

**THE  
MACARONI  
JOURNAL**

**Volume XXII  
Number 10**

**February, 1941**



FEBRUARY, 1941

# MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

An Economical Dish

*Spanish Macaroni Casserole*



With Style, Zest and Flavor

Official Organ  
National Macaroni Manufacturers Association  
Braidwood, Illinois

VOLUME XXII  
NUMBER 10

Printed in U.S.A.



# CHECK YOUR CARTONS AND LABELS On These Points . . .



## DO THEY MEET THE RIGID REQUIREMENTS OF MODERN PACKAGING? . . . . .

Many important changes have occurred in food product packaging. The successful modern label and carton must meet new requirements . . . new regulations imposed by government authorities. If you would increase sales, get preferred display positions, catch the eyes of busy shoppers, and avoid difficulty with the government, check your labels and cartons, NOW, against the points we've listed here! Better still, entrust your packaging problems to Rossotti, specialists in Food Product Packaging for over 40 years. Expert advice, suggestions, ideas . . . all that is newest and best in packaging technique, are available to you from this dependable, experienced source.

**Rossotti Lithographing Co. Inc., North Bergen, N. J.**  
BRANCH OFFICES: CHICAGO, BOSTON, PHILADELPHIA, ROCHESTER, PITTSBURGH, BALTIMORE

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



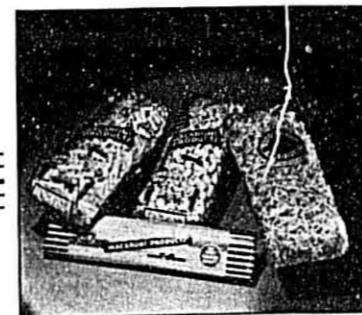
## Macaroni!

(Written for "The Macaroni Journal")

For food that is thrifty,  
Delightful, delicious,  
And good for all seasons,  
And highly NUTRITIOUS,  
That's made of wheat-flour,  
Or wheat-product, "FARINA",  
Or granular ground-wheat...  
Good old "SEMOLINA",  
There's naught can surpass it,  
For lunch, supper, dinner!...  
Fine cooks the world over  
Pronounce it "TOP-WINNER"!

With meat, and with eggs,  
It's deliciously blended;  
With vegetables, fruits,  
It is perfectly SPLENDID!  
It has "high food-value",  
By SCIENCE attested;  
Builds strong sturdy bodies...  
Is quickly digested!  
By MILLIONS, it's eaten...  
By poor folks, and "toney";  
The "WORLD'S IDEAL FOOD"....  
Naught can beat "MACARONI"!

—James E. Hungerford







QUALITY

IS

SUPREME

IN

TWO STAR

★ ★ MINNEAPOLIS MILLING CO. ★ ★

MINNEAPOLIS, MINN.

# The MACARONI JOURNAL

Volume XXII

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## Shall Ingredients Be Enriched?

Foremost among the many important questions considered at the Mid-Year Meeting of the Macaroni Industry held in Chicago, January 20, 1941, was that of the propriety and the practicability of using enriched raw materials in keeping with the popular trend to produce foods containing some of the elements which scientists assert to be necessary in maintaining the maximum of body strength and mental alertness.

One needs but peruse any of the daily newspapers or read any of the current magazines to find why the industry leaders are taking such a lively interest in the matter. Everybody is getting more and more vitamin conscious and the public is demanding increased information about the vitamin contents of the foods they eat.

This trend in public thinking and scientific research is not confined to this country. European governments have been encouraging this study for some time and in those countries advances have been made in food fortification that are most surprising.

The British Government has been so impressed with the possibility that vitamin B<sub>1</sub>, for instance, may improve the vitality and morale of both troops and the populace that it is reported to have decided to spend \$60,000,000 annually to add B<sub>1</sub> to white flour in order to have produced for general consumption a vitaminized bread that will greatly increase the general health of consumers.

The use of this vitamin in flour, and others also that are found to be essential in specific conditions of health, has been discussed for several years by dietitians of both continents. In the United States the leading medical authorities have adopted the general principle that restoration of lost vitamins in foodstuffs is a sound practice.

These and many additional facts were presented by the speakers to prove to the macaroni-noodle makers that the idea is not a fad, but a practice based on the most advanced knowledge. It was stressed and it is generally acknowledged that the macaroni trade has a problem to solve that is not bothering the bakers. For instance—vitamin B<sub>1</sub> is water soluble and much of it is dissolved in the boiling process, while it is but little affected by baking, as in the case of bread.

While scientists have confined most of their experiments to the adding of vitamins to bread flour for bread baking, some attention has been given the problem of the macaroni manufacturers. No intricate formula is involved in adding vitamins to macaroni products; neither is it any longer the expensive ingredient that naturally prevented its general use. The real problem is to find ways and means of having the added vitamins retained in the cooked macaroni or noodles so as to justify any statement to the effect that a given portion of this food, when eaten, will provide specified quantities of the added vitamins.

With the enrichment process thus simplified or en-

tirely solved, the general conclusion of the leading manufacturers present was that the industry must immediately concern itself with the problem of vitamin retention in prepared dishes of foods made from semolina, farina or durum flour. These ingredients are rich in vitamins that naturally prevail in grains of this grade, and in which the processing involves no bleaching.

One timely thought was thrown out for general consideration and experimentation. If it is true, as claimed, that vitamin B<sub>1</sub> is water soluble and that practically all of this element is extracted from macaroni, spaghetti, egg noodles, etc., in the accepted way of boiling these products and its wasteful method of pouring the vitamin-filled water down the sink, is it not sensible that the industry should give study and consideration to the suggestion that experiments should be made that might change the cooking directions?

Can cooking methods be developed whereby practically all the water used is absorbed in the process, thus retaining all the original and added vitamins in the prepared dish? In Italy where spaghetti is a national dish, it is claimed that the Northern Italian cooks his spaghetti in much less water than does his compatriot in the Southern part of that country. In these columns some years ago, there appeared an article contrasting the two methods with emphasis, on the fact that the "no-pouring off" method might be preferred from the standpoint of nutritiveness of the prepared dish.

At a demonstration before the national convention of the macaroni trade a decade or more ago at Niagara Falls, Miss Jean Rich, one of the country's leading food authorities, prepared a tempting dish of egg noodles right before the group. As she prepared the recommended recipe, she carried on a running chatter that kept all interested. She showed the manufacturers the small quantity of water that was being used and surprised many by producing a cooked dish of the wheat food that was beautiful to behold, with all the appetite appeal of any similar dish prepared by the "plenty-of-water" formula—yet more flavory.

The general conclusion of the many who attended the very important meeting in Chicago last month is that the problem for the industry to solve is not the possibility or the practicability of adding vitamins, but of recommending cooking suggestions that will retain in the prepared dishes the natural as well as the added vitamins, salts and minerals.

With the Government food officials giving thought to the inclusion of definitions for "Enriched Flours" for bread-baking, and the likelihood that the proposed definitions may include durum products, the macaroni-noodle manufacturers should lose no time in preparing for what seems to be the eventual. Thus the National Macaroni Manufacturers Association again shows the leadership in providing timely opportunities for the consideration of things that will enable manufacturers to keep in step with the times and the trend.



## Enthusiastic Mid-Year Conference

Trade Problems Discussed — Products Promotion Planned —  
Vitamin Fortification Studied—Next Convention in Pittsburgh

"Enriched," "fortified" or "vita-minized" macaroni products will be included in any Federal regulations and Government promotion, if the officials heed the wishes of the Macaroni-Noodle Industry as forcefully expressed in resolutions unanimously adopted by the Mid-Year Conference in Chicago, January 20. The officials of the National Macaroni Manufacturers Association are authorized to petition the Food and Drugs Administration to include macaroni, spaghetti and egg noodle products and all raw materials entering into their processing, in any regulations for vitaminized foods or enriched products they may see fit to promulgate and further to include macaroni products in any promotion of such foods.

There should be hardly a household in America that will not be familiar with the process of manufacturing the several kinds of macaroni products, the superiority of this fine wheat food and delightful combinations for serving it to please all appetites, if the planned consumer education gets the active support from the manufacturers, as it was enthusiastically endorsed at the conference. The Director of the National Macaroni Institute is completing plans for presenting the idea to the leaders of the trade in the very near future.

"Deceptive" or misleading packages of macaroni products will disappear entirely and seizures will be practically nil if manufacturers make a real try at carrying out the regulations set up by the Food and Drugs Administration and the tentative agreement made on the matter of proper fill.

Standards of identity and quality for macaroni products and the raw materials entering into their manufacture are about ready for promulgation. The industry through the Standards committee of NMMA has been busy conferring with officials of the U. S. Department of Agriculture on this vital ruling.

A visit to the place of its birth after a continuous absence of 37 years will result because of the action of the convention and the Board of Directors of NMMA in selecting the city of Pittsburgh, Pa., as the seat of the 38th Annual Convention, June 23-24, 1941.

### Enriched Macaroni Products

The subject of fortifying macaroni products through the use of missing vitamins was considered from every angle under the leadership of Director of Research, B. R. Jacobs. He told of the results of his contacts with nutritionists in government bureaus, and of his experiments. He stressed the fact that the process of enriching the food was a very simple one, and getting daily less and less expensive. However, the problem will be to find ways and means of retaining in the cooked products, both the natural and the added vitamins, especially those that are water soluble. The answer may be in devising cooking methods whereby this food can be cooked in a smaller quantity of water that will be entirely absorbed by the cooked products, thus avoiding the usual practice of pouring off the surplus water, and pouring valuable minerals and vitamins down the sink.

The durum milling industry is naturally interested in the proposed "enriched" semolina, farina and durum flour. Speaking for this group, Director G. Cullen Thomas of the Products Control Department of General Mills, Inc., reviewed the events that have led nutritionists in their present thinking and interest in vitamin fortification of raw materials and finished products. Experiments have proven that certain diseases were either caused or augmented by lack of certain vitamins in the diet and that by including the missing vitamins in foods regularly eaten by the afflicted, the disease or diseases responded to treatment and the sick were cured entirely.

The U. S. Food and Drug Administration is at present working on regulations relating to the enrichment of raw materials from wheat and will make known its ruling thereon shortly. Briefly, the resolution unanimously adopted by the meeting provides that steps be taken immediately to have the FDA include durum and macaroni products in any definitions or regulations dealing with enriched raw materials and finished products.

### Educational Publicity

Products promotion must be continuous and insistent, if the consumption of macaroni-noodle products is to keep pace with other even less nutritious foods. That opinion very

generally prevailed at the Chicago gathering that included manufacturers and allied from as far East as Brooklyn, N. Y., and as far West as Nebraska.

The National Macaroni Institute reported on the educational and promotional campaign sponsored for the winter months. Regret was expressed that so necessary an activity should not enlist more general support from manufacturers whose business it aims to and does help.

A preview of the planned Lenten Publicity Campaign was presented by M. J. Donna, Director of the National Macaroni Institute. Beautiful photographs of several selected dishes of macaroni-spaghetti-egg noodles were shown and the text of the industry's Lenten message to consumers read. The release features "Ten Commandments for Lenten Menus" and the part played therein by macaroni products, a natural Lenten food. The aim of the educational and promotion program is to get its message in the hands of all influential food editors, radio speakers, home service directors of public utilities, home economics teachers, food specialists and consultants in the country. Manufacturers and allied were urged to make small but necessary contributions towards a fund for this activity. Many have responded.

### Package Tolerances

The National Association, through its Deceptive Package Committee, has been effectively busy since the 1940 convention in bringing understanding out of chaos in the matter of what constitutes the proper degree of fill of packages of macaroni, spaghetti and egg noodles to avoid their seizure by the government on the ground that they deceive the consumer. Director Jacobs reported on the accomplishment of the committee. While no regulations have been promulgated, the industry has been able to get from the Food and Drug Administration a tentative agreement to the effect that—packages of non-flowing macaroni products shall be filled to not less than 80 per cent, and packages of flowing products shall be filled to not less than 85 per cent, regardless of the amount manufactured.

Assisting Director Jacobs in this presentation were President Joseph J.

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# 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 home-makers 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



## Mid-Year Meeting Registration

Cuneo and Charles Rossotti, vice president of Rossotti Lithographing Company, North Bergen, N. J., both of whom attended the Washington Conference with government officials. Mr. Rossotti was appointed to the committee as the representative of the package manufacturers and his wide experience was of great value in helping the officials to understand the manufacturers' many packaging problems. During the questioning period that followed, Mr. Rossotti cleared up many of the points that were still puzzling many macaroni-noodle makers.

