minneapolis, Minnesota

A Christmas of Cheer and a Most Prosperous New Year to All
KANSAS CITY SHOOK & MANUFACTURING CO.
A. R. Shearon, Sales Agent Marked Tree and Wilson, Arkansas

PLANT MAINTENANCE DEPARTMENT

Good Lighting an Essential of the Modern Plant

By Robert W. Morris, General Electric Co., Nela Park Engineering Department, Cleveland, Ohio

Factory interior lighting, once a neglected item in plant construction, is now recognized as a factor of considerable importance to employer and employee alike. Improved lighting has followed factory modernization as plant managers have realized the relation of good light-

of the dough, it can be seen that the lighting plays a big part in determining the quality of the product. Adequate lighting is important in inspection tasks too; efficiency in finding and discarding discolored or otherwise defective macaroni and noodles will enable a factory

to put a better product on the market and thus to win more satisfied customers. And because good lighting is conducive to cleanliness, the housekeeping problem, particularly important in a plant where food is prepared, is almost sure to be simplified. Boxes and crates will find no haven in dark corners and aisles there to be tripped over by a hurrying worker. Thus the accident hazard can be lowered. Good lighting increases employee efficiency by reducing eyestrain, headaches, nervousness and afternoon fatigue. And by making the factory more cheerful, clean, and safe, good lighting can become an effective tool for improving employee morale.

The benefits of good lighting are inter-related. Obviously, reducing eyestrain, headaches, and fatigue will improve both employee efficiency and morale. The progressive plant manager understands that the human machine will perform efficiently and willingly if working conditions are modernized along with production machinery. It can be truthfully said that managers pay for good lighting whether they have it or not.

Good lighting means of course, illumination that is adequate in quantity and satisfactory in quality. Although the visual difficulty of macaroni-noodle plant operations varies somewhat, a level of general illumination on the order of 20 footcandles will meet the lighting



These workers enjoy good lighting provided by a system employing Glassteel Diffusers. Notice how white walls and ceiling give the room a cheerful appearance.

ing to production costs, accidents and employee morale.

Macaroni-noodle plants have kept pace with the trend to modernize production facilities. Utilizing hydraulic presses, electrically-driven kneaders, mechanical conveyors, rapid-drying rooms, and many other ingenious creations, production has been increased and prices lowered. Here good lighting can play an important role in assuring tip-top efficiency of operation in the modern plant. The advantages offered by good lighting in almost any plant may include:

1. A more uniform and hence a higher-quality product
2. Reduced spoilage
3. More effective inspection
4. A cleaner plant
5. Reduced accident hazard
6. Increased employee efficiency
7. Improved employee morale

Many of these advantages can be realized in food-processing plants such as macaroni-noodle factories. For example, if the ingredients of noodle dough are proportioned either by actual measurement or by an appraisal of the color



RLM Standard Reflector Domes, used in this food-processing plant, provide a satisfactory level of well distributed lighting.

Announcing

A REVOLUTIONARY
ADVANCE IN PACKAGING EQUIPMENT

The
TRIANGLE-RAPP
ELEC-TRI-PAK
WEIGHER
with
Dial-Controlled
"ELECTRIC
FINGERS"

IDEAL FOR MACARONI PRODUCTS!

Here is a new machine, outstanding for its ability to handle a wide range of macaroni products, including such items as Acini Pepe, Spacatelli, Cannelini, Rizza, Tufoli Rigati, Mostacioli, Triangles, Farfallone.

Working on an electric duo-intensity vibratory principle, this machine rapidly fills containers almost to weight—then, just as if counted out by "Electric Fingers," the last few

pieces are discharged, bringing the package to exact weight.

It handles delicate macaroni products without injury... produces better packages... assures sanitation... increases production... is easily loaded and self cleaning—truly the greatest achievement in automatic weighing.

Write today for complete details on the new "Elec-Tri-Pak" Weigher!



Here's a table model Triangle-Rapp machine weighing and filling short-cut macaroni products in bags at Golden Gate Macaroni Co., Inc., San Francisco.

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

New York—50 Church St.
Los Angeles—1501 W. Jefferson Blvd.
Denver—1525 Wynkoop St.

San Francisco—111 Main Street
Cleveland—3927 Euclid Ave.
Foreign Office—44 Whitehall St. N.Y.C.

needs of those sections of the plant where manufacturing operations are carried on. However, it should be understood that footcandle recommendations are always compromises between engineering and economic considerations. It is known from the many researches that have been conducted in the realm of seeing that people see most easily and comfortably under lighting levels of 100 or more footcandles. And when it is realized that human eyes evolved during countless centuries under the hundreds and thousands of footcandles of daylight, it can be seen that a recommendation of 20 footcandles is a conservative one. Approximately half this amount of light will be needed in the warehouse, especially if labels or identification marks have to be speedily read if shipping schedules are to be maintained and errors in handling and checking avoided.

