

**THE  
MACARONI  
JOURNAL**

**Volume XXIII  
Number 2**

**June, 1941**

JUNE, 1941

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Pittsburgh Calling!*



The William Penn Hotel, Pittsburgh, Pa.  
Headquarters - 30th Annual Convention  
National Macaroni Manufacturers Association  
June 23rd and 24th, 1941

Official Organ  
National Macaroni Manufacturers Association  
Braidwood, Illinois

VOLUME XXIII  
NUMBER 2

Printed in U.S.A.



## The American Housewife Speaks!

Of interest to all buyers of packaging is a Survey conducted by Ross Federal Research Corp. and published in a recent issue of Sales Management Magazine.

Over 1,000 women in 11 cities were interviewed on their likes and dislikes in packages. A vital phase of this Survey is summarized below with the special permission of Sales Management Magazine.

### QUESTION . . .

Do you use any grocery products which you habitually remove from their original containers after opening because the opened container seemed unsanitary? If "Yes," please name them.

### FINDINGS . . .

PRODUCT	MENTIONS
DRIED FRUITS AND VEGETABLES..... (Most mentioned: Raisins, Rice, Dates, Prunes, Figs, etc., in transparent wraps)	88
STARCHES..... (Macaroni, Spaghetti, Noodles. Most mentioned: Spaghetti.)	27

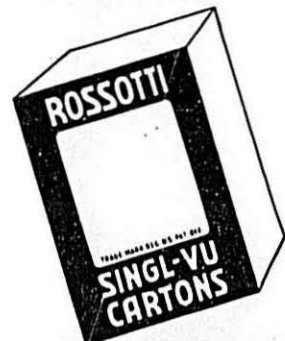


## ROSSOTTI MAKES CARTONS THAT WOMEN LIKE

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Rossotti Singl-Vu and Dubl-Vu cartons are easy to handle, shelve, or stack. They are dustproof. Housewives buy with confidence any product packed in Rossotti Cartons.

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## Tentative Business Program

38th Annual Convention, National Macaroni Manufacturers Assn.  
William Penn Hotel, Pittsburgh, Pa., June 23 and 24, 1941

### Monday, June 23

- 8:30 a.m. **Registration**  
In Silver Room.  
All must register to obtain convention privileges, Official Badge, Complimentary Tickets to Founders' Luncheon, Reception and Cocktail Party, Dinner-dance and Floor Show.
- 10:00 a.m. **Opening Ceremonies**  
In Cardinal Room.
- 10:30 a.m. **Call to Order**  
*President Joseph J. Cunco*  
Report of Program Committee  
Report of Credentials Committee  
The President's Message  
*Joseph J. Cunco, Connellsville, Pa.*  
The Secretary-Treasurer's Report  
*M. J. Donna, Bradwood, Ill.*  
Report of Director of Research  
*B. R. Jacobs, Washington, D. C.*  
Appointment of Convention Committees.
- 11:45 a.m. **The National Macaroni Institute**  
Accomplishments and Recommendations  
*M. J. Donna, Managing Director*
- 12:30 p.m. **Noon Recess**
- 12:45 p.m. **The FOUNDERS' Luncheon**  
In Urban Room.  
(Honoring Loyal Charter Member-firms)
- 2:00 p.m. **Convention Reconvenes**  
*President Cunco, Presiding*  
Reports of Committees
- 2:30 p.m. **The VITAMIN Session**  
"Shall Macaroni Products Be Enriched?"  
*Dr. C. C. King, Professor of Biochemistry, Milton Institute of Industrial Research, Pittsburgh*  
"Why?"  
*Dr. Charles N. Frey, President American Association of Cereal Chemists, New York*  
"How?"  
*Benjamin R. Jacobs, Director of Research, NMMA*  
(General Discussion)
- 5:00 p.m. **Adjournment.**
- 8:00 p.m. **DEFENSE SESSION**  
"Macaroni Products and National Defense"  
*Mr. Gerrit Vander Hoening, Consultant Office of Production Management, Washington, D. C.*  
Discussion

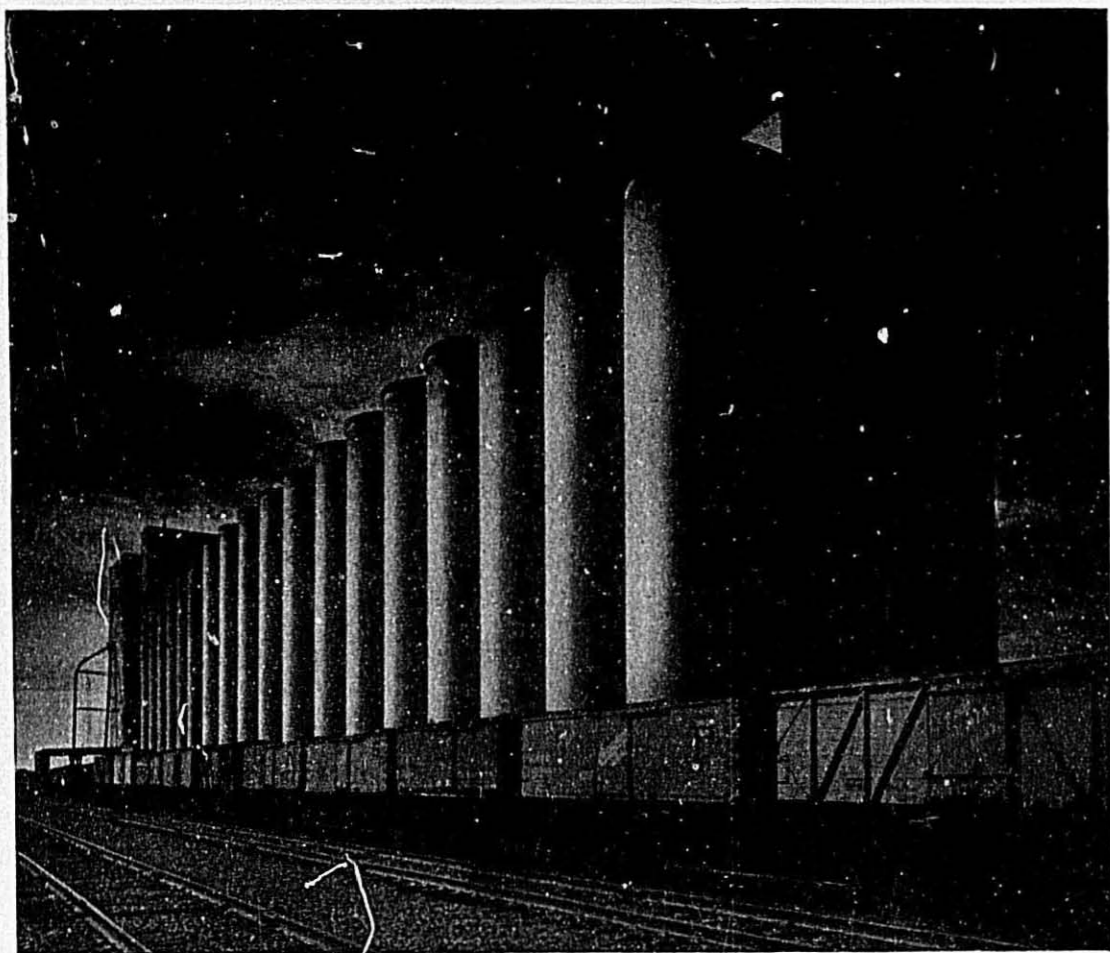
### COST FORUM

Open Discussion—"Cost of Producing and Distributing Macaroni Products"

### Tuesday, June 24

- 9:00 a.m. **Registration**  
In Silver Room.
- 9:30 a.m. **Call to Order**  
*President Joseph J. Cunco*  
Reports of Committees
- 10:00 a.m. **The ENFORCEMENT Session**  
"Protective Action Taken"  
*B. R. Jacobs*  
"Pennsylvania Food Laws and Their Relation to the Macaroni Industry"  
*Clyde H. Campbell, Chemist Pennsylvania Department of Agriculture*  
"The Federal Law"  
*Administrator Campbell, Food and Drug Administration*  
Discussion.
- 12:00 Noon **Election of 1941-1942 Board of Directors, NMMA.**
- 12:30 p.m. **Noon Recess**  
(Visiting Exhibits in Silver Room)
- 2:00 p.m. **Convention Reconvenes**  
*President Cunco, Presiding*  
Reports of Committees
- 2:30 p.m. **The WEEVIL STUDY Session**  
"Buggy Stuff"  
*Fred B. Somers, Midland Chemical Co. Dubuque, Iowa*  
Discussion.
- 3:00 p.m. **FUTURE ACTIVITIES** — Association and Industry.  
Report of the Future Activities Committee.  
Discussion.
- 4:30 p.m. **Announcement and Presentation of 1941-1942 Officers Elect.**
- 5:00 p.m. **Final Adjournment.**  
(For ENTERTAINMENT and RECREATION FEATURES, See Official Program)

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



# The MACARONI JOURNAL

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## The Association and the National Defense

In American business and in the American way of life, there is a definite place for the very popular trade organization as it is fostered by the trade and by the Government in this country. Government officials find trade association invaluable in emergencies, since they provide the nucleus for wider group action when speed and thoroughness are essential to the public welfare.

In the current emergency, for instance, created by the need of united action for the national defense, trade associations representing every phase of production and distribution are going to the aid of the government, thus precluding by voluntary action any coercion that is rarely necessary in trades where associations are fostered.

Individually and collectively, the progressive manufacturers and friendly allies who support the National Macaroni Manufacturers Association, offer their unstinted support of the nation's defense program, feeling that in doing so they are helping themselves and their trade.

On the eve of the 1941 conference of the Macaroni-Noodle Industry to be held at Pittsburgh, June 23 and 24, the thinkers in the trade are studying ways and means of cooperating in the national defense. Other industries are doing likewise, as pointed out by Herman H. Lind, president of the American Trade Association Executives in an address before the recent meeting of the Chamber of Commerce of the United States in Washington, D. C.

He said that the roots of the trade association go as far back in history as primitive trading goes. As trading went on over the years, relative values became recognized and habitual acceptance established them. As trading was carried on over larger areas by the merchant, understood methods of measurements and specifications of quality became a habit—were recognized and accepted.

As the tempo of modern invention, modern commerce and modern production increased in speed and the trading area expanded, geographically and in volume, it became absolutely essential to have organized bodies capable of bringing together the best experience and thought concerning common problems. It was this necessity that brought about the formation of what we know as trade associations; the same need motivates the carrying forward of such trade organizations.

In many ways the American trade association is a very peculiar organization. It is voluntary; no one needs to join a trade association unless he wishes to do so. Coercion is not attempted, and the nature of the accomplishments of a trade association is such that those who do not belong are liable to reap exactly the same benefit as those who do. However, the success of the trade association in this country is due to the American thinking that, as former president Theodore Roosevelt once said, "Every American businessman owes it to

himself and his industry to belong to and to support the association of his trade."

As it is, the trade associations of this country are, generally speaking, made up of a group of business firms engaged in relatively similar lines of business. They establish headquarters with a man employed to supervise the work of the organization. They represent, speak and act for the members and for the trade in line with established policies. They study common problems and attack new ones confidently because of their experience and the knowledge of the wishes of the members as well as the welfare of the trade.

A trade association stands ready to call together immediately, either the entire industry or a properly constituted committee thereof, in any emergency, to study the problems created thereby and to advise its members, the entire industry, even the government when necessary, of what can be done under the circumstances.

The amount of time that has been saved by using the offices of the trade association and its ability for the purpose of getting fast, certain and effective information as well as decisive action, is tremendous. Of this, none are more appreciative than are the executives of the many government bureaus and other agencies who find it both pleasant and profitable to work harmoniously through representative groups as trade associations.

In the current emergency, that of national defense, trade associations are the natural approach to the many problems that affect trades involved and the liberal use of the services of trade associations in solving problems created by the national defense activities will save duplications and delays.

While production is paramount in 90 per cent of the trades involved in the national defense program, that is not necessarily so in the case of the macaroni-noodle industry, because production is already sufficient to take care of the needs. But there are other problems, such as prompt deliveries of quality goods and a better understanding of the basis on which quotations are made and goods accepted; these and many similar problems can be straightened out through study and understanding.

The part which the Macaroni-Noodle Industry will play in the present defense program is but one of the many problems to be studied, and if possible, solved at the open conference of the industry in Pittsburgh. Since the government and all related industries prefer to deal with industries through their organizations rather than through individuals, they would like to see enrolled in the trade association all the better firms in the business. For any timely effort, and for all worthy objectives, the cooperation of the best element in the trade is urged. So, all non-members are invited, yes urged to join their trade association for the added strength that memberships give and the higher standing which numbers and quality give to any organization.

## Drying Macaroni\*

Paul L. Earle and M. C. Rogers

University of Minnesota, Minneapolis, Minnesota

**M**ACARONI is the general term for the varied line of food products having as a base semolina, farina or flour, mixed with water and formed under pressure into macaroni, spaghetti, noodles, vermicelli, alphabets, rings, stars, and many other shapes.

The operations followed in the manufacture of macaroni are mixing, kneading, pressing, and drying. In the mixing operation the semolina or flour is sifted and weighed out into the mixer where water and sometimes salt are added. After mixing for from 10 to 20 minutes, the dough is dumped into a kneader consisting of two or three corrugated conical rollers supported so that they exert pressure on the dough as it is carried around by a circular power-driven pan. A steel plow turns the dough over before it passes under the rolls. Dough from the kneader is placed in the cylinders of the hydraulic presses and is extruded from the suitable dies under pressures of 2,500 to 5,000 pounds per square inch. The dough leaving the presses contains approximately 29 per cent water, and it must be dried to less than 13 per cent.

In the usual commercial drying processes<sup>1,2,3,4</sup> the macaroni is given a preliminary drying for approximately 2 hours before being placed in a humid chamber for "sweating" to allow the moisture to become more evenly distributed. The sweating operation is followed by drying in the drying chambers.

Short goods, under which are included elbow macaroni, rings, stars, etc., are spread evenly on wire mesh trays which are placed on a truck and wheeled to the drying room. A typical short goods dryer is shown in Figure 1. Each chamber holds ninety-six trays containing approximately 1,500 pounds of elbow or short cut macaroni. Air at a velocity of 75 to 85 feet per minute is circulated through the material. The direction of air flow is reversed every 2 hours. Fresh air is supplied by leakage on the suction side, and the humid air is discharged by leakage from the reverse side into the room.

The usual procedure with long goods is to hang the macaroni or spaghetti over rods in racks. These racks are wheeled into drying rooms which have large disk fans for air movement. The material is first dried rapidly to prevent stretching, is allowed to sweat in an atmosphere of high humidity, and is finally dried to from 10 to 13 per cent moisture in a dryer.

A rather recent method for drying macaroni was described by Lindsay.<sup>5</sup> This is known as the Carrier method and is in three stages. During the first stage the macaroni is dried with a vigorous circulation of air of low humidity in order to prevent stretching. This drying is carried to a critical point beyond which care must be taken to avoid curling and cracking. The second stage is a sweating operation accomplished by circulation of air of high relative humidity. The temperature of the air is then gradually raised, and the second stage is complete when the macaroni is warm and pliable and contains 18 to 20 per cent moisture. During the last stage the humidity of the air is gradually reduced according to a definite schedule in order to obtain maximum drying without injury to the product. Data from a dryer of this type operating in the plant of the Foulds Milling Company were

\*Reproduced by Courtesy of Industrial and Engineering Chemistry (Industrial Edition, May 1941).

presented by Hoskins.<sup>6</sup> They indicate the following drying rates (Figure 13): preliminary drying, 0.0454 pounds of water evaporated per square foot of outer surface per hour; secondary drying, 0.0018 to 0.0015 pound per square foot of outer surface per hour.

### Application of Drying Theory to Macaroni

The factors affecting the drying of wet solids have been discussed by various investigators.<sup>7,8,9,10,11,12,13,14</sup> Sherwood<sup>14</sup> considered the drying operation as taking place in three stages: (a) a first or constant rate drying period,  $dw/Ad\theta = K_a\Delta H$ , where the primary resistance to moisture removal is at the surface of the material where evaporation is taking place; (b) a second or falling rate period during which the rate of moisture movement to the surface of the material is the controlling factor and the rate of drying  $dw/Ad\theta$  is proportional to the free moisture,  $F$ , in the material; and (c) a third period during which the rate of moisture movement is so low that the evaporation takes place not at the surface of the material but somewhere in the interior. Free moisture is generally expressed as the difference between the actual moisture content and the equilibrium moisture content, both expressed as pounds of water per pound of bone-dry material.

In the case of certain materials, of which macaroni is one, it would seem reasonable that this last drying period may be influenced to a large extent by the "bound water" in the material being dried.

Since the quality of macaroni is seriously affected by the conditions under which drying takes place, it seemed desirable that data be secured on its drying rates.

The present work had as its objectives the determination of rates of drying now in use commercially and the determination of the rates which might be expected under various conditions. Flat sheets of macaroni were selected as the first working material because of the convenience in measuring areas accurately. Flat sheets are not entirely satisfactory because they probably have not been subjected to so great a working pressure as would be received in an extrusion press. For this reason tests have also been made on the commercial products, spaghetti and macaroni.

### Equipment

A controlled humidity dryer (Figure 2), providing complete recirculation of the air, was built. It was equipped with a spray chamber, steam and electric resistance air heaters, humidifier, and automatic recording balance. The humidity was controlled by wet-bulb and dry-bulb thermoregulators having an accuracy of 0.1° C. (0.18° F.).

The drying section, A, was built of 22-gage galvanized iron, 30 inches high, 12 inches wide, and 72 inches long. The contracting sections B-B, elbows C, and fan connections D, were of sheet metal construction. A 1/2-horsepower motor was used to drive a forge blower having a 70-inch impeller at 3400 r.p.m. Spray chamber E was built from 1-inch pine, varnished and lined with galvanized sheet iron. Duct H, leading from the spray chamber to heater F, was made of pine, 11x12 inches in cross section. An automobile radiator was used as a primary heater, and was supplemented by three resistance heaters wired for 300, 600, and 1200 watts and controlled by the thermoregulator relay. The piping diagram for the steam connections is given in Figure 2. A strainer, pressure regulator, and steam trap

# Dear Betty Crocker:



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

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

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

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

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

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

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

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

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

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

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



**GOLD MEDAL SEMOLINA**

"Press-tested"

**WASHBURN-CROSBY COMPANY**

(TRADE NAME)

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

were used to ensure reliability of operation of the apparatus over long periods of time.

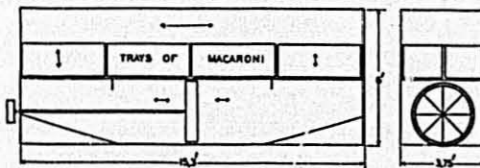


Figure 1. Typical Dryer for Short Cut Macaroni

The humidity of the drying air was controlled by recirculation of spray water for some of the runs and by a second method in which the air was cooled with a water spray, humidified by direct admission of steam, and then heated to the desired dry-bulb temperature. The thermoregulators and vacuum tube relays used were described by Heisig.<sup>17</sup> The regulator controlling the wet-bulb temperature was covered with a muslin wick fed with water. The dry-bulb temperature was controlled by a thermoregulator and relay of the same type. A 12-volt a. c. relay was built to handle the heating circuits, using a 12-ampere mercury switch.

The macaroni was hung over three 3/4-inch varnished wooden rods. The rods were suspended in the dryer by a wire rack which permitted the weighing of the material without stopping the fan. The automatic recording balance, K, was a solution type balance having a sensitivity of one gram, to which control equipment was added. The steel ball bearings were deposited on the balance as the moisture was removed in drying, and a record was made of the time each bearing was repositied.

The equilibrium moisture content curve for macaroni at a dry-bulb temperature of 100° F. has been determined. The curve is in good agreement with the curves presented by other investigators.

A constant rate of drying period was found in the drying of sheet macaroni at an air velocity of 95 feet per minute, but this period is apparently so short under higher velocities that it was not observed experimentally. The data may be represented by

$$dw = K_d(H_w - H_a) dA$$

where  $K_d$  has a value of 2.58 pounds of water per square foot of drying surface per hour. The critical moisture content lies between 14 and 18 per cent free water (14-18 pounds water per pound dry macaroni) at this air velocity.

The falling rate period for sheet macaroni appears to be divided into two parts. The first has a rate linear with respect to the free moisture content. The second part has a rate constant at approximately 0.0613 pound per hour per square foot of drying area.

On the basis of one test on elbow macaroni that had been given a preliminary drying to 32 per cent moisture content (dry basis), the rate of drying at the start is less than 0.03 pound per hour per square foot. The data reported by Hoskins indicate rates dropping from 0.002 to 0.007 pound per hour per square foot as the macaroni is dried from 32 to 15 per cent moisture (dry basis).

**Procedure**

The macaroni dough, taken from the kneaders of a local plant, was rolled to the desired thickness on the noodle machines and was immediately placed between layers of wax paper and tightly wrapped to minimize air-drying in transporting the material to the laboratory. The dough was unrolled, trimmed to the desired size, and placed on the wooden rods used as hangers. It was air-dried approximately 10 minutes and then placed in the dryer, which had been operating at the desired humidity for several hours.

The material was weighed in place, and wet-bulb and dry-bulb thermometer readings were recorded at intervals which were dependent on the rate of moisture loss. When the automatic weight recorder was used, the drum was

Table I. Summary of Test Data on Drying Macaroni

Run	Material	Dry-Bulb Temp., °F.	Relative Humidity, %	Velocity, Ft./Min.	Thickness, Inch	Area, Sq. Ft.	Wt. Dry, Grams	Wt. at Start of Test, Grams
1	Sheet macaroni	100	67	95	0.098	25.0	2019	2800
		75	95	0.07	16.6	988	1381	
		60.5	95	0.065	22.0	1457	2057	
		43	95	...	19.5	1233	1774	
		80	150	...	16.36	1180	1626	
		86	150	0.075	15.61	1655	2328	
		90	150	...	16.79	1739	2526	
8	Sheet egg noodles	100	82	...	0.088	25.8	2310	3247
		70	...	0.031	28.05	920	1280	
		81.5	...	0.098	15.19	2056	2861	
11	Sour sheet macaroni*	...	39	95	0.031	15.8	384	516
		108	37	...	171	1604	2122	
13	Spaghetti	100	73	95	...	34.8	2107	3100
		70	95	...	35.3	2153	2879	
		70	220	0.078	25.5	1340	1701	

\*One day old.  
 1A commercial product which had already received a preliminary plant drying. The air in this run was blown up through the macaroni at a velocity slightly below that which would support the goods. The relative humidity of the air entering the macaroni was approximately 37 per cent.

covered with smoked paper, the starting point marked, and the scale balanced by the use of small weights. Readings were taken of temperature at irregular intervals to check the operation of the controls. The dried material was analyzed for moisture content by the Official Air-Oven Method of the A.A.O.A.C.<sup>1</sup>

Tables I and II present summarized data on the various macaroni materials.

**Equilibrium Moisture**

In a study of the rates of drying it is necessary to know the equilibrium moisture in order to determine the free moisture content of material being dried. The equilibrium moisture content of the material used in this in-

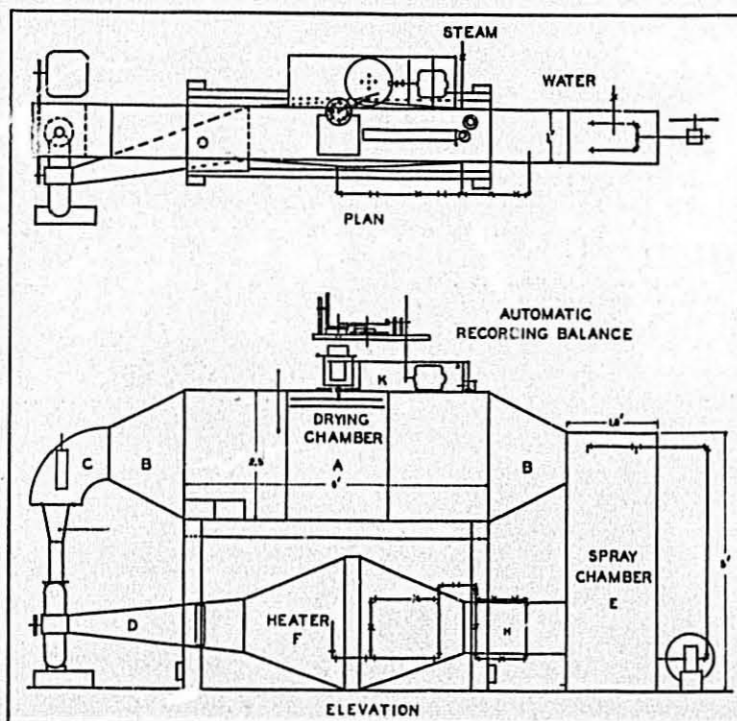


Figure 2. Experimental Dryer

# QUALITY FIRST!

Quality is the surest foundation for permanent success. That's why so many macaroni manufacturers today are using King Midas Semolina. They know that with King Midas, the highest quality standards are not only a pledge . . . but a tradition.

The Golden Touch

# King Midas Semolina



King Midas Flour Mills  
 Minneapolis, Minn.

Investigation was determined by drying a sample of macaroni in a stream of air until equilibrium was reached. The data are presented graphically in Figure 3. Other investigators have obtained similar curves. Atkinson<sup>10,11</sup> ob-

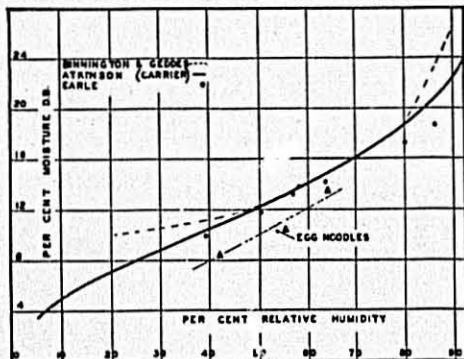


Figure 3. Equilibrium Moisture Content of Macaroni

tained data at room temperature, 75° F. (23.9° C.), and Binnington and Geddes<sup>4</sup> presented a curve obtained from one run at 90° F. (32.2° C.) made in a dryer similar to the one used in this problem.

The data from the three sources are in agreement in the middle of the curve. The data of Atkinson were obtained on dry macaroni that was rehumidified, and the curve is the average of the drying and regained equilibrium moisture contents. Binnington and Geddes data were obtained on a sample made on a small-scale experimental mill. It is possible that the humidities recorded were slightly in error because the air velocity over the wet-bulb thermometer in Binnington and Geddes'

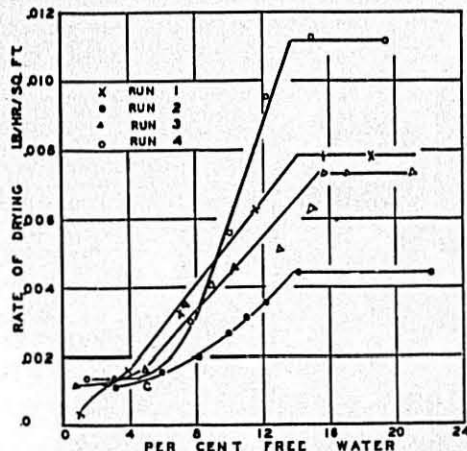


Figure 4. Rate-of-Drying Curves for Sheet Macaroni at an Air Velocity of 95 Feet per Minute

Table II. Loss in Weight after Drying Macaroni Products, from Plots of Original Data

Run No.	Loss in Weight, Grams after:													
	100 min.	200 min.	300 min.	400 min.	500 min.	600 min.	700 min.	800 min.	900 min.	1000 min.	1100 min.	1200 min.	1300 min.	1400 min.
1	120	225	315	363	400	420	438	454	465	473	480	484	...	...
2	59	110	142	164	182	189	199.5	203	207	209	211	...	...	...
3	120	212	276	313	336	352	363	...	...	...	...	...	...	...
4	192	302	352	358	378	...	...	...	...	...	...	...	...	...
5	81	133	162	188	207	218	224	227	230	232	232	232	232	251
6	57	121	177	224	262	291	312	333	351	363	369	372	372	...
7	58	117	143	161	170	176	...	...	...	...	...	...	...	...
8	54	114	165	214	260	306	...	...	...	...	...	...	...	...
9	105	165	194	210	220	225	228	230	232	232	232	232	232	...
10	66	113	165	203	237	263	...	...	...	...	...	...	...	...
11	58	82	88	93	93.5	...	...	...	...	...	...	...	...	...
12	274	310	330	...	...	...	...	...	...	...	...	...	...	...
13	85	166	239	297	332	378	...	...	...	...	...	...	...	...
14	135	229	289	320	341	358	373	391	415	419	428	430	...	...
15	100	140	153	...	169	172	...	175	177	177	177	...	...	...

experiments was very low, and the data obtained in this investigation were secured by drying, whereas Atkinson's data are the average of drying and regained equilibrium moistures. It is to be expected that a higher dry-bulb

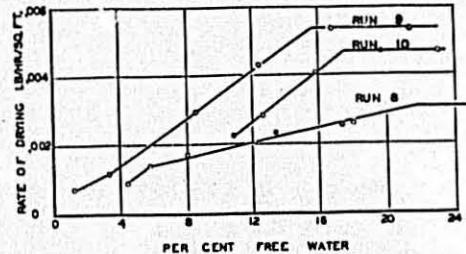


Figure 5. Rate-of-Drying Curves for Sheet Egg Noodles

temperature at the same relative humidity will give a lower equilibrium moisture. This would explain the difference in the position between Atkinson's curve and that obtained by the writers.

