

**THE
MACARONI
JOURNAL**

**Volume XXI
Number 2**

June 15, 1939

The Macaroni Journal



Braidwood, Illinois

JUNE 15, 1939

Vol. XXI No. 2

An Industry Parley

On June 26 and 27, 1939, the interested leaders of the Macaroni Industry of America will gather in New York City for an impartial and collective study of the trade's current problems.

From this friendly conference and open forum should come helpful suggestions and coöperative action of general benefit to the entire trade and especially beneficial to those who take a personal part in the deliberations.



A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



Rossotti Cartons

Macaroni and egg noodle manufacturers from coast to coast . . . in ever increasing numbers . . . are switching to Rossotti cartons. The packages of only a few of the many concerns we serve are shown above.

Alert merchandisers are realizing more and more that housewives prefer to buy macaroni and egg noodles in our sturdy, serviceable containers. They want a package that will remain useful until the entire contents are consumed. Greater protection of contents reduces breakage and returned goods losses to a minimum. Ease of packing, and sealing with automatic machinery, cuts production costs. Readily stacked, grocers give them preferred display positions.

• See these successful packages at our Convention headquarters, Park Central Hotel, New York, June 26 and 27; or write for samples, ideas, sketches, trade mark searches and cost estimates.

ROSSOTTI LITHOGRAPHING CO., INC.
Main Office and Plant ★ North Bergen, New Jersey
BRANCH OFFICES IN ALL PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Program

36th Annual Convention National Macaroni Manufacturers Association

The Park Central, New York City
June 26 and 27, 1939

Convention Theme
"PROGRESS THROUGH UNDERSTANDING AND COOPERATION"

- | | |
|---|---|
| <p>SUNDAY, JUNE 25, 1939</p> <p>1:30 P.M. Meeting of Board of Directors (In French Room)</p> <p>MONDAY, JUNE 26, 1939</p> <p>Morning Session (In Tower Room)</p> <p>9:00 A.M. Registration (Usual fees)</p> <p>10:00 A.M. Convention's Formal Opening (Chairman P. R. Winebrener presiding)</p> | <p>TUESDAY, JUNE 27, 1939</p> <p>Morning Session (In Tower Room)</p> <p>9:30 A.M. Call to Order (Chairman Winebrener presiding)</p> <p>The New Food Law (President Dimeo, Leader of Discussion)</p> <p>Standards, Labeling, and Other Provisions</p> |
|---|---|

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- The National Macaroni Institute, Director M. J. Donna
Address: "Macaroni in a Balanced Diet," Ida Bailey Allen, America's leading authority on home economics (Question and Answer Period)
- Adjournment
- 4:00 P.M. **Hearings and Conferences**
Future Activities Committee, Robert B. Brown, Chairman
Returned Goods and Spoilage Committee, Joseph J. Freschi, Chairman
Nominating Committee, Jerome J. Maier, Chairman
Standards Committee, Joseph J. Cuneo, Chairman
Resolutions Committee, P. J. Viviano, Chairman
Special Committees
- Evening Session.
- 7:30 P.M. Hearings and Conferences continued (Visiting the Fair (ad lib)).

- Evening**
- (In Cocktail Terrace)
- 7:30 P.M. Annual Dinner (Guests invited to meet in Cocktail Terrace of the Park Central)
- WEDNESDAY, JUNE 28, 1939**
- (In French Room)
- 8:00 A.M. Directors' Breakfast (In French Room)
- 9:00 A.M. Meeting of New Board of Directors
- 10:00 A.M. Visiting New York World's Fair (Special program featuring Macaroni Noodle Day)

The most natural, the most direct and best way to achieve understanding and cooperation is to get together and confer with equal opportunity for all interests to express their views and to comment on the views of others.

Program

36th Annual Convention
National Macaroni Manufacturers Association

The Park Central, New York City

June 26 and 27, 1939

Convention Theme

"PROGRESS THROUGH UNDERSTANDING AND COOPERATION"

SUNDAY, JUNE 25, 1939

1:30 P.M. Meeting of Board of Directors.
(In French Room)

MONDAY, JUNE 26, 1939

Morning Session
(In Tower Room)

9:00 A.M. Registration (Usual fee).
10:00 A.M. Convention's Formal Opening. Chairman
P. R. Winebrener presiding.
Welcome and Responses.

Reports—

Credential Committee.
Program Committee.

Appointment of Committees.

Officers' Reports—

P. R. Winebrener, Board Chairman.

Lester S. Dame, President.

M. J. Donna, Secretary-Treasurer.

B. R. Jacobs, Director of Research.

Announcements.

Noon Recess.

12:30 P.M. Group Luncheon honoring Past Presi-
dents of N.M.M.A.

Afternoon Session
(In Tower Room)

2:00 P.M. Call to Order. Chairman Winebrener
presiding.

Association Activities—

Enforcement of Trade Practice Rules,
President Lester S. Dame.

THE MACARONI JOURNAL, Editor M. J.
Donna.

The Statistical Division, President Les-
ter S. Dame.

The National Macaroni Institute, Direc-
tor M. J. Donna.

Address, "Macaroni in a Balanced Diet,"
Ida Bailey Allen, America's leading
authority on home economics.

(Question and Answer Period.)
Adjournment

4:00 P.M. Hearings and Conferences
Future Activities Committee, Robert B.
Brown, Chairman.

Returned Goods and Spoilage Committee,
Joseph J. Freschi, Chairman.

Nominating Committee,
Jerome I. Maier, Chairman.

Standards Committee,
Joseph J. Cuneo, Chairman.

Resolutions Committee,
P. J. Viviano, Chairman.

Special Committees.

Evening Session.

7:30 P.M. Hearings and Conferences continued.
Visiting the Fair (ad lib).

TUESDAY, JUNE 27, 1939

Morning Session

(In Tower Room)

9:30 A.M. Call to Order. Chairman Winebrener
presiding.

The New Food Law. President Dame,
Leader of Discussion.

Standards, labeling and other provisions
discussed by members from the floor.

Reports of Committees—

Auditing.

Resolutions.

Weevils and Spoilage.

Special.

Constitution and By-Laws.

Future Activities.

Annual Election.

Announcements.

12:30 P.M. Noon Recess.

12:30 P.M. Directors' Luncheon.

Organization Meeting of New Board.

Afternoon Session

(In Tower Room)

2:00 P.M. Call to Order. Chairman Winebrener
presiding.

Association's Future Activities

Discussion of Report of Committee and
Action thereon.

New Business.

(Question and Answer Period.)

5:00 P.M. Directors' Meeting. In French Room.

Final Adjournment.

Evening

(In Coconut Grove)

7:30 P.M. Annual Dinner-Dance and Entertain-
ment, in Coconut Grove of the Park
Central.

WEDNESDAY, JUNE 28, 1939

(In French Room)

3:00 A.M. Directors' Breakfast. In French Room.

9:00 A.M. Meeting of New Board of Directors.

10:00 A.M. Visiting New York World's Fair—Spe-
cial program featuring Macaroni-
Noodle Day.

The most natural, the most direct and beneficial
way to achieve understanding and cooperation is to
get together and confer . . . with equal opportunity
for all interests to express their views and to comment
on the views of others.



QUALITY

IS

SUPREME

IN

TWO STAR

★ ★ MINNEAPOLIS MILLING CO. ★ ★

MINNEAPOLIS, MINN

THE MACARONI JOURNAL

Volume XXI

JUNE 15, 1939

Number 2

An Information Exchange

All trade conventions have some definite purpose. The annual convention of the Macaroni Industry of America which is to be held in New York City, June 26 and 27, 1939, will provide the welcome opportunity of exchanging views and opinions on the questions of the day affecting the present and future welfare of the trade.

Nothing need be said about the need of cooperative action by macaroni-noodle manufacturers to alleviate depressing conditions, many of them arising from outside sources, but some of the more acute ones being directly attributable to unwise action by certain manufacturers and distributors.

The macaroni-noodle industry differs little from other lines of business in this country except that it has problems and worries that are distinctly its own. There is little hope of solving the problems or allaying the fears and worries through legislation or through outside aid of any kind. The industry must help itself, with the leaders showing the way through unselfish cooperation.

The conference in New York City this month provides a favorable opportunity for friendly consultations with competitors and allies, from which may be obtained the correct answers to the following questions of general concern, and to others of a more personal nature:

What are the future prospects of the Macaroni-Noodle Industry as a whole and of the many individual firms under present conditions of production and distribution?

Has business any new obligations under new laws governing hours and wages?

Will the provisions of the new Food and Drug Act be enforced stringently on its effective date, June 25, 1939, or will manufacturers be given a breathing spell to permit them to adjust themselves to it?

What can manufacturers do, individually, to bring about badly needed increased per capita consumption of macaroni products among Americans? How can the industry bring this about by acting collectively?

What is new in the field of modern and more efficient machinery and more dependable equipment for macaroni-noodle plants?

How can the tax burden on business generally and on the macaroni trade be lessened, if at all?

What are the prospects of the 1939 durum wheat crop? Will it be sufficient to meet the industry's annual needs in quantity and quality?

What can be done by the industry towards the entire elimination of spurious egg noodles from all markets of this country?

Should unscrupulous manufacturers be permitted to continue fooling the consumers and ruining the future of our business by producing and selling extremely low grades and passing them off as average in quality?

Are semolina buyers covering their future needs on the next crop and what should be the safe attitude to assume to protect one's interests?

What are the prospects of passing the Lea bill

now before Congress that would extend the effective date of the new Food and Drugs Act to January 1, 1940 and what stand should the manufacturers take in the meantime?

Will our government officials "crack down" on the honest manufacturers who are making sincere efforts to obey all laws and regulations?

Which action will do the most permanent good: for manufacturers to deal individually with State and Federal authorities or to act cooperatively through an organization such as the National Macaroni Manufacturers Association?

To avoid prosecutions under the new food law, would it not be better for operators to submit all their labels, new and old, and the method of labeling intended to be used, to the proper officials for approval or for suggested changes therein, than to proceed blindly into costly litigation?

Are macaroni-noodle standards desirable? Would the adoption of standards tend to disclose secret formulas?

Should containers be standardized as to size and weight? What are the advantages and disadvantages of uniform weights in packages and boxes?

What are the prospects of the passage of a new processing tax by this session of Congress and what steps should be taken by individual firms to obtain refunds on processing taxes illegally paid under the former law?

Is there any desire in our industry for modifying some of the provisions of the food law and, if so, what would be the most promising procedure?

What action has been taken by the Federal Trade Commission towards the enforcement of the trade practice rules adopted for the macaroni industry and what can the industry do to obtain relief thereunder?

Why should the macaroni-noodle industry have a national organization? What set-up would best serve the trade in its relations to consumers, to government and to allied interests?

No one manufacturer will know the correct answers to all these questions, as there are no wizards in the business, but through an exchange of views and experiences, it would not be surprising to have all of them answered satisfactorily. Those who seek the right answers will want to attend the conference where it is possible to learn, and those who know most of the answers should be there ready and willing to give their opinions and their suggestions.

Considered from every angle, the conference of the Macaroni Industry that opens Monday morning, June 26, 1939 in The Tower Room of The Park Central Hotel, New York City, should be the mecca for every interested manufacturer in the business. No set program could include all the things which all those who attend may wish to discuss, so those in charge of the program have seen to it that it is sufficiently elastic to permit the introduction of all problems that are more or less of general concern.

Plan to attend and cooperate—to confer and concur.

Report of Director of Research for May

By Benjamin R. Jacobs

On June 25, 1938, the President of the United States approved the Food, Drugs and Cosmetics Act, which, so far as the Macaroni industry is concerned, becomes effective on the 25th of this month, just one day preceding our convention. Under this new law there are certain labeling and other requirements with which the macaroni manufacturer must comply.

This law is to be administered by the Food and Drugs Administration of the United States Department of Agriculture, the same organization that enforces the present Food Law. We have been able to obtain an interpretation from the Food Administration concerning the declaration of the ingredients from which macaroni products are made. The Administration has agreed with us that for purposes of labeling, semolina, farina and flour are merely different grades of the same ingredient and, therefore, in the case of plain macaroni products it will not be necessary to make any declaration concerning this. However, in the case of egg noodles it will be necessary for manufacturers to label their products as being made from flour and eggs or flour and yolks as the case may be.