Care should be taken to provide lighting of suitable quality for the seeing tasks that must be performed. In the macaroni-noodle plant this means chiefly lighting that is free from glare and does not produce harsh shadows. There are two types of glare, direct and reflected. Direct glare results when unshaded or inadequately shaded light sources are located within the field of normal vision, or when the contrast between the bright lighting unit and dark backgrounds or adjacent surfaces is too great. Reflected glare comes from polished objects, such as glossy paper and shiny metal. Direct glare can be avoided by the proper choice and location of reflector units; reflected glare can be minimized by using units of suitably low surface brightness located in such a manner that most of the reflection is away from the eyes. Both types of glare are unpleasant, reduce a person's ability to see, sap the workers' energy by requiring more seeing effort, and may cause actual injury to the eyes if the glare is severe and the exposure to it is for long periods. Bare lamps are to be avoided; they are sure glare-sources. Proper location of units will give a good light distribution and the shadows will be soft.

For macaroni-noodle plants, very good results can be obtained by using a properly designed and installed direct lighting system. This means a system in which most of the light is directed downward from the lighting units to the work area. The installation should be planned to provide substantially a uniform level of illumination throughout the room, eliminating spottiness and dark corners. Such distribution permits a complete utilization of floor space and none of the workers in the room are penalized by having poor lighting. In general, the spacing between units should not exceed the mounting height. Thus if the mounting height is 15 ft., the spacing between units should not exceed 15 ft.

Several types of luminaires that give good results in direct lighting systems are available. Probably the most inexpensive and the most widely used is the RLM Standard Dome Reflector, a metal reflector, the inside surface of which is covered with a porcelain-enam-

eled finish. A lighting system comprised of RLM domes equipped with white bowl lamps should provide very satisfactory lighting for the macaroni-noodle factory. The higher it is possible to mount the units, the less danger there will be of direct glare, which in any case is reduced considerably by the use of the white bowl lamps. Reflected glare from these units is not likely to be objectionable in the macaroni-noodle plant because in general there is not a great deal of shiny equipment to pick up reflected images of the light sources. The light distribution of these reflectors is such that vertical as well as horizontal surfaces are illuminated. This type suitably meets a variety of industrial lighting equipments.

A refinement over the RLM dome reflector is the Glassteel Diffuser, a combination of the RLM dome and the familiar enclosing globe. In this unit a softer, more evenly diffused light is obtained by fitting an opal globe under the steel reflector previously described. The brightness of the unit is considerably lower than that of the RLM dome and direct and reflected glare are less likely to be experienced. A small percentage of the light output goes upward through an opening at the top of the reflector giving a pleasing effect by reducing harsh ceiling contrasts and making the room more cheerful. The Glassteel Diffuser is available in dust-proof construction, simplifying maintenance.

The RLM Silvered Bowl Diffuser uses a silvered bowl lamp in a specially designed direct type reflector and provides lighting of somewhat comparable quality to that provided by the Glassteel Diffuser. This unit has essentially the same industrial application possibilities as the Glassteel Diffuser, although there is no opening in the top of the reflector to permit illumination of the ceiling areas. The reflector shape provides a wide, even distribution of light. Its chief advantages are high efficiency, high light output maintenance, ease of cleaning, and low brightnesses at normal viewing angles. Although the illumination provided by the Silvered Bowl Dif-

Fireproof Filter Assures Clean Air in Plant

To insure the scrupulous cleanliness demanded in plants where food products are prepared, adequate filtering of the incoming air supplied to the ventilating



"Air-Maze" Filter as applied to a Newcomb automatic recirculating heater. (Courtesy Grand Rapids Blow-Pipe and Dust-Arrester Co., Grand Rapids, Mich.)

or heating system is essential. Freedom from fire-risk, and low air-resistance in the filter itself, are generally equally

necessary. These and other desirable features are, it is stated, embodied in the all-metal viscous type filter panel unit manufactured by Air-Maze Corp., 5200 Harvard Ave., Cleveland, Ohio.

"Air-Maze" filters are of patented construction consisting of a maze of alternately-placed and exactly-spaced flat and crimped wire screen baffles having meshes of successively increasing fineness; these baffles being heavily galvanized to resist corrosion. The purpose and effect of this screen graduation is to cause the larger particles of collected material to stop at the first, (large mesh) screens, and the finer dust to be deposited on the succeeding smaller meshes; thus minimizing the tendency

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Dumplings and Macaroni

The Fort Worth Macaroni Company of Fort Worth, Texas was one of the leading exhibitors at the Houston fair of the South Texas Exposition in Houston, Texas last month. Besides exhibiting its unusually fine line of macaroni, spaghetti and egg noodles, the firm showed for the first time its prepared dumplings and a soup package which has gained considerable favor in the south-land because of its fine flavor and deliciousness.

Nearly all the important manufacturers and producers of Texas had exhibits at the show that attracted thousands of visitors from all sections of the state.

