

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 5**

September, 1940

SEPTEMBER, 1940

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Egg Noodles and Chicken



A wheat-meat combination that is always seasonal and ever welcome. One that makes the meal truly a "headline event."

● Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

● VOLUME XXII
NUMBER 5

Printed in U.S.A.

Send in Your Carton and Label Problems to the Rossotti Advisory Board



YOU probably have carton and label problems. Practically every packer does. Perhaps they call for an entirely new design or the revision of your present one. Frequently a change in colors, inks, construction, size, shape, or the use of a transparent "window" will add much to the selling power of a carton or label.

The Rossotti Advisory Board . . . each one a specialist in his particular field . . . will gladly apply their combined knowledge and experience to the solution of *your* problems. Their suggestions often result in larger sales and profits; fewer sizes; greater speed with less waste in filling with automatic machinery; increased protection for the product; proper wording to meet government regulations; and other important advantages. Possibly they can effect big savings for you, also. Take advantage of this valuable service. It's yours without obligation. Just write or telephone our nearest office.

CHECK YOUR PACKAGES ON THESE POINTS

1. Government regulations on wording and the position of such wording. Proper arrangement of non-government regulated copy to do a real selling job.
2. Slack filled packaging; packages must be acceptable to the Food and Drug Administrative containers in the interest of consumers and manufacturers.
3. Ease of filling. Automatic packaging in correct containers eliminates breakage and waste, and is more economical and sanitary.
4. Adaptability to mass display while preserving the identity of your product by means of pyramiding or other arrangements without the extra expense of special racks or other supports.
5. Modern art treatment which makes your packages prominent among competitors' goods on the grocer's shelf; colors that attract and are remembered.
6. Recipes on your packages, which catch the housewife's eye because they are enhanced by attractive vignettes; recipes so delicious and practical that the housewife uses your products more often creating quicker repeat sales.

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President's Message

To the Macaroni-Noodle Manufacturers and Allied Trades



Friends:

Quitters never win, winners never quit.

Many of the problems which confronted us last June are now being dealt with in accordance with investigations conducted and the cooperation received up to this time, in the form of information, data and statistics, which have been compiled and all of which are now in our possession, forming the tools or the necessary instruments, to successfully place these problems behind us.

Some of them are now being taken care of during current hearings in Washington, and others which we are now equipped to handle, will be taken care of in the very near future.

All of these activities, and the results, will be reported in detail to Association members in good standing only.

We will try to prove to all that through the sincere and gracious cooperation which we have received from many, that much is being accomplished and many things will be accomplished to the satisfaction and betterment of the Industry in general.

The depressing days of summer are giving way to crisp, invigorating autumn weather; so is the season of picnic and irregular meals.

Mothers are again feeling the irresistible urge to do some real cooking for their families. There is a subtle change in appetites, too, which makes itself felt in heavier meals.

Children have returned to school and mothers are once more confronted with the continuous problem of serving well-planned meals to provide the family with food elements that are so necessary to growing bodies and vigorous minds.

This season seems to be the golden opportunity for doing some favorable "plugging" for macaroni products in line with the renewed suggestion of the National Macaroni Institute. The education of Americans to make them more regular consumers of our fine wheat food is not the duty of a few manufacturers and allies, but that of all the operators honestly concerned in the future welfare of their business and of the trade.

Let's be friendly to the promotion and generous to the extent of the \$5.00 or \$10.00 a month asked for. The plan is worthy of a year's trial, at least. We will find that our money is a permanent investment.

You are undoubtedly aware of the United States and Canadian Government reports, earlier this month, on wheat. Both of them, in my opinion, are bearish. Canada has a total crop of 551 million, and the United States about 783 million. The only question is, how much of the wheat in the United States will go under the Loan and how much will be Free wheat? In the long run we have more wheat than we can possibly take care of during this new crop year in both the United States and Canada.

It may be to our best interests not to speculate too far ahead and only buy when we are perfectly satisfied as to current conditions and if we are careful our purchases will eventually spell profits.

JOSEPH J. CUNEO, President.



QUALITY
IS
SUPREME
IN

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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

The MACARONI JOURNAL

Volume XXII

SEPTEMBER, 1940

Number 5

Two National Weeks

The week of October 6 to 12, 1940, is a Double Week of national importance. It has been officially designated as National Fire Prevention Week by the National Board of Fire Underwriters, and as a National Macaroni-Noodle Week by the National Macaroni Manufacturers Association representing the important Macaroni Industry of America.

Though the dates co-incide, there is absolutely no conflict between the two groups of promoters nor in their objectives. Both can be and should be observed simultaneously by the macaroni-noodle makers.

Prevention

Because of an accidental kick by a cow, a city was destroyed by one of the greatest fires in the nation's history.

Because of this great catastrophe, and others comparable to it, man has become considerably more fire-minded. Fire insurance companies, fire departments and owners of property of every description are now giving more and more attention to safe-guarding American property, and life.

Fire is at once mankind's greatest benefactor and his worst enemy. When properly controlled, it is put to many useful purposes and brings untold blessings. But when uncontrolled it causes untold suffering and immeasurable losses.

Therefore, it is but natural that efforts be made to distinguish between the good and the harmful uses of fire.

Since the now famous Chicago fire occurred in October, it is also natural that the week of the disastrous conflagration October 9—be designated annually as the period during which the public's attention should be centered on fire hazards and their eradication.

The Macaroni-Noodle Industry loses annually much property, machinery and materials from what many claim are preventable fires—as do all lines of business. Figures are not available as to the extent of the fire losses suffered annually by the industry, but it is estimated at hundreds of thousands of dollars in property damage, to say nothing of loss of use, curtailed production, men thrown out of work and the temporary disruption of business.

So naturally, the leaders in the Macaroni-Noodle Industry take a keen interest in the objectives of Fire Prevention Week, though fire prevention might well be a year-round practice, which it is in many plants.

A fire destroys a large macaroni plant on which the nation depends for a certain amount of food under the current national defense plan. What are the economics of such a situation?

All but a few essential employees are thrown out of jobs. They will probably be out of work for several months, causing misery to many families by depriving them of money to buy even the necessities of life, and thus lowering the standards of living for many even who have no direct connection with the factory destroyed.

There are almost endless reasons why Fire Prevention Week should be observed this year. Start by ordering a thorough plant inspection immediately. Prevention is cheaper than a cure, even in business.

Promotion

Because Americans are blessed with an almost limitless variety of good food from which to prepare their daily menus, the consumption of macaroni, spaghetti, egg noodles, etc., is not nearly as high per capita in the United States as it is in countries where wheat is equally plentiful but the food variety limited by nature and other influences.

Because of legal restrictions on immigration and the natural tendency of all immigrants to adopt the American way of life and to eat more abundantly of the foods which they were deprived of in their home lands, the remaining hope for increased consumption of macaroni products lies in the education of Americans to make them more truly appreciative of the true value of macaroni products.

In line with this general thinking that the hoped-for increase in the American consumption of this fine wheat food must come through the education of the non-user and occasional consumer, The National Macaroni Institute started in 1937 to sponsor a National Macaroni-Noodle Week.

The second week in October was selected as an appropriate one for the educational promotion. The dates this year are October 6 to 12. The National Macaroni Institute with very limited financial support has shown the leadership necessary in planning the event on a nation-wide scale. Its prime objective is to unite the trade in an out-of-the-ordinary effort once a year to place its food more favorably before the American homemakers and food consumers who crave change in their daily diet.

Leadership is essential, but the success of the promotion is dependent on the seriousness of the cooperation it ultimately receives from the manufacturers and allied who stand to profit most from any increase in the consumption of macaroni products that may result.

To promote the increased consumption of this fine wheat food by the cosmopolitan groups that constitute the citizenry of the United States, is not the obligation of a small handful of willing supporters among the 350 firms in the industry. It should be the assumed obligation of all who are truly concerned in the future business of the trade.

There are almost endless reasons why this activity should be willingly supported and limitless ways for doing so. The National Macaroni Institute has laid the ground-work by making the public expectant. The rest is up to the manufacturers.

Report of the Director of Research for the Month of August

By Benjamin R. Jacobs

The public hearings for the purpose of establishing Standards of Identity for flour, durum flour, semolina and farina, etc., started on schedule September 9 in Washington. These hearings are still continuing and today, September 12, only the first product, flour, has been reached.

It is probable that these hearings will continue for at least ten days or two weeks if no faster progress is made than appears on the surface. The many uses to which flour is put and the special types of this product make it a very difficult and complicated one to determine. When we consider that flour, ordinary flour, may be phosphated, brominated, self-rising, bleached, fortified with vitamins and with enzymes and many other modifications, and may also have numerous ingredients added to it, it is easy to see that it is a difficult product to standardize.

The schedule as published in the Federal Register may not be followed and therefore, the subjects that are of interest to the macaroni industry (durum flour, semolina and farina) may not come up for several days.

However, the recommendations of the Millers' National Federation have been submitted to me and there is so far as I can see, no reason why they should not be accepted by the macaroni industry. The recommendations for the Standards of Identity for Semolina are as follows:

PARAGRAPH 15.090—SEMOLINA
IDENTITY
MILLERS NATIONAL FEDERATION
RECOMMENDATIONS
WITH SUPPORTING EVIDENCE

Recommendations of the Flour Definitions and Standards Committee of the Millers National Federation regarding Paragraph 15.090, proposed definition of Semolina identity, are:

1. That not more than 3 per cent passes through a No. 100 sieve.
2. That its ash content is not more than 0.82 per cent.
3. That the ash content shall be computed on the basis of 15 per cent moisture.

In support of these recommendations, the following facts are offered in evidence:

1. In general, the term "Semolina"

as commercially employed by millers and users, has included products varying substantially within certain limits in various characteristics, such as granulation, physical appearance and color, and analysis, these differences being due to a variety of causes, including demand for varying types of grades, variations in raw materials available from different crops, and variations in the systems of individual Semolina mills. In all cases, "Semolina" has by common understanding been produced from wheats graded commercially as durum and so milled as to be as free from "flour" as commercial milling separations and subsequent abrasion through handling permit, the most important characteristics commercially being physical appearance as expressed by granulation and color.

2. The existing definition for Semolina defines it as "the purified middlings of durum wheat" and purified middlings are defined as "the granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm retained on a 10XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15 per cent of moisture." 10XX bolting cloth has an opening size of .0055 inches while the 100 mesh standard wire in the proposed definition has an opening size of .0058 inches—more nearly approximating the opening of a 9XX bolting cloth (.0059 inches)—and therefore changing the interpretation of "throughs" that might be considered in practice as "durum flour."

3. The basis upon which the Millers National Federation recommendations are made consists of experience as shown by the operating records of three mills engaged for substantially more than ten years each in the production and sale of Semolina and representing more than one-third of the total domestic production of this product.

4. With respect to the granulation methods as proposed, the mills submitting information have not employed the proposed sifting method as described nor have they all used sieves of the size prescribed. The recommendation of a 3 per cent limit

through a No. 100 standard wire, therefore, involves some induction from facts as obtained.

In detail, one large semolina miller's operating records show that the grade of Semolina known commercially as No. 3, contains, when milled, slightly less than 2 per cent of product that passes through a No. 100 wire, while mill run Semolina from the same mill contains less than 1 per cent of such product.

Another large mill which does not employ a No. 100 wire in its usual granulation control, finds that its current production of mill run Semolina sifts about .75 per cent through a No. 100 wire when tested by the proposed method and that this same grade of Semolina carries, according to the mill's operating records, from one-third to one-fifth as much fine granular material as its production of No. 3 Semolina as tested by the two finest sieves employed by it (65 and 120 respectively).

5. The operating records of the three Semolina mills contributing evidence show a substantial range in ash, experienced for at least three reasons:

- a. Daily fluctuations.
- b. Crop variations.
- c. Variation in grades or types produced.
- d. Variations in milling systems.

One reporting mill advises that during the crop years 1938-39 and 1939-40, it made 1800 ash determinations on a production of 340,000 barrels of Semolina—the results running as high as .86, and it calls attention to the fact that there have been higher ash years.

Another mill reports the following data:

On mill run Semolina for three crop years representing an approximate production of 820,000 barrels, the maximum ash was 0.72 per cent and the minimum ash was 0.52 per cent. This represented a total of 649 samples tested.

Semolina No. 3 for the last two years, with a production of 16,700 barrels, showed an average of 0.72 per cent ash, a low of 0.62 per cent and a high of 0.81 per cent. During the same period mill run grade Semolina

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Betty Crocker 30 Minute Macaroni Dinner

FOR MACARONI SALES

In YOUR Trade Area Sept. 27!

In YOUR Trade Area Sept. 27!

Once again America's ace macaroni salesman, Betty Crocker, goes to work in your trade area . . . selling macaroni for YOU! This time with one of the heartiest, best-tasting one-dish meals ever developed—"Betty Crocker's 30 Minute Macaroni Dinner . . . macaroni with country sausage and fried tomatoes!"

Like every Betty Crocker macaroni recipe this one has been developed to help your sales. Backing it are a coast-to-coast hook-up of 59 radio stations reaching 6,000,000 homes and Betty Crocker's syndicated newspaper feature, "Kitchen Clinic," circulating among 1,600,000 homemakers every week!