The opinion seems to prevail that because the Food and Drug Administration has not as yet established standards for macaroni products that all the present standards are abolished and that manufacturers will be able to make egg noodles from any proportion of eggs and flour provided they make the statement on the label that the product is made from eggs and flour. Nothing could be further from the truth. Also some manufacturers believe that this is the time to have the Government lower the standard for egg noodles from 5.5 per cent to 4 per cent or less. We seem to forget how we arrived at these standards when they were first promulgated by the United States Department of Agriculture in about 1912. At that time the Department of Agriculture held a hearing and proposed that products labeled as noodles or egg noodles should contain not less than four whole eggs per pound of flour. The manufacturers were able to show that although a housewife used approximately the above proportion of eggs to flour, such a proportion would be uneconomical and would make it impossible for the macaroni manufacturer to produce a satisfactory commercial egg noodle. The Department com-

promised on two eggs per pound and this amount was acceptable to the macaroni manufacturers.

It was estimated that whole eggs, exclusive of the shells, weigh about ten to the pound. Therefore, two whole eggs to the pound of flour would equal approximately twenty pounds whole liquid eggs to 100 pounds of flour. Since whole eggs contain approximately 25 per cent solids and 75 per cent moisture the percentage of egg solids would be reduced from 20 per cent to 5 per cent. This is the basis on which the Government calculated egg solids as 5 per cent in egg noodles.

Later it was found that the moisture content of the noodles varied considerably and that chemists examining samples in different localities obtained different results due to differences in moisture content of the noodles. It was, therefore, decided to establish a uniform basis which would be a moisture-free basis. Since noodles contain approximately 10 per cent moisture the logical thing to do would be to

increase the egg solids content requirement by 10 per cent. Therefore, it was increased to 5.5 per cent on a moisture-free basis, which percentage is identical with 5 per cent on a noodle containing 10 per cent moisture. This is the story behind the standards, and as you see it is based on the use of two whole eggs per pound of flour.

Later, about 1915, the Department permitted the use of yolks or whole eggs and it did not change the percentage, as it would have been very difficult to enforce.

Before 1915 the use of artificial color was permitted in macaroni products, provided the product was labeled as being artificially colored. At that time the Department decided that the use of artificial color in macaroni products concealed inferiority, and therefore was not permitted, even though its presence was declared on the label. This caused a considerable change in the macaroni industry, as most of the macaroni manufacturers who were making Bologna Style macaroni products had been using artificial color and declaring it on the label. Since that time many macaroni manufacturers have been using a small quantity of eggs in order to retain at least part of the yellow color demanded by Bologna Style macaroni users.

It has been stated that because certain manufacturers are using less than 5.5 per cent of egg solids in their egg noodles that the required amount should be reduced to 4 per cent or less on the theory that these manufacturers could not go below 4 per cent without affecting materially the color of their noodles. I do not agree with this reasoning. At present the color of yolks varies more than 50 per cent and noodles made with yolks of high color and containing 4 per cent or less of yolks would have a very much better color than noodles made with 5.5 per cent of yolks of poor color. We have made many tests along this line in plants and we know that this is a fact. For example, assuming that we require eleven pounds of liquid yolks, containing 45 per cent solids, to each 100 pounds of flour to make a noodle containing 5.5 per cent of egg solids and having a color of 720 units fifty units of color, the resulting noodles, assuming no loss, will have 550 units of color. On the other hand, if we use eight pounds of 45 per cent solid yolks having a color of ninety units, this will yield

(Continued on Page 32)

Convention Speaker



Courtesy Ben Pinchotti, N. Y. City

Mrs. Ida Bailey Allen, America's Leading Authority on Home Economics, will address the convention of the Macaroni-Noodle Manufacturers at The Park Central, New York City, Monday afternoon, June 26, 1939.

Millions of listeners have heard her pleasant voice in her popular radio broadcasts. Her subject will be—"Macaroni Products in the Balanced Diet."



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

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OFFICES: CHICAGO, ILLINOIS

Quantitative Methods for Evaluating the Quality of Macaroni Products

A technical treatise on Color, Strength and Cooking characteristics of Macaroni Products

By D. S. Binnington, H. Johannson and W. F. Geddes, renowned authorities.

Manufacturers of Macaroni Products and suppliers of semolina will be interested in the facts deduced from careful experiments reported in a paper read at the annual meeting of the American Association of Cereal Chemists, May 1938.

The term "quality" as applied to macaroni products does not possess absolute significance and can only be defined on the basis of the factors contributing to consumer preference. The characteristics of a good macaroni have been defined by LeClerc (1933) as hardness, brittleness, translucency, elasticity, and a rich amber color. The fracture should be glassy and long pieces should be sufficiently pliable to allow of considerable bending before breakage. In addition, the behaviour upon cooking is most important; LeClerc states that when boiled for ten minutes, "a good macaroni will swell to at least twice its original size, will retain its tubular shape and its firmness, will not become pasty, and will have an agreeable odor." The factors associated with quality may thus be classified into three groups:

- (1) Color and related factors such as vitreousness and translucency.
- (2) Mechanical strength.
- (3) Cooking characteristics, including water absorption, swelling, disintegration, and tenderness.

In a general way, the quality of macaroni may be assessed by means of visual examination and a simple cooking test, but such methods lack quantitative significance and are valueless when applied to the estimation of comparatively small differences. In the present paper, the development of quantitative methods is outlined and the interpretation of the values obtained is discussed.

Color

In countries where the addition of artificial coloring matter is prohibited, color appears to be the principal basis of consumer preference and at the present time it is the most widely used quality index.

Reprinted by permission of *Cereal Chemistry* which published the report in its Vol. XVI, No. 2, March 1939.
—Editor.

The factors associated with a desirable macaroni color are quite complex, involving not only the pigment content but also translucency and vitreousness which, in turn, are apparently dependent upon the quantity and quality of the proteins and the degree of hydration of the starch. Wide variations in color can also be introduced by differences in processing technique as shown by Binnington and Geddes (1936). Accordingly, this quality factor cannot be adequately evaluated by any single analytical test, such as carotene or protein, and a direct determination is essential.

Measurement of macaroni color was first carried out in this laboratory by means of a spectrophotometer, employing discs cut from a flat strip produced by means of a special die. Material of this type is almost essential if a spectrophotometer is to be employed, and the method is therefore limited in its application. In addition, as indicated in an earlier study (Binnington and Geddes, 1936), the method is slow, the calculations involved are very laborious, and the results obtained are not readily interpreted in terms of visual color. In view of these limitations, the method was ultimately abandoned and attention directed to the use of a matching-type procedure, using the original-model Wallace and Tiernan colorimeter and discs as described by Baker, Parker, and Freese (1933) with a daylight lamp as illuminant. Later, a Bausch and Lomb Type H.S.B. Color Analyzer was secured, and the majority of color analyses conducted have been made with this instrument. Munsell discs have been used very largely, the following selection having been found to cover the majority of samples encountered:

Durum Semolina—Y—Y.R. 8/6, Y 8/12, N 9.4 and N 8.
Durum Macaroni and Spaghetti—Y.R. 6/12, Y 8/12, N 7 and N 4.

In expressing the results obtained with these discs, values for "hue," "brilliance," and "saturation" are computed according to the formula outlined by Nickerson (1929), and from these data an arbitrary single

figure estimate of color has been derived as follows:

$$\text{Single-figure color score} = \frac{\text{hue}}{\text{brilliance/saturation}}$$

With varietal material, this arbitrary single-figure estimate of color has been found to yield results in excellent agreement with a careful visual classification; furthermore, it has been found possible to compare directly, results obtained over a period of years.

In certain cases, particularly where graphical presentation is desired, Wallace and Tiernan color discs may be employed to decided advantage (Binnington and Geddes, 1937). However, such graphical expressions do not integrate the color constituents and it is necessary to accomplish such an integration in order to secure quantitative figures which will relate to visual appearance. For example, the arrangement of a series of samples on the basis of percentage of yellow alone will not correspond to a visual classification if the ratio of yellow to red varies, because the red component imparts a brownish characteristic to the color; similarly, the white and black components influence the visual appearance. Accordingly, an effort has been made to integrate the N. A. disc values into a single-figure color score. The initial step is to express the percentage readings of the four discs in terms of hue, saturation, and brilliance. This computation can be made from a knowledge of the Munsell equivalents of the N. A. discs but the calculation is exceedingly laborious and is otherwise unsatisfactory because of the wide separation in Munsell hue of the red and yellow N. A. discs. For these reasons it is deemed preferable to compute arbitrary indices of hue, saturation, and brilliance as follows:

$$\begin{aligned} \text{Hue} &= \% \text{ yellow} / \% \text{ red.} \\ \text{Saturation} &= (\% \text{ yellow} + \% \text{ red}) / \% \text{ black.} \\ \text{Brilliance} &= \% \text{ white} + \% \text{ yellow.} \end{aligned}$$

From the above values a single-figure estimate of color is computed

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Packaging Machinery

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.

Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



by the arbitrary formula:

Single-figure color score = $2(\text{hue} \times 5 + \text{saturation} \times 2 + \text{brilliance}/4)$.

In this formula an attempt has been made to weight the various components according to their relative significance as regards visual appearance; it differs from that employed in computing a single-figure score from the Munsell disc data because the indices designated as "hue," "saturation," and "brilliance" are purely arbitrary and their magnitudes bear no relation to the corresponding values for the Munsell discs.

As the two systems of computing a single-figure color score are based on different data and employ different weightings, no direct comparison can be made between the scores which, in addition, are of quite different magnitudes. The Munsell disc method gives values on experimentally processed durum macaroni ranging from 12 to 25 units and has been found especially suited to studies involving varietal material; the N. A. disc procedure yields scores ranging from 50 to 100 units and appears better adapted to studies on samples where differences in hue are slight and saturation and brilliance are the principal factors responsible for color variations.

The actual color measurements are made upon a layer of the material of sufficient thickness to eliminate any "background" effect and with the Bausch and Lomb instrument the sample is not rotated.

Mechanical Strength

A high degree of mechanical strength is desirable in macaroni products in order to minimize breakage. As indices of mechanical strength, measurements of tensile strength, crushing strength, and transverse and torsional breaking strength might be carried out but, for macaroni products, a test of the transverse breaking strength appears the most suitable. Tensile-strength tests are not feasible because of the difficulty of clamping without breaking; crushing tests would require sensitive methods of measuring the small loads required for such fragile material, while torsional tests are only applicable to spaghetti or other products of similar diameter.

The breaking-strength apparatus employed is modeled along the lines of the Bailey shortometer (1934). The sample is placed across two supports mounted on the pan of a 24-pound dial-indicating spring scale, the load being applied by means of a pivoted bar driven through the medium of a cord and

winch from a slow-speed (5 r.p.m.) motor; a non-return pointer is fitted to indicate the breaking point. The dial of the scale was replaced by one graduated in angular degrees and the results obtained have been recorded directly in these units.

The accuracy of the test was studied by means of 20 replicate tests conducted upon each of five replicate processings of macaroni. The results are summarized in Table I and show that there is considerable variation between replicate tests made on the same batch and also that there is a significant difference between batches. Taking into consideration both the variation within and between batches, the above study gives a standard error for the means of 20 determinations of 5.32 units in breaking strength, which implies that the differences between the means of 20 tests for any two different macaronis must equal or exceed 16 units in order to be significant.

In view of the wide variation in the breaking strength of different portions of the same strand, an extensive series of tests was made in which breaking strength was compared with minimum and maximum wall thickness and diameter. A statistical analysis of the data, however, showed that differences in these dimensions were not the primary causes of variation in breaking strength. This result is rather surprising and suggests that the variations found are connected with the internal structure, as, in the case of such replicate tests, differences in composition are not involved. It

was felt that some of the variations encountered might be due to some feature of the experimental press, such as irregularities in the dies or inadequate pressure. Measurement of the die openings did not substantiate this hypothesis, and a limited number of tests made with high-grade commercial macaroni indicate that the variation is just as great with this class of material in spite of the fact that wall thickness and diameter are somewhat more uniform.

The relation between protein content and breaking strength was investigated with a series of macaroni samples processed from Canadian amber durum wheat of varying protein content and grade prepared by compositing a large number of envelope samples. The results presented in Table II indicate that breaking strength increases significantly with increasing protein content and also that the rate of increase is greater in the instance of the higher grades. When the method was applied to a wide range of varietal material, however, no simple correlation could be discerned between protein content and breaking strength, and it would appear that other factors possibly associated with protein quality are also effective.

