

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 12**

April, 1941

APRIL, 1941

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Anniversary
Issue
22

Dedicated to the General Welfare of the
Macaroni Industry of America

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXII
NUMBER 12

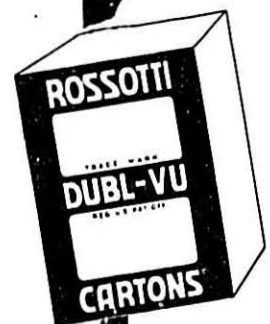
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ROSSOTTI CARTONS and LABEL SERVICE

HERE'S THE KIND OF FOOD PACKAGE THAT *Housewives Prefer*

Housewives reach for YOUR PRODUCT when you package it in a container they like. They want a sturdy, rigid container that not only gives ample visibility to the product *but serves on the pantry shelf without tipping, spilling or splitting, until the last portion is used!* And, they'll go out of their way, if necessary, to get their food products packaged this way!

Rossotti has specialized in producing better food cartons and labels for over 40 years. Make use of our experience and equipment to market your products in visible packages that display them to best advantage . . . the kind of packages *housewives prefer!* You are invited to submit packaging problems to our advisory board. Get suggestions, ideas, and cost estimates. No obligation at all.



ROSSOTTI LITHOGRAPHING CO.
MAIN OFFICE, NORTH BERGEN, NEW JERSEY

BRANCH OFFICES
 BOSTON CHICAGO PHILA. ELPHIA
 ROCHESTER BALTIMORE PITTS IRGH



ROSSOTTI
TRU-VU
FOR LABELS AND FOLDING CARTONS

FROM COAST TO COAST

Highlights from A NEW SALES MANAGEMENT SURVEY* "PACKAGES WOMEN LIKE - AND DISLIKE"

"Do you want to know how you can dress your product to win greater preference for it in the market? Women in 11 cities tell you. They hurl roses and eggs freely in answer to questions asked by Ross Federal investigators."

1. "Women still hate *unstable packages* and bottles that spill . . . packages that won't close in a sanitary manner after they are once opened."
2. "Women are keen about boxes with spouts . . . transparent packages."
3. "They want packages that are easy to open . . . that are sanitary."
4. "Most manufacturers have been more concerned with designing packages which would have eye appeal on the grocer's shelf or in his window than with improvement of the package from the standpoint of the way it behaves functionally in the hands of the housewife who buys it. Naturally production departments cared only about keeping the packaging process as easy and convenient and cheap as possible . . . to them a package was simply a carrier, nothing more. What's good enough for the production department, however, is not good enough for the housewife."

PRODUCTS POORLY PACKAGED

QUESTION 1: Name any products that you consider poorly packaged because they spill in the refrigerator or tip over on the shelf or table.

Product	Mentions
Starches: Macaroni, Spaghetti, Noodles (Most mentioned: brands in transparent wraps)	50
Dried Vegetables (Most mentioned: beans and rice in transparent wraps)	101

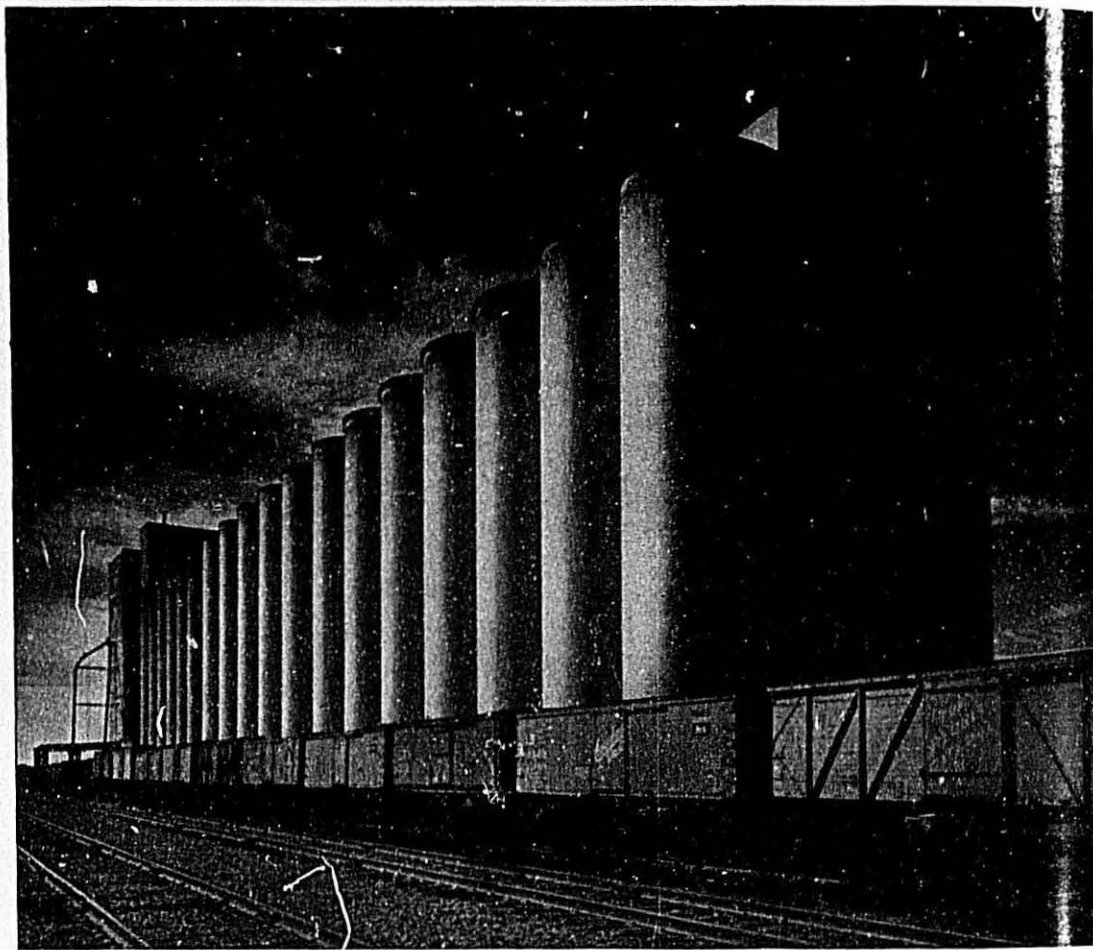
CONCLUSIONS:

6. Until now, all trouble with spilling was confined to unstable bottles and boxes and to inherently troublesome products such as flour, sugar, coffee and salt . . . the finely divided particles of which spill with even the most delicate handling. With this Survey, however, we run into the transparent wrap that splits. Every single major packaging material has some weakness to fight, and the fact that the *all-over transparent wrap is unsatisfactory after women get it into the kitchen* is apparently the main hurdle to be cleared up in this field.

*Survey conducted by Ross Federal Corp. Investigators.



LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



★ ★ **TWO STAR SEMOLINA** is the refined product of the Minneapolis Milling Company. Our buyers, skilled at recognizing only those high quality grades of Amber Durum wheat that are best suited for macaroni, acquire each fall a sufficient amount to assure adequate supply throughout the year. Stored in modern bins such as those pictured above, this superior Amber Durum wheat will reach you throughout the year in the right condition to assure best results in your manufacture. Reliable, dependable and constant, Minneapolis Milling Company has been supplying for many years outstanding Macaroni Manufacturers with ★ ★ Two Star Semolina, milled to meet the exacting requirements of the trade. We are proud of our contribution to the Macaroni Industry. MINNEAPOLIS MILLING CO.—MINNEAPOLIS, MINN.



The MACARONI JOURNAL

Volume XXII

APRIL, 1941

Number 12

Twenty-Two Years

With this issue, **The Macaroni Journal** completes twenty-two years of faithful representation of the best interests of the Macaroni-Noodle Industry of America.

It rounds out its two hundred sixty-fourth issue as the official organ of its sponsoring organization, the National Macaroni Manufacturers Association.

So, with this issue, **The Macaroni Journal** is either twenty-two years old or twenty-two years young, depending on the angle from which it is measured.

In making its initial bow to the trade on May 15, 1919, it announced in its opening editorial—"This publication is presented as the official mouthpiece of the National Association of the Macaroni and Noodle Manufacturers."

It also publicized the fact that—"Its columns are to be a monthly forum of the members of this great food industry." Further, that "Its object will be to collect and to present whatever may be of interest to this vast trade."

For twenty-two years it has not wavered in its service to the sponsors and to the hundreds of individual operators which the organization represents and which the publication respects.

Throughout this long period it has served efficiently the many advertisers whose support has made possible the success of this publication. Incidentally, many of the advertisers in the original issue of twenty-two years ago have been in the **Journal** continuously ever since.

The Macaroni Journal was launched shortly after the termination of the first World War and under conditions that were none too promising. Trade was in a chaotic condition, as it probably will be at the conclusion of the present world conflict.

It stuck to its chartered course throughout the panicky years of the early 1920's, the luscious years near the end of that decade, the worst depression years, 1929-1939, and is continuing through the present period of war hysteria—a war that all hope will remain away from the shores of America forever.

Without prejudice it has reported the ups and downs in the trade, the trend towards increased production capacity and the passing of firms, large and small.

It has registered with pride the trade's progress, plant improvements and the modernization of production machinery and equipment.

It has consistently supported the many attempts of individuals, groups and organizations to place quality macaroni products in a more favorable light and condemned persistently the trend in some quarters to cheapen the products through the unnecessary use of substitutes or other means.

It has sponsored beneficial legislation and objected bitterly to unfair and unreasonable regulations. It has not won all of its fights, however worthy the cause, but when it thought it was right, the battle for justice was fought to the bitter end.

Briefly, **The Macaroni Journal** has tried to live up to its announced pledge, publicly expressed twenty-two years ago, and today is proud of the part it has played in the building of the Macaroni-Noodle Industry to its present greatness in the food field.



The President's Message

On Faith, Hope and Charity

Friends:

While the annals of the Macaroni Industry are filled with tales of folly, failure and cowardice, they are also studded with the records of manufacturers' wisdom, determination, faith and courage.

Some manufacturers rise above the tragedies, disasters and physical infirmities and write their names among the stars.

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

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

A cheap product in a very expensive and attractive package deceives only the manufacturer. The final test is not eating the package, but the contents.

The expression "wait until my ship comes in" is very laudable; but let us remember, it is not practical until we first send one out to sail. If this, in fact or fancy, is loaded with products made of the best materials, covered by your brand of which you will never be ashamed, then it will come in with the just profit that the product merits.

Our Association is always willing to answer, or have answered, practically any question in helping manufacturers solve their existing plant problems. Through the Braidwood office many have been helped, or that inquiry has been sent to some officer or agency, which resulted in satisfaction in most cases. Avail yourselves of this service, which is free to members.

I exhort all members to seriously consider the products of the boosters and advertisers, who have made this Anniversary Issue a success. On behalf of the National Macaroni Manufacturers Association we thank all who contributed to this splendid issue and may your reward be a greater income in the form of business and respect from our readers, whether members or not.

Sincerely,
JOSEPH J. CUNEO,
President.

Back to Pittsburgh

Directors Launch Plans For Interesting Convention Program.
All Manufacturers and Interested Allied
Cordially Invited

The cry of the organization-minded macaroni-noodle manufacturers and supporting allied tradesmen is "On To Pittsburgh!"

The City of Pittsburgh is the cradle of the National Macaroni Manufacturers Association. It was in that thriving and growing city that the organization was founded—April '9, 1904,—just 37 years ago, and this is the Association's first return to its homeland for a national convention, though district meetings have frequently been held in this Western metropolis of the Commonwealth of Pennsylvania.

Manufacturers and allied in the city proper and in all of Western Pennsylvania and Eastern Ohio are enthusiastic about the coming meeting of the trade scheduled for June 23 and 24 at the William Penn Hotel.

A General Convention Committee consisting of leading manufacturers and helpful tradesmen is about completed and a preliminary meeting is to be held in Pittsburgh the last week in April to complete a program of business and entertainment that will lure manufacturers and their friends from all sections of the country.

Outstanding Features

Generally speaking, this year's program will revolve around three subjects of special interest to every one in or associated with the trade. These are (1) Vitamins, (2) Packaging and (3) Enforcement.

(1) Leader of discussion will be an outstanding chemist who has made a complete study of the practicability of adding vitamins to foods for the public's health and the country's defense. The industry's own chemist, Benjamin R. Jacobs, will report on special research work now under way. A representative of the mills will discuss the problem from the processing angle, and, if possible, a government official will treat with the plans of the Federal officials to publicize such "enriched foods." Better know and watch the trend. Hear convention discussion. "Vitamins in Macaroni Products! That's all bla-bla to me," says one manufacturer. It may be, but it will be more than that to him and to others in the Macaroni Industry if other foods publicize their vitamin contents, as will some manufacturers when privileged to do so.

(2) Proper packaging for protec-

tion, sales appeal and consumer acceptance is one of general concern to the trade. Gone entirely is the old feud between the distributors of macaroni products in *bulk vs. packages*. There are no more truly "bulk" manufacturers as every firm in the business now packs most of its products in "consumer" packages—either bags, cartons, small boxes, wrappers, or cans.

In this discussion, attention will be given to the seizures by Government agencies of packages alleged to be slack-filled, to the agreement entered into between the enforcement agencies and representatives of the industry under the leadership of the National Macaroni Manufacturers Association. There is also under contemplation a survey of the trade's acceptance of carton vs. visible packaging which should be ready for presentation at the convention.

(3) The enforcement of any regulations governing products or practices always makes for as much trouble as does a two-edged knife. To enforce means a curb on violators, and not to enforce means a penalty on those who always obey laws, rules and regulations. So the argument goes on indefinitely, "Should enforcement be strict or lax?"

It is hoped to hear all sides of this matter openly discussed by manufacturers and enforcing officials in the expectation that some definite agreement may be reached for the benefit of those who stand ready to obey all good laws in fairness to their own business, that of their competitors and finally, in the interest of the Industry and the consumers of its fine wheat products.

A fourth and probably equally important subject that may be considered at the Pittsburgh convention is that of some united action aimed at increasing the per capita consumption of macaroni, spaghetti and egg noodles among the American families. The "natural" appetites for this food are decreasing and the void must be filled by "spurred" appetites, if the industry is to hold its own. Production capacity is ever increasing. There are plants in operation today that are capable of converting more barrels of semolina into finished products in 24 hours than did 24 ordinary plants at the turn of the century. What disposition is to be made of this enlarged output? Manu-

facturers cannot forever continue to trade customers. New ones must be found and occasional users should be taught to eat this food oftener and in more liberal quantities.