There has also been set up a specific method of measurements to determine the degree of fill. This was fully explained during the discussion.

### Standards

The Association's committee on macaroni standards reported that it has been cooperating with the millers and government officials, supplying the latter with information and data that make clear the manufacturer's interest, position, and concern in the proposed definitions. These are expected to be announced in the very near future.

Because of the effect on the Macaroni-Noodle Industry and on business generally of the National Defense Program now gaining momentum, it is anticipated that the attendance at the 1941 convention in Pittsburgh, Pa., will break all records. Headquarters will be established at the Wm. Penn Hotel and the various committees will soon start functioning.

Viewed from any angle, the mid-year meeting in Chicago was perhaps the most enthusiastic since those held during the code era. A continuation of such interest speaks well for the organized interests whose first consideration is the welfare of the trade. Several new members were enrolled under the banner of the National Association. More are seriously considering the idea.

### Unico Discontinues Business

The Unico Macaroni Company of 844 Windsor St., Hartford, Conn., has discontinued its macaroni manufacturing business, according to Philip Moreschi, its chief executive. No reasons are mentioned for this action other than that competition has been very keen and its lease on the factory building had expired.

This firm was organized in January, 1940, thus was in operation about one year. Mr. Moreschi, an experienced macaroni manufacturer, expects to make some new connections as soon as he has considered some of the propositions offered him.

Representatives of twenty-two macaroni-noodle manufacturing firms mostly from the central section of the country and of thirteen supply firms constituted the registered roll of the conference of the trade at the Morrison Hotel, Chicago, Monday, January 20, 1941. Among these are:

### Manufacturers

Crescent Macaroni & Cracker Co., Davenport, Iowa.....	C. B. Schmidt
Faust Macaroni Co., St. Louis, Mo.....	Louis S. Vagnino
Gooch Food Products Co., Lincoln, Neb.....	J. Harry Diamond
	J. W. Johnson
I. J. Grass Noodle Co., Chicago, Ill.....	A. Irving Grass
Keystone Macaroni Mfg. Co., Lebanon, Pa.....	Geo. B. Johnson
	C. J. Travis
La Premiata Macaroni Corp., Connellsville, Pa.....	Joseph J. Cuneo
Megs Macaroni Co., Harrisburg, Pa.....	C. W. Wolfe
Milwaukee Macaroni Co., Milwaukee, Wis.....	Santo Garafolo
Mid-South Macaroni Co., Memphis, Tenn.....	Thomas Cuneo
Minnesota Macaroni Co., St. Paul, Minn.....	Walter F. Villame
Mound City Macaroni Co., St. Louis, Mo.....	Al Ravarino
The Pfaffman Co., Cleveland, Ohio.....	R. L. Silas
The Quaker Maid Co., Inc., Terra Haute, Ind.....	C. W. Westrup
Peter Rossi & Sons, Braidwood, Ill.....	Henry D. Rossi
	Albert Rossi
Skinner Mfg. Co., Omaha, Neb.....	E. M. Skinner
Tharinger Macaroni Co., Milwaukee.....	J. H. Luehring
Traficanti Bros., Chicago, Ill.....	Frank Traficanti
V. Viviano & Bros. Mac. Mfg. Co., St. Louis, Mo.....	Gaetano Viviano
Weiss Noodle Co., Cleveland, Ohio.....	Al S. Weiss
A. Zerega's Sons, Inc., Brooklyn, N. Y.....	John P. Zerega, Jr.

### Allieds

Amber Milling Co., Minneapolis, Minn.....	P. H. Hoy
Buhler Bros., Inc., New York, N. Y.....	W. Kohler
Capital Flour Mills, Minneapolis, Minn.....	C. P. Walton
	C. W. Kutz
	Oreste Tardella
Commander Milling Co., Minneapolis, Minn.....	Louis J. Boucher
Consolidated Macaroni Machinery Co., Brooklyn, N. Y.....	Conrad Ambretti
General Mills, Inc., Minneapolis, Minn.....	E. F. Cross
	G. Cullen Thomas
	George Barnes
	Harold Burgess
	Earl Heatherington
	Edw. Schuleen
	W. M. Tinkham
	Harry Raeder

Glenn G. Hoskins, Chicago, Ill.....	Alex G. Graif
King Midas Mill Co., Minneapolis, Minn.....	W. M. Steinke
	Geo. L. Faber
H. H. King Milling Co., Minneapolis, Minn.....	John P. Crangle
Minneapolis Milling Co., Minneapolis, Minn.....	Thos. L. Brown
N. D. Mill and Elevator, Grand Forks, N. D.....	E. J. Thomas
Pillsbury Flour Mills Co., Minneapolis, Minn.....	H. J. Patterson
	R. C. Benson
	D. K. Yerxa
	P. V. Bear
	C. F. Larson
Rossotti Lithographing Co., North Bergen, N. J.....	Charles C. Rossotti

### Executives

Benjamin R. Jacobs, Washington, D. C., Director of Research
M. J. Donna, Braidwood, Ill., Secretary-Treasurer

## Review of Activities

From June, 1940, to and Including the Mid-Year Meeting and Conference of 1941



Joseph J. Cuneo

Immediately after the June Convention in 1940 all committees were advised to begin or continue any or all activities which were pending at that time or to begin the new activities which were outlined for them. The outstanding activity which was started immediately must be credited to the Deceptive Package Committee, after carefully selecting a group of some of the best manufacturers in the industry, as well as several of the Allieds, including carton and machine manufacturers. Several meetings were held and with the assistance of Director of Research B. R. Jacobs and the information which we obtained from him, a meeting was ordered to be held in New York City for the purpose of reviewing the entire situation of deceptive packages and the government attitude toward the same.

Mr. Henry Mueller, Past President of the National Association, was invited to attend the New York conference. He took a keen interest in the proposal and his invaluable experience and timely suggestions prompted me to name him as the spokesman of the representative group that was to confer with the Federal authorities.

The day after this meeting in New York the committee with Spokesman Mueller, Dr. Jacobs and myself traveled to Washington and presented our case and our recommendations to Dr. Elliot and Mr. Rowe and after listening to us they made several recommendations which were immediately followed by Director Jacobs to the extent of ascertaining the tolerance of macaroni and egg noodle products in packages and we finally received an opinion which granted us a tolerance of 20 per cent. This gives the entire industry that tolerance and also an exact method of measurement to ascertain whether a package is slack-filled or not, and if now acceptable to the Department.

Other activities which include the splendid advertising campaigns through the office of our National Secretary, Mr. M. J. Donna, have been very fruitful, and since actions and results speak louder than words, most of the members are well acquainted with the preliminary results since June, but there is a surprise in store for all members of the Association as

Mr. Donna will undoubtedly visit some of the manufacturers regarding a plan and a program which is about the best that any of us have ever seen and which was presented in sample form at our Mid-Year Meeting held in Chicago.

Mr. Donna is also now preparing the publicity for the Lenten Campaign and is also working on the anniversary issue of the MACARONI JOURNAL which will be released during the month of April, and we are sure that the cooperation from all members and allieds will be received to the fullest extent in the form of new advertisers for this issue of the JOURNAL which, undoubtedly, will result in new memberships.

Another important activity conducted by Director Jacobs and the Standards Committee was the recommendation of the limitations of ash and the definitions of various raw materials which have been divided into six parts, and he has made a release explaining all these definitions which are expected to be accepted by the Federal authorities. Much time has been spent with the millers in finally deciding the recommended standards and while these recommendations may not be pleasing to all, nevertheless the happy medium had to be resorted to.

In August, 1940, our Secretary, Mr. M. J. Donna, issued a very important bulletin, No. 2 (40-41), pertaining to owners of trucks and explaining requirements for operations of these trucks for common and private carriers.

One of the most important activities in progress and which proved to be one of the very important topics of discussion at our Mid-Year Meeting in Chicago, was the subject of vitamins as retained in macaroni products after cooking, and we were successful in obtaining as a speaker, Mr. G. Cullen Thomas, an authority on this subject. Mr. Thomas and Director Jacobs made very splendid reports. We shall undoubtedly have, in the very near future, ways and means to keep our products as they are, provided the proper recipes for cooking are adhered to, or it may be necessary to fortify or reinforce the raw material or the macaroni with the necessary Vitamin B, so that our labels may be legally used, showing the number of units of these vitamins. Progress will continue on this subject until it is intelligently and definitely decided on to the satisfaction of the Food and Drug Administration.

We have also recommended that

macaroni-noodle products be accepted by the United States government as containing the necessary vitamins necessary to that food product, and which will conform in every respect to government requirements.

The membership committee reported splendid progress during the Mid-Year Meeting and the report definitely showed there has been no decline in our membership since June, but rather an increase.

We look forward in anticipation of having one of the most important conventions next June, which will be held in the city of Pittsburgh, Pa. This should not only be informative to all who are in attendance but should prove to be very beneficial to the individual business of any member, whether a macaroni-noodle manufacturer or allied.

JOSEPH J. CUNEO, President.

### New Association Members

Three new members of the National Macaroni Manufacturers Association were welcomed and enrolled at the mid-year convention of the organization. They are impressed with the work being done by the association and desire to support the program of trade betterment, products promotion and intratrade relations.

The new members are:

#### Active

The Creamette Co., Minneapolis, Minn. James T. Williams, representative.

#### Associate

North Dakota Mill and Elevator Association, Grand Forks, N. D. E. M. Strangler, General Manager, and E. J. Thomas, Manager Durum Division, representatives.

Rossotti Lithographing Co., North Bergen, N. J., Charles C. Rossotti, representative.

### Austin S. Igleheart Named Chairman of Executive Committee of AGMA

Mr. Austin S. Igleheart, executive vice-president of General Foods Corporation, was elected Chairman of the Executive Committee of AGMA, at the recent meeting of that Committee, according to Paul S. Willis, president of the Association.



## Report of the Director of Research Presented at the Mid-Year Convention at Chicago

By Benjamin R. Jacobs

Mr. President and Gentlemen of the Convention:

I had prepared a written report for this meeting but so many questions have come up concerning the various topics I am going to discuss that I find it more convenient to speak to you extemporaneously except for the matter of reporting the work that has been done by our Laboratory on Law enforcement, standards and measuring of deceptive containers.

From July 1 to December 31 of last year our Laboratory examined 54 samples of macaroni products submitted by manufacturers to determine whether or not they complied with the Law. Of the 54 samples examined 28 were for egg solids and artificial color and 26 were examined for quality of farinaceous ingredients used in their manufacture. Five samples were found to contain added artificial color and were reported to the proper authorities for investigation or prosecution. Eleven, or 40 per cent of the samples were found to contain less than the required amount of egg solids and 17 samples or approximately 60 per cent were found to contain above the required amount of egg solids. Our Laboratory also examined 320 samples of macaroni products in our work in connection with our standards. We also examined and measured 375 samples and their containers in our work on Deceptive Containers. This made a total of 729 samples examined in our Laboratory for the work of the Association during the period above stated. The samples examined in connection with our work on Deceptive Containers have been tabulated and the results together with conclusions drawn from them have been submitted to the Food and Drugs Administration and formed the basis of the agreement with the Food and Drug Administration for allowing tolerances and formulating a procedure for measuring our products.

As already stated in circulars submitted to the members of the Association, we have entered into a tentative agreement with the FDA which has allowed us tolerances of 20 per cent slack-fill in our non-flowing macaroni products and 15 per cent slack-fill in our flowing products. We have also agreed on a procedure for measuring and sampling macaroni products and for determining allowances for breakage in transit of noodle products. This procedure has also been for-

warded to all members and is now the working basis on which the FDA will determine prosecutions under the Federal Food, Drugs and Cosmetics Act.

Concerning standards for macaroni products I wish to say that these have not advanced beyond informal hearings. Hearings on the raw materials (flour, semolina and farina) used in the manufacture of our products have been held and these will be promulgated in the near future but there is as yet no date set for formal hearings on Standards of Identity for macaroni products. It was necessary to get the Standard of Identity for the raw materials which we use out of the way before Standards for macaroni products could be recommended. We are very fortunate that this procedure has been followed since we now have a more comprehensive procedure, particularly in regard to the use of vitamins and minerals in our products. There is no question that since the use of vitamins and minerals is being permitted in certain types of flour that they will also be permitted in our macaroni products under the same conditions as will prevail in the case of the raw materials which we use. It is, therefore, well that we have not hastened the promulgation of Standards for our products as in all probability we would have considerable difficulty in obtaining anything but Standards of Identity which would have been of little or no value to us, not only from an enforcement angle but from a labeling and consumers' point of view.