Take advantage of this tremendous radio and newspaper publicity barrage. Tie in with this September 27 broadcast. It's a natural for your fall promotion if there ever was one! Remember, all the power of the name "Betty Crocker" will be focussed on macaroni in your trade area September 27!

Write to General Mills, Inc., or see your Gold Medal salesman today for free recipe slips!

GOLD MEDAL SEMOLINA "Press-tested"

WASHBURN CROSBY COMPANY
(TRADE NAME)

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



lina records show that a production of 416,000 barrels had an average of 0.636 per cent ash, a low of 0.45 per cent and a high of 0.71 per cent ash. These figures show the inherently higher ash content of No. 3 Semolina as considered with mill run made from the same crop in the same mill.

Another mill reports only very limited production recently of No. 3 grade Semolinas, with a limited number of ash analyses varying between .77 and .81.

Though no factual evidence is submitted, it seems pertinent to state that experienced technical employes of Semolina mills generally recognize the fact that Semolinas of similar type and giving similar quality of finished paste goods under similar conditions of manufacture, sometimes vary widely in ash, dependent on the particular milling system on which they are made.

Comments:

1. In considering a definition of identity for Semolina, all grades sold and purchased regularly as such in the domestic market have been considered. The inclusion of such a grade, known usually as No. 3 Semolina, because of its characteristics, is really the determining factor in the recommendations as made for percentage of material through a No. 100 wire and for maximum ash permissible.

2. Considering the known finer granulation of No. 3 Semolina and the greater amount of material in it that will pass through a No. 100 wire, which cannot be removed by present commercial practice, a limit of less than 3 per cent of such material in a definition of identity of Semolina would impose restrictions on the use of this term as employed commercially heretofore.

3. Evidence from operations which show clearly the considerable fluctuations occurring in ash in Semolina for various reasons makes advisable placing a maximum ash limit of 0.92 in a definition of identity in order to avoid restrictions of the use of the term "Semolina" in the future.

4. No factual evidence is considered necessary in connection with the recommendation regarding the use of a definite percentage of moisture in connection with determination of ash, as this is merely intended to clarify the definition and therefore make simpler its enforcement.

5. Operating data referred to in the preceding statement will gladly be made available to the administrator or his designated assistants if he so desires.

The recommendations for Standards of Identity for durum flour will be presented to the committee by Mr. Thomas C. Roberts of Minnesota.

PARAGRAPH 15.010—DURUM FLOUR, IDENTITY. MILLERS' NATIONAL FEDERATION RECOMMENDATIONS WITH SUPPORTING EVIDENCE

Witness: Thomas C. Roberts, of Minneapolis, Minn.

Appearing for Millers' National Federation.

Experience: An employe of General Mills, Inc., of Minneapolis. Since 1915 concerned principally with various technical and cost phases of the milling of grain and the uses of flour, both in General Mills, Inc., and its predecessor company. At present, Assistant Director of Products Control for General Mills, Inc.

Recommendations of the Flour Definitions and Standards Committee of the Millers' National Federation regarding paragraph 15.010, proposed definitions of Durum flour identity:

1. That its ash content is not more than 1.3 per cent.

2. That the ash content shall be computed on the basis of 15.00 per cent moisture.

3. That the provisions covering the labeling of optional bleaching ingredients in the definitions of flour be included in the definition of durum flour.

The reasons for the preceding recommendations are:

1. That it is well known and recognized by all Durum millers that flours milled from Durum are substantially higher in ash than are flours of equivalent milling recovery obtained from other types of wheat.

2. The operating records of three mills which have each been engaged in the continuous milling of Durum flours for substantially over ten years show the following experience in ash content in regard to the highest ash Durum flour milled and sold consistently as such for use in the preparation of human foods.

Mill A. Producing approximately 15,000 barrels during the period October, 1937 to May, 1940 and based on 149 tests show an average of 1.1 per cent ash, a low of 0.8 per cent ash and a high of 1.28 per cent ash.

Mill B. Report for 1938-39 and producing approximately 56,000 barrels shows an average of 1.38 per cent ash, a low of 1.06 per cent ash and a high of 1.6 per cent ash.

Mill C. "On 2200 tests made for the crop years 1938-39 and 1939-40, ash on Durum flour ran between 1.05 per cent and 1.30 per cent. There was only a small percentage of Durum flours that ran 1.3 per cent but that is due to the fact that the Miller had to shorten up on milling. We do not believe that it improved the flour any but in order to get back to 1.2 per cent the mill had to do this."

Evidently this last mill was operating on an ash specification of 1.2 per cent.

No evidence exists as to the exact comparable quality of the finished products produced from the above flours. It is, however, well recognized that differences in ash in Durum flours due either to daily fluctuations in milling conditions, to differences inherent in different milling systems, or to characteristics of the particular wheats ground, are not necessarily reflected in the quality of the finished paste goods produced from them.

3. While the Durum flours produced for the manufacture of alimentary pastes are unbleached, the Committee is advised that occasionally bleached Durum flours are in demand for special purposes.

Comments:

1. The purpose in recommending a maximum ash of 1.3 per cent for Durum flour identity is to avoid future restrictions of the use of the term in the light of past experience as developed by the evidence submitted.

2. The purpose in recommending that ash be calculated to a definite moisture (15.00 per cent) is to clarify the proposed limit and thereby avoid misunderstanding.

3. The purpose in requesting the inclusion of optional bleaching ingredient provisions is to provide for such optional processing for the purposes where it is in demand.

4. Undisclosed identities of mills and details of operating data referred to in the preceding recommendations will gladly be made available to the administrator or his designated assistants if desired.

I am sure that the above recommendations will not work any hardship on the macaroni industry, particularly since these limitations for ash are practically the same that exist today in the products which we use. It must be remembered that these recommendations are for Standards of Identity and not for Standards of Quality and that if and when Standards of Quality are established they will provide ample protection for our products.

Not So Bad

Bill, a fireman, was with his mates helping to put out a fire one blazing hot afternoon.

For six hours the brigade was toiling, the perspiration streaming down their grimy faces. At last one of them gasped: "Lummy, Bill, this is the limit, this is."

"Don't you believe it, George," replied the perspiring Bill reprovingly. "You just be thankful we ain't got to put this here blinking fire out with boiling water."

"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



Macaroni Products As Surplus Commodities?

The National Association's Committee Presents Arguments Favoring Plan to Aid Durum Wheat Farmers

In an appeal to Secretary Henry A. Wallace of the U. S. Department of Agriculture, the Legislative Committee of the National Macaroni Manufacturers Association goes to the defense of the durum wheat growers of the Northwest who allegedly are being discriminated against by the current ruling on surplus commodities insofar as the Food Stamp Plan is concerned.

Farmers who raise bread wheats, rye and oats are getting a direct benefit from the Food Stamp Plan under the regulations now in force, because flour, etc., milled from these grains constitute surplus commodities under the rulings now in effect.

In its appeal, the Association's Committee stresses the fact that practically all of the durum wheat grown by the farmers of the Northwest finds an outlet only if it has been processed into macaroni products.

The new Legislative Committee was appointed at the recent convention of the National Macaroni Manufacturers Association as the result of the fine talk made by Mr. E. J. Feuling of the Federal Surplus Commodities Corporation, who explained in detail the workings of the Food Stamp Plan.

This Committee is headed by Joseph Freschi (Chairman), Mound City Macaroni Co. of St. Louis, Missouri. On it are such representative manufacturers as J. H. Diamond of Gooch Food Products Co., Lincoln, Nebraska, Past-President of the Association; L. S. Vagnino of Faust Macaroni Co., St. Louis, Missouri, also a Past-President of the National Association; E. Z. Vermylen of A. Zerega's Sons, Brooklyn, New York, and Thos. A. Cuneo, Mid-South Macaroni Co., Memphis, Tennessee. Benjamin R. Jacobs, Director of Research of the Association, is a member "ex-officio."

The Committee's arguments and presentation mailed to the Secretary of Agriculture on August 8, 1940, and from which it is expected that relief will be granted the durum wheat growers and macaroni manufacturers indirectly, are as follows:

August 8, 1940

Hon. Henry A. Wallace
Secretary of Agriculture
Washington, D. C.

Dear Mr. Wallace:

The undersigned committee was appointed by the National Macaroni Manufacturers Association at its recent convention to take up with you the matter of designating macaroni products and egg noodles as surplus commodities, these to be purchasable with Blue Stamps.

At our annual convention held in Chicago, June 24-26, our president, J. H. Diamond, presented pertinent facts and data which are believed should be brought to your attention. We quote from his address:

"Several in the industry feel that the blue stamps have hurt the sale of macaroni products and I concur in this belief. The people who purchase stamps for food, were, as a group, among our best customers and greatest consumers of macaroni products and egg noodles. Yet, when these people are given surplus commodities, consisting of flour, beans, rice, hominy and other items dietetically competitive with macaroni products, free for blue stamps, they naturally use their orange stamps to purchase items other than macaroni products. Hence a reduction in the sale of our products.

"This not only affects macaroni manufacturers but also tends to reduce the sales of durum wheat millers and the price paid to the farmers who grow durum wheat. In order to realize that the demand for and sale of durum wheat are being affected, we have only to compare the relative prices of hard amber durum wheat and dark northern spring wheat. The highest Minneapolis cash sale of hard amber durum on May 26, 1938, was 89½¢. Dark northern spring was 95½¢, or a spread of 6¢ per bushel. On May 26, 1939, the high on hard amber durum was 85½¢ and dark northern spring was 91½¢, or a spread of 6¢ per bushel. On May 27, 1940, the high on hard amber durum was 75½¢ and on dark northern spring, it was 88½¢, or a spread of 12½¢. If the flour made from dark northern spring wheat, which has sold at a 6¢ premium over hard amber durum for the past two years, is classed as a surplus commodity, surely it is reasonable to suppose that the products of durum wheat which has reached a 12¢ discount, should also be designated as surplus commodities.

"Obviously, therefore, if macaroni products were also designated as surplus commodities purchasable with blue stamps, their sale would increase. Durum wheat millers would grind more wheat and the better demand would help the durum wheat farmer obtain more for his product. Also, keep in mind the fact that it requires about seven bushels of durum wheat to make a barrel of semolina, while it takes only 4.6 bushels of hard wheat to make a barrel of flour which is now on the surplus list.

"I believe that the Food Stamp Plan is good and much more efficient than the former method of distribution. Certainly, however, it isn't fair to discriminate against the durum wheat farmer and those who convert this product into consumer goods. While hard wheat flour can be baked into bread by the consumer, durum semolina and flour are not for sale in the grocery stores. If they were, it would not be possible for the consumer to convert them into macaroni or spaghetti."

Please note particularly, Mr. Wallace, the chief outlet for durum wheat is the manufacture and consumption of macaroni products. The durum wheat farmer does not have the same advantage as does the wheat farmer by having durum wheat, semolina and flour sold in the grocery stores as bread wheat flour is sold. Durum flour and semolina have to be made into macaroni products, before the grocer will handle them. Thus, macaroni products should be considered as a primary commodity, the same as bread flour, rather than a manufactured product, in order to help the durum wheat farmer in disposing of his surplus wheat.

We realize that it has been your policy to exclude products from the surplus list where manufacturing processes increase the cost. However, it is necessary to process hard wheat to obtain flour and corn for corn meal, et cetera. Durum wheat needs the milling process to obtain semolina and flour, and one more process of manufacturing it into macaroni products to get it to the consumer.

As matters now stand, the production and consumption of macaroni products are down with the resultant loss of volume and price to the durum wheat farmer. Much durum wheat is selling in Minneapolis at less than the loan basis. More consumption would bring a better demand and an increase in premiums.

The durum wheat farmer is being discriminated against, as macaroni products are his chief outlet. The sale and price of durum wheat are being affected adversely. With these matters brought to your attention, we trust that you will give them proper consideration, realize their importance to the durum farmer, and decide favorably on designating macaroni products as surplus commodities.—Legislative Committee of National Macaroni Manufacturers Association.

Respectfully yours,

(Signed) JOSEPH FRESCHI, Chairman
Legislative Committee, N.M.M.A.

Washington Turns Thumbs Down

Ignoring the reasoning that the durum wheat growers of the Northwest would be benefited even more than the macaroni manufacturers by declaring macaroni products made from durum wheat semolina a surplus commodity and hinging its decision on the conclusion that "the relatively large part of the consumer's dollar which necessarily goes for manufacturing cost in the case of macaroni and noodles makes it inadvisable to place these products on the food stamp list," the Secretary of Agriculture refused to heed the industry's appeal. In a letter to Chairman Freschi, dated August 28, 1940, the Secretary states the technicalities on which the department takes its stand.

September, 1940

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DEPARTMENT OF AGRICULTURE
Washington, D. C.

August 28, 1940

Mr. Joseph Freschi, Chairman,
St. Louis, Mo.

Dear Mr. Freschi:

This is in answer to your letter of August 8 to the Secretary, requesting that macaroni products and egg noodles be placed on the list of surplus foods available under the stamp plan.

It is the feeling of the Department that products so highly processed as macaroni should not be placed on the food stamp list because the returns to the farmer are not sufficiently great to justify doing so. It is true, as you point out, that flour and corn meal, which are also processed, are on the list, but in the case of these products, the proportion of the retail dollar which goes back to the farmer is much greater than in the case of macaroni.