How is this to be done? One sure thing is that when it is done, it will be by the manufacturers, as no outside agency is sufficiently or so wholly interested as are the owners of the plants whose presses must continue in operation, turning out good products to sell at reasonable prices. Something may be presented at the coming convention that will be the very thing the Industry's waiting for. Who can tell!

Entertainment

For the manufacturers, the allied and the ladies of both, there will be ample entertainment, though business comes first at the conventions of macaroni-noodle makers.

A committee of gracious Pittsburgh ladies is to be appointed to look after the pleasure of the visiting ladies. As for the men, they'll know how to entertain themselves over and above the program under contemplation.

So, it's "On to Pittsburgh" after a long absence. Arrange your affairs and plan a short vacation away from your office during the first part of the last week in June—more specifically, June 23 and 24, 1941. Make your room reservations early with the management of the William Penn Hotel of Pittsburgh, Pa. Yes, the ladies are welcome, so are the kiddies. Bring 'em along.

Good Rules For Business Men

Don't worry; don't overbuy; don't go security.

Keep your vitality up; keep insured; keep sober; keep cool.

Stick to chosen pursuits, but not to chosen methods.

Be content with small beginnings and develop them.

Keep down expenses but don't be stingy.

Make friends but not favorites.

Don't take new risks to retrieve old losses.

Stop a bad account at once.

Make plans ahead, but don't make them in cast iron.

Don't tell what you are going to do until you have done it.

1939 Industry Facts and Figures

Industry's Total Production That Year, 680,461,428 pounds. Value of Manufactured Product, \$45,527,001

According to the 1939 Census of Macaroni Manufacture, the figures recently released by the United States Department of Commerce show that a total of 658,283,485 pounds were reported manufactured in that year. This was 22,177,943 more than reported by the industry in 1937. However, the value of the 1939 production was only \$45,527,001, a decrease of \$4,621,357 from the value of the smaller production in 1937.

Why? That is the question that generally puzzles the trade. Other questions are also answered in the "production data and value facts" made public recently. Since the figures compiled by the Bureau of Census from reports made biennially by the producing firms to the Department of Commerce are the only dependable figures available on the macaroni-noodle trade, they are accepted as factual.

Because all census reports are given in strict confidence, the Bureau aims to keep them confidential in its public reports. Evidence of this is seen in the manner of grouping states wherein are operating only one plant or but a few plants. For instance, Colorado, Iowa, Kansas, Kentucky, Tennessee and Utah with but one large plant, are classified in the government's most recent release under "Other States." Similarly, the states with just two or more plants, where figures might divulge a particular plant's output, are also classified under that heading. Among these are Florida, Nebraska, New Jersey, Oregon and Wisconsin.

"Other States" Important

In its most recent release showing production by states as based on the 1939 Census of Macaroni Manufacture, the Bureau of Census presents some interesting facts. The production in pounds and the value in dollars of macaroni, spaghetti, vermicelli, etc., are given for only fourteen separate states, while 16 other producing states are classified as "Other States."

Only eleven states are listed, showing the total production and value of egg noodles and other egg products, while 21 other states that reported the manufacture of this delicacy are also grouped under "Other States."

The same is true of states that manufacture plain or water noodles. The production in only four states is sufficient to warrant a separate classification, while eleven other plain

Table 1—Products by Kind, Quantity, and Value for the Macaroni, Spaghetti, Vermicelli and Noodles Industry, by States: 1939

	Pounds	Value
<i>Macaroni, spaghetti, and vermicelli</i>		
United States	572,023,610	\$35,182,258
California	35,383,325	2,311,141
Connecticut	9,105,997	475,574
Illinois	69,061,714	4,015,297
Louisiana	16,950,872	817,621
Massachusetts	14,156,301	977,121
Michigan	13,072,350	794,311
Minnesota	12,340,677	748,591
Missouri	23,284,750	1,239,767
New York	173,245,800	11,315,513
Ohio	8,127,147	446,081
Pennsylvania	71,785,435	3,819,541
Rhode Island	6,642,300	356,194
Texas	5,652,596	331,922
Washington	8,074,347	481,302
Other States ¹	105,139,999	6,929,939
<i>Egg noodles and other egg products</i>		
United States	101,601,228	\$ 9,955,026
California	5,859,983	628,077
Illinois	23,612,056	2,169,944
Louisiana	749,884	64,723
Massachusetts	1,583,934	139,039
Michigan	1,029,051	91,867
Minnesota	1,738,731	177,486
Missouri	4,488,920	330,643
New York	24,894,574	2,500,245
Ohio	4,040,759	434,757
Pennsylvania	13,239,336	1,298,082
Washington	994,411	115,356
Other States ²	19,369,589	2,001,807
<i>Noodles, plain or water</i>		
United States	10,765,410	\$ 729,958
California	2,385,519	169,625
New York	3,466,033	203,409
Pennsylvania	527,825	40,475
Washington	495,030	35,313
Other States ³	3,891,003	281,136

¹Colorado, District of Columbia, Florida, Indiana, Iowa, Kansas, Kentucky, Maryland, Nebraska, New Jersey, Oklahoma, Oregon, Tennessee, Utah, Vermont, Wisconsin.
²Arkansas, Colorado, Connecticut, Delaware, District of Columbia, Florida, Indiana, Iowa, Kansas, Kentucky, Maryland, Nebraska, New Jersey, Oklahoma, Oregon, Rhode Island, Tennessee, Texas, Utah, West Virginia, Wisconsin.
³Colorado, Florida, Illinois, Louisiana, Maryland, Minnesota, Missouri, Ohio, Oregon, Texas, Wisconsin.

noodles producing states are grouped under the heading "Other States."

The East Leads

The State of New York, with more than 75 separate and distinct manufacturing plants, reported a total production of 173,245,800 pounds of plain macaroni products, 24,894,574 pounds of egg noodles and 3,466,033 pounds of plain noodles. The total of 201,606,407 pounds is just a little less than one-third of the output of the entire country. Their total value is \$14,019,167.

The State of Pennsylvania ranks second in production and in the value of this food manufactured. Its 23 plants reported a total production of 71,785,435 pounds of plain macaroni,

13,239,336 pounds of egg noodles and 527,825 pounds of plain noodles—total 85,552,596 pounds with a total value of \$5,158,098.

The State of Illinois with 34 plants ranks third with production as follows: plain macaroni, 69,061,714; egg noodles, 23,612,056 pounds; total 92,673,770 pounds with a total value of \$6,255,241.

Other large producers of both plain and egg products are, in order of their annual production, as follows: California with 41,243,308 pounds valued at \$2,962,144; Missouri with 27,273,670 pounds valued at \$1,570,410; Louisiana with 17,700,756 pounds valued at \$964,347; Massachusetts

(Continued on Page 10)

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 planning 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

with 15,740,235 pounds valued at \$926,084; Ohio with 12,167,906 pounds valued at \$903,838; and Michigan with 14,601,401 pounds valued at \$888,208; Minnesota with 14,078,408 pounds valued at \$926,084; Washington with 9,068,758 pounds with a total value of \$600,653.00.

Table 2—Principal Materials Consumed in the "Macaroni, Spaghetti, Vermicelli, and Noodles" Industry, by Kind, Quantity, and Cost, by States: 1939

(The detailed data given below for 1939 were reported by 321 establishments whose value of products amounted to \$15,616,986 or 98.8 per cent of the total value of products for the industry. The following table supplements the report issued December 5, 1940.)

	Barrels	Cost
Durum flour		
United States	816,755	\$ 3,760,088
California	34,280	167,644
Illinois	190,937	899,899
Michigan	16,701	78,882
Minnesota	33,384	134,129
Missouri	19,267	88,168
New York	180,405	862,958
Ohio	32,021	147,452
Pennsylvania	162,065	749,079
Other States ¹	147,695	631,877
Seminola flour		
United States	2,159,987	\$11,173,419
California	126,883	719,030
Connecticut	47,802	213,461
Illinois	243,000	1,273,826
Louisiana	89,272	414,916
Massachusetts	75,262	377,442
Michigan	45,418	237,721
Minnesota	28,339	134,283
Missouri	72,335	324,180
New Jersey	98,825	492,152
New York	796,799	4,272,152
Ohio	36,292	183,058
Pennsylvania	239,922	1,159,317
Rhode Island	34,636	173,434
Washington	12,801	83,694
Other States ²	215,401	1,114,713
Other flour		
United States	508,165	\$ 2,136,832
California	67,444	258,024
Illinois	9,790	33,469
Louisiana	14,831	53,984
Michigan	11,091	50,926
Missouri	5,933	268,629
New York	73,560	330,530
Oregon	17,240	63,077
Pennsylvania	38,604	167,699
Texas	21,578	77,860
Washington	21,306	100,450
Other States ³	166,788	732,184
Beet and cane sugar⁴		
United States ⁵	Pounds	\$ 24,416
501,550		
Corn sugar		
United States ⁶	89,479	\$ 3,526
Eggs, fresh, frozen, dried, or canned		
United States		\$ 2,603,183
California		148,052
Illinois		527,643
Louisiana		8,111
Maryland		7,078
Massachusetts		7,779
Michigan		19,109
Missouri		74,936
New York		659,337
Ohio		84,329
Pennsylvania		416,659
Washington		47,934
Other States ⁷		602,216

¹Colorado, Connecticut, Florida, Indiana, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Nebraska, New Jersey, Oregon, Tennessee, Texas, Washington, Wisconsin.
²Colorado, District of Columbia, Florida, Indiana, Kansas, Kentucky, Maryland, Oregon, Tennessee, Texas, Utah, Wisconsin.
³Colorado, Florida, Indiana, Kansas, Kentucky, Maryland, Massachusetts, New Jersey, Ohio, Oklahoma, Tennessee, Utah, Wisconsin.
⁴Figures combined in order to avoid disclosing, exactly or approximately, data reported by individual establishments.
⁵Beet sugar: California, Illinois, Indiana, Texas. Cane sugar: California, Louisiana, New York, Oregon, Pennsylvania, Washington, Wisconsin.
⁶California, Illinois, New York.
⁷Colorado, Connecticut, District of Columbia, Florida, Indiana, Kansas, Kentucky, Minnesota, Nebraska, New Jersey, Oregon, Tennessee, Texas, Utah, Wisconsin.

Our Latin American Trade

While the United States maintains an over-all favorable balance of trade in the exchange of products with Latin American countries, the value of imports of foodstuffs, largely non-competitive products like coffee, bananas, cocoa beans, etc., from that region during the calendar year 1939 aggregated \$304,778,000—more than five times the \$59,199,000 value of foodstuffs exported to those countries.

This is shown in a Department of Commerce report just released under the caption "Foodstuffs Trade with Latin America." This is not a new development, since foodstuffs imported into the United States from Latin America for years have largely exceeded our exports to those regions.

For example, in 1926, food imports from Latin America reached a total of \$624,185,000, while our exports aggregated \$152,887,000. In 1932, when the depression reached its depth, imports of food products from Latin America had a value of \$230,143,000. Our exports to those countries that year had an aggregate value of \$39,868,000. By 1936 imports of Latin American foodstuffs had climbed again to \$299,240,000, and our exports reached \$55,933,000 in value.

A foreword to the report points out that lower values for coffee and sugar, the two principal food exports from Latin America to the United States, have probably been the most outstanding features of the trend in foodstuffs trade between the two regions during the past fifteen years. The resulting reduction in purchasing power in many Latin American countries, it adds, has seriously affected imports of all classes of merchandise, including foodstuffs, into the various areas.

In the analysis of inter-American trade in food products covered by the report, the years 1926, 1932, 1938 and 1939 were selected as the bases for study—1926 because it is frequently considered a normal year; 1932 because it represents the bottom of the depression, and 1938 and 1939 because they are the two most recent years for which complete figures were available.

Buttoni Products, Inc.

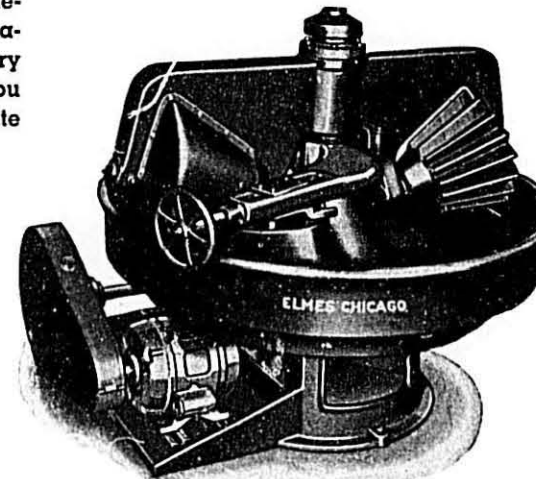
A new firm to manufacture and distribute macaroni products and sauces for spaghetti, etc., has been incorporated under the laws of the State of New York. According to the application filed last month, the firm's capital consists of 75 shares of preferred stock and 150 shares of non par value stock. The incorporation procedure was handled by Frank, Weil and Strouse of 470 Fourth Ave.