Mr. Thomas of General Mills has explained in full detail the recommendations that the National Millers' Federation has made to the Food and Drugs Administration and also the attitude of the Administration concerning the use of vitamins and minerals in flour and also has presented a most lucid picture of the functions of these substances as well as of their origin and development and we are indeed very fortunate to have had him here today. His suggestion that we make application for the use of vitamins and minerals in our products will be taken up with the proper authorities on my return to Washington and will also be included in recommendations which will be made when a formal hearing on Standards of Identity of our products is held.

I now come to the matter of Fed-

eral specifications for macaroni products. In 1931 the Federal Government with the cooperation of the Association formulated standards for the purchasing of macaroni and noodle products. The macaroni products were of four types. The ash limit in Type I (semolina products) was placed at a maximum of 0.65 per cent; the ash limit of Type II (farina products) was placed at a maximum of 0.45 per cent; the ash limit of Type III (semolina and farina products) was placed at a maximum of 0.55 per cent, and the ash limit of Type IV was placed at 0.65 per cent when the product was made from durum wheat flour and at 0.52 per cent when the product was made from hard wheat flour other than durum.

In 1935 it was found that the durum crop of 1934 contained considerably more ash than that of previous crops and the macaroni manufacturers were confronted with a large number of rejections due to the fact that they could not supply semolina products which contained 0.65 per cent ash. Therefore, a request was made to the Federal Specifications Board to raise the ash content of semolina products from 0.65 to 0.80 per cent. This was done and the Industry has been supplying the various Purchasing Agencies of the Federal Government with semolina macaroni products under the amended specifications.

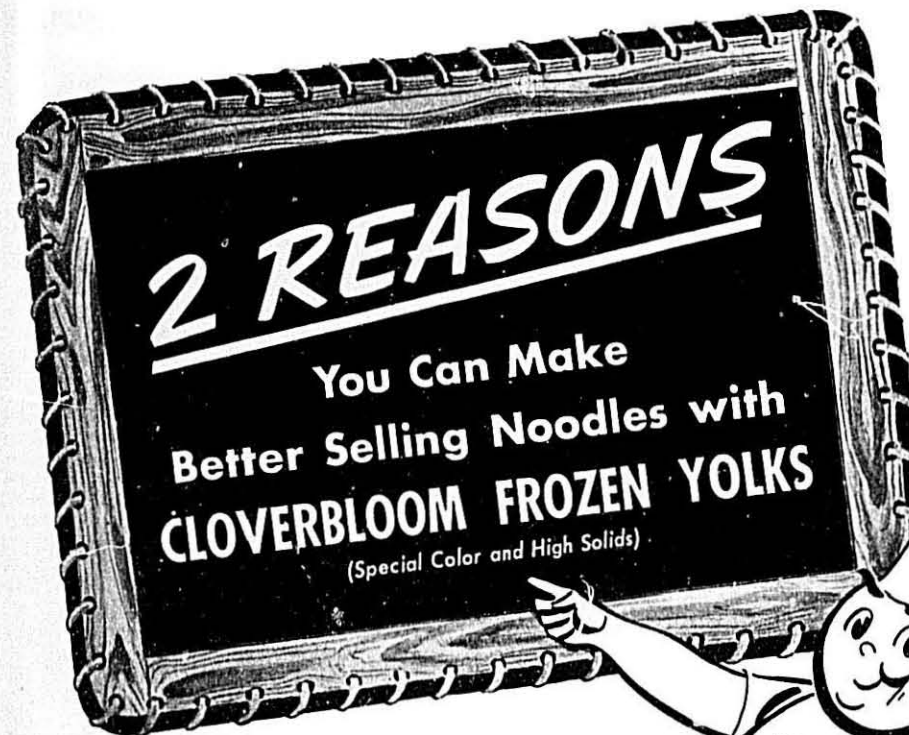
Last May, the Board, without consulting the Association, rescinded the amendment to the Specifications and thereby restored the 0.65 per cent ash of the original Specifications.

Many manufacturers who had been selling the Government had become so accustomed to the prevailing specifications that they did not take into consideration the changes made and therefore had their products rejected, resulting in considerable loss to them. I have been kept busy in the past few months making explanations to the Government and trying to get them to accept these rejected products but have had only partial success. However, everyone recognizes that the Federal Specifications should be changed. After considerable discussion with members of the Industry as well as with members of the Federal Specifications Board and their technical advisors, a new set of Specifications has been drawn up by me and submitted to the Board for their ap-

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**1. Tested for Rich Color**—Cloverbloom Yolks are checked against a scientific color guide to be sure they give you the maximum, rich *natural* egg color. These yolks are packed especially for noodle makers because we know how important deep, uniform egg color is for making noodles that *sell*. You can make richer colored, finer noodles by using *color-tested* Cloverbloom Yolks.

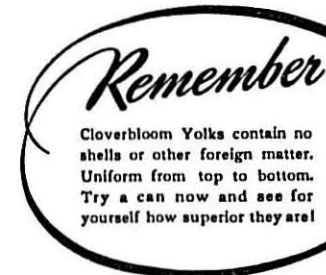
**2. Tested for High Solids Content**—The Zeiss Refractometer accurately tests the solids content of Cloverbloom Yolks—guaranteed not less than 45% solids. This is a standard we insist on for every can we pack. There's no guesswork about it! You can count on exactly the solids content you need every time you order Cloverbloom.

**ARMOUR'S CLOVERBLOOM YOLKS**

(Special Color and High Solids)

For information, write to

THE FROZEN EGG DEPT., ARMOUR AND COMPANY  
UNION STOCK YARDS, CHICAGO





proval. Copies of these recommendations have been sent to all members of the Association and they also appear in the January issue of THE MACARONI JOURNAL. In these recommendations we have requested that macaroni products be divided into six types. Type I, semolina product; Type II, farina product; Type III, a mixture of farina and semolina; Type IV, durum flour product; Type V, a hard wheat flour product, other than durum, and Type VI, a mixture of durum flour and hard wheat flour, other than durum. It has also been recommended that the ash limit for a semolina product be raised to 0.75 per cent and that the ash in the durum flour product shall be raised from 0.65 to 0.70 per cent. This latter increase has been recommended because it was found that a durum flour of this ash content is about equivalent in extraction yield to a hard wheat flour, other than durum, containing 0.52 per cent ash.

From a practical point of view these specifications are more workable than the present specifications. Every Purchasing Agency has a choice of product and every manufacturer will know exactly the type of raw material he will be required to bid on. It was necessary to include in the Specifications all of the types of farinaceous ingredients used in the manufacture of macaroni products so no manufacturer should be discriminated against. In practice, however, the various purchasing Agencies buy only three types of product and therefore, as a practical matter the types have really been decreased.

I shall be glad to send any member of the Association copies of the various reports, recommendations and other data referred to if you will address me at the Washington office of the Association.

### Offer New Cooking Pan

The Oregon Macaroni Mfg. Company, Portland, Oregon, is meeting with considerable success in distributing throughout its natural sales territory a new type cooking utensil, made especially for cooking macaroni, spaghetti and noodles. It also makes an ideal pan for deep fat frying, and without the perforated inset pan, makes a fine covered sauce pan for cooking many types of foods.

The macaroni concern advertises that the usual retail price of this combination macaroni cooker is \$2.50 but that it is being offered as a premium to buyers of its "Best Ever" of Macaroni products for just \$1.49 with ten labels from the packages. The premium was featured in the popular Friday food page of *The Oregonian* last month.

## Wage-Hour Act Upheld by Supreme Court

The Supreme Court of the United States on Monday, February 3, upheld the Wage and Hour Act, its unanimous decision being rendered in a case involving the indictment of the F. W. Darby Lumber Company for a series of violations. The law was held unconstitutional by a Georgia District Court, which said it sought to regulate manufacture within the State, and that this was an area that Congress could not reach under its power to regulate interstate commerce.

The decision, read by Justice Stone, held that:

"While manufacture is not of itself interstate commerce the shipment of manufactured goods interstate is such commerce and the prohibition of such shipment by Congress is indubitably a regulation of the commerce." . . .

Construing the validity of the prohibitions in the Act with respect to employes engaged in the production of goods for interstate commerce the Court said that "the obvious purpose of the Act was not only to prevent the interstate transportation of the prescribed product but to stop the initial step toward transportation—production with the purpose of so transporting it." . . . It was further held that:

"The power of Congress over interstate commerce is not confined to the regulation of commerce among the states. It extends to those activities intrastate which so affect interstate commerce or the exercise of the power of Congress over it as to make regulation of them appropriate means to the attainment of a legitimate end, the exercise of the granted power of Congress to regulate interstate commerce."

Answering the contention of the District Court that the motive or purpose of the prohibitions of the Wage-Hour Act is regulation of wages and hours of persons engaged in manufacture, contrary to the policy of the state which has elected to leave them unregulated, the Supreme Court said:

"The power of Congress over interstate commerce is complete in itself, may be exercised to its utmost extent, and acknowledges no limitations other than are prescribed by the Constitution (Gibson v. Ogden). That power can neither be enlarged nor diminished by the exercise or non-exercise of state power. Congress, following its own conception of public policy concerning the restrictions which may appropriately be imposed on interstate commerce, is free to exclude from the commerce articles whose use in the states for which they

are destined it may conceive to be injurious to the public health, morals or welfare, even though the state has not sought to regulate their use. Such regulation is not a forbidden invasion of state power merely because either its motive or its consequence is to restrict the use of articles of commerce within the states of destination and is not prohibited unless by other Constitutional provisions. . . . The motive and purpose of the present regulation is plainly to make effective the Congressional conception of public policy that interstate commerce should not be made the instrument of competition in the distribution of goods produced under substandard labor conditions, which competition is injurious to the commerce and to the states from and to which the commerce flows." . . .

The decision cites the case of *West Hotel Co. v. Parrish* with respect to minimum wages, and the case of *Holden v. Hardy, et al.*, with respect to maximum hours, in sustaining the validity of the wage and hour provisions of the Act.

The Court also ruled on the validity of the requirement of records of wages and hours as follows: "These requirements are incidental to those for the prescribed wages and hours, and hence validity of the former turns on validity of the latter. Since, as we have held, Congress may require production for interstate commerce to conform to those conditions, it may require the employer, as a means of enforcing the valid law, to keep a record showing whether he has in fact complied with it. The requirement for records even of the intrastate transaction is an appropriate means to the legitimate end."

The decision concludes with the statement:

"The Act is sufficiently definite to meet constitutional demands. One who employs persons, without conforming to prescribed wage and hour conditions, to work on goods which he ships or exports to ship across state lines is warned that he may be subject to the criminal penalties of the act."

### Minimum Wage Determination Procedure Upheld

In another case, involving the *Opp Cotton Mills of Opp, Ala.*, the Court unanimously upheld the Wage-Hour administrator in the procedure he followed in establishing a 32½¢ minimum wage for the textile industry.

## YOUR BEST SALESMEN

Top quality wheat and the high standards to which it is milled, make King Midas Semolina the choice of macaroni manufacturers everywhere who realize that flavor and quality are the best salesmen for their product.

# King Midas Semolina

*The Golden Touch*

King Midas Flour Mills  
Minneapolis, Minn.





# Macaroni Products Imports and Exports Decline

## Inter-Nation Exchange of This Food Stuff in Sympathy With General Trade Conditions

Though final figures covering the quantity of foreign-made macaroni, spaghetti and egg noodles imported in 1940 have not been officially released, every indication is that the quantity of this foodstuff that entered our markets last year will not exceed 40 per cent of the very small quantity imported in 1939.

Indications of the general trend are discernible from the figures covering the November, 1940, imports of this food. During that month only 38,723 pounds were imported, valued at \$2,772 as compared with 214,031 pounds worth \$26,368 imported the same month in 1939.

The total imports for the first 11 months of 1940 were 797,286 pounds valued at \$70,202, as compared with 2,022,495 pounds in the same period in 1939, having a value of \$217,212.

### Exports at 80 Per Cent

The quantity of American-made macaroni products exported to and including November, 1940, indicates that this trade approximates 80 per cent of the total exported the previous year.

In November, 1940, exports were only 234,035 worth \$18,620 as compared with 989,105 pounds worth \$57,664 exported in November, 1939.

For the eleven-month period ending November 30, the figures were: 3,270,997 pounds in 1940, value \$234,252 to 4,000,020 pounds in 1939 worth \$277,451.