Comparative breaking-strength studies have also been conducted on macaroni processed from semolina, farina, and flours of varying extraction prepared from single samples of durum and hard red spring wheat. The results given in Table

(Continued on Page 30)

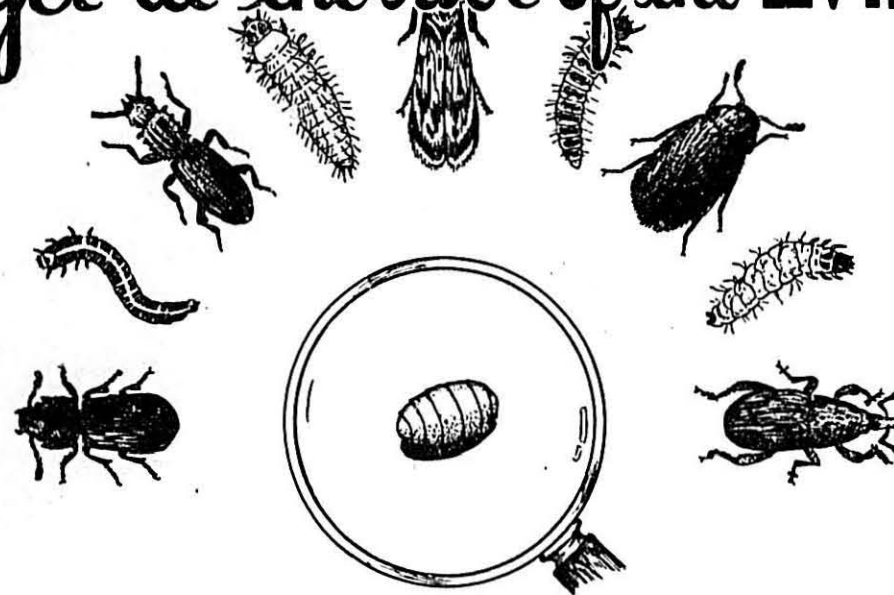
TABLE I
BREAKING STRENGTH OF MACARONI FROM FIVE REPLICATE PROCESSINGS

Batch No.	Mean breaking strength (20 readings) arbitrary units	Variance analysis				
		Variance due to:	D.F.	Variance	F.	5% pt.
1	152.3	Differences between batches	4	6348.46	19.70	2.46
2	151.0	Differences within batches	95	322.23
3	193.4	Total	99	565.71
4	174.8	Standard error of single observations		= 23.78		
5	175.4	Standard error of means of 20 readings		= 5.32		

TABLE II
RELATION BETWEEN PROTEIN CONTENT OF WHEAT AND BREAKING STRENGTH OF MACARONI

Nos. 1 and 2 C.W. Amber Durum		Nos. 3 and 4 C.W. Amber Durum	
Protein content (13.5% M.B.)	Mean breaking strength	Protein content (13.5% M.B.)	Mean breaking strength
%	Units	%	Units
10.6	153.0	10.7	162.5
11.4	166.2	11.5	167.2
12.4	169.5	12.2	177.0
13.3	190.4	13.1	178.8
14.0	196.8	14.2	185.0
		15.1	190.5
Mean	175.2		174.1

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Iowa

Spaghetti in School Lunches

Spaghetti as usually served in cafeterias of high schools is one of the favorites among the 61,798 pupils that daily patronize the lunchrooms of the Chicago high schools, according to Frank O. Washam, director of lunchrooms for the Chicago Board of Education. Here is how he reports the spaghetti-liking of his many youngsters:

"Miles of spaghetti—310 pounds of it—vanish from the pupils' plates

each noon in the city's fifty-one high school lunchrooms."

If you have a nose for figures, this means over 15,000 pounds for each school week or 60,000 pounds during a 40-week school term. That's lots of spaghetti. It's a heap more, if you multiply this by the number of additional high schools throughout the country that find it healthful and economical as well as generally satisfying to serve this delicious food to

youngsters that are in need of foods to maintain active bodies.

Appetites Add Up Into Tons

Continuing his report on the large quantity of various foods needed to feed his army of high school children, Mr. Washam adds:

If you ever have to get lunch for 61,798 high school boys and girls, you'll need 965 pounds of frankfurters and 88,000 rolls.

But wait. That isn't all. The 61,798 pupils in the fifty-one high schools of the City of Chicago put away 2,750 pounds of bread, besides the rolls. Spreading the bread with butter is a big job, it takes 105 pounds.

And the eggs! These pupils keep the hens busy turning out 2,076 eggs a day.

Some of the boys and girls don't like frankfurters. It is necessary to buy in addition, daily, 1,994 pounds of beef, 495 pounds of pork, 176 pounds of veal and 100 pounds of lamb.

Some Shun Spuds

Girls who want to stay thin may try to shun the spud. But the potato peelers say that the boys don't eat all of the ton and a quarter they peel for each lunch hour.

The pupils like cheese as well as spaghetti and noodles. They eat 78 pounds of it besides that which is sprinkled over the spaghetti.

Apple pie and ice cream are the favorite desserts, and milk is the popular drink. The boys and girls don't take tea or coffee for their lunches, because tea and coffee are not on the menu.

When individuals and concessionaires operated the lunchrooms only 27 per cent of the students patronized them. Mr. Washam was placed in charge of the Chicago high school lunchrooms in 1934. Now, he reports, 53 per cent of the pupils eat at the lunchrooms in the 51 high schools. And they don't go broke doing it, either.

LUNCH CHECKS AVERAGE 9¼ CENTS.

How He Got an Order

A macaroni salesman was unfortunate enough to have more than his share of "moan-ers" on his route—buyers who are forever bemoaning current business conditions for which everybody but themselves were to blame. He conceived the idea of putting each to a personal test by presenting the buyer with a black-bordered card bearing this message:

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CHARLES F. **ELMES** ENGINEERING WORKS
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For Finer Color... Uniform Solids Content ... Use Cloverbloom Frozen Eggs

• It takes the right kind of eggs to put profit in noodle making. That's why so many bakers use Cloverbloom Frozen Eggs all the time for consistently fine results. They've learned to depend on the Cloverbloom brand for all the qualities they need.

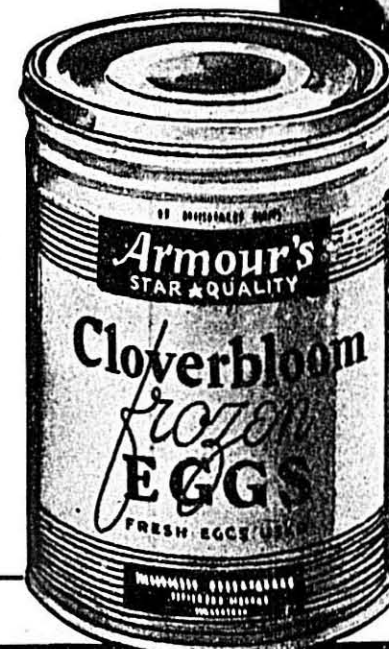
In the first place, these quality eggs are selected for full, rich color. They make natural golden noodles... and they do it without artificial coloring of any kind.

In the second place, the solids content of Cloverbloom Frozen Eggs is predetermined. The per cent of solids never varies... is always as specified. We use a special machine and scientific methods to be sure of this important uniformity in every can you buy.

Here are some other things you should know. Cloverbloom Frozen Eggs are packed in the spring months, when quality is highest. They're Clarified* to remove all grit, shell, and fibrous substance. They're given a quick freeze that preserves all their freshness right to your door. Switch to Cloverbloom Frozen Eggs today! You'll never have to switch again!

Available in 10 and 30 pound cans... whole eggs, whites, yolks, (regular and special color for noodles) and sugared yolks.

*Armour's exclusive Clarification process is protected by U. S. Patent No. 1946772.



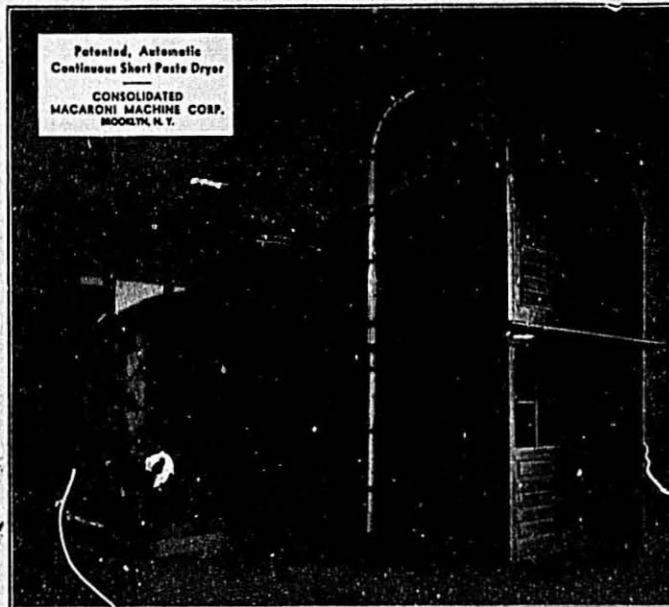
This scientific instrument is the Zeiss refractometer. It is used in all Armour egg plants to determine the solids content of every can of Cloverbloom Frozen Eggs.

ARMOUR'S CLOVERBLOOM CLARIFIED FRESH-FROZEN EGGS

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The Frozen Egg Department, Armour and Company, Union Stock Yards, Chicago

Consolidated Macaroni Machine Corp.



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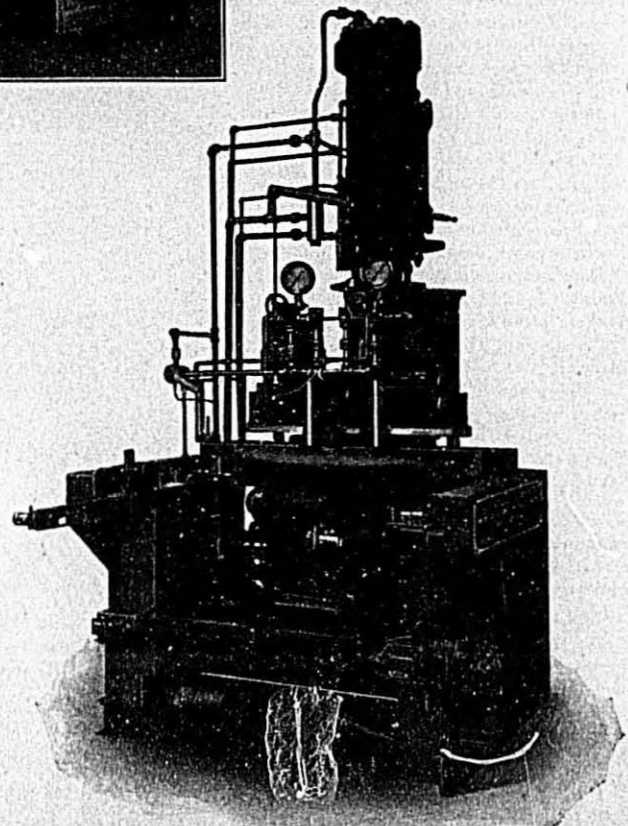
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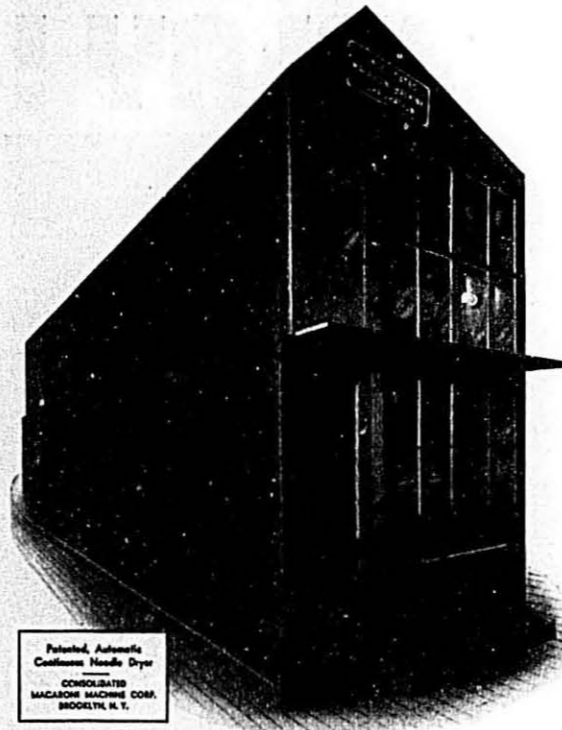
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Address all communications to 156 Sixth Street

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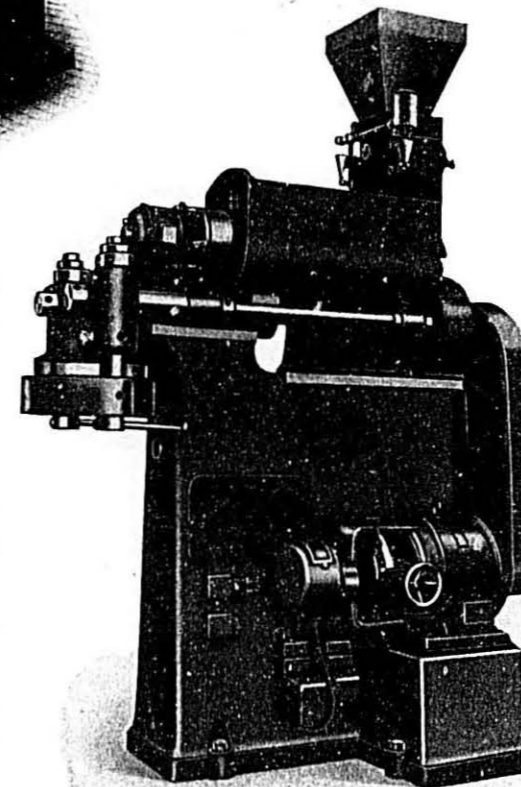
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Macaroni Products As Summer Favorites

Macaroni Products Are Being Spotlighted as a Food Naturally Suited for Warm Weather Meals

An Educational Campaign

A group of macaroni-noodle manufacturers and allies interested in the future welfare of the Macaroni Industry in America are agreed that there is no need and certainly no good reason why millions of Americans should be permitted to continue longer their wrongful thinking that this food, like oysters, should be eaten only in the "R" months of the year.