Constant-Rate Drying Period

The data of runs 1, 2, 3, 4, 5, 9, 10, and 11 were used to calculate values of the film coefficient of diffusion (Table III).

The average value of  $k_f$  for sheets of macaroni at an air velocity of 95 feet per minute was 2.58 pounds of water per square foot of drying surface per hour per unit humidity difference, where  $H_w$  is the saturated humidity at the wet-bulb temperature and  $H_a$  is the humidity of the air stream. The value of  $k_f$  for sheets of egg noodles was 2.65. The first part of run 7 was made with still air, giving a value of  $k_f$  equal to 1.225. Calculations made with the data reported by Hoskins<sup>8</sup> indicate a value for  $k_f$  of 5.9 pounds water per square foot per hour per unit humidity difference. No data are given as to the air velocity used in this test, but an estimate based on tests in local plants indicate a probable value of 300 to 450 feet per minute.

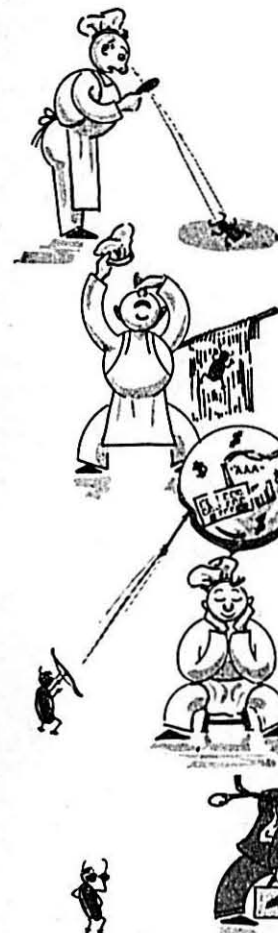
Table III. Film Coefficients of Diffusion

Run No.	$H_w - H_a$	Rate	kg	Material
2	0.0021	0.00464	2.205	Flat sheets macaroni
3	0.0024	0.00735	3.06	Flat sheets macaroni
1	0.0024	0.00634	2.64	Flat sheets macaroni
5	0.0036	0.009	2.50	Flat sheets macaroni
4	0.0046	0.0112	2.44	Flat sheets macaroni
10	0.0015	0.00435	2.96	Flat sheets macaroni
9	0.0023	0.0054	2.34	Flat sheets macaroni
11 (still air)	0.0040	0.0049	1.225	Flat sheets macaroni
Hoskins data	0.0077	0.054	5.9	Macaroni, high air velocity

Falling-Rate Period

The falling-rate period for macaroni drying, using an air velocity of 95 feet per minute, may be divided into two parts (Figures 4 and 5). In general, the first part of the falling-rate curve is linear with respect to the free

A Macaroni Maker's Lament



Breathes there a Macaroni Maker  
with soul so dead  
Who ne'er hath spied a bug  
and said:  
"This is my greatest single dread!"

Whose ire within him  
ne'er hath burned  
When said bug did  
in spaghetti worm  
In quest of a meal  
(courtesy of the firm).

If such there breathes  
go mark him well  
For him no prestige  
and profits swell;  
Great though his firm  
and proud its name,  
Rated in Bradstreet's—"AAA."

Despite these ratings,  
prestige and fame,  
The wretch, poor devil,  
in all his shame,  
With bankrupt proceedings  
shall go down  
To the cookstove and kitchen  
from whence he sprung.  
Because of a bug, he is undone.

Use Midland  
**MILL-O-Cide**

That famous food insecticide, and escape the dire consequences that befall the poor little man above. Midland MILL-O-Cide comes in six formulas, each one Pest-Grady rated. One of these insecticides is the one that you need in your factory, and is "tailored" to meet your conditions. MILL-O-Cide will not contaminate or give taste or odor to food-

stuff. MILL-O-Cide is also approved by the Board of Underwriters against fire hazard.

If you have not already used MILL-O-Cide, try it now, and prove to your own satisfaction its superiority in the Insecticide Field.

Mr. Fred "Bug" Somers, special Midland representative in the Insecticide Field, extends you an invitation to visit him at your Convention, at which time he will be most happy to aid you in your insecticide problems.

**MIDLAND CHEMICAL LABORATORIES**  
INCORPORATED  
Dubuque, Iowa, U.S.A.

moisture content. At point C (Figure 4) the rate becomes constant at approximately 0.0013 pound per hour per square foot. The values of K obtained for the equation

$$\theta_t = \frac{1}{K} \ln \frac{F_0}{F}$$

are presented in Table IV and plotted in Figure 6.

**Drying at High Humidities**

Runs 5, 6, and 7 were made at high humidities on sheet macaroni hung on six rods, since the macaroni at the higher humidities was unable to support its own weight without preliminary drying. The relative humidities in the three tests were 80, 86, and 90 per cent, respectively. The rates of drying for these tests are plotted in Figure 7. The values of K are presented in Table IV and plotted in Figure 5.

**Drying of Sour Macaroni**

Run 11 was made with macaroni 0.031 inch thick that had been rolled out the previous day. Possibly some bacterial action or fermentation had occurred before this material was dried. The rate of drying (Figure 8) is less than would be expected under similar conditions with fresh dough. The material dried in a very spotty manner, and some areas of the sheet appeared dry before others. The rate-of-drying curve for this test was concave upward in the falling-rate period.

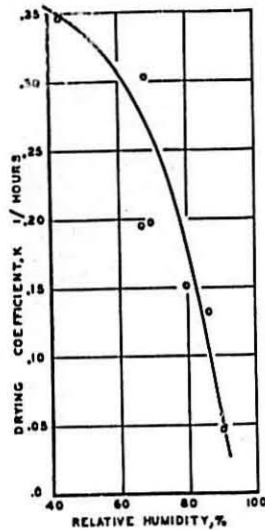


Figure 6. Variation of Drying Coefficient with Relative Humidity for Sheet Macaroni

support the goods in the air. The elbow macaroni was a low-quality product that had been dried to 24.2 per cent moisture and sweated before being dried in the laboratory dryer.

The drying conditions in this test were much more severe than would be used to produce a commercial product, and they indicate an upper limit to the rate of drying even when the quality of the product is not considered. The entering relative humidity averaged 37 per cent, and the humidity leaving the dryer varied from 50 to 40 per cent. The rates of drying (Figure 9) are in the falling-rate period, and the final rate appears to begin to control at 14 or 15 per cent moisture, dry basis. The rate of drying was approximately ten times that used by Hoskins for long goods; and the product produced was very brittle and had numerous cracks running both lengthwise and around the circumference of the tube. Cracks were visible after 230 minutes of drying. The macaroni was dried from 32 to 11.9 per cent water (dry basis) in 4.5 hours. The total drying period was five hours. The rate of drying, even though the goods have received a preliminary drying, must be less severe than is shown in Figure 9. In calculating the drying rates for

this material the surface area was estimated by calculating the outside area from measurements of individual pieces.

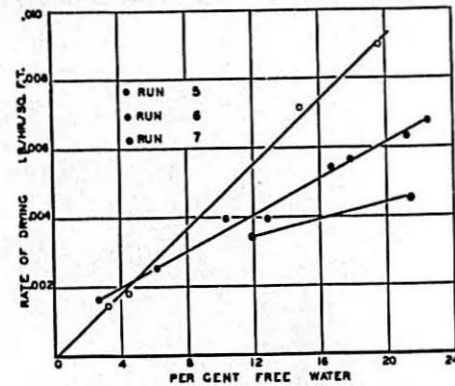


Figure 7. Rate-of-Drying Curves for Sheet Macaroni at an Air Velocity of 150 Feet per Minute

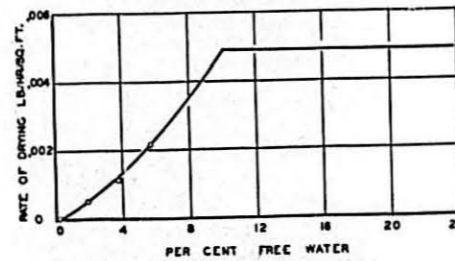


Figure 8. Rate-of-Drying Curves for Sour Sheet Macaroni

Runs 13 and 14 were made with solid spaghetti at an air velocity of 95 feet per minute and humidities of 73 and 70 per cent, respectively. Run 14 was made with material that had received a short drying in the plant

Table IV. Values of Drying Coefficient K

Material	Run No.	Relative Humidity, %	K, 1/HR.
Sheet macaroni	1	75	0.198
	2	68.5	0.107
	3	67	0.190
	4	43	0.344
	5	80	0.153
	6	86	0.1375
	7	90	0.0443
Spaghetti	13	73	0.073
	14	70	0.143
	15	70	0.220*
Egg noodles	10	81.5	0.080
	8	80	0.078
	9	70	0.461

\*Air velocity 220 feet per minute.

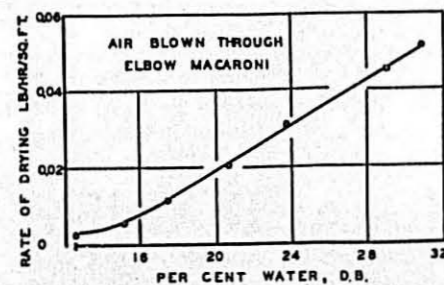
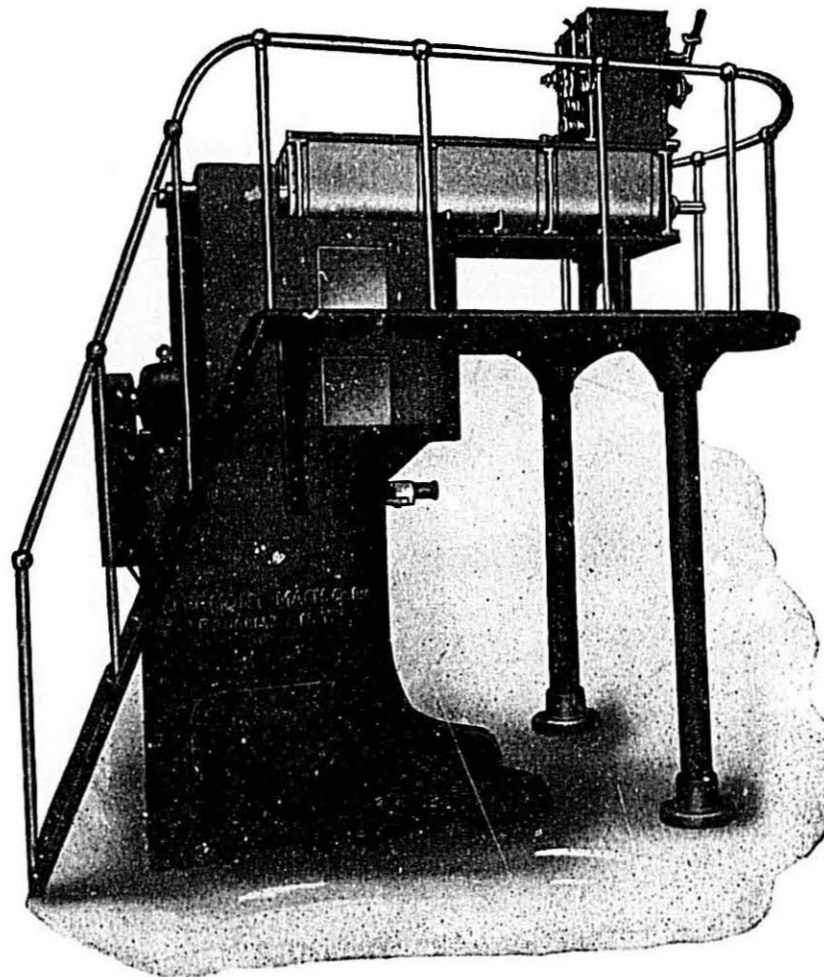


Figure 9. Rate-of-Drying Curve for Elbow Macaroni (Continued on Page 20)

**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



## Enrichment — Enforcement — Promotion



JOSEPH J. CUNEO, President  
Who will preside at the business sessions of the Convention of the Macaroni Association at Pittsburgh, June 23-24.

On April 19, 1904, over 37 years ago, the first national organization of macaroni-noodle manufacturers was formed at a convention held at Pittsburgh, Pa., for that purpose. For the first time in all these years, the operators composing the industry that has since more than quadrupled in size and in production capacity, will again go to Pittsburgh, this time for the 38th annual convention under the auspices of the National Macaroni Manufacturers Association.

Headquarters will be at the William Penn Hotel. All who are engaged in macaroni-noodle making—over three hundred separate and distinct firms—have been invited to the conference, as have representatives of the allied trades. Early indications are that the attendance this year, because of prevailing conditions, will be considerably above the average, and the interest in the proceedings unusually keen.

The convention proper will be preceded by a Sunday meeting of the 1940-1941 Board of Directors on June 22. A large majority of the Directors who constitute the Board, totaling 16 in number, have signified their intentions to be present. The affairs of the Association since the mid-year meeting in Chicago last January will be considered and plans made for the two-day business sessions, June 23 and 24, which will be presided over by Joseph J. Cuneo, of La Premiata Macaroni Corporation, Connellsville, Pa., President of the National Association. Assisting him will be C. W. Wolfe of Megs Macaroni Co., Harrisburg, Pa., the Association's Vice

### Feature Subjects for Discussion at Macaroni Industry Conference at Pittsburgh, June 23 and 24, 1941

President, and J. Harry Diamond, Gooch Food Products Co., Lincoln, Nebr., the Association's Advisor.

#### Monday, June 23

The possibility and the practicability of enriching macaroni products through the use of added vitamins will be discussed from three angles; (1) by Director of Research, Benjamin R. Jacobs, on research work done by the Association; (2) by a Government official yet to be assigned, to deal with definitions and promotion; and (3) by a manufacturer who has been experimenting with the idea to determine how far it is practical to go in enriching macaroni products. The fourth side of the problem, one of greatest interest to consumers, will probably be that of "vitamin retention" through the cooking process.

From the preliminary discussions that took place at the Mid-Year meeting of the industry in Chicago last January and the interest in the problem since manifested by operators of every size and class in the trade, this subject should be the outstanding feature of the 1941 conference.

#### Honoring Founders

Eight of the original firms that founded the National Association at Pittsburgh in 1904 have retained their memberships in the organization, five under their original names and three as successors. To honor the officials of these steadfast firms, a FOUNDERS' LUNCHEON will be held at noon, Monday, June 23. An appropriate program will be presented.

Firms to be honored are:  
Crescent Macaroni & Cracker Co., Davenport, Iowa.

Faust Macaroni Co., St. Louis, Mo. (Formerly Maull Bros.)

Minnesota Macaroni Co., St. Paul, Minn.

C. F. Mueller Co., Jersey City, N. J.

The Pfaffman Co., Cleveland, O. (Formerly The Pfaffman Egg Noodle Co.)

Peter Rossi & Sons, Braidwood, Ill.

Tharinger Macaroni Co., Milwaukee, Wis. (Formerly Lorenz Macaroni Co.)

A. Zerega's Sons, Inc., Brooklyn, N. Y.

Enforcement of present regulations concerning grades of raw materials, limit of ash therein, con-

templated changes in definitions and standards for both plain and egg macaroni products, will feature one of the sessions. This also will be considered from three angles—(1) by the Association, reviewing the enforcement work already done, (2) by Chemist Clyde H. Campbell of the Pennsylvania Department of Agriculture on state enforcement and (3) by an official of the Federal Food and Drug Administration treating the Federal phase of action.

#### Tuesday, June 24

Recent seizure of alleged slack-filled packages have aroused the ire of manufacturers who are mindful of the laws and satisfied that their packages are not in violation of it. The tolerances agreed upon between officials of the Macaroni Association and the Food and Drug Administration will be fully explained as will be the FDA's attitude.

The State of Pennsylvania's very strict laws and rules, particularly those concerning the required quantity of wholesome eggs in egg noodles, and the fairness of their enforcement on all manufacturers, whether in or out of the State, will be discussed and the situation clarified to the satisfaction of all who do business in the commonwealth.

The macaroni industry's place in the national defense program will feature another session. The possibility of food rationing in this country as the result of all-out aid to the Allies short of war is assuming more than ordinary importance among macaroni men whose production will be limited or enlarged in keeping with whatever program the Office of Production Management and other agencies of the Government may approve. Leaders of discussion are being assigned by the several governmental agencies interested.

Consumer education and products promotion is another phase of industry improvement that will occupy the attention of the macaroni-noodle makers. With the annual consumption at about 5 pounds per person a year in this country, the industry hopes to agree on a program of publicity and education that will at least double this consumption within the next five years. The National Macaroni Institute that has undertaken this work in a small but effective way for the past few

June, 1941

THE MACARONI JOURNAL

15

months, will endeavor to gain sufficient financial support to gain that end.

A full program of delightful entertainment for the ladies who accompany the manufacturers and guests has been approved. An informal dinner-dance is scheduled as the closing feature of the two-day convention. It will be held in the ball room of the William Penn Hotel on Tuesday evening, June 24. It will be preceded by a cocktail party sponsored by the friendly allies.

### Attend Convention, Advises Jacobs

Director of Research B. R. Jacobs Will Render an Interesting and Informative Report at Pittsburgh Convention, June 23-24

Most of the work carried on in the Laboratory of the Association during the past few months has been on vitamins and minerals as they refer to macaroni and noodle products. Therefore, I feel it advisable to omit from the June issue of the JOURNAL the formal regular monthly report on the activities of my office and to reserve the discussion on this timely and most important subject for the convention which will be held from June 23 to 24 in Pittsburgh, Pa.

At this meeting I propose to discuss as fully as the material at hand will permit, the findings of our Laboratory concerning the fortification of macaroni and noodle products with vitamins and minerals.

I also presume to discuss the reports made recently in Washington at the National Nutrition Conference for Defense, which was called by the President of the United States and which was presided over by Governor Paul V. McNutt, Administrator, Federal Security Agency and Coördinator of Health, Welfare and Related Defense Activities.

I hope that this discussion will bring to every macaroni and noodle manufacturer present a realization for the need of improving our products so that the wide educational campaign which is being carried on now by numerous agencies, and which is making the consumer more food conscious, will not result in pushing our products off the American table merely because it is not in itself a complete food.

I also hope that a sufficient number of manufacturers, not only members, but non-members of the Association, will be interested in this subject to attend the convention and to cooperate in the efforts that this Association is making toward improving the quality of our products as well as toward rendering a much needed service to the consumer.

### Firm to Reorganize

A petition for reorganization was filed last month in the Federal District Court of New York State for the Independent Macaroni Company, Inc., of 454 South Tenth Avenue, Mount Vernon, N. Y.

The petition was presented by Arnold H. Litt, assistant secretary, owner of half of the firm's capital stock, and its principal creditor. It claims that the firm that went into bankruptcy about a year ago has liabilities of approximately \$90,000 of which some \$40,000 is in secured claims.

The corporation, it is said, owns two parcels of real estate with an appraised value of \$80,000, has accounts receivable of some \$10,000, stock in trade worth upwards of \$5,000 and other assets consisting of automobiles and equipment.

Suits are pending against the corporation, the petition stated, and these threaten the continuance of the firm and may endanger the rights of creditors. It is hoped that in the proposed re-organization, the rights of all parties concerned will be conserved and the plant put into productive operation.

## THE MOST IMPORTANT EVENT OF THE YEAR 38th Annual Convention

Pittsburgh, Pa.

June 22-24, 1941



PLAN TO ATTEND



Get the Pulse of the Industry and Its Relationship to National Defense

Our "Frank" (F. A. Motta) Will Be There With Headquarters at the Wm. Penn Hotel

"We'll Be Seeing You"

CHAMPION MACHINERY COMPANY  
Joliet Illinois

### How Does Your Package Rate?

The Sutherland Package Design Chart, reproduced here, was devised by the Sutherland Paper Company, Kalamazoo, Michigan, to aid users of packages to appraise their present design of packages and to help them to determine whether or not the packages need revisions or complete change.

The "perfect yardstick" that would accurately measure all types of package design, would be a Utopian ideal which, frankly, it has not been hoped to achieve. Nearly every packaging problem has its own peculiarities. No chart of this kind can produce conclusive ratings in every case. It is, however, an excellent guide in evaluating package design by standards set for the average package called upon to do a merchandising job and is offered for use of macaroni-noodle manufacturers who have serious package problems to solve.

The chart is limited to the visual aspects of packages. Obviously, any buyer of packages must give careful consideration to construction and materials.

How to use the chart: Study the individual test, then answer each question conscientiously to determine whether your package rates "good," "fair," "below average," or "poor." Rate it according to the values listed after each question, and use the "Notation" column to jot down possible improvements or other design ideas that may come to your mind while you are rating your package.

A few of your important competitors' packages will be needed for making comparisons. After all questions have been considered, total the points in the rating column, and compare them with the "Summary of Ratings" below to learn exactly how your package rates, and to determine its effectiveness.

#### Summary of Ratings

Above 90—Package design is excellent.

80 to 90—Package design above average.

65 to 80—Improvement should be considered for strengthening weak points.

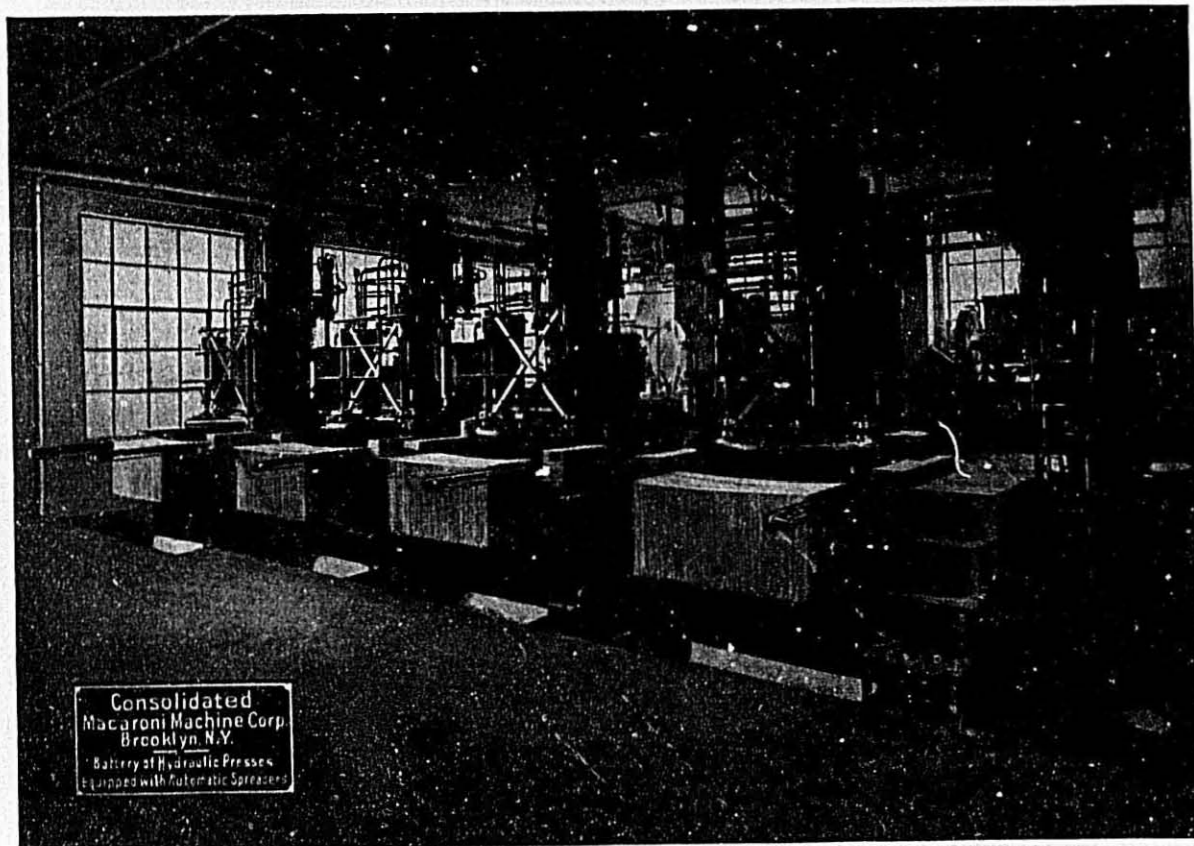
Below 65—There is definite need for revision.

Courtesy—Sutherland Paper Co., Kalamazoo, Mich.