Thus, in 1939, according to the figures of the Bureau of Agricultural Economics, only 11 per cent of the retail dollar spent on macaroni went to the farmer, but the farmer received 28 per cent of the retail dollar spent on corn meal and 39 per cent of the retail dollar spent on white flour.

It should also be remembered that the stamp plan is a device for adding to the customary food purchases of the recipients of stamps, and increasing their consumption of food. Therefore, it does not seem likely that other foods have been substituted for macaroni to any significant extent.

In your letter you call attention to the wide disparity between the price of durum and dark northern spring wheat which existed last May. In recent weeks this disparity seems largely to have disappeared. For the month of July, according to the

records of the Bureau of Agricultural Economics, cash sales of No. 2 hard amber durum averaged 77.3 cents per bushel at Minneapolis, and No. 1 dark northern spring averaged 78.8 cents per bushel, a difference of only 1½ cents in favor of spring wheat, as against a margin of nearly 13 cents last May. The quotation in the MINNEAPOLIS DAILY MARKET RECORD for August 13, shows that the top cash quotation on that day for No. 1 dark northern spring was 74½ cents per bushel, while the quotation for hard durum was 73½ cents per bushel, a difference of only one-half cent.

We regret that the relatively large part of the consumer's dollar which necessarily goes for manufacturing cost in the case of macaroni and noodles makes it inadvisable to place these products on the food stamp list.

Sincerely yours

(Signed) James L. McCamy
Assistant to the Secretary

What is the next step in this effort by the National Macaroni Manufacturers Association? Chairman Joseph Freschi of the Legislative Committee wants suggestions from all interested manufacturers. Address letter to him in care of The Mound City Macaroni Co., St. Louis, Mo.—Editor.

Monkey business means real business in the Straits settlements. It is reported that two monkeys here are regularly employed to gather valuable botanical specimens.

Cheese Maker Naturalized

A former Italian count, Giulio Bolognesi, became a full-fledged American citizen last month when his final application received the approval of Federal Judge William H. Holly in Chicago.

Mr. Bolognesi is very proud of his naturalization, his only regret being that he had not completed the final step years ago. He was born in Luzzara, Italy, in 1879, and came to this country as a representative of the Italian government, locating in Chicago in 1912. For eight years, or until 1920, he served as the Italian consul. He resigned to become the founder and chief executive of the Stella Cheese Company, specializing in the domestic manufacture of Italian-type cheeses at a factory located in the dairy section of Wisconsin.

His firm specializes in the manufacture of cheese of the Parmesan type. He and his fellow executives have enjoyed pleasant and profitable contacts with the leading manufacturers of macaroni products in this country.

His witnesses at the naturalization ceremony were Gustavus S. Swift of the meat packing family and Horatio Tocco, former attorney for the Italian consul in Chicago.

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



A Priceless Heritage

National Macaroni-Noodle Week — October 5 to 12, 1940

The Industry, through its national organization, has decreed to invite at least 100,000,000 Americans to take part in an annual observance that is the right of a free people. They are asked not to gorge themselves for a day or two during that particular week and then to forget all about it for the balance of the year, but rather to learn the real food merits of Macaroni, Spaghetti and Egg Noodles for regular inclusion in their daily diet.

Happily Americans may still choose the foods within their economic reach. Millions in Europe, even those with money, are permitted only to purchase the bare necessities—foods which dictators say they must eat—irrespective of one's likes or dislikes, or their ability to afford.

The question is often asked, and properly so: "Do we Americans fully appreciate the priceless heritage which is ours—the liberty to choose our own vocation and to personally profit from our own endeavors without dictation and snooping—the liberty of truly free men?"

The American way of living and of doing business differs materially from that of millions in Europe and elsewhere. In this country, for instance, the individual macaroni-noodle manufacturer may have a voice in his industry, and his industry a voice in the general government. Not so in the countries above referred to. Unfortunately, there are still some who are unappreciative of this liberty, or fail to cooperate in taking the fullest advantage of it—many for selfish reasons.

On this point we quote from a recent release, these timely thoughts:

Fungus Damages Durum Crop

Conflicting reports originating in the durum-growing areas in North Dakota raise the question of just what proportion of the 1940 crop will be available for milling into semolina.

Men long experienced in the grain trade of the northwest are puzzled while many of the durum farmers are left holding the bag. Reports are that a considerable portion of the 1940 durum wheat crop has been damaged by a fungus identified by wheat experts at the North Dakota Agricultural College at Fargo as "Bacterial Glume Botch."

This fungus renders the wheat germ streaky. Black creases develop in the kernels, rendering the grain inferior for milling into Semolina. Durum wheat buyers want none of this black creased durum.

One group of agriculturists contend that the fungus disease affected only a relatively small area. Others report an indicated damage to more than half of this year's crop in the principal durum-growing sections of North Dakota.

Durum growers are adversely affected by the wheat disease in that wheat with 7 per cent black crease infestation makes it ineligible for government loans. Demands have been made to the Commodities Credit Corporation to lower this grain regulation to meet this situation and thus make available a larger portion of the crop for loans. If this were done, farmers would hold their damaged grain off the market until it can be decided how to utilize it in ways other than milling into hog-feed.

Experts estimate that the damaged wheat will call for a discount as high as 25 cents a bushel on the fungus-affected grain.

Users of semolina need have no fear over their current or future supply of quality raw materials. The unaffected 1940 crop, plus the heavy carry-over of 1939 durum, will be more than sufficient to meet the requirements of the macaroni makers between now and the 1941 harvest.

Safety requirements alone should be the measure of motor vehicle weight and size limitations.

Less Than One Billion People . . .

of the 38 to 40 billion who have lived since the beginning of the Christian era, it has been said, have ever known the meaning of personal liberty and economic freedom.

On July 4 last, Fulton Lewis, Jr., radio commentator, broadcast the news of the day as of July 4, 1776, reporting the struggle for freedom of the Colonies. Concluding, he said: "And if this thing that we Americans have done today, Does live . . . if this theory that you and I can rule ourselves, Is sound, and is able to continue, I wonder whether those who come after us, will understand what we're going through, to achieve this freedom. . . . Let's pray that in 1800, in 1900, even further, say 1940, the American people, whoever they are, and whatever they are and however great and wealthy they may be, let's hope that for their own good, they will understand their freedom, and appreciate what it means, and keep themselves strong enough to protect it. . . . It's a bitter and bloody job, getting it, once it is gone."

National Macaroni-Noodle Week may not gain the public attention it deserves, and that will be our own fault. But the fact that we have the opportunity to promote it proves that Americans still enjoy the privilege of free individual or cooperative action in business.

The promotion of National Macaroni-Noodle Week is a cooperative affair wherein the sponsors benefit to the degree of their participation. But if the annual event is allowed to die because of inertia on the part of those it aims to aid, after being so firmly established at considerable cost of time, labor and money, then we should all realize that—"It's a bitter and bloody job getting it restored, once it is gone!"

National Grocers' Week

The National Association of Retail Grocers will observe the week of October 21-26, 1940, as National Retail Grocers' Week.

All forms of publicity will be used in calling the public's attention to the event which has the full support of the retail food distributing industry of the country. Special merchandising activities are being planned and a wide assortment of attractive display material will be distributed by the national organization to retailers, jobbers, manufacturers and all others who desire to cooperate.

The display material for use in stores will consist of posters and window streamers, announcing the date of the week; paper caps for clerks, banners for trucks, and auto bumper signs.

Macaroni-noodle manufacturers will find it profitable to cooperate in publicizing their products as a food that should receive more than ordinary attention during National Retail Grocers' Week.



Copr. 1940 Sylvania Ind. Corp.

Nature's Product

SYLVANIA* CELLOPHANE
has quality, strength and beauty like our country's great northern spruce trees which furnish its basic raw material.

Sylvania Cellophane

SYLVANIA INDUSTRIAL CORPORATION
Executive and Sales Offices: 122 E. 42nd Street, New York Works: Fredericksburg, Va.

Branches or Representatives:
ATLANTA, GA.: 78 Marietta Street
BOSTON, MASS.: 201 Devonshire St.
CHICAGO, ILL.: 127 N. Randolph St.
DALLAS, TEX.: 812 Santa Fe Building
PHILA., PA.: 260 South Broad Street

Pacific Coast:
Blake, Moffitt & Towne
Offices & Warehouses in Principal Cities
Canada:
Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

*Sylvania is a registered trade mark for cellophane products manufactured by Sylvania Industrial Corporation.

Pillsbury Builds New Research Laboratory

Complete separation of the Research from the Products Control Laboratory of Pillsbury Flour Mills Company is being planned, according to Philip W. Pillsbury, president and member of the Industrial Research Institute.

With this announcement comes the



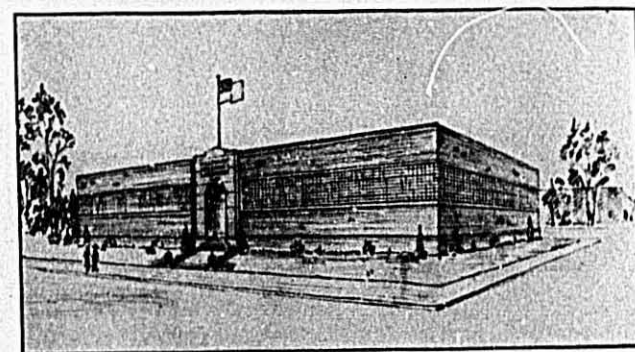
Dr. C. C. Harrel, newly appointed director of the Food Research Laboratory to be housed in large modern building now being constructed by Pillsbury Flour Mills Company.

appointment of Dr. C. G. Harrel as director of the Research Laboratory, and of Mr. R. C. Benson, as head of the Products Control Laboratory and Bakery.

In the past the Company's research has been conducted as an integral part of the general laboratory work. "However," said Mr. Pillsbury, "recent and increasingly interesting developments in food research make it advisable to expand our activities in this field."

The new Research Laboratory will be housed in an especially designed entirely modern building at the corner of Second Street and Third Avenue Southeast, near the Minneapolis "A" Mill. This site, owned by the Pillsbury Company, will permit of any later expansion. The structure will be reinforced concrete with brick facing and glass block windows, and will contain chemical laboratories, a biological study, feed testing rooms and library, with complete equipment for extensive general food research. Construction has started.

Dr. Harrel is a native of Missouri,



An artist's conception of the new laboratory being built by Pillsbury Flour Mills Company to house the enlarged research department.



Mr. R. C. Benson, new director of the Products Control Laboratory and Bakery of Pillsbury Flour Mills Co.

attended Missouri State Normal College, William Jewell College, the University of Missouri, the University of Kansas, and Chicago University. He has been a resident of Minneapolis since 1928 and head of the Pillsbury Products Control Laboratory since 1932. He is a member of the American Society of Bakery Engineers and director of its Department of Visual Education. He is also a member of the American Chemical Society, the Institute of Food Technologists, and a past president of the American Association of Cereal Chemists.

Mr. R. C. Benson has lived his entire life in Minneapolis. He attended the University of Minnesota, and has completed baking courses at Dunwoody Industrial Institute. He was

first employed by the Pillsbury Flour Mills Company in December, 1917, and became associated with the Laboratory in 1919, thus bringing to this important work over twenty-one years of practical experience in the department he will now supervise. During this time he has contacted many of the large bakeries and practically every macaroni factory in the country. This association with the Pillsbury sales department makes his appointment particularly welcome throughout the organization.

Italian Wheat Crop

The United States Department of Agriculture in its first official estimate of wheat production in Italy this season, reports that a total harvest of 268,226,000 bushels is anticipated. This is a reduction of about 10 per cent from the large harvests of the past three years; it closely approximates the five-year (1933-1938) average.

The crop in Southern Italy, where durum wheat is very important, is reported better than last year's. This assures the many macaroni manufacturers in that country a limited supply of semolina; very little durum wheat will be imported from the usual sources of supply because of the war blockade.

According to the Italian Ministry of Agriculture the stock of old wheat from previous harvests totals "several million quintals" (1 quintal equals 3.67 bushels). How much of the old stock is of durum wheat, the report does not state.

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Macaroni Imports And Exports

The importation and exportation business showed a decided decrease in the total pounds of macaroni products exported and imported during the month of June, 1940, according to the Monthly Summary of Foreign Commerce published by the Bureau of Foreign and Domestic Commerce.

Imports

Macaroni imports decreased considerably during June, 1940, to 93,819 pounds worth \$7,296 as compared with the May, 1940, imports totaling 150,320 pounds valued at \$13,642.

The total imports for the first six months of 1940 were 539,433 pounds with a value of \$51,597.

Exports

The decrease in exportation of this foodstuff is shown when the June, 1940, exports totaling 182,237 pounds worth \$13,685 are compared with the May, 1940, exports totaling 267,360 pounds worth \$21,872.

The first six months of 1940 showed a total of 1,882,683 pounds (with a value of \$133,407) of this foodstuff exported to foreign countries.