Fire Extinguishers Put Out Majority of Fires

Fire extinguishers and other first aid fire appliances put out 75 to 90 per cent of all fires, the National Fire Protection Association announces in connection with publication of a revised edition of the association's Regulations on First Aid Fire Appliances. N.F.P.A. regulations are accepted as standard by fire insurance underwriters and fire departments in the United States, and contain full descriptive information about the eight different types of fire extinguishers approved by the Underwriters' Labora-

tories. They tell in detail how each of these important protective devices operate, how many are needed in given situations, and the way to maintain them in proper working order. Industrial executives can obtain copies by applying to their fire insurance agents or companies.

Recommendation R34, Warehouse Forms, Reaffirmed

The division of simplified practice of the National Bureau of Standards has announced that Simplified Practice Recommendation R34, Warehouse Forms, has again been reaffirmed without change

by the standing committee in charge of the review of this program.

This recommendation covers the sizes of the various kinds of forms used in the warehouse business and the arrangement of their subject matter. It was first made effective in September 1924, and was reaffirmed once before, in November 1935. Copies of the recommendation may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 10c each.

Noodles are Energy Food

By Mary Warwick

It comes every fall—this back-to-energy-foods movement. When cold winds blow and there is promise of snow, men folks and children must be provided with sufficient starches and sugars and even a small amount of fat to help them keep warm.

You see, these foods act as fuel in the body—they are burned, and in the process heat is given off. Therefore, wise homemakers make a special effort to have a greater amount of energy foods in their menus.

There are many ways to do this, as you know. Noodles offer one of the solutions. You can make delicious vegetarian main dishes with them or combine them attractively with meat for an entrée. They're good with eggs, too, and cheese.

There's a deal of dealing out dollars in the new deal.

Most hurrying involves hurrying to make a mistake.

When a man's talk is mostly of the past tense variety—he's finished.

We have difficulties so that we may have the thrill of vanquishing them.

Calling a man a fool is apt to do a lot of good if it is a self addressed comment.

INCREASE YOUR PRODUCTION WITH

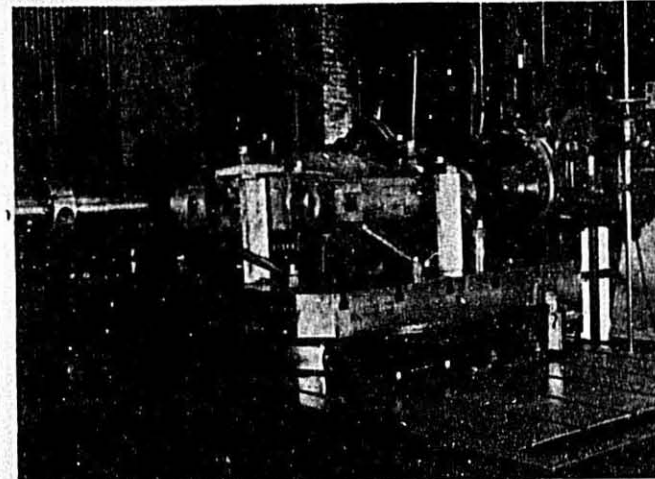
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Precision MACARONI EQUIPMENT

... and at the same time save on maintenance costs.

You can do this because Elmes Macaroni Equipment is made by means of the most modern and accurate machinery... by craftsmen skilled in precision manufacture... in a plant operated according to the highest engineering standards and where every product is subjected to rigid inspection.

Write today for specifications.



One-piece Elmes Macaroni Press Cylinder Being Finished on a Modern Horizontal Boring and Milling Machine.

CHARLES F. **ELMES** ENGINEERING WORKS
213 N. MORGAN ST. Chicago SINCE 1851

to clog and obstruct the free air-flow through the filter. Longer operating periods are thus obtained between cleanings; and because of the unique construction of the screens the accumulated



Open End View of 4" thick "Air-Maze" Filter Panel. (Courtesy Air-Maze Corp., Cleveland, Ohio.)

dirt is easily and quickly rinsed out. Not only are screens naturally non-flammable in themselves but they also tend to act as an efficient flame arrester to prevent the transmission of flame through them—a matter of considerable importance in flour mills, bakeries and other plants in which explosive dust is encountered. The oil used for "charging" the filters conforms to the regulations of The National Board of Fire Underwriters, Regulation 152, Pamphlet No. 90.

'La Perla Macaroni' Enters 4th Year on Station WOV

The "La Perla Show," popular half-hour musical and dramatic presentation, is now in its fourth year over Station WOV, New York.

Program is sponsored by B. Filippone & Company, makers of La Perla Macaroni, who present the Badolati Dramatic company daily from 5:30 to 6:00. Also featured on the broadcast is the Julio Occhiboi orchestra, with the prominent tenor, Guido Bussinelli.

The show is M. C'd by the popular Frank Polimmi, known as "The Friendly Voice" to the vast Italo-American market serviced by Station WOV.



Mario Badolati, versatile radio and stage star, is also director of the widely known Badolati Dramatic company, featured on the daily half-hour La Perla Program over Station WOV.

Macaroni Products Shipments Increase

During the month of September, 1938, macaroni products showed a decided increase in the importation and exportation over the previous month according to the Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce.