Elmes Offers You —

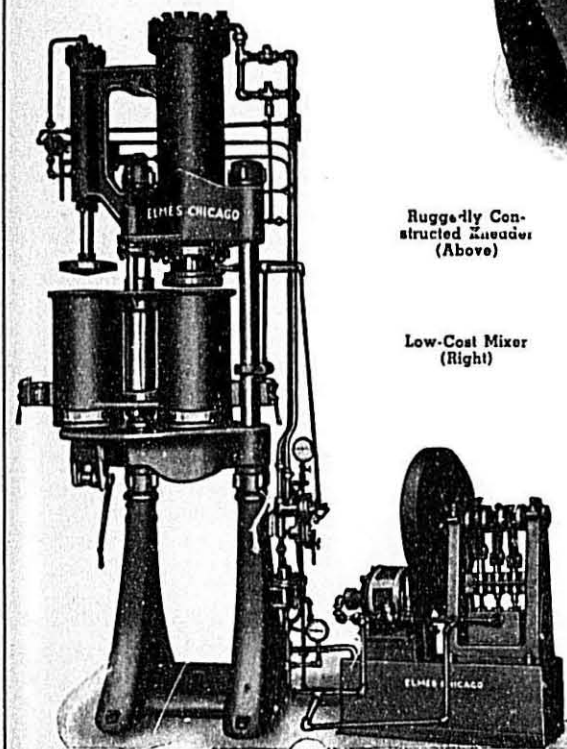
EXPERIENCE

90 years of experience lie behind Elmes macaroni equipment. Since 1851 this organization of engineers has been gaining experience in the design, manufacture, and use of macaroni equipment, hydraulic machinery and related products. It now offers you a wide selection of up-to-the-minute

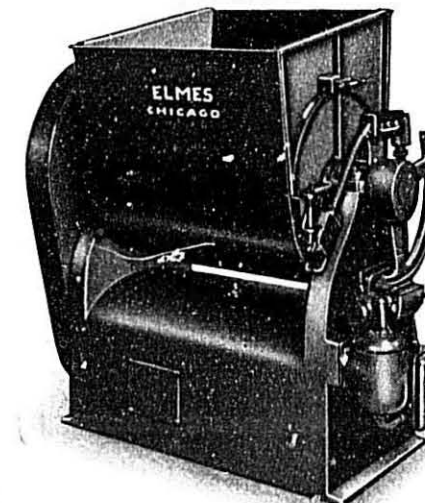
equipment for the economical manufacture of quality macaroni. Specific information sent on request.



Ruggedly Constructed Launder (Above)



Precision-built Vertical Press (Above)



Low-Cost Mixer (Right)

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

Quality Macaroni Equipment

Studying Plans for "Enriched" Macaroni

Association's Laboratory Cooperating with Federal Authorities in Research Necessary Before Establishing Standards

By Benjamin R. Jacobs

The *Federal Register* of April first contains the proposed finding of facts and proposed regulations concerning fifteen types of wheat farinaceous ingredients on which hearings have been held under the provisions of the Federal Food, Drug and Cosmetic Act.

The macaroni industry is concerned only with four of these ingredients, as follows: flour, farina, durum flour and semolina, both plain and enriched.

The purpose of this article is to refresh the memory of the members of the macaroni and noodle industries concerning the proposed standards of identity of the ingredients which we use in the manufacture of our products. More complete and detailed information can be obtained by securing the above mentioned issue of the *Federal Register* by sending ten cents to the Superintendent of Documents, Washington, D. C.

"Flour," "white flour," "wheat flour," or "plain flour" are defined as the product manufactured from wheat, both hard and soft, other than durum and red durum wheat, from what is known as the endosperm of the wheat berry exclusive of the outer portions known as bran coat and germ. It is finely ground, passing through a No. 100 sieve. Its uses are also defined, such as for bread and biscuit making, and grades of flour are also defined. Methods of determining moisture, protein, ash and granulation are also provided, as well as limits of composition. Products used for bleaching or bleaching agents are also enumerated and the extent of bleaching is outlined. However, macaroni manufacturers have little or no interest in the bleaching agents of flour since all of these destroy the yellow pigment contained in the flour and which is most desirable in the production of macaroni and noodle products.

"Enriched flour" contains for each pound not less than 1.66 milligrams and not more than 2.5 milligrams of vitamin B₁, not less than 1.2 milligrams and not more than 1.8 milligrams of riboflavin, not less than 6 milligrams and not more than 9 milligrams of nicotinic acid or nicotinic acid amide, not less than 6 milligrams and not more than 24 milligrams of iron (Fe).

As optional ingredients it may contain vitamin D not less than 250



Benjamin R. Jacobs

U.S.P. units and not more than 1,000 U.S.P. units.

Of calcium it may contain not less than 500 milligrams nor more than 2,000 milligrams as (Ca), except that it may be acidified with monocalcium phosphate irrespective of the minimum limit for calcium (Ca) prescribed. It may also contain not less than 5 per cent by weight of wheat germ or partly defatted wheat germ.

Iron may be added only in a form which is harmless and assimilable; calcium may be in the form of mono-, di-, or tricalcium phosphate or any mixture of two or all of these. Harmless carriers of these substances which do not impair the enriched flour may be used only in the quantity necessary to effect an intimate and uniform admixture of these substances with the flour.

"Farina" is defined as the food prepared by grinding and bolting cleaned wheat, other than durum wheat or red durum wheat, to such fineness that it passes through a No. 20 sieve but not more than 3 per cent passes through a No. 100 sieve. It is free from bran coat and germ and the ash calculated on a moisture-free basis is not more than 0.6 per cent. The moisture content is not more than 15 per cent.

"Enriched farina" contains not less than 1.66 milligrams of vitamin B₁, not less than 1.2 milligrams of riboflavin, not less than 6 milligrams of nicotinic acid or nicotinic acid amide,

and not less than 6 milligrams of iron (Fe).

As optional ingredients it may contain not less than 250 U.S.P. units of vitamin D, not less than 500 milligrams of calcium (Ca), and not more than 6 per cent by weight of wheat germ or partly defatted wheat germ, and it may contain not less than 0.5 per cent and not more than 1.0 per cent by weight of disodium phosphate.

It will be noted that in the case of farina there is no maximum limit for vitamin B₁, riboflavin, nicotinic acid, iron, vitamin D and calcium. Apparently the reason for this is that farina is largely used as an infant food and, therefore, consumed in considerably smaller quantities per day, which justifies a higher maximum than that permitted under flour.

"Durum flour" is the product prepared by grinding and bolting cleaned durum wheat. (Please note that red durum wheat is excluded.) It passes through a No. 100 wire cloth. It contains not more than 1.5 per cent ash calculated on a moisture-free basis and contains not more than 15 per cent moisture.

No provision has been made for the enrichment of durum flour.

"Semolina" is defined as the product prepared by grinding and bolting cleaned durum wheat to such fineness that it passes through a No. 20 sieve but not more than 3 per cent passes through a No. 100 sieve. (Please note that red durum wheat is excluded.) It is free from bran coat and germ and contains not more than 0.9 per cent ash calculated on a moisture-free basis and not more than 15 per cent moisture.

There is no provision made for the enrichment of semolina.

The laboratory of the Association is now engaged in determining losses of vitamins and minerals sustained by various methods of cooking macaroni and noodle products. This work is being done for the purpose of obtaining data on which to base standards of identity for enriched macaroni and noodle products. No standards for enriched macaroni products may be obtained unless such evidence is presented at hearings which may be held for the purpose of establishing standards of identity for enriched macaroni and noodle products.

April, 1941

THE MACARONI JOURNAL

13

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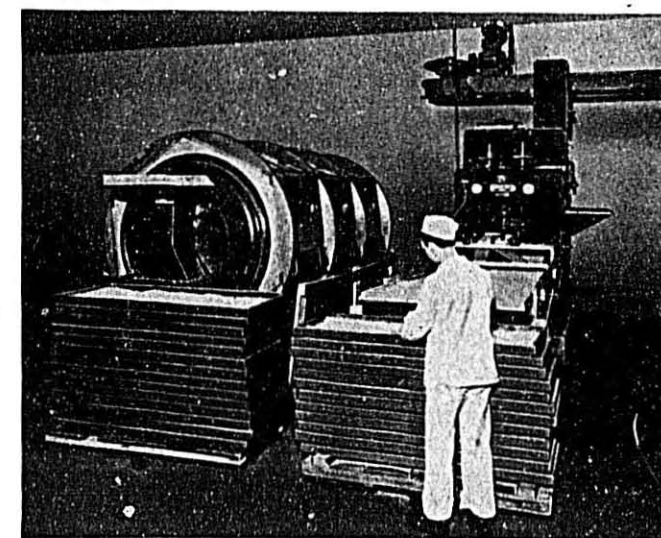
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Blight and Other Damage of Durum Wheat in 1940*

Part 2. Effects of Blight and Other Damage on Durum and Hard Wheat Seed

W. E. Brentzel †
 Department of Plant Pathology
 North Dakota Agricultural College

THE wheat plant is subjected to many chances of damage while growing from seed to the mature stage. In 1940, wet weather in the northeastern part of North Dakota, the principal durum area of the state, accentuated the destructive effects of blights, caused further damage from weathering and sprouting, and provided favorable conditions for the growth of molds and other organisms.

During late July when wheat was maturing and during August and September when harvesting and threshing should have been in progress, rains fell at frequent intervals. The rains in July were favorable for the development of blights and rust. In August the records show precipitation at many points on the 2nd, 15th, 24th, and 30th; and in September on the 5th, 6th, 8th, and 9th (Table 1). The grain scarcely dried at any time between August 15 and September 15. In many fields damage from "weathering" was severe and in some the grain began to grow. Molds of many types developed in abundance. Damage was more pronounced in grain in the windrow and in shocks.

The development during the season of black chaff, glume rot, and stem rust caused varying degrees of primary damage which provided a favorable location for the later growth of alternaria and many other organisms, thus causing further secondary damage. Bacterial glume rot was reported as severe in a few of the counties but appeared to have about run its course of destruction before harvest came on.

In placing a commercial grade on a sample of wheat several kinds of blight and physical injuries may be grouped under the notation "Damaged Seeds." This system of grading is used primarily for establishing values

TABLE 1. CLIMATOLOGICAL DATA, NORTH DAKOTA
 July, August and September, 1940

Station	DATE											Total for Month					
	14	15	16	17	18	19	20	21	22	23	24						
Devils Lake	.05	.02	.16	1.01	.019649	.1696	.89	T 1.06	7.24		
Edmore	.5842	1.05	.7425	.91	.07	.136384	5.90	
Grafton	1.18	1.85	.1509	.45	.09	.05	...	1.20	5.08	
Hillsboro	.087402	.84	.11	T	.06	.01	.84	.08	3.76	
Langdon	.5280	.86	.02	T12	.65	.0463	...	3.18	
Larimore	.6192	.1904	.28	.40	.14	5.00	.07	6.78	
Mayville8628	.84	.188084	2.09	
Petersburg	.7784	.2515	.51	.50	.38	1.77	.41	5.32	
Sharon	.06	...	T	.54	...	T15	.80	.23	2.00	.07	3.79	
Siabeo	.1555	.80	4.6201	7.02	
Dunseith	.19	.22	.27	.22	.7540	.18	.27	.09	...	T	1.50	...	4.85	
Holla	.2919	.45	.89	.1108	.21	.63	.55	1.25	...	5.08	
Tomar	.1505	.11	.0610	.2420	T	T	.09	...	2.71	
Westhope	.05031241	.05	.15	.89	.0405	.85	.04	4.54
Willow City	.1304	.20	.64	.05	...	T	.40	.19	.55	.04	...	T	1.17	...	5.00

Station	DATE											Total for Month				
	1	2	3	4	15	17	23	24	25	28	29					
Devils Lake	T	.1423	1.78	.01	.46	.19	.02	.06	.55	5.59
Edmore2325	1.25	.1011	.1040	.11	2.55
Grafton	1.881792	T	...	T	T	2.90
Hillsboro	1.66	T	.4892	T	.43	.11	.1406	4.64
Langdon	.21	.4302	.80	.0308	.02	2.27
Larimore	2.53	.24	.21	.09	1.05	T	.22	.04	.0618	5.72
Mayville04	3.48
Petersburg	.89	.8990	T	.24	.05	.27	.0606	5.43
Sharon	.14	.99	.06	.04	.91	T	.51	.24	T	.2306	2.93
Siabeo8511	1.64	.01	.50	.82	2.75
Dunseith78	1.10	T50	.55	.04	2.71
Holla	...	1.02	1.21	T	.50	.56	.02	.09	5.45
Tomar47	...	T	.09	.04	1.63	.140201	2.72
Westhope	...	2.1005	1.25	...	T	.9707	4.54
Willow City6509	1.16	...	T	.28	.03	.02	2.34

Station	DATE											Total for Month				
	4	5	6	8	9	10	16	17	18	19	22					
Devils Lake	.23	.19	.02	.05	.0502	T	.01	.01	T	.60	1.16
Edmore71	.6904	.0455	1.51
Grafton041218	.0140	0.87
Hillsboro	T	.050209	0.14
Langdon41	.2550	...	T	.1601	.19	1.25
Larimore15	.020702	.0229	0.67
Mayville	T	.02	0.02
Petersburg590655	1.00
Sharon07	.17	T	.11	...	T20	0.53
Siabeo	1.0910	...	T	.081027	1.50
Dunseith2105531355	1.50
Holla	1.12	.05	.0598	.011550	2.66
Tomar23	.0480	T	.69	1.56
Westhope07	.07	.070301	.13	.01	0.45
Willow City10	.07	T0664	T	.59	1.28

Records taken from Climatological Data, United States Department of Commerce Weather Bureau.

*Parts 1 and 2 of this series were reprinted by permission of the North Dakota Agricultural Experiment Station, Fargo, North Dakota.
 †The writer is indebted to H. L. Walters, Director of the Experiment Station, for his interest and helpful suggestions in carrying on this work, to F. Gray Butcher, Extension Plant Pathologist, who visited many fields in which damage had occurred and supplied first-hand information on conditions affecting its development, to the AAA Office at Fargo, to County Agents, and to many other persons for supplying samples of damaged grain.
 Assistance in the analysis of samples was furnished by the Works Projects Administration, Official Project No. 665-73-3-85.

at terminal markets but does not satisfactorily indicate the condition of grain with respect to diseases and its suitability for seed purposes. The purpose of the work described in this article was to differentiate between the different kinds of damage and as far as possible to evaluate their importance from a seed standpoint.
 (Continued on Page 16)

QUALITY FIRST!

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King Midas Semolina



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 Minneapolis, Minn.

Materials and Methods

About 200 samples of damaged durum and some of hard wheat were obtained, largely from the northeastern section of the state. The plan called for examination of these samples from three angles: (1) A gross examination for indications of diseases and a separation of different types of damage, (2) a cultural and microscopic test of the samples for disease, and (3) the response of the samples to disinfectants when planted in greenhouse soil.

Results

Two types of damage were recorded, (1) black points and (2) other types (Table 2). Black point was prevalent in many of the samples, indicating that this disease was widespread but perhaps not any more so than in other years. Red durum was most frequently affected by this disease. Some of the hard wheat varieties also were damaged, but appeared less severely affected.