Below is a list of the foreign countries to which macaroni products were exported during June, 1940, and the quantities shipped to each:

Countries	Pounds
Iceland	1,100
Canada	29,696
British Honduras	1,302
Costa Rica	2,386
Guatemala	415
Honduras	385
Nicaragua	3,737
Panama, Republic of	7,090
Panama, Canal Zone	49,276
Salvador	312
Mexico	22,200
Newfoundland & Lab.	4,812
Bermuda	24
Other British W. Indies	705
Cuba	17,212
Dominican Republic	3,899
Netherlands W. Indies	4,413
Haiti	3,758
Bolivia	520
Brazil	26
Colombia	150
Ecuador	102
Surinam	24
Peru	607
Venezuela	1,462
Saudi Arabia, Yemen, Etc.	1,986
British India	24
British Malaya	1,190
Netherlands Indies	50
Hong Kong	291
Japan	34
Philippine Islands	21,924
Gold Coast	339
Liberia	690
Mozambique	96
TOTAL	182,237
Insular Possessions	
Alaska	50,654
Hawaii	88,065
Puerto Rico	68,187
Virgin Islands	2,335
TOTAL	209,241

H. P. Mitchell Resigns

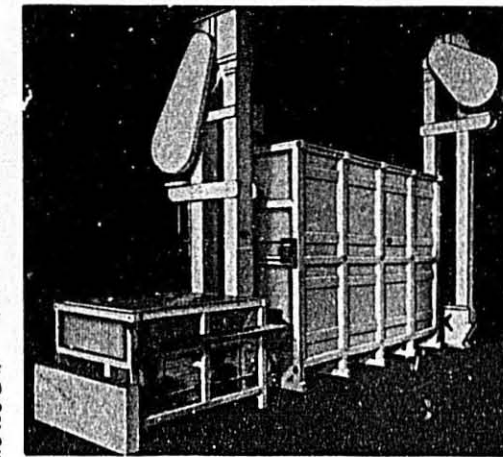
Howard P. Mitchell has resigned his position as Sales Manager of the Durum Department, Washburn-Crosby Company, Central Division of General Mills, Inc.

Mr. Mitchell was for several years in charge of Durum Products for Washburn-Crosby Company in New York and Philadelphia. Eleven years ago, 1929, he was transferred to headquarters office at Buffalo, N. Y., in

charge of Eastern sales of Durum Products. Last year he was advanced to the Chicago office as Durum Sales Manager.

He is the best known miller representative among the buyers of semolina in the macaroni industry. For years, he represented his company at the annual conferences and district meetings of the National Macaroni Manufacturers Association, all of whom wish him success in whatever business he may enter. His future plans are still uncertain.

LET THIS CHAMPION SEMOLINA BLENDER INCREASE YOUR PROFITS THIS MODERN WAY



PRICED LOW
SOLD ON A
LONG TERM
PAYMENT
PLAN

Champion Equipment is designed to bring new economies into the production of macaroni and noodle products and to improve the quality.

For example, the Champion Semolina Blender, illustrated above, automatically blends, sifts and aerates the flour—removing all foreign substances.

. . . saves the frequent replacement of expensive dies, as cleanliness helps prevent scorching.

. . . is sanitary, sturdily built for long life with low maintenance cost.

Other Champion time-saving and profit-making equipment includes Dough Mixers, Noodle Brakes, Weighing Hoppers and Water Meters—all accurate and automatic in operation, and priced right.

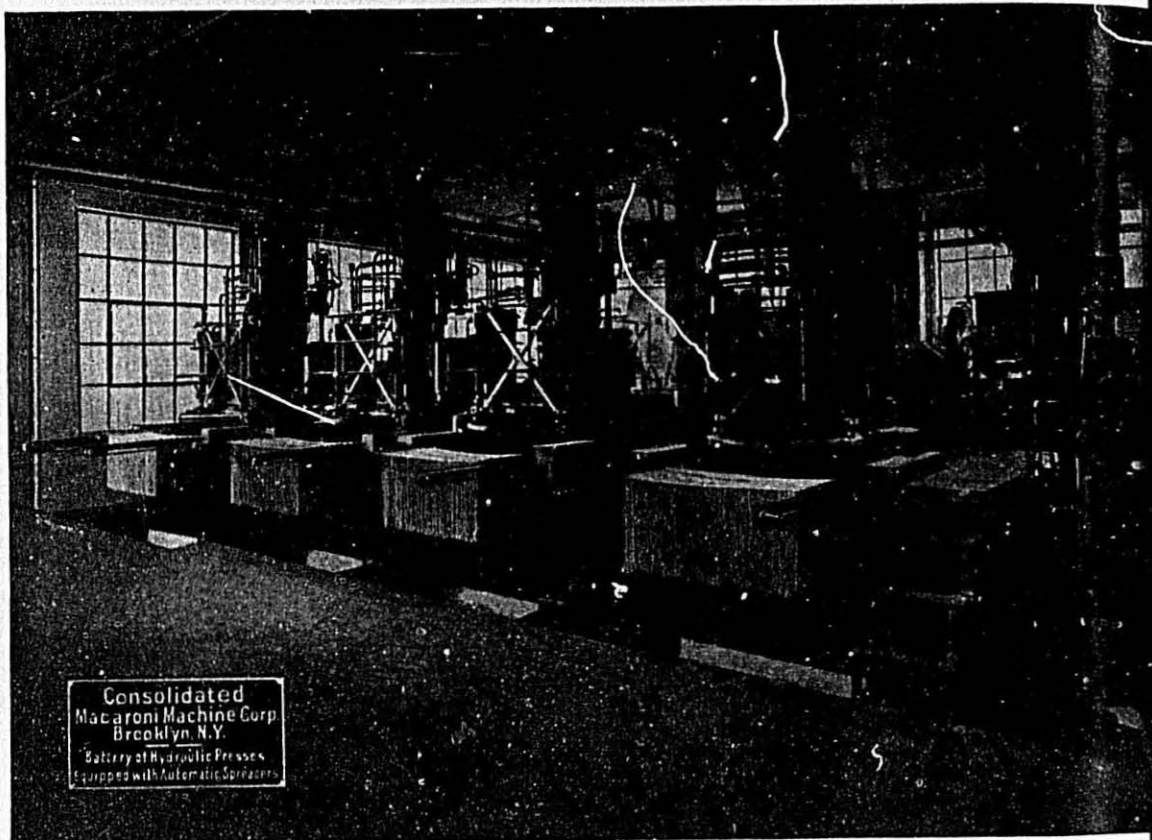
CLIP AND MAIL COUPON FOR BULLETIN AND ALL DETAILS

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Please send me Bulletin on Champion Equipment and complete details regarding your Champion Semolina Blender and Sifter. Also prices and tell me about your Long Term Payment Plan. I am also interested in getting a

Name
Company
Address
City State

Consolidated Macaroni Machine Corp.



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

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

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

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

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

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

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

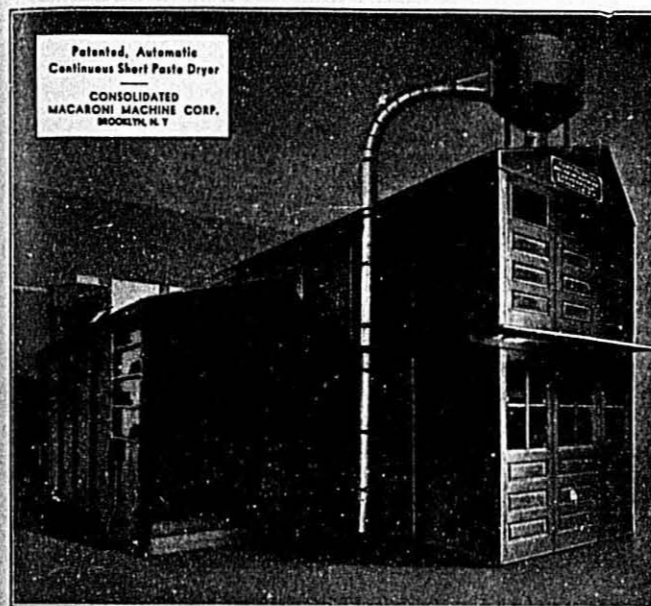
hygienic; product practically untouched by human hands.

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

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

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

Consolidated Macaroni Machine Corp.



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

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

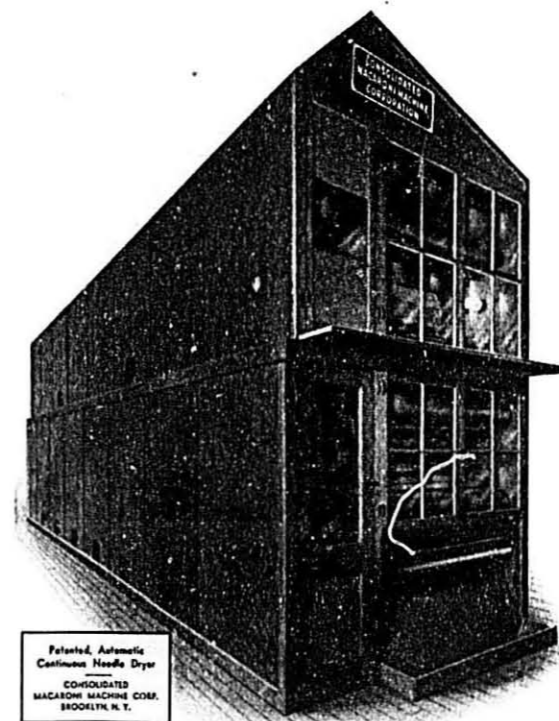
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

Specialists for Thirty Years

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

For Noodles
For Short Pastes



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

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

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

Address all communications to 156 Sixth Street

Publicity Department

30-Minute Macaroni Dinner

A Tailor-Made Recipe for Increased Macaroni Sales and Consumer Satisfaction, by Betty Crocker of Washburn-Crosby Company

In anticipation of the nation-wide interest in macaroni, spaghetti and egg noodles to be widely publicized during National Spaghetti-Noodle Week, October 5 to 12, 1940, many of the progressive firms have already completed plans for cooperating in the promotion. Others are rushing plans to their completion, aiming to take advantage of the national interest in the food whose qualities will be featured that week.

Among the first to announce its plan in cooperation with the promotion which is sponsored by the National Macaroni Manufacturers Association, is Washburn-Crosby Company and General Mills. Betty Crocker will feature a tailor-made recipe for a 30-Minute Macaroni Dinner in her broadcast on September 27, 1940. The broadcast will be over a coast-to-coast hookup of 59 radio stations reaching six million homes. During the week of September 30-October 5, Betty Crocker's "Kitchen Clinic" article, featuring her 30-Minute Macaroni Dinner, will be released to 395 newspapers, blanketing the country from coast-to-coast. This syndicated newspaper feature will circulate among 1,600,000 homemakers. The sponsors say it is tailor-made to give the manufacturers of quality macaroni products the best possible promotion during the crucial autumn period when their potential customers are forming their winter buying habits.

Betty Crocker's 30-Minute Macaroni Dinner recipe is "Macaroni With Sausage and Fried Tomatoes," a combination that all will really enjoy.

Here, in part, is exactly what Betty Crocker will tell 6 million listeners about her ideal one-dish meal for Sunday night suppers and for any afternoon meal following a shopping trip or club meeting:—

Have you ever had one of these "meals in a jiffy"? I am afraid we all have been guilty at one time or another of this sort of miscalculation of what we can do in a given time. The housewife who tries into her kitchen late in the afternoon, feeling that she must get a complete dinner menu in less than an hour, is apt to forget how long each process takes. When she

gets to fixing vegetables, mashing potatoes, watching the meat, and stirring up the dessert, she feels that she is moving rapidly, and accomplishing each job quickly and yet all together it takes time. Often the waiting family would welcome a simpler meal—and it certainly would be easier on the cook.

Fortunately, it does not follow that the meal which requires hours of labor is more appetizing and nutritious than the dinner which requires only thirty minutes of concentrated effort. Well-balanced meals need not mean sumptuous ones. Often the simplest food is the most nutritious—and your families may occasionally enjoy a homey supper of crackers and milk and cheese as a change from the usual and more elaborate menu of potatoes, meat and vegetables, salad and dessert.

But the best way I know of for Mrs. Housekeeper to get at least a weekly afternoon of rest and change is to serve the sort of a one-dish meal which requires a minimum of preparation. There are all sorts of possible combinations. Of course, there is always a dietary principle to keep in mind in planning one-dish meals. It must be something which gives us a well-balanced combination of food values, as well as a palatable and appetizing dish.

The food which lends itself better than any other to this use is macaroni. In any number of combinations, macaroni gives us easy, quickly prepared meals which are also well-balanced. For this reason it is a boon to the tired, over-worked housekeeper who wishes to serve something new, providing it is easy to prepare.

Before I explain why macaroni products are such a good answer to the question of how to get a well-balanced meal at low cost, I want to state that high quality macaroni products, including spaghetti, vermicelli, etc., are made of Semolina, which is the granular meal (it looks like cornmeal) ground from durum wheat. Semolina, and the macaroni products manufactured from it, contain a high proportion of protein, the body-building food. It contains, besides the protein, a large percentage of carbohydrate, the energy producing food. Lastly, it comes highly concentrated with practically no water content, so that we get superlative food value at very low cost.