Imports

The imports for September totaled 77,599 lbs. worth \$7547 as compared with the macaroni products imported during August 1938 which amounted to 50,030 lbs. valued at \$4813.

During the first nine months of 1938 macaroni products totaled 756,912 lbs. worth \$71,316.

Exports

The exportation of American made macaroni products continued to increase over the previous months. During September the exports totaled 263,241 lbs. valued at \$19,986 as compared with the exports for August which amounted to 223,737 lbs. worth \$16,223.

The first nine months of 1938 showed a total of 2,070,317 lbs. of macaroni products exported and bringing \$163,913 to American manufacturers.

Below is listed the foreign countries to which our products were exported during September and the quantities shipped to each:

Countries	Pounds
Belgium	26
United Kingdom	3,910
British Honduras	1,726
Canada	39,877
Costa Rica	571
Guatemala	221
Honduras	834
Nicaragua	4,913
Panama	10,256
Panama Canal Zone	8,715
Salvador	26
Mexico	33,554
Newfoundland and Labrador	12,824
Bermuda	902
Barbados	480
Jamaica	1,610
Other British West Indies	24,825
Cuba	5,693
Dominican Republic	47,319
Netherland West Indies	12,644
Colombia	1,379
British Guiana	400
Surinam	244
French Guiana	200
Peru	102
Venezuela	596
Ceylon	60
China	780
Netherlands Indies	78
Hong Kong	5,693
Philippine Islands	33,420
British Oceania	167
French Oceania	1,758
New Zealand	5,144
British East Africa	26
Union of South Africa	2,113
Mozambique	105
Total	263,241

Insular Possessions

Alaska	31,844
Hawaii	153,975
Puerto Rico	104,307
Virgin Islands	3,859
Total	293,985

Hinde & Dauch to Build Factory in Detroit

Sidney Frohman, president and general manager of The Hinde & Dauch Paper Company recently announced that the company would begin immediately to erect a modern corrugated box factory in the city of Detroit.

The necessity of extending the company's manufacturing operations to the automotive center has been under consideration for some time but due to recent unsettled conditions, further expansion had been withheld awaiting a more opportune time.

The site for the new building is at West Chicago Ave. and the Pennsylvania railroad, on which a modern one-story steel and concrete building, 510 feet long and 200 feet wide will be erected, as soon as specifications can be completed. It is expected that the plant will be in operation on or about April 15, and will employ over 200 people.

The volume of business from recent developments of many new materials and types of shipping and display boxes for the automotive and allied lines, and the diversified industries of the city of Detroit, which require the best of service for their production requirements, prompted these added facilities to improve and speed up deliveries to the many customers of the company throughout the metropolitan area of Detroit and the state of Michigan.

The new Detroit plant, added to the chain of factories situated in Baltimore, Boston, Buffalo, Chicago, Cleveland, Gloucester, N. J., Hoboken, Kansas City, Muncie, Richmond, Sandusky, St. Louis, Montreal and Toronto, places the company in enviable position to take advantage of the upswing in general business improvement.

Charles U. Harvey, who has represented The Hinde & Dauch Paper Company in Detroit for over 15 years, will be in charge of the new operation as District Manager for Michigan.

This year the company has been celebrating its golden anniversary and this announcement, coming at the close of 50 years of successful operation, marks another forward step in the company's progress.

Death Takes Treasurer

The Prince Macaroni Manufacturing Company, Boston, Mass. reports the sudden death of Myron P. Lewis, who for 20 years has served as treasurer of the firm. He died on Nov. 2, 1938. Mr. Lewis was 57 years of age and is survived by his wife. During his years of service for the macaroni concern he has seen it grow into one of the largest and most important macaroni-noodle manufacturing companies in the New England states.

Now, if we can get our mothballed initiative into action again, we'll get going.

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.

Stocks of Wheat October 1

Stocks of wheat in interior mills, elevators and warehouses on Oct. 1, 1938, are estimated by the crop reporting board to be 174,575,000 bu. compared with 154,757,000 bu. on Oct. 1, 1937. Present stocks are the largest of the five

years for which records are available.

Combining wheat stocks in interior mills, elevators and warehouses with those held on farms on October 1 shows a total of 581,564,000 bu., which is well above comparable totals in these positions in recent years. Present stocks of all classes of wheat in these positions are also well above those of recent years as shown in the following table:

Stocks of Wheat in Interior Mills, Elevators and Warehouses, Combined with Stocks on Farms

Class	Oct. 1, 1934	Oct. 1, 1935	Oct. 1, 1936	Oct. 1, 1937	Oct. 1, 1938
	Thous. Bu.	Thous. Bu.	Thous. Bu.	Thous. Bu.	Thous. Bu.
Hard red winter	118,738	102,752	102,249	166,855	205,676
Soft red winter	112,509	118,642	105,554	134,363	132,618
Hard red spring	54,888	74,958	47,016	69,556	121,439
Durum	9,588	17,629	10,629	19,573	31,164
White	64,301	57,940	73,374	90,913	90,667
TOTAL	360,024	372,211	338,822	481,260	581,564

We, The Consumers

It looks as simple as the abc's that the consumers of the United States are the lifeblood of prosperity and the vibrating forces of progress. Nobody would knowingly seek to keep the consumer down. Certainly the industries would only cut their own throats if

they were even guilty minded of such intentions.