Characteristics	TEST	CHECKING QUESTIONS	POINT RATING				
			Good	Fair	Below Average	Poor	Points
Attention Value	Place your package at eye level at the approximate distance it is normally seen by the patron. It is suggested that the distance be ten feet. Rate the package critically as you answer the questions on the right.	1. Do you get a clean-cut impression of the product's name?	12	6	3	0	
		2. Is there sufficient contrast in the color scheme to stop the eye?	6	3	2	0	
		3. Does the general arrangement have a dynamic quality that gives an aliveness to the design instead of an unexciting passiveness?	4	2	1	0	
		4. Does the layout arrangement help draw attention to the important information or illustrative "spots"?	3	2	1	0	
Appropriateness	In considering the checking questions in this group, it will be helpful to get the benefit of other people's thinking in determining if your package is appropriate to the product.	1. Does your package make its strongest appeal to the type of people most likely to buy your product?	7	4	2	0	
		2. Is your package designed for the greatest merchandising effectiveness in the type of store in which it is usually sold?	5	3	2	0	
		3. Does the package associate with your product that feature or those features which you are trying to stress such as daintiness, refinement, big value, exclusiveness, purity, strength, tastiness, or some others?	5	3	2	0	
		4. Do the shape and size of your package make it easy for the retailer to handle and display?	3	2	1	0	
		5. Do shape and size give full consideration to handling in the home by the consumer?	3	2	1	0	
		6. Has the package design kept pace with the trend in your industry and related industries?	2	1	0	0	
Competitive Comparisons	Assemble packages of similar products and set them up along side yours. Consider them first at a distance of ten feet, and then take them individually in your hands to make these comparisons: 1. Group test—Look at the packages. Close your eyes momentarily, and then reopen them. (See checking question number one). 2. Group test—Long inspection. Determine your rating by comparing your package with the best in the group on each of the points listed. (See checking question number two).	1. How does your package compare with the group in quick impression value?	7	4	2	0	
		2. Does your package have—					
		a. Better name display?	6	3	2	0	
		b. Distinctive color combination?	3	2	1	0	
		c. More pleasing shape?	3	2	1	0	
		d. More interesting and appropriate design?	2	1	0	0	
		e. Better suggestion of product quality?	2	1	0	0	
f. Better illustrative possibilities in advertising?	2	1	0	0			
Display Considerations	Make up a display of your packages as they often appear in the retail store. If possible, surround your package with various other packages of related items.	1. Is the product identity emphasized by the mass display?	6	3	2	0	
		2. Does each package become part of a larger, pleasing design?	5	3	2	0	
		3. Does the design maintain its effectiveness when displayed with other products?	4	2	1	0	
Memory Factors	A good test to make in order to determine recall value is to hand your package to persons, not too closely familiar with it. After they have looked at it for about a minute, take it back and put it out of sight. Then ask the following questions: a. What do you remember first about the package? b. What are the product and brand names? c. Recall three important features of the package design. The reactions to these questions will help you answer the opposite checking questions.	Does your package have the necessary factors to aid consumers in remembering it, for example:					
		1. Does it have some device such as an illustration or distinctive typography to fix a memory association in the user's mind? Example: Arm & Hammer Soda package with the familiar Arm & Hammer illustration.	5	3	2	0	
		2. Is the package easily identified and described as "Look for the big red letters on the box"?	3	2	1	0	
		3. If you produce several related items, does your package have the characteristics of family resemblance to aid in merchandising the entire line?	2	1	0	0	

**TOTAL**

## Consolidated Macaroni Machine Corp.



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

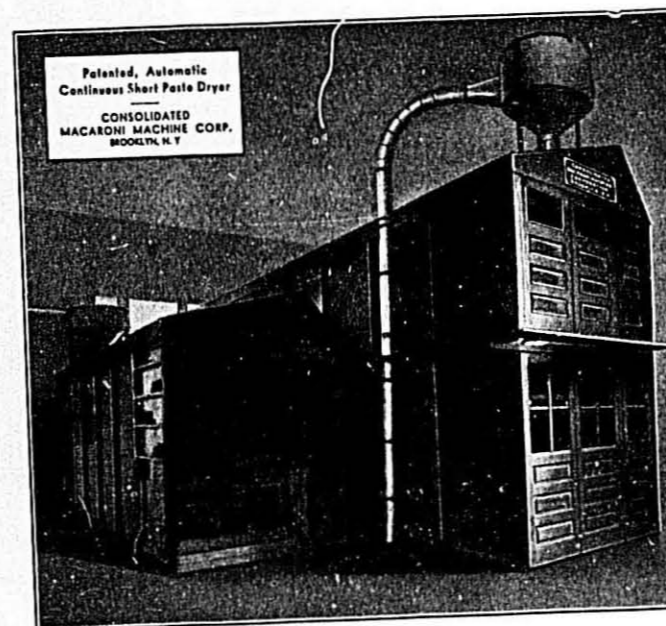
hygienic; product practically untouched by human hands.

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.



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.

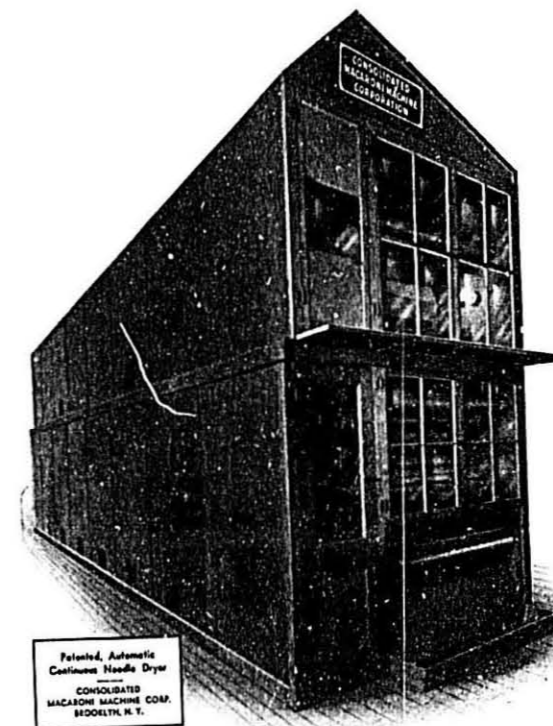
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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



*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

**Drying Macaroni**

(Continued from Page 12)

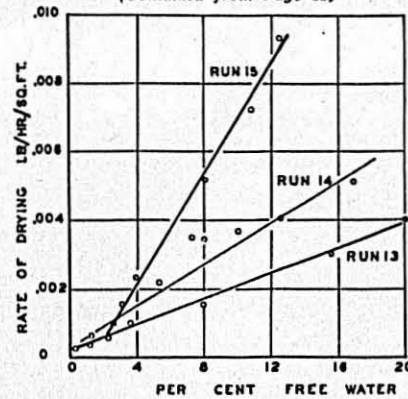


Figure 10. Rate-of-Drying Curves for Spaghetti

followed by a period of sweating. Figure 10 shows that no constant rate period was obtained. Near equilibrium the rates of drying are, in general, lower for spaghetti than for the flat sheets which had not been subjected to the higher pressures.

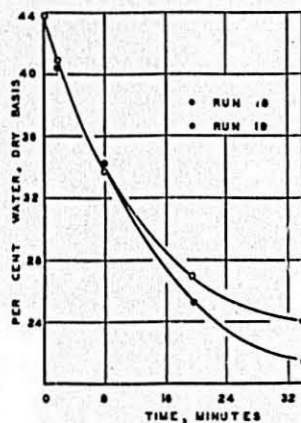


Figure 11. Water Content of Elbow Macaroni in Preliminary Dryer

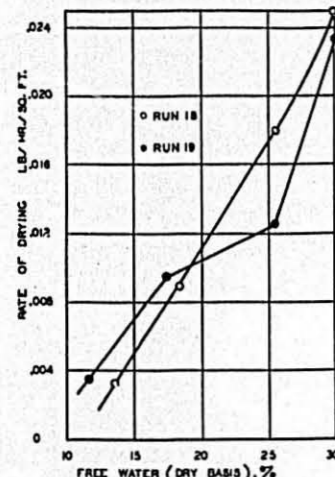


Fig. 12. Rate of Drying Elbow Macaroni in Preliminary Dryer

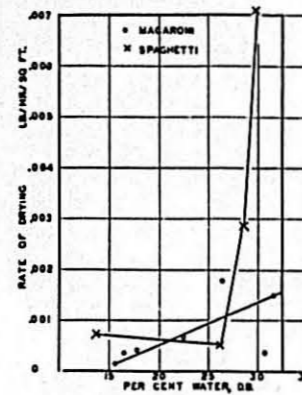


Figure 13. Commercial Rates of Drying in Secondary Dryers

**Nomenclature**  
 A = area of drying surface, sq. ft.  
 F = free water, lb. free H<sub>2</sub>O/lb. dry material  
 H = humidity, lb. H<sub>2</sub>O/lb. dry air  
 H<sub>w</sub> = saturated humidity at wet-bulb temperature  
 k<sub>a</sub> = film coefficient of diffusion, lb. H<sub>2</sub>O/(hr.) (sq. ft. area) (unit humidity difference)  
 K = constant  
 R = rate of drying = dw/Adt, lb./hr. (sq. ft.)  
 t = time, hr.  
 w = weight, lb.

**Subscripts**  
 a = main stream of air  
 f = falling rate period  
 o = initial value  
 w = surface of evaporation

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15. Sherwood, T. K., Trans. Am. Inst. Chem. Engrs., 32, 160 (1936).
16. Valdes, Francisco, Food Industries, 8, 620 (1936).
17. Walker, Lewis, McAdams, and Gilliland, "Principles of Chemical Engineering," 3rd ed., pp. 613, 644, New York, McGraw-Hill Book Co., 1937.

Presented by P. L. Earle as partial fulfillment for the M.S. degree in chemical engineering at the University of Minnesota, 1939.

**Tests on Commercial Equipment**

Tests 17, 18, 19 were made on a four-pass conveyor dryer heated at an average temperature of 106° F., a humidity of 0.0265 pound water per pound of dry air, and an average air velocity of 250 feet per minute. The moisture distribution of elbow macaroni is shown in Figure 11, and the rates of drying based on the outer area are given in Figure 12.

Run 6 was made on the equipment described previously when operating under the usual plant conditions. The drying rates are shown in Figure 13.

**Golden Age Buys Plant**

Mr. H. H. Rousseau, vice president of the Golden Age Corporation, has announced the purchase of the plant and business of the L. A. Pacific Macaroni Company at 4722 Everett Ave., Los Angeles, Calif. The business will be continued as a local California concern promoting the well-known Sun-Vite and Gold Medal brands formerly made in the purchased plant.

"Operations will be continued at the Los Angeles plant and Golden Age macaroni products for the West Coast will be manufactured there within a short period of time," said Mr. Rousseau, who is also vice president of Grocery Store Products Co., of New York, the parent organization whose leading macaroni plant is located at Libertyville, Illinois, operated under the name of The Foulds Milling Company.

"We purchased the L. A. Pacific business because we were interested in obtaining a leading quality, cellophane-wrapped macaroni line, also a bulk line, on the coast to supplement the Golden Age line which enjoys a wide consumer acceptance on the Pacific Coast."

The Golden Age Corporation intends to continue servicing of the trade by salesmen and to supplement their efforts with those of the Mailiard & Schmiedell organization, well known Los Angeles food brokers.

**A Going (?) Business**

Yes, everyone's business is a "going" business—but in what direction is it going? There are those who are really "going to town" under the generally improved business conditions that seem to prevail. On the other hand others are "going to the dogs" for good and sufficient reasons.

Happy are the proprietors whose businesses are really on the upgrade. They are keeping step with rapidly changing business conditions, with new methods of production and merchandising. They are "going" businesses, because they realize the need of making a profit on their sales.

On the other hand, there are proprietors whose businesses are "going" the wrong way. They are just getting by. Their plant equipment is becoming obsolete and they have no program of replacement. Their method of doing business is still of the "horse-and-buggy" class. Because of this they lack a "Class A" rating and are compelled to buy their raw materials "on time," paying, perhaps, even a little more than do their more aggressive and

progressive competitors. Yes, theirs may also be termed a "going" business with every likelihood that very soon the termination may be changed to "going, Going, GONE!"

The "going" business is the one whose executives have the decency and the foresight, for instance, of figuring their profits, not on the cost of raw materials and accessories, but on the cost of their replacement. True, your semolina may have cost you only \$3.90 a barrel last August, and you have contracted for your needs until May or June of the following year. If in the meantime the prices of all raw

materials have advanced, as have semolina and durum flour since last August, and you must needs replenish your stock at considerably higher prices, should not your prices be based on replacement prices rather than on the costs that prevailed last August?

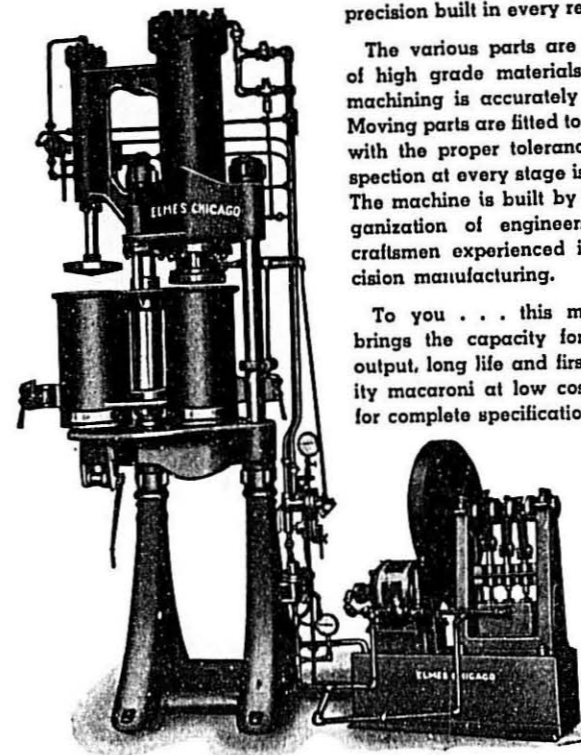
Here's how the picture looks in general figures: On the cost of your semolina, say at \$4.00 a barrel last August, you priced your offered macaroni products at a figure that is supposed to have brought a reasonable return on products made from this low-cost raw material. If semolina in the meantime has in-

**A PRECISION BUILT MACARONI PRESS**

The ELMES Macaroni Press is precision built in every respect.

The various parts are made of high grade materials. The machining is accurately done. Moving parts are fitted together with the proper tolerance. Inspection at every stage is rigid. The machine is built by an organization of engineers and craftsmen experienced in precision manufacturing.

To you . . . this machine brings the capacity for large output, long life and first quality macaroni at low cost. Ask for complete specifications.



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

creased to over \$6.00 a barrel by May 1, and you are compelled to enter the market for additional raw material to complete production through the crop year, should you raise your prices abruptly 50 per cent, or should the prices have been gradually raised every 30 or 60 days in line with the rising semolina and flour market?

And what about the increased cost of paper, and all packaging needs, higher wages, increased taxes and

## Selling to Government Agencies

Approximately 2,500 government purchasing agencies purchase some 300,000 different articles. Indeed, the government buys some quantities of almost everything produced in this country, including macaroni, spaghetti, egg noodles and other shapes of this fine wheat food.

The magnitude of the government purchasing set-up, especially in this grave emergency when first emphasis is necessarily placed upon defense equipment for the expanding Army and Navy and for Great Britain, tends to confuse many manufacturers who desire to cooperate 100 per cent.

Actually, government purchases are made on a very simple formula. The

general higher level for doing business under the stress of national defense planning? The sooner macaroni-noodle manufacturers realize that at all times and under any conditions, they should take profits on replacement prices rather than on original cost the more certain they will be of remaining in business. Only then will theirs be a "going" business, one that is headed in the right direction because it is established on a firm business-like foundation. (Contributed)

specifications are not complicated. In fact, the biggest buyer in the world—Uncle Sam—has the simplest system of purchasing supplies, equipment and services. The system functions something like a large mail order house, except that where the latter sells to thousands, the government buys from thousands.

How can a business man sell to the government? Chief Clyde Garrett of the Service and Information Office, Washington, D. C., answers as follows:

The initial venture of selling to the government will, of course, present some new problems. None of these problems, however, are necessarily

complicated. In order to help manufacturers solve them, Jesse Jones, Secretary of Commerce, early in his administration set up a Service and Information Office, staffed with men who have had years of service in government and have recently completed months of intensive study of the purchase systems of each governmental office.

Consequently, the Service and Information Office is equipped to inform manufacturers whom they should contact and exactly how to do so. A manufacturer who desires to cooperate with the government in the present emergency, and lacks specific information as to how to proceed, is invited to apply to this unit, room 1060, Department of Commerce, Washington, D. C. The effectiveness of the assistance rendered by the Office is demonstrated by the large number of telegrams and letters of appreciation which it has received. Many manufacturers apparently have felt that if they desire to transact business with the government they must either come to Washington in person or employ somebody familiar with government purchasing methods.

The Service and Information Office strongly urges manufacturers not to come to Washington, at least until they have carried on preliminary negotiations by mail with the purchas-

(Continued on Page 24)

## BAROZZI DRYING MACHINE CO., INC.

280-294 Gates Avenue

Jersey City, New Jersey

Renowned Manufacturers of Macaroni and Noodle Dryers

Consult Us  
About Your  
Drying Equipment  
Needs



At the  
Industry's Convention  
In Pittsburgh, Pa.  
June 23-24, 1941.  
G. E. Barozzi, President

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; equipped with a special attachment for exhaust of moisture out of building.

The Only Firm Specializing in Alimentary Paste Dryers

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

You  
**HUNDREDS** of macaroni manufacturers  
call Commander Superior Semolina **COMMAND**  
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

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



### \$40,000 Fire Loss

A fireman was slightly injured on May 13, 1941, when fighting a disastrous fire in the plant of Gragnano Products, Inc., macaroni-noodle manufacturers at 970 Bryant St., San Francisco, Calif., and a fire loss in excess of \$40,000 was suffered by the owners, according to Mr. D. DeDominico, principal executive of the firm.

The fire started in some unknown manner on the second floor of the factory and soon spread to the roof of the structure, causing a draft that sent flames and hot embers shooting skyward like a volcano. A heavy downpour of rain at the time of the fire prevented its spread to adjacent buildings.

No plans have yet been decided upon as to the future of the operating firm and the reconstruction of the damaged plant.

### Knocks "Vim and Vigor" Ads

The Federal Trade Commission recently announced an agreement with the Charles B. Knox Gelatine Co., Inc., Jamestown, N. Y., to avoid in the future representing that Knox Gelatin "increases vim and vitality," curbs tiredness, enables a person to sleep better or increases muscular capacity 50 to 100 per cent," either directly or by implication.

This is in line with the Federal Trade Commission's determination to fight unproven "health claims" for foods and drugs.

### Ronzoni Buys Real Estate

Emanuele Ronzoni, president of Ronzoni Macaroni Company, Long Island City, has purchased a one-story brick building located at 3502-3510 Northern Boulevard, just a short distance from his plant. Property has a frontage of 315 feet with a depth of 100 feet. Purchase was made from the East River Savings Bank that recently acquired the property through a forced sale. The property has an assessed valuation of \$137,000.

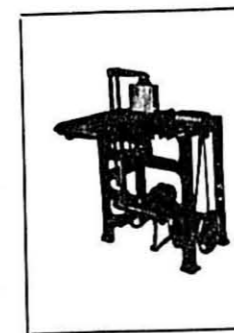
### For ECONOMICALLY Packaging

#### Macaroni & Spaghetti in Cartons

If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

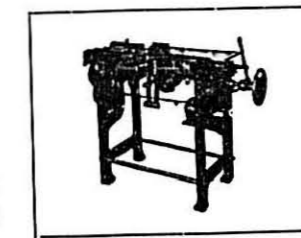
For years, a large number of progressive plants have been using these two machines to mechanize their macaroni and spaghetti packaging and for a similar number of years their cost has been lower than could otherwise have been realized.

Advise the size cartons you are interested in setting up and closing with equipment or send us a sample of each size. We will gladly recommend machines to meet your specific requirements.



Above: The PETERS JUNIOR CARTON FORMING AND LINING MACHINE which sets up 35-40 cartons per minute, requiring one operator. Can be made adjustable.

Right: The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE which closes up to 35-40 cartons per minute, requiring no operator. Can also be made adjustable.



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

### Selling Government Agencies

(Continued from Page 22)

ing agency that handles their particular products.

They are advised not to employ outsiders on a commission or other basis. In fact, the War and Navy Departments and the Office of Production Management have repeatedly warned against the employment of what are termed "lobbyists" in the effort to obtain government contracts.

Furthermore, the Army, for example, has decentralized its purchasing system. Different depots specialize in purchasing specific supplies. Clothing is purchased in Philadelphia; shoes in Boston; various kinds of equipment in Jeffersonville, Ind.; aircraft supplies in Dayton, Ohio. A very small percentage of Army supplies is purchased in Washington.

The Navy, too, has part of its purchasing system decentralized and prefers to have preliminary negotiations conducted by mail. The Bureau of Supplies and Accounts purchases a major proportion of Navy supplies, aside from contracting for ships.

A third large purchasing agency of the government is the Procurement Office of the Treasury Department, a centralized purchasing agency for all departments except the Army and Navy. The Procurement Office also has branches in different parts of the country and prefers that preliminary negotiations be conducted by mail.

When it is necessary to come to Washington, the Service and Information Office will gladly arrange for the business man to see the particular official with whom contact should be made. In this way the business man will be able to get in and out of Washington with a minimum of time, effort and expense and return home with a clear understanding of the government's needs and the necessary procedure in helping to supply them. Generally, by following this suggested ap-

proach the business of the prospective contractor can be transacted in Washington within one or two days.

### Biscuit-Cracker Groups Re-elect Presidents

At a joint convention held at the Drake Hotel, Chicago, May 21 and 22, the Independent Biscuit Manufacturers Co., Inc., and the Biscuit and Cracker Manufacturers' Association of America reelected their former presidents for another term.

H. L. Popp of Fort Wayne, Indiana, was reelected president of the Independent Biscuit Manufacturers Co., Inc. Other officers reelected are: C. H. Wertz, Jr., Fort Smith, Arkansas, vice president; C. J. Johnson, Davenport, Iowa, treasurer; and H. D. Butler of New York City, secretary.

The Biscuit & Cracker Manufacturers' Association of America reelected W. P. Sharp of Joplin, Missouri, as its president and A. P. Strickmann of Cincinnati, Ohio, as vice president. H. T. Stokes of New York City will continue as secretary-treasurer.

Economist says too much money makes a woman unhappy. Right—when her neighbors have it.

Uncle Sam is hard at it training parachute jumpers—but the business still is dropping off.

We often wonder if plumbers sleep under the sink in their own homes.

"How will men look in 1975?" asks a woman writer. Probably just as often as they do now.

### Patents and Trademarks

The following applications for and registrations of marks for Macaroni Products were reported by the United States Patent Office for the month of May.

#### TRADEMARKS APPLIED FOR

**Drop "Ma Perkins"**  
Ma Perkins Pies, Inc., Buffalo, N. Y., has agreed to drop the name of "Ma Perkins" from their products in connection with a decree of the Federal Court. The agreement became effective May 15, 1941.

Procter & Gamble Company had brought suit against the pie manufacturer on the ground that the bakery was capitalizing on the commercial value of the soap-maker's radio character, "Ma Perkins." Claims for alleged damages were reported waived as part of the consent agreement.

#### "G. Di Lullo's"

The trademark of Giovanni Di Lullo, Philadelphia, Pennsylvania, for use on spaghetti sauce. Application was filed on January 11, 1941. The applicant claims use since December 1, 1939.

### 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

### AT THE CONVENTION

We will gladly answer all questions regarding Macaroni Dies

We'll Be Seeing You at the Hotel

## F. MALDARI & BROS., INC.

Makers of

Macaroni Dies

178-180 Grand Street

New York City

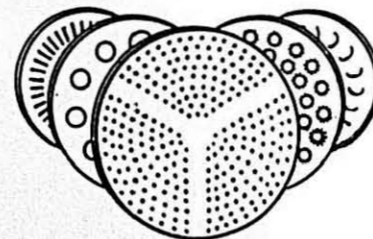


"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

*The Officers of Eastern Semolina Mills, Inc.,  
Extend a Cordial Welcome to the Members of  
the Association and Their Families and Friends  
at Our Headquarters at the William Penn Hotel*

# 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.

### Babbin Thermostatic Commercial Tempering Valve

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

SINGLE HANDLE CONTROL—WITH SHUT-OFF



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

#### THE STRAINERS

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

#### OPERATING FEATURES

1. One hand control. One shut-off.
2. The Commercial Mixer operates on temperature only, therefore pressure changes do not interfere with the operating of mixer.
3. Tempered water remains constant regardless of pressure changes or temperature.
4. Should the cold water supply fall for some reason, the mixer will shut off automatically and promptly. When the water supply is returned, the mixer immediately functions.
5. Set your control and observe temperature on mixing chamber thermometer.
6. Sturdy Bronze Construction.

Can be used with any type of water meter.

Send for Circular with prices.

Babbin Inc.

258-260 CANAL ST.  
NEW YORK, N. Y.  
Phones: CANal 6-1888, 1889

# CAPITAL "B" MILL

St. Paul, Minn.

Many outstanding Macaroni Manufacturers who have built their business on a quality basis are glad to take advantage of our excellent facilities in manufacturing high grade semolina. Why not let us serve you, too?

# CAPITAL FLOUR MILLS, INC.

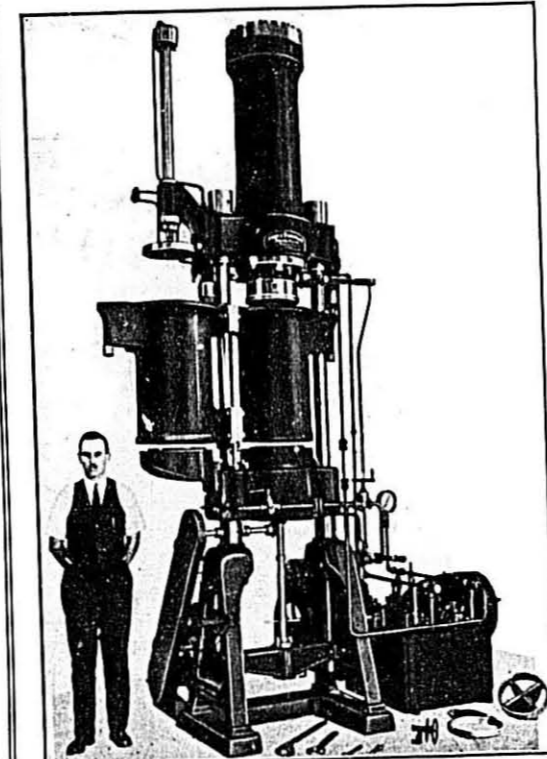
General Offices: Minneapolis Mills: St. Paul



June, 1941

THE MACARONI JOURNAL

27



PRESS No. 222 (Special)

## John J. Cavagnaro

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and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

- Presses
- Kneaders
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- Cutters
- Brakes
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- Moulds

All Sizes Up To Largest in Use

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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

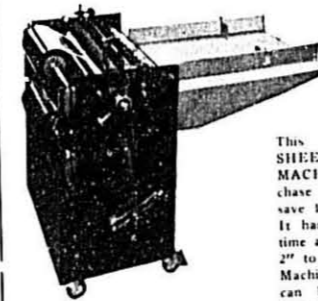
- Duramber Extra Fancy No. 1 Semolina
- Imperia Special No. 1 Semolina
- Durum Fancy Patent
- Abo Special Durum Patent

## AMBER MILLING CO.

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

## 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 24" to 24" wide x 3" to 24" 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.

## PETERS MACHINERY CO.

4700 Ravenswood Ave. Chicago, Ill.

**The MACARONI JOURNAL**

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

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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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. XXIII JUNE, 1941 No. 2

### President Joseph J. Cuneo Reviews Convention Features

From responses so far received and attendance cards sent the Secretary of the National Macaroni Manufacturers Association, all indications are that the 1941 convention of the Macaroni-Noodle Industry at Pittsburgh, Pa., will be one of the most enthusiastic since the formation of the Association in that city over 37 years ago, observes President Joseph J. Cuneo of Connellsville, Pa., in a recent interview.

Outstanding manufacturers, all leading suppliers and distributors will be in attendance and will profit from a well planned program of business and pleasure. Included among the speakers will be Federal and State officials, recognized authorities in other trades and professions and prominent manufacturers with interesting and helpful lessons.

The program this year, said National President Cuneo, will revolve around three subjects of special interest to all associated with the trade: 1, vitamins; 2, packaging, and 3, enforcement of government regulations.

"Of course," said Mr. Cuneo, "the fourth and probably equally important subject that will come before the convention is that of some united action

aimed at increasing the per capita consumption of macaroni, spaghetti and egg noodles among the American families."

In his message to the manufacturers through their national monthly magazine, President Cuneo said, in part:

"All good government and principles begin at the plant and with the manufacturers. It is useless to make good laws and adopt good principles for bad people if we do not adhere to the practice of them. Public and consumer sentiment is more than law. Law enforcement is not greater or better than this sentiment.

"Good products can and should be made for all the people. If the majority of manufacturers made and sold only the best, the few not adhering to this principle would suffer by consumer sentiment, for the difference could then be detected and the demand for inferior products would practically disappear."

### "God Bless America" Is Song of Peace, Thanks

"God Bless America!" — Irving Berlin's ringing anthem—is sweeping the country.

If things go from bad to worse in Europe it is a song that may sweep the world.

It is not an anthem of war—but of peace and thanksgiving.

Irving Berlin has himself just established a trust fund providing that all royalties from "God Bless America!" be used among the youth of this country for patriotic purposes.

The Boy Scouts and the Girl Scouts of America are the first organizations to be selected by the trustees.

The history of "God Bless America!" is rather unusual.

It was first written by Mr. Berlin in 1917, but we were so busy in Europe that he did not publish it until 1938.

Kate Smith sang it on the radio—and it instantly answered the profound, unspoken yearnings of millions of Americans.