More than this, macaroni is almost always used in combination with other foods, such as vegetables, cheese, milk, meats, etc. These combination macaroni dishes become a valuable source of minerals, vitamins, and all the regulatory foods. With one simple macaroni dish, therefore, all you need to do is to eat plenty of it to be well satisfied, and to have conformed to the best dietary principles.

This comprehensive, nutritive quality of macaroni makes it mighty valuable to us—and we are beginning to be properly appreciative of its superiority as a food.

Women who were never accustomed to serve it are including it in their menus at least once a week, and their families are beginning to look forward to macaroni dinners.

I am going to give you the recipe for a delicious, combination all-on-one-platter meal, which I recommend as a sure hit for this season. In just about thirty minutes, you can call your guests to eat one of the most delicious concoctions it has ever been their good fortune to try. It is MACARONI WITH SAUSAGE AND FRIED TOMATOES.

Keep this dish in mind as an easy-to-prepare, quick and inexpensive meal. You can get it together in just 30 minutes some afternoon when you come home from shopping, or a club meeting—or when you've been out any place and don't want to have to spend too much time in the kitchen getting your evening meal. Yet, your family will think it's one of the most delicious dinners they could have. And the macaroni, topped with the yellow cheese, the browned sausages, and the red tomatoes, garnished with green parsley, makes such a colorful, appetizing looking array of food! When they see the plate, they'll hardly be able to wait to start eating!

Serve a green salad with it—bread and butter—and then some fruity dessert—and you'll have a tasty, satisfying dinner that will make a real hit at this time of year! Here is the recipe:

MACARONI WITH SAUSAGE PATTIES AND FRIED TOMATOES
(an all-on-one-platter meal)
30-Minute September Dinner
By Betty Crocker

½ lb macaroni, broken in 1-inch pieces
6 large pork sausage patties (1½ lb.)
4 large tomatoes (unpeeled), cut in ½-inch slices.
1½ cups medium white sauce
½ to 1 cup grated, well-aged sharp cheese
Paprika
Parsley

Cook macaroni until tender (about 15 minutes) in 3 quarts boiling water to which 1 tablespoon salt has been added.

In the meantime, brown the sausage patties in a hot skillet. Allow them to cook slowly over low heat until well done.

Dip slices of tomato into flour seasoned with salt and pepper. Quickly saute them in part of the sausage fat in another heavy skillet.

While tomatoes are cooking, remove sausage patties from pan, and keep hot. Pour off all but about 3 tsp. of fat. Make the white sauce by blending 3 tsp. flour into the fat, and adding 1½ cups milk, stirring constantly until thickened. Season to taste.

Drain the macaroni and arrange it in the center of a hot platter. Pour the hot sauce over it and sprinkle with grated cheese, then lightly with paprika. Arrange browned sausage patties and sauteed tomato slices around the macaroni. Garnish with parsley.

Serve at once. This amount serves 6 generously.

Macaroni manufacturers are urged to invite all their customers to listen to this broadcast and to cooperate in

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every possible way in centering the public's attention on Macaroni Products during National Spaghetti-Noodle Week, October 5 to 12, 1940.

Breadmaking—A Home Art

As part of a national educational program for the restoration of breadmaking as a necessary American home art, Northwestern Yeast Company, Chicago, manufacturer of Maca yeast, is conducting a \$1,000 contest for home bakers, according to Herbert B. Taylor, Northwestern advertising manager.

This is the second similar contest sponsored by the yeast company. The first, held in the spring of this year, was announced in publications covering four states, Missouri, Iowa, Nebraska, and Kansas, and was conducted for 15 days. The second contest will be plugged in publications with a national circulation totaling nearly nine million and will continue to October 1.

The combined contest advertising schedule calls for insertions in both national and sectional rural publications. Full pages will appear in both September and October issues of a number of nationally circulated farm papers.

Eat California Figs

California-grown figs are to become more and more a part of the diet of Americans if the California Fig Institute has its way. According to a recent announcement by the Institute, the five years of effort to rehabilitate the California fig industry gives promise of being rewarded this season as war conditions largely eliminate the competition of Turkish, Greek and Italian figs in the American market.

Capitalizing upon this opportunity, the 4,000 fig growers in California are launching a program of publicity to sell the American public on American figs, grown in that State by Americans.

The sales-promotion, merchandising and consumer advertising campaign will be on a nation-wide basis. Its theme will be "California Figs for America." The campaign is the first large-scale one ever undertaken by the Institute. Designed to educate consumers to the nutritional health values and select quality of California figs, it will at the same time seek to sell figs as a year 'round table delicacy, rather than as a specialty item for use only during Holiday seasons.

In damp woods and dark marshes a phosphorescent substance forms, commonly known as fox fire.

Noodles at Distributors' Meet

Egg noodles and other macaroni products were prominently displayed by several manufacturers at the thirteenth annual convention and food exhibit of the National Food Distributors Association held at the Sherman Hotel, Chicago, August 21-24, 1940.

The purpose of the exhibition was to show the growing necessity for aggressive stream-lined merchandising and sales promotion efforts of which

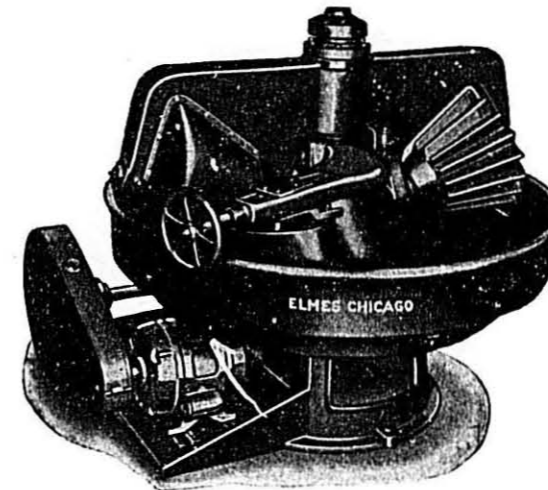
the modern stream-lined package is an important factor.

Re-elects Directors And Officers

James F. Bell continues as chairman of the Board of General Mills, Inc., and Donald D. Davis as president, as the result of the election held at the annual meeting of the stockholders in Wilmington, Del., on August 13. All the directors and officers of the corporation were reelected.

Here's Why

An ELMES Kneader Will Pay You



STURDY CONSTRUCTION

The Elmes Kneader has the highest resistance to severe strains from clogging and overloading, because the vertical shaft, supporting yoke, kneader roll and plow arm are very heavily constructed of high grade materials.

MINIMUM SPACE

Designed to occupy a minimum amount of floor space.

SMOOTH OPERATION

The main driving shaft and the pan are mounted on roller bearings.

EASILY CLEANED

Cast Iron guards protect both sides of the Kneader Rolls. One guard on each roll is easily tilted to permit cleaning.

CONVENIENTLY ADJUSTED

The plow is easily set at the desired angle. Send for complete specifications.

Also Manufactured in Canada
WILLIAMS & WILSON, LTD., Distributors

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

How to Avoid Accidents

Edward Smithwick of Detroit, Mich., has been awarded a certificate by the National Safety Council designating him as Champion Safe Driver of the United States in interstate transportation.



Edward Smithwick, Champion Safe Driver

Smithwick received the citation for driving 1,222,000 miles in interstate hauling without an accident. He has been employed by Automobile Shippers, Inc., of Detroit for the past 13 years on runs between Detroit and Evansville, Ind., St. Louis, and Kansas City, Mo.

Questioned regarding his outstanding record as a safe driver, Smithwick said: "If one keeps his mind constantly on his work and drives with all his intelligence, he can almost invariably prevent traffic hazards from becoming accidents.

"An astonishing lack of courtesy—downright discourtesy that no one would tolerate in any social contact, is the cause of many highway accidents. The remedy is simply a matter of extra courtesy and thoughtfulness—never putting another driver in a dangerous position.

"Some people seem to change completely the moment they feel the power of an automobile under their hands. Since that is true, I believe it is up to the safe driver to give all the way, rather than dispute the road with this dangerous type of driver.

"It is my opinion that the most common violation of the law is passing on curves and at the crest of hills. Another hazard to be carefully watched is dips in the road at the bottom of which are curves. Sometimes one does not realize that the curve is there until the crest of the dip is passed. When one does not know the road, it is always well to travel at a safe rate of speed—then hazards will not appear so suddenly,

and the vehicle will be under control, ready for emergencies.

"A great many drivers do not make allowance for the speed of traffic on through highways. That is, they pull onto the highway from side roads without making certain the approaching traffic is sufficiently far away for safety.

"Cars parked half on and half off the highway create a definite hazard, especially at night. I have noticed many instances of cars so parked which do not even have a tail light burning to warn oncoming traffic.

"I have found that one of the best ways to avoid accidents is to try to determine ahead of time what the other fellow might do, and then drive so he does not have an opportunity to involve you in an accident; to obey all the laws; to give the other fellow an even break; to stay away from dangerous places and circumstances entirely and to drive so no emergency will catch you napping."

Our First Crackers

What did the loquacious "Polly" say in the days when man had not yet learned how to make crackers?

That question and others on the origin of even our commonest foods are as hard to answer to one's satisfaction as is the famous one of "Who Killed Cock Robin?"

Several interesting stories have been written about the probable origin of the idea of making macaroni and noodles. There are also many interesting tales about bread, and other food eaten by civilized man, but all such stories have a more or less foreign background. Crackers differ in that they were first made in America and the story of how cracker-making originated probably has more foundation than do those of older foods.

New England claims to have been the birth-place of the idea of baking flour into a form of bread that can be preserved for months. The need of providing food for sailors whose ships were away from ports for long periods of time was the probable reason for the baking of the first cracker. As a result the first crackers were known to New Englanders as "ship" bread at the turn of the eighteenth century.

In the days of the clipper ships and of the enormous whaling fleets, bread was a poor thing to carry on long sea voyages. It spoiled so easily. A bread baker in Newburyport, Mass., is believed to be the first to bake a cracker as a bread substitute. Either by error or intent, he overbaked a mass of unleavened dough into what was intended to be small loaves. The untreated dough did not "raise" with the result that the baked

goods continued to be hard even after long baking. His puritanical nature prompted him to save the spoiled goods, and tasting them weeks later found them still edible. Unwittingly, he had discovered the process of making one of the most popular forms of wheat food—the present cracker.

The inventor, whose name is not recorded, began manufacturing a large cracker known as "pilot" or "ship" bread. That was in 1792. Practically all of his output was sold to sailors. Another pioneer of New England, Josiah Bent, began baking "water" crackers in 1801 for domestic consumption. He peddled his product from house to house on horseback from his home in Milton, Mass., where all baking was done.

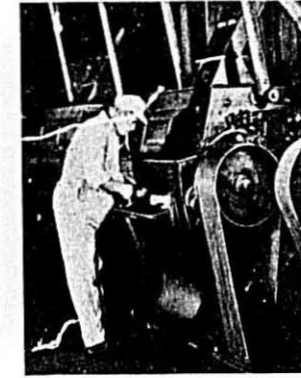
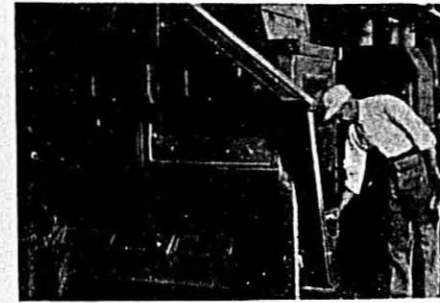
By 1827, he was able to build what is said to be the first cracker factory in the United States. But it was operated only six months a year, not because of the lack of demand, but for the reason that in those days it was believed that crackers could be made only from cold water. Production started annually in September and continued through the fall, winter and spring till May. During the warm days of the beginning or ending months, it was often found necessary to add blocks of ice to cool the water sufficiently to give the dough the proper baking temperature.

So, just as the sailor was the probable reason for popularizing the cracker, the Italian soldier was instrumental in publicizing the qualities of macaroni and spaghetti. It was during the Crusades when armies representing almost every Christian nation were on the field attempting to wrest the Holy Land from the Arabs and Turks. The soldiers in the Italian legions were the only ones that ate regularly of wheat in the form of macaroni and spaghetti that was thoroughly dried and would carry easily and would keep for months. The Italians had solved the difficult problem of providing wheat food for the fighters, and from that day these "dried dough" foods have become increasingly popular.

It's a far cry from the efforts of the pioneer cracker makers to the present industry with its many controls. The pioneer cracker makers reasoned that water that was not actually cold made the dough spongy, porous and tough. Equally as different are the crackers of today from the "hard tack" that provided sailors with their "ship" bread—yet the original firm that built the first factory in 1827 continues to produce crackers, but in the modern way, in the city where the process originated, Milton, Mass.

The best a man ever did should not be his standard for the rest of his life.

A CENTURY OF MILLING EXPERIENCE



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

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

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Why We Eat

The cook in a streamlined apartment kitchen may know a great deal more about food than her grandmother, who turned out such savory meals from her store of tried-and-true recipes. For, within the last generation, every homemaker has had the advantage of being able to learn what scientists all over the world have discovered about food values, reasons the Bureau of Home Economics of the U. S. Dept. of Agriculture.

Grandmother prided herself on being a good "cook." But the modern homemaker takes equal pride in acting as sort of an "engineer" who understands how the food is used in making the body function as it should. She talks intelligently about nutrients—the necessary substances in food that may spell the difference between good and poor health.