That this trend is in line with prevailing conditions affecting other products in international trade is shown in a recent release by the Foodstuffs Division of the U. S. Department of Commerce.

### General Trend

Food exports from the United States during 1940 declined by 23 per cent from 1939, the major factor having been the closing of European markets to American foodstuffs exporters. Nineteen-forty exports of food products totaled 240 million dollars compared with 312 million dollars in 1939, the major decline having occurred in vegetable food products with animal food exports being off only fractionally.

Imports of food products into the United States during 1940, at 563 million dollars were 7 per cent smaller than those of 1939 which totaled 604 million dollars.

The meat packing industry was adversely affected in 1940 by the reduced markets in Europe, principally England, for its products, but was also favorably affected by reduced imports of meat products, notably canned hams from Poland. The virtual loss of the British market was the major factor in reducing lard exports from 277 million pounds in 1939 to 201 million pounds during 1940. Although exports of fresh or frozen pork during the latter months of 1940 were running considerably under those of a year ago, the cumulative figure was up owing to the heavy shipments which went to Canada in the early part of the year.

The dairy industry in the United States was favorably affected by international developments in 1940, with sharply reduced imports of cheese from European countries likely to sour the domestic industry to production of similar types. Also a favorable factor to the dairying industry was the removal of the Netherlands from international trade thus creating export outlets far greater than has been the case in recent years, not only in England but throughout the Far East, for canned milk.

The net effects of 1940 foreign trade developments were entirely favorable to the United States fish canning industry, with the development of increased demand for canned fish from England and reduced competitive imports owing largely to the elimination of Norway as a source of supply. The export items which encountered increased demand from England were salmon from Alaska and the Pacific Northwest and sardines packed in California.

Fruit growers and processors were adversely affected by international developments in 1940 because of the fact that England and the continent of Europe were largely out of the market for fresh, dried and canned fruits.

Developments in 1940 were highly favorable to the corn products industry with the British buying substantially increasing exports of both corn syrup and corn starch. Corn in the form of grain also went abroad in larger quantities in 1940 than in 1939, here again owing to increased British buying.

Buying by certain continental countries, notably Greece and Finland, raised refined sugar exports in 1940 to a figure more than one-third larger than that of 1939. This sugar, of

course, consists of imported raws, refined principally on the Eastern Seaboard for re-export.

Nineteen-forty figures show record imports of coffee and cocoa, increased consumption in the United States and a tendency to improve the stock position having been the principal factors responsible for the increase.

Imports of blackstrap molasses for the manufacture of alcohol increased by more than one-third in 1940, but imports of such items as black pepper and canned tomatoes declined substantially. Black pepper imports were less than one-fourth of the 1939 figure largely because of difficulties attendant on shipping from the Far East and the practical elimination of imports of canned tomatoes resulting from the cutting off of Italy as a source of supply.

The import trade in fats and oils showed both plus and minus variations from product to product during 1940 with substantial increases occurring in oils and oilseeds originating in the Far East and Latin America and with decreases occurring in products supplied by European countries. There were larger imports of copra and palm kernels from the Far East owing to the fact that European crushing centers which formerly took large quantities of these items were no longer available and consequently they were diverted to the United States. Imports of castor beans, with British India accounting for most of the increase, rose by nearly one-half in 1940. Imports of olive oil and of codliver oil from Europe were down in 1940.

Exports of soybeans from the 1940 crop in the United States were insignificant during the first 3 months (October, November and December) of the marketing year as compared with the 515 million pounds which went abroad, largely to the Netherlands and Scandinavian countries during those 3 months of 1939. These exports outlets were not available to American exporters in 1940.

Cumulative canned vegetable exports for the 12 months of 1940 were slightly larger than those of 1939 in spite of a nearly 60 per cent reduction in canned asparagus shipments abroad. This export movement, confined largely to baked beans, soups and tomatoes, occurred entirely in the early months of the year as a result of British buying which did not exist during the latter part of 1940.

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### Macaroni Exports, November, 1940

Countries	Pounds
Canada	32,324
British Honduras	1,140
Costa Rica	1,456
Guatemala	101
Honduras	235
Nicaragua	1,356
Panama, Republic of	14,562
Panama, Canal Zone	29,638
Mexico	58,730
Newfoundland and Labrador	13,526
Jamaica	20
Other British West Indies	1,748
Cuba	23,971
Dominican Republic	9,260
Netherland West Indies (Curacao)	6,361
Haiti	5,532
Bolivia	253
Columbia	1,525
Surinam	1,816
Peru	310
Venezuela	2,649
China	460
Hong Kong	2,783
Japan	48
Philippine Islands	22,554
New Zealand	60
Belgian Congo	69
Union of South Africa	746
Other British West Africa	110
Canary Islands	104

Total Quantity ..... 234,095

Total Value ..... \$18,620

### Insular Possessions

Alaska	26,002
Hawaii	172,201
Puerto Rico	116,821
Virgin Islands	3,972

Total Quantity ..... 319,596

Total Value ..... \$24,951

### Inspectors of Food Wanted for the War Department

The United States Civil Service Commission has announced an examination under the title of "Inspector, Subsistence Supplies" for positions in the Quartermaster Corps of the War Department. The salaries for the various grades range from \$1,620 to \$2,600 a year, less a 3 1/2 per cent retirement deduction.

The duties of the positions involve inspectional work in connection with such food supplies as fruits and vegetables, condiments, beverages, and staples (such as Macaroni Products). Also included among the duties are keeping records and handling correspondence incident to the inspectional work. Applicants must show experience in the inspection, or purchase and inspection, of a variety of foodstuffs. Laboratory testing experience in food products, or certain appropriate college study may be substituted for the experience.

To qualify for principal, senior, or full-grade inspector, applicants must have reached their twenty-fifth birthday; for the assistant and junior inspector positions, they must have reached their twenty-first birthday.

Applicants for all grades must not have passed their fifty-fifth birthday.

Persons who can meet these requirements are urged to file their applications at once. Applications will be rated as received at the Commission's Washington office until further notice.

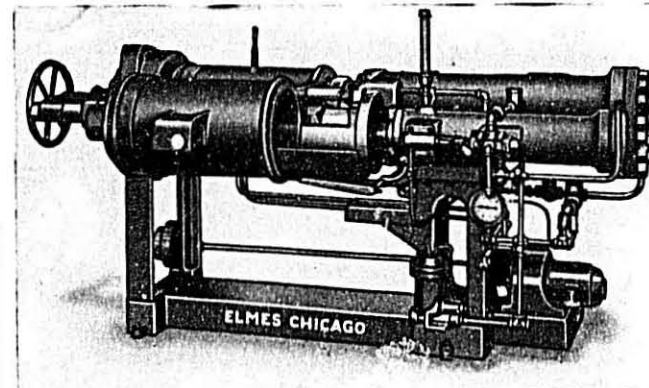
Further information and application forms may be obtained from the Secretary of the Board of U. S. Civil Service Examiners at any first- or second-class post office, or from the U. S. Civil Service Commission, Washington, D. C.

### New Display Medium

Macaroni and spaghetti were introduced recently as display media in the main battery of display windows at Saks-Fifth Avenue. Adapted for the purpose, by Sidney Ring, display head, they form a background in under-sea motifs for a showing of clothes in perennial blue.

Let no man presume to give advice to others that has not first given counsel to himself.

## High Production Macaroni PRESSES



Elmes Horizontal Short Goods Press

### EASILY SERVICED

- ★ Goods easy to inspect.
- ★ Clean cutting across entire die surface.
- ★ Spindle and Knife Holder accessible and adjustable.
- ★ Perfected . . . readily cleaned and serviced.
- ★ Rugged strength for continuous production.

A GOOD example of the practical and serviceable line of Elmes Presses for volume macaroni production is this horizontal short goods press.

Compare the advantages listed at the left—profit-making features built in as a result of Elmes' 90 years' experience in making good equipment.

Get in touch with Elmes for prices and specifications on this and other presses, mixers, kneaders, dies and reliable accessories.

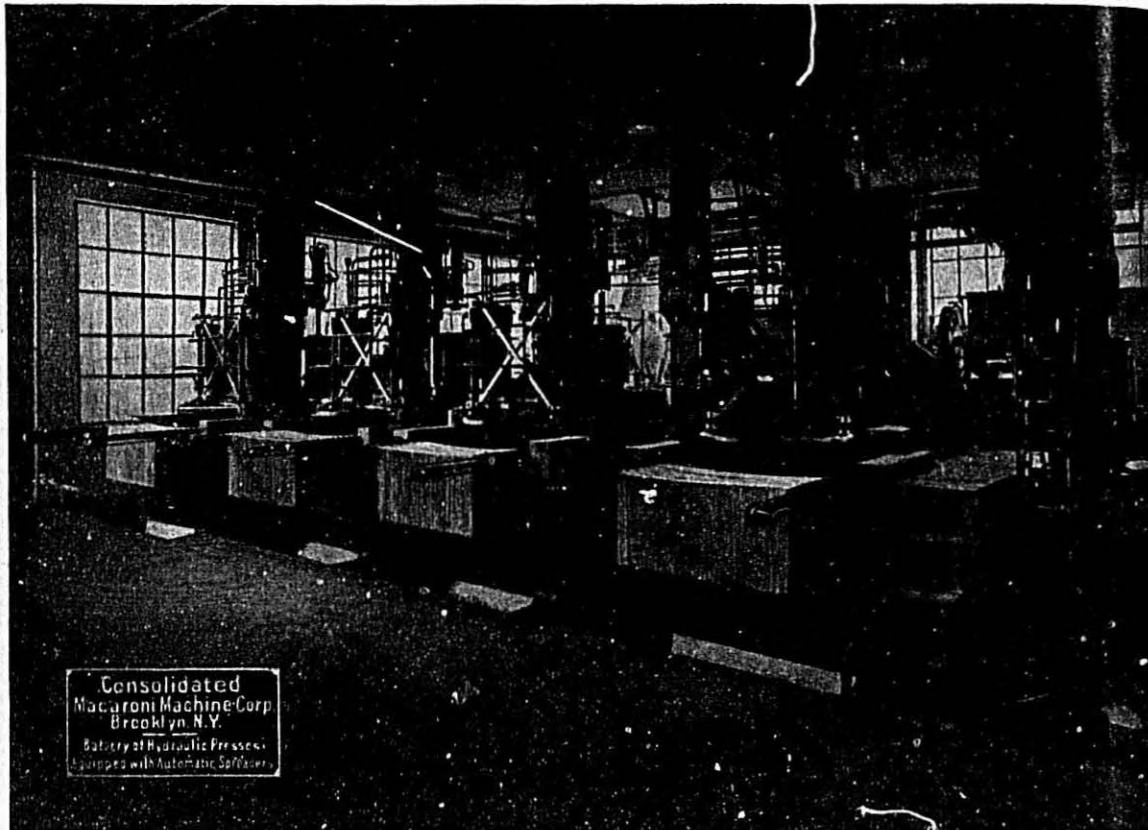
Also Manufactured in Canada  
WILLIAMS & WILSON, Ltd., Distributors

CHARLES F. ELMES ENGINEERING WORKS

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## Consolidated Macaroni Machine Corp.



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

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

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

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

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

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

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.