"God Bless America!"

That is what millions in Europe are saying under their breaths.

Let all Americans shout it to the heavens.

**WANTED**—Position as sales representative in New York and New England area. Have had 20 years' experience on territory and as sales executive with one of the largest flour mills. Specialized in Durums and Feedstuffs. What do you want accomplished in this territory where ability, perseverance, personality and a fine record are prime requisites? Howard P. Mitchell, 766 Board St., Meriden, Conn.

### BUSINESS CARDS

### 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.  
Office—No. 2026 Eye St. N.W., Washington, D. C.  
Brooklyn 'Phone 5-8284 Washington, D. C. 'Phone 3081  
Triangle 5-8284 REpublic 4553  
TEmple 4553

### Macaroni Equipment for Sale—New York

Late Model Clermont noodle outfit consisting of high speed noodle machine, capacity 1,000 lbs. per hour high speed stamping machine with six dies, dough brake and 750 trays.

Equipment is worth \$12,000. Will sell with one year guarantee to quick buyer for \$8,000 with terms to responsible person. Act quick.

**ROMAN MACARONI CO., Inc.**  
3518-24 Thirty-seventh St.  
Long Island City, N. Y.

**FOR SALE**  
14½" Hydraulic Press  
Mixer Kneader  
Six Dies  
Short-Cut Drying Cabinets  
**ROTH NOODLE COMPANY**  
7224 Kelly St. Pittsburgh, Pa.

**FOR SALE**  
1—Peters Senior Carton Forming and Lining Machine with automatic Carton and Lining Feeding device attached.  
1—Peters Senior Duplex Closing Machine.  
1—F 9 Package Machinery Co. Wrapping Machine.  
The above machines can handle packages of the following sizes: 10-13/15x2-1/16x 2-1/16 and 10-13/16x2½x2½.  
**RONZONI MACARONI CO., INC.**  
Long Island City New York

## The Selling Parade

### A Digest of Successful Selling Ideas

By Charles B. Roth

#### Good Sales Talks Last

The other day I made, for me, an important purchase; one I had been intending to make for several years. With the unerring confidence of a man who's sure he knows what he is about, I chose the product of a national manufacturer whom I knew only vaguely. Since then I have been turning over in my mind the reasons why I chose his product instead of the product of one of the other ten or a dozen manufacturers who are his competitors and whose products, I am quite sure, are as good as his.

I believe I've discovered why.

Four years ago a salesman in a little store gave me a convincing and brilliant sales talk for this product, and it has been in my mind ever since.

I remember some of the things he told me about the product; even some of the words and phrases he used. He didn't try to put on the pressure, to make me buy now. He merely explained. He knew his business. He talked to me man to man and recited certain advantages. I wasn't ready to buy.

But here I am, four years later, responding to that sales talk, which couldn't have lasted more than five minutes.

What does this prove? Only this: that every time you give a sales talk, make sure that it has vitality; that it carries conviction. You never know when a good sales talk will bear results—maybe a week from now, maybe a month, maybe a year, maybe four years, maybe even longer. For, you see, there are no wasted words in selling—if the words are selected to carry vitality down the years.

#### Don't Get 'Em Mad

Historians, political economists, politicians, biographers unite in calling Woodrow Wilson the grandest failure of American history. They regret that this is so, for the man had all the attributes needed for supreme greatness except one—he angered little men. This doesn't mean little in physical sense; it means men who are mean and petty and who carry spite.

Lloyd George once said of Mr. Wilson: "He had the most brilliant mind of the century, but he had an unpardonable habit of making little men mad, and little men never forgive."

That is right. It takes a big man, a really big man, to forgive and forget such a thing as a slight or an insult; and such men are rare. So, if I were you, I would make up my mind that, since I was dealing, not with giants at every call, but with ordinary men, I would do nothing to make them mad.

Often all that is necessary to make you

#### Will Finds Way

Good Salesmen welcome endless selling suggestions because they can fit them to some one or other of their stubborn cases.

A good salesman studies the buyers, and is particularly proud if he finds a way to sell a "hard" case.

—Editor.

in his characteristically lucid way upon the subject of wishing.

"We all know that the only way to get anything is to wish for it," said he. "The trouble is that most salesmen stop there, with the wishing stage. That is the half-way mark. The second half is much more important, for it consists of the work which any man must do to make the wish come true.

"In my work I always set up a 'wish' first. What do I wish to do? What result do I wish I could accomplish? When I get the wish established, I set to work to make it come true."

What is your fondest wish in selling? Establish that first. And then do something about making it come true. If you will combine wishing and working, you will be wishing in the right way, and almost any wish you may have can come true.

#### Salesman's First Duty

The sales executive, when he met me at lunch, seemed distraught, upset. I thought maybe he was hungry, so I paid no attention to it. Usually genial, he was today very taciturn. Usually talkative, he was today silent. I knew then that something was wrong, but I didn't, of course, know what, and it seemed out of place to ask him.

When the finger bowls came around, he told me.

"I had to let Walters go this morning," said he. "I'm all upset about it. If I seemed a poor luncheon companion, forgive me, won't you?"

"Certainly, but I'm surprised . . ."

"Couldn't be helped."

"Wasn't he doing a job?"

"Best man we ever had."

"Then why?"

"He couldn't develop sufficient loyalty," said the sales executive, "and a disloyal salesman is the worst influence a business can have."

"Don't I know that!"

"Whenever a salesman begins talking the part of the customer against the house," he went on, "he is no longer of value. He'll start shaving prices and giving concessions. Actually he'll develop the feeling that the customer is right; his business can have."

"The salesman's first duty is to the firm for which he works, and when a salesman starts giving bad service to the firm, he's better off working for somebody else."

The executive was silent and downcast for a while. I didn't say anything either. I was seeing if I could find a flaw in his reasoning. I could not.



lose a valuable order is some little thing, maybe a slight or an inattention while the customer is talking. Play safe. Don't slight anyone, anger anyone, insult anyone, ridicule anyone, make light of anyone, regardless of how foolish some of his ideas may be.

He might be one of those little men, who can never forgive, and if the time comes when he might favor you, he'll disfavor you, for the purpose of getting even.

#### Wishing the Right Way

Every salesmanager has men on his staff who are what an old friend of mine aptly calls "fireside salesmen." He would explain: "A fireside salesman is a man who gets the biggest orders in the world every night in front of his own fireside. But the next morning when he gets out into the cold, cold world of prospect and competition, he shrivels up and is lost. He's a wisher, not a doer."

But a salesman has a right to be a wisher, if he wishes in the right way; and not long ago eminent Charles F. Kettering, General Motors genius, expressed himself



**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**

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C. W. WOLFE, Vice President.....Migs Macaroni Co., Harrisburg, Pa.  
J. H. DIAMOND, Adviser.....Gooch Food Products Co., Lincoln, Neb.  
B. E. Jacobs, Director of Research.....2026 I Street, N. W., Washington, D. C.  
M. J. Donna, Secretary-Treasurer.....Braidwood, Illinois

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G. LaMara, Prince Macaroni Mig. Co., Lowell, Mass.  
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.

Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.  
A. F. Scarpelli, Porter-Scarpelli Macaroni Co., Portland, Ore.  
Frank Traficanti, Traficanti Brothers, Chicago, Ill.  
L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  
P. J. Viviano, Kentucky Macaroni Co., Inc., Louisville, Ky.  
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.  
Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.



*The Association and the Convention*

With threats of government investigation of the food trades, the possibility of food rationing and the consumer and government concern over future food prices, the importance of the conventions of all the food trades is assuming national importance.

This year's conference of the leaders of the Macaroni-Noodle Industry will be watched over very closely by the several government agencies concerned in conserving the nation's food supply in the crisis that confronts both country and business.

The National Macaroni Manufacturers Association as the active organization of the Industry again sponsors the friendly conference and once more invites all manufacturers to take such part therein as they feel will be helpful in protecting their own interests and in promoting the public welfare.

A fine program has been prepared. Everybody has been invited. The benefits that come out of free conferences of the kind being sponsored are too numerous to mention, too important to be purposely neglected. Money spent in looking after one's own business—and that is exactly what they who attend the convention of

the Macaroni-Noodle Industry at Pittsburgh, Pa., June 23 and 24, 1941, will be doing—is a wise and necessary investment. On the subject of conventions, and more specifically of trade associations, a prominent organization manager says:

"The power of collective enterprise through purely voluntary trade associations is so great that there are few—if any—instances in which membership dues do not pay vastly greater dividends than does any other single investment made by the members of that particular industry."

General business conditions, particularly those now prevailing in the Macaroni-Noodle Industry, and the clouds that threaten even more dire things in the near future if steps are not now taken to prevent them or to lessen their serious effects, prompts us to repeat in closing, the statement—

**This is the time when every good macaroni-noodle manufacturer should go to the aid of his industry, the industry's trade association and his country.**

M. J. DONNA,  
The Secretary.



North Dakota's Soil and Climate Combine to Produce the Finest Amber Durum to Be Found on This Continent

**GREETINGS TO**  
MEMBERS AND FRIENDS OF THE MACARONI INDUSTRY

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DURUM SEMOLINA  
BRANDS**

1.  
**CAVALIER**  
Extra Fancy  
No. 1 Semolina

2.  
**DURAKOTA**  
Regular  
No. 1 Semolina

3.  
**PERFECTO**  
Durum Special  
Semolina

*Our Semolinas and Durum  
Patent Flours Are of the High-  
est Quality Obtainable. We  
Maintain Uniform Grades at  
All Times*

**DAKOTA MAID  
DURUM FLOUR  
BRANDS**

4.  
DAKOTA MAID  
**EXTRA FANCY**  
DURUM PATENT

5.  
DAKOTA MAID  
**STANDARD**  
DURUM PATENT

6.  
DAKOTA MAID  
**PEMBINA**  
DURUM FLOUR

7.  
DAKOTA MAID  
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DURUM CLEAR

*Finest Semolinas and Durum Patent Flours*

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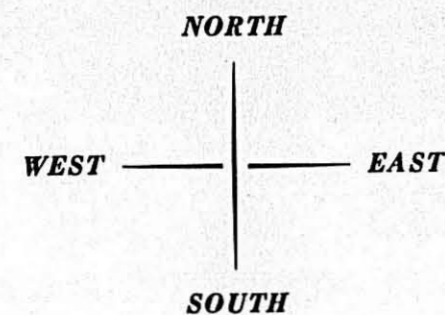
DURUM DIVISION

EVANS J. THOMAS, Mgr. Durum Div.

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- Pillsbury’s Durum Granular
- Pillsbury’s Durmaleno Patent Flour

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General Offices:

Minneapolis, Minnesota

Plan to attend the convention of the  
**National Macaroni Manufacturers Association**  
June 23 and 24, William Penn Hotel, Pittsburgh, Pa.

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**THE  
MACARONI  
JOURNAL**

**Volume XXII  
Number 2**

**June, 1940**

JUNE, 1940

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *Industry Talks It Over*

*"I say discuss all and expose all—  
I am for every topic openly . . .  
There can be no safety for these States  
. . . Without free tongues, and  
ears willing to hear the tongues"*

So sang Walt Whitman, great American poet, great prophet of democracy.

Poet-prophet Whitman knew his America. He knew that Americans, by habit and tradition, talk things over, settle their own problems that way.

They did in the early town meetings.

They did around the cracker-barrel in the country store and on street corners.

They still do—more than ever, perhaps, in conventions and trade meetings.

American Macaroni-Noodle Manufacturers will discuss and settle their own problems at the Convention of the Industry in Chicago, June 24 and 25, 1940.

Official Organ  
National Macaroni Manufacturers Association  
Braidwood, Illinois

VOLUME XXII  
NUMBER 2

Printed in U.S.A.



**DO YOUR PACKAGES  
Reflect the Quality  
OF THEIR CONTENTS?**

Modern packaging of quality products requires either a visible presentation of the product or a direct-color facsimile so realistic that a strong appeal to the appetite is made.

Do as so many other progressive packers of fine macaroni and egg noodle products are doing. Instruct us to design an entirely new line of modern sales-getting packages for you . . . or redesign and streamline your present packages to suit the modern tempo. See the tremendous strides we've made in producing the NEW TYPE of packages that create a powerful appetite appeal. Send now for samples of SINGL-VU and DUBL-VU cartons, and labels with TRU-VU vignettes. Check up on our stock cartons also. These attractive designs can be economically imprinted with your brand name and other specifications in quantities of 1,000 or more. Write our nearest office today. Find out for yourself what Rossotti service means!

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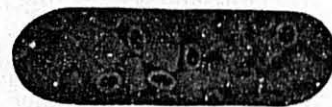
(Two stars and word "PLANT" are shown in map for North Bergen and San Francisco . . . dots are shown in map for each branch office location)



ELBOWS TRU-VU 7



NOODLE SOUP MIX  
TRU-VU 82



DITALI TRU-VU 7A

*Preliminary Program*

**37th Annual Convention, National Macaroni Manufacturers Assn.  
Edgewater Beach Hotel, Chicago, Illinois, June 24 and 25, 1940**

**Monday, June 24**

MORNING SESSION—BALL ROOM

- 8:30 to 10 a.m. Registration (Usual Fee)
- 10:00 a.m. Formal Opening of Convention  
*President J. H. Diamond, Presiding*  
Report of Program Committee  
Report of Credentials Committee
- 10:30 a.m. The President's Message  
Appointment of Committees  
Report of Secretary & Treasurer, M. J. Donna  
Report of Director of Research, B. R. Jacobs  
The National Macaroni Institute report
- 12:30 p.m. Noon Recess  
Group Luncheon in South Room at 12:30 p.m.  
(Honoring Association's Living Past Presidents)

AFTERNOON SESSION—BALL ROOM

- 2:00 p.m. Call to Order by President Diamond  
Reports of Standing Committees  
Statistics Committee  
Standards Committee  
Membership Committee  
Finance Committee  
Labor & Welfare Committee  
Education & Publicity Committee
- 3:00 p.m. Address—"The Food Stamp Plan"  
*By Paul Jordan, Regional Director, Federal Surplus Commodities Corporation*  
Question and Answer period
- 4:00 p.m. Address—"Industry and the Consumer"  
*By H. F. Anderson, Director of Public Relations, General Mills, Inc.*  
Question and Answer Period
- 5:00 p.m. Adjournment. (Visiting Exhibits)

EVENING

- Concert and Dancing on Beach Walk
- Bathing and Aquatic Sports on Lake Shore

*An Open Forum for the General Consideration of the Leading Problems of the Macaroni-Noodle Industry  
All Are Welcome to Attend*

**Tuesday, June 25**

MORNING SESSION—BALL ROOM

- 9:30 a.m. Call to Order by President J. H. Diamond  
Report of Convention Committees  
Auditing—Resolutions—By-laws
- 10:00 a.m. Address—"Fortified Macaroni Products"  
*By selected speaker*  
Question and Answer Period  
Discussion—Federal and State Food Laws  
Deceptive Packages  
Standards
- 11:30 a.m. Report of Future Activities Committee
- 12:00 noon Election of 1940-1941 Board of Directors
- 12:30 p.m. Adjournment for Noon Recess
- 12:30 p.m. Directors' Organization Luncheon — East Room.  
Election of Association Officers

AFTERNOON SESSION

- 2:30 p.m. Convention Reconvenes—J. H. Diamond, presiding  
Consideration of and action on Future Activities Committee's report
- 3:00 p.m. Address—"The Durum Situation"  
*By M. W. Thatcher, President, Farmers National Grain Corporation, Saint Paul, Minnesota*
- 3:30 p.m. Open Forum  
Discussion of problems presented by Officers and Members  
Announcement of Election of Association Officers
- 4:30 p.m. Final Adjournment

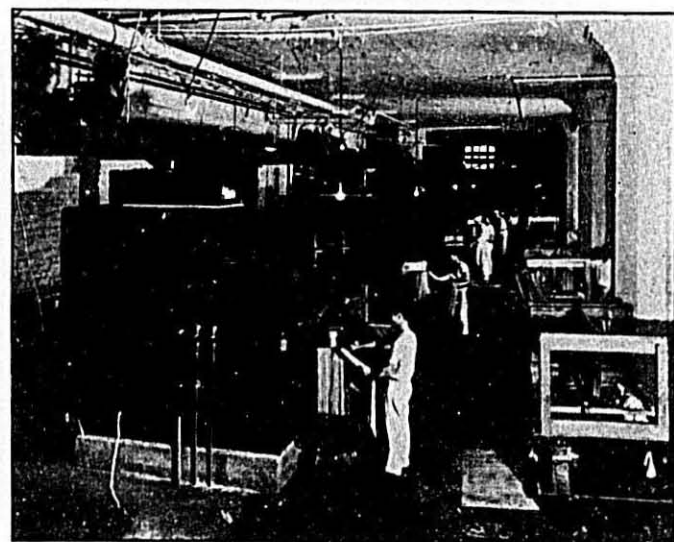
EVENING

- 7:00 to 7:45 p.m. Cocktail Party—West Lounge
- 8:00 to 11:30 p.m. Banquet, Floor Show and Dancing —Ball Room

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Battery of Buhler Continuous Automatic T.P.G. Paste Goods Presses

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CUTTING APPARATUS FOR ALL TYPES OF LONG AND SHORT PRODUCTS  
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EGG DOSING APPARATUS ETC., ETC.  
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ON ALL IMPORTANT FEATURES

### AUTOMATIC DRUM DRYER MODEL T.T.H.

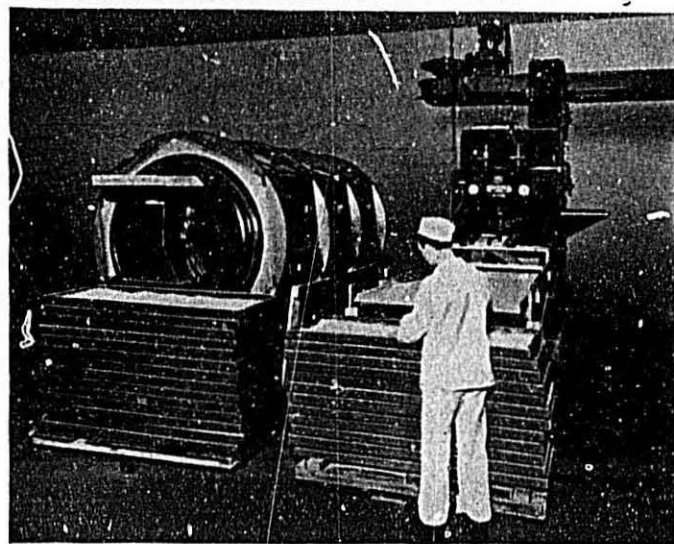
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MINNEAPOLIS MILLING CO.  
MINNEAPOLIS, MINN

# The MACARONI JOURNAL

Volume XXII

JUNE, 1940

Number 2

## Two For a Nickel

Sugar has long been the toy with which retailers played in their "loss leader" experimentation. It still remains in the "profitless" class in many grocery stores. Lately, however, no article has been immune. Almost every known food has been offered as a "loss leader" by chain stores and leading independents, starting in the New York metropolitan area and spreading rapidly to every market in the country, where it has become unusually vicious.

Are Americans as "loose" with their money or as gullible as most foreigners imagine them to be? Patriotically, the answer will be "No," but as a matter of fact, is such an answer absolutely correct?

In line with their thinking, for instance, foreigners usually put on a show in their native habitats to attract the attention of American travelers and tourists, in the hope of extracting from them some of the wealth with which they are thought possessed.

Almost limitless are the means used to win the trade of Americans abroad, but seldom is it done at the cost of natural profit. Tourists from every part of the world will recall the cry of the street vendor in Torino, Italy, and other cities in Piedmont, that province in North-western Italy which borders on France and Switzerland. His cry is, "Caramelle vent, vent al sold!"

The vendor is offering caramels and other candies at a bargain—20 for 1c. His cannot be termed a "loss leader" sale, though he knows that his profit will be small on that particular sale, but it will be a profit nevertheless. Like the "loss leader" promoter, he hopes to lure the bargain hunters into buying other articles and wares at long profits. So he continues to shout out his bargain offer—"Caramelle vent, vent al sold!"

This sales effort of the Torino street vendor differs little from that of the American retailer who resorts to the "loss leader" plan of sales promotion. The latter seeks to attract the buyer by announcing over the radio or in his direct advertising, a message such as—"Two 7-ounce packages of macaroni or spaghetti today for a nickel!"

Such offers are becoming more and more prevalent in the Central States where macaroni, spaghetti and egg noodles are most often sacrificed on the altar of "loss leaders." Those who offer this fine food at such ridiculously low prices, do so only in the hope that this will lead to "a bite" that will result in more profitable sales of related products. They are neither fools nor wastrels. They have no money with which to purchase goods to be purposely sold at a loss. Then just who is playing "Pagliacci" in this "loss leader" drama? Let's analyze it a little!

The farmer in the Northwest who raises durum wheat for milling into semolina and the wheat-raiser

in Kansas who grows the soft wheat to make the flour used in the cheaper grades of macaroni products, both aim to sell their grain at cost of production, plus just a little profit. No one would deny them that.

The elevator man who handles the grain between the grower and the mill is entitled to a small recompense for his service.

The railroads that transport the raw materials to the mills, the milled products to the manufacturer and the finished goods to the retailer, must be paid something for the important part they play in this food drama.

The miller cannot remain long in business if he does not at least realize his conversion costs for grinding the wheat into semolina, farina and flour.

Then comes the most important cog to us, the manufacturer who honestly expects some remuneration for the part he plays in processing the fine meal into nutritious and economical macaroni, spaghetti, etc.

Next in line is the wholesaler who puts the finished products on the retail grocer's shelf. He is naturally entitled to a little pay for the fine service he thus renders.

Finally, there is the grocer himself. He should get a proportional cost for doing business out of every sale he makes, plus a little extra for making food products conveniently available to his customers.

So all of these, the farmer, the miller, the manufacturer, the distributor and the retailer—must make a part of his living out of the "Two 7-ounce packages of macaroni or spaghetti for a nickel!" How much is each one's share of the profit from such a small transaction involving so many partners? The answer, in simple arithmetic, is—You start with nothing; you get nothing for what you add in the way of service and sell it for little or nothing. Your share is nothing.

Again the question—"Are Americans as gullible as foreigners picture them to be?" Unfortunately, too many act as if they are. The Torinese vendor who shouts—"Caramelle vent, vent al sold!" may sound ridiculous to Americans, but to the Italians who know their macaroni and spaghetti, the coercive cry of the radio announcer who speaks for the "loss leader" crazed retailer offering—"Two 7-ounce Packages of Macaroni or Spaghetti For Five Cents"—believe that the latter deserves to wear "Pagliacci's hat" in the food drama.

What can the Industry do to get macaroni, spaghetti, etc., out of the "Two for a nickel" class? Imagine, fourteen ounces, nearly one pound of this fine wheat food for five cents! And in two packages at that! Food is comparatively cheap in this country, but even the "cheapest" kind of macaroni products—the grade that reputable firms usually refuse to manufacture—cannot bring a profit to the producer and the other agencies involved out of the nickel transaction.

# Plans Completed For Industry Conference

Leading Manufacturers From All Important Production Areas and Interested Allied Tradesmen Will Attend the Thirty-seventh Annual Convention in Chicago

Chicago, one of the country's most popular convention cities, and particularly so of the Macaroni-Noodle Industry, will be host to a hundred or more manufacturers and friendly allies who will attend the 1940 Conference to be held at The Edgewater Beach Hotel, June 24 and 25.



Joseph J. Cuneo, Vice President, Connelsville, Pa., who will assist the president in the convention management

The convention is sponsored by the National Macaroni Manufacturers Association for the thirty-seventh consecutive year and invitations have been extended to all manufacturers, suppliers and distributors to attend and to confer in the many important developments that have a direct effect on the business of The Macaroni Industry.

This is a changing world. Methods that were commonplace a year or two ago have become outmoded. So have the old ways of doing business. In keying this year's convention to present-day requirements, the sponsors have planned to bring out the importance of aggressive streamlined sales promotional efforts which are so vital in keeping manufacturers abreast of the times.

The convention proper will open at 10 A. M., Monday, June 24, 1940, in

the ball room of the Edgewater Beach Hotel, Chicago. It will close with the annual dinner-dance sponsored by the National Association the evening of June 25. Preceding the convention proper, the members of the 1939-1940 Board of Directors will convene for the final meeting in the West Room of the Hotel on Sunday afternoon, June 23, at 2:30 o'clock.

### Registration

Registration of convention guests will start at 8:30 P. M. Monday and will continue through that day and also on Tuesday morning. All are urged to register early.

Promptly at 10 A. M. the Thirty-seventh Annual Convention of the National Macaroni Manufacturers Association will be called to order by President J. H. Diamond of Lincoln, Nebr.



The Macaroni Industry's "School Room" where leaders will assemble for 1940 conference, June 24-25.

Practically the entire forenoon of Monday will be devoted to the presentation of the President's annual message, reports of the executives of the organization, the appointment of convention committees and other routine business. An address on current trade conditions is being planned to give those in attendance a general view of the business situation as it exists in the United States today, and the prospects of the morrow.

### Honorary Luncheon

The pleasant custom established several years ago of honoring the Past Presidents of the Association will be repeated this year. A luncheon will be held at 12:30 P. M. in the South room, where due honors will be conferred on the living Past Presidents. An interesting program is planned in connection with the luncheon, at which all the registered manufacturers and allied will be the guests of the National Association.

Two timely subjects will be discussed during the afternoon session. Manufacturers have long been anxious to know why such an economical and nutritious a food as they produce has not been a greater favorite among those who are getting government relief under the Food Stamp Plan. The Plan will be discussed by Mr. Paul Jordan, Regional Director of Federal Surplus Commodities Corporation.

June, 1940

THE MACARONI JOURNAL

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Frank Traficanti (left), A. Irving Gross (center), and Albert S. Weiss (right) Convention Sergeants and Banquet Seating Directors

discussion and is sure to bring out points of interest and helpfulness. This will be followed by a general discussion of this most important subject.

### Two Sessions on June 25

The business session of the second day of the convention will start with Committee reports at 9:30 A. M. These will be followed by an open discussion by manufacturers and allied of the all-important topic of standards, Federal and State Food Laws, and packaging regulations.

Perhaps the most important subject to be considered at this 1940 conference will be the advisability and the practicability of fortifying macaroni products by the use of vitamins that will improve the food. An outstanding chemist will lead the discussion and present the results of exhaustive surveys that have been made and will be supported in the presentation by the Association's chemist, B. R. Jacobs.

The all-important Committee on Future Activities of the National Association will present its report during the morning session, but its consideration will be deferred until the afternoon to permit all to study its proposal so as to vote intelligently, not hastily, on its recommendations.

Just before the noon recess, the annual election of the Directors of the Association will be held under the by-laws as they may be amended by the convention. During the noon recess the newly elected Directors will meet for luncheon and to elect the 1940-1941 Officers and appoint the several Executives. The election report will be made during the afternoon.

### The Association's Future Activities

Practically the entire afternoon will be devoted to the consideration of the recommendations of the Future Ac-



H. F. Anderson, Director of Public Relations, Washburn Crosby Co., Speaker on Monday's Program

tivities Committee and to the discussion of such other problems as may be presented by the officials or members.

The opening forum set for 5:30 P. M. should bring out some very informative facts by leading manufacturers based on their experiences and studies. It is expected that every one in attendance will partake in this general discussion.

### Entertainment

Special plans have been made for entertaining the ladies who will attend the convention. There will be luncheons, tours, shopping trips and a visit to the studio of one of the country's leading broadcasting companies to witness a special broadcast.

The entertainment will reach its climax on the evening of Tuesday with a cocktail party at 7:00 P. M., and the Association's annual dinner party at 8:00 P. M., with a special floor show and informal dancing.

Every manufacturer, distributor and supplier is privileged to attend

this open conclave where the future destinies of the trade will be studied for two days, June 24 and 25, 1940, in Chicago.