Two kinds of black point were found. These were similar and could not be separated satisfactorily by differences in appearance. Cultural and microscopic examinations showed that most of the black point was caused by species of the fungus *Alternaria*

and that a much smaller part resulted from *Helminthosporium sativum*. Seed affected by *Alternaria* often were plump and sometimes heavier than non-affected seeds. There was no noticeable shrivelling from this fungus but the germination was somewhat impaired. The seedling plants which grew from these seeds developed scarcely any blight.

Seeds affected by *Helminthosporium* often were somewhat shriveled, the germination was greatly impaired and the seedling plants were severely attacked by blight. Although seed affected by this fungus germinated poorly it seemed to respond much better to a treatment with Ceresan than seed affected by *Alternaria*. However, a significant and worthwhile improvement in germination and plant vigor resulted from treating seed affected by either fungus (Figure 1).

The greater part of the damage in the samples is listed under "Other damage" (Table 2). This class includes all defects other than black point. A little scab (*Gibberella*) was found, some bacterial infection and a number of molds classified as weakly or non-parasitic species. There is also included damage due to weathering, sprouting, shrivelling, and other defects which are grading factors but

may not be associated with any seed or seedling disease.

Seed germination and seedling vigor in most samples was improved by treating with Ceresan (Table 2). This treatment also would destroy bunt or stinking smut in the seed. Many of the samples were smutty but the prevalence of this disease was not recorded.

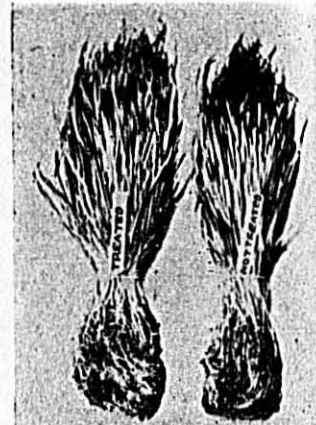


Figure 1. Two lots of plants, 20 days old, each grown from 200 seeds of sample No. 113.

The lot on the left was treated with Ceresan and weighed 139 grams. The lot on the right was not treated and weighed 116 grams. Sample No. 113 had 22 per cent black point, largely caused by the fungus *Alternaria*.

Summary and Conclusions

In 1940, wheat and especially durum from northeastern North Dakota, was seriously damaged by weathering, sprouting, and organisms (largely fungi). It appears that the large amount of precipitation in July, August, and early September accentuated all types of deterioration.

One hundred samples of so-called diseased and damaged wheat, largely durum, were analyzed.

The total damage in the samples ranged from 2 to 33 per cent, with 14 per cent as the mean.

Damage due to black point ranged from 0 to 22 per cent, with a mean of about 3 per cent.

Damage due to defects other than black point ranged from 0 to 31 per cent, with a mean of about 10 per cent.

In general, examination of the diseased kernels showed infection with *Helminthosporium sativum* seven times as often as with *Fusaria* spp., and on the other hand, the *Alternaria* species showed up on the samples nearly 7 times as often as did *Helminthosporium*.

The germination of 100 non-treated (Continued on Page 56)

TABLE 2. ANALYSIS OF SAMPLES OF DURUM DAMAGED BY BLIGHT AND BY OTHER FACTORS 1/

Source (County)	Percent damage		Anthrax-like rot		Fusarium		Fusarium		Remarks
	Black point	Other	Infected	Not	Infected	Not	Treated		
	lb.	lb.	lb.	lb.	lb.	lb.	lb.		
Ranney	5	14	19	52	24	0	78	68	Rival variety
Horion	7	0	7	96	4	0	94	81	
Cavallier	8	23	29	92	8	0	87	80	Pilot variety
Ward	0	2	2	48	0	0	48	77	
Ranney	0	27	27	80	20	0	77	78	
Benson	2	12	14	82	16	0	92	88	
Bolette	3	1	4	68	8	0	95	83	
Wells	1	7	8	48	23	4	88	87	
Ranney	5	18	23	84	8	4	94	89	
Benson	4	20	24	72	4	4	81	80	
Cavallier	1	23	24	82	8	4	94	89	
Pierce	8	7	10	28	4	0	84	85	
Bottineau	2	8	10	72	4	0	95	82	
Walsh	2	2	4	18	48	4	94	84	
Towner	1	16	17	48	12	12	67	87	Light weight
Edy	2	13	15	80	8	0	88	78	
Cavallier	1	14	15	82	4	4	87	87	
Bottineau	22	7	29	78	8	0	92	87	
Benson	9	3	12	68	6	4	81	88	
Bolette	7	8	15	78	4	4	86	84	
Benson	1	4	5	76	0	0	86	82	
Bottineau	1	12	13	64	12	4	84	81	
Cavallier	1	10	11	80	16	0	96	88	Mixed 5%
Towner	1	10	11	80	16	0	96	88	
Bottineau	1	1	2	82	20	0	93	85	
Cavallier	2	18	20	64	4	0	93	89	
Benson	0	12	12	76	0	0	95	88	Sprouted seed
Bolette	2	11	13	88	4	0	98	90	
Walsh	1	16	17	64	8	0	87	74	
Towner	1	22	23	48	12	0	78	88	
Bolette	1	18	19	78	0	0	95	82	
Bolette	4	10	14	78	4	0	90	87	
Cavallier	4	7	11	48	12	4	87	80	
Bottineau	6	15	21	77	8	0	84	81	
Bolette	2	8	10	72	4	0	93	82	
Bolette	5	10	15	80	0	0	92	88	
Benson	1	18	19	84	12	0	96	78	
Benson	12	10	22	80	8	0	88	80	
Ranney	1	20	21	68	12	4	83	78	
Fambles	4	3	7	84	14	0	92	87	
Benson	2	24	26	84	8	0	90	86	
Bottineau	1	4	5	72	4	0	98	82	

1/ Because of space required data from only a part of the samples analyzed are included in this table.

2/ Alt = *Alternaria*; Hel. = *Helminthosporium*; and Fus. = *Fusarium*.

3/ Treated with Ceresan. Percentage germination obtained from seed planted in soil.

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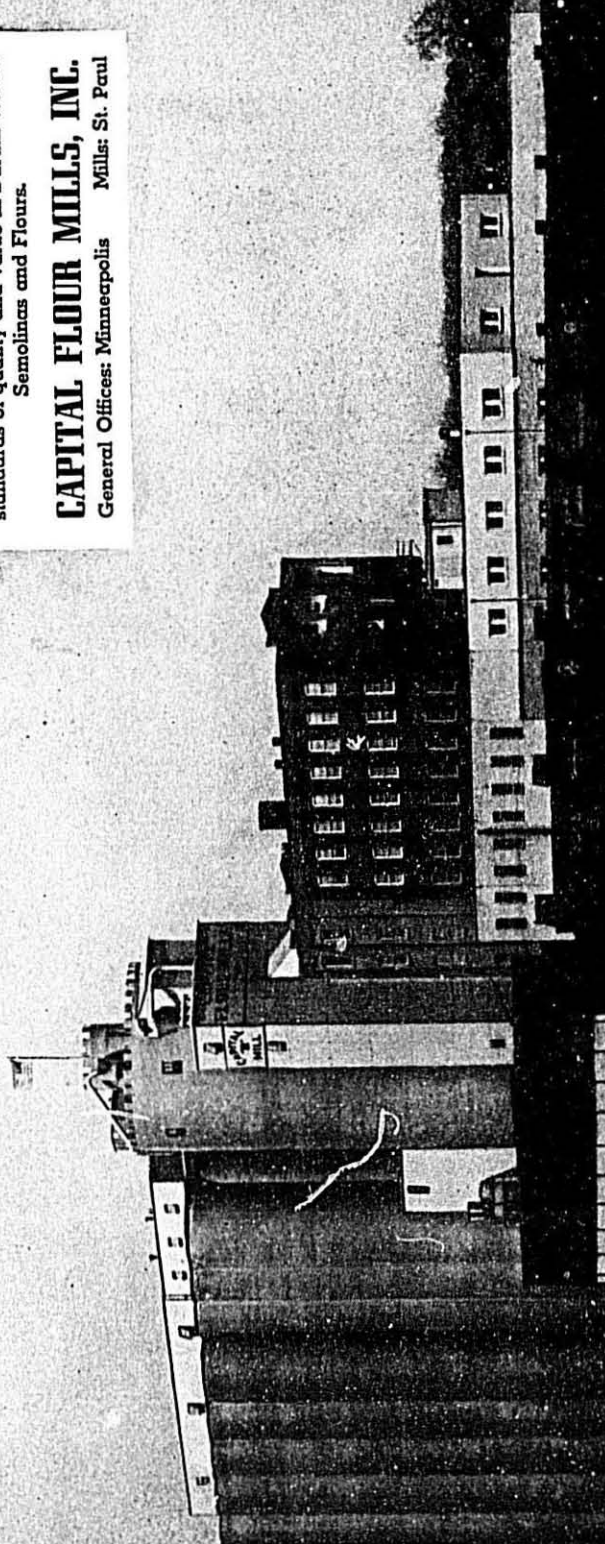
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Are Package Sales Declining?

Consumer Analysis of the Greater Milwaukee Market
Indicates Downward Trend in Sales of Packaged
Macaroni and Spaghetti

What group shows a greater preference for package macaroni and spaghetti—the families with high income or those of the low income group?

What brands are the most popular and in what order?

What is the general trend in the sale of grocery products in the Greater Milwaukee Market?

These and many more interesting questions are among the things which the annual surveys conducted by *The Milwaukee Journal* aims to answer. This newspaper has just completed its eighteenth edition of Consumer Analysis in which more than 6,500 families have answered more than 300 questions to give a clear-cut picture of the current buying habits of this average American city.

The purpose of this survey is to give advertisers the advantages of complete information on the Milwaukee market—actual sales potentialities, buying habits, an accurate picture of competition and the dealer set-up—so that an advertising investment may have a maximum opportunity to produce profitable results, and manufacturers a better idea of what is to be expected in that market.

Macaroni and Spaghetti

The following facts, as divulged from the most recent analysis covering the year 1940, are presented through the courtesy of *The Milwaukee Journal*: (Incidentally, no separate survey is made of the sales of egg noodles in this particular survey.)

Package Macaroni

Package macaroni continues on the downward trend started last year when 76 per cent of all families bought this product. In 1941 the popularity figure recorded is 72.3 per cent.

It is interesting to note that package macaroni has almost equal popularity among families of all income groups. The total variation in use among the four income groups is less than 2 per cent.

This subject includes only dry macaroni which must be cooked before eating. Macaroni and cheese and other combination dinners are not studied in the current edition of the Consumer Analysis.

No information was secured on the average number of packages of macaroni purchased per month since macaroni, spaghetti and noodles are often sold in combination lots and it is difficult for the consumer to estimate the quantity purchased of each.

The number of brands reported by Greater Milwaukee housewives decreased from 130 in 1940 to 110 in 1941. This year 13 brands are listed in the chart. This same number was listed in 1940.

"White Pearl" strengthens its hold on first place this year with a gain from 42.7 per cent of all buyers to 44.2 per cent. "White Pearl" package macaroni may be purchased in 59 per cent of the independent grocery stores, in the A. & P. food stores and in the National Tea stores.

"Ann Page," in second place this year, made a spectacular jump in preference from 4.7 per cent in 1940 to 16.2 per cent in 1941. The number of family buyers advanced from 7,049 to 23,091 during this period. "Ann Page" is a private brand of the A. & P. food stores and thus enjoys store distribution. "Ann Page's" gain in popularity is partially due to the fact that "Encore," another A. & P. brand, is being changed over to the "Ann Page" label. "Encore" shows a corresponding decrease.

Third place goes to "Red Cross" with a gain in popularity from 10.2 per cent in 1940 to 10.8 per cent in 1941. "Red Cross" macaroni is offered for sale in 41.8 per cent of the independent grocery stores and in the National Tea stores.

TOTAL NUMBER OF BRANDS IN USE IN GREATER MILWAUKEE	
Year	Number
1941	110
1940	130
1939	136
1935	108
1934	95

Of the other 10 brands covered in the survey the following are listed with percentage sales ranging from 3.2 in the following order:

Roumly's	Monarch
Encore	Steinmeyer's
Red Arrow	Silver Buckle
Clown	Pagliacci
National	Creamette's

DIVISION OF ALL FAMILIES INTO USERS AND NON-USERS		
Class	Per Cent	Number
Users—		
1941	72.3	142,540
1940	76.1	149,987
1939	78.0	150,279
1935	77.8	143,780
1934	83.9	155,032
Non-Users—		
1941	27.7	54,611
1940	23.9	47,105
1939	22.0	42,367
1935	22.2	41,027
1934	16.1	29,750

BY INCOME GROUPS				
Class	Users		Non Users	
	Per Cent	Number	Per Cent	Number
A	71.6	28.4	26.7	
B	73.3	26.7	27.9	
C	72.1	27.9	28.3	
D	71.7	28.3		

Package Spaghetti

From a high consumer popularity of 78.2 per cent in 1939, the use of package spaghetti dropped to 74.9 per cent the following year. This year a further decrease is noted with 72 per cent of all families regularly buying this product.

A new chart reveals that package spaghetti has about the same percentage of popularity among families in all income

groups. The highest consumer use is recorded in the uppermost income bracket with 73.2 per cent of these families buying this product.

As in package macaroni, no attempt was made to secure information of the average number of packages purchased per month, since housewives are usually confused as to the quantity they buy.

Of the 110 brands reported in use this year, "White Pearl" takes the number one position with a slight gain in preference from 42.1 per cent to 42.4 per cent. "White Pearl" package spaghetti may be purchased in 52.5 per cent of the independent grocery stores and in the stores of both grocery chains.

"Ann Page," in second place, is preferred by 16.9 per cent of all buyers this year. In 1940, 4.6 per cent of all buyers preferred "Ann Page." At least a part of this large gain is the result of the A. & P. stores changing over from the "Encore" to the "Ann Page" brand of package spaghetti. The use of "Encore" has dropped to 2.7 per cent.

Third place goes to "Red Cross" with a gain in popularity from 9.8 per cent in 1940 to 10.8 per cent in 1941. "Red Cross" may be purchased in 36 per cent of the independent grocery stores and in the National Tea stores.

"Roumly's," in fourth position, is preferred by 3.6 per cent of all buyers this year as compared with 4.3 per cent in 1940.