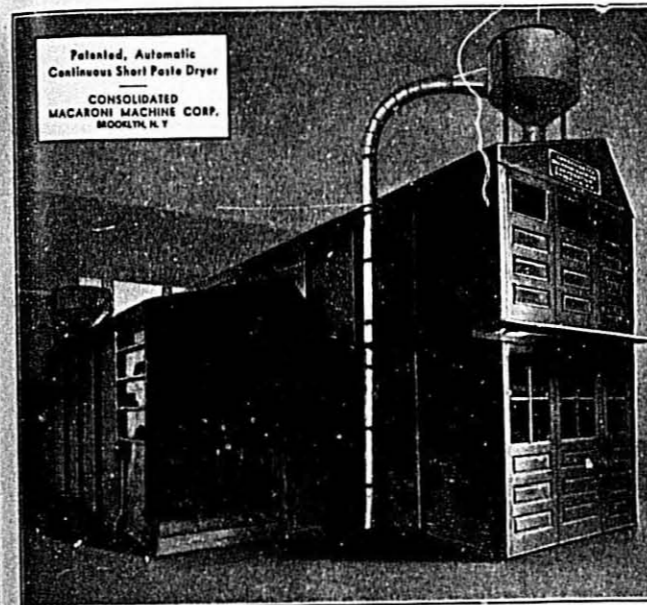
*We do not Build all the Macaroni Machinery, but we Still Build the Best*

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

## Consolidated Macaroni Machine Corp.



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

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

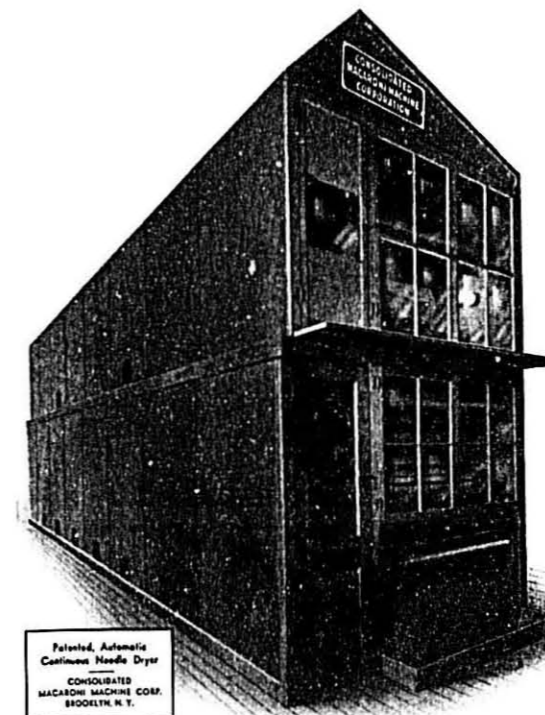
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

### Specialists for Thirty Years

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

For Noodles  
For Short Pastes



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

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

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

Address all communications to 156 Sixth Street



## Feeding Nation's Armed Forces Will Not Interfere with Foods for Civilians

During the present national defense emergency, the armed forces of the nation will be supplied with an adequate supply of high quality, nutritious foods without interruption to the supplies for the civilian population, the homemakers of the nation were assured today.

Paul S. Willis, president of the Associated Grocery Manufacturers of America, made this statement in a discussion before the Home Makers' Forum in its monthly meeting at the Hotel Astor. Mrs. Franklin W. Fritchey, president of the American Homemakers' Association, called upon consumers to turn to essential tasks of expanding public purchasing power and speeding rearmament, rather than adding to the complexities of industries now heavily burdened with defense problems.

### Industry Prepared

"In accordance with traditional policy, it can be expected that manufacturers will continue to price their products as low as is consistent with sound operation," he said. "The trend in 1941 is not only to more food, but to better food products. The drain on national energy caused by the defense program will not find the food manufacturers wanting in any detail. Food plant construction in 1940 was double that in 1938, and 15 per cent higher than that in 1939. In the last sixteen years, the industry has spent \$386,631,000 in plant construction.

"Retail sales last year were at the highest point since 1930.

"The estimated sales of \$10,700,000,000 were nearly a half-billion over those of 1939 and almost three billion over those of 1933.

"The industry is determined that the job of supplying foods will be carried out in such a manner that the flow of raw food stuffs from the farms through the factories and markets is continuous, so as to avoid local shortages and local surpluses."

### Consumers' Duty

Mrs. Fritchey, whose headquarters for the American Homemakers' Association are at the LaSalle Hotel in Chicago, declared before the Home Maker's Forum that a directional consumer-producer program should be launched without delay to assure complete representation in the new movements toward the regimentation of prices and standards on consumers' goods.

"We hear a great deal about standards and labels being an important



Paul S. Willis

phase of the consumer movement. Actually, it is one of the lesser problems in this period of unrest," Mrs. Fritchey said.

"National defense demands that consumers turn to essential tasks, such as those of speeding rearmament, increasing employment and expanding public purchasing power, than to non-essential proposals which add to perplexities of industry and prevent a quick and complete employment of those now idle."

### Labeling Improved

"Packs of foods now contain more descriptive labels than ever before. The only thing that the consumer has to determine is the flavor, and flavor is a matter of individual taste. Virtually all of the leading food packers have better, more detailed, descriptive labels on goods now moving in retail stores.

"The assumption that all categories of consumer goods can be reduced to standardization is to ignore the realities of the consumer market. Needs of individuals widely differ. The motive back of each purchase is not always clear, but Mrs. Consumer has a definite purpose or use for it. Varied temperaments and whims enter into the choice of goods—often a desire to outdo the Joneses is a deciding factor in purchases. Therefore for any group to assume that the consuming public can be induced to buy to any extent according to set standards indicates a lack of understanding of the motives behind a large part of all consumer purchases.

United States farmers produce nearly \$70,000,000 worth of turkeys each year.

## Income Tax Changes

The amount of one's gross income—not his net income—will determine one's liability for income tax on 1940 earnings according to notice broadcast by the Internal Revenue Department of the Government.

Important changes have been made in the Revenue Act of 1940 with respect to the liability of individuals for the filing of income tax returns. Individuals under the following circumstances are required to file returns covering the calendar year of 1940: Single individuals, or married individuals not living with husband or wife, having a Gross Income of \$800 or more.

Married individuals living together having a combined Gross Income of \$2,000 or more.

The net income is no longer to be used in determining the liability for the filing of a Federal income tax return. The liability of a citizen or resident of the United States to file a return is dependent upon his status as a married or single person, and the amount of his Gross Income. Therefore, every citizen or resident of the United States will be required to file a return for the taxable year 1940 if his Gross Income in 1940, regardless of the amount of his net income, comes within the amount specified above for his particular status. A return must be filed even though, by reason of allowable deductions from gross income and of allowable credits against net income, it develops that no tax is due.

Form 1040A should be used for Gross Income of not more than \$5,000 derived from salaries, wages, interest, dividends, and annuities. Form 1040 should be used for Gross Income from salaries, wages, interest, dividends, and annuities of more than \$5,000; or if any part of your income is derived from other than salaries, wages, interest, dividends, and annuities, Form 1040 should be used regardless of the amount of your income. While returns must be filed on or before March 15, 1941, with the collector of internal revenue for the district in which you reside, it is urged that they be filed as soon after January 1 as possible.

A growing factor in produce merchandising is the use of sanitary paper cartons for fresh fruits and vegetables. These containers facilitate handling, reduce spoilage, and promote quick turnover.

All persons should have equality in the use of the highways in the pursuit of a livelihood.

You  
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

COMMAND  
the Best  
When You  
DEMAND



## Timely Topics by S. M. Noodler

### Have You A Fetich?

Genius establishes its own working rules and then succeeds in spite of those rules, rather than on account of them.

The poet, Young, wrote "Night Thoughts" under the inspiration and stimulation of a skull set in front of him, with a candle burning in it.

Mrs. Radcliffe, author of that old classic, "The Mysteries of Udolpho," would eat a big meal of half-raw beef-steak to fit herself to write her terrifying novels.

Bulwer got himself up in full dress, well perfumed, to write his novels.

Addison composed his poems while walking back and forth in a long drawing room with a glass of sherry at each end of the room.

What business man would handicap himself with so absurd a fetich? Such practices belong in the category with the habit of the batter who spits on the end of his bat every time he steps up to the plate.

And yet business men do things as foolish. Is it any less foolish when a business man who must buy wisely and advantageously and needs constantly to find new merchandise or new equipment, stands off salesmen who come to tell him about such things?

Is it any less foolish when a business man habitually answers the telephone with a plain "Hello," making it necessary for the party calling to pry out of him the information as to who is speaking?

Is it any less foolish for a retail merchant to keep his car parked right in front of his place of business, making it harder for would-be customers to park near?

The things business men do because they have formed the habit and think them essential are a greater handicap than the superstitions of writers who, like John Calvin, thought he could write only when undressed and in bed, or like Martin Luther, could write or study only with his dog lying at his feet.

A business man with a fetich may or may not be a genius, but he needs to get rid of the fetich if he is to succeed.

Special motor vehicle tax funds should be dedicated wholly to highway purposes.

### Private Enterprise Depends on Service To the Consumer

To preserve private enterprise, business must recognize that "the consumer is the boss, and that the era is one of service to the consumer," observes a student of business trends.

"In order that private enterprise may prevail, the industry cannot and should not permit its merchandise to be priced to the consumer at such figures as would make the system of private enterprise detrimental to the public interest," he continued. "We are urging a favorable reception of the minimum and maximum mark-up principle for our industry in order that turnover may be accomplished, so that the consumer may be satisfied and private enterprise may be preserved."

Beware of "false prophets" who, he said, would "lead it astray—even to the point of appealing to the regulatory body, the state, to pass rules that fix prices and freeze the wholesalers' profits, and that prohibit the retailer from being able to buy in a free and open market."

He emphasized that in advocating a policy of serving the consumer, he did not imply an opposition to fair trade contracts.



## No Spaghetti Rationing in United States

Italy Limits Per Capita Consumption . . . U. S. Macaroni Industry Seeks Ways and Means to Increase Number of Consumers and Daily Consumption.

Beginning February 1, 1941, ration tickets must be presented in restaurants in Italy for every dish of spaghetti and noodles, with the ration limited to one dish a day, either at noon or in the evening. The ration of this food is fixed by the food dictator of Italy at 70 to 110 grams (2.5 to 3.85 ounces), depending on the category of the restaurant. Heretofore semolina and flour for spaghetti and noodle making had been rationed while restaurants could serve one such meal a day with no limit on quantity.

This is a funny world in many ways. While the Italian government finds it necessary, as a war measure, to conserve its wheat, by compelling the people there to eat less and less of their national dish, American macaroni-noodle manufacturers are spending thousands and thousands of dollars to teach consumers the real merits of their fine wheat food and to greatly increase the annual consumption of this food.

Likewise, while manufacturers and retailers in this country are urging the public to buy their foods in quantities, the authorities in Italy and other countries in Europe now at war are charging that wealthy citizens are hoarding foods, "causing a sort of scandal which has irritated the conscience of the middle and lower classes and created much ill-feeling."

### Peck and Peck

While the residents of Italy have had their daily portion of spaghetti and noodles reduced to a mere "peck" compared with the immense quantities they have been accustomed to eat at meals, their Italian descendants in the United States are privileged to eat spaghetti "by the peck" if they are so inclined.

Contrast, if you will the small portion of spaghetti now permitted to be eaten under the rationing system in Italy with the quantities of this food reported consumed daily by a pugilist of high standing in Western New York. This young man of Endicott, N. Y., is Joe Matisi. As a spaghetti eater, he is almost at the other extreme. His meal of spaghetti averages two pounds at least once a day, sometimes with meat balls or steaks added; yet this does not seem to distress him in the least either.

Commenting on the rationing order in Italy, Pugilist Matisi says:

"Four ounces of macaroni, spaghetti or egg noodles is just two forkfuls the way mother, dad and I eat it. Of course, Mother Matisi cooks the dish often as there is not much to it. Takes only ten minutes to boil the spaghetti, though Mother takes much time in preparing her special savory sauce. This she does in quantities for use for several meals as sauce will keep well with refrigeration.

"Weighing the uncooked spaghetti as well as the prepared portion reveals the fact that one ounce of uncooked spaghetti makes about three ounces of edible spaghetti. This means that the main dish of this food in Italy as permissible by the ration cards takes little more than one ounce of wheat or semolina.

"They must be terribly short on grain to cut down like that," said Joe. "Italy will starve on that kind of rations. My father and mother could take four ounces of spaghetti on one fork. And sometimes they will eat twice as much as I do. That four ounces wouldn't even be a starter. And besides we generally have meat balls with it and sometimes follow up with steak."

Joe's father and mother echoed his thoughts and words. No, they do not want to go back to Italy.

## Noodles in Bread Crust Give Permanent Label

Washington Platt, of the Borden Company research division, has developed a new idea to arouse consumer interest in vitaminized bread, which looks and tastes the same as the ordinary white loaf. In a process which he has patented in Canada, and for which he is seeking a patent in the United States, bakers would add appropriate letters from boxes of ordinary alphabet noodles to such loaves immediately before baking; the noodles, Mr. Platt has found, show up after baking as light yellow letters on the crust.

Consequently, the customer has the opportunity of buying an edibly labeled loaf, permanently marked with its brand name and the vitamins added, if so desired.—From *Food Field Reporter*, Jan. 20, 1941.

## Macaroni Man Heads Program Committee

Paul S. Willis, president of the Associated Grocery Manufacturers of America, announces that the Association will hold its 1941 mid-year meeting on May 22 and 23 at Skytop Lodge, Skytop, Penna.