To scientists, the most colorful part of the recent nutrition studies has been the discovery of how to prevent and cure certain disease through proper diet. They have found that the lack of certain nutrients will cause pellagra, rickets, nutritional anemia, and many other less conspicuous body disorders. While these findings have been a great boon to society in general, they do not mean a great deal to the average homemaker—unless her family is suffering from an acute case

of one of these "deficiency" diseases.

However, nutritionists have also discovered that persons who think that their diet is perfectly all right may actually have a mild or borderline case of a deficiency disease. Although they may not be suffering from any of the extreme conditions—they might be able to enjoy better health if they had all of the nutrients that they needed.

Because the experiment work is incomplete and much of it is relatively new, the scientists have not yet worked out a complete measuring stick to tell when the diet is perfect. But they have collected a lot of practical information that meal-planners can use in improving the diets for their families.

Grandmother probably never heard of calories, but she did know that folks had to eat if they wanted to live and work and keep warm. We know now that the energy for these purposes comes from the carbohydrates and the fats and the proteins of the diet. These nutrients are burned in the body—burned in a chemical sense, without flame or smoke—to produce heat energy. This heat energy supplies the body with the fuel for keeping warm; for using the muscles in work and play; and even for the heart beat, digestion, and the many other functions of which we are not conscious—so long as they proceed normally.

Neither did grandmother realize that protein foods, such as milk and eggs, were necessary—especially for growing children and hard-working men. Now we know that the protein is used to build a large part of the soft tissue in children's bodies. Of course, grown folks also need protein foods to repair the wear-and-tear on these same tissues.

Some cooks of the "old school" threw quantities of vitamins and minerals down the kitchen drain with the liquid from cooked or canned vegetables. But Southern mummies used the pot liquor and thus saved these food values, without realizing it. Now nutritionists have shown the importance of cooking foods so as to save the minerals and vitamins that perform such a variety of important functions in the body.

AGMA Dates Selected

The Associated Grocery Manufacturers of America, Inc., at the recent meeting of its Board of Directors, selected the dates of November 25, 26, 27 for its thirty-second annual convention, to be held at the Waldorf-Astoria Hotel, New York, according to announcement by AGMA's president, Paul S. Willis.

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 August, 1940, the following were reported by the U. S. Patent Office:

TRADE MARKS REGISTERED

Trade marks affecting macaroni products or raw materials registered were as follows:

No-La

The private brand trade mark of Salvatore J. Piscinieri, doing business as No-La Prepared Food Company, Springfield, Mass., was registered for use on spaghetti sauces, spaghetti cocktail sauce. Application was filed March 29, 1940, published June 18, 1940 by the U. S. Patent Office and in the August, 1940 issue of THE MACARONI JOURNAL. The owner claims use since June 5, 1939. The trade name is in light type on a dark shield.

TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made in August 1940, and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Beech-Nut

The trade mark of Beech-Nut Packing Company, Canajoharie, N. Y., for use on alimentary paste products, particularly macaroni, spaghetti and spaghetti. Application was filed April 30, 1940 and published August 6, 1940. Owner claims use since the latter part of the year 1899. The trade name is in outlined type.

Dubon

The private brand trade mark of Fraering Brokerage Co., Inc., doing business as Dubon Company, New Orleans, La., for use on macaroni, spaghetti and other groceries. Application was filed April 21, 1940 and published August 6, 1940. Owner claims use since August 6, 1929. The trade name is in heavy type.

Miss Jane

The private brand trade mark of Markets, Inc., Oakland, Calif., for use on alimentary paste products and other groceries. Application was filed May 6, 1940 and published August 13, 1940. Owner claims use since April 20, 1940. The trade name is in black lettering.

Russo's

The trade mark of A. Russo & Co., Inc., Chicago, Ill., for use on alimentary pastes. Application was filed February 21, 1940, under 10-year proviso, and published August 27, 1940. Owner claims use since June 1, 1883. The trade name is in black outlined type.

Search Reports

Macaroni-noodle manufacturers are becoming more and more appreciative of the value of a good trademark and the necessity of protecting its registration. The search for new and appropriate trademarks for this wheat food is ceaseless with the result that the Trademark Bureau of the National Macaroni Manufacturers Association is kept busy making searches to find out if certain names are registerable or if infringements have occurred.

During the past few weeks, searches have been made on the following proposed trademarks and the owners informed of the results:

"Bluette" has been registered for chocolate and candy by W. F. Schrafft and Son, Boston, Massachusetts. It bears No. 284,574, dated July 7, 1931, owners claiming use since February 14, 1931.

"Claretta" is registered for candy by Puritan Candy Co., Milwaukee, Wisconsin. Date October 26, 1920. Claim use since December 28, 1919.

"Super-ette" is registered for various food products, including macaroni and spaghetti by The Grand Union Company, 233 Broadway, New York. It bears No. 369,137, registered July 18, 1939, owners claiming use since June 6, 1938.

Tendra vs. Tenderoy

A complaint was filed in the United States District Court against The Kroger Grocery & Baking Company by The Perfect Manufacturing Company, owner of the trade mark "Tendra." The complaint sets forth a claim of trade-mark infringement and unfair competition and seeks an injunction and damages. Plaintiff alleges that confusion is caused in the minds of the public by the use of the word "TENDERAY" for numerous reasons, and asks that Kroger be prevented from using the word "TENDERAY" since both "TENDRA" and "TENDERAY" processes are advertised to provide more tender meats and the similarity of the names causes confusion in the minds of purchasers.

Tendra Kitchens, a division of The Perfect Manufacturing Company, was the first to adapt the essence of papaya, a tropical fruit rich in vegetable enzymes, to commercial use, in connection with the trademark "TENDRA." Through the action of these enzymes on the tough fibers of meat, it is said meats are made more tender and the product is now used in thousands of hotels, restaurants, institutions and homes.

Just One Day Off

Ah, the complexities of our modern civilization are wonderful to behold.

Once upon a time there was a woman who was a pastry cook. To save on her room rent she helped her landlady with the housework on her day off, which was Thursday. But Thanksgiving falls on Thursday—even despite Mr. Roosevelt—and her boss in the restaurant wanted her to work that day. He suggested that she take Wednesday off instead. She wanted to take Friday. The boss

couldn't allow that since he would then violate the state law regulating the working hours of women by requiring her to work more days and hours than were permitted within a week's span. But still she insisted on Friday. You guessed it. She got what is commonly termed "the sack."

So she applied for Unemployment Compensation. Her boss, in filling out the forms necessary to describe the circumstances surrounding her departure from his premises, reported that she had been fired for misconduct. She denied the charge. As a result, the matter went before the Appeals Board of the State Unemployment Commission. Members of that board listened to voluminous testimony. We have no doubt but what a stenotype reporter took it all down, including what she said to her boss and what he said to her and what she said to her landlady and what her landlady said to her. It must have been awfully boring.

Then the Appeals Board, having decided the plaintiff—the pastry cook to you—was guilty of misconduct, rendered a lengthy decision to that effect. All this meant that the pastry cook would have to wait a little while longer before she could start drawing Unemployment Compensation, but that she would get it all anyway.

Now one would think the matter would be ended. But no. A very detailed report of the case and the board's decision was mimeographed and sent to various interested agencies—including the National Restaurant Association. And our legal talent thought that the matter would be of interest to other restaurateurs who might have employees who thought they must do housework on certain days of the week. So it was condensed and rewritten. Then we edited it. It was set in type and printed so that three thousand restaurateurs might read it and profit therefrom. And it will probably be copied and printed elsewhere.

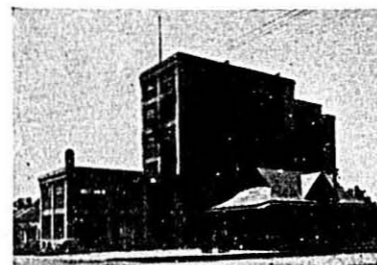
The Editor of the *National Restaurant Bulletin* who penned these words is truly a prophet. We are copying the story and broadcasting it to the macaroni-noodle industry because there is no telling when one of their many employees will demand a day off under similar circumstances. They will be wise to the legal aspects of the law and know beforehand how their decisions will be interpreted—and the blow-up it will get in line with the trend towards making mountains out of mole hills.

All because a pastry cook thought she had to help her landlady on Friday rather than Wednesday.

What we have done for ourselves alone dies with us, what we have done for others and the world, remains and is immortal.

CRITICISM . . .

We invite your criticism of the



quality and uniformity of our products

EASTERN SEMOLINA MILLS, INC.

Mills at
Baldwinsville, N. Y. and Churchville, N. Y.

Executive Office: 80 Broad Street

New York, New York

BAROZZI DRYING MACHINE CO., INC.

280-294 Gates Avenue

Jersey City, New Jersey

Renowned Manufacturers of Macaroni and Noodle Dryers



The BAROZZI AUTOMATIC SHORT CUT PRELIMINARY DRYERS take care of the Macaroni from the PRESS to the FINISHING DRYERS; Preserving the proper Shape and Color; also, a special attachment for exhaust of moisture out of building.

Watch us for important developments soon to follow.

The Only Firm Specializing in Alimentary Paste Dryers

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

Timely Comments by Mac Spagoodle

Food and Business Men

Some business men make more of a feature of their eating than of their business. Their business is just an interval between meals. These men who hate to let business interfere with eating, usually come to a day when their eating puts them out of business.

I never heard of a business man starving to death, but I have known business men who "dug their graves with their teeth." Starvation among business men is about as common as bashfulness among bathing beauties.

It may be worth while for each of us to ask once a month or oftener, "Am I working too hard with my knife and fork and not hard enough with my business machines?"

Benjamin Franklin declared, "A temperate diet frees from diseases; such are seldom ill, but if they are surprised with sickness, they bear it better and recover sooner."

And note what the medical director of a great life insurance company said: "Of all the assaults we make upon our bodies, the wickedest and the most murderous and the most unnecessary is through eating. Proper eating is the one great function of life. Improper eating is the curse of humanity. It is at the bottom of most of our minor ills and an enormous number of grave ones. Not one person in a thousand knows how to eat. Practically all of us eat too much. Practically all of us eat combinations of foods which, when mixed together in the process of digestion, produce chemical reactions which are positively ruinous. Wrong eating is probably interfering with the success of more people than any other single cause. The world is full of wretched, helpless, sick old people who owe their condition to foolish eating."

Louis Cornaro, that old Venetian, given up at 40 to die, adopted a restricted diet of 26 ounces daily of carefully chosen food, and lived to be 90. He stated he was certain his change in dietary habits saved and prolonged his life and kept him well during all the added years.

Just writing this has set me thinking. Reading it may do as much for you.

Every free American should be secure in his right to transport himself, his family, his friends and his own goods in his own vehicle.

Distributors Are Appreciative

At the thirteenth annual convention of the National Food Distributors Association held in Chicago, Illinois, August 21-24, 1940, a resolution of interest to the macaroni trade was unanimously adopted. It reads:

Whereas, the Editor of THE MACARONI JOURNAL and the representatives of the National Macaroni Manufacturers Association have given unselfishly of their time, advice and cooperation to the National Food Distributors Association, and have also given publicity to the association, its annual convention and meetings pertaining to the perishable and semi-perishable food field, therefore be it

RESOLVED, that we the members of the National Food Distributors Association gathered in session at the Hotel Sherman, Chicago, Illinois, August 21-24, 1940, do herewith express our appreciation for the generous cooperation they have given us in enlightening the trade and the consumers concerning the nature, purpose, and ideals of our association in relation to the distribution of perishable and semi-perishable food products.

Signed by Resolution Committee:
Edward Gaffney, Chairman,
H. H. Moss,
Foster Leach,
J. L. Harrison.

DuPont's Consumer Survey

Because so large a proportion of macaroni products, especially egg noodles, are marketed in visible "Cellophane" bags and wrappers, E. I. du Pont de Nemours & Company, Inc., Wilmington, Delaware, is seriously concerned in the consumer interest in different foods and the impulse purchases created by the visible package.

It recently completed a consumer survey in three Eastern States—New York, Pennsylvania and Delaware—to check the buying habits of a typical group of consumers as applied to macaroni products; also to determine to what extent impulse buying and open display actually influence women to buy these products.

The results of the survey are most interesting. Representatives of the firm will be glad to present it to interested manufacturers and distributors, according to L. B. Steele, Assistant Director of Sales.

Among other things, the survey conclusively shows that "the majority of women are receptive to recipes. Obviously, the more ways a woman knows how to use macaroni products, the more apt they are to use them more often."

From this many are more than ever

convinced that consumer education is the macaroni makers' hope for the future. "Show them how to use your food advantageously and appetizingly, in every season of the year and for all meals and all occasions, and the per capita rate of consumption of macaroni products will increase satisfactorily—assuming always that the quality of the products is such that it will bring repeat orders for favorite brands."

Do Englishmen Like Spaghetti?

In the late Eighties, one Mr. Kettner said that it was a matter of wonder that macaroni and spaghetti were so little used in England, adding that the most digestible form of wheat products and cheese was a savory dish of macaroni or spaghetti with cheese.

Maybe the English budgets weren't cut to drastic specifications in that country in those days, but gradually both macaroni and spaghetti have found their way into English menus during the past fifty years with the result that the English nations are now consuming this fine wheat food in ever-increasing quantities.