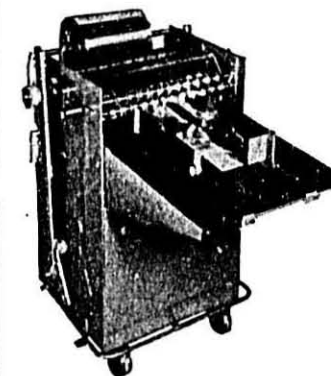
Under the American plan the standard of living should continually rise, since it is inextricably linked to the existing plan of mass production in industry by which the great industries are forever striving to drive costs lower to make more goods for more and more people. Paul W.

FOR MACARONI PLANTS

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"CELLOPHANE" COST

... it's this PETERS SHEETER



If you are making "Cellophane" bags by hand or wrapping your products by hand with "Cellophane," you will find this fully automatic PETERS SHEETING and STACKING MACHINE will save you 10-25% of the cost of your material... just purchase your "Cellophane" in rolls and cut it yourself into desired size sheets ranging from 2" to 24" wide x 3" to 28" long. Easily and quickly changed from one size sheet to another.

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Ask us to send you complete information on this inexpensive, fully automatic machine. We will be pleased to promptly send you full details.

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4700 Ravenswood Ave. Chicago, Ill.

Garrett of General Motors believes that if this principle was generally understood that people would have more faith in their security. "They would see that hope ahead lies not in surrendering this basic formula but in making it work better, and making people understand it better," observes Mr. Garrett, and he continues: "Because so many have been viewing themselves as employers, or workers, or farmers—rather than as consumers of goods—they have allowed their narrower outlook almost to blind them, and have put under scourge the source of their broader opportunities. Without realizing it, they have put business on the spot." He presents the following basic formula: "I refer to the paramount need for labor everywhere to plan its course mindful that jobs and pay checks come, first and last and all the time, from customers. I refer to the paramount need for all businesses—big and small alike—to plan their course mindful that their existence is of the consumer, by the consumer and for the consumer.

"We are all customers—all consumers."

Why Call It Macaroni?

Macaroni bread has nothing whatever to do with macaroni. It is ordinary white bread made from the flour of a hard wheat known as "durum."

MAIN DISH MEALS

Bureau of Home Economics, U. S. Department of Agriculture

Now they're calling it a "main dish" meal.

No, it's not a new fad. It's just a more sincere name for the old favorite "one dish" meal that comes with salad and dessert, perhaps a hot roll and always a beverage, just as a matter of course.

It's a modern streamline meal, planned to perform its task of supplying the family's food needs with the least possible friction. And "friction" applies to disturbance of the pocketbook, as well as strenuous effort in the kitchen.

Nearly every homemaker has her busy day specialty. If it's braised beef or pot roast with vegetables, she has learned just how long before serving time to add the potatoes, onions, and carrots. They always come out tender, yet unbroken with a bright, inviting look. If it's shepherd's pie, the golden brown mashed potato covering is without lumps. If it's corned beef and cabbage, the cabbage emerges from its 10-15 minute cooking period in whole, clear cut, light green wedges.

The main dish pattern is simple. First there is a protein-rich food, usually meat or cheese or perhaps fish or eggs. Then there is a starchy food such as potatoes or a cereal in some form, corn or rice, macaroni or noodles. Frequently one or more succulent vegetables are added, as well as onion, celery, parsley, and green pepper for seasoning. Tomatoes fit nicely into the main dish pattern, supplying color, flavor, and liquid, as well as valuable vitamin C.

Ideally the main dish presents a "balanced" meal. But the children should always have their milk, and frequently a crisp raw vegetable salad or a fruit dessert are also needed to round out the balance. The protein food, always found in a true main dish, is necessary for building and repairing body tissues; while starchy foods furnish calories at comparatively low cost. The succulent vegetables supply vitamins and minerals.

A popular American version of the Italian polenta makes an ideal "family fare" main dish. It's simple, unusual, inexpensive. Prepare by frying slices of chilled corn meal mush and serve with a tomato sauce to which a small quantity of browned hamburger steak, or leftover cooked meat has been added. Or use a plain tomato sauce and serve the polenta with a dish of grated cheese to be sprinkled on as taste and fancy dictate. Or the dish may be baked using the corn meal mush cubes for the top and bottom layers, and filling the center with the meat sauce.

But whether the polenta is fried or baked, there should be no lumps in the mush. It takes skill and practice to make it. Unless mush by adding dry corn meal gradually to boiling water. A safer way is to mix the meal with a little cold wa-

ter first, then stir in boiling water. Use no more than 3 cups of water and about 1 to 1½ teaspoons of salt for each cup of corn meal.