Nine other brands find consumer favor in percentages ranging from 2.7 to 1 per cent and in the following order:

Encore	Clown
Red Arrow	Steinmeyer's
National	Silver Buckle
Monarch	Pagliacci
Highway	

TOTAL NUMBER OF BRANDS IN USE IN GREATER MILWAUKEE	
Year	Number
1941	110
1940	122
1939	130
1935	101
1934	80

DIVISION OF ALL FAMILIES INTO USERS AND NON-USERS		
Class	Per Cent	Number
Users—		
1941	72.0	141,949
1940	74.9	147,622
1939	78.2	150,594
1935	73.1	135,094
1934	72.8	131,521
Non-Users—		
1941	28.0	55,302
1940	25.1	49,470
1939	21.8	41,982
1935	26.9	49,713
1934	27.2	50,261

BY INCOME GROUPS				
Class	Users		Non Users	
	Per Cent	Number	Per Cent	Number
A	73.2	26.8	26.8	
B	71.8	28.2	28.2	
C	71.2	28.8	28.8	
D	72.9	27.1		

Publicity Department

The Possibility of Profitably Increasing the Market for Macaroni Products

By G. S. Barnes*

In many respects it is very presumptuous for one who has never been directly associated with the macaroni business to attempt to intelligently cover this subject. However, in any business there are often certain important considerations which an outsider may see and feel, while those actively and constantly engaged in the business may overlook entirely or simply take for granted.

At the outset I wish to say, by way of explanation, that I am in the advertising business, and that all advertising men are, or should be, interested in the increase of sales and profits by profitably extending the marketing operations of an industry. I shall attempt to analyze certain considerations in connection with the increase of sales and profits by macaroni manufacturers individually and collectively from the standpoint of an outsider who knows the macaroni industry only from second-hand contact and study, hoping there may be some thoughts which will be of value to those of you actively and successfully engaged in this business.

Your problem is to seek new ways and means of improving your markets individually and collectively. If this aim is to be accomplished it seems wise first to survey the field and determine where possible profitable increases can be secured. We all know that those of us of Italian descent favor macaroni and spaghetti products. Habit is strongly in favor of continued consumption of macaroni and spaghetti on the part of these folks, but I believe that all of us will agree that the progressive macaroni manufacturer is not content with the marketing of his products only to those of Italian descent. He is aiming at the broad general American market. He seeks to increase the consumption of macaroni and spaghetti in every American home. I believe that we will agree that such increases on the part of any one macaroni manufacturer must come from one of two sources:

1. From competitors.
2. From increased consumption.

*The author is Advertising Manager of General Mills Durum Department.

In competitive business it is always desirable, healthy and necessary to aim to increase one's profitable volume to some extent at the expense of competitors. An efficient operator, making better products and merchandising and advertising them more aggressively and intelligently deserves to make some progress at the expense of less efficient and less economical competitors. However, there is always a definite limit beyond which profitable expansion of business at the expense of competitors is impossible. If competitors begin to suffer materially in their volume they are bound to fight back with whatever weapons are at hand. Almost invariably such a fight from a less efficient competitor is destructive in character. It frequently takes the form of a price war. In other instances it may take the form of destructive advertising, attempts to undermine relationships with the trade and other means, fair or foul, but none of which tend toward profit for any one. Therefore, in contemplating the profitable expansion of one's business it never can be presumed that such expansion can go very far at the expense of competitors. Even if existing competitors who are less efficient are ultimately forced out of the picture, other smarter and more aggressive competitors will enter the field to take their place.

The real answer, therefore—the answer of greatest importance and greatest possibility to macaroni manufacturers individually and collectively—is in increasing their profitable market through increased consumption of macaroni products. First and foremost this must come by increasing the total pounds of macaroni products consumed per capita in the United States. We must remember that the human stomach holds only 3 pints and that our food products—macaroni and spaghetti—are competing with all other types and kinds of food for a representative place in the American stomach.

It is necessary to establish the habit of consuming macaroni products. Macaroni is frequently referred to as a substitute or a replacement of

meat. From the standpoint of expense per serving it certainly enjoys a very great advantage. Cost alone, however, is not enough. Macaroni and spaghetti can be served in innumerable delicious combinations. Appetite appeal is of foremost consideration with any aggressive advertising and merchandising program.

Nutritionally, macaroni and spaghetti are the equivalent of bread, and this is both an advantage and a disadvantage. It is an advantage because it is commonly accepted by medical and nutritional authorities that cereal products are good foods. It is a disadvantage because there is nothing nutritionally superior in the nutritional claims of macaroni products as compared with breadstuffs, but macaroni products can be prepared in innumerable tasty and delicious ways—they can have a tremendous amount of appetite appeal, and from the standpoint of establishing a greater "macaroni habit" with American housewives, this is very important.

Let's look for a moment at the sensational increase in the per capita consumption of sugar since the first of this century. Few of us realize that the consumption of sugar has increased 50 pounds per capita during the past 40 years. How has this been brought about? Primarily because sugar has the appeal to the palate of the American public, and has been aggressively and effectively advertised and merchandised to that public in a vast variety of attractive ways. Of course, the outstanding increase has come in the form of candy and candy products. There has also been a great increase in the consumption of sugar in many other forms. The same principles that have resulted in this sensational increase of sugar can be applied to macaroni products.

It is, of course, much easier to diagnose the situation than it is to tell what each individual macaroni manufacturer can best do to bring about a profitable increase in his business. Each macaroni manufacturer has his own individual problems depending upon his size, resources, extent of marketing operations, type of competition, and many other factors. However, there are certain fundamental principles which apply to all business whether it be manufacturing and selling automobiles, silk hose or macaroni and spaghetti. These common prin-

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April, 1941

THE MACARONI JOURNAL

21

"We never expected a 40% SALES JUMP!"

... says Mr. Joseph Cuneo



"It certainly opened our eyes," says the president of La Premiata Macaroni Corp., "when we gave 'Cellophane' bags a trial. We wanted consumers to see our products. And, judging by the quick success, they want to see, too. Our wide variety of items in these let-me-see bags have certainly gone to town."

"Today this line shows a 40% increase over the previous opaque-packaged line... and it's selling faster every month. We're more than enthusiastic about the change to 'Cellophane' cellulose film."

94% of American housewives say, "We prefer food products in 'Cellophane'!" We'll be glad to help you design a package that will help your product cash in on this preference. Write to E. I. du Pont de Nemours & Co. (Inc.), "Cellophane" Division, Wilmington, Delaware.



"Cellophane" is a trademark of E. I. du Pont de Nemours & Co. (Inc.)

Cellophane
AMERICA'S GUIDE
TO ADDED VALUE

ciples apply in production, advertising, selling, packaging, display and all other phases of business. Some of them are so simple and so taken-for-granted that we lose sight of them when we are making decisions and laying plans. These three principles, which I believe we can all agree are absolutely fundamental and which apply particularly to an advertising and merchandising program, are:

1. The consumer is the boss.
2. Be guided by facts, not opinions.
3. Keep everlastingly at it.

The consumer actually runs every business. Too frequently we think in our particular fields of responsibility that we are the boss. Actually we are only the servants of the consumer who buys our goods. First, last and always we must be guided by the likes and dislikes of the consumer—not of ourselves, of our wives, friends or associates. In the goods that we make, in the approach of our sales personnel, in the choice of our advertising, in everything we do in business we must be guided by what the consumer likes and the approach to which the consumer of our products reacts favorably.

In determining what is effective with the consumer—this boss of our business—we must not be guided by our own preconceived opinions. We must constantly be seeking facts and more facts. We must test everything that we possibly can. In considering the advertising of our business we must constantly test and retest in order to be sure we are on the right track.

Then if we keep before us constantly that our success or failure rests with the consumer and that every decision must be based on the consumer's likes or dislikes, not our own, and if we determine by facts the course to take to this end, we must keep everlastingly at it to succeed. If we know we are right in the light of the consumer we should not be discouraged by failure to win immediate success. Perseverance and persistency are the basis of business success. Similarly if we get some lucky breaks and get some unusually good results from a merchandising or an advertising campaign, we can't sit back in an easy chair and think that our business will continue to prosper. Continuous, persistent work is essential to continued business progress and profits.

Going one step further in the consideration of the consumer—our boss—let us picture that consumer in ordinary daily capacity as purchasing agent for the American home and see what, as an industry, we have done to cause her to buy and serve the maximum amount of macaroni and spaghetti.

One of the phenomenal successes in the food field in recent years has been the work done by the California Orange Producers. The consumption of oranges in the United States has increased three-fold in the last fifteen years, and approximately 10-fold since the first of the century. Oranges are a very expensive food. Despite that fact they are actually eaten in most homes in the United States all the year around. Orange growers have persistently and effectively advertised and merchandised oranges since 1900 with this phenomenal result. To check every decision they make, every merchandising and advertising policy, they visualize to themselves 35 million housewives in the United States who every weekday ask themselves five questions in their jobs as homemakers before they do their marketing that day. In the merchandising and advertising of oranges the aim of the Sunkist people has been and is to give these 35 million women, or as many as possible, an answer to these questions which is favorable to oranges. The five questions are:

1. What am I going to serve for dinner?
2. How will I fix it?
3. Will they like it?
4. Is it good for them?
5. Does it cost too much?

Let us consider these questions in respect to macaroni products. Picture the everyday housewife in the United States when she asks herself question No. 1. In planning her menu for the next day, or two days, does she think of macaroni or spaghetti? Is she not more apt to think about the meat she is going to serve, about the fruits and vegetables? About the soup or salad, and above all, the dessert? It's the job of the macaroni manufacturer to convince the housewives of America that macaroni and spaghetti should be served more frequently.

Similarly with question No. 2 Mrs. Housewife considers at great length the way in which she will fix the salad. She gives a lot of thought to what dessert her husband would enjoy for the evening meal, but does she have at her fingertips a delicious or appealing recipe for macaroni or spaghetti—something that she knows will be a ten-strike with the entire family? We know that there are a thousand delicious ways to serve macaroni and spaghetti. No one food can be as attractively, deliciously and economically prepared as the main course of a dinner as macaroni and spaghetti, and yet too frequently Mrs. Housewife skips the thought of these attractive products in her planning of the evening meal.

Now all of us know the answer to question No. 3. We know that macaroni and spaghetti can be prepared

in a way that will appeal to every one in the family, but do we know if Mrs. Housewife can satisfactorily answer this question? Does she have a selection of delicious appetite-appealing recipes to follow in the preparation of macaroni and spaghetti? Does she avoid monotony by preparing these products from time to time in a number of delicious ways? The answer to question No. 3 can be definitely in the affirmative, but the answer depends upon the type and kind of service that we give the housewife.

Let's look for a moment at question No. 4—"Is it good for them?" Fortunately, macaroni and spaghetti, although nutritionally the same as bread, have not come in for the food faddist attacks experienced by bread. In general, there is no way of knowing exactly how housewives regard the nutritional qualities of macaroni and spaghetti unless definite investigation is made. Possibly such an investigation has already been made. Of course, we know that macaroni and spaghetti contribute to nutritional welfare. We know that macaroni and spaghetti contribute to the biggest single need of our diet—food energy. We know that these products are completely digestible, and should play an important part in the well-rounded diet. Whether we realize all this is relatively unimportant to the consideration: Does the housewife realize it, and what can we do to convince her of these facts? Of course, if vitamin enrichment plays a part in the preparation of macaroni and spaghetti in the years to come this will assist in giving an even more positive and affirmative answer to question No. 4.

Question No. 5—"Does it cost too much?" There is no doubt but that this question will be answered favorably by a majority of wives. Macaroni and spaghetti are among our cheapest sources of food energy. Please note that question No. 5 does not say "How much does it cost?" but "Does it cost too much?" Fundamentally the favorable answer to question No. 5 is very important when we realize that 82% of our families receive an income of \$2,000 a year or less. Low cost in itself is not enough. We must convince the housewives of America that macaroni and spaghetti provide not only a satisfactory but a desirable answer to the other four questions, and when we do this we can expect a greater share, a larger amount of attention, and an increased consumption of macaroni and spaghetti.

Because advertising and promotion are bound to play a very important part in influencing the housewife's answers to these five questions in the years to come, I should like to say

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SALES POWER

WITH

MILPRINT PACKAGING



Your products speak for themselves when they are packaged in colorful, appealing MILPRINT bags or wrappers. Today, the winning package, the one possessing the most "Sales Power" in design, workmanship and appetite appeal, gets the call every time. That's why we are producing more packaging material for more firms everywhere.

The superiority of MILPRINT craftsmanship has helped to establish "Best Sellers" on thousands of retail counters throughout the land. Drop us a line about your particular problem and we will spring into action immediately, with no obligation to you.

TRANSPARENT PACKAGING HEADQUARTERS FOR: Revelation bags and wrappers. Bags and wrappers of printed "Cellophane." Reinforced "Cellophane" wrappers. Printed roll "Cellophane" for automatic machines.

WRITE TODAY FOR SAMPLE ASSORTMENT!

CONVERTERS OF
Cellophane
TRADE MARK

MILPRINT INC.

MILWAUKEE
PHILADELPHIA
LOS ANGELES

a few words about advertising and promotion, realizing that each one of us must attack our advertising and merchandising problems in his own way. We have vastly different set-ups in respect to market, competition, size of plant, type of business and resources available. As an example of the principle—"Keep everlastingly at it"—I should like to refer to Betty Crocker, who is, as you know, a sales personality of General Mills, Inc. Betty Crocker has occupied her important role with General Mills for 18 years. She has been advertising over the radio for more than 15 years. Her purpose is to be of help to women in homemaking, and last year a very thorough fact-finding operation involving personal interviews with more than 5,000 women was undertaken to determine what the cumulative benefits of over 18 years advertising could be. This investigation covered 17 major cities of over 100,000 population, 30 secondary cities from 10,000 to 100,000 population, and 30 small towns, with the interviews proportionately divided among all economic groups. The results of "Keep everlastingly at it" became apparent when it was revealed that 9 out of every 10 housewives in America today know Betty Crocker. The actual number of American housewives who know the name "Betty Crocker" is greater than the sum of those who know the next two highest-ranking home economics personalities. More housewives consider Betty Crocker the most helpful home economics personality than for the next 10 ranking personalities. Seven out of every 10 housewives who hear home service programs listen to Betty Crocker's radio programs. The housewives of America like Betty Crocker's recipes best, with reference particularly to the dependability, practicability and simplicity of these recipes. I am not quoting what we ourselves say about Betty Crocker, but rather giving you the facts as they were revealed to us by this survey. We know that Betty Crocker receives up to 4,000 letters a day from women all over the country. Betty Crocker's name is constantly before the public, and I want to assure you that this remarkable development of a sales personality was carefully planned from the very beginning. For example, Betty Crocker does not feature any recipe until it has been tested in from 25 to 50 separate homes in which there are wood stoves, gas stoves, electric stoves, large families, small families and of different economic levels. When Betty Crocker features a macaroni, spaghetti or noodle recipe, this recipe is exhaustively tested in these homes. I bring out these facts with the definite statement that Betty Crocker is General Mills' most valuable asset to show

what can be accomplished by consistent and persistent advertising effort over a period of years. Betty Crocker realizes that the consumer is boss and she has certainly kept everlastingly at her job for the past 18 years. We have secured the facts with reference to Betty Crocker, and we intend to be guided by these facts and not by opinions. These are the principles upon which any promotional campaign should be based.