These mid-year meetings, which have become very popular with the AGMA members, are devoted principally to informal discussions of merchandising and trade relations problems.

The Merchandising Committee, of which Mr. B. C. Ohlandt, Grocery Store Products Co., New York City, is chairman, will help to arrange the program.

## Industry Facts Gleaned from 1939 Census

The preliminary report on the Census of Macaroni Manufacture released in November, 1940, reveals some interesting facts and figures that will be put to good use by the industry and by business generally. Outstanding are the following:

- 1—Number of macaroni-noodle factories operating December 31, 1939, totaled 308.
- 2—On that date the industry had a salaried personnel of 805.
- 3—Number of wage earners on the pay-roll—6,013.
- 4—Salaries paid in 1939—\$1,998,566.00.
- 5—Wages paid that year—\$5,383,421.00.
- 6—Cost of materials used in 1939, including contract work—\$26,929,121.00.
- 7—Value of products manufactured in 1939—\$46,153,471.00.
- 8—Value added by manufacture—\$19,224,350.00.
- 9—In 1939, the Macaroni-Noodle Manufacturing Industry became a \$65,377,821.00 business.
- 10—The combined value of all manufacturing industries in the United States as reported in the 1939 census of manufacture was \$56,828,807,223.00. Macaroni-Noodle production was about one 1/1000ths of the country's total manufacturing business.

CONTINUALLY STRIVING TO REACH NEW HEIGHTS OF QUALITY

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SEMOLINA

## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

## Smoke Gets in Your Food

Smoke is proving a popular flavor for many different foods today. Smoked delicacies now selling at food markets include turkey, cheese, game, and oysters as well as the more familiar hams and bacon.

Smoke formerly was used mostly to preserve and protect meat. For this purpose more smoking was necessary and the flavor was stronger.

Most of these modern smoked foods are cured or otherwise preserved before they go to the smoke house. They get only enough smoke to add a delicate, pungent, smoky taste that appeals to the appetite and gives variety to the menu.

A novelty food new on some markets this year is good-quality American cheese flavored by smoking over a hickory fire. Smoked turkey is another of the popular smoked foods. For years it was a rare delicacy cured by secret recipes known only to a few producers, and it sold at fancy prices. Recently, however, scientists have studied the process of curing and smoking turkey as a means of helping the farmer dispose of his surplus turkeys. Turkeys of 18 to 25 pounds

—too large to roast in a modern home oven, and often a marketing problem—are the best for smoking

because the meat does not dry out as it does on smaller birds. Smoked turkey is now taking its place in appetizers, fillings for sandwiches, and hot cooked meat dishes, especially in hotels and restaurants. The U. S. Department of Agriculture has directions for curing and smoking turkey, lamb, and pork on the farm. To pass Federal meat inspection, meat must receive its smoky flavor from true smoke, rather than from such preparations as liquid smoke or smoked salt.

## Durum Stock January First

The Agricultural Marketing Service of the U. S. Department of Agriculture reports on January 21, that the total quantity of durum wheat in interior mills, elevators, and warehouses on January 1, 1941 was 28,943,000 bushels. Also that the total stocks of all wheats at the beginning of the year was 165,167,000 bushels.

The stock of durum was about 110,000 bushels greater than the holdings of January 1, 1940, but that of all wheat was 39 million bushels or 31 per cent greater.

For purposes of comparison, here are figures showing the total stocks of durum wheats of all kind in interior

mills, elevators, and warehouses, combined with stocks on farms:

On January 1, 1941—28,943,000 bushels  
 On January 1, 1940—28,832,000 bushels  
 On January 1, 1939—25,979,000 bushels  
 On January 1, 1938—14,604,000 bushels  
 On January 1, 1937—7,584,000 bushels  
 On January 1, 1936—14,733,000 bushels  
 On January 1, 1935—6,273,000 bushels

## Tax Lien Filed

Are you making proper returns to the government on your employees under the Federal Insurance and Compensation act?

A report from White Plains, New York, indicates that the authorities are "cracking down" on delinquents. It states that a tax lien for the small sum of \$92.27 was filed the first week in January in the Federal District Court of that city against the White Plains Macaroni Company, Inc. of 100 Lake Street, White Plains, N. Y.

The lien presented by the Collector of Internal Revenue for that district, alleges that \$86.53 is due under the Federal Insurance Contributions Act and the Federal Unemployment Tax Act, plus interest of \$6.19.

Nearly 500,000,000 pounds of explosives a year ride the railroads in the United States.



## What's Wrong With the Food Industry? Pillsbury Is Coöperating

In submitting a compilation of comparative earnings of 371 companies whose stocks are listed on the New York Stock Exchange for the first nine months of 1940, a well-known business bulletin service issued by a recognized authority in New York City, asks the question, "What's Wrong With The Food Industry?"

The Macaroni Industry is part of the Food Industry referred to, and though but few firms have their stocks listed on any exchange, they might study their records for the same period and likewise ask themselves the question—"What's Wrong With The Macaroni-Noodle Business?"

Of the 371 business firms that collaborated in the survey made by this business service, 22 of them belong to the Food Industry. How many, if any, were macaroni-noodle makers among the 22 reporting firms is not divulged. However, it is a noticeable fact, and a disappointing one, too, that of the 18 industries represented by the reporting firms, the Food Industry is the only one reporting a loss for the period under study. It showed a loss of 7.7 per cent over the business of the same period in 1939, as against an average increase of 35 per cent by the industries polled.

Leading the upswing in business in that period is the Railroad Industry with an increase of 254.9 per cent. Next came the Steel, Iron & Coke Industry with an increase of 205.1 per cent. The Machinery and Metal Industry ran third with 84.3 per cent improvement; the Paper & Publishing Business up 82.1 per cent; the Petroleum Industry, 81.3 per cent; the Electrical Equipment Industry, 58.1 per cent; the Textile Industry, 54.6 per cent and the Aviation Industry eighth with an improvement of 53.4 per cent.

Just above the Food Industry which is in the minus class (-7.7 per cent), comes Finance with an increase of 3.7 per cent during the period.

Asks the allied tradesman who sent in the review—"What's wrong with the Macaroni Industry?" He attempts to answer the question, and probably does it to his own satisfaction, by saying the "Selling" is the greatest fault in the macaroni trade, insofar as those not directly in the business can discern.

"The SELLING I refer to does not include only SALES of products at a profit, at cost or below cost, but the more important "selling" of this fine food to new and increased users. However, all SALES are more or less responsible for the poor showing in the macaroni industry and other food

fields. Unless more and more Americans become fully "sold" on the full value of macaroni products as a food that should appear more regularly on American menus, SALES will be restricted within a small circle and will rarely include the additional profits that will provide the foundation for the very necessary continuous campaign of education and promotion that seems to be so nicely started but so niggardly supported. I can only repeat what everyone in the trade or closely associated with it fully realize, that as long as so many continue to produce products "at a price" with constantly lowering of price to keep up with the downward procession, instead of manufacturing a quality product and selling it profitably, there is little likelihood that the Macaroni-Noodle end of the Food Industry will help pull the latter out of the 'minus' side.

"The manufacturers can solve the problem. The macaroni organization will lead the way, if more manufacturers will lend their support by joining the National Association and by putting on a real 'Selling' campaign that will include real profits on sales and an increasing consumer appreciation for the quality products supplied after they have been fully 'sold' to the merits of this fine wheat food."

### Italy Introduced to Macaroni by Marco Polo

While the Italians during the middle ages popularized macaroni and spaghetti, bringing the secret of the making to modern times, this food was also used in the orient for many centuries. Marco Polo is given credit for introducing the idea of macaroni-making to Italy.

China claims that in an early age a woman was making bread which was to be baked on hot stones. While she was mixing the dough under a tree, some leaves fell into the mixture. To remove them, she forced the dough through a sieve. As the dough came through in strands, she thought of drying them in the sun instead of baking. According to the Chinese, this was the beginning of macaroni-making.

At first, it was made by hand. Not considered a staple, it was sold in apothecary shops, being recommended chiefly for infants and invalids. The first mechanical process for making macaroni was perfected in 1800. Today the exports of macaroni from America far exceed the imports.

The coöperation between the government agencies, the bakers of this country and the milling industry on the program of flour enrichment is timely as it applies to the Defense Program, and encouraging in that two large industries are in agreement with the government to carry out such a program without necessitating compulsory government regulation or mandatory legislation.

Naturally such a program calls for some education on the part of the public, even including that large part that has been interested in the addition of vitamins to flour. Vitamins are comparatively new to the medical profession. There has been at no time any concerted action to deprive the public of these in the manufacture of any food, but it is logical that with the discovery of vitamins and greater knowledge of their sources, a basic food like bread should be the medium used to make the benefits of this discovery available to everyone.

In coöperation with the United States Government and the National Defense Commission, Philip W. Pillsbury, president of Pillsbury Flour Mills Company, announced last month that his organization is already prepared to produce Pillsbury's Best as an enriched flour and will make it available in all stores as soon as possible.

Three essential nutritive elements—Vitamin B<sub>1</sub> (thiamin), nicotinic acid, and iron—are being added to the flour.

In announcing the new process, Mr. Pillsbury, who is one of the Industrial Advisers to the National Research Defense Commission, stated: "Our Company is proud to coöperate with the United States Government in this way, and we heartily endorse the stand taken by the Millers National Federation. In these troubled times, America's greatest single asset will be the health and vigor of her citizens, and our organization is glad to do its share."

"Now the baking and milling industries have a common project in the distribution of enriched flour and bread, which fortunately at the same time contributes to the program of National Defense.

"Enrichment of Pillsbury's Best Flour with these three essential elements will not affect the color, taste, or baking quality of this product," concluded Mr. Pillsbury.

The general idea of the bicycle is suggested in ancient carvings, but the machine was not successfully developed until the nineteenth century.

## Dents on Your Fenders

Fenders were used by early man over iron rails with the fenders pointing towards the first locomotives rolled the way so efficiently that the settlers and farmers called them cowcatchers. Bicycles arrived and the fender was called a guard. The fender still stands on guard in front of street cars, buses, trucks and ships at sea. Most people simply take fenders for granted. A Washington writer decided to investigate the subject.

One day at the north-east corner of the White House grounds there was a collision of two cars, due to the fact that two careless drivers were trying to beat the traffic light. It was quite a smash-up and the only reason no one was injured was because the fenders took the blows.

That started the news man to thinking more about safety and he looked into the success of prevention associations, traffic squads, speed regulations, pedestrian carelessness, driver negligence, et cetera. Fenders seemed to be ignored by all the specialists but there was plenty of mathematics about brakes, steel bodies, modern glass, miles per hour, highway warnings, highways and crossings.

The dignity, shining beauty, and life-saving record of fenders were not recorded in the book. The two drivers mentioned above might have gone to kingdom come, and thousands of other drivers might have gone up and out the same way except that their fenders took the original shock, detoured the drivers from the hospital or doctor's office and started them to pay more attention to their fenders.

Drivers of every class have to look straight ahead across the fenders—or they can't drive. All they really have to do to keep out of trouble and avoid collisions is to keep the dents out of their fenders—it is a simple deduction.

This pestiferous news writer resolved that he would write an appreciation of automobile fenders and so the chapter resumes, as follows:

Long, long ago, a man from Detroit came to Washington in a beautiful new automobile. He drove about the country into Virginia and Maryland. At the end of a perfect day he slipped-up somehow and the car went off the shoulder of the road, knocked down a post, and carried it off on its fenders. Hasty examination showed only slight damage to the passengers. It was discovered that the post had traveled west and it was identified by the words which showed it to be the boundary marker between Maryland and the District of Columbia. It had moved forty feet over the border into the District of Columbia.

This incident might not have been

noted except that some Maryland officials came along the next day and stuck the post up where they found it. Thus the invader came into neutral territory several years ago and changed a very important boundary line.