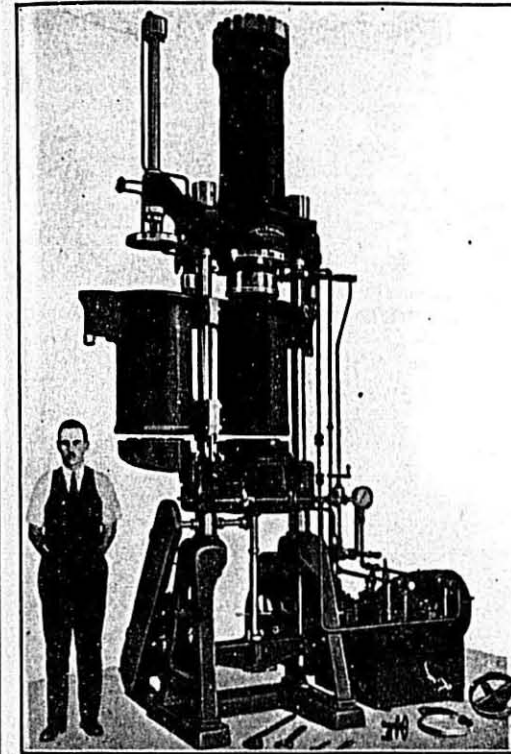
Further, it should be noted, that in this country, this day and age, macaroni and spaghetti is a tonic for the ailing budget, and a source of infinite satisfaction to a hungry mortal, no matter what state the budget is in.

One needs only a little money to buy either of these delicious wheat foods these days, and unless history fails to repeat itself, the English and other Europeans will find it necessary under war and post-war conditions to conserve their food budgets by buying more and more of this economical and very nutritious food. Many freely predict that the consumption of macaroni, spaghetti and noodles will greatly increase in all countries where they are available at reasonable costs.

New Secretary of Agriculture

Claude E. Wickard of Indiana, undersecretary of agriculture, has been named by President F. D. Roosevelt to succeed Secretary Henry A. Wallace as U. S. Secretary of Agriculture. Secretary Wallace sent in his resignation, effective as of September 5, when he will start campaigning for the office of Vice President.

Mr. Wickard is fully acquainted with the administration's agricultural program and he has pledged a continuance of it, if his appointment is confirmed by the Senate. He is a graduate of Purdue University and recognized as one of the country's greatest raisers of hogs.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

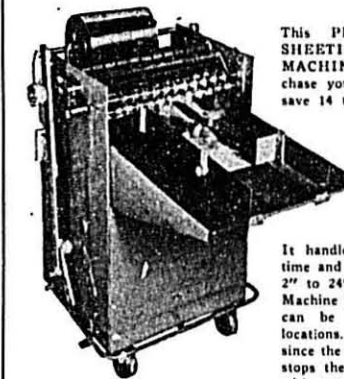
Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use
N. Y. Office and Shop 255-57 Center St.
New York City

ARE YOU SAVING...

ON YOUR CELLOPHANE COST?



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

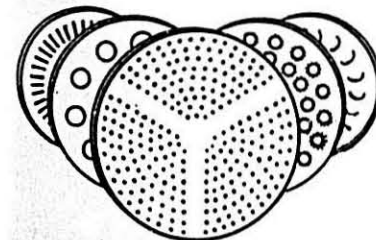
It handles two rolls at the same time and cuts any size sheets from 2" to 24" wide x 3" to 28" long. Machine is mounted on casters and can be easily rolled to desired locations. No operator is required since the stacker table automatically stops the machine when it is filled with cut-to-size sheets.

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

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

STAR DIES WHY?

Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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

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

Second Edition of AGMA Book of Grocery Advertising Is Ready

82,000 Copies Printed; Book Gives Grocery Copy, Layout Formulas, Dates for Special Events and Other Sales Helps

Retaining all of the best features of the original Book of Grocery Advertising, brought out by the Associated Grocery Manufacturers of America, in 1937, the new book carries many new features which will be welcomed by advertising grocers.

Sponsored by AGMA's Merchandising Committee, the book is dedicated to the grocers of America in the interests of better grocery advertising and selling. It contains selling slogans of many of the country's best known brands of food and grocery products. These were all furnished by the manufacturers of the products represented in the book, thus making the talents of many of the country's finest advertising copy writers, quickly available to retail grocery advertisers.

Production and distribution of the book was made possible through the cooperation of the manufacturers represented in it. Their names are listed, together with headquarters addresses.

In the foreword, Paul S. Willis, AGMA president, said, "It is a pleasure to present the second edition of the *AGMA Book of Grocery Advertising*, newly and carefully revised throughout. * * * We earnestly hope that grocers everywhere will find the book a sound and practical guide to better advertising."

Supplementary material is the nearest approach yet made to a general course or text book on grocery advertising. Features likely to be hailed with enthusiasm in the new book, are

Flour Production in August Shows But Small Increase Over July, 1940, Output

Flour production in August, as reported to *The Northwestern Miller* by plants which account for 64 per cent of the national output, showed only a small gain of about 280,000 barrels over July's total figure. Aggregate reported production was 5,873,982 barrels in August, against 5,596,626 produced by these mills the previous month.

The August, 1940, production represents somewhat more than a 250,000-barrel reduction from the output of the same month a year ago. Mainly responsible for the total August gain over July this year were the increases reported by mills in the Northwest, at Buffalo and those in the Pacific Coast region. Northwestern mills registered a monthly increase of about 145,190; Buffalo mill output was a 39,100-barrel increase over that of a month earlier, and Pacific mills reported an August figure 121,140 barrels greater than their July record.

Southwestern mill production was a negligible decrease from the July output, and Southeastern mills reported a monthly decrease of about 12,590 barrels. Below is a table of monthly flour production, showing sectional and yearly comparisons in detail:

	TOTAL MONTHLY FLOUR PRODUCTION				
	Aug., 1940	Previous month	1939	August 1938	1937
Northwest	1,311,217	1,166,030	1,366,657	1,375,396	1,187,769
Southwest	2,096,776	2,101,072	2,205,795	2,141,646	2,200,688
Buffalo	870,126	831,024	883,127	953,502	887,187
Central West—Eastern—Div.	*553,663	560,524	510,937	450,223	310,895
Western Division	273,227	277,509	322,775	312,523	238,111
Southeast	*114,492	127,079	137,785	407,627	313,645
Pacific Coast	651,481	533,388	700,516	471,776	453,844
Totals	5,873,982	5,596,626	6,127,592	6,112,693	5,592,136

*Partly estimated.

... nearly one hundred "Dates" that mean sales opportunities for grocers ... and an 11-page section devoted to a graphic discussion of what is good and what is bad in grocery advertising. Grocery advertisements are reproduced and revised to illustrate points more effectively than straight writing could.

The book is now being distributed to 70,000 advertising retail grocers throughout the United States. 6,000 copies will be sent to leading daily newspapers and to a hand-picked list of weekly newspapers who have advertising services available to grocery store buyers.

AGMA members participating in the book will have copies available for distribution among their sales or-

ganizations and for further distribution to key customers. A limited number of books will be available to others at fifty cents a copy. On the basis of enthusiastic acceptance of the book already indicated by the grocery trade press, a heavy demand is now expected, according to Mr. Willis.

Paramount Incorporated

Articles of Incorporation were granted to the Paramount Macaroni Manufacturing Co., Inc., of Brooklyn the first week in August. Dominic Corso of 178 Central Avenue represented the incorporators. The firm has a capitalization of \$200,000.

SOMETHING TO CROW ABOUT

Every department in our unique Plant boasts a staff of unexcelled mechanics who take pride in turning out and repairing INSUPERABLE MACARONI DIES for Macaroni Manufacturers who appreciate and demand the best.

F. MALDARI & BROS., INC.

178-180 Grand Street



New York City

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

J. F. DIEFENBACH
PRESIDENT

P. H. HOY
VICE PRESIDENT

Exclusive!

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

Quality Semolina

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

AMBER MILLING CO.

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

FOR PACKAGING YOUR MACARONI and SPAGHETTI ECONOMICALLY IN CARTONS



By using die cut "Peters Style" cartons you can considerably reduce your packaging cost by handling them on equipment.

This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE sets up 35-40 cartons per minute and drops them onto a conveyor belt where they are carried to the packing table. Only one operator required. Machine can be made adjustable to handle a wide range of carton sizes.

This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter this machine on conveyor belt as open, filled cartons and leave machine completely closed and ready to be packed into cases for shipment or to be wrapped.



Send samples of your cartons or advise their dimensions. We will be pleased to recommend equipment to handle your specific requirements.

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

Should Advertisers See "Reps"?

This muted question is ably discussed in a recent bulletin issued by the Hamilton Advertising Agency of Chicago. Macaroni-Noodle Manufacturers whose advertising is placed through agencies will be interested in the viewpoints presented.

Well, if we were a manufacturer with an advertising agency, we'd make it a point to see some of the really good representatives now and then—just in case. And we'd see a few of the other kind, too. We wouldn't let it burden our time—it doesn't need to. We would refer all other space representatives to our advertising agency.

Why should we do this? First, we might learn something from the good ones. Second, talking with some of the poor ones would be a check on the agency.

Some representatives tell of certain agencies that forbid publishers and their "reps" from calling on the advertiser. That we think is not good. If the advertiser is willing to talk to the publisher why should an agency want to short-circuit the conversation? If the publisher through his talk with the advertiser can upset the agency's plans and recommendations—maybe they need upsetting!

We do not believe it good "public

relation" for the advertising agency to deny a publisher the right to talk to an advertiser. The advertiser's own receptionist can and will do that if so instructed.

Here all space salesmen are seen and their story heard at least once. It is a part of our service to the advertiser. Occasionally we get a worthwhile idea by so doing.

Where salesmen are from out of town, they are seen without being asked to call back. Local salesmen are

Fire Damages Plant

The four-story plant of the Western Macaroni Manufacturing Company in Salt Lake City, Utah, was badly damaged by fire on August 12. Practically the entire roof was burned and the fourth story gutted. Water also caused considerable damage to stocks of supplies and finished products and to the machines on the lower floors. Anthony Ferro, president, believes that the fire was caused either by a bad wire or by spontaneous combustion. He estimates the damage between \$5,000 and \$7,500. After hasty, temporary repairs the plant was able to resume production.

The earth moves around the sun at a speed of 20 miles a second.

Anthony Plant Damaged

Fire of unknown origin badly damaged the plant of the Anthony Macaroni and Cracker Company at 818 North Spring Street, Los Angeles, California, on August 27, 1940. Two firemen were injured when James swept through the three-story brick structure. One was overcome by smoke while the other sustained a broken back in a fall.

The proprietor, A. Bizzari, estimates the loss at more than \$100,000, including irreparable damage to plant machinery and equipment, finished products, raw materials and the badly gutted building. Loss was partially covered by insurance.

Who For?

Father was losing his temper with his son, who, it appeared, was quite incapable of learning anything.

One day, when the lad was even more than usually stupid, his father sent him round to the local druggist for some common sense.

The boy took the quarter, and, just as he got to the door, turned to his father:

"Shall I say 's for you, dad?" he asked.

Color Blindness

Eight out of 100 men are color blind, and five out of 100 women.

The MACARONI JOURNAL

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

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

A Publication to Advance the American Macaroni Industry

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

PUBLICATION COMMITTEE

J. H. Diamond, President
P. H. Winebrenner, Adviser
M. J. Donna, Editor and General Manager

SUBSCRIPTION RATES

United States and Canada.....\$1.50 per year in advance
Foreign Countries....\$3.00 per year, in advance
Single Copies.....15 Cents
Back Copies.....25 Cents

SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

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

ADVERTISING RATES

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

Vol. XXII SEPTEMBER, 1940 No. 5

"Living" Facts

From exhaustive studies made by the U. S. Department of Agriculture, and from detailed reports on incomes, spending and living standards of 300,000 families in the United States, representing a cross section of 125,000,000 persons, the following interesting facts and statistics are gleaned:

66 per cent of the families of the United States live on \$828 a year.

In 1935 and 1936, two-thirds of all American families lived on an average of \$69 a month.

There were 4,000,000 families, mostly on relief, who had an average income of only \$312 a year. That was 14 per cent of the national population. Families in this income group spent an average of \$1.00 per person per week for food.

Economists estimate that a decent living standard for a family of four can be maintained at \$1,200 or more per year.

8,000,000 other families, representing between 25,000,000 and 30,000,000 persons, had an average income of 790 a year.

7,000,000 more families—about 23 per cent of the nation's total—lived on incomes averaging about \$100 a month. Families in this income classification spend on an average, \$2.18 per person per week for food.

The 4,200,000 people in the lowest

income group, or about 14 per cent of all the families, bought only 6 per cent of the food consumed in the country. The next 27.5 per cent of the low income population bought only 20 per cent of the food.

The average income for the nation as a whole in those years was \$1,622 for each family. The highest 5 per cent in the income bracket had 27 per cent of the national income, and the highest 1 per cent had 14 per cent of the income.