These alert operators are supporting that thinking with contributions towards a fund whereby this true message is being broadcast to housewives and consumers throughout the country. With a limited amount of showmanship they are throwing the spotlight of favorable publicity on the real merits of Macaroni, Spaghetti, Egg Noodles, et cetera, as a year-around food.

These publicity-minded manufacturers and allies are carrying on the Spring and Summer Campaign through The National Macaroni Institute, Braidwood, Illinois, of which M. J. Donna is managing director. Releases of the Macaroni Industry's story are made in cooperation with National Association Service and the Betty Barclay Service, specialists in this line.

The suitability of Macaroni Products in Summer as well as in year-around meals is established by facts contained in the story and consumers are invited to prove for themselves the truth about this food through the serving of this food according to tested and recommended recipes given in the release. Here's the Macaroni Industry's story and suggested recipes: (Illustrations of the recommended recipes appear on (the inside pages) pages b and c and The Betty Barclay release on page d (the back page).

Macaroni Products Make Ideal Summer Foods

Most homemakers know only too well that the arrival of summer weather necessitates a complete readjustment of the family menus. The heavy and more substantial foods which were favorites during the cold winter months must now be replaced by dishes which are lighter and do not require long hours of preparation in the kitchen.

Because the summer months do provide more daylight hours for outdoor recreation, the wise cook will want to plan her family menus so that she is required to spend only a minimum of time in her kitchen.

There are many foods, of course, which because of their nutritive and health value, require that they be included on your menus the year 'round. A good example is the macaroni family which includes spaghetti, egg noodles and macaroni itself, in its many sizes and shapes. For homemakers who wish to keep out of a hot kitchen as much as possible during the summer months, the macaroni family is a real friend indeed. Because of the economy, the high energy value, delicious flavor, and, most important of all, the ease of preparation, macaroni products deserve a number one rating on any family's list of summer favorites.

Another advantage of macaroni products is that they may be safely stored for several days in your refrigerator. Combine any one of these products—the macaroni in shell or elbow form, the spaghetti or egg noodles with your favorite fruit, or vegetable salad combination and you have a whole meal-in-one dish. Incidentally, in using macaroni products in salads there is one rule to remember—don't over-cook—cook just to the "chewy" stage. Chill as you would any other salad combination.

Even summer menus must include some warm foods. It is hardly necessary to mention the merits of macaroni products in complete one-dish meals. It should be remembered too that even in this form they require very little time in the kitchen for preparation.

Here are a number of recipes that require only one cooking (no baking is necessary), and you'll find they won't keep you in the kitchen long because they are so easily and quickly prepared. If you like to perform new flavor tricks with old favorites try this recipe for Spaghetti Campagnola.

Spaghetti Campagnola

½ lb. spaghetti
8 or 10 ripe fresh tomatoes
½ cup olive oil or butter
¼ cup minced onion and green pepper
grated cheese
Skin tomatoes and cut in slices. Combine with onion, green pepper, and oil or but-

ter. Cook slowly for 30 minutes or until the mixture becomes a smooth thick paste. Stir frequently. Season to taste. Cook the spaghetti in boiling, salted water until tender, drain and arrange on hot serving platter. Cover with the tomato sauce, top with grated cheese and serve at once.

If you're looking for a real "party dish" try this shell macaroni vegetable salad bowl.

Macaroni-Vegetable Salad Bowl

½ lb. shell or elbow macaroni
1 cup diced celery
¼ cup minced green pepper and pimento
Green onions
Small whole tomatoes
Salad oil and vinegar

Cook the macaroni in boiling, salted water until "chewy." Drain and spread thinly on platter to cool. When cold, combine with other ingredients. Arrange in salad bowl and serve with salad oil and vinegar or a tart salad dressing.

Shrimp, tuna fish or chicken make a suitable addition to this salad combination if a more hearty salad is desired.

Here is another salad bowl that will win the approving nod of guests and the frequent vote of your family.

Elbow Macaroni Fruit Salad Bowl

½ lb. elbow macaroni
1 cup orange or grapefruit sections
1 cup pitted sweet cherries or pineapple
1 cup sliced red apple (unpeeled)
½ cup diced celery
Mayonnaise or French dressing

Cook elbow macaroni in boiling, salted water until "chewy." Do not over-cook. Drain and spread thinly on a shallow platter to cool and prevent mashing.

When cold, combine with the other salad ingredients. Marinate with mayonnaise or a sweet French dressing and serve on lettuce or from a salad bowl.

Egg-Noodle Tuna Summer Delight

½ lb. egg noodles
1 cup tuna (flaked)
1 cup buttered crumbs (browned)
2 tablespoons butter

Cook egg noodles in boiling, salted water until tender, drain and keep hot. Saute tuna fish in its own oil and the added butter until it is thoroughly heated. Arrange egg noodles on platter, pour tuna fish and sauce over it. Sprinkle with buttered crumbs and serve. Boned chicken may be substituted in this recipe for the tuna fish if desired.

When meats are desired, try this quick meal combination. Cook spaghetti, macaroni or egg noodles tender. Drain and stir in two tablespoons of butter. Fry pork chops, veal cutlets or steak as preferred. Prepare brown gravy from the meat stock and pour over the macaroni product.

Macaroni, Spaghetti, Egg Noodles Make



Spaghetti Campagnola

SPAGHETTI COUNTRY STYLE

A summer special recommended by John Ravarino of St. Louis, one of the Industry's leading manufacturers and chefs.

Do you like to perform new flavor tricks with old favorites? If you do, you'll want to try this Spaghetti Campagnola. The "fresh-from-the-garden" flavor you obtain with the tantalizing sauce gives it an appetite appeal that will find few equals these hot summer days.

MACARONI WITH FRUIT

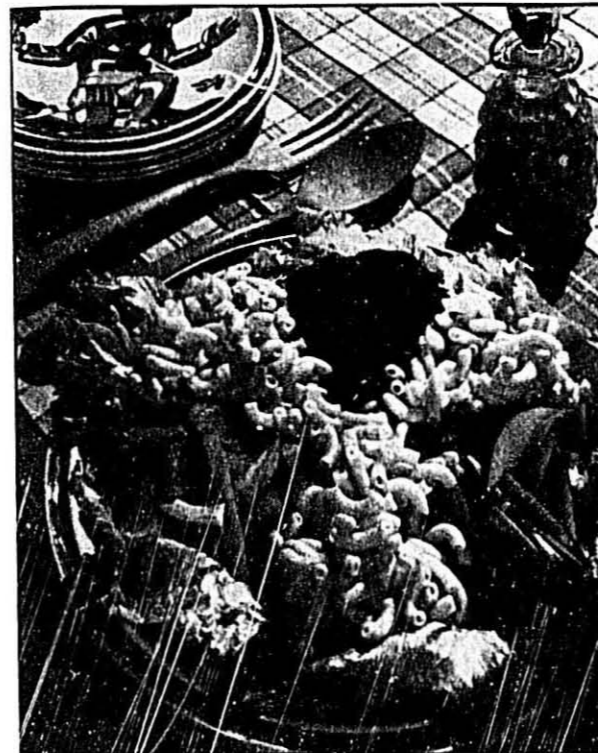
A seasonal dish with an exceptional appeal.

Summer salads that have style, zest and flavor are easy to create when you include Macaroni Products. You'll discover also that macaroni salads are short on work, but long on flavor. If you are looking for a real "party dish" try this elbow macaroni fruit salad.



Elbow Macaroni Fruit Salad Bowl

Ideal and Delicious Summer Meals



Macaroni-Vegetable Salad

PIROWS OR SHELLS—HOT OR COLD

Here's a delicious hot weather menu suggestion—shell or elbow macaroni served as a cold salad or as a hot dish with cheese sauce in clam shells. Serve the cooked and chilled macaroni with a section of cold salmon or tuna, chicken or cold left-over meat and spiced fruit.

Over the macaroni serve either a cold cottage cheese salad dressing or if you prefer serve the macaroni while it is hot with a hot cheese sauce.

Cottage Cheese Salad Dressing

Add 1/2 cup cottage cheese to 1 cup of your favorite salad dressing. Thin with cream to the desired consistency.

Hot Cheese Sauce

1/4 lb. mild cream cheese melted with 1/2 cup milk in top of a double boiler makes a delicious and easy-to-prepare cheese sauce.

EGG NOODLE TUNA OR CHICKEN

Most homemakers appreciate recipes for the hot summer months that give them a little more freedom from the kitchen. It will pay you then to remember this recipe—"Egg Noodle Tuna or Chicken Delight."

It's so easy to prepare and as a summer dish your family will demand it be placed at the head of the list of hot weather favorites.

Boned chicken as a substitute for the tuna also makes a delightful summer dish and will win the approving nod of guests and the frequent vote of your family.



Egg Noodle Summer Delight

The Macaroni Family

By BETTY CARLAY



The leading shapes of this wheat food, — macaroni, spaghetti and egg noodles are popularly called THE ENERGY TRIO.

Housewives plan to change the ways of serving popular foods in keeping with seasons. So let's not forget our friends, The Macaroni Family, now that warm weather is here. Macaroni, spaghetti, egg noodles and the other members of this popular family that are such favorites in other seasons can be turned into dozens of excellent summer dishes.

This wheat food being bland will blend naturally and tastily with vegetables, with fruits and with meats to make a well-balanced main course dish that is easy to prepare, healthful and filled with the elements needed for body sustenance in every season. Any way this food is served, will prove a pleasing change in the menu. What more can one ask for?

As a change for the popular potato salad, why not serve a Macaroni Daisy Salad? Have you tried egg noodles as a cereal or as a dessert; or luscious spaghetti with butter? The folks will like them all.

Here are three summer recipes that you will find particularly pleasing. The manufacturer of your favorite brand of The Macaroni Family will gladly supply you with additional recipes on request:

Noodles with Fresh Fruit
 1/2 lb. egg noodles
 Fresh fruits in season
 1 cup cream

Cook egg noodles in boiling, salted water, till tender and drain. Chop slightly with edge of a saucer. Mix with fruit cut in small pieces. Serve hot or cold, as a cereal, with cream.

This is particularly good for children and relished as a dessert by your most fastidious dinner guests.

Spaghetti al Burro
 All housewives plan at least one hot dish daily. Here's one that is easy to prepare and a family favorite for luncheon.
 1/2 lb. spaghetti
 1/2 cup butter
 1/2 cup grated cheese
 Salt and pepper

Cook spaghetti in boiling salted water till tender and turn onto a hot platter. Add seasoning and butter. Stir till all strands are well buttered and sprinkle grated cheese over all. Excellent with roasts, chicken or fish.

Macaroni Daisy Salad
 Inasmuch as the average American family seems to have a growing mania for salads, try this one as a change from the popular potato salad.

1/2 lb. elbow macaroni
 1 green sweet pepper
 1 dill or sweet pickle
 Salt and pepper
 4 hard-boiled eggs
 1 large ripe tomato
 1 medium onion, chopped fine
 1/2 cup French dressing or mayonnaise

Cook elbow macaroni in boiling, salted water till tender, then drain. Mix with green pepper, cut into small pieces, with tomato, sliced or chopped, with pickle, chopped fine, with 2 hard-boiled eggs, diced, and with onion. Season with salt and pepper, then mix all well with French dressing or mayonnaise.