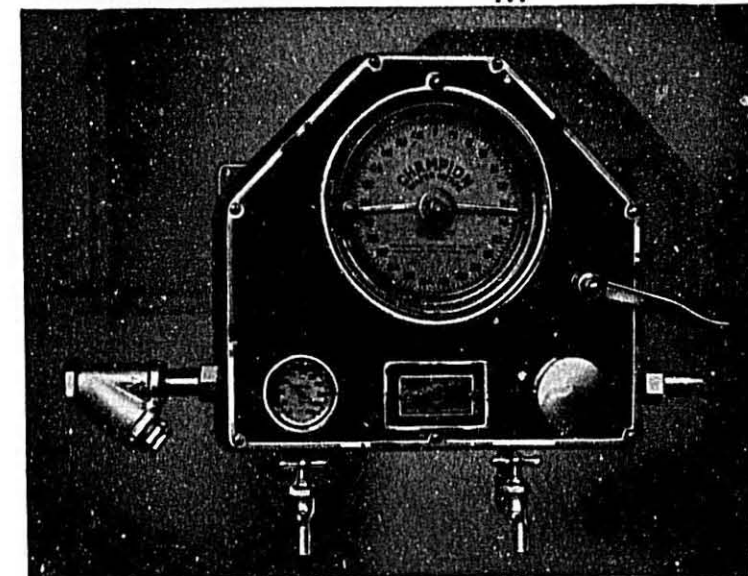
Later: The man from Detroit has owned many cars since that day. He holds up his hand and like a nice lawyer "does depose and solemnly swear that I become a safe and sound driver that day, due entirely to the fact I ever afterwards watched and paid careful attention to my fenders.

I have driven more than 200 thousand miles since then and have never had a dent in them."

Moral: Watch your fenders and keep out the dents. It will mean that many of those 25 or 30 thousand persons marked for slaughter on the highways each year will escape injury, death—and even dents.

Musk is the name originally given to a perfume obtained from the strong-smelling substance secreted in a gland by a musk-deer.

## Eliminate Guesswork ||| Save Time



## The CHAMPION WATER METER

This is the latest type of Water Meter, sturdily and compactly built for continuous and trouble-free service:

Entirely mechanical in operation . . . no electrical connections to get out of order.

Dependable accurate scaling from 0 to 500 pounds.

Double faucet equipment to provide one water outlet independent of the meter, and one water outlet recorded through the meter.

Water filter is standard equipment . . . Mixing Valves can be supplied at small additional charge.

Fully enclosed in cast aluminum case ready for installation.

## CHAMPION MACHINERY CO.

JOLIET ILLINOIS

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For Details



**United States Durum Wheat Supplies**

Supplies of durum wheat in the United States at the first of January, 1941, were again large and totaled approximately 40,000,000 bushels, states the Agricultural Marketing Service in a special report on the durum wheat situation. The large stocks on January 1 reflected principally the carry-over from previous years, since utilization during the past two years has been about equal to the crops of 1939 and 1940. Of the 39,758,000 bushels of durum wheat on hand on January 1, 1941, 17,137,000 bushels were reported on farms; 11,806,000 bushels in interior mills and elevators; 7,333,000 bushels in commercial storage; in 3,482,000 bushels in merchant mills. On January 1, 1940, durum stocks amounted to 39,108,000 bushels and on January 1, 1939, they were 34,940,000 bushels.

Supplies of durum wheat which were available for the 1940-41 season were the largest in a number of years and totaled approximately 54,467,000

bushels. This was made up of a carry-over on July 1, 1940, of 18,668,000 bushels, and the 1940 crop which furnished 35,799,000 bushels. Domestic disappearance of durum wheat during the past two years has been greater than for sometime. Utilization of durum wheat for the 1939-40 season was 33,887,000 bushels, the largest since statistics on this subject became available six years ago and almost equal to the amount secured from the 1939 crop. Utilization of durum wheat during the first six months of the 1940-41 season totaled approximately 14,709,000 bushels, which was greater than any of the corresponding months in recent years. Mill grindings were large and accounted for 8,295,000 bushels. The quantity used for feed and other use amounted to 6,414,000 bushels. No durum wheat was exported during this period. The figures given as mill grindings included only durum wheat which was ground into semolina and durum flour. Considerable durum was ground by some mills in mixtures with other wheats to fill certain flour

orders. This is included in the figure for feed and "other use."

Durum wheat secured from the 1940 crop, from a milling standpoint, was less desirable than for several years. While the grain showed generally good test weight, the color was unsatisfactory and a lot of damaged grain made its appearance. The crop made excellent progress and was nearing harvest with all signs pointing to a high quality crop; then, heavy rains came in late August and severe weather damage occurred, resulting in sprouted grain and fungus growths. The moisture content of the crop was high and about 7% of the inspected receipts graded "tough." Because of the damage which took place, the keeping quality is not good; so the milling quality of the 17,000,000 bushels remaining on farms is doubtful.

**Durum Wheat Products: U. S. Production and Distribution**

	Durum Wheat Ground Bushels	Production (a) Semolina Barrels	Exports Flour Barrels	Exports Macaroni, etc. Pounds
Average, 1931-32 1935-36				
July-December	6,916,568	1,159,716	284,785	1,223,713
January-June	6,566,430	1,089,188	307,461	1,187,546
Total	13,482,998	2,248,904	592,246	2,411,259
1934-35				
July-December	6,468,443	1,069,131	290,899	938,548
January-June	5,779,986	986,318	267,008	1,043,522
Total	12,248,429	2,055,449	557,907	1,982,070
1935-36				
July-December	8,079,600	1,277,468	354,860	943,239
January-June	7,642,642	1,181,320	343,401	1,042,154
Total	15,722,242	2,458,788	698,261	1,985,393
1936-37				
July-December	7,178,821	1,126,855	354,027	903,537
January-June	4,872,839	843,685	186,344	1,515,939
Total	12,051,660	1,970,540	540,371	2,419,627
1937-38				
July-December	6,747,909	1,070,141	354,309	1,532,537
January-June	6,881,882	1,141,055	296,777	1,345,699
Total	13,629,791	2,211,196	651,086	2,878,236
1938-39				
July-December	7,590,460	1,245,377	414,520	1,783,847
January-June	7,231,375	1,256,964	336,818	1,494,226
Total	14,821,835	2,502,341	751,338	3,278,073
1939-40				
July-December	8,213,310	1,392,707	406,134	2,929,050
January-June	7,210,373	1,175,819	394,009	1,882,683
Total	15,423,683	2,568,526	800,143	4,811,733
1940-41				
July-December	8,294,842	1,182,979	464,953	1,707,295

Source: Data prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent data, Agricultural Marketing Service.  
(a) Total production included under semolina when production of semolina and flour is not reported separately.

**Macaroni - Noodles Trade Mark Bureau**

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

**Patents and Trade Marks**

The following applications for and registrations of Macaroni Products were reported by the U. S. Patent Office for the month of January.

**TRADE MARKS APPLIED FOR**

**"Stonelo's"**

The trade mark of Joseph Stoniolo, Philadelphia, Pennsylvania, for use on spaghetti sauce. Application was filed September 19, 1940. The applicant claims use since June 2, 1940.

**"Nabob"**

The trade mark of Kelly, Douglas & Company, Limited, of Vancouver, British Columbia, Canada, for use on food products and ingredients of food, namely, macaroni, bird seed, assorted dinner nuts, olives, soup, honey, etc. Application was filed October 9, 1940. The applicant claims use since February, 1925.

**TRADE MARKS REGISTERED**

**"Plaid"**

The trade mark of the Kentucky Macaroni Company, Inc., of Louisville, Kentucky, was registered for use on Macaroni. Application was filed August 19, 1940, published November 5, 1940. The applicant claims use since July 16, 1940.

**STOP - LOOK - LISTEN**

EVERY manufacturer knows that only fine Semolina makes good macaroni.

EASTERN SEMOLINA MILLS, Inc., only uses top premium durum wheat as a standard practice.



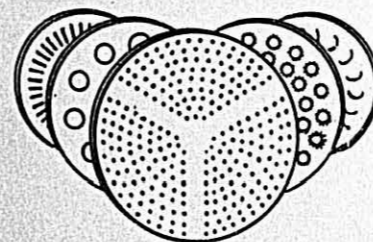
**EASTERN SEMOLINA MILLS, INC.**

Mills at

Baldwinsville, New York and Churchville, New York  
Executive Office: 80 Broad Street, New York, New York

**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.

For ECONOMICALLY Packaging

Macaroni & Spaghetti in Cartons

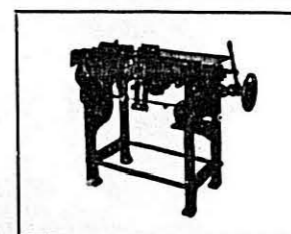
If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

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.



## What Does the German Army Eat?

Famine may stalk over Europe, but the German soldier apparently remains well fed, says *Food Industries* for January in an article passing along information on the subject of army rations appearing in German newspapers. To be able to fight, men still must eat, the article points out, and to perform as the Nazi troops did in Poland and in the invasion of the low countries they must have well-balanced rations, and these did not include anti-fatigue pills, so far as can be learned.

To the lowly soybean the German high command attributes a great part in the feeding of the army. The basic components of canned meat and sausage which featured the World War ration have been replaced by an ersatz known as Edselsoja. This new product is a soybean flour with a high protein content of 40 to 50 per cent, plus fat and carbohydrates. The flour is added to soups, bread, pastry and macaroni. The soldier is thus supposed to get his balanced needs of protein, fat, in mineral salts without the use of meat, milk or eggs. The savings in bulk tend to simplify the problem of packing and transporting, so that the German soldier can carry a three-day ration of his new food without difficulty.

Other new foods are tomatoes, cheese, jam, and apple sauce in powder form. When a cheese powder, for instance, is poured into a pail of water, it is said to turn into a solid form which can be cut in the usual way. Apple powder plus water makes the apple sauce. Vegetable juices are used to replace vegetables in the field. There is a spinach juice and cabbage juice (and others) which are made into a dough or paste and served to the troops as spinach or cabbage noodles. Dehydrated vegetables also

## January Flour Production Represents Large Increase Over That of Last Year

Flour production during the first month of 1941 totaled more than 285,000 barrels over that of the previous month and exceeded the production of January, 1940, by about 106,000 barrels. Mills which account for 64 per cent of the national flour output reported to *The Northwestern Miller* a January, 1941, production of 5,665,946 barrels, compared with 5,380,593 barrels reported for December, 1940, and 5,559,674 barrels for January of last year.

The three major producing sections—the Northwest, Southwest and the Buffalo district, were alone responsible for the month's increase, for monthly losses were registered by all other areas. Northwestern output in January represented a 115,000-barrel increase over that of December, 1940, and south-western production gained over 170,000 barrels. Buffalo mills recorded an increase of 54,835 barrels. Chief loser among producing sections was the North Pacific Coast, including mills at Seattle, Tacoma, and Portland. Their combined production for January was about 32,000 barrels less than the December, 1940, total.

The month's production also represented an increase over that of recent years, besting that of 1939 by 220,000 barrels and that of 1938 by almost 550,000 barrels. Below appears a detailed table, showing monthly and yearly comparisons among different producing sections.

	TOTAL MONTHLY FLOUR PRODUCTION (Reported by mills producing 64 per cent of the flour manufactured in the U. S.)				
	January, 1941	Previous month	1940	1939	1938
Northwest .....	1,178,101	1,063,094	1,199,382	1,172,377	1,180,477
Southwest .....	2,170,483	2,000,261	2,057,669	1,967,695	1,875,644
Buffalo .....	878,169	823,335	796,650	816,150	759,127
Central West—Eastern Division..	494,020	502,099	509,031	481,287	272,039
Western Division .....	229,371	243,198	271,826	311,009	295,723
Southeast .....	124,551	125,559	130,690	152,401	*322,699
North Pacific Coast.....	591,251	623,047	594,426	544,798	410,751
Totals .....	5,665,946	5,380,593	5,559,674	5,445,717	5,116,460

\*Includes Indiana, since 1938 under Central West, Eastern Division.

are used, including the always favored sauerkraut.

Meat is packed already roasted or cooked. Quick freezing and slow freezing methods are used extensively for fruits, vegetables and meats and are working out very satisfactorily, withstanding journeys of five to six days without refrigeration.

"Brattlings," derived from raw materials such as vegetable and animal albumin, added to cabbage rolls, meat balls or chopped meat dishes tastes like meat and satisfies the appetite, the Germans claim. "Pemmikan" is a highly concentrated food for emergency rations, an idea borrowed from the American Indians. It contains smoked meat, bacon, soybean flour, dried fruits, whey, tomato pulp, yeast, green pepper, cranberries, and leci-

thin, all body building substances. A product has also been developed which contains dextrose, whey, milk, fat and vitamin C, which was issued to the troops in Norway under the designation of "V-drops."

### FOOD PILLS?

Whether this be fact or fiction, the truth is that Americans are hardly ready to give up the finest foods that are still available to all in the United States for artificial foods in pill form.

May peace continue to prevail so that Americans may continue to improve even their already high standard of living. —Editor.