A few weeks ago an advertising

man approached the president of one of the large advertising agencies in the country, and stated that he wanted to present an advertising scheme that was actually a seven day wonder of the world. The agency president replied that if it lasted only seven days he wasn't interested in it no matter how good the idea was. Actually there is no place for clever advertising in the merchandising picture today. It's consistent, continuous effort that brings home the bacon.

In the Food Parade—Macaroni Products

Radio Program on Pacific Coast Recommends Macaroni, Spaghetti and Egg Noodles as Lenten Specials, and as Year-Round Favorites

Macaroni Products—an all-season food—prove themselves as all-round favorites in radio programs throughout the Lenten Season. In "The Parade of Food" on Saturday, March 15, this food was featured in a broadcast over Radio Station KHJ, Los Angeles, California. The program was sponsored by the Southern California Retail Grocers Association in line with its policy of telling the thousands and thousands of listeners something interesting about the foods they may buy at reasonable prices from the kindly merchants, and to inform them of the vitamin and health values of foods that are in season.

The script for this particular program, invaluable from the viewpoint of the manufacturers who supply the retailers of the Southwest, is proof that the sponsors of the program, "The Parade of Food," are pioneers in developing new ideas in food merchandising. The story heard by the housewives who tuned in Station KHJ that morning, was in part as follows:

The Parade of Food each week tells the story of one of the familiar foods you buy every week at your favorite grocery market. That efficient can or package contains the modern counterpart of a food that is perhaps tens of thousands of years old. Modern science and twentieth century packaging processes have developed that food to its present vitamin-packed, sanitary, economical value. At the same time the history of that food is full of romance and legends and interesting facts.

For the past several weeks we have told you about foods that are especially popular during the Lenten period. This morning we are going to relate some facts about another Lenten favorite that is a household staple throughout the year as well. That food is the macaroni family.

The macaroni family is made up of a good many relations; we have the familiar macaroni itself, then spaghetti, egg noodles and the many variations of these products.

Generally, macaroni products are shaped and dried doughs prepared by adding wa-

ter to semolina, farina or wheat flours. They may contain added salt and eggs.

Racially, these products are all alike. They are made from flours that are high in gluten value and low in starch content. The wheat the flour is ground from is an especially hard, flinty spring variety.

Macaroni is supposed to have originated 7,000 years ago. A Chinese woman prepared some bread dough for baking and accidentally spilled the pan of dough in the dirt. To cleanse it she strained it through a sieve and the result was a mass of coiled macaroni that when cooked, proved to be very acceptable to her family.

The history of macaroni products continues to be allied with China. In fact, the word "spaghetti" is said to have been the name of an Italian sailor of centuries ago. This sailor visited a Chinese port and the legend says that he fell in love with a fair Chinese girl. She also loved him and she showed him how to make the paste product known to us today as spaghetti. Her love went so far that that particular thin variety of macaroni bears the sailor's name to this day—spaghetti.

Far back in history we find some interesting stories about spaghetti and macaroni. In the Middle Ages these products were considered medicines and were sold only by doctors and pharmacists.

Another little story about these foods is the legend that King Louis the 11th of France became so addicted to a particular spaghetti dish that he often drove more than 100 miles from Paris to a certain inn that made a specialty of his favorite dish.

European immigrants to this country introduced the process of making macaroni products long before the Civil War. However the industry languished somewhat, since the wheat varieties native to this country made a very unappetizing macaroni. Finally the United States Department of Agriculture introduced into the Middle West a new variety of wheat—the Durum type—low in starch value and high in gluten content. With the advent of this wheat, the macaroni and spaghetti industries grew rapidly.

In recent years America has produced sufficient macaroni products to satisfy the native demand and at the same time has exported a great amount of these foods to foreign countries. Traditional American ingenuity and superior manufactur-

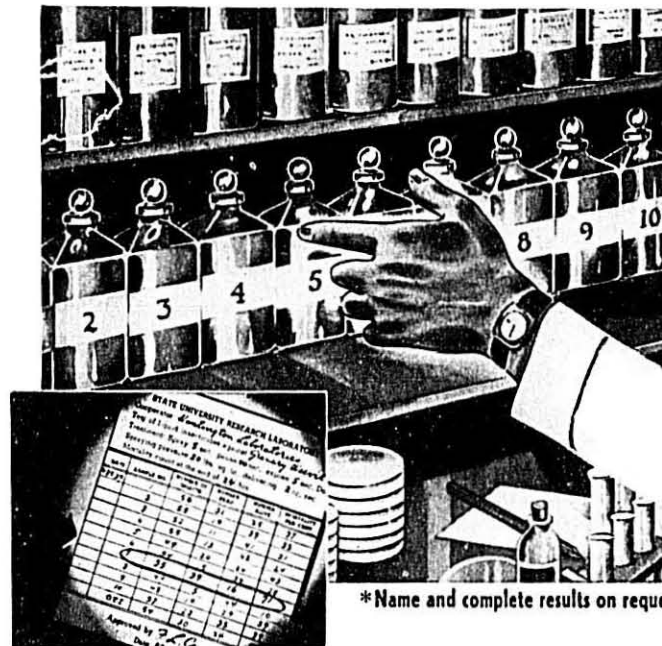
(Continued on Page 26)

A GREAT UNIVERSITY* MAKES 1100 TESTS Of Vital Importance to Your Factory!

Here's What
These Tests Prove—

1. Insecticides made to kill flying insects are highly ineffective against weevil and flour beetle!

2. Dr. Loebel's is 40% more powerful than the ordinary fly sprays offered to combat these pests!



*Name and complete results on request



Weak insecticides breed tougher and survive generations of "super-bugs"—"super-bugs"—more highly resistant and harder to kill than ever."

That's why you cannot afford to use anything but Dr. Loebel's—the guaranteed insecticide which has proved itself 40% more effective against crawling pests than ordinary fly sprays—proved itself not only in 1100 impartial tests but also over 12 years of constant use under the most difficult conditions of infestation.

The HUNTINGTON LABORATORIES Inc
DENVER • HUNTINGTON, INDIANA • TORONTO

You can judge the killing power of Dr. Loebel's by the fact that tests prove it to be 25% more effective against weevil and beetle than the Official Test Insecticide set up by insecticide manufacturers. That's why you can be absolutely certain that Dr. Loebel's will kill crawling insects in all stages of development—egg, larvae, pupae, and adult.

Remember, Dr. Loebel's is non-flammable, non-poisonous, odorless. A single test in your mill will convince you that it's the most effective spray insecticide you've ever used.

You can prove the effectiveness of Dr. Loebel's in your mill at our expense, for Dr. Loebel's carries a positive money-back guarantee of satisfaction. Simply order a drum and use it according to directions. If, after 30 days, you are not fully satisfied, return the unused portion and we will cancel your invoice. You take no risk.

MILLER'S RELIEF FOR INSECT CONTROL WITHIN MILLING UNITS

When you shoot a few ounces of Miller's Relief into milling machinery, you don't stun moth and weevil—you kill them. Used once every three weeks, the heavier-than-air gas keeps milling units insect-free. No other machinery fumigation is needed.

ing processes have brought American macaroni products to world leadership.

Plain macaroni products are those made from semolina, farina or plain white flour and water. After the dough is mixed special machinery forms the long strings with holes in them; they are then hung up to dry and cut to desired lengths. The most familiar products in this classification are spaghetti, macaroni, elbows, alphabets, numerals and shells, all deriving their names from their distinctive form.

Egg macaroni products are made from practically the same ingredients, with eggs added. Thus we get such products as egg noodles, egg macaroni products and egg soup novelties.

Government regulations rule that all egg macaroni products must contain at least 5% egg solids by weight. Thus these foods are especially healthful and valuable to the diet.

Good macaroni products are a creamy color, hard and somewhat elastic. The boiling test also proves the value of these

foods; good products will swell considerably after 10 minutes of boiling. They will not become pasty or flabby and will retain their original shape.

In health values, the macaroni family fills an important part of the daily menu. It has been said that a healthy man doing manual labor can exist very nicely on a diet of macaroni and cheese.

Protein values in macaroni are high; the average amount of proteins in macaroni is 12%, double the amount in other flours.

Doctors prescribe macaroni for the diets of year-old babies, and say that these products, cooked with tomatoes, cheese or cream sauce, constitute a fine addition to infant diets.

Can you imagine Grandmother's reaction to the idea of feeding an infant a dish of macaroni and cheese? Nevertheless, this is a good change for small children's menus and is especially good for a breakfast dish. Tell Grandmother that the best scientists and baby doctors agree on these points!

Macaroni Products on Consumers' Information Program

"Ten Lenten Commandments" Featuring Spaghetti, Egg Noodles, etc., as Released by the National Macaroni Institute, Used in Broadcasts from Many Radio Stations

Conservatively, yet pluggingly, the educational publicity prepared by The National Macaroni Institute is creating greater and wider consumer acceptance for macaroni products among American homemakers. The seasonal releases seem the most favored and radio stations in increasing numbers are using the macaroni-spaghetti-egg noodle information in timely broadcasts with increasing consumer satisfaction.

An example of the good use being made of the Institute's educational activities is that of the Department of Agriculture and Markets, Albany, New York. Mr. Foster Potter is the chief executive of this branch of the state government concerned in consumer welfare. Weekly, it broadcasts a prepared message to listeners over twenty-four radio stations in New York State, covering the north-eastern United States and Southeastern Canada. The script used in Mr. Potter's broadcast on Lenten foods during the week of March 10 to 15, gives a very good idea of the use made of the information compiled and supplied by the macaroni-noodle makers through the Institute.

The broadcast period, in this instance, opened with a statement by the announcer to the effect:

"For all who plan and prepare meals . . . for all who like food suggestions . . . for all who want to know more about the food they eat . . . this Station presents . . . the CONSUMERS' INFORMATION PROGRAM. In cooperation with the New York State Department of Agriculture and Markets, we bring you timely food news . . . and free recipes for your kitchen library.

The Narrator then takes over, using a prepared script which is in part as follows:

"I believe I realize that the planning of daily menus . . . even without considering such important points as the family budget or seasonal regulations . . . is a problem for most homemakers.

"During the Lenten season this problem is further complicated because many families omit meat entirely or quite frequently from their menus on many days while Lent is in progress.

"It is with this thought in mind that I want to help you today . . . help you with suggestions that may make the problem just a little easier. . . . And I am going to give you illustrated recipes and a printed list of suggestions. These recipes are intended especially for the Lenten Season and we are calling them "Lenten Recipes". . . . But I'll tell you all about them before we close to 7.

"Although every menu, Lenten or otherwise, should meet the nutritional needs of the family group, the meal planner also must consider many additional factors if she wishes to produce a successful meal. One of the cardinal requirements of a meal is "variety." No menu is so good that it can be repeated day in and day out, nor is any food so good that it can be served continuously without change.

Menu Planning For Variety

"Since this is the time of the year when minds are particularly menu-conscious anyway, perhaps the following suggestions will prove helpful in enabling you to obtain variety in your menus. We might vary well call these suggestions the "Ten Commandments of Menu Planning." Here they are: 1—Do not repeat the same food in any meal. For example, corn fritters and buttered corn, or tomato salad with tomato soup. 2—Avoid using all one type of foodstuff in one meal, as rice, potatoes and cornstarch pudding. 3—Do not serve more than one strong-flavored food in one

meal, such as cabbage, cauliflower or onions. 4—Have a good balance between soft and solid food textures. Variety in food textures is most important. 5—Do not serve all hot or all cold foods at one meal.

"6—Foods should not be all acid or all sweet. A little of both is required in each meal. 7—Highly seasoned foods should be used sparingly. Too many highly seasoned foods tend to dull the appetite for other foods. 8—Leftovers should appear in new forms. 9—Attractive appearance of food has much to do with good digestion. 10—Do not serve the same food combinations too often. Ham and eggs are good, but when always served together, they become monotonous.

"Macaroni, egg noodles or spaghetti . . . in any of the variety of shapes and sizes in which they are available, possess all of the qualifications necessary for use in good menu planning. They are mild in flavor, they combine with all textures, they are one of the most easily and quickly digested foods, and they permit a greater variety of combinations than any other food. Another creditable feature of the macaroni food family is their economical value, and when combined with other foods such as milk, cheese, eggs, and vegetables, they offer wholesome meals at a very low cost.

"In rechecking the 'ten commandments' I gave you a moment ago, it is easy to understand why macaroni products are so valuable to every home manager, because they are one of the most versatile and adaptable foods used by homemakers.

"Just in passing, let me point out that macaroni products require a minimum amount of time and labor to prepare. They should be cooked in a sufficient quantity of boiling salted water, and a good quality product from your grocer will do much to insure success in the recipes you prepare. Because all three members of the macaroni family are essentially the same, it is possible to interchange them in practically any recipe.

Egg Noodle Platter

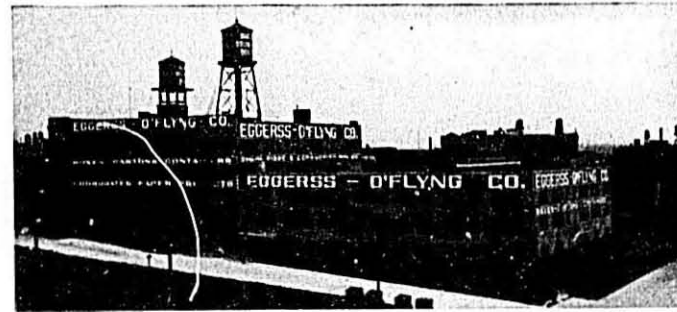
"Is your mind a blackout when it comes to new and different Lenten dishes? Then serve a vegetable platter with buttered egg noodles and you will walk around wearing a halo of praise. It is a dish your family will like to eat, and like to have often.