Vitamins Worry Bakers

In the face of the possibilities of fortifying macaroni products through the inclusion of certain vitamins that are recommended by chemists and vitamin manufacturers, members of the macaroni-noodle trade will be interested in knowing that they are not alone in this dilemma. The baking trade has its vitamin worries as the following editorial from a recent issue of *The Modern Miller* infers:

Bakers are stirred up over the vitamin issue. Many have adopted the inclusion of vitamin B₁ in some form, but the great numbers in the baking trade are churning the new developments and are conservative in adopting any vitamins and others are asking what is the best, what is the benefit and what is the cost? There is talk of a bakery show-down and a gathering of bakers and scientific men, other than cereal chemists, to thresh this new vitamin development in the light of scientific and practical adoption or rejection. Vitamin B₁ is offered to bakers in the form of yeast, or added germ, or fortified flour. Bakers assert there has always been a limited use of dark breads and that the industry clings to white bread, the other being supplementary. Bakers who see possibilities of trade enlargement through vitamins, say it will come through advertising and not through anything the consumers can discover. There is always a trade in dark breads, but it is a small per cent of the whole.

It is being proposed to bakers that they get together for a full consideration of the vitamin question, bakers and men of science, and clear the atmosphere. It is probably the principal interest before bakers at the moment and is sure to be a topic at the annual meeting of the American Bakers Association.

Volcanoes for Visitors

Stromboli, the volcano of the Italian Lipari islands, provides visitors with virtually continuous activity, providing hourly or two-hourly eruptions of enough violence to give tourists a few moments of thrill as the glowing lava is shot up from the core of the earth.

BUSINESS CARDS

CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

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 3051
TRIangle 5-8284 ADams 8035

Classified Advertising

FOR SALE—Complete Macaroni Plant Equipment for a Capacity of Thirty Barrels Daily. . . . Including the Renowned Barozzi Dryers, Slightly Used. Write "BNJ," c/o MACARONI JOURNAL, Braidwood, Illinois.

FOR SALE—Modern Macaroni Factory in large industrial center 75 miles from New York. Write The New Haven Macaroni Company, 41 Franklin St., New Haven, Conn.

Outing on Mount Hood

Officials and employees of the Oregon Macaroni Manufacturing Co., Portland, Oregon, and their families and friends enjoyed an outing and picnic at Mt. Hood, Oregon, Sunday, August 11, 1940.

The scene of the outing was the cabin of S. M. Orso, president of the sponsoring firm, a delightful spot known as "Villa Orso."

There was a buffet dinner at noon and a buffet supper at 4:30 p. m. with races, games and other entertainment throughout the day. Those who did not partake in the sports, did some healthful hiking; others went huckleberry picking. Nearly 100 enjoyed the event.

"Sore Spots" in Coöperative Dealer Advertising

Few will deny the soundness of cooperative dealer advertising. The merchandise is advertised over the name of merchant who stocks it. Both manufacturer and dealer pay jointly for the newspaper space, usually allotted on a percentage basis of the dealer's sales. However, it affords a fruitful source of bickering, especially if a dealer regards the offer as an opportunity for reducing his cost of merchandise. Suggestions:

1. Base advertising allowance percentage on wholesale cost of merchandise.

2. Don't expect always to know if the dealer's newspaper contract gives him a margin of profit—judge it rather on the basis of cost versus probable returns to you.

3. Don't make your dealer cooperative advertisements too large. They are not attractive to careful dealers and they tempt cupidity in the other kind.

4. The ultimate "cushion" against direct dealer-manufacturer friction is in the following methods of handling. (a) Dealer applies to manufacturer for cooperative advertising, (b) manufacturer notifies agency of amount that may be spent, (c) agency handles campaign with dealer newspapers, (d) newspaper explains the form and limits of campaign to dealer.

5. Once you have established the limits of the cooperative offer, let the agency enforce them with the newspaper.

Last Night's Dreams; What They Mean

Did You Dream of Macaroni?

Macaroni seen in a dream is generally accounted as a favorable omen, though there are a few oracles who look upon it with decided disfavor. The majority of the mystic interpreters say that one who dreams of macaroni in large quantities is of an acquisitive nature and will accumulate "quite a little money." To dream of eating macaroni, they say, has reference to small losses. There are a few mystics who see in this dream only an indication of losses which will be suffered by the dreamer. And there are also oracles, few indeed in number, who say that the dream of macaroni means that the dreamer is a gourmand.

Some regard macaroni seen in a dream as a warning against parasites who are getting money out of the dreamer by flattery and pretended services. Some say that the dream is good for all people except farmers;

that for other men it means an increase in profits or an increase in wages. But these same oracles see in the dream also a warning to business men that they have too many lazy dependents. This idea of social parasites, or lazy dependents, appears to run through many, perhaps the majority, of the mystic interpretations of the macaroni dream, and taking all the interpretations together it appears as if the idea of the acquisition of a small fortune, with incidentally some minor losses, was also an outstanding idea in the definitions of the oracles.

The average connoisseur of foods is of the opinion that after a satisfying palate-pleasing meal of delicious spaghetti with flavorful sauce, dreams will, of necessity, be most pleasant, because if such a dish is prepared by a good cook using the best grade of spaghetti, it will be a "dream" in itself.

Confucius say—"People who eat spaghetti are food wise."

Rock carvings at Klerksdorp, South-west Transvaal, made by a forgotten people 100,000 years ago, are to be made a national monument.

Buried in full dress 3,000 years ago, a chieftain has been discovered recently in a tree-trunk coffin weighing four tons, near Castleton, England.

Conventions Reflect Industry Thinking

Resolutions, speeches, and types of programs reflect industry views, says Philip P. Gott, manager of the Trade Association Division of the Chamber of Commerce of the U. S. A.

Meetings of trade associations held during this convention season have a particular significance now.

Information received indicates that the European situation attracted attention in some instances. In most cases, however, major emphasis was placed upon ways and means of increasing the efficiency of American business and methods by which the trade association could aid in meeting common management problems.

Trade associations are now—

1. Continuing to deal with internal management problems of their respective industries by initiating, continuing, or expanding programs with reference to trade promotion, technical and market research, and statistics or orders, production, stocks, shipments, and employment. Statistical programs are being reappraised and special consideration is being given to inventories and orders.

2. Continuing to deal with external management problems by stressing with increased vigor the importance of programs which deal realistically with such subjects as government and public relations.



Responsible Advertisers of Equipment, Machinery, Materials and Services Recommended by the Publishers

Amber Milling Co.

Barozzi Drying Machine Co.

Capital Flour Mills

Cavagnaro, John J.

Champion Machinery Co.

Clermont Machine Co.

Commander Mills Co.

Consolidated Macaroni Machine Co.

Eastern Semolina Mills

Elmes, Chas. F., Engineering Works

King Midas Flour Mills

Maldari, F. & Bros., Inc.

Minneapolis Milling Co.

National Carton Co.

National Cereal Products Co.

Peters Machinery Co.

Pillsbury Flour Mills

Rossotti Lithographing Co.

Star Macaroni Dies Manufacturing Co.

Sylvani Industrial Corp.

Washburn-Crosby Co.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1939-1940

J. J. CUNEO, President.....La Primiata Macaroni Corp., Connellsville, Pa.	Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.
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J. H. DIAMOND, Adviser.....Con. Food Products Co., Lincoln, Neb.	Frank Traficanti, Traficanti Brothers, Chicago, Ill.
H. R. Jacobs, Director of Research.....2026 E Street, N. W., Washington, D. C.	L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
M. J. Donna, Secretary-Treasurer.....Braidwood, Illinois	P. J. Viviano, Kentucky Macaroni Co., Inc., Louisville, Ky.
E. De Rocco, San Diego Macaroni Co., Inc., San Diego, Calif.	Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.
Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.	Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.	
H. V. Jeffrey, Skinner Mig. Co., Omaha, Neb.	
G. LaMarca, Prince Macaroni Mig. Co., Lowell, Mass.	
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.	

The Secretary's Message

Conscription of Industry

The macaroni-noodle manufacturers of America, like all other trades, are never without serious trouble to worry over. Old ones are often left unsolved to tackle new ones—some of their own creation, others of a source over which they have no control.

At this present moment, their worry seems to be in finding the correct answer to the questions—"What effect will the new law granting the government the power to conscript industry have on the industry as a whole and on their particular firms?" "Will the authority thereunder be restricted to the compulsory cooperation in line with the needs of the country in war or preparation therefore, or will it result in the confiscation of property as the whims of political leaders may dictate?"

The amendment to the conscription bill just passed by Congress allows the war department or the navy department to take immediate possession of plants whenever the President directs, if the Secretary of War or the Secretary of the Navy is unable to reach an agreement with the owner. Since the terms of the agreement are to be dictated solely by the government, there is no restriction upon the demands that might be made, and some likelihood that no serious consideration will be given to the rights of owners under ordinary laws.

Business leaders who have made a thorough study of the new law are quite generally of the opinion that the new legislation is more the objective of a group that seeks a tighter control over every phase of business life,

than it is a military necessity under the defense program which serves as a cloak.

Here's how the plan is expected to work. With the industry conscription law in effect, whatever the government tells a management to do, it must do or else the property is forfeited to the government with compensation later to be determined upon by the courts. Courts do not pass on the reasonableness of the demands made upon property owners. They merely award what they think is fair and reasonable compensation for the property seized. They cannot protect the plant owners from arbitrary demands.

In the light of things that have already come to pass, is it any wonder that leaders in the Macaroni Industry, like other trades people, are worrying over this new problem? There is no macaroni-noodle manufacturer, irrespective of the size of his plant or the kind of business he conducts, who would not immediately and most willingly turn over his entire business if the welfare of his country required it. On the other hand, they should and probably would fight to the last ditch any and all attempts at seizures aimed at socializing the country as many fear is the ultimate objective of those in charge of the new order of things.

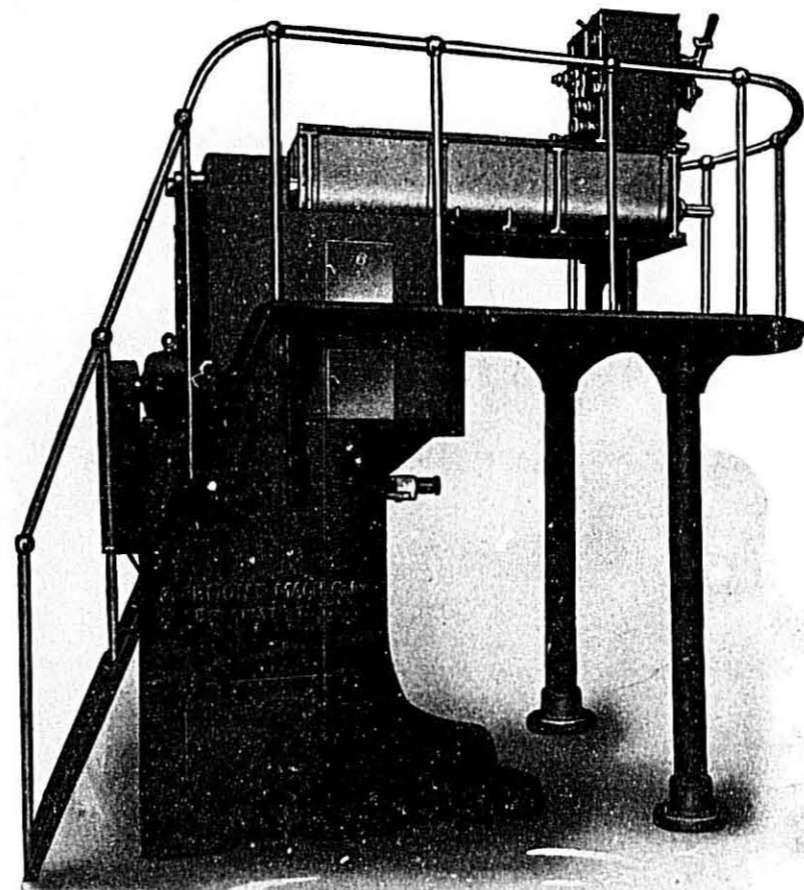
Let's be on the alert. In the name of defense and under the war hysteria that prevails, opportunity is being given for an even greater interference by the government with peaceful business. Where will this trend end?

FOR THE MACARONI OF TOMORROW

Clermont Introduces

An Original Type of Continuous Automatic Macaroni Press

Has No Piston, No Cylinder, No Screw, No Worm



Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

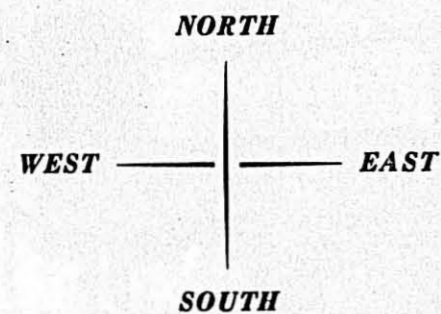
For Details Write to

CLERMONT MACHINE COMPANY, INC.

268 Wallabout Street

Brooklyn, New York

Everywhere...



“Pillsbury’s” means “Quality”

- Pillsbury’s No. 1 Semolina
- Pillsbury’s Durum Fancy Patent
- Pillsbury’s Durum Granular
- Pillsbury’s Durmaleno Patent Flour

PILLSBURY FLOUR MILLS CO.

General Offices:

Minneapolis, Minnesota