Serve on four crisp lettuce leaves, with an egg daisy on top and garnished with parsley. The egg daisy is made by cutting each of the two remaining boiled eggs in half, using one half of the yolk for center of the daisy. Cut the white halves into strips making a rosette representing the petals of the daisy.

Views of Makers and Users Based on Facts and Experiences

A World Authority:

Professor Arnold Lorand of Carlsbad, Germany, renowned and universally recognized world authority on foods and diets, in his writings says: "I recommend MACARONI. It is nutritious and easily digested. It does not impose any hard work on the stomach or digestive functions."

Numerous other authorities are agreed that these and other qualifications make Macaroni, Spaghetti and Egg Noodles a year around food, suitable to nearly all dietary requirements and practical for consumption in all seasons.

Manufacturers and Dietitians present these arguments:

Twenty of the leading manufacturers composing the Macaroni Industry of America and about half as many recognized food experts and renowned chefs were sent a questionnaire by The National Macaroni Institute to ascertain their personal opinions on the practicability of increasing the use of this wheat food in summer menus by way of consumer education and to get from them their favorite recipes for hot weather meals. With one exception, those who replied are of the opinion that Macaroni Products are naturally suited for consumption in any season of the year, and especially during the warm months when prepared according to recipes in season. One hesitated to give unqualified blanket approval because he is personally opposed to the serving of Macaroni Products in "baked" dishes during the warm months of the year.

Here are excerpts from the replies received and selected at random, without names which are withheld by request:

—As a manufacturer as well as a housewife, I'm fully convinced that Macaroni Products, especially Egg Noodles, are ideal for summer meals. They take so little time to prepare, can be served in almost endless combinations with meats and vegetables in season. They are the housewife's best summer friends.

—Macaroni and Spaghetti are not only suitable warm weather dishes for the main hot dish, but ideal ones. They are not nearly as heating to the body as meat and require less time in the kitchen to prepare. For some reason or other, our Egg Noodles business has picked up considerably during the last couple of summers—out of proportion with macaroni and spaghetti. I don't know why, but apparently there are people who prefer noodles in summer.

—Wise housewives serve Macaroni Products in place of potatoes fre-

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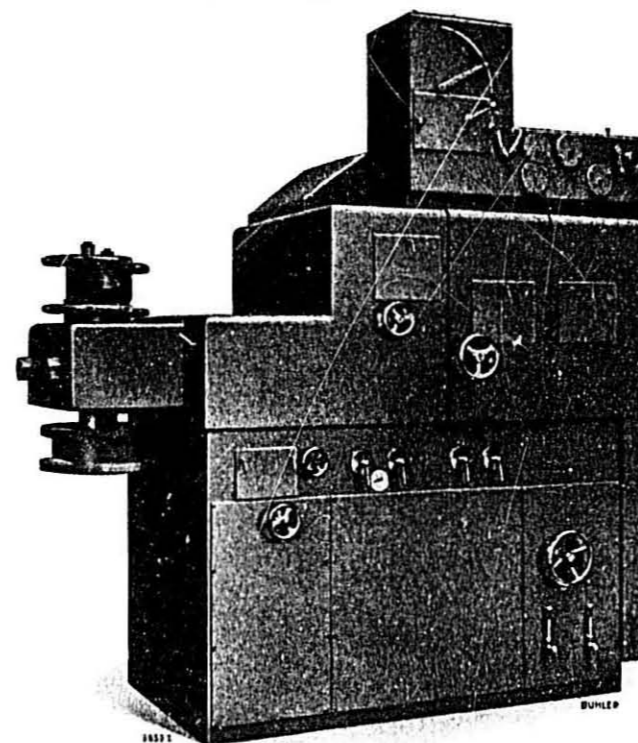
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1939

quently during the Summer Season. This fine wheat food not only relieves the monotony of potatoes, but makes delicious salads and it blends tastily with fruits, vegetables and meats in season.

—Macaroni, Egg Noodles or Spaghetti can be prepared to suit all tastes in all seasons in all homes and eating places. All that is needed is some little educational work on the part of those who stand to profit most if Americans are taught how to serve them. Some know only the "casserole" or the "baked" dish. Why this double cooking, this waste of energy, this imposition on housewives? Baked spaghetti dishes should have no place in the summer recommendations broadcast by those who manufacture this fine food.

—Macaroni Products are a boon to American Housewives. Spaghetti with Cheese, Buttered Egg Noodles—fine, one-dish hot meals that require less than 15 minutes of their time to prepare. Let's use a spot-light—get our fine food out of the shadows. We have the ideal, all season food. Why keep the consumer in the dark?

—We have the best food for all-year-round consumption! Pardon my enthusiasm. Yes, let's have a spring and summer consumer education campaign. But why limit it to increasing the consumption during those particular months? Through proper education along the lines which you have been advocating—always figuring that the manufacturers will get fully behind the movement with their brains and their money—it would not be surprising to find that consumption of Macaroni Products can be doubled in three years.

—Macaroni salads for luncheon, egg noodle pudding for breakfast or as desserts and a hot plate of spaghetti, any style, for dinner—that should be our recommendation for summer menus. Show the housewife that you are considerate, and she'll become a firm friend of a food that is so friendly to her.

—For children, summer or winter, what's more wholesome, more nutritious than an egg noodle pudding or custard? Merely suggest this and millions of anxious mothers will smother you with effusive and affectionate thanks for giving them a helpful idea and the children will holler for more.

—I have no favorite recipe—just serve me macaroni products in some combination at least three times weekly every season. I often serve macaroni salads every season of the year and will tolerate no left-overs. I'm seldom disappointed.

—Are meats and potatoes suitable for hot weather meals? Then Macaroni Products with cheese or sauces of all kinds must be! Why make mother or the cook stand over a hot fire turning meats or watching potatoes when she can be cooling herself on the porch

while a one-meal macaroni dish can be baking in the oven?

—If we can get over to the public the correct thinking that Macaroni Products are healthful-year-around foods, millions of housewives will thank us for our help and thoughtfulness, and the rate of macaroni consumption in America will take a sharp and definite curve upward.

—Egg Noodles with butter and grated cheese cannot be beat as a summer dish. Takes only a few minutes to prepare and is most satisfying to old or young in luncheon or dinner meals.

Macaroni products are specially suited for Hot Weather Meals, and especially so when served without highly spiced or hot sauces.

—Fried egg noodles for breakfast is one swell dish, regardless of weather or season.

—Why not? They are simply delicious in any season. Are they not most easily prepared into appetizing and satisfying dishes without the semblance of "kitchen drudgery"?

—Who could ask for a tastier dish than an elbow macaroni or seashell salad for cold dishes or egg noodles served with a hot butter sauce for a warm meal? An unbeatable combination!

—Like millions of others, I tire of potato salads too regularly. When a macaroni salad is placed before me, I feel that the very gods are thinking about me. With fruits and vegetables and with chicken, macaroni products make a balanced meal.

—Why not Macaroni Products as Desserts? Inasmuch as the average American family seems to have a mania for desserts, why not recommend and sponsor some consistent publicity to popularize the use of our products in Desserts? They are practical, tasty, satisfying and appealing. A sure way to increase the macaroni consumption rate.

—Not only do I sincerely believe that Macaroni Products are suitable for hot weather meals, but I think there is a good chance to make this food a summer favorite. They are nicely suited for salads, but we should strongly and consistently advocate their use on one-hot-dish-meals. Even on the hottest days, we require some hot food or drink to aid digestion. I'm for a well-planned summer campaign.

—Macaroni products in summer meals are of three-fold advantage to consumers:

1. Housewives have the advantage of shorter time in the kitchen—more time for outdoor activities.
2. Macaroni is high in nutritive value, easily digested and quickly assimilated.
3. Elbow macaroni and other short cuts lend themselves admirably to salads. Noodles make fine puddings

Spaghetti is "king" in easy-to-prepare, simple and satisfying dishes.

—Don't overlook this timely suggestion. Advise the housewives to keep always a small quantity of cooked Macaroni Products in the ice box. Cream it and heat it for the children's lunch. It's far better than a bread and butter lunch—even easier to prepare and sure of a hearty reception.

By All Means . . . Let's Take the Consumer into Our Confidence and Teach All Who Prepare America's Meals that Macaroni, Spaghetti and Egg Noodles Are Ideal for Hot Weather Meals as Well as for Hearty Meals in Other Seasons.

Changing Conditions Favor Wholesalers' Services

Changing conditions in distribution and improvements made by wholesalers in their operations are bringing about a return of greater utilization of their services by both manufacturers and retailers, claims Paul S. Willis, president of the Associated Grocery Manufacturers of America.

He stated that this applies to situations where the manufacturer's policy is one of selling only to wholesalers, and where for some reason, retailers have been placed on the direct buying lists.

Wholesalers, awakening to this development, are carefully studying the need of the direct-buying-retailers, and are equipping themselves, through improved efficiency and economies, to render these retailers the services which they require. It is evident that the efficient wholesaler is making fine progress in recapturing some of this direct business.

The Robinson - Patman Act has been an important factor in placing the wholesaler in a position to help himself. Under this Act, he buys his merchandise upon substantially the same basis as does his competitor. From a buying angle, he is on an equal basis; thus his opportunity of development must come from economies in operation and efficiency in service.

Business policies are largely shaped by efficiencies and economies, so, if the modern wholesaler can do the job of servicing the retailer economically and efficiently, then business will increasingly flow through his channel of distribution.

Several manufacturers, whose policy is one of selling only to wholesalers, are carefully studying this matter at the moment. In some markets, this trend is already far advanced.

Dayton Named Second City for Food Stamp Plan Test

Selection of Dayton, Ohio, as the second city in which the food order stamp plan for distributing surpluses through normal channels of trade will be started.

The relief setup in Dayton is reported well adapted for experimental test of the food stamp plan. With a population of approximately 220,000, the city has a total of about 14,000 relief cases, representing some 40,000 individuals.

Two variations of the food stamp plan, both voluntary, are to be tried out in Dayton. Under one, a group of about 5,000 persons at present receiving general relief, part of which is in the form of grocery orders, will be eligible to receive blue surplus food order stamps to provide for additional food purchases. This group will not be required to buy the orange colored food stamps which are provided in other forms of the stamp plan. The value of the blue surplus food order stamps which will be given to families in this group will be determined on a basis of approximately 50 cents per week for each member of the eligible family.

Under the second variation of the stamp plan in Dayton, WPA workers and those receiving old age assistance, aid to dependent children, and aid to the blind will be given the opportunity to buy orange stamps with cash and to receive free blue surplus stamps in the ratio of one blue stamp for each two orange stamps bought.

Announcement of other cities in which the food order stamp plan is to be tried out will be made after surveys now under way are completed. As previously announced, it is planned to select other experimental cities in widely scattered sections of the country.

Aged 103; Likes Spaghetti

Mrs. Dorothy DiNardo of Pittsburgh, Pa., who recently celebrated her 103rd birthday, "trains" for longevity on spaghetti and wine, according to her friends and relatives. Six years ago, when she was a mere lass of 97 years, Mrs. DiNardo said that—"Good wine, dances and spaghetti: they will make you live long."

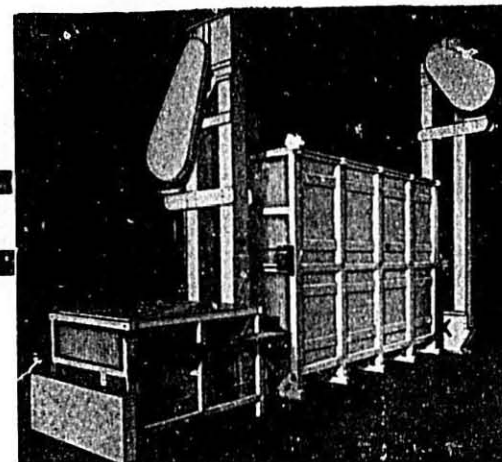
The formula apparently works for last month she celebrated her 103rd birthday at her home, 734 Fifth Ave., Coraopolis. She drinks two glasses of wine daily, enjoys her spaghetti and other fine accompanying foods, and occasionally demonstrates for her swing-conscious descendants the whirling, picturesque folk dances of her native Italy.

Advertising Firm in New Quarters

Mrs. DiNardo immigrated to Pennsylvania from Italy in 1912 after the death of her husband. She does not speak English, so must give her longevity recipes through an interpreter; usually her daughter; Mrs. Mary Diullis, with whom she lives.