"In selecting vegetables for a vegetable platter . . . it is well to consider two or three essential points. The vegetable chosen should offer a contrast of color, texture, and flavor. It is well always to include at least one fresh vegetable and the rest may be canned or frozen, as desired. Egg noodles, macaroni, and spaghetti make ideal foods to balance the nutritional values in this type of meal, especially if an egg or cheese sauce is to accompany the dish. Here are three suggested vegetable platter combinations which I believe you will find pleasing to your appetite as well as to your eye and pocket-book:

"Buttered egg noodles with buttered canned lima beans, carrots, and beets served with cheese sauce; or buttered elbow macaroni with buttered beans, corn and tomato-cheese sauce; or buttered macaroni elbows with sliced tomatoes, buttered carrots and whole kernel canned corn.

"In 'Lenten Recipes,' which I shall be glad to send you without charge, are excellent suggestions for serving oysters, and recipes for such good things as spaghetti and mushrooms and tomato soup sauce, the combinations for three vegetable platters, bread buttercup, pinwheel sandwiches, croustades, patty cases, checkerboard sandwiches, ribbon sandwiches and many other suggestions to dress up your dinners, lunches and suppers."

BOXES • CARTONS • CONTAINERS



Over 59 Years

OF DEPENDABLE SERVICE
AND MANUFACTURING OF

QUALITY
BOXES

EGGERS-O'FLYNG CO.
OMAHA, NEBRASKA

The New Food Act

Affects Nearly All Products Sold in Packages

The present Federal Food, Drug and Cosmetic Act was passed by Congress in 1938 and obtained the President's signature on June 25. Some of its mandatory labeling provisions became effective January 1 and July 1, 1940, respectively. It is now in full effect.

The first Food Act, the Wiley Act, was approved by Congress in 1906 and remained in effect until superseded by the present law. The Administration of the Food Law, as it is commonly called, was under the supervision of the Department of Agriculture until June 30, 1940, when under President Roosevelt's Reorganization Plan No. 4 its administration was transferred to the Federal Security Agency.

Labeling Provisions

Insofar as the macaroni-noodle industry is concerned, the labeling provisions of the new Act are the most important. They state specifically what statements must appear on the labels and stipulate the prohibitions applying to labeling.

The food labeling provisions affecting the labeling and packaging of macaroni, spaghetti, egg noodles, etc., are twelve in number—two of which are "must not's" and the others "must's."

The "must not's" are:

1—The labeling of a food must not be false or misleading in any particular.

2—A food must not be offered for sale under the name of another food. The "must's" are:

3—The label of a food which is an imitation of another food must bear, in type of uniform size and prominence, the word "imitation" and, immediately thereafter, the name of the food imitated.

4—A food in package form must bear a label containing the name and place of business of the manufacturer, packer and distributor.

5—A food in package form must bear a label containing an accurate statement of the quantity of the contents in terms of weight, measure or numerical count. Reasonable variations shall be permitted and exemptions as to small packages shall be established by regulations.

6—If a food purports to be or is represented as a food for which a definition and a standard of identity have been prescribed by regulations, its label must bear the name of the food specified in the definition and standard, and, insofar as may be required

by such regulations, the common names of optional ingredients (other than spices, flavoring and coloring) present in such food.

7—If a food purports to be or is represented as a food for which a standard of quality has been prescribed by regulations and its quality falls below such standard, its label must bear, in such manner and form as the regulations specify, a statement that it falls below standard.

8—If a food purports to be or is represented as a food for which a standard or standards of fill of container have been prescribed by regulations and it falls below the standard of fill of container applicable thereto, its label must bear, in such manner and form as the regulations specify, a statement that it falls below standard.

9—A food which does not purport to be one for which a definition and a standard of identity have been prescribed by regulations must bear on its label the common or usual name of the food, if any there be, and, in case it is fabricated from two or more ingredients, the common or usual name of each such ingredient. Exemptions may be established by regulations to the extent that naming of the ingredients is impracticable.

10—If a food purports to be or is represented for special dietary uses, its label must bear such information concerning its vitamin, mineral and other dietary properties as the Secretary determines to be, and by regulations prescribes as, necessary in order fully to inform purchasers as to its value for such uses.

11—If a food bears or contains any artificial flavoring, artificial coloring or chemical preservative, it must bear labeling stating that fact. To the extent that compliance with this requirement is impracticable, exemptions shall be established by regulations. (*Artificial Coloring of Macaroni Products, which include Egg Noodles, is strictly prohibited.*)

12—Any word, statement or other information required by the Act to appear on the label or labeling must be prominently placed thereon with such conspicuousness (as compared with other words, statements, designs or devices in the labeling) and in such terms as to render it likely to be read and understood by the ordinary individual under customary conditions of purchases and use.

Enforcement

"Ignorance of the law or of its provisions" will not excuse food processors, packers and distributors from

the penalties that apply to all violators. In an excellent review of the new Act by *Modern Packaging*, it is clearly stated that—"Packers are advised to consult with the local offices of the Food and Drug Administration or with their attorneys before entering into the production of any package, package part or label which might come under the regulation imposed by the Act."

With respect to the enforcement of the provisions of the Act, the article further states:

"The Food and Drug Administration is armed with a number of powers to secure the enforcement of provisions and prohibitions contained in the Act. Violation of the prohibited acts, such as the introduction into interstate commerce of adulterated or misbranded foods, drugs or cosmetics is made a misdemeanor under the law. The penalty for such violation is imprisonment for not more than one year or a fine of not more than \$1,000 or both. Second offenders are liable to imprisonment for not more than three years or a fine of not more than \$10,000. Where intent to defraud or mislead is found, a penalty of three years imprisonment or \$10,000 fine or both may be imposed."

These criminal provisions, while constituting a big stick behind the door, are perhaps the least utilized of the enforcement procedures provided by the Act. The Administration is empowered to proceed against merchandise as well as against persons. Articles that are adulterated or misbranded and introduced into interstate commerce are liable to seizure by the Administration and if found by the courts to be adulterated or misbranded, may be disposed of by destruction or sale.

Such drastic proceedings are not, however, undertaken in most cases. Far more important to the average manufacturers than the criminal provisions or the seizure and trial provisions of the Act is the fact that failure to conform to the packaging and labeling provisions and consequent action by the Administration may involve the manufacturer in a whole series of extremely expensive package changes and may involve the loss of dealer good will, adverse publicity and a dislocation of production and shipments.

Because of these economic consequences—quite as much as because of the punitive provisions of the law—manufacturers in general make every effort to insure, in advance, that they achieve a satisfactory degree of compliance with every provision of the Act. To date, the Administration has proceeded only in the more flagrant cases of violation. This applies particularly to the newer provisions for which the groundwork had not been laid by the earlier Food and Drug Act.

—is your present insect control method

A
IN THE DARK

—A hit or miss proposition—you spray and pray that you've killed them all and pay because you haven't? Pay in the form of infested products, lost reputation and government condemnations.

MR. MACARONI MAKER —
Don't Take Chances!

don't use an ineffectual household fly spray and expect it to do the work of a high-powered, sure-fire insecticide.

Use
MIDLAND'S
MILL-O-CIDE
LINE OF FOOD INSECTICIDES
(The Insecticide Your Miller Uses!)

- SAFE —Will not contaminate foodstuffs. It evaporates completely leaving no trace of odor or taste.
- EFFECTIVE —Peet-Grady tested and rated to assure you of getting true killing-power.
- INEXPENSIVE —When compared to the degree of results you obtain from MILL-O-CIDE, the cost in most cases is actually lower than ordinary control measures.

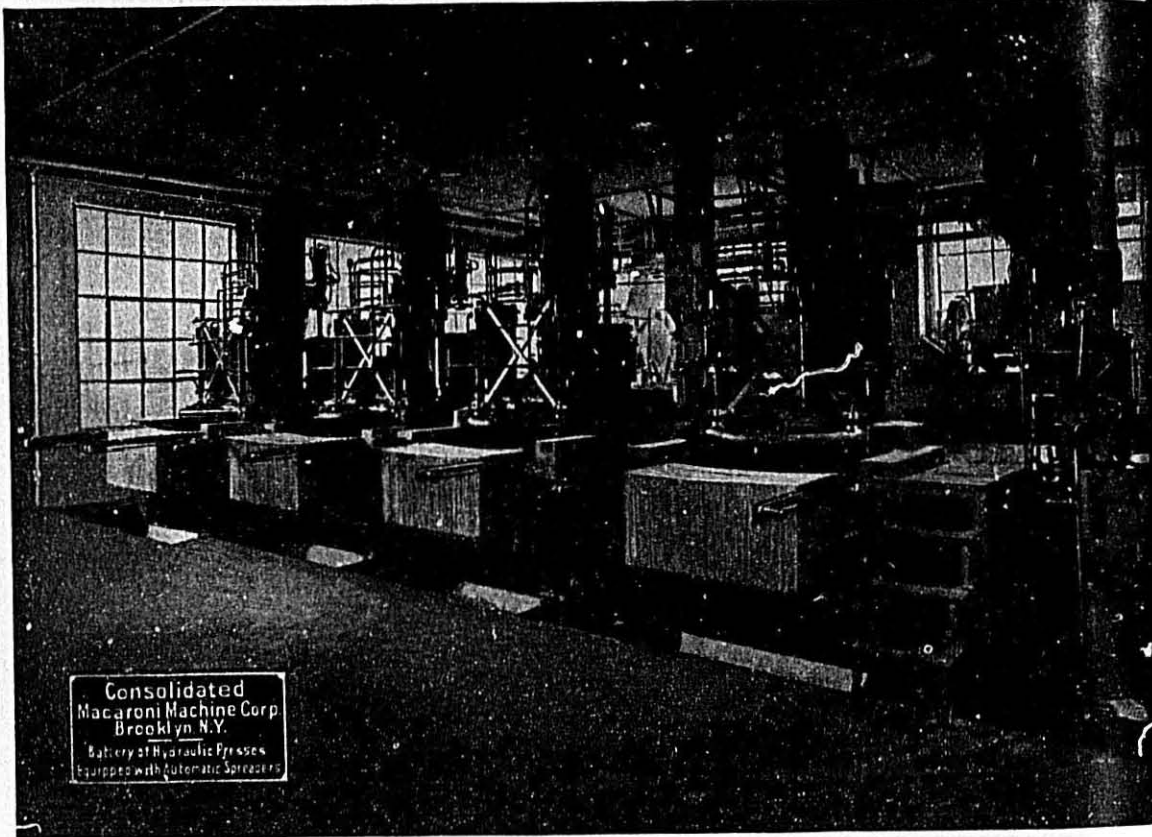
At Your Convention —

MR. FRED "Bugs" SOMERS

widely-known and recognized throughout your industry as an authority on insect control, will represent MIDLAND CHEMICAL LABORATORIES, INC. at your Annual Convention in Pittsburgh this June. Any convention hotel employee will direct you to Mr. Somers' suite, where you may be assured of a warm welcome and helpful advice on any insect problem you may have. Incidentally, Mr. Somers will be prepared to show you the latest, most effective product yet devised for the extermination of rats and mice.

MIDLAND CHEMICAL LABORATORIES, INC.
DUBUQUE IOWA U. S. A.

Consolidated Macaroni Machine Corp.



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

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

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

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

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

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.

Trimming 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.

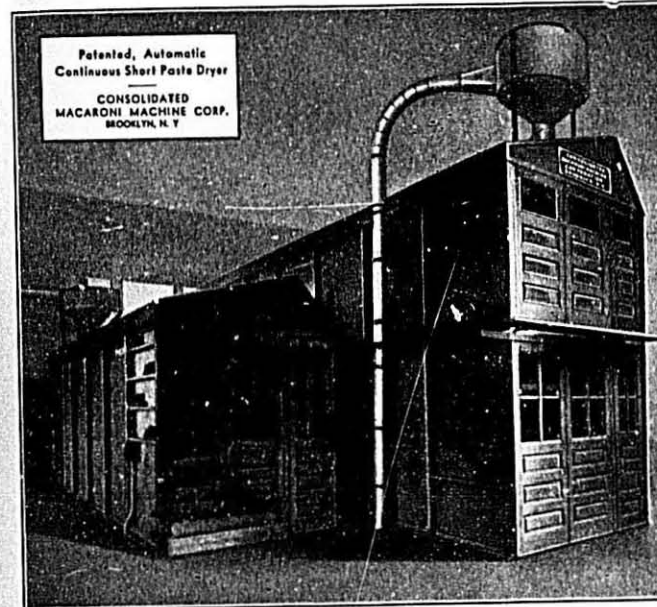
We do not Build all the Macaroni Machinery, but we Still Build the Best

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.



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

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

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

Specialists for Thirty Years

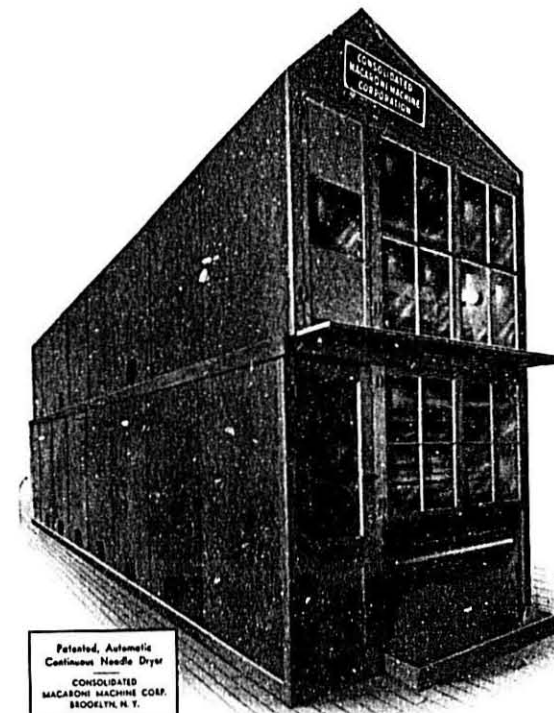
- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles
For Short Pastes

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

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

Address all communications to 156 Sixth Street





The Energy Trio In Rhyme

James E. Hungerford

Written for "The Macaroni Journal"



Macaroni!