For codfish, with spaghetti and tomatoes, freshen salt codfish in cold water. But not long enough to take out all the salt. Simmer the fish in the tomato sauce, with a bay leaf or two added for distinctive flavor. Fry a little onion and parsley in olive oil or other fat and add this after the codfish is tender. A quarter cup or so of chopped olives put in just before serving time is also a welcome "touch." For enough of this main dish to serve 5 to 6 persons, use one-half pound of codfish, 2 cups of uncooked spaghetti broken into short lengths, and a quart of canned tomatoes.

Beef and ham gumbo in rice ring, a popular "company style" main dish, is most attractive with its bright green rings of okra in a red tomato-and-meat mixture, all against a snow white ring of rice. Canned as well as fresh okra may be used.

First dice a mixture of the two kinds of meat and brown in a hot skillet, adding no extra fat. Then put in the tomatoes and a little water if necessary and simmer until the meat is almost tender before adding the okra. A good proportion is about three-fourths of a pound of cured ham to every pound of lean beef, and 1 quart each of tomato and sliced okra. Use such seasoning as the family likes, or the cupboard or ice box can supply, and chop fine. Onion, celery, parsley, and green pepper are all good. A bay leaf and a little celery seed in the tomato-meat mixture add a distinctive flavor.

For a rice ring with a smooth outline, first cook the rice in about 8 times its quantity of gently boiling salted water, and cook it until it is very soft. Instead of rinsing the hot rice, pack it into a ring mold, which has been dipped into cold water. Just before serving, heat the molded rice for about 5 minutes in a moderate oven. It will unmold nicely if you loosen the edges, turn a hot platter over the mold, and invert both quickly.

Chop suey, Chinese in name and inspiration, adapts some Oriental ideas in food preparation to American foods and American tastes. From China come the careful shredding, the quick cooking in slightly thickened broth, and the tang of the soy sauce. For us, a modern vegetable shredder is a good substitute for the sharp pointed knife and unlimited patience of the Oriental.

Recipes for chop suey are found in almost every cookbook, with scarcely any two alike. Chicken, pork, beef, lamb, veal or even sea food, make satisfactory "meats" for the dish. Use plenty of shredded onion and celery, and such other appropriate vegetables—and nuts

—as are available. Green pepper, mushrooms, sliced Brazil nuts, sliced raw Jerusalem artichokes or radishes, and fresh or canned bamboo and bean sprouts are all good in a chop suey mixture.

Chow mein, even more of a main dish, is chop suey served with fried noodles as well as hot, flaky rice. For the fried noodles, cook narrow, dried noodles in a large quantity of boiling salted water for 15 minutes. Drain, and dry on absorbent paper. Then fry only a few noodles at a time in deep fat, kept hot enough to brown a cube of bread in 60 seconds (375 to 400 degrees Fahrenheit). As soon as the noodles are light brown, drain on absorbent paper.

Macaroni in Jiffy

By G. W. Adler, Consulting Engineer, Good Housekeeping Institute

The next time you're shopping about for a hurry-up dinner and hanker after a dish that can't go wrong, just ask your grocer to show you the packaged macaroni dinner that recently came to town. The Institute tested it out and found it to be all that you'd want it to be in the matter of taste and speed.

It takes about 7 minutes to cook the package macaroni tender. Then in goes the package of grated cheese which you have cooked smooth in a little milk and butter. A bit of seasoning follows this, if you choose. Then, presto! You sit down to dinner with plenty to serve four, and discover what a good cook you are!

A brimming salad bowl of greens, sliced canned beets, string beans and a few pickled onions makes a congenial partner for this delectable dish. But if you crave to dress it up a bit—for a buffet meal, perhaps—you can pack the piping hot macaroni dinner into a buttered ring mold—a 6¼-inch mold is a good size. Then unmold it immediately on a hot chop plate and fill the center with whatever you wish. Hot creamed dried beef and peas, or creamed salmon and limas, are two delectable fillings.

Must Ask for It

We are hearing much these days about what the consumer wants and needs, and the advice she should be given, and the guides to quality she needs in her purchasing. As consumers, let us not forget that we play an important part in this whole question of consumer education. We must be interested, not indifferent consumers. Let us speak up and ask for what we want. And when we get it, let us not hesitate to express our appreciation to the stores. Informative labeling will be made available much more quickly if we consumers keep asking for it. And we should make good use of the labels. Don't overlook directions or throw the labels into the wastebasket or forget about them. They are offered for your assistance.

December 15, 1938

THE MACARONI JOURNAL

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PLAIN and POINTED TALKS

By A. Noodler

Hustlers and Hurriers

Are we hustlers or only hurriers? As a people we want to get somewhere else and we want to get there right away. But is this a hustling to get ahead or a mere hurrying because we are too nervous to proceed at a pace that permits actual advancement and not a mere jumping up and down?

No one wants to drop back into the easy going horse-and-buggy pace of our grandfather's day. In those days they used to pay a good deal of attention to the old adage, "Everything comes to him who waits." Waiting was then a popular means of getting what one wanted. In songs they bade you, "Wait till the sun shines, Nellie," "Wait till the clouds roll by, Jennie," "Whistle and wait for Katie," and a lot more.