### Will Head New York Delegation

Association Director Frank A. Zunino, head of The Atlantic Macaroni Company, Inc., Long Island City, N. Y., is expected to lead a delegation of Eastern manufacturers to the important conference of the Macaroni Industry to be held at the Edgewater Beach Hotel, Chicago, June 24 and 25.



Frank A. Zunino, Association Director

Mr. Zunino was a recent visitor to Italy and other European countries and will have some first-hand information of the situation abroad, especially as it may affect the world trade in macaroni.



# Living Past Presidents of NMMMA

To Be Honored at Convention Luncheon June 24, 1940

Besides the present incumbent, J. H. Diamond, fourteen leading manufacturers have served the National Macaroni Manufacturers Association as President since its organization in 1904. Ten are living and four have passed to the great beyond. Of the ten living past presidents, one retired many years ago from active interest in the trade; a second is in business in an unrelated line but eight remain active in the macaroni-noodle business.



Thomas H. Toomey  
1904-05



G. F. Argelinger  
1905-08



James T. Williams  
1917-21



Henry Mueller  
1922-28



Frank J. Tharinger  
1928-30



Frank L. Zeraga  
1930-32



Alfonso Giola  
1932-33



Glenn G. Hoskins  
1933-34



Louis S. Vagnino  
1934-36



Phillip R. Winebrener  
1936-39

June, 1940

THE MACARONI JOURNAL

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## The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all* 'round ability to produce products

with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the re-buying action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?", Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT  
**WASHBURN CROSBY COMPANY**  
(TRADE NAME)

Central Division of General Mills, Inc. Offices: Chicago, Illinois

## Weevils From Eggs in Raw Materials\*

Prof. Domenico Costa

Direttore del Laboratorio Chimico Provinciale di Trieste, Italy

I have already noted in one of my other writings that the *Calandra granaria* L., well known cereal infester of the curculio type, will often cause products also prepared from meal flour (cereals, bread, biscuits and macaroni products), to become infested. The infestation of macaroni products by weevils is also described by Zacher. We are concerned with the damage caused by the full grown bugs, which have introduced themselves into the product during the process of manufacture and have propagated, following which the voracious larvæ springing from the numerous eggs which were laid, have cut into, eaten and soiled the macaroni or spaghetti so as to make it useless for all food purposes.

The *Calandra granaria* L. is shown in its complete development in Figure 1, depicting the various stages of growth: larva, chrysalis, and complete insect.

It is known that the *Calandra*, also called "weevil" or "wheat borer," lives by preference in the wheat. The fertilized female digs into wheat heaps to a depth of about a centimeter. With her antennæ she perforates the outer cover of the grain and deposits in each grain one, and in exceptional cases two eggs, attaching them by means of a stick secretion.

The larva emerging from the egg eats up the flour content of the grain and reaches its complete development when the grain is empty, and within it, protected by the outer shell, it transforms itself into a chrysalis and thus completes its metamorphosis. After five or six weeks from the opening of the egg, the completely grown insect emerges from the grain.

Recently in the bromatology section of the Istituto Chimico Merceologico of Trieste there was studied a case of spaghetti infestation by the *Calandra granaria* which presented characteristics which were at variance with the usual types of infestations.

The product examined was of the long "spaghetti" type. At first examination with the naked eye it showed no irregularity other than frequent whitish spots about a millimeter in width and a centimeter and a half in length, obviously due to a pulverization within the thickness of the spaghetti visible through the transparent

\*Reprint from Jan. 31, 1940, issue of *Le Industrie Dei Cereali*, Rome, Italy.



Fig. 1

was to be examined directly was carefully sectioned in accordance with the spots. By means of a magnifying lens it was ascertained that the white spots correspond internally to small funnel-shaped tunnels partly filled with pulverized paste. In the larger portion of the tunnel there was found, in certain

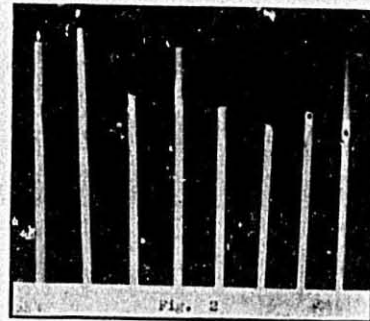


Fig. 2

cases, a living larva of the *Calandra granaria*, busily engaged in chewing up the food from within, avoiding, however, the perforation of the surface and in consequence also avoiding betrayal of its presence; in other cases, at the bottom of the funnel-shaped tunnel the chrysalis of the same species was found—that is, the larva which had reached its maximum development and had become a chrysalis.

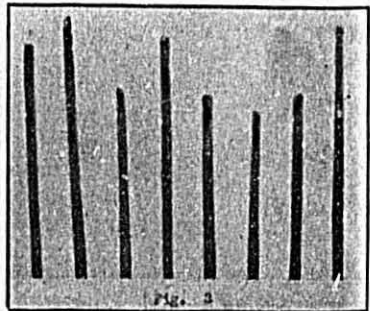


Fig. 3

outer surface, which remained perfectly intact. These irregularities manifested themselves as the whitish spots shown in the photographic reproduction (Fig. 2).

This anomaly was erroneously attributed by the manufacturer to a defect in production.

The white spots examined through the transparent outer surface appear clearly in the photographic reproduction (Fig. 3). They became opaque, thin at the beginning and gradually widening as they approached the other end.

The damaged product was divided into two parts. One part was given direct, internal examination and the other was placed in a thermostatic environment with a temperature of 20 to 25° centigrade.

The portion of the product which

In all cases, in the narrower portion of the funnel-shaped tunnel there were found, by microscopic examination, the remains of egg-covering, whence had sprung the larvæ.

The portion of the spotted spaghetti, which was placed in the thermostatically controlled environment, underwent daily examination. After two

(Continued on Page 31)

"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**



# 1940 Consumer Analysis of Milwaukee Market

A Survey of a Representative American City by  
The Milwaukee Journal to Ascertain Trends  
in Consumer Habits and Buying Preferences

Since 1922, *The Milwaukee Journal* has been making annual surveys of the Greater Milwaukee Market to ascertain brand preferences of leading grocery products. Manufacturers and food distributors have found its findings most valuable.

The 1940 survey is the seventeenth annual edition of this most comprehensive consumer preference study. Macaroni-Noodle manufacturers and their advertising agencies have found it a valuable aid, a sensitive barometer of consumer preferences in the Milwaukee market.

Data in the 1940 *Consumer Analysis of Buying Habits* was compiled from 7,000 questionnaires, better than 3.5 per cent of the family population. For distribution information, 500 representative grocery and drug stores were personally checked by members of *The Milwaukee Journal* staff. As far as can be determined, this is the only survey covering store distribution of brands reported by housewives.

The 1940 survey covers only macaroni and spaghetti in packages and in "lunch" combinations. For some unknown reason, egg noodles were not included in this year's analysis, nor has any attention been given to bulk sales of this food.

## Package Macaroni

A slight decrease is noted in the percentage of use of package macaroni this year although the family figure remains practically the same. While 150,209, or 78 per cent, of all Greater Milwaukee families purchased this product in 1939, package macaroni is now used by 149,987, or 76.1 per cent, of all families.

This classification includes only dry macaroni which must be cooked before eating. Macaroni and cheese combination dinners are studied on another page in the *Consumer Analysis*.

No attempt was made to secure information on the average number of packages of macaroni purchased per month, since macaroni, spaghetti and noodles are often sold in combination lots, and past experience has shown that many housewives are confused as to the quantity they buy of each product.

Housewives reported the use of 130 brands of package macaroni as of January 15, 1940, as compared to 136 brands reported on the same day of

1939. Thirteen brands are listed in the preference chart with popularities of 1 per cent or better this year.

"White Pearl" leads all other brands of package macaroni with a popularity of 42.7 per cent as compared to 46.6 per cent in 1939. Both grocery chains and three out of every five independent grocers in Greater Milwaukee stock "White Pearl."

Second place goes to "Red Cross" with a preference of 10.2 per cent. Last year this brand was preferred by 11.6 per cent of all buyers. "Red Cross" may be purchased in 37.3 per cent of the independent grocery stores and in the National Tea stores in this market.

"Encore," a private brand of the A. & P. food stores, bettered its third place standing with a gain from 6.3 per cent of all buyers to 9.4 per cent in 1940. "Ann Page," another A & P brand, appears next with a popularity of 4.7 per cent.

"Roundy's" appearing in fifth place continues its upward climb with a gain from 3 per cent of all users in 1939 to 4.1 per cent this year. Eight other brands are listed in the brand preference chart with popularities of 1 per cent or better, namely,

Red Arrow, Monarch, Favorite, Pagliacci, National, Clown, Highway, Steinmeyer's.

"Monarch," "Pagliacci" and "Steinmeyer's" are listed therein for the first time.

The remaining 117 brands are combined under the "Miscellaneous" heading with a total popularity of 16 per cent, representing the purchases of 23,998 families. Each of these brands is preferred by less than 1 per cent of the total purchasers.

Total Number of Brands in Use in Greater Milwaukee:	
Year	Number
1940	130
1939	136
1935	108
1934	95
1931	60

Division of All Families Into Users and Non-Users:

Class	Per Cent	Number
Users—		
1940	76.1	149,987
1939	78.0	150,209
1935	77.8	143,780
1934	83.9	155,032
1931	74.1	122,867

Non-Users—		
Year	Per Cent	Number
1940	23.9	47,105
1939	22.0	42,367
1935	22.2	41,027
1934	16.1	29,750
1931	25.9	42,945

## Package Spaghetti

It is again evident this year that competition in the package spaghetti field is increasing. While only seven brands had popularities of 1 per cent or better in 1935, the number in the brand chart increased to 13 by 1939. This year 16 brands of package spaghetti are preferred by 1 per cent or better of all users.

The popularity of package spaghetti declined slightly from 78.2 per cent of all families in 1939 to 74.9 per cent this year. Housewives reported 122 brands in use this year as compared to 130 brands reported in 1939.

Top position in the preference chart continues to be held by "White Pearl." This brand has a popularity of 42.1 per cent this year as compared to 46.1 per cent in 1939. Both grocery chains and 59.3 per cent of the independent grocers stock "White Pearl" package spaghetti.

"Encore," a private brand of A. & P. stores, moves from third to second place in the chart with a gain from 6.5 per cent of all buyers in 1939 to 10.1 per cent this year. The number of family buyers increased from 9,789 to 14,910 during this period.

"Red Cross" appears in third place with a popularity of 9.8 per cent as compared to 12.2 per cent reported in 1939. Independent grocery store distribution on this brand increased from 27.3 per cent in 1939 to 36.8 per cent in 1940.

"Ann Page," another private brand of the A. & P. food stores, shows a gain from 3.1 per cent of all buyers last year to 4.6 per cent in 1940. Twelve other brands of package spaghetti are listed in the preference chart with popularities ranging from 1 per cent to 4.3 per cent, namely, Roundy's, Red Arrow, Favorite, Monarch, Pagliacci, National Highway, Clown, Sunrise, Waldo, Hoffman's, Steinmeyer's.

The following brands are listed in the chart for the first time: "Pagliacci," "Sunrise," "Waldo," "Hoffman's" and "Steinmeyer's."

Competing for the patronage of less

(Continued on Page 17)

June, 1940

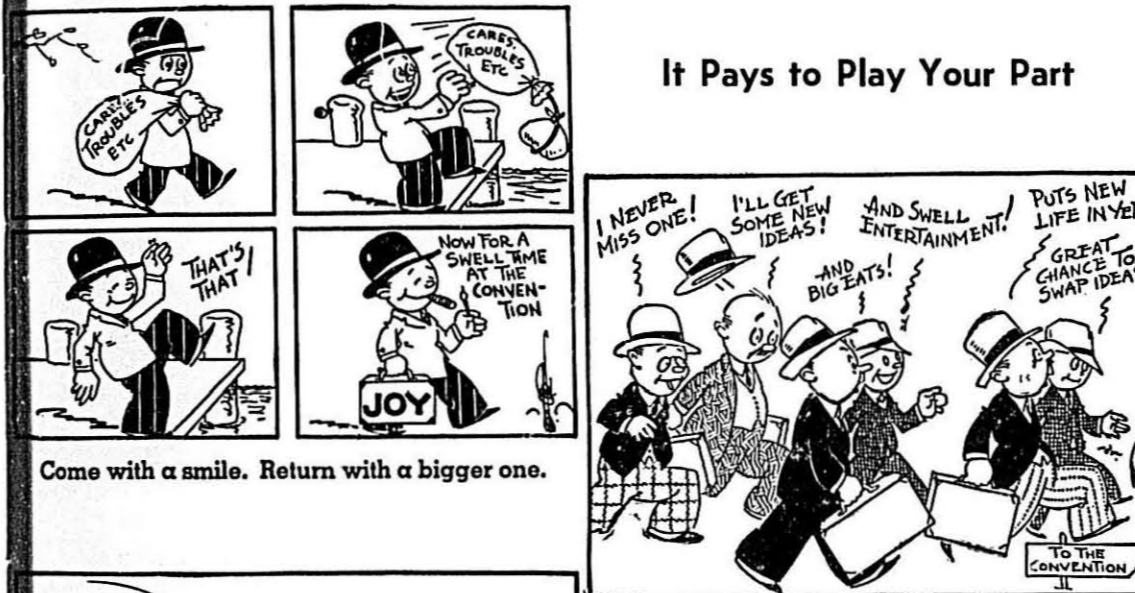
THE MACARONI JOURNAL

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## Portrayal

Of the Results of a Properly Attended Convention

It Pays to Play Your Part

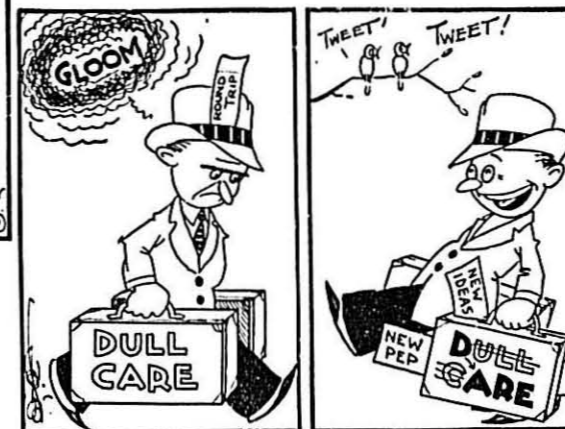


Come with a smile. Return with a bigger one.

Yep! Looks like everybody's coming to the Convention this year.



Get there early for the opening session. Don't miss any of the fine program.



BEFORE and AFTER taking in YOUR Convention.

At Edgewater Beach Hotel, Chicago, June 24-25, 1940

## Movie of the Convention Spirit of the Industry-Minded

Title—"Lovey Finds a Way"

Characters

The Determined Husband

The Indecisive Wife



"Maybe y'kin drag the little wife along" . . .

But



"If you're afraid the little woman may object . . . sneak away and attend anyhow."

Meet all the Industry's Friends and transact important business at your convention at the Edgewater Beach Hotel, Chicago, June 24-25, 1940

### Consumer Analysis

(Continued from Page 14)

than 20,000 Greater Milwaukee families, the remaining 106 brands are lumped together under "Miscellaneous" with a combined popularity of 13.2 per cent of all buyers. Each of these brands has a popularity of less than 1 per cent.

Since many housewives are confused as to the quantity of spaghetti they buy, no attempt was made to secure information on the average number of packages purchased per month.

Total Number of Brands in Use in Greater Milwaukee:		
Year	Number	
1940	122	
1939	130	
1935	101	
1934	80	
1931	54	

Division of All-Families into Users and Non-Users		
Class	Per Cent	Number
Users—		
1940	74.9	147,622
1939	78.2	150,594
1935	73.1	135,094
1934	72.8	134,521
1931	66.0	109,436

Non-Users—		
1940	25.1	49,470
1939	21.8	41,982
1935	26.9	49,713
1934	27.2	50,261
1931	34.0	56,376

#### Macaroni or Spaghetti Dinners

The subject of macaroni or spaghetti dinners is covered for the first time in this year's *Consumer Analysis*. This classification includes either macaroni or spaghetti dinners in combination packages but does not consider products packed in cans or glass.

Greater Milwaukee families numbering 30,352, or 15.4 per cent of the total, reported the use of macaroni or spaghetti dinners as of January 15, 1940. A total of 13 brands of this product were reported in use this year.

"Kraft Dinner" dominates the brand chart with a popularity of 90.6 per cent, representing the purchases of 27,499 buyers. "Kraft Dinner" may be purchased in the A. & P. food stores and 84 per cent of the independent grocery stores in Greater Milwaukee.

"Red Cross," in second place, is preferred by 1,184, or 3.9 per cent, of all buyers. This brand may be purchased in 1.3 per cent of the independent grocery stores. "Ann Page," the private brand of the A. & P. food stores, has a popularity of 3.7 per cent. Housewives numbering 1,123 buy this brand regularly.

The remaining ten brands each

have popularities of less than 1 per cent and are grouped together under the "Miscellaneous" heading with a combined preference of 2 per cent of all users.

Total Number of Brands in Use in Greater Milwaukee:		
Year	Number	
1940	13	

Division of All Families into Users and Non-Users:		
Class	Per Cent	Number
Users—		
1940	15.4	30,352
Non-Users—		
1940	84.6	166,740

#### Business

A very ordinary fellow who got rich by striking oil became very self important and was always trying to display his importance. One day he rushed to the Railway station, and laid down a twenty-dollar bill, and exclaimed:

Newly Rich: "Gimme a ticket!"  
Ticket Agent: "Where to?"  
Newly Rich: "Anywhere. It doesn't make no difference. I got business all over."

### Noodles at Distributors' Exhibition

Several of the country's leading macaroni-spaghetti-noodle manufacturers, especially those who supply the food distributors, have contracted for display or exhibit space in the thirteenth annual exposition of the National Food Distributors' Association to be held during the trade group's convention at Hotel Sherman, Chicago, August 21-24, 1940.

Other members of the macaroni industry have the matter under advisement, and indications are that the thousands who will attend the exhibition will see the most elaborate display of macaroni products ever exhibited in one showing.

Emmett J. Martin, Secretary of N.F.D.A., is in charge of the exhibition, which should almost be considered a "must" for every successful manufacturer of this finest of wheat foods that is a handy item for all distributors to carry. The promoters say: "Our 1940 exhibition is sure to be the largest from the point of products exhibited and in attendance in the entire history of the association."

### Canned Spaghetti Is an American Idea

By J. E. McLaughlin\*

Alimentary paste, the basis of macaroni, spaghetti, etc., is said to have been first made by the Chinese, from rice meal, in Petche-la, 5000 B.C.

Having contacted the Chinese, the Germans introduced the product into Europe about the beginning of the fourteenth century.

From them the Italians learned the method of preparation, and because of the better quality of the Italian wheat for this purpose, exceptional drying conditions and native ingenuity, they made a superior product and from that time to the middle of the nineteenth century practically monopolized the European production. As manufacture expanded, they began to import semolina flour from France. As a result, about 1850 the French became real competitors, as was also the case with the Swiss and other nations. However, Italy retained leadership, both in production and consumption. Macaroni had become the national dish because of its high food value and economy. As a result, most of the various forms bear Italian names, such as macaroni, spaghetti, vermicelli, etc.

Macaroni products manufacture was introduced into this country

\*The author is the advertising manager of Campbell Soup Co., Camden, N. J.

about 1866. At first it was prepared as noodles only. Later the Italian varieties were added.

The preparation of macaroni or spaghetti for the table, and especially of the sauce that adds piquancy to the rather tasteless paste, requires more time and greater variety of ingredients than is convenient in the average household. This fact naturally led to the canning of this desirable food.

December 9, 1879, Jas. H. Irwin, New York, secured U. S. Patent No. 272,404 covering the canning of macaroni. From that time on, the canning of spaghetti with sauce has grown to its present large volume.

The popularity of this canned product depends principally on the sauce. Although the formula for making spaghetti is available to all, the sauce remains an outstanding opportunity for the culinary artist or chef to display his skill. Spaghetti qualifies as a main course, because with cheese and tomatoes in the sauce, piquantly flavored, it affords a well-balanced food containing starch, sugar, proteins, and valuable vitamins.

Even finicky children like this dish, so it makes an ideal lunch item for school children. In fact, it is so adaptable and satisfying, it deserves and has attained the position of a stock item on the pantry shelves of the average American home.

## Consolidated Macaroni Machine Corp.



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.

*We extend a cordial invitation to all attending the Macaroni Manufacturers' Convention, June 24-25, to visit our Headquarters at the Edgewater Beach Hotel and see the moving pictures of our Automatic Spreading Presses in actual operation. They are a revelation. See all forms of paste, from the largest to the smallest, being spread with equal facility. See the press you eventually must have.*

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

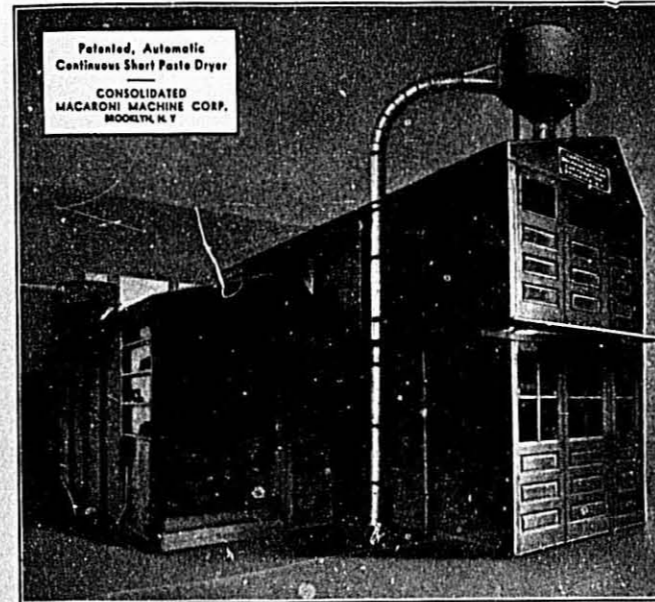
hygienic; product practically untouched by human hands.

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

Trimmings 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.



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.

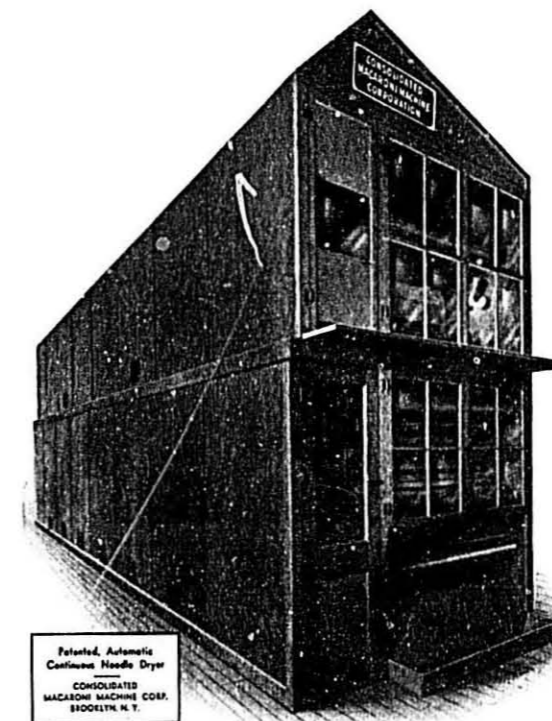
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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



*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

## Quality Package As Merchandising Aid

Modern Manufacturer of Attractive Labels and Practical Folding  
Cartons Collaborates in This Phase of Trade Promotion

The sales value of the modern macaroni-spaghetti-egg noodle package is getting increased recognition by progressive manufacturers of macaroni products and the studied attention of the designers and producers of labels and cartons that *attract and sell*.

Step into any up-to-date food store to realize the truth of the above statement. There you will see elaborate displays of packages of this food with all the sales appeal one can imagine. Macaroni products in practical and attractive cartons, bags, wrappers and other packaging designs make the display of this food second to no other product in the grocery section.

This is a story of the part being played by the Rossotti Lithographing Co., Inc., North Bergen, N. J., in this trend, and its contribution to the development of the art of lithography into a scientifically controlled industrial process to best serve this food trade.



Illustrations by Courtesy of The Spice Mill  
Rossotti Lithographing Co., Inc., plant

Their new plant, undoubtedly the most modern of its kind in the country, has been in operation less than a year. It is a model of structural design and is completely equipped with the most modern machinery available. This plant, especially built for lithography, is air-conditioned throughout to enable the maintenance of constant conditions of temperature and humidity throughout the year. Ideal conditions are provided for color photography, the creation of art work by a skilled staff, and all the processes of printing that go into the production of lithographed labels and cartons.

It has been the aim of the firm, to eliminate from the various processes employed in lithography as many as possible of the variable elements that formerly permitted the possibility of error on the part of the operators. In this endeavor they have been decidedly successful, and the series of scientific controls governing all operations throughout the plant work with precision and despatch.

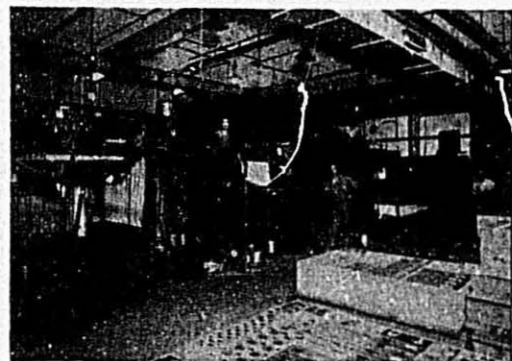
### Modern Machinery Installed

On the lower floor huge lithographic off-set presses, operating 16 hours a day, turn out the full color printing jobs on a mass production basis. Here also are ingeniously designed folding machines that glue and fold cartons at a high rate of speed and other machines applying "windows" fully automatically glued and cut.

The special type of labels and folding cartons that this concern produces are well described by their registered trade-marks. The very latest type of direct photographic color vignettes are branded as Rossotti Tru-Vu vignettes. All labels and folding cartons bearing these vignettes are known as Rossotti Tru-Vu labels and Tru-Vu cartons.

Mr. Alfred F. Rossotti, head of the firm, and his brother, Charles C. Rossotti, vice president of the firm, have had many years of experience in lithography from both the artistic and the industrial side. Their father, the late Edward Rossotti, who started the organization in 1898, was a distinguished lithographer. His wide

knowledge and experience was transmitted to his sons. Edward Rossotti made several notable contributions to the improvement of processes connected with the lithographing of labels and the manufacture of folding cartons. Among other developments credited to the com-



One of the huge offset presses for 4-color jobs

pany is the design and construction of a machine for adhering cellulose windows to cartons. This special type of folding carton contains either one or two cellulose windows. They are known as Rossotti Singl-Vu Window Cartons and Rossotti Dubl-Vu Window Cartons.

### Specialization Begun

In the early '20's the company began centering its efforts on the manufacture of quality labels and folding boxes for the macaroni-noodle industry and food trades



Final steps in manufacture of lithographed cartons

in general. Since the death of Edward Rossotti in 1932, his sons have continued and extended his efforts in this field.

Although production methods have changed greatly during the years in the direction of increased mechanization and mass output, the firm's traditional standards of quality have been in no way relaxed. On the contrary, much greater precision in reproduction is now possible through the use of ingenious modern machines than was the case when highly skilled craftsmanship was the determinative factor in production. In the field of commercial lithography the firm is well in advance of most of its contemporaries and—to a layman—the scientifically controlled conditions regulating all the intricate operations are little short of miraculous.

# DAKOTA MAID FANCY NO. 1 SEMOLINA

Made from America's Choicest  
HARD AMBER DURUM WHEAT

**W**ITH the natural pride that comes in producing a product of definite superiority, the North Dakota Mill and Elevator Association is happy to announce the opening of a new durum unit and the production of CAVALIER SEMOLINA, the finest product it is possible to make from durum wheat.

More than eighty percent of all the Amber Durum wheat in the United States is grown in North Dakota, and the bulk of it in the territory north, west and south of Grand Forks where is located North Dakota's great terminal elevator and the State Mill with its durum semolina unit.

The durum grown in this territory — mostly of the Mindum variety — is known for its excellent quality, its protein content, and, above everything else, for its fine amber color.