She still sews, washes dishes and works around the garden. She has 22 grandchildren and 24 great grandchildren, most of whom have inherited her likes for spaghetti and other foods which she has found to be health and strength-giving for over a century.

The offices of the Commercial Advertising Agency, Inc., have been moved to the Fairbanks-Morse Building at 600 South Michigan Ave., Chicago, according to an announcement recently made by the management. This firm handles the publicity of the Charles F. Elmes Engineering Works, Inc., well known manufacturers of macaroni machines and other macaroni plant equipment.



THIS CHAMPION SEMOLINA BLENDER - Quickly Pays For Itself From Increased Profits

You PROFIT FROM SAVINGS with this AUTOMATIC Semolina Blender and Sifter . . . saves time . . . saves heavy back-breaking labor . . . saves scorching and frequent replacements of expensive dies . . . saves flour . . . removes all foreign ingredients in flour and increases aeration, assuring greater production per barrel of flour . . . speeds up production . . . Improves the quality of your products.

Low Prices and Easy Terms place Champion Profit-making Equipment within reach of every manufacturer.

MAIL COUPON FOR COMPLETE DETAILS

CHAMPION MACHINERY CO.

JOLIET, ILLINOIS | CHAMPION MACHINERY CO., Joliet, Ill.

Other Champion Profit Producing Equipment includes Dough Mixers, Weighing Hoppers, Water Scales, Noodle Brakes—ALL ACCURATE AND AUTOMATIC IN OPERATION. | Send complete details regarding your Champion Semolina Blender and Sifter. Also, price and terms; and tell me about your EASY INSTALLMENT PAYMENT PLAN. Also interested in.....

NAME

COMPANY

ADDRESS

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

We Solicit You

To . . .

Attend the 35th Annual Convention of the National Macaroni Manufacturers Association on June 26-27 to be held at Park Central Hotel, New York City.

To . . .

Visit the World of Tomorrow at the New York World's Fair.

To . . .

See the Macaroni Machines of Tomorrow at the plant of Clermont Machine Company, Inc.

CLERMONT MACHINE COMPANY, INC.
268 Wallabout Street * Brooklyn, New York

Charles S. Pillsbury Dies; Milling Industry Leader

Charles Stinson Pillsbury, director of the Pillsbury Flour Mills Company, and a member of the pioneer milling family, died in St. Mary's hospital at Rochester, Minn., Sunday morning, May 21. He succumbed a day after a gall bladder operation. He was 60.

At the bedside were his wife, Mrs. Nelle Winston Pillsbury; his twin brother, John S. Pillsbury, chairman of the board of the firm, and other immediate members of the family. His youngest daughter, Mrs. John Becker, arrived by airplane Sunday night.

Mr. Pillsbury was born in Minneapolis, December 6, 1878, a son of the late Charles A. Pillsbury, founder of the Pillsbury flour mills and of Mary A. Stinson Pillsbury.

He received his early education in the public schools of Minneapolis and was graduated from old Central high school. He received his degree of bachelor of science at the University of Minnesota in 1900.

Then began his career as a miller. From the University he went to work in the Pillsbury company. He started as an office clerk, advancing from one position to another until he acquired a thorough knowledge of the flour milling industry.

In 1905, his ambitions suffered a setback when he became ill and was forced to take a three years' leave of absence. He returned to his duties in 1908, at a time when the company was undergoing reorganization.

In 1910 Mr. Pillsbury was made a vice president, continuing in that capacity for some years.

During the World war, he was assigned to important duties for the war department under the assistant secretary of war, as an inspector of aviation training fields. Later he was an official of the Aero Club of Minneapolis.

Mr. Pillsbury evinced a keen and discerning interest in governmental affairs of the nation, state and city, but declined office and turned down political emoluments. His uncle, John Sargent Pillsbury, was thrice elected governor of Minnesota.

He was a director of the Minneapolis Orchestral association, sponsor of the Minneapolis Symphony orchestra. He contributed generously to the support of the orchestra and attended many concerts.

In recent years, Mr. Pillsbury was not in robust health, a circumstance which led him to curtail his business responsibilities. Besides being a director of the Pillsbury and Munsingwear firms, he was a director also of the Soo Line railroad, the Vassar Co. of Chicago, and the Wayne Knitting Co. of Fort Wayne, Ind. These

were among the few official positions he retained.

He was a member of the Minneapolis club, the Woodhill club, the Chicago club of Chicago, and the University club of New York.

Immediate survivors of Mr. Pillsbury are his wife, Mrs. Nelle Winston Pillsbury, daughter of P. B. Winston, whom he married December 7, 1901; a son, Phillip W. Pillsbury of Minneapolis; three daughters, Mrs. Oswald Bates Lord of New York city; Mrs. Bates McKee of Mount Kisco, N. Y., and Mrs. John Becker of Albany, N. Y., and eight grandchildren.

Gear Crushes Foot

Nicholas Traficanti, executive of Traficanti Brothers of Chicago, suffered a badly crushed foot as the result of a peculiar accident in the firm's plant at 451-453 No. Racine St., Chicago, early in May, 1939. He was carrying a heavy gear to a machine that was being repaired. In some way it slipped from his grasp, striking his foot, injuring it so badly that he was laid up for several weeks. "Nick" is well known to the noodle makers of the country. They join in wishing him speedy and complete recovery from this unfortunate injury.

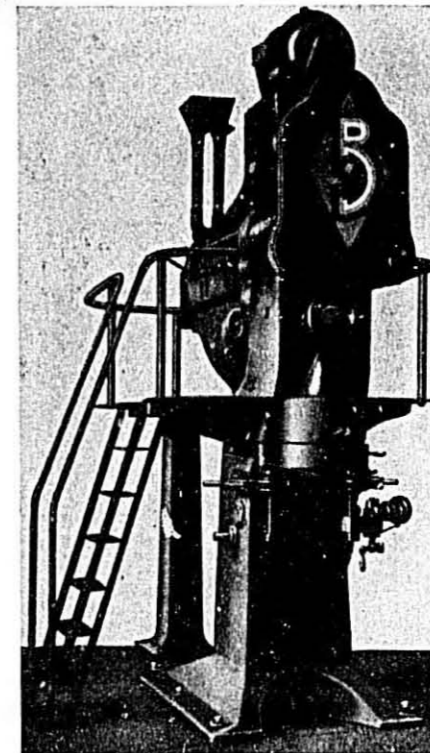


INVITES YOU...

... to see the Braibanti Macaroni Machine in operation.

Come to the Elmes office. Ask to be driven to a commercial macaroni plant a few blocks away . . . where you can inspect the Braibanti mixing, kneading and extruding in one continuous automatic operation. If unable to come, write for details.

The Charles F. Elmes Engineering Works holds the exclusive United States and Canadian rights for the Braibanti Automatic Macaroni Machine, Automatic Drying Equipment, and Automatic Fancy Goods Machines.



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

Freschi-Knighten Nuptials

The following terse announcement is of interest to the macaroni manufacturers and friends of the parties involved:

"Mr. & Mrs. Henry Edward Billman announce the marriage of their daughter—Burnette Billman Knight-

wedding breakfast, after which Mr. and Mrs. William J. Freschi boarded a plane for New York arriving there that same evening in time to board the liner "Samarita" for a honeymoon abroad. When the liner reached Boston on its regular stop-over, Mr.



—By a Post-Dispatch Staff Photographer.

MR. and MRS. WILLIAM J. FRESCHI

Boarding an airplane at Lambert-St. Louis Field for New York after their wedding Friday. The bride was Mrs. Burnette Billman Knighten, daughter of Mr. and Mrs. Henry Edward Billman of Old Warson Road. Mr. and Mrs. Freschi will spend their honeymoon in Italy.

en to Mr. William Joseph Freschi on Friday, the nineteenth day of May, one thousand nine hundred thirty-nine. Webster Groves, Missouri."

The happy young man is the son of the National Association's Vice President Joseph Freschi of St. Louis, Mo. The young man has frequently attended conventions of the macaroni industry and has many friends in the trade who join in wishing him and his bride many years of wedded bliss.

Following the wedding ceremony, the bridal couple and members of the two immediate families enjoyed a

and Mrs. Freschi were honored by a surprise party engineered by Mr. and Mrs. Gaetano La Marca of Prince Macaroni Mfg. Co., Boston, life-long friends of the Freschi's of St. Louis.

The bridal couple will tour Italy, spending considerable time in the home town of Cav. Joseph Freschi's boyhood days. Switzerland, France and Germany are included in the itinerary.

Mr. and Mrs. William Joseph Freschi will be at home to their friends at 83 Old Warson Road, after the First day of August.

Macaroni Imports and Exports

The Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce, for March, 1939, shows a decided increase in the foreign exchange of macaroni products.

Imports

The March imports totaled 114,032 pounds worth \$11,525 while the February, 1939, imports amounted to only \$45,192 pounds valued at \$4,134.

The imports for the first three months of 1939 amounted to 224,424 pounds worth \$21,995.

Exports

Macaroni exports during March, 1939, totaled 303,454 pounds with a value of \$23,586 as compared with the February exports amounting to 246,799 pounds worth \$19,554.

During the first three months of 1939, the exports totaled 848,751 pounds valued at \$62,906.

Macaroni Products were exported in March, 1939, to the following 36 foreign countries. The list also shows the quantities shipped to each.

Countries	Pounds
United Kingdom	33,957
Canada	92,554
British Honduras	718
Costa Rica	280
Guatemala	172
Honduras	1,531
Nicaragua	9,799
Panama, Republic of	29,083
Panama, Canal Zone	26,412
Mexico	13,107
Newf. and Labr.	240
Bermuda	84
Trinidad and Tob.	216
Oth. Br. W. Indies	1,508
Cuba	22,930
Dominican Rep.	5,800
Neth. W. Indies	9,345
Haiti	7,147
Colombia	1,960
British Guiana	400
Paraguay	76
Peru	1,337
Venezuela	660
Sau. Ara., Yemen	1,100
Ceylon	162
China	10,480
Burma	26
Neth. Indies	769
Hong Kong	1,509
Philippine Islands	28,821
Australia	144
Brit. Oceania	114
French Oceania	24
New Zealand	48
Un. of So. Africa	125
Total	303,454

Insular Possessions

Countries	Pounds
Alaska	30,463
Hawaii	137,851
Puerto Rico	98,967
Virgin Islands	4,888
Total	272,169

WELCOME



Of all the wonders you may see while in New York, your trip will not be complete until you pay us a visit.

Cordial greetings await you, and a sincere wish to help you have a grand time.



The
Star Macaroni Dies Mfg. Co.
55-57 Grand Street, New York, N. Y.
Phone: Walker 5-0096

Looking FOR NEW SAVING

... in your

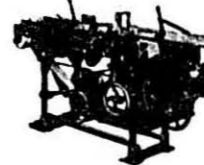
MACARONI and SPAGHETTI DEPARTMENT?

Here are TWO WAYS to realize your objective.

1. SET UP your macaroni and spaghetti cartons with either the SENIOR or JUNIOR Model PETERS CARTON FORMING AND LINING MACHINE at speeds from 30-60 cartons per minute.

2. CLOSE your macaroni and spaghetti cartons with either the SENIOR or JUNIOR Model PETERS CARTON FOLDING AND CLOSING MACHINE at speeds from 30-60 cartons per minute.

If you have some of this equipment in your plant and are changing the package sizes, we can rebuild your machines to handle the new sizes.



Ask us to recommend machines to handle your cartons inexpensively. Just send us samples or advise their sizes and we will be pleased to make recommendations to meet requirements.

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

MR. MANUFACTURER — WE INVITE YOU TO VISIT OUR MILL

If you want uniformity in your merchandise Eastern Semolina Mills, Inc., can supply you.

The reason is that we



have the last word in modern scientific milling equipment and purchase only the highest grade of premium durum wheat.

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York

Quantitative Methods for Evaluating the Quality of Macaroni Products

(Continued from Page 12)
III show an increase in breaking strength from semolina or farina to flour. The increase in protein content is undoubtedly a contributing factor to the trends observed but the large increase in breaking

with experimentally processed material range from 140 units to 200 units, whereas commercially processed samples of similar diameter and wall thickness yield results in the order of 235 to 280 units. These differences suggest that factors in-

TABLE III
BREAKING STRENGTH OF MACARONI PRODUCED FROM DURUM AND HARD RED SPRING WHEAT PRODUCTS

Basic material	Protein content (13.5% M.B.)	Macaroni breaking strength
	%	Units
Durum semolina	12.9	164
Durum flour 50% patent	13.3	182
Durum flour 60% patent	13.2	177
Durum flour 70% patent	13.8	180
Equal parts of semolina and 60% durum flour		166
Hard red spring farina	12.9	159
Hard red spring flour 50% patent	14.2	186
Hard red spring flour 60% patent	14.1	179
Hard red spring flour 70% patent	14.4	184

strength of macaroni processed from 50% patent durum flour, as compared with the semolina which is only 0.4% lower in protein content, indicates that granulation is an important factor.