In the play there was always that sinister guy to whom time meant nothing. He could wait forever for the revenge he was determined to have. They made a hero of the fellow who bided his time.

And now if it is different, is the difference all an advantage, all a gain?

"Came the dawn of a new day," as the high brow writers put it. We became a nation of hurriers, not merely hustlers. We couldn't wait, we had to do it now. We put "Do it now!" mottoes up in our offices. We became go-getters. We must get rich quick, and spend our riches even quicker—and we did, and hence the deluge!

There is no more of the waiting habit. If we formerly liked our eggs hard boiled, we can no longer wait for 8-minute eggs, so we learn to like 3-minute eggs. We hurry so effectually that we hurry everything too fast and too far. We arrive at a stopping place sooner than we expect, but not always the place we thought to reach.

Are we hustlers, energetic, ambitious, anxious to accomplish? Or are we merely hurriers, allowing our nervous haste

to run us ragged? That is something to answer.



Slippery roads, icy windshields, more hours of darkness—these are the hazards motorists must contend with for the next several months.

What have you done to prepare for driving under such adverse weather conditions? Is your windshield in good condition? Are your brakes good?

Regardless of how mechanically perfect your car is, if you do not change your driving habits the possibility of your having an accident is great. Good brakes won't be of much help on a stretch of icy pavement if you are traveling fast and are required to make a sudden stop. You apply the brakes, but the car merely slides along. Control your speed; approach intersections, stop signs, and traffic signals with caution.

Winter driving requires much more alertness, less speed, and good common sense.

A JOYOUS CHRISTMAS SEASON and PROSPEROUS NEW YEAR

For satisfaction, continuous long-time service, this coming year use LOMBARDI'S STREAMLINED DIES Why streamlined? Because of its lightness, saving on freight, and handling without extra exertion. Remember: It's not entirely the semolina as much as the dies that makes the best Macaroni.

FULLY GUARANTEED LOMBARDI'S MACARONI DIES 1882 Glendale Boulevard Los Angeles, California

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GIVE US A TRIAL
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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.

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Merry Christmas & Happy New Year
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 Decker of Cleveland, Ohio, in 1903

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

A Publication to Advance the American Macaroni Industry

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

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It's Old But It Still Works

One hundred and seventy years ago the great English Author John Ruskin, had this to say about a certain type of buyer:

"There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper; and the buyers who consider price *only* are this man's lawful prey."

Government Figures on Durum Crop

The Crop Reporting Board of the Bureau of Agricultural Economics, as of November 1, made the following report on the 1938 durum wheat crop, from data furnished by crop correspondents, field statisticians and cooperating State agencies:

From preliminary figures studied, the 1938 crop of 41,610,000 bu., surpassed by more than 1,500,000 bu. the 1927-1936 average of 40,085,000 bu., and was considerably more than the poor crop of 1937 which totaled 27,791,000 bushels.

Most encouraging to the farmers was the yield per acre. While the average for the 1927-1936 season was only 9.8 bushels per acre, and the 1937 crop 10.1 bushels, the 1938 crop was 11.9 bushels per acre.

Another interesting fact disclosed by the report is that while the 1927-1936

average of durum wheat acreage harvested was 3,620,000 and that of the year 1937 was only 2,756,000 acres, there was harvested a total of 3,508,000 acres in 1938—an increase of 127.2% in 1938 over 1937.

In the matter of quality of the crop the 1938 harvest was so far superior in almost every way to the 1937 as to be practically beyond comparison.

One Foot of Land Causes Dispute

When the Garfield Macaroni Company erected its macaroni and spaghetti plant, it believed that the building was safely within the boundaries of its properties. Later it was found out that the west wall of the building encroached one foot on a neighboring lot.

John and Helena Mikowsky of Morris av., Garfield, N. J. own the adjoining property. The macaroni firm is willing to pay a reasonable sum for the one foot of land illegally occupied. The owner has put no price on the one-foot strip, and has obtained an ejectment order from a court. The macaroni firm seeks to restrain the order, as it is willing to pay for the land involved. Here's the story in detail, taken from a local paper:

"Vice Chancellor Henry T. Kays at Hackensack today signed an order restraining John and Helena Mikowsky of Morris av., Garfield from going ahead with their circuit court ejectment suit against the Garfield Macaroni Company next door to their home.

"The court directed the litigants to try and settle their differences on value of one foot of land on which the plant encroached.

"Andrea and Rosalia Camolilla, Pietro and Frances Scaglione, representing the macaroni company, sought a court order to save them the expense and inconvenience of moving a brick wall back one foot from the land owned by the Mikowskys.

"They were willing to pay for the encroachment but they objected to the ejectment suit which would have forced them to tear down the plant's west wall and rebuild on their side of the boundary line.

"Price for the disputed land has not been settled. The building, a one story brick affair constructed in 1932, is 86 feet deep, 23 feet wide and 20 feet high.