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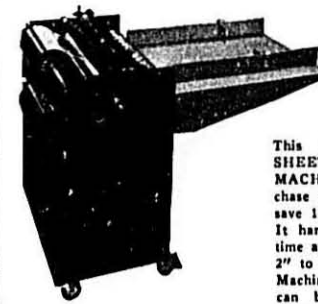
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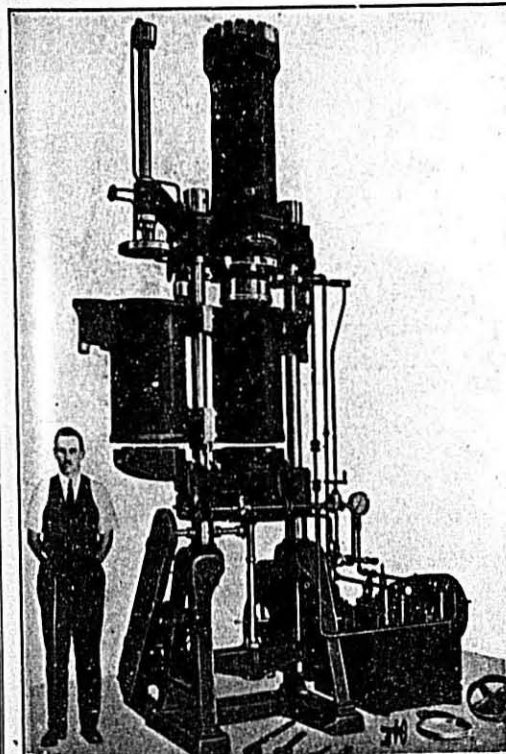
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PRESS No. 222 (Special)



## 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

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Vol. XXII FEBRUARY, 1941 No. 10

### OUR CREED

#### THE AMERICAN'S CREED



#### WE BELIEVE

in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign Nation of many sovereign States; a perfect Union, one inseparable, established upon those principles of equality, justice and humanity for which American patriots sacrificed their lives and fortunes. WE, therefore, BELIEVE it is our duty to our country to love it; to support its Constitution; to obey its laws; to respect its flag, and to defend it against all enemies.

—The Management.

### Front Cover

The dish reproduced on the front cover of this issue is one which any manufacturer can recommend with satisfaction and housewives can serve with pride.

For an economical dish that has style, zest and flavor, you'll find Spanish Macaroni Casserole is one that's hard to beat. It can be prepared in a magically short time and it makes the kind of meal that hungry folks rave about in any season of the year.

#### Spanish Macaroni Casserole

½ lb. macaroni  
¾ lb. cheese, grated or cut in small pieces  
½ cup diced celery  
2 medium onions (chopped fine)  
1 can whole tomatoes  
2 tsp. chopped green peppers  
3 tsp. butter  
2 cups white sauce (medium thick)  
Salt and pepper to taste.

Cook onion, green pepper and celery in the butter until tender. Cook macaroni in boiling salted water until tender and drain. Combine macaroni and cooked vegetables, arrange in layers in baking dish with alternate layers of cheese and tomatoes. Season and pour white sauce over it. Cover and bake 30 minutes at 350 degrees.

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# The Selling Parade

A Digest of Successful Selling Ideas

### 500 Casts Per Fish

"Do you know where I learned how to sell?" the retired macaroni manufacturer from St. Louis asked me.

"No. But I'd like to."

"Right here."

"Right here!"

"Yes."

"Right here" was sitting in a boat on the Lake of the Ozarks, and you'll understand why it astonished me to have him say that was where he learned how to sell.

"That's a funny place to learn how to sell more," I observed.

"I'm going to tell you a funny story," said he. "Here goes. When this lake was first made I came down to do some bass fishing, a sport that was new to me. I had a boatman, old Dave, a character but a crackerjack of a fisherman. I was a dub. Dave would cast out his plug, reel it in, recast it, reel it in. Seemingly he was willing to wait a lifetime for a strike. But not me. I'd cast mine out and if I didn't get a strike I'd want to move somewhere else.

"One day I asked: 'Dave, how many casts does it take to get a fish?' Dave turned his solemn horse face toward me and drawled: 'You mean a real good fish?' 'Yes.' Dave spat into the water and said: 'I allus figured if you got one good fish for 500 casts you was doin' right well.' And that's how I learned the big lesson in salesmanship—the lesson to keep after them . . . 500 casts per fish."

I told him I understood!

### Practice Does It

The sales manager was talking about his favorite theme; namely, the disregard which many salesmen have for the fitness of their profession. I've heard him talk about the same subject many times. It always fascinates me.

"If a salesman would look upon selling as a fine art, one capable of development through study and practice," said he, "he would double his sales."

"What do you mean study and practice?"

"Simply this: Salesmanship is a profession, but the practices of salesmanship are more like a game, one which requires a high degree of skill

### One Lone Idea

"To sell, one must have something to talk about," observed Mr. C. W. Wolfe, Vice President of the National Macaroni Manufacturers Association during the Directors' meeting in Chicago, January 19, 1941. "Give a Salesman one idea alone, and many times he can sell his merchandise. Would it not be a good thing for our Association to have one selling theme?"

Suggestions are in order and will be appreciated. Perhaps many will get some inspirations from this new feature.

—The Editor.

and coordination," he responded. "Compare it with billiards. A tyro at billiards doesn't make any points. But he improves. He practices by the hour, perfecting each position of the cue, perfecting his grip, training his reflexes and muscles, doesn't he?"

"Yes."

"In that way he becomes a champion or at least a creditable billiardist. There are no born champions at anything, not even at salesmanship. But any man who is willing to listen, to read, to learn, to practice can become adept at any occupation requiring skill."

"Do you have your salesmen practice?" I asked.

"Every one of them. We have practice sessions. Why, last week we even practiced so simple a thing as the proper way to open a door."

I happen to know from experience that this man's salesmen are all smooth, convincing, effective, successful. And he says practice does it.

### Genius Is Simplicity

Together we sat, this lady and I, while a salesman demonstrated and tried to sell her a home appliance. She is intelligent, well-educated. Her work is that of a housewife, and she knows and does it well. But she is hardly what I would call a mechanical engineer or a scientist. Yet that sales-

man talked to her as if she were. Practically everything he said about his appliance went over her head—and three-fourths of it went over mine.

He taught me a lesson, though, in his ineptitude: he taught me to be more careful to make sure that everything I say is understood. I believe many other salesmen could also learn this lesson.

Whenever you talk in mechanical terms you run the risk of being misunderstood; and there is no selling where there is misunderstanding. Whenever you talk too fast you also run the risk of imperfect understanding.

"Genius," said a fine old gentleman I once knew, "is almost always displayed in great simplicity of method."

I believe that selling genius is also displayed in great simplicity of method.

### Most Popular American

The one quality in selling—in all living, in fact—which pays the greatest dividends and which keeps paying them the longest is a simple, everyday quality, so simple and so everyday that many salesmen overlook it.

But one man, years ago, didn't.

He practiced it.

To this day there are many people who call him the most successful American. In many fields he distinguished himself—as a business man, as a statesman, as an inventor, but chiefly as an absolutely charming and attractive human being.

He helped carry on some intricate and difficult political negotiations in Washington. He carried his points without making an enemy, and contributed something to his country which will never be forgotten.

His country then sent him to Europe on a difficult diplomatic mission, one that required high selling skill. He captivated the leaders of the European courts, and gave his country, America, a reputation for charm and gentility it had never enjoyed before.

Maybe you've recognized the man as Benjamin Franklin. But did you recognize his great selling quality?

It is called POLITENESS.

And it will sell more for you than any other single quality you could name.



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EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**  
National Macaroni Manufacturers  
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Local and Sectional Macaroni Clubs

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
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## A Message to the Trade



M. J. Donna

For "Health's Sake" what would be the best course for the macaroni-noodle manufacturers to pursue under the hysteria that seems to prevail in some quarters on the question of food enrichment?

Food authorities in our Government apparently are convinced that some fortification will be beneficial to the public well-being. Some foreign governments have already taken steps to supply their fighting forces as well as non-combatants with enriched foods. Some trades in this country have gone "all-out" on the idea, even anticipating proposed government regulations in their efforts to be first.

The advisability and the practicability of adding vitamins to macaroni, spaghetti, egg noodles, etc., came in for considerable discussion at the January meeting of the Macaroni Industry in Chicago. The general conclusion was that the industry should make haste slowly in such a serious and far-reaching matter. There will be no serious loss through delays that will enable the trade to make further study of the whole problem, many experiments and numerous analyses, with the idea of recommending something more definite when the industry meets for its annual conference in Pittsburgh next June.

In the meantime, it would be well also to give serious consideration to the thoughts expressed by Attorney Charles Wesley Dunn of AGMA in his recent editorial on "A Serious Health Problem." What he says about food generally will apply similarly to macaroni products.

"With respect to food," says Counsel Dunn, "this great country of ours presents the following paradoxical and shocking situation: on the one hand, major over-production amounting to a serious economic problem; and on the other hand, widespread under-consumption and malnutrition amounting to a serious health problem.

"By reason of the very nature of its business the food manufacturing industry has an important part to play in solving this problem. That part is to collaborate with the national government and other responsible agencies in this solution; and to take remedial action in the conduct of its own affairs. Such action includes:

- Reduction of individual prices to the lowest economical level;
- Prevention of artificial price enhancement by legislation;
- Company research to develop better foods;
- Industry cooperation to improve the national diet."

In the name of National Defense, there is much that can be done for Industry Defense. These should go hand in hand. Macaroni-noodle manufacturers cannot go "all-out" for the defense of the nation without collaborating to a greater extent than normally in the equally necessary macaroni trade improvement.

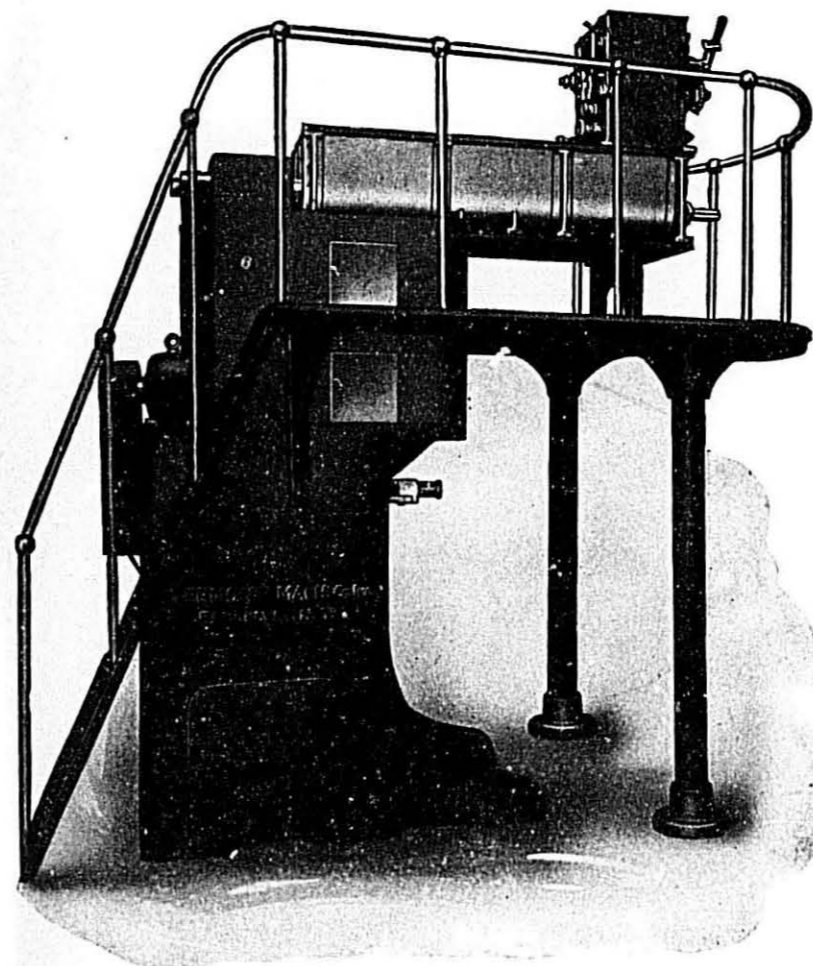
There is much to be done between now and convention time, and there apparently will be much interest in what will be reported at the June 23-24 conference in Pittsburgh at what is expected to be the greatest and most important gathering of industry-minded manufacturers and allied.

THE SECRETARY

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