Some eighteen counties furnish, year by year, nearly enough to meet the needs of the American macaroni industry, or about one-half of all the durum wheat harvested in this country.

Located in the heart of this choicest durum territory, the State Mill "Durum Division" has, through the facilities of the State terminal elevator, first selection of the finest durum wheat. It also enjoys the benefits of a United States Government Grain Inspection office being located in the mill administration building, as well as the inspection and analyses made by its own modern laboratories. This, together with the most modern equipment obtainable, will enable our Durum Division to manufacture and deliver the very finest semolina and durum products ever offered.

Mr. E. J. Thomas, who has had more than twenty years experience in durum semolina milling and sales management, is in charge of our durum division.

NORTH DAKOTA MILL & ELEVATOR ASSOCIATION

*E. J. Thomas*  
General Manager



HOME OF DURUM DIVISION, STATE MILL AND ELEVATOR, GRAND FORKS, N. D.



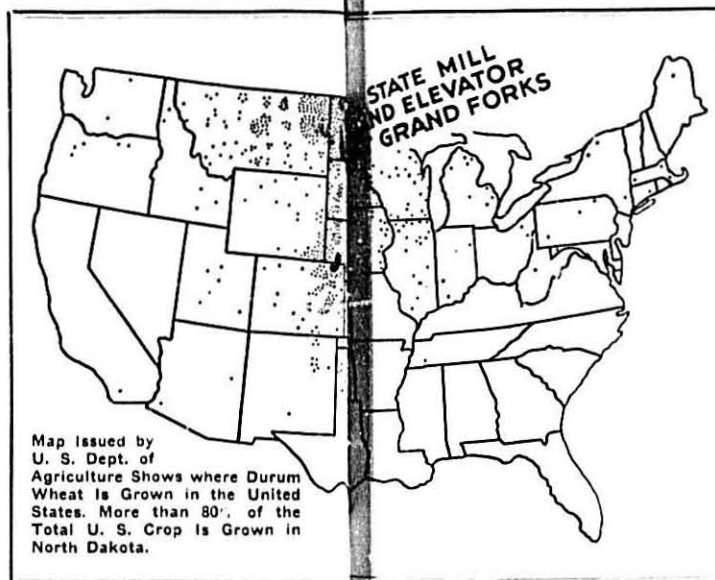
A Typical North Dakota Durum Field. 80% of U. S. Production is Grown Within a Radius of 100 Miles of the State Mill.



North Dakota's Soil and Climate Combine to Produce the Finest Amber Durum to Be Found on this Continent.

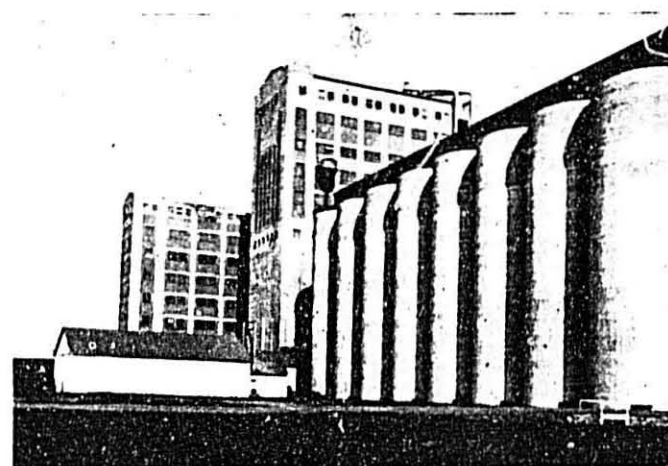
## WHY NORTH DAKOTA DURUM IS SUPERIOR

1. North Dakota's soil and climatic conditions are so ideal to the production of high quality Amber Durum wheat that more than 80% of the United States total crop is grown in this state.
2. North Dakota Amber Durum has a hard, bright, exceptionally vitreous kernel that is semi translucent and has a rich amber color. It is exceptionally suited for the manufacture of CAVALIER SEMOLINA.
3. Its high gluten and protein content produces a semolina of high elasticity; it holds its form and comes through the macaroni drying process with a minimum of production loss.
4. Macaroni made from North Dakota Amber Durum Semolina is hard, brittle, translucent and elastic; it breaks with a clean, glassy fracture. The durum's distinctive flavor carries through to the cooked macaroni in undiminished form.



## WHY CAVALIER SEMOLINA IS SUPERIOR

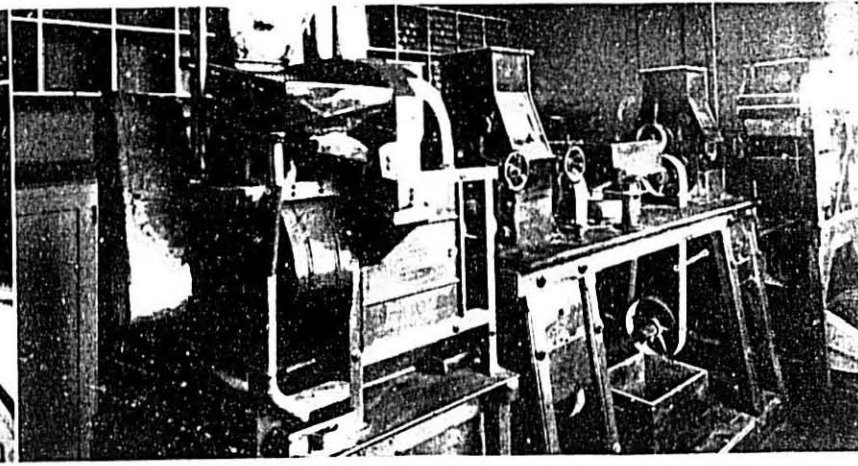
1. It is milled from the pick of the famous North Dakota Amber Durum crop, acknowledged the finest durum grown on this continent.
2. Because of its close proximity to the source of this fine grain, the North Dakota Mill and Elevator has first choice of the most select and desirable of Amber Durum.
3. U. S. Government Inspection assures OFFICIAL grading and inspection.
4. The North Dakota Mill and Elevator's own chemical laboratories and products control departments assure constant quality from the raw wheat to the finished product.
5. The very latest approved durum milling equipment assures the best possible product of the miller's craft.
6. We are determined that CAVALIER SEMOLINA will measure up in every way to the national reputation for high quality of ALL Dakota Maid products.



A Portion of the Grain Elevators at the State Mill. Modern Terminal Facilities and the Latest Approved Durum Milling Equipment Assure Highest Quality in Cavalier Semolina and Our Other Durum Products.



Constant Testing and Inspection Are the Primary Factors in Assuring Quality. Above is the State Mill Laboratory where Cavalier Semolina is Constantly Tested to Assure the Highest Possible Quality.



In Our Small Testing Mill Every Lot of North Dakota Amber Durum Wheat is Given a Thorough Milling Test Before the Wheat is Purchased to Assure Highest Possible Milling Quality.

# CAVALIER SEMOLINA

**T**HE NORTH DAKOTA MILL AND ELEVATOR is pleased to add to its many quality products of national reputation the brand of CAVALIER SEMOLINA, a new and greatly improved durum wheat product that we believe cannot be excelled in its manufacturing qualities and flavor.

The Mill is located in the very heart of the famous durum wheat area of North Dakota, a region that produces more than 80% of the Amber Durum grown in the United States — and is of quality second to none on this continent. North Dakota's alkaline soil, aided by her distinctive climate, have combined to produce a durum possessing the finest milling qualities and one that produces a semolina with all of the valuable characteristics constantly sought by the macaroni manufacturing industry.

## NORTH DAKOTA AMBER DURUM

North Dakota Amber Durum is noted for its hard, semi-translucent kernels which are exceptionally vitreous and possess a rich amber color. Its protein and gluten contents are high. It has exceptional manufacturing qualities that will appeal to every macaroni maker. Its high quality gluten content gives it a minimum of production loss in the finished macaroni drying process because its extra elasticity resists a maximum of stretching and contracting without breaking or losing its shape.

Macaroni made from CAVALIER SEMOLINA is hard, brittle, translucent and elastic. It breaks with a clean, glassy fracture with no ragged edge or unevenness. Its particular protein and gluten content gives it a distinctive flavor that will be found undiminished in the cooked macaroni. It does not have to be rinsed in cold water to prevent stickiness.

### DAKOTA MAID Durum Semolina and Flour Brands

1. CAVALIER  
Extra Fancy  
No. 1 Semolina
2. DURAKOTA  
Regular  
No. 1 Semolina
3. TRAVIATA  
Durum Special  
Granular
4. NORTHERN  
MAID  
Fine Granular
5. PEMBINA  
Durum Flour
6. RED RIVER  
Durum Clear

### CAVALIER SEMOLINA

Every phase in the production of CAVALIER SEMOLINA is carefully supervised to produce for the macaroni industry the highest quality product it is possible to manufacture.

CAVALIER SEMOLINA has the benefit of these special advantages:

**DURUM** It is made from selected choice Hard Amber Durum wheat.  
**WHEAT** Within a 100 mile area from our State Mill is grown most of the high quality durum wheat to be found on this continent. The facilities of our State Terminal Elevator at Grand Forks enables us to make first choice of the most select and desirable of all this durum.

**INSPECTION AND TESTING** A U. S. Government Inspection office is located right at our plant, assuring at all times uniform and official Federal inspection and grading of all durum wheat purchased for CAVALIER SEMOLINA. The State Mill's own modern and complete chemical laboratory carefully analyzes all raw wheat purchased for uniformity and high quality. The laboratory also maintains a constant check throughout the milling process in its products control department to assure that CAVALIER SEMOLINA always measures up to the rigid high standard set for it.

**MODERN MILLING** The North Dakota Mill and Elevator has completed the installation of the latest and most approved durum milling machinery embodying all of the most recent developments in durum milling practice. Its operation is under the supervision of widely experienced durum wheat millers.

## NORTH DAKOTA MILL AND ELEVATOR ASSOCIATION

R. M. STANGLER, General Manager

DURUM DIVISION

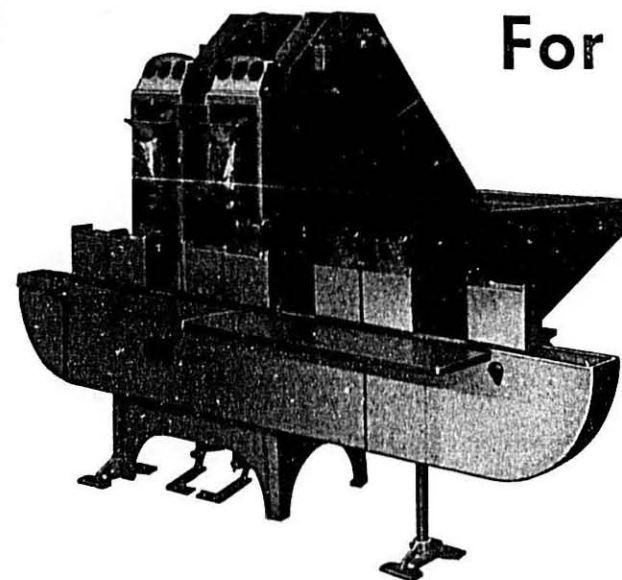
EVANS J. THOMAS, Manager Durum Division

GRAND FORKS, NORTH DAKOTA

June, 1940

THE MACARONI JOURNAL

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Model G2C-O

Tops for range, variety and versatility. Has waist-high hopper with self-synchronizing feed belt for one floor plan. Automatic conveyor delivers filled bags to operators for closing. Efficient and fast. It's the last word in modern cellophane packaging equipment for the macaroni industry.

## For Unparalleled ACCURACY— the ELEC-TRI-PAK Weigher!

**W**ITH Elec-Tri-Pak vibratory feed weighers, you can weigh cut goods with almost absolute accuracy. On rigatoni, bow ties, large shells, etc., these machines will weigh accurately to *within one piece!* On smaller goods, the weight tolerances are just as exact. There's a model to fit the needs of every plant. Write for details today and ask for your copy of the new 20 page booklet "Facts and Figures on Packaging the TRIANGLE Way."



Model G2

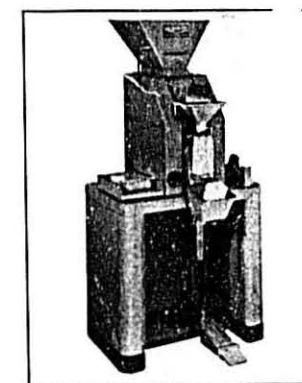
Similar to G2C-O, but for loading material from above. Extremely popular and now in wide use through the macaroni industry. Handles ALL short cut goods.



Model G1

Table model—half the production of Model G2, but otherwise the same. Recommended where one operator fills and closes packages.

SEE AN ELEC-TRI-PAK WEIGHER ON DISPLAY AT THE MACARONI CONVENTION JUNE 24, 25



Model JR

**NEW LOW PRICE MODEL.** One operator fills and closes packages. An extremely versatile unit—handles cut products from the finest size up to elbow macaroni.

## TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

New York—50 Church St.  
Denver—1525 Wynkoop St.  
Cleveland—5927 Euclid Ave.  
Birmingham, Ala.—301 S. 38th St.

Los Angeles—1501 W. Jefferson Blvd.  
San Antonio, Tex.—135 Parland Place  
San Francisco—111 Main St.

Foreign Office—44 Whitehall St., New York, N. Y.

Canadian Factory—Plews-Jackson Engineering, Ltd., 208 King St. W., Toronto



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

By Benjamin R. Jacobs

The worries of the macaroni manufacturer seem never to end. No sooner is he making preparations to dispose of one set of rules when he finds another one confronting him.

For the past six months the most acute worry of the macaroni manufacturer has been the so-called deceptive container. Many manufacturers have already made changes in their equipment to comply with the requirements of the Federal Food Law so far as deceptive containers are concerned. Many others have ordered changes in their packaging equipment and still others are planning changes for the immediate future or as soon as proper equipment can be delivered to them.

Now comes a new bill to standardize food containers. This bill appears to be sponsored by the Federal Weights and Measures Officials and is titled "The Standard Container Act of 1940." The bill proposes to standardize packages of food products and reads as follows:

"To fix standards of capacity for dry commodities in containers; to establish standards of dimension and capacity for fruit and vegetable juices and non-processed liquid foods in containers; to fix standards of dimension and capacity for metal containers for canned fruits and vegetables; in order to prevent fraud and deception in the sale and distribution of these products and for other purposes.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

"That in order to prevent fraud and deception in containers used in the sale and distribution of dry commodities, fruit and vegetable juices and non-processed liquid foods and canned fruits and vegetables, it is the purpose of this Act to establish standards for containers of fixed and definite dimensions and/or capacities as standard units of measure and to prohibit the manufacture, sale, shipment, or use of containers that are not of the capacities and/or dimensions prescribed herein.

"Sec. 1. Dry commodities such as peas, beans and other dry vegetables, crackers, biscuits, cookies, macaroni, spaghetti, noodles, candy, rice, barley, cereals, dried fruits, flour, corn meal, bread meal and cracker meal, nuts, puddings in powdered form, salt, sugar, tea, coffee, cocoa, chocolate powder, matzohs, matzoh products, and butter, cheese and lard, when manufactured, sold, offered or exposed for sale in containers of any kind shall be in one of the following standard capacity weights and none other:

"One-eighth Pound, One-quarter Pound, One-half Pound, Three-quarters of a Pound, One Pound, One and One-half Pounds and multiples of the Pound, provided, however, that these commodities in containers may be sold in quantities of less



Benjamin R. Jacobs

than two ounces, and provided further that candy may be sold by numerical count."

"Sec. 4a. A Board, as hereinafter provided, may approve from time to time, containers of sizes and capacities other than those mentioned in this Act for commodities which by reason of inherent characteristics or by reason of new methods of processing, packing or canning cannot be properly packed in containers of the sizes prescribed herein: Provided, That the Board must first determine whether such additional sizes are necessary to facilitate the marketing of dry commodities, fruits and vegetables and their juices, or non-processed liquid foods as described herein and provided further that such additional sizes shall not be deceptive in appearance to the customer. No container shall be approved by the Board that is so constructed that the bottoms or tops are raised or lowered more than is necessary to effect proper closure."

"Sec. 4b. The Board shall consist of the Director of the Bureau of Standards of the Department of Commerce of the United States; a representative of the National Conference of Weights and Measures selected by such body for that purpose; the Secretary of Agriculture or his representatives and a representative of the American Canners Association."

It will be noted that under Section 1 all dried commodities are classified under one heading and that it is unlawful to pack food products in any but the prescribed weights.

It is true that under Section 4a the Board, which will administer the Act, may exempt certain products from the provisions of Section 1 but in order to do so the Board must be convinced that the product can not be packed in the prescribed size containers for one reason or another and if the Board is not convinced the manufacturer may be put out of business if he cannot comply.

The usual practice in the packaging of macaroni products is to balance the cost of the various items so that all the units will sell at the same price. For example, 8 or 9 ounces of macaroni or spaghetti are balanced against 5 or 6 ounces of egg noodles so that each unit sells at the same price or that three units will sell for a fixed price, such for example, as three packages (one of macaroni, one of spaghetti and one of noodles) for 25c. This practice simplifies merchandising and advertising of all our macaroni products. On the other hand if a macaroni manufacturer is required to pack macaroni, spaghetti and egg noodles all in 8 ounce packages he certainly cannot sell the egg noodles at the same price as macaroni and spaghetti and, therefore, it becomes an entirely different item and must be merchandized and advertised separately.

Another very important consideration is that macaroni manufacturers have recently been making changes in their packages to conform with the present requirements of the Federal Food Law. These changes have resulted in the expenditure of large sums of money for new labels as well as new packaging equipment. All those manufacturers who are not packaging their products in the proposed weights will be out of luck as they will be required to make further changes to comply with these new requirements.

One of the amusing incidents which happened at one of the several interviews held with the Food Officials in Washington concerning so-called deceptive containers was when one of the Federal officials present stated that the new Food Law which had just been enacted, should have been foreseen by the macaroni manufacturers at least eight years ago because it was proposed at that time, and so all manufacturers should have made changes to anticipate this new law. Now out of a clear sky new proposals are being made, which if enacted into law will place new and certainly unforeseen restrictions on the food industries and which in many instances will result in actual hardship, which manufacturers will not be able to withstand.

The Food and Drug Administration has been transferred from the Department of Agriculture to the Federal Security Agency and this transfer will become effective on June 11. The hearings on Dietary Food

Regulations which were to take place in April were indefinitely postponed and will now probably take place in July or August. The macaroni manufacturers are interested in these hearings because many of you are using vitamins in your macaroni products and the regulations that are promulgated will have a material effect on the use of vitamins in your products as well as the methods of labeling your packages. This is particularly true when the American Medical Association has gone on record as opposing the indiscriminate use of vitamins in foods where they are not naturally found and also opposing the sale of vitamin products in grocery stores.

A recent issue of Notices of Judgment under the Federal Food Laws showed that macaroni products have figured in seizures recently made.

Approximately 250 cases of macaroni and spaghetti were shipped in interstate commerce by the Frelita Macaroni Company from Tampa, Florida, and the product was alleged to be misbranded because it was short weight and also because the containers were so made, formed or filled, as to be misleading. In other words they were in deceptive containers.

Approximately 24 cases of egg noodles were shipped in interstate commerce by the Quaker Oats Company of Chicago and it is charged that the product was adulterated in that it consisted wholly or in part of a filthy substance. The product was found to be insect-infested.

Approximately 104 cases of spaghetti were shipped in interstate commerce by S. Viviano Macaroni Company of Carnegie, Pa., and the charge was made that the product was misbranded in that the containers were made, formed, or filled as to be misleading. The product was found to occupy on the average, about 57 per cent of the volume of the package. In the first and last instances the product was ordered delivered to charitable organizations and in the case of the Quaker Oats Company the product was ordered destroyed.

### Verdict for Defendants In Personal Injury Suit

It took a jury in New Haven, Conn., less than an hour to decide a products injury suit in favor of the defendants. V. La Rosa & Sons Inc. of Brooklyn, N. Y., and Crestina Imports Co. at 2 Washington Ave., New Haven, Conn. (Peter V. Kadaras and George Stavridas, proprietors), were sued for damages by Edward Biagiante for injuries alleged to have been sustained from eating macaroni products manufactured by La Rosa and sold by Crestina.

It was charged by Biagiante that

he had purchased a package of macaroni from the store and that while eating it, he bit upon a piece of metal and injured a tooth, according to the *Journal-Courier and Times* of New Haven, Conn.

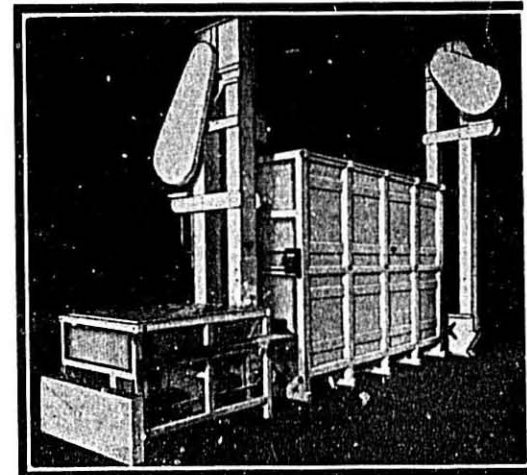
The jury decided there had been no negligence upon the part of the defendants and returned a verdict in their favor. Judge Edwin S. Pickett presided over the trial which had gained considerable interest in food circles because of the high standing

of the firms involved and their determination to go to trial rather than to make any attempt at settlement, which is usually the aim in so many products injury suits.

The government should have no "profit" motive in the construction, maintenance and administration of public highways.

Every form of transportation should be allowed to develop freely.

### Control your Product Quality with CHAMPION Flour Handling Equipment



THE CHAMPION AUTOMATIC SEMOLINA BLENDER is an Investment in Economical Production

You can profit from the savings of this complete flour handling unit.

- SAVES time and labor by automatically sifting and blending the flour to uniform fineness.
- SAVES floor space by its compact design.
- SAVES frequent replacement of expensive dies because cleanly sifted flour prevents scorching.
- SAVES on operating and maintenance costs, as it is built extra sturdy for lifetime service.

MAIL COUPON FOR COMPLETE DETAILS

## CHAMPION MACHINERY CO.

JOLIET, ILL.

CHAMPION MACHINERY CO., Joliet, Ill.  
 Send me full details regarding the Champion Semolina Blender and Sifter, also tell me about your long term payment plan.  
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 COMPANY .....  
 ADDRESS .....  
 CITY ..... STATE .....

## Educational Department

### The Spanish Influence

By Mrs. Josephine Greene

Graduate in Home Economics, Oregon State College; Supervisor of the Government Household Training Center, Seattle, Washington

Macaroni manufacturers, like wide-awake homemakers, are interested in simple, sensible recipes for serving delicious dishes of their fine products. The recipe presented herein is one that will appeal to consumers everywhere. It is one which my father's family prepared in his home in the beautiful city of Barcelona, Spain.

Macaroni products deserve an important place in menu making. Because of their bland flavor, they lend themselves as extenders of meat, chicken, eggs, fish and other foods. They are the basic ingredients of the famous Italian dishes, which include the tomato sauces and pastes, savory onion, pepper and garlic sauces, with cheese added as the zestful touch.

Their high content of starch and protein make them good sources for balanced diets. Too often macaroni and its derivatives are looked upon as cheap food, and therefore they are prepared cheaply, sometimes carelessly.

Suppose we take spaghetti as the base of a main dish to serve at a buffet supper. The ease of preparation allows the most inexperienced cook a chance for a perfect result. But let us not fail to dress it up with, say, an olive sauce. Here are the ingredients:

- 1 lb. quality spaghetti
- 7 large whole green olives
- 2 cups chicken broth
- 1 tsp. cornstarch
- 5 tsp. cold water
- ½ cup thin cream
- 1 tsp. Worcestershire sauce
- 1 cup finely shredded toasted almonds

The sauce: Remove meat from olive pits; combine olives and chicken broth and boil 5 minutes. Add cornstarch mixed to a paste with cold water; cook about five minutes, stirring constantly. Add cream and Worcestershire sauce, blend well, add almonds.

Boil spaghetti, as usual, using plenty of water with salt added. Drain and place on serving platter. Pour over it the olive sauce and serve hot. You'll find the "Spanish Influence" a delightful change.

#### Spaghetti with Chicken, Spanish Style

Perhaps you may wish to prepare a grand main dish for your supper by the Spanish way of cooking spaghetti with chicken. This is a rare treat that you may offer your family or guests.

Cook spaghetti (or macaroni, if you choose) about 9 minutes—drain. Be sure it is salted to taste.

The sauce: Prepare in an open skillet ½ medium sliced minced onion sautéed 5 minutes in 3 tablespoons butter or olive oil. Add minced 1 green pepper, 1¼ teaspoons salt, 3 cups of canned tomatoes or 1 can of tomato sauce.

Simmer slowly for 30 minutes. Sauté in olive oil and garlic young chickens cut in small pieces. When golden brown, pour over Spanish sauce and cover tightly. Simmer very slowly an hour or more—or until chicken pieces are very tender. Add the spaghetti and a little water if there has been any evaporation—cover and bake in a 350 degrees oven about 50 minutes.

Serve this delicious casserole with a tart fresh green salad, hot rolls, hard rolls, or French bread heated in the oven with garlic, and your guests will fail to remember the courses to follow.

### Make It Lamb Chops

Alert Macaroni-Noodle manufacturers will stress recipes combining their products with lamb if they desire to take advantage of a promotion by the National Live Stock and Meat Board. Its 1940 promotional campaign to increase sales of lamb is now under way.

Similar campaigns during the last two or three years have brought lamb consumption for the past five years to an average of 875,000,000 pounds—considerably in excess of the previous five-year average. It is reported that 21,500,000 head of sheep and lambs were marketed last year and that there are now on the nation's farms approximately 54,500,000 head.

The promotion will emphasize the high nutritive value of lamb, and will be aimed at consumers, students, teachers and meat retailers. Approximately 400,000 homemakers in 28 states will be reached.

### Year-Round Merchandising

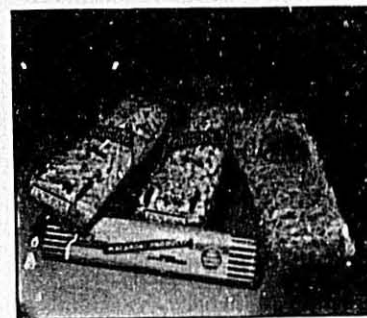
Macaroni products must still be "sold," particularly to a large portion of the consuming public of the United States. This selling is not a seasonal matter, though there are seasons in the year when they sell a little easier than ordinary, but a year-around, day-in and day-out sales effort.

Wise are the business men who take the fullest possible advantage of the seasonal demands, of customs or habits, but the truly successful merchandisers of macaroni, spaghetti and egg noodles are they who adopt a continuing sales program founded on educating an ever increasing number of housewives to give this food its proper place in their menu plans.

An ally of the macaroni industry calls attention to the year-round promotion as conducted by one of the score or more firms that have adopted the policy of consumer education. In a letter to the Editor last month, this student of business plans and consumer reactions writes:

"The end of the big Lenten sales drive on macaroni products was no stop signal for Gooch Food Products Company, Lincoln, Nebraska, for this progressive merchandiser is successfully pushing macaroni as a year-round seller.

"A wire rack containing three tiers of attractive packages, combined with an effective display card, suggesting appealing menus, is popularizing macaroni with housewives every day in the year. The wrapper and bag of moisture-proof, trans-



parent "Cellophane" (some printed and some using insert labels), add both visibility and glamour to the macaroni products. The firm reports that sales are well on the up-swing for their brands."

As against those who choose to travel by the "price route," the firm that seeks its objective by planned education and consumer merchandising will find the going easier and the gains more easily held. There is a material difference between "selling" and "forcing" a food.

#### Baby Week

National Baby Week was celebrated throughout the country April 29 to May 4. Some manufacturers wisely promoted the use of small shapes of macaroni products as the ideal food for babies that are changing from the milk to the solid or semi-solid food diets.