The breaking strengths observed

involved in processing, such as pressure, etc., have an important influence upon the results and, unless the technique is carefully controlled, may easily mask differences due to composition.

(Continued in July)

Old Dad Mac Noodle

says:

One-Way Business

To many men business is a one-way street. Brown accepts the patronage of Smith and pats himself on the back for being able, by clever advertising or superior merchandising methods, to get that patronage.

But Brown may never go near Smith's place of business or send any business there. Instead, all his patronage in Smith's line may go to Greene who is more of a personal friend.

If Brown thinks Smith is going to keep on giving him unreciprocated patronage, just because he gets good merchandise and good service, Brown is doomed to disappointment.

If Brown thinks Smith never notices he is getting no reciprocal patronage from Brown, he is underrating Smith's intelligence.

The worm is going to turn. Smith is finally going to look over his patrons and pick out a competitor of Brown and turn to him, willing to pay a little more, willing to get a little less satisfactory service, because he gets something in return.

Many business men give reciprocity a high position in their relations with others. I know a great advertising agency which sees to it that its personnel, from president to copy writer, give preference to products whose makers' accounts are handled by that agency.

And why not? The Get-There-Quick automobile may appeal to me more strongly than any other car. And yet, if the Not-So-Quick people are patronizing my business and helping me to get the money to pay for a car, I'm going to buy the Not-So-Quick car.

More than that, if I am getting valued patronage from one business man, I may go so far as to buy something from him that I do not need, just to keep his good will and his business. I can afford to do that better than I can afford to lose his patronage.

This matter of reciprocal trade—with or without agreement—is worth keeping in mind in all lines of big or little business.

Foulds' Advertising

Grocery Stores Products Co. of New York has named Charles W. Hoyt Co., Inc., to direct the advertising of Foulds and Golden Age macaroni, spaghetti and egg noodles.

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

The Golden Touch
King Midas Semolina

Leads in Quality

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



**CUT COSTS
3 WAYS WITH A
BREUER'S BALL BEARING
TORNADO
INDUSTRIAL VACUUM
CLEANER**



1. Powerful suction (1 H.P. G. E. motor) pulls dust, dirt, flour and semolina that breeds insects and molds, from crevices and corners, on floors, pipes, bins, chutes, blenders, sifters and dryers. Safeguards your products and equipment; improves working conditions.
2. Cuts power bills, motor maintenance and bearing replacements by cleaning out destructive dust; reduces fire hazards.
3. Sprays insecticides. Readily converted into a powerful sprayer, throwing a fine mist that penetrates every crevice.

What User Says!

These rugged portable units are saving money in many macaroni and noodle factories. Built to last for years. Furnished complete with attachments for cleaning entire plant and all machinery.

LaRosa Macaroni Company, Brooklyn, N. Y., says, "It saves repairs for us and does a real cleaning job."

Write today for new catalog, list of users and free trial offer.

BREUER ELECTRIC MFG. COMPANY
5076 N. Ravenswood Avenue, Chicago, Illinois

TAKE THE DUST OUT OF YOUR BUSINESS WITH BREUER'S BALL BEARING **TORNADO** PORTABLE INDUSTRIAL VACUUM CLEANER

Report of Director of Research

(Continued from Page 8)

a noodle containing 4 per cent of egg solids and having a color of 720 units. It will, therefore, be seen that reducing the egg solids on the theory that the color will be reduced does not solve the problem. It is my opinion that the problem can only be solved by a more strict enforcement of the law. This we will have as the Federal authorities, under the new law, have authority not only to seize shipments, but also to go into plants and watch the process of manufacture, inspect books, receipts of raw materials and their disposition and even subpoena manufacturers to determine what disposition they have made of their raw materials. We would also still have the difficulty of not being able to determine within 0.5 per cent of the true amount of eggs contained in the product. This problem would still be with us.

It is safe to say that not more than 5 per cent of the production of egg noodles is below standard. Therefore, it does not seem to me that 95 per cent of the production should be penalized because 5 per cent violate the Law when it is easier to get at the 5 per cent. It is also my experience that the reduction of egg solids which will cheapen the noodles will result in worse competition and more chiseling. Manufacturers have always made more money when flour and semolina were high than when they were low and, therefore, reducing the cost of production will make conditions worse and not better.

We will all have an opportunity to discuss the merits of this question at the convention in New York on June 26 and 27. This is a problem of great importance to the macaroni industry and, like all others, it will be solved in the interest of the majority. It must be remembered, however, that we have reached our present condition after many

years of gradual development and much effort and our gains should not be discarded without a thorough consideration, discussion and balancing of the elements involved.

New Spaghetti Canning Plant

Recognizing the tendency of modern women to give preference to prepared foods ready to serve with the least possible trouble and time, food manufacturers are catering more and more to this trend. An old firm with this objective in mind is erecting a new modern food processing plant at Watertown, Mass., where spaghetti



dishes of various kinds will be a specialty.

Naples Food Products, operated by Gennaro Capaldi & Sons are now supervising the erection of one of the most modern buildings for this purpose according to Gennaro Capaldi, president of the firm. "Our new building will be air-conditioned and will have one of the most modern food kitchens ever erected in our section of the country. It will be equipped with the latest equipment for processing and canning our famous brands of real Italian Style Spaghetti, Spaghetti with Meat Balls, Ravioli, Spaghetti Sauce, and other kin-

dred foods. It will meet every specification required to receive the benefits of the Federal food inspection approval, permitting the sale of our products in all foreign countries and in all States."

An exterior view of the plant is shown herewith. It is expected to be in full production early this summer.

Macaroni Pioneer Dies

Alexander Sanguigni, a pioneer macaroni manufacturer in the Pittsburgh area, died on April 27, 1939, aged 59 years. When only nine years of age he moved to Pittsburgh with his father who founded the first

Italian bread bakery and macaroni factory in that city. At the turn of the century he was a champion bicycle rider for the Century Cycle Club of Pittsburgh.

He did not remain in the macaroni manufacturing business long. At the time of his death he was the head executive of the A. Sanguigni Sons trucking company and excavating firm. During his lifetime he had a hand in the construction of some of the largest buildings and other projects in his home city.

He is survived by his widow, five daughters, two sons, two sisters and a brother.

YOU ARE INVITED

If you are coming to our City to attend the Convention this month you are invited to visit the home of INSUPERABLE MACARONI DIES.

We believe you will find an inspection of our plant very interesting.

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"

We Are Pleased
to
Announce

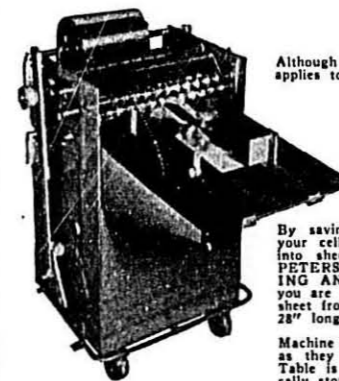
THAT IN ADDITION TO
QUALITY
Wooden Shooks
WE NOW OFFER A COMPLETE
LINE OF
Corrugated Cartons

Our Large Capacity Assures
You Dependable Service

★

J. C. NICHOLS
Tribune Tower Chicago

It's Smart
TO BE THRIFTY



Although the saving is old it still applies today.

By saving 10-25% when purchasing your cellophane in rolls and cutting into sheets on this fully automatic PETERS CELLOPHANE SHEETING AND STACKING MACHINE, you are indeed THRIFTY. Any size sheet from 2" to 24" wide by 3" to 28" long can be handled.

Machine automatically stacks the sheets as they are cut and when Stacker Table is filled the machine automatically stops, therefore requiring no operator. Requires floor space of only 3' by 4', operates from Electric Light socket and is portable.

Write for complete information on this economical machine and see how much your packaging cost can be reduced.

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

John J. Cavagnaro

Engineers
and Machinists

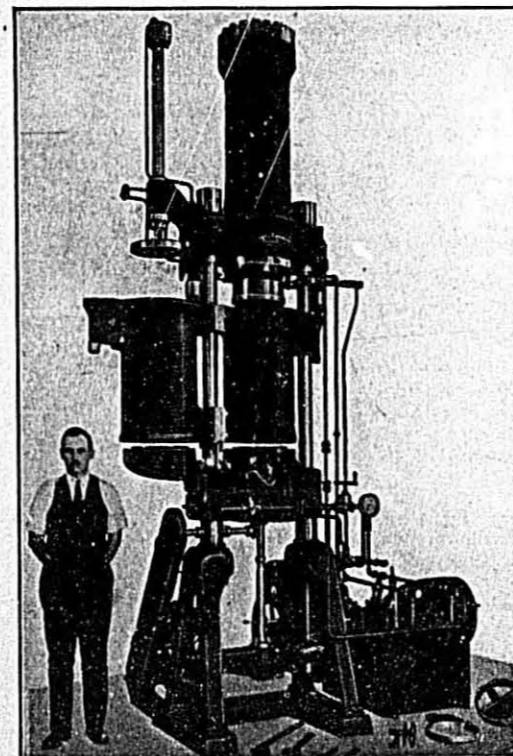
Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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



PRESS No. 222 (Special)

FACTORY SERVICE

Deciding the Order of Purchase of New Equipment

It is an extremely fortunate, and perhaps very unusual macaroni manufacturer who can make a survey of his present equipment today, and write out orders for new and improved equipment to take its place tomorrow. In most cases a complete and accurate list of the needs to bring the equipment entirely up to date would cost more than could be taken out of current income or reserve funds without risking a too drastic depletion of operating capital.

Because the task at first glance looks hopeless, or at least quite difficult, the macaroni manufacturer may continually postpone action. But, of course, that is no cure at all. It only leads into further troubles and takes him farther and farther away from a satisfactory solution of the problem.

If the matter cannot be handled all at once, obviously a start must be made somewhere. (At this point it is well to note that the macaroni manufacturer who keeps a constant eye on the efficiency and newness of his equipment will seldom find himself in a position where he cannot take care of any situation of this type without undue financial strain.) But the exact starting point brings a host of questions, requiring considerable thought if the available cash is to be spread out to do the most good.

Above all things, the macaroni manufacturer must guard against personal opinions of his workers entering into the decision. Naturally, every department head feels he should be given first consideration, and every workman hopes he will be given some new equipment for his own use. However, the purpose of new equipment is not primarily to please the foreman or the workers; on the other hand, if the macaroni manufacturer is not careful he may discover personal desires have played too large a part in the purchases.

Nor should he yield to his own desire to have an attractive plant unless it is also an efficient and profitable one. Just how far some manufacturers are justified on equipment purchases made at least partly to create public interest, is most decidedly open to differences of opinion. In some instances, they may have had varying degrees of adver-

tising value. In the macaroni industry it is doubtful if this factor enters into the picture seriously enough to influence equipment buying, provided a strictly businesslike viewpoint is maintained.

What, then, should form the basis of intelligent buying of new equipment? In general, any change that will aid in turning out an improved or more attractive product, reduce overhead or labor costs, cut down accident risks, make the work easier (even if not faster), or simplify operations is worth giving prompt attention. Furthermore, whichever changes seem to offer the greatest advantages along these lines are the ones to tend to immediately.

Any macaroni manufacturer will readily agree on the wisdom of the new equipment that improves his product or trims the costs. It may be just as urgent to look up details to eliminate accident risks and the resulting lost time. Again, while more difficult to trace down to a dollar and cents answer, new equipment making working conditions better or easier do pay big returns in increased worker efficiency and good will. Equipment to simplify operations means that new workers can be trained with far less effort when the old employee on a machine retires or quits or is promoted. The inevitable losses while the new worker is learning his job may be cut to a fraction of the former amounts by the installation of more modern equipment.

There is no connection between purchases made to ease the work of the employees, and those made just to satisfy the sense of pride of the department head or foreman. Anything actually contributing to the welfare of the workers is a good investment, and will do its part to cut costs later, if it does not do so at once.

The advantages or combinations of advantages promised by each new piece of equipment will vary widely. Sound business sense calls for a careful study of the propositions, followed by a decision to purchase first the things that will directly affect plant efficiency and costs. How far the buying can go at the present time must be determined largely by the available funds. After that, additional plans and ideas worked out for further progress

should be filed away for quick reference when more money can be used for this purpose.