"Harold R. Gannon a civil engineer, made an error of one foot in surveying the property prior to construction of the plant, the complainants contended. They argued that an order to move the brick wall would mean loss of business while the plant was shut down pending removal and replacement of machinery.

"Peter N. Perretti, Passaic, appeared for the company and Judge Thomas B. Kennedy represented the Mikowskys."

Those who wait to see which way the wind blows continue to be becalmed even in a gale.

Macaroni Dandies

By Clementine Paddleford

The business of Christmas begins for most of us the day we discover December has arrived. It ends on the day the last bill is paid. Macaroni is one economy food to remember during these weeks of frenzied spending. It goes with almost everything and can be used in any course from soup to salad and dessert. As an energy food at a reasonable price, macaroni rates high. Dry macaroni furnishes 1600 calories per pound. This is equivalent to about 100 calories for three-quarters cup of the plain boiled paste. It contains some protein, but is a protein of cereal origin and not a protein to be relied upon to build and repair body tissue.

Seldom is macaroni served alone. Being a bland food without much taste it combines well with many other foods. Use it with cheese in timbales; with crab meat to serve in avocado halves; with nuts in a cheese and tomato casserole. Blend the macaroni with mushrooms and chopped meat in one of those thick tomato paste sauces the Italians do so well. Have macaroni with chicken livers.

Macaroni Crate Factory Closed

The new minimum wage and maximum hour law that became effective Oct. 24, 1938 is blamed for the shutting down of a small mill in South Carolina whose entire facilities were devoted to the manufacturing of macaroni box shooks and crates. The firm that chose to close its plant rather than to carry out the provision of the law for the moment is the Kearsse Manufacturing Company of Olar, Bamberg county.

According to Manager W. M. Kearsse it is the hope that the plant will be reopened after market conditions become adjusted to the new law.

The Kearsse Manufacturing Co. has been in operation 15 years. It also operates a sawmill in connection. From 50 to 100 persons are employed. The shut-down is for an indefinite period.

Macaroni Company to Return to Air

Plans for another foreign language campaign in the eastern seaboard territory are being readied by Paramount Macaroni Co. which is expected to increase its air budget. Firm pulled off most of its Italian programs, except those on WEVD and WFAB, during the summer months. J. Franklyn Viola will place.

CLASSIFIED ADVERTISEMENT

FOR SALE—Used 10" Vertical Press, assorted dies; Kneader, Mixer, motors included and accessories. Address CM, c/o Macaroni Journal, Braidwood, Ill.



Best Wishes

As we travel life's highway to the pleasant marker of another happy holiday season, we pause to exchange a few words with those whose friendship and loyalty we keenly appreciate.

And so to you we extend, not only the greetings of the season, but our warmest well wishes for your continuing happiness and your ever increasing prosperity for many years to come.

Capital Flour Mills, Inc.
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A Message from the Secretary

An Invitation to Confer

Macaroni-Noodle Manufacturers and all friends of the Industry are invited to attend the Mid-Year Meeting of the trade which is to be held in Chicago, Jan. 23, 1939.

At a recent meeting of Trade Association Executives representing several scores of business organizations, a speaker made a statement to the effect that those lines of business whose members met most often in friendly conferences were among the most successful.

The statement went unchallenged. None of the secretaries or association managers was in a position to dispute the fact. They were all convinced that never was there a meeting of their business group which did not give those present some information, some inspiration and invaluable help.

Successful businesses generally recognize that inestimable good results from exchanging views and ideas with competitors, from open discussions of puzzling problems and of ascertaining firsthand the true conditions that confront the trade in other parts of the country. If every progressive

macaroni-noodle manufacturer could be made to appreciate the possibilities of such meetings especially when well attended, meeting rooms would always be crowded to capacity.

Prove to yourself what so many others already believe. Arrange to attend the Mid-Year Meeting of the Industry on Monday, Jan. 23, 1939 at The Palmer House. Your wholesalers, brokers and distributors of all kinds will be in Chicago that week for the Cannery Convention and the Grocery Conference. So will your suppliers and your fellow tradesmen.

The meeting will start at 10 a. m. and continue until late afternoon, with a luncheon recess. There will be no set speakers, but there will be discussions by manufacturers of problems that seriously concern the welfare of the industry and of its component members, reports by officers and the welcome opportunity for those little chats with competitors that are so valuable.

M. J. DONNA, Secretary.



BEST WISHES
for
CHRISTMAS
and the
NEW YEAR



May All Your Plans and Hopes

Be Realized in Full



CLERMONT MACHINE COMPANY, INC.

Brooklyn, New York

THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION

WHAT MAKES A REPEAT CUSTOMER?

One important
thing is: **FLAVOR!**

IN a basic food such as macaroni, this quality is most apparent. That's why wise egg noodle and macaroni manufacturers . . . men who are proud of the reputation of their line . . . use Pillsbury's Semolina and Durum Patents all the way through. They know these products will insure a fine, wholesome flavor — a flavor that means repeat sales!

•

A Complete Line of QUALITY Products

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