June, 1940

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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



### Food Favorites of Public Favorites

Spaghetti and Egg Noodles are the food favorites of most of the athletic, operatic, scholastic leaders whose professions have made them public favorites locally and nationally. This has been proven time and time again in polls, most of them conducted by unbiased authorities. The likes and dislikes of some of these are reported herewith. Space will not permit reference to the many others who have expressed preferences, but the following give sufficient variety and undeniable proof of the general statement that most of the professional people not only consume Macaroni, Spaghetti and Egg Noodles frequently, but often prefer to concoct their own dishes.

#### Spaghetti, My Style

By Dean Cornwell, Illustrator  
After thinking over all of the dishes I like—searching for the favorite—I come right back to the old standby, spaghetti, and am forced to admit it is my favorite.

You know how to cook the spaghetti itself, I'm sure, so I will try to tell you how to make the sauce that I concocted some years ago, and you'll like it.

Get a big iron kettle and put into it a lot of fine beef cut into small squares, some chopped bacon, dried mushrooms (the kind you get at any little Italian store), a can of tomatoes and some sliced onions. The dried mushrooms should be soaked for an hour or two before cooking.

Cover the material with plenty of water and season with salt, brown sugar and Mexican chili powder. Cook slowly all day—the longer the better, I find.

When you are simply famished and cannot wait any longer, ladle the sauce onto the steaming hot spaghetti and enjoy a real meal. The sauce is still better, in my opinion, when warmed up the second day.

#### Spaghetti Is Opera Star's Favorite

Because of the Italian atmosphere that surrounds practically every opera singer of renown, nearly all of them know how to concoct very tempting dishes of macaroni, spaghetti and egg noodles. Listen to these.

Rosa Raisa, a famous Opera star, naturally loves her dish of spaghetti or macaroni as any leading opera singer might well be expected to. It appears quite natural that this temperamental star should be particular and exacting in her food as she is in her acting, and is more so in connection with her favorite dish. Here is her favorite recipe:

#### Rosa Raisa and her Mac

"It is very simple to cook spaghetti," declares the prima donna, "but to make from it a dish so luscious, so completely satisfying that one would readily forego all the other courses of the meal—including dessert—for another portion of it—that is truly an art. Here is the secret I shall give you!

"One cooks one quarter pound spaghetti in boiling salted water, until it is quite tender. To the cheerful accompaniment of the boiling, one gets ready the ingredients for the sauce—two tablespoonfuls of vegetable fat—two tablespoonfuls of flour—the salt and paprika (never too much for my taste)—the ½ cup brown stock and ½ cup tomato pulp, which should be quite thick from long cooking. One may have on hand, too, the ½ cup grated cheese. Now you are ready for the duet. On another burner, one melts the vegetable fat over moderate fire, adds the flour gradually, the seasonings, stocks, and the tomato pulp, stirring slowly the while. Has the sauce now a smooth, thick consistency, and a spicy aroma? Then rinse and drain the spaghetti, and blend with the sauce, re-heating in double boiler. One must not forget the cheese. That is the dramatic touch one needs. Let it be added to the spaghetti, either as a golden layer on top, or blended with the whole as a delightful surprise. When the cheese is melted—and the whole piping hot—your work of art is complete, and ready to serve. You may be sure it will receive an encore!"

#### Spaghetti-for-the-Gang

By John A. Moroso

Many a time as a very small boy I watched my distinguished Piedmontese grandfather grandly direct the cook. This is the way our spaghetti sauce was prepared: Buy about three or four pounds of solid meat from the round, cut thick. Ask for the "eye of the beef." It is inexpensive. Cut little pockets in it and insert bits of fat bacon in some. In others stuff with sage, thyme, parsley and bay-leaf, with salt and pepper to taste. Sometimes I spread thinly with mustard, the prepared sort, covering the top. A clove of garlic tucked in with the seasoning goes well.

Pale people use onions. But surely one or the other.

Grease well a deep iron skillet with iron top, the pot-roast utensil. When the gravy begins to drip, add a little water, but not much. The steam makes the meat tender and brings out all the flavors in the little pockets. Baste from time to time just to get the aroma of the simmering mess and sharpen your appetite. Take a little wire and jab it in the roast after about an hour and 20 minutes and you'll find out where it is tender and juicy enough.

Put the big pot on and get your water boiling fast. Add a good-sized kitchen spoon of salt. Better salt the water to taste. Throw in a pound of spaghetti. It requires a certain kind of wheat to make good macaroni. Boil for 20 minutes. Drain off water.

To the rich gravy in which you will find the roast swimming, add a small can of tomato paste, stirring in slowly. As this is poured over the spaghetti, add grated cheese. You will get it all properly dressed by using two forks, lifting and dropping the strands. Serve piping hot with an automatic revolver at hand so that the man who cuts his may be disposed of promptly.

Some twine the spaghetti about the fork.

Others just lead a mass of it to the face and bite off what they want at that particular time.

**Lila Lee Spaghetti**

The likes and dislikes of the film stars are generally of interest to movie patrons who are inclined to imitate the ways of their favorites. Now, Lila Lee likes spaghetti and she has a favorite way of preparing this tasty dish that might be of interest to her admirers to whom this dish appeals.

When not at work in the Studio at Hollywood, Lila Lee enjoys cooking for herself and her mother. Here is one of her favorite recipes for spaghetti.

For four persons: Take half a pound of spaghetti. Place in boiling water without breaking. Salt to taste and allow to boil for twenty minutes. Pour off the boiling water and wash the spaghetti in cold water. For the sauce take one can of tomatoes, quarter of a pound of Parmesan cheese (grated), one kernel of garlic, two green peppers, one tablespoon of butter, pepper and salt to taste. Allow the sauce to cook until it becomes boiling hot and serve over spaghetti.

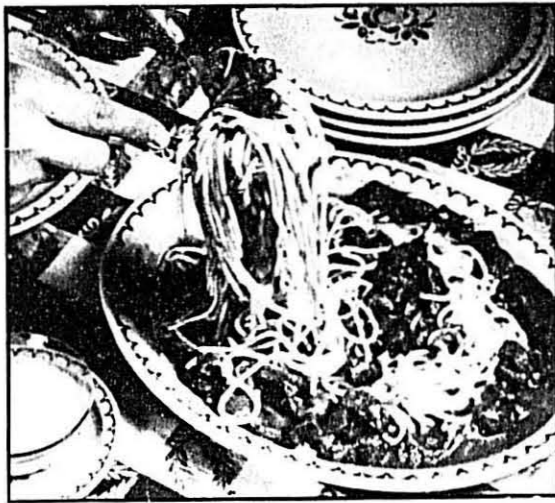
**Cooks' Round Table**

An Endorsed Recipe Service Rendered Readers of Better Homes and Gardens by Its Better Foods and Equipment Department

Better Homes and Gardens, published by Meredith Publishing Company, Des Moines, Iowa, has rightly earned its large circulation, figured at over two million satisfied readers. This makes it one of the outstanding magazines in the household field.

which there is created an exchange of correspondence resulting in the accumulation of practical cooking suggestions and interesting household facts—all compiled in looseleaf form for easy binding.

Readers are invited to send in their



Courtesy Better Homes & Gardens Magazine

The management prides itself on the interest the readers take in the several services rendered other than the actual printing of the monthly magazine. A popular favorite is the "Cooks' Round Table" service through

favorite as well as unusual, but practical recipes. The distinctive recipes are tested in the Tasting-Test Kitchen and when endorsed, are distributed, many of them beautifully illustrated. A recent issue, one that became imme-

diately and generally favored (No. 140) is entitled—"Meet the Macaroni Family." It contains thirteen easy-to-prepare and satisfying-to-eat recipes, six for spaghetti, four for egg noodles and three for macaroni. Another special release gives a recipe for preparing Irish-Italian Spaghetti. The prepared dish is illustrated herewith.

**Irish-Italian Spaghetti**

(Just 45 minutes for this delectable combination)

- 1 onion, chopped
- 2 tsp. olive or salad oil
- 1 lb. ground beef
- 1/4 tsp. black pepper
- dash of red pepper
- 1/2 tsp. chili powder
- 1/2 tsp. Tolasco sauce
- 10 1/2-oz. can cream of mushroom soup
- 10 1/2-oz. can condensed tomato soup
- 1 lb. long spaghetti
- 1/2 cup grated Parmesan cheese
- 1 tsp. salt

Brown onion in hot fat; add meat and seasoning; brown lightly. Cover and simmer 10 minutes. Add soups; cover and simmer 45 minutes. Cook spaghetti in boiling, salted water until tender. Drain.

Arrange on hot platter. Pour over sauce. Sprinkle with cheese. (Pass additional sauce and cheese). Serves 4. The recipe was submitted by Mrs. George T. Laughlin, Cuyahoga Falls, Ohio.

**Praise for Institute's Booklet**

Better Homes and Gardens' Associate Editor, Helen Homer, compliments the National Macaroni Institute on the very attractive black-and-white photographs used in illustrating its recent booklet on "Americanized Macaroni Products."

"We sincerely appreciate your thoughtfulness in sending the copy of 'Americanized Macaroni Products,' said this director of the Better Foods and Equipment Department." It is interesting indeed that we both had the same inspiration in titling the leaflet on 'The Macaroni Family.' We are looking forward to trying some of the excellent-sounding recipes in our Tasting-Test Kitchen. Be assured this booklet will be put to valuable use as a guide when judging recipes specifying macaroni, spaghetti and egg noodles."

The introduction used in its special recipe leaflet of macaroni, spaghetti and egg noodles recipes is interesting. It reads: "Variety is unlimited in The Macaroni Family with different-shaped macaroni, all widths of egg noodles, and long and short spaghetti. With just the right additions they make most palatable dishes, one-dish dinners and hearty salads."

**Our Get-together**

Understanding and cooperation is the team that will help solve most of the Macaroni-Noodle manufacturers' common trouble. Attend the 1940 convention of the Macaroni Industry in Chicago June 24-25. Let's understand one another and work in unison for the trade's general welfare.

**Macaroni Exports And Imports**

According to the Monthly Summary of Foreign Commerce, published by the Bureau of Foreign & Domestic Commerce on international trade in macaroni products, the imports increased while the exports decreased during the month of March, 1940.

**Imports**

The imports for March totaled 99,405 pounds valued at \$9,878 as compared with the low February imports totaling only 40,303 pounds worth \$3,937.

The total imports for the first quarter of 1940 were 202,672 pounds with a value of \$21,572.

**Exports**

The quantity of macaroni products exported to foreign countries decreased during the month of March, 1940, when only 363,980 pounds were exported with a value of \$25,028 as compared with the February exports totaling 456,772 pounds worth \$32,088.

For the first quarter of 1940 the exports totaled 1,224,484 pounds valued at \$81,464.

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

Countries	Pounds
Denmark	240
Ireland	200
United Kingdom	52,450
Canada	87,278
British Honduras	20
Costa Rica	1,151
Guatemala	332
Honduras	270
Nicaragua	2,853
Panama, Republic of	14,889
Panama, Canal Zone	38,611
Salvador	2,651
Mexico	65,805
Guadeloupe & St. Pierre Is.	48
Newfoundland & Labrador	8,758
Bermuda	5889
Other Br. W. Indies	1,049
Cuba	19,504
Dominican Republic	7,711
Netherlands, W. Indies	3,713
India	6,658
China	199
Hile	190
Colombia	920
Costa Rica	250
Sri Lanka	258
Peru	65
Venezuela	2,631
Ecuador	1,189
Netherlands, Indies	100
Hong Kong	907
Philippine Islands	38,397
Australia	153
French Oceania	100
New Zealand	96
Belgian Congo	15
Gold Coast	72
Other Br. W. Africa	250
Liberia	200
Mozambique	21

Total 363,980

**Insular Possessions**

Alaska	22,215
Hawaii	232,253
Puerto Rico	115,132
Virgin Islands	2,903

Total 372,503

**Sales Director Resigns**

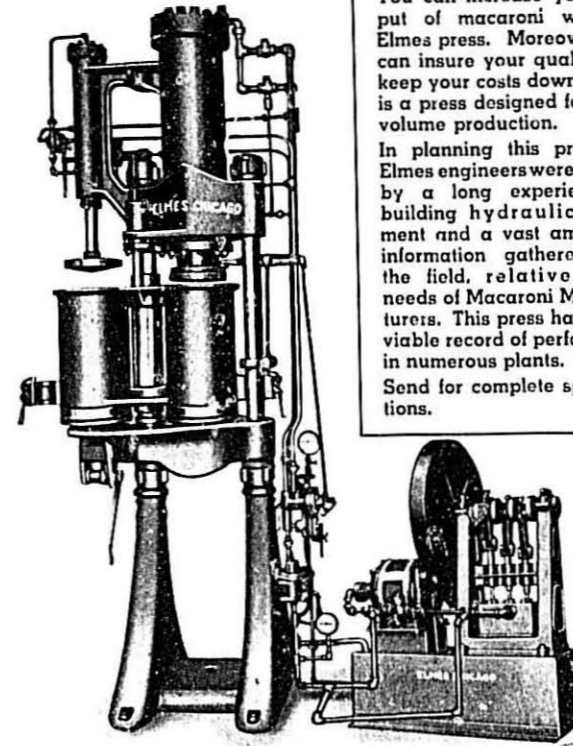
The Du Pont Company today announces the resignation of Oliver F. Benz, as director of sales of the "Cellophane" Division, who retired from active business on June 1.

Mr. Benz has been in charge of sales for "Cellophane" cellulose film since 1924, when American manufacture of this product was started by Du Pont. Under his direction the market for "Cellophane" was developed from its original limited use as

a wrap on candy boxes to a universally accepted material for packaging hundreds of products in a wide range of industries.

Successor to Mr. Benz, as director of sales of the "Cellophane" Division, will be Clarence F. Brown, for the past ten years general assistant director of sales of the division. Previously Mr. Brown served as director of sales and division manager of the Pyralin Articles Department and as director of advertising of the entire Du Pont Company. He joined the organization in 1919.

**PRODUCE MORE !  
MACARONI per hour •**



You can increase your output of macaroni with an Elmes press. Moreover, you can insure your quality and keep your costs down. Here is a press designed for large volume production.

In planning this press the Elmes engineers were guided by a long experience in building hydraulic equipment and a vast amount of information gathered from the field, relative to the needs of Macaroni Manufacturers. This press has an enviable record of performance in numerous plants.

Send for complete specifications.

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

## The Wooden Macaroni Box

Shooks Are Still Popular In Certain Sections and for Specific Packing Purposes

About the turn of the century, practically all of the macaroni, spaghetti, vermicelli, and other shapes of this popular wheat food, whether domestic or imported, reached the United States grocers in wooden containers, boxes or barrels. The wooden box is an Italian invention. France and other European countries early adopted that kind of a box for all macaroni shipments abroad.

For years, there was no definite unit of weight, and the many different shapes of macaroni products were shipped in varying weights. But foreign manufacturers, especially the Italian shipper, found it practical to pack this food in wooden boxes containing 10 kilograms. A kilogram is 2.2046 pounds avoirdupois. The kilos or kilograms total exactly 22.046 pounds. Since delivery weights of macaroni products fluctuated perhaps even more than it does today, the .046 pounds fractional was considered as "tare" or tolerance. This food must have been cheap even in those days.

The infant macaroni industry in this country was inclined to imitate the older, more experienced firms in Italy and France and also packed their products in 10 kilogram or 22 pound boxes. They even sought to simulate the boxes that contained imported macaroni by binding the corners of the wooden boxes with strips of blue paper, a mark of distinction on imported macaroni in those days.

### Why 10 Kilos?

But 22 pounds was a rather odd weight figured in American weight measurements, and soon boxes with 20 pounds of this food made their appearance in the channels of distribution and became quite popular. Varied are the reasons advanced for the change from the 22 pounds or 10 kilos to the 20 pounds weight. Some reasoned that the figure 22 was a hard one with which to compute output, sales, etc. For debatable reasons, many went to the 20 pound box in order to have a 2-pound leeway over the imported goods.

Perhaps the true reason for changing to the 20-pound box was for simplification of computations relating to production and sales. In the early days a plant's capacity was often figured in boxes packed and shipped and it was found much easier to use the figure 20 as the computation base.

Moderns now scoff at the old method of computing output on the box basis, yet they adhere to the practice of measuring their production in barrels. Rarely is macaroni, spaghetti, etc., packed in barrels, though some is still sold to institutions in such large containers. So, when one says that his plant's production capacity is 50 barrels he truly does not mean that he packs all of his daily output in 50 wooden barrels—rather that his plant converts 50 barrels of semolina or flour into finished macaroni products daily. So let him who scoffs beware!

These tables assume that the nails which hold the sides to end are driven into end grain of ends. When the grain in the ends is vertical the number specified for the sides and for the top and bottom, reverses. Where the ends have 4 cleats and all nails are driven into the cleats, space all nails as provided for, holding top and bottom to ends. Where the ends have 2 cleats or where the nails are staggered into ends and cleats, use the nailing specified for holding sides to ends.

### Paper Changes Trend

With the invention of the solid fibre and corrugated container, the packing of macaroni products underwent a gradual change until now there is considerably more of this food sold in paper containers than in wood. But wooden shooks are still the favorites of a certain class of macaroni manufacturers. They reason that it is necessary for some specific shipping purposes; others that the wooden box is stronger and will deliver the contents in better condition. This is a debatable question—a never-ending quarrel between the manufacturers of wooden box shooks and the paper containers that wages merrily whenever two manufacturers of the two schools of thought meet to discuss the relative merits of the two kinds of containers, each of which seems to have a definite place and a specific purpose in the macaroni industry.

Just as it is absolutely necessary to properly seal a paper container to insure the proper delivery of its contents, so is proper nailing in the case of the wooden box. To aid the box-nailers in macaroni factories to produce the most dependable shipping container of that kind, a nailing chart was developed by the wooden box manufacturers, giving detailed information as to just the right nail to use to get the greatest tensile strength in wooden boxes. The correct nailing technique and other useful suggestions follow:

### The Side Nailing of Boxes

The nails that hold tops and bottoms to sides are governed by the same nailing rules, except that the nails should not be spaced closer than 6 to 8 inches because of the danger of splitting the board.

The following table governs:

When thickness of sides, top and bottom is—	Group 1		Group 2		Group 3		Group 4	
	woods	woods	woods	woods	woods	woods	woods	woods
7/8" .....	9d	8d	7d	7d	7d	7d	7d	7d
1 1/16" .....	9d	7d	7d	7d	7d	7d	7d	7d
1 1/8" .....	7d	6d	5d	5d	5d	5d	5d	5d
9/16" .....	7d	5d	5d	5d	5d	5d	5d	5d
1/2" .....	5d	5d	4d	4d	4d	4d	4d	4d
3/8" (see note) .....	4d	4d	4d	4d	4d	4d	4d	4d

NOTE: Except for very light weights, where the contents are packed in cartons or excelsior, or similar materials, it is not considered good practice to side nail 1/2-inch boards. Side nailing in any thickness is not the best practice if the weights are exceptionally heavy. It is far safer to use a nailless metal strap around the girth, better still, to reinforce the side nails with a strap.

The ends govern size of nail to use, as modified by thickness of sides, tops and bottoms. If ends and cleats are of same thickness drive approximately 50% of nails into ends and 50% into cleats. If end has 4 cleats of material thicker than the end itself, let thickness of cleats determine size of nail to be used and drive all nails into cleats.

If the ends are made from woods of 2 groups, use the nails specified for the harder wood. For instance, if the ends are made of white pine mixed with hemlock, the nails specified for Group 2 woods should be used. If the nails specified for the white pine are either 9d, 8d or 7d the use of nails one penny smaller automatically provides for closer spacing. If, however, the nails specified are 6d or smaller, the substitution of nails one penny smaller should be accompanied by closer spacing (one quarter inch closer spacing is the accepted rule) if that can be done.

The number of nails specified is not the maximum number which can be driven. Increasing the number of nails 50% will increase the strength of the box more than 100% on an average. The danger from splits, due to driving twice or even three times as many nails as specified in these tables is negligible. In a great majority of cases it is wiser to increase the number of nails driven. It is also far more effective in providing additional serviceability and much more economical than increasing the thickness of the material.

Each employe of the Westinghouse Electric & Manufacturing Company "worked six weeks for the tax collector in 1939," a company statement to its employes has revealed.

### Employes Work 6 Weeks For Tax Collector

Distributed with payroll checks, the statement pointed out that the company's tax bill had increased from \$2,532,000 in 1930 to \$10,390,000 in 1939. Based on the relation of the tax bill to the average wage or salary paid employes, the 1939 taxes represented \$238 for each employe as compared with \$55 in 1930.

The company's tax bill for seven years, including 1930, was reported as follows:

Year	Company	Per Employe
1930	\$ 2,532,000	\$ 55
1934	2,511,000	68
1935	4,937,000	136
1936	8,946,000	215
1937	14,046,000	269
1938	7,095,000	167
1939	10,390,000	238

## EASTERN SEMOLINA MILLS, INC.

Mills at Baldwinsville and Churchville, N. Y.



Executive Office: 80 Broad Street

Best wishes to the National Macaroni Association and the hope that the coming convention will prove satisfactory to all its members.

A cordial welcome to our friends to visit with us in our suite at the Edgewater Beach Hotel.

Colburn S. Foulds

New York, New York

### Timely Comments by Mac Spagoodle

#### Playing the Game

Last half of the ninth, three on and none down. Two runs needed to tie and three to win. That's a predicament for a pitcher who cannot depend on his fielders.

Baseball is not made of pitchers' battles. It is made up of pitching and support, and not infrequently we see a well pitched game lost because the pitcher did not receive good support. I've known a pitcher to strike out 23 men and lose the game!

Not long ago I went to see a new play that had been announced with great acclaim and with loud touting of the stars prominent in the cast. The stars did their best to come up to their reputations and to bring the play up to its advertised level. It was a failure because the support was too weak. The money had all been spent on the leads and the poor subordinate players proved too heavy a load for the stars.

There must be good support all the way from the ground up in baseball, in drama, in business.

One of the important reasons why

advertising sometimes does not pay is that it does not receive the support it deserves from the men on the selling line.

Too, any company needs the support of its salesmen in other matters than those connected with advertising.

"I can't fix that advance dating for you," says the salesman. "They've made a rule against it. They ought to make an exception in a case like yours and I've told 'em so, but somebody in the office is too dumb to see it."

What the salesman seems not to realize is that he is injuring the standing of the company and making buyers dissatisfied with its policy when he criticizes it. "Why," declares that buyer to others, "their own salesman says they aren't right on that."

The company and the salesman have a right to look for one hundred per cent support from one another. Anything less than that is not part of a high class performance.

#### Cereal Chemists Elect Officers

Claude F. Davis, chief chemist, Noblesville Milling Co., Noblesville, Indiana, was elected president of the American Association of Cereal Chemists at its 26th annual meeting at the Park Central Hotel, New York, on

May 22. Dr. Chas. N. Frey, head of the Research Laboratories, Standard Brands, Inc., New York, was elected vice president. J. M. Doty, Omaha Grain Exchange, Omaha, Nebraska, was re-elected secretary. Perie Rumold, Southwestern Milling Division, Standard Milling Co., Kansas City, Kansas, was elected treasurer replacing Dr. Oscar Skovholt, chemist, Quality Bakers of America, New York, who retired after several years of service. Dr. M. J. Blish, head of the regional laboratory, U. S. Department of Agriculture, Berkeley, California, was re-elected Editor-in-chief of *Cereal Chemistry*, the Association's official journal.

George F. Garnatz, chief of laboratories, Kroger Food Foundation, Cincinnati, Ohio, was the retiring president.

Announcement was made that the 1941 convention will be held in Omaha, Nebraska.

#### Recuperating Nicely

Dr. Seymour Oppenheimer, treasurer of Eastern Semolina Mills, Inc., New York City, is recovering from a major operation but will be unable to attend the Macaroni Industry Conference in Chicago this month as he had planned. The firm will be represented by Colburn S. Foulds, resident.

# Macaroni-Noodles Trademark Bureau

## Changes in Procedure Relating to Label and Print Copyrights

By M. S. Meem  
(H. R. 153)

(Special to The Macaroni Journal)

"An act to transfer jurisdiction over commercial prints and labels, for the purpose of copyright registration to the Register of Copyrights."

This Act amends section 5(k) of the Act entitled "An Act to amend and consolidate the Acts respecting copyrights approved March 4, 1909, to read: "(k) Prints and pictorial illustrations including prints or labels used for articles of merchandise."

This new amendment is effective July 1, 1940.

Heretofore it has been customary to register prints used to advertise articles of merchandise, and labels applied directly to such articles, in the Patent Office, and these were referred to as LABEL AND PRINT REGISTRATIONS.

It has been the opinion of those versed in the copyright law that these labels and prints should always have been registered in the Copyright Office but this change was not made until July 31, 1939, by the 76th Congress, and is known as Public No. 244.

Before the first of July the Commissioner of Patents will transfer all of his records and files of registered Prints and Labels to the Register of Copyrights at the Library of Congress.

The Act says:

"All such pending applications and all fees which have been submitted or paid to or into the Patent Office for such pending applications, and all funds deposited and at the close of business June 30, 1940, held in the Patent Office to be applied to copyright business in that Office, shall be returned by the Commissioner of Patents to the applicants."

It is understood that in all probability no label or print applications filed after May 15, 1940, except in exceptional cases, will be acted on by the Patent Office as the Certificates might not be ready to issue by July 1. It is said that the Register of Copyrights will begin a new series of numbers for these copyrights.

This new Act will not affect the status of those copyrights procured prior thereto.

All new copyrights may be renewed if application is made within one year prior to the expiration of the term of

28 years. No copyright may be renewed but once. The Government fee for Print and Label Copyrights will remain the same as it was in the Patent Office. Many persons do not understand the advantages accruing to them from the copyrighting of prints and labels, and confuse them with trade mark registrations.

A Copyright protects the label or print as a whole, and prevents anyone from making a colorable imitation.

It does not, however, prevent anyone else from using the trade mark or brand appearing on the label. It does prevent the copying of the label in such a way as to confuse the public. All labels and prints must have the copyright notice, namely "Copyright 19—, by (the owner)" or "C" in a circle and the date and name or initials of the owner, on them when they are first published, otherwise a valid copyright can not be obtained.

Further information may be obtained through this JOURNAL, or by writing direct to the National Trade Mark Company, Munsey Building, Washington, D. C.

## Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In May, 1940, the following were reported by the U. S. Patent Office:

Patents granted—none.

### TRADE MARKS APPLIED FOR

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

#### Golden Gate

The trade mark of Golden Gate Macaroni Company, Inc., San Francisco, Calif., for use on macaroni and macaroni products. Application was filed October 14, 1938, and published May 7, 1940. Owner claims use since November 5, 1937. The trade mark consists of a diamond shaped design over which is printed the trade name in outlined type.

#### Zoop

The trade mark of Ravarino & Freschi, Inc., St. Louis, Mo., for use on noodle soup mix. Application was filed March 7, 1940, and published May 14, 1940. Owner

## 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

claims use since January 15, 1939. The trade name is in very heavy type.

#### Chillford

The private brand trade mark of The Banton Corporation, New York, N. Y., for use on canned spaghetti, macaroni and other groceries. Application was filed January 27, 1940, and published May 21, 1940. Owner claims use since January 9, 1940. The trade name is written in large black letters.

#### Tel-A-Viv

The private brand trade mark of Dyber Oil Co., New York, N. Y., for use on noodles, spaghetti, macaroni and other groceries. Application was filed October 10, 1939 and published May 28, 1940. Owner claims use since February 1, 1936. The trade name is in small black lettering.

#### LABELS

##### "Ol' Fashun Family"

The title "OL' FASHUN FAMILY Style Noodle Soup" was registered by Green Bay Food Company, Green Bay, Wis., for use on noodle soup mixture. Application was published March 8, 1940, and given serial number 54,794.