As hinted in an earlier paragraph, the new equipment problem gets out of control only when neglected for a period of time. Once he has his plant completely up to date, the macaroni manufacturer can easily keep it that way with a surprisingly small outlay of time, effort, and cash—provided he gives it regular attention. Waiting until much of the equipment becomes antiquated, or actual breakdowns make action imperative, is the cause of major difficulties.

The time to consider bringing equipment up to date is right now, before serious troubles force the issue. The place to start is with the old equipment where a change would bring steady and profitable results. Where this will be is no question to decide on snap judgment but a few hours spent in study of the entire equipment layout in the plant will usually show plainly where the money to be put to this use would reward the macaroni manufacturer to the fullest possible extent.

Blow and Clean

Higher efficiency and improved design now available in Tornado Portable Electric Blowers and Cleaners for almost all cleaning requirements in macaroni and noodle manufacturing plants.

The Breuer Electric Mfg. Co., 5100 N. Ravenswood Avenue, Chi-



cago, announces changes in their line of Portable Electric Blowers.

Waterlift on the 1 H. P. Model has been raised from 46 1/4" to 52" with proportionate increase on three smaller models.

Blowers have also been equipped with new double grease seal ball bearing—no oiling.

Tools have been redesigned—double-curved extension handle for floor cleaning has been added to increase cleaning efficiency and speed when used as a suction cleaner.

June 15, 1939

THE MACARONI JOURNAL

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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

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 May 1939 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARK REGISTRATIONS RENEWED

"Puritan"

The trade mark registered by Ravarino & Freschi Importing & Manufacturing Co., Saint Louis, Missouri, was granted renewal privileges to Ravarino & Freschi, Inc., St. Louis, Missouri, effective May 16, 1939, for use on certain named alimentary paste products.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in May, 1939, and published in the *Patent Office Gazette* to permit objections thereto within 30 days of publication.

Our Family

The private brand trade mark of Nash-Finch Company, Minneapolis, Minn., for use on noodles, spaghetti, vermicelli, macaroni and other groceries. Application was filed January 16, 1939, and published May 2, 1939. Owner claims use since 1932.

The trade name is in very heavy type.

Super-ette

The private brand trade mark of The Grand Union Company, New York, N. Y., for use on macaroni, spaghetti and other groceries. Application was filed October 7, 1938, and published May 9, 1939. Owner claims use since June 6, 1938. The trade mark is in large black lettering.



Obey traffic laws. Cooperate with traffic officers. Traffic regulations often seem burdensome, but remember, their main purpose is to save lives and prevent injuries.

It is so easy to criticize the traffic officer and try to make fun of him. It is so easy to criticize the law enforcement agencies as well as the civic bodies which created the ordinances that regulate our driving. All these restrictions were put into law, because we, as automobile drivers, could not regulate ourselves. We violated all principles of decency and courtesy; therefore, it became necessary for the states, the counties, the cities, and the villages to pass laws and force us to observe certain regulations.

Now that we have these requirements let us obey them and thereby prevent accidents. Safe driving today demands obedience and cooperation. It's Smart to Drive Carefully.

Safety Hints and Safety Facts

The 28th National Safety Congress and Exposition under the auspices of the National Safety Council, Inc., will be held in Atlantic City, N. J., October 16 to 20, 1939, inclusive according to an advanced announcement. A few operators of macaroni-noodle manufacturing plants hold memberships in this organization and more should heed its consistent admonitions for greater safety measures to save lives and limbs.

Here are some interesting and use-

ful hints on safety contained in a recent issue of the Council's safety bulletin:

Drive like hell and you'll get there. Speed doesn't pay but speeders do. Save worry—less hurry.

Drive like a nut and someone may crack you.

A careful and courteous drive is the best safety device known.

Limit your speed—don't speed your limit.

Safe driving has no substitutes. Don't rush—it's better to kill time than people.

A poor guard on your brake, kneader, press or other mechanical devices in macaroni-noodle plants is worse than none at all. It instills a false sense of confidence and security.

A minor injury indicates a cause to be corrected before it is major.

Drive carefully—arrive safe. Drive wrong—so long.

Let's all be wreck-less drivers. Watch the signs—save the sighs. Brakes and brains save many pains.

National Cereal Products Laboratories

Benjamin R. Jacobs, Director

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

Laboratory—No. 30 Front St., Brooklyn, N. Y.
Offices—No. 2 Grace Court, Brooklyn, N. Y.
No. 2026 Eye St. N.W., Washington, D. C.

Brooklyn 'Phones	Washington, D. C.
CUmberland 6-2549	REpublic 3651
TRiangle 5-8284	ADams 8035

"CHEESE"

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

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

Quality and price will meet your requirements.

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Wilson, Arkansas
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The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
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Vol. XXI JUNE 15, 1939 No. 2

Contemplate Biggest Factory

The Transcript of Danielson, Conn., in its issue of May 25, 1939, reports with considerable pride the plans for a macaroni factory to be built near that city, a plant that will be the "largest in the world." The announcement says that "the contract for the construction of the V. LaRosa & Sons, Inc., macaroni factory on the Wauregan Road was let Saturday to Fosca Armatruda of New Haven, the bid being reported to have been \$240,000. Engineers have already arrived here and have designated the location of the building on the tract. Preliminary excavations may be started this week, and it is understood that building operations will be carried on as rapidly as possible."

Buy 20 Acres

With an additional purchase adjoining the piece previously contracted for, the macaroni firm now owns approximately twenty acres of land lying between the Wauregan Road and the Norwich-Worcester division of the New York, New Haven and Hartford Railroad, about one mile south of Danielson.

The planned structure is to be of brick and steel, two stories in height. It will be 400 feet long, extending from a point near the high-

way almost to the railroad, and eighty-five feet in width. A railroad siding is to be constructed to facilitate the handling of supplies and finished products.

V. LaRosa & Sons, Inc., is one of the well known macaroni manufacturing firms in the East. Ultimately it will employ 150 workers in its new plant.

Viviano's to Italy

Joseph Viviano, president of the Kentucky Macaroni Company, Louisville, Ky., will be absent from the macaroni convention this year for the first time in a decade. The reason: He, his wife and youngest daughter, Rose Helen, left the middle of May for a tour of Italy and other European countries.

Considerable time will be spent in the old ancestral home city of the "Vivianos," and in visiting other parts of Italy from the seashore towns of Sicily to the lake resorts near the Switzerland border. On their return late this summer, the Viviano family will visit France and England.

Cheese Factory in Plymouth

Plymouth, Wisconsin, renowned center of the cheese industry of America, now has a modern factory that will specialize in the production of Italian-type cheese, according to an announcement made last month by the Chamber of Commerce of that city. The new firm operates under the name of the S & R Cheese Company, taking its name from the initials of the two chief executives of the company.

Paul Sartori, former salesmanager of the Stei'a Cheese Company of Chicago, will be in charge of sales and

Southwest Is Only Declining Section in May Flour Output

Flour production during May, 1939, as reported to *The Northwestern Miller* by mills representing about 60% of the nation's flour industry, totaled 5,559,835 bbls., compared to 5,442,548 bbls. the previous month and 5,015,792 the same month last year. It is the heaviest production for May for the four years since May, 1936.

Contrasting with the Southwest's decline of 63,600 bbls. was the 61,000-bbl. production increase by Pacific Coast mills. The Southwest was the only milling section reporting a drop. A 29,000-bbl. increase was experienced by Northwest mills, while the eastern division of the Central West produced 30,800 bbls. more than the previous month. May production increased 33,500 bbls. in the western division of the Central West and 6,250 bbls. in the Southeast. Buffalo mills reported a 20,430-bbl. increase. Following is a detailed table of the month's flour production:

TOTAL MONTHLY FLOUR PRODUCTION

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

	May 1939	Previous month			May 1938
		1938	1937	1936	
Northwest	1,172,462	1,143,529	1,121,914	1,032,939	1,267,010
Southwest	1,902,678	1,966,226	1,894,772	1,970,818	1,793,149
Buffalo	847,392	326,964	767,364	806,378	858,749
Central West—Eastern Division	473,975	443,169	286,614	276,783	280,473
Western Division	264,076	230,591	266,910	246,527	269,379
Southeast	141,287	135,044	290,021	301,737	224,365
Pacific Coast	757,965	697,025	388,197	430,835	385,244
Totals	5,559,835	5,442,548	5,015,792	5,066,017	5,078,369

BUSINESS CARDS

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GIVE US A TRIAL
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FOR SALE—One 10-inch Hydraulic Macaroni Press, complete with Short Cut Attachment; also 25 Bronze Dies. All in perfect condition. Write to Roth Noodle Co., 7224 Kelly St., Pittsburgh, Pa.

Louis Rossini whose previous experience was with the same Chicago firm will be in charge of production. While they will produce most of the popular cheese, domestic and otherwise, the new firm will specialize in the Italian styles because the executives feel that there is a bright future and wonderful possibilities for those types.

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Convention Time

"The most natural, the most direct and beneficial way to achieve understanding and cooperation is to get together and confer... with equal opportunity for all interests to express their views and to comment freely on the views of others."

That's the thinking that prompted the program committee in planning the agenda for the Thirty-Sixth Annual Convention of the Macaroni Industry of America being held this month in New York City.

In that spirit every progressive manufacturer and allied is invited to attend and partake. The problems thrown open for public discussion—all the suggestions and recommendations are of vital interest to those truly concerned in the future welfare of the trade.

The protection of the producer under the various food laws and business regulations and in competition with other foods; the education of the consumer to make him more friendly and receptive to our offerings; the safeguarding of our products through the various distributive channels to insure their arrival, fresh and wholesome, in the hands of housewives and chefs—what grander motives could any food producer have than these! That's why your presence is needed.

- First—Plan definitely to attend this year's conference.
- Second—Immediately on arrival, register with the Secretary and pay the usual registration fee, thus becoming a part and parcel of this friendly get-together.
- Third—Attend all sessions promptly and regularly, and take your part in all discussions that directly concern your business.
- Fourth—Attend all the affairs planned by the Committee. BE ONE OF THE BOYS.
- Fifth—Arrange to visit the World's Fair either on Sunday, June 25, Monday evening, June 26, or on the special day set aside for our industry—Macaroni-Noodle Manufacturers Day, Wednesday, June 28, 1939.

These suggestions are made for your own good and for the smooth running of the program scheduled for the two days of meeting—a progressive agenda of good things for those who wish to take fullest advantage of them—and ultimately for the general welfare of the whole Industry.

See you at the convention, June 26 and 27. Let's meet at the Fair, June 28.

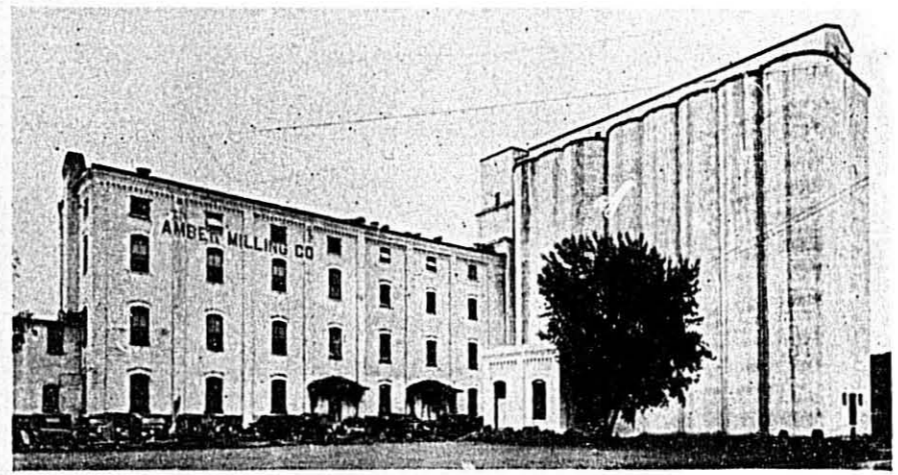
M. J. DONNA.



"DURAMBER" announces AN ADDITIONAL SERVICE

We are happy to announce the addition to our plant of a 400-bbl. unit for the manufacture of Durum Fancy Patent and Standard Durum Flour. This will enable us to supply our customers with mixed cars of Patent and Flour with Semolina.

DURAMBER EXTRA FANCY NO. 1 SEMOLINA continues to maintain its outstanding place among users demanding the finest quality Semolina, for the manufacture of the best macaroni products, and it's made from the very choicest selection of amber durum wheat.



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