## Search Report

#### "Cook's"

A manufacturer who was desirous of registering the trade name "Cook's" for macaroni, spaghetti, egg noodles, etc., was advised last month that after a careful search of the registration records in the U. S. Patent Office, it was found—

That "Cook's" is registered for macaroni products by George H. Cook, trading as Daily Foods Co., Boston, Mass. It was registered March 5, 1940, owner claiming use since January, 1936. Registration No. 375,964.

"I understand Jim and his wife are learning Spanish."

"Why?"

"Because they've just adopted a refugee baby from Spain and they want to be able to understand what it says when it's old enough to talk."

June, 1940

THE MACARONI JOURNAL

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## Changes at Pillsbury Flour Mills Company

Philip W. Pillsbury was elected President of the Pillsbury Flour Mills Company on May 7, 1940. At the time of his election, he was Treasurer

Harvey J. Patterson was named Vice-President in charge of Bulk Sales by the Pillsbury Flour Mills Company last month.



Philip W. Pillsbury

of the Company, and he succeeded Mr. Clark Hempstead who was named General Counsel and elected Co-Chairman of the Board with John S. Pillsbury.

The new president rose to his present position after years of training in the many departments and his inherited love for the milling business. After graduating from Yale, he went into the mill for practical experience in the fundamentals of milling. Later he joined the office force and then became an important cog in the sales department.

The new President is the son of the late Charles S. Pillsbury and grandson of Charles A. Pillsbury, one of the founders of the Pillsbury milling interests.



Harvey J. Patterson

Mr. Patterson began his career with the Company in 1915 and after many years in sales work, has been connected with the Minneapolis Office in charge of Bakery Sales and, more recently, Durum Sales.

## All Yolk Eggs

Perhaps Harry Jenkins of Rex, Oregon, has the answer to the noodle manufacturer's prayer. The press carries the story that he owns a hen that has a "yen" for laying eggs that are all yolks with no white. Research Director, B. R. Jacobs of the National Macaroni Manufacturers Association has been instructed to investigate the story and to encourage chicken fanciers to propagate that particular breed in the hope that "all yolk eggs" will solve the trade's egg noodle problems.

## Weevils From Eggs in Raw Materials

(Continued from Page 12)

weeks of incubation, corresponding to each white spot, and in the wider part of the funnel-shaped tunnels, there was found a circular hole as shown in the last two fragments of the paste, reproduced in Figures 2 and 3, from which there had emerged a perfect specimen of the *Calandra granaria*. It had been born in the egg contained within the thickness of the product, had lived hidden within it during the entire metamorphic period until the point when it came out as a completely grown insect.

From the facts ascertained, it was therefore concluded:

(1) That the spots noted in the spaghetti, white by direct observation, and opaque and funnel-shaped under a magnifying lens, were due to the chewing action of the *Calandra granaria* larvae within it.

(2) That the presence of the *Calandra* larvae was not due to infestation coming from the outside, inasmuch as there was no hole through which the insect could have entered; on the contrary, the presence of the remains of the egg-covering found at the bottom of the tunnels in the food, attested to the fact that the infestation was due to the presence of eggs of the *Calandra* in the meal which was employed in the preparation of the spaghetti.

(3) Based upon the premise that the complete metamorphosis of the *Calandra granaria* in our climate, in which the temperatures in shops vary between 15 and 27° Centigrade, would require from forty to sixty days, it has been possible to establish that the damaged spaghetti must have been manufactured not more than two months previous to the day in which the grown insect emerged from the tunnels.

## THE CONVENTION A BEACON

May it guide the Macaroni Industry to solve its problems and may all the members and their families attending find enjoyment.

With Sincere Best Wishes

## F. MALDARI & BROS., INC.

178-180 Grand Street

New York, New York

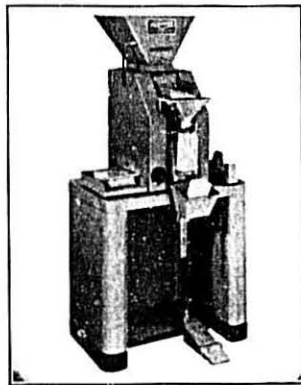


TRADE MARK

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

## New Packaging Machine

The Triangle Package Machinery Company, 906 N. Spaulding Avenue, Chicago, Illinois, announces the Junior Elec-Tri-Pak; a new addition to its standard line of Elec-Tri-Pak Weighers. This machine is designed specifically for firms having widely diversified products to package, such as beans, peas, rice, tapioca; barley; nut meats and similar items.



The unit weighs and fills bags, bottles, cartons, cans or envelopes. The mechanical action is unique in that the

feeding is accomplished by electrically vibrated feed plates which discharge the product to be packaged. When the package has reached a pre-determined weight, the feeding mechanism automatically shuts off by tipping the balance beam of a scale which controls a mercury switch. The package is released from under the spout by the operator and a new package inserted, at which time the feeding action is resumed. A hopper on top of the machine accommodates a considerable amount of the product to be packaged.

This unit is a one operator machine and is provided with a stand and a gummed tape machine for sealing bags.

## Industry Notes

### Bar Further Violations

Injunction to bar further violations of the Federal wage-hour law was granted on May 29 by Federal Judge F. P. Schoonmaker of Pittsburgh, Pa., against the Pennsylvania Macaroni Company, Inc., 2010 Penn Avenue, Pittsburgh.

It was charged with failure to pay minimum wages required by the act and to pay time-and-a-half for overtime. The macaroni firm, which is not a manufacturing company but

merely a distributor of macaroni products among other foods, agreed to pay back wages of \$752.17 to 23 employees, as a result of the alleged violations.

### Eureka Food Products Co.

The Eureka Food Products Company, Providence, was chartered under the Rhode Island corporation act to manufacture and distribute macaroni and other food products on May 29, 1940.

It has a capital of \$25,000, consisting of 1,000 shares of preferred stock at \$25 each, and 15 shares of common stock, without par value. The incorporators are Angelo Cianciarulo, Henry R. Montagano and Ugo Riccio, all of Providence, R. I.

### Old Employee Dies

Gustave Sauer, for twelve years an employee of The Pfaffman Co., Cleveland, Ohio, died on May 5 at the City Hospital following a brief illness. He was 53 years old and at the time of his death held the position of plant engineer for the macaroni-noodle firm.

### \$20,000 Capital Stock

The Vaccaro Bros. Macaroni Company of New York City was incorporated last month under the state

laws for the production of macaroni, spaghetti, egg noodles and related products. This firm has been in this business for many years. The capital of the company is \$20,000 mostly held by its old owners.

### Buttoni Spaghetti, Inc.

Buttoni Spaghetti, Inc. in the Borough of Queens, New York City, was incorporated on May 13, 1940, to manufacture spaghetti and other macaroni products and to sell flour, etc. Its capital stock is \$40,000.

### Certified Macaroni Products Co., Inc.

Articles of incorporation were granted on May 28, 1940, by the New York corporation department to Certified Macaroni Products Co., Inc., to manufacture and distribute macaroni and related products. According to the papers filed by the representing attorney, the firm has a capitalization of 100 shares of no par value. The company is located on the Island of Manhattan, New York City.

### On Radio 17 Years

Last month, the Crescent Macaroni and Cracker Company, Davenport, Iowa, renewed its contract for radio time over local station and will continue its "Hour of Music," for its

seventeenth consecutive year. It is believed to be the oldest continuous commercial program on the air.

### Fined One Dollar

A test case on the validity of the Washington State Macaroni Law was decided in favor of the State last month. A Seattle, Wash., macaroni manufacturer was fined One Dollar and costs on a charge that he had sold macaroni products on a revised price with the ten days posting-time required by the Act. A competitor was the complaining witness.

### In Plant Beautification Campaign

Manufacturing plants have been asked to join in the annual Spring Clean-Up Campaign sponsored by the city of Buffalo. The Niagara Macaroni Manufacturing Company of that city was among the first to agree to take a leading part in the Beautification Campaign by cleaning-up and beautifying its plant exterior and surrounding property, said a recent announcement.

### Transferable

Wise Guy (boarding a street car): "Well, Noah, is the Ark full?" Conductor: "Nope, we need one more jackass! Come on in."  
— *Maroon Rec.*

## Has New Connection

Evans J. Thomas, formerly vice president and general sales manager of Amber Milling Company, Minne-



Evans J. Thomas

apolis, Minn., has been appointed to the position of manager of sales for the North Dakota Mill and Elevator Association, Grand Forks, N. D. Mr. Thomas will be in charge of the Chicago headquarters of the firm and will specialize on semolina sales.

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery  
Since 1881

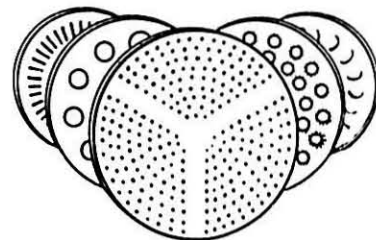
Presses  
Kneaders  
Mixers  
Cutters  
Brakes  
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Moulds

All Sizes Up To Largest in Use

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

## STAR DIES WHY?

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

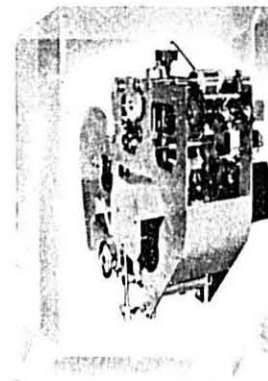


THE STAR MACARONI DIES MFG. CO.  
57 Grand Street New York, N. Y.

## Cellophane Bags?

...Make Your Own—and

SAVE!



Purchase your cellophane in rolls, printed and make your own bags when and as you use them.

THIS PETERS CELLOPHANE BAG MAKING MACHINE delivers the made bag onto a conveyor where the bags are carried to the filling unit.

Economical to operate, this fully automatic machine will readily pay for itself. Send samples of your bags and ask us to recommend a machine to meet your specific requirements. Your inquiry will have prompt attention.

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

### Good Intentions Misconstrued

The great majority of the leading manufacturers throughout the country are sincerely hopeful that a fair and equitable agreement will be reached with the administrators of the Federal Food and Drug Act on the question of what constitutes a reasonably-filled package. They are astounded to learn from the press that the feeling prevails in some official sources that the macaroni industry as a whole does not intend to cooperate in solving the question.

It is feared that this erroneous opinion is based on the defiant action of an extremely small minority. There are always a few who are never willing to cooperate, but it is unfair to consider their attitude as that of the whole industry, and particularly of the big majority who would be as pleased as any Government agency to find the proper solution of the macaroni-spaghetti-noodle packaging problems.

### No Coöperation, Charged

Under this heading, the *Food Field Reporter* of May 13, 1940, runs the following story:

"FDA feels they are not receiving 'active coöperation' from macaroni, spaghetti, noodle, and vermicelli makers in working out package sizes which meet FDA views on non-deception.

"Seizures have been made of these products on ground that packages were deceptive, violating law. FDA says boxes are too large. Industry claims in many cases some tolerance is necessary because certain types have hooks or bends which require larger boxes. FDA retorts that this may be true, but boxes still are deceptive.

"Committee of manufacturers is working on new container designs, but FDA feels they have been dallying. Also being worked out with same manufacturers is question of deception in chicken and noodle combinations put up in glass. FDA says in many cases chicken does not exceed 10 per cent, but is placed on side of glass jars, giving impression that chicken content is much higher."

So ready are the progressive manufacturers to have the deceptive package entirely eliminated, that invitation after invitation has been sent various agencies to delegate a spokesman to attend the annual convention of the industry in Chicago this month for a heart-to-heart talk with manufacturers and distributors. So far it has not been possible to make such arrangements with any responsible agency, but it would not be fair to say that the Government is not willing to hear the manufacturers' side of the problem. The industry leaders are willing to play fair but hope to protect their interests in so doing.

### Confucius say:

Manufacturers who treat customers white never end up in red.

### Durum Crop Progressing Favorably

The amber durum crop, blessed with needed moisture and ideal weather conditions, is doing nicely according to the crop experts quoted in the May 31, 1940, bulletin issued by Capital Flour Mills of Minneapolis, Minn.

"Weather conditions this past week have been helpful in promoting further favorable progress of the durum wheat crop.

"Temperatures have been moderate, ranging mostly from 60° to 75° during the day with cool nights, which has been helpful in conserving moisture.

"Very little moisture was received during the week, being mostly in the nature of very light scattered showers. Parts of South Dakota have not had moisture for more than two weeks and report the need of moisture soon to prevent deterioration. Elsewhere in the durum territory rain: would be welcome soon, although there has been ample moisture to date to promote good vigorous growth, so that with well spaced normal rainfall and moderate temperatures during June, the crop should develop in a very satisfactory manner.

"Grasshoppers are reported in some sections, but we feel the weather to date, and control methods being used, will prevent them from becoming a serious menace."

### Durum Quality Situation Favorable

Although growers outside what is known as the main durum section of North Dakota are struggling with a

serious problem of mixture with hard red spring and red durum wheats, the situation is favorable in counties where amber durum is grown exclusively.

This is pointed out in a statement by the NDAC Extension Service to clarify the durum mixture situation.

Late this winter 21 educational meetings and seed clinics were held in the counties bordering main durum producing counties. In these counties where a number of hard spring and durum wheats are grown, mixtures are extremely serious.

Within the intensive durum counties—which include Cavalier, Towner, Rolette, Ramsey, Nelson and Benson—since only durum is grown, there has been no increase in mixtures due to volunteering, which is the main reason for the increased mixtures in the other areas.

The educational meetings of the North Dakota Extension Service, at which the serious mixture situation was revealed in seed clinics conducted for growers as a part of these meetings, were all in counties outside the intensive durum section. These growers are being urged by the Extension Service to take every possible precaution to prevent mixtures. Educational programs to that end are making progress in reducing the problem.

### Unique Spanish Gun

A 100-pound shotgun, brought to Mexico by Hernan Cortez in 1523, has been placed on exhibit at the Centennial museum of the Texas college of mines, at El Paso. It is a muzzle-loader with a bore of 35 millimeters, and it saw service in the Mexican war of Independence in 1810-12.

### May Flour Production Represents Small Change From Previous Month or May, 1939

Flour production during May, 1940, showed only a slight gain over that of the preceding month and at the same time represented a small decline from the corresponding monthly figure last year. Mills on *The Northwestern Miller's* reporting list, which account for 64% of the total national output, produced 5,488,827 bbls during May, against 5,361,809 bbls in April and 5,631,832 bbls in May, 1939.

Two and three years ago, respectively, monthly production stood at 5,015,792 and 5,066,017 bbls. Major producing sections, with the exception of the Southwest, reported increases over their total figures for April. The northwestern gain was 60,370 bbls. Buffalo mills registered an even larger increase, 106,500 bbls. The southwestern decrease was hardly considerable.

Minor production centers, with the exception of mills in Ohio, Indiana and Michigan comprising the eastern part of the Central West, experienced decreases in production during the month. Production on the Pacific Coast slipped back about 35,831 bbls, while mills in the Eastern Central West registered a 34,510-bbl gain.

Below is a detailed table of monthly flour production.

	TOTAL MONTHLY FLOUR PRODUCTION				
	May, 1940	Previous month	1939	May 1938	1937
Output reported to <i>The Northwestern Miller</i> , in barrels, by mills representing 64% of the total flour production of the United States:					
Northwest .....	1,230,625	1,170,255	1,215,919	1,121,914	1,032,939
Southwest .....	1,952,061	1,955,957	1,931,218	1,894,772	1,970,818
Buffalo .....	818,352	711,845	847,392	767,364	806,378
Central West—Eastern Div. . . . .	513,992	479,481	473,975	286,614	276,783
Western Division .....	251,889	263,592	264,076	266,910	246,527
Southeast .....	120,410	143,350	141,287	290,021	301,737
Pacific Coast .....	601,498	637,329	757,965	388,197	430,835
Totals .....	5,488,827	5,361,809	5,631,832	5,015,792	5,066,017

## INCREASINGLY BETTER!

We have never allowed ourselves to become completely satisfied with maintaining current standards no matter how high they seem to be at the time. We firmly believe that a constant search for means of attaining higher standards of quality and value is our best business insurance.

While we must confess that our policy of continual improvement is inspired to a certain extent by self-interest, that in itself is your assurance that we will adhere to it.

Our products and service can be an asset to your progress. Why not take advantage of them?



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

### Bristol Is Proud Of Macaroni Firm

The *Bristol Phoenix*, Bristol, Rhode Island, is particularly proud of the fine plant of the Bristol Macaroni Company, established in 1837, and of the fine products manufactured by the firm. In its "Celebration" issue of May 28, 1940, it says, in part:

The Bristol Macaroni Company, located at 430 High Street in Bristol, is a leading manufacturer of macaroni and spaghetti. Its products reach many sections of New England and wherever they go they carry with them the name of Bristol.

This company, headed by G. R. Perroni, one of our best known and most respected citizens, does an excellent business. There is plenty of good reason for this. In the first place the management is thoroughly trustworthy. The people with whom it does business know that when the salesmen for the Bristol Macaroni Company say that a certain shipment will be of a certain quality, they can rely on that statement. In the second place, macaroni and spaghetti, like any other manufactured product, must contain the best of materials if they are to be considered among the best. This is an aspect of manufacturing that the Bristol Macaroni Company has taken pains not to overlook. They have a good reputation and they want to maintain it.

Every year the demand for macaroni and spaghetti seems to grow larger. One reason for this, we believe, is that the Bristol Macaroni Company is constantly endeavoring to improve its products . . . and doing a good job of it.

In this business review we are pleased to point out this concern as one which has justly earned a splendid reputation for itself in this section of New England.



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Equipment, Machinery, Materials and Services  
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Consolidated Macaroni Machine Co.

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Elmes, Chas. F., Engineering Works

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King Midas Flour Mills

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Rossotti Lithographing Co.

Star Macaroni Dies Manufacturing Co.

Triangle Package Machinery Co.

Washburn-Crosby Co.

**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

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Foreign Countries, \$3.00 per year, in advance  
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Back Copies, 25 Cents

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**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 JUNE, 1940 No. 2

**Favors Annual Anniversary Issue**

Many manufacturers and advertisers have expressed themselves as being in entire accord with the proposal that **THE MACARONI JOURNAL** publish an annual "Birthday Edition" similar to that of last April.

To prove the value of such an ANNUAL as a Buyer's Guide, we quote from a letter received from Mr. Glenn G. Hoskins, who renders specialized service to a group of leading macaroni-noodle manufacturers.

GLENN G. HOSKINS  
Specialized Service to Manufacturers  
520 North Michigan Ave., Chicago, Ill.  
May 18, 1940

Mr. M. J. Donna, Secretary-Treasurer  
National Macaroni Manufacturers Ass'n  
Braidwood, Illinois  
Dear M. J.:

As you know, my work requires that I keep in touch with the latest developments in production equipment and available sources of supply. My clients are constantly requesting specific information on

equipment all the way from macaroni drying sticks to complete plant equipment.

As I seek this information for them I naturally turn to my file of **MACARONI JOURNALS** to check on possible new sources of supply. During the last month I have been particularly impressed by the value of the advertisements in **THE MACARONI JOURNAL** as a buyer's guide for macaroni production equipment and material supplies.

The Anniversary issue for April, 1940, is particularly valuable, and I think is a publication that should be in the desk file of every purchasing agent who has anything to do with the Macaroni Industry. Of course, the advertisers should continue their displays in the **JOURNAL** throughout the year, but if that is not possible, I hope that at least once a year an issue like the Anniversary Edition will be promoted so that there will always be a reasonably up-to-date "Buyer's Guide."

Your very truly,  
(Signed) G. G. HOSKINS.

**More Bows**

Chicago, Ill., May 24, 1940

To Editor M. J. Donna:  
In my contacts with macaroni manufacturers and our sales force the past couple of weeks, I am of the opinion that the forthcoming convention is going to be pretty well attended. I am certainly happy to be able to feel this way and I know that you concur in that thought. Am passing this information on to you for what it is worth.

It was mighty remiss of me not to have handed you an orchid for this perfectly fine Anniversary edition of **THE MACARONI JOURNAL**. I can well appreciate the personal time and effort which you put into it. The plan and the subject matter indicate many hours of hard day and night toil. Personally, I am keeping this as a sort of a reference book of the Macaroni Industry over the past years. I think many others could well do likewise.—HOWARD P. MITCHELL, Sales Manager, Durum Products, Washburn Crosby Company.

Brooklyn, N. Y., May 27, 1940  
Dear Editor Donna:

We wish to extend to you and the editorial staff, as well as to the printers, our congratulations on the wonderful appearance of the Twenty-first Anniversary Number of **THE MACARONI JOURNAL**. It certainly was a knock-out. The illustrations and articles were well prepared and assembled and the advertisers came through in great style to make it the success which it merited. Best wishes for continued success and may your shadow never grow less.—Consolidated Macaroni Machine Corporation, N. J. CAVAGNARO, Treas.

**It Pays to Be Good**

Firms or individuals that become embroiled with the Federal Trade Commission rarely come out of the scrape unscathed. Many business firms are being charged by this Government body with many offenses.

**BUSINESS CARDS**


**CARTONS**  
QUALITY AND SERVICE  
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.  
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CUmberland 6-2549 REpublic 3051  
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Complaints against alleged violators are receiving the attention of this regulatory body for varied reasons, mainly for the following:

- Alleged misrepresentation by the manufacturer.
- Lottery methods to sell merchandise.
- Misrepresentation of quality.
- Alleged commercial bribery.
- Misrepresentation of therapeutic or nutritive value.
- Claim of distributor to be the producer.
- Misrepresentation of merits of products as compared with those of competitors.
- Combination of restraint of trade.
- Passing off printing as engraving.
- Misrepresenting prices.
- Commercial enterprise claiming to be a non-profit guild.
- False advertising.

To be cited is had enough in that it makes customers suspicious of the producer and his product or service. To be forced to cease and desist is worse. So it pays to be good.

J. F. DIEFENBACH  
PRESIDENT

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*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**

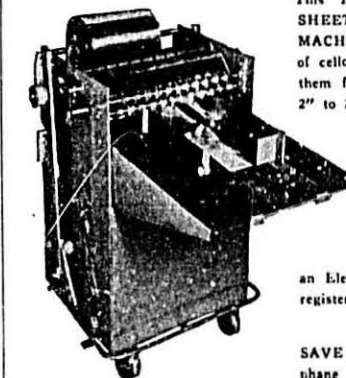
Duramber Extra Fancy No. 1 Semolina  
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CHAMBER OF COMMERCE MINNEAPOLIS, MINN.  
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**SPEAKING OF SAVING . . .**

. . . IF YOU ARE USING CUT-TO-SIZE CELLOPHANE SHEETS



This PETERS CELLOPHANE SHEETING AND STACKING MACHINE automatically cuts rolls of cellophane into sheets and stacks them for use. It takes rolls from 2" to 24" wide and will cut lengths from 3" to 28". No operator is required. . . machine automatically stops when filled with cut-to-size sheets.

For printed Cellophane, an Electric Eye is installed to spot register.

SAVE 14-24% by purchasing cellophane in rolls and cut your own sheets. Write for complete information on this inexpensive, fully automatic machine. No obligation.

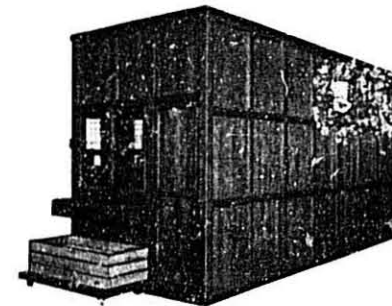
**PETERS MACHINERY CO.**  
4700 Ravenswood Ave. Chicago, Ill.

**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

— Macaroni Boxes of Wood Our Specialty —

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Wilson, Arkansas

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EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**

National Macaroni Manufacturers  
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Then--  
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*The President's Message*

**Our Momentous Conference**

The Macaroni-Noodle Industry meets this year under general world conditions that are most disturbing.

If the leading manufacturers, Association members and non-members, are as sincerely interested in the current and future welfare of our trade, as are others in their lines of business—many of them direct competitors of ours—then the attendance at our Chicago conference June 24 and 25 should be most encouraging.

The Trade Association Division of the Chamber of Commerce of U.S.A. reports that convention attendance so far this year is nearly doubled. There are many good reasons why our convention registration should be doubled this year also.

The Program Committee has prepared a splendid program of business and relaxation. For my part, I hope to manage the details of the program to every one's satisfaction. Towards that end I will insist that all convention committees get actively to work so that they will be free early to participate to a greater degree in the important discussions and in the social activities as well.



Our experienced convention manager and his trained staff are experts at worrying about the thousand and one little details that make successful conventions. To make this convention a big success, as truly helpful as we hope it will be, the first requisite is a large attendance. This is up to you and other leaders in our Industry. All are welcome.

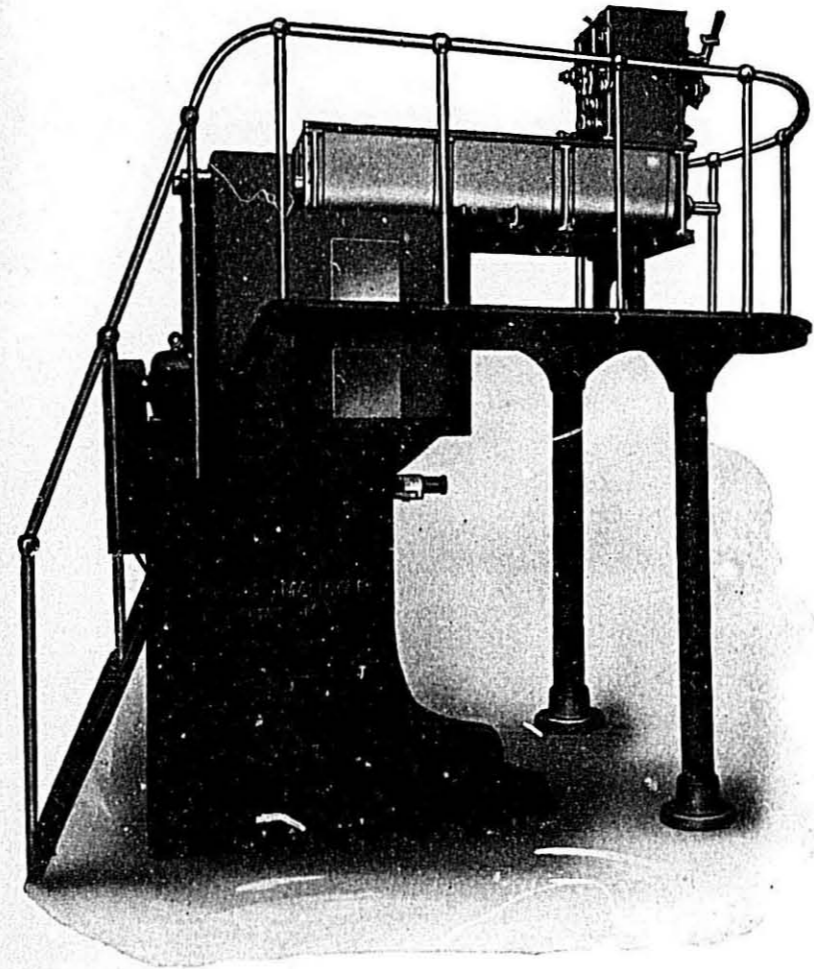
J. H. DIAMOND, President.

**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

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## ***It's flavor you sell!***

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**B**BETTER flavor means better quality . . . and Pillsbury's Best Semolina and Durum Flours are quality . . . they help make a brand of macaroni and spaghetti the kind women ask for by name.

You see . . . Pillsbury chooses Durum wheats with scientific exactness, selecting only perfect-color, choice, full-bodied grains.

After milling, samples from each mill run are made into macaroni and spaghetti in Pillsbury's experimental equipment, and any batch not meeting strict Pillsbury standards of color, protein content, flavor, tensile strength, and uniformity is promptly rejected.

Make a trial run of Pillsbury's Best Semolina and Durum Flours in your own plant—and see for yourself!

### **A Complete Line**

**Pillsbury's Durum Granular**

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**Pillsbury's Durmaleno Patent Flour**

**Pillsbury's Best Durum Fancy Patent**

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