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 veg'tables, 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 "loney",
The "WORLD'S IDEAL FOOD"...
Naught can beat "MACARONI"!

Egg Noodles!

EGG NOODLES! Ye, Gods,
Is there anything FINER
For gourmets and gourmonds...
Or ANY old diner?
No tastier food
Ever met human molars!...
They take a "dough-sheet"
That's been run between rollers,
And cut it to ribbons,
Or in "shapes" design it...
And when it is COOKED
No sane man would decline it!

EGG NOODLES! Ah, friends,
What could be more DELICIOUS?
More full of rich goodness,
More healthful, nutritious?
The freshest of eggs,
And the finest wheat flour
Go into this product
That never turns "sour".
Of Egg Noodle soup
The whole wide-world eats oodles!
Lord bless the great GENIUS
Who gave the world "NOODLES"!

Spaghetti!

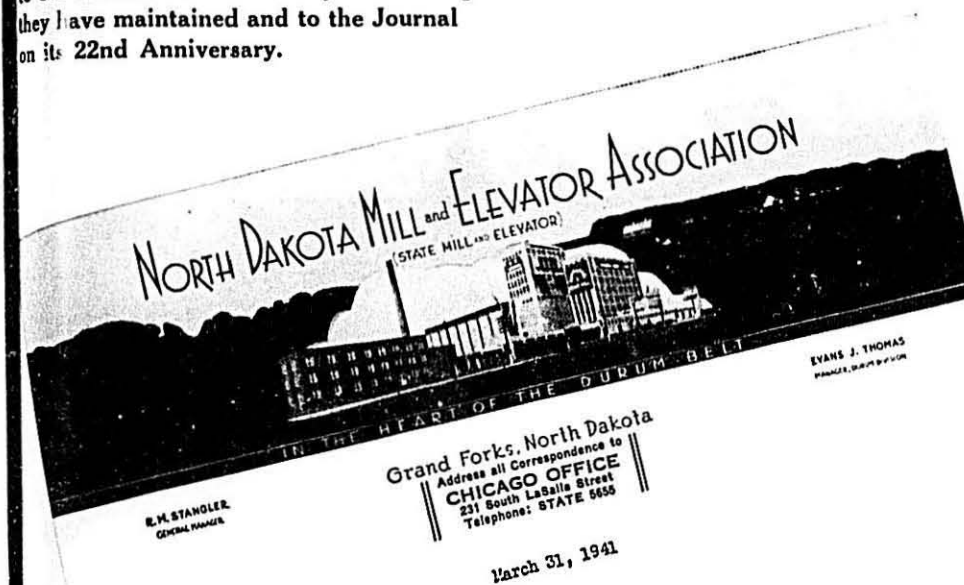
It makes the mouth WATER...
So luscious!...So mellow!
It's known to the trade
As "THE POPULAR FELLOW"
Sweet strands of wheat dough,
Size of lead in a pencil,
It's boiled on the stove
In a cooking utensil,
And when it is done,
And prepared to be eaten...
It's "FOOD FOR THE GODS",
Unexcelled...and UNBEATEN!

Like "manna from Heaven",
Some gourmets declare it!
And hundreds of ways
The world's fine cooks prepare it!
With veg'tables, cheeses,
And all kinds of sauces...
The servants of KINGS
Dish it out to their "busses"!
It builds strong, firm bodies...
And sick stomachs, "fretty",
Are soothed by delicious,
Nutritious "SPAGHETTI"!



CONGRATULATIONS!

to our friends in the industry for the high standards
they have maintained and to the Journal
on its 22nd Anniversary.



Grand Forks, North Dakota
Address all Correspondence to
CHICAGO OFFICE
231 South LaSalle Street
Telephone: STATE 6655

March 31, 1941

Mr. Robert M. Stangler, General Manager
State Mill & Elevator
Grand Forks, North Dakota

Dear Mr. Stangler:

Since our company is comparatively new in the durum
semolina milling industry may I suggest that in the 22nd
Annual Review number of the Macaroni Journal for April
1941 that we express our appreciation for the splendid
acceptance of our durum semolinas and durum patent
flours, as represented in our Cavalier, extra fancy #1,
and Durakota, regular #1 grades, also fancy durum patent,
and standard durum patent flours.

I think it is also opportune that we pledge ourselves
to maintain the highest standards of quality, grade for
grade, and to make our products not only as good as the
"best on the market" but the highest uniform quality
that it is humanly possible to produce under present
manufacturing conditions.

It is also gratifying to notice a steady increase in the
number of our customers, as well as the repeat orders
from those who had made previous purchases.

Most sincerely yours

E. J. Thomas
Evans J. Thomas
Manager, Durum Division

WITH SINCERE APPRECIATION

we give you our assurance that the standards set forth in
the above letter will be maintained at all costs. There is no
substitute for quality semolina and durum patent flours.

Sincerely yours,

R. M. Stangler
General Manager

DAKOTA MAID
FANCY NO. 1 SEMOLINA
Made from America's Choicest
HARD AMBER DURUM WHEAT

Why Cavalier and Durakota Semolinas are Outstanding

1. The grain for milling CAVALIER and DURAKOTA SEMOLINAS is selected from the choicest of pure Mindum variety, a hard amber durum wheat which is grown on carefully prepared soil.



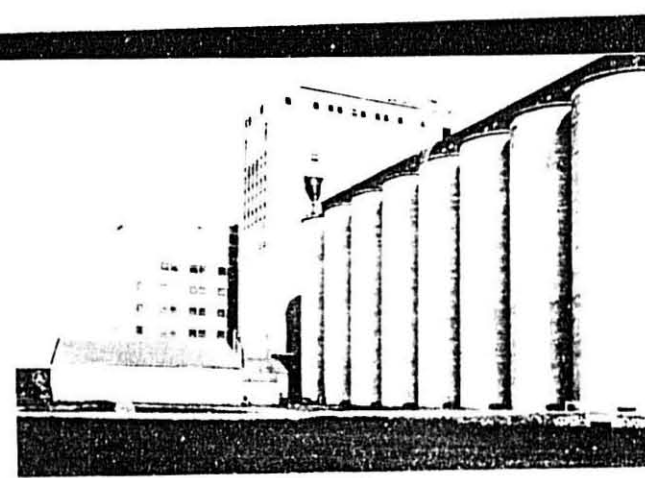
A Typical North Dakota Durum Field. 80% of U. S. Production is Grown Within a Radius of 100 Miles of the N. D. M.

2. The growers in the Durum Territory of North Dakota are familiar with the quality of wheat required by the mills and give special attention to the proper harvesting and handling of Durum crops.



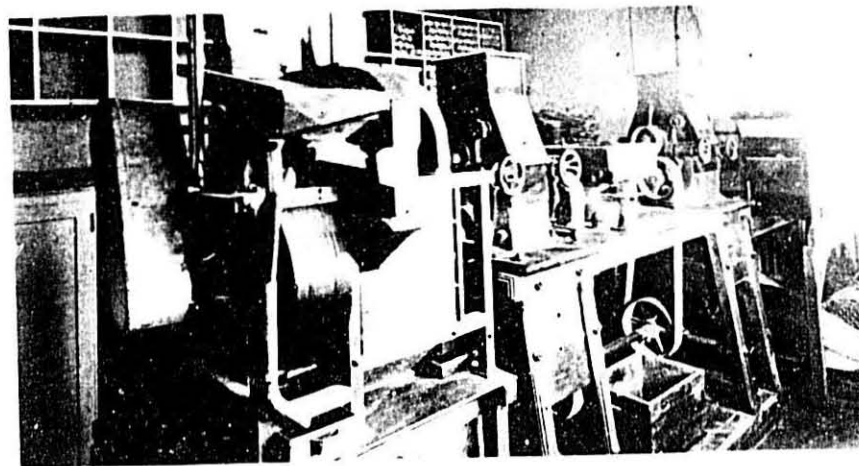
North Dakota's Soil and Climate Combine to Produce the Finest Amber Durum to Be Found on This Continent.

3. The grain is shocked after cutting to permit proper curing before threshing, and binning at the elevators.



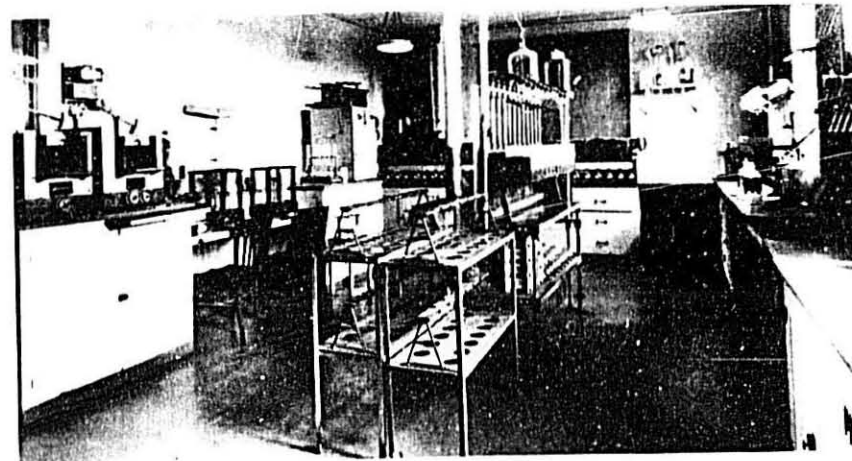
A part of the government mill of the N. D. M. showing the special bins for high quality.

4. The grain is stored and "specially binned" according to grade and color characteristics to assure uniformity of wheat mixes.



In our small testing mill every lot of wheat is given a thorough milling test to assure highest possible milling quality.

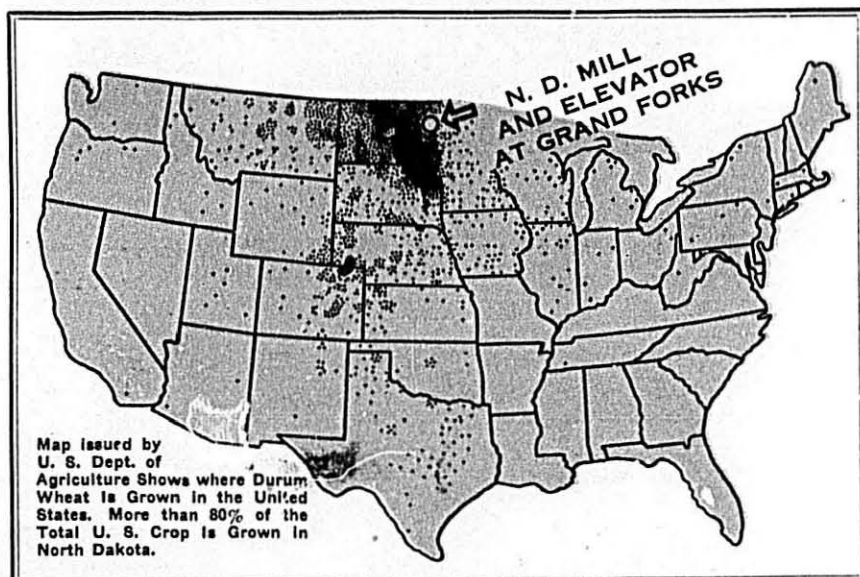
Constant testing and inspection are the price of high quality. This is the testing laboratory where our products are subject to constant check to assure the highest quality.



5. Samples of each car of durum wheat are thoroughly analyzed in our laboratory and milled in our test mill to determine if they are of the high quality necessary for our standards.

CAVALIER SEMOLINA

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



DAKOTA MAID DURUM SEMOLINA BRANDS

1. **CAVALIER**
Extra Fancy
No. 1 Semolina
2. **DURAKOTA**
Regular
No. 1 Semolina
3. **PERFECTO**
Durum Special
Semolina

WHY NORTH DAKOTA DURUM IS SUPERIOR

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

DAKOTA MAID DURUM FLOUR BRANDS

4. **DAKOTA MAID EXTRA FANCY DURUM PATENT**
5. **DAKOTA MAID STANDARD DURUM PATENT**
6. **DAKOTA MAID PEMBINA DURUM FLOUR**
7. **DAKOTA MAID RED RIVER DURUM CLEAR**

NORTH DAKOTA MILL AND ELEVATOR ASSOCIATION
R. M. STANGLER, General Manager DURUM DIVISION EVANS J. THOMAS, Manager Durum Division
GRAND FORKS, NORTH DAKOTA

April, 1941

THE MACARONI JOURNAL

33

GOLD BOND FRESH FROZEN EGG YOLKS

Dark colored yolks especially desirable for macaroni-noodle manufacturers, prepared under the most sanitary plant conditions and quickly frozen.

Packed At Fort Scott, Kansas

EDWARD AARON, INC.

KANSAS CITY, MO.

The Public's Opposed To Strikes

A few weeks ago most strikes were too often only part of a mad race of two big unions for more members and the national emergency furnished opportunities to fight out old disputes for supremacy. Government and state officials engaged in watchful waiting.

But the strike epidemic soon interfered with National Defense. It apparently paralyzed the National Labor Relations Board, thwarted the good intentions and efforts of Government conciliators, and began to wear down the patience of the President, Congress and the American public.

The sitdown strikes of a few years ago demonstrated that groups of workers with real or imaginary grievances didn't run risks when they took the law in their own hands. Unfortunately too many strike leaders seem to think they can make the old game work. Strikes in Chicago, Milwaukee, Pennsylvania, California, New Jersey, Michigan, Indiana, New York, Ohio and other parts of the country have been watched with disfavor by the public. The War Department has pointed out that in three months there had been idleness directly chargeable to strikes amounting to more than 1,059,791 man-days and

that the total ratio of idleness attributable to strikes was daily increasing. A report from the Office of Production Management to Congress shows that in 73 defense strikes 42 strikes involved directly, or in part, union recognition. Meantime, strikes have increased.

The President recently appointed a 11-member National Defense Mediation Board. Defiance arose in the strike regions when Secretary of the Navy Knox and OPM Director Knudsen demanded immediate reopening of a plant that had been shut down 64 days. In the meantime a sort of smear campaign started against the Mediation Board, and noisy challengers claimed that "it won't work." At this point the Secretary of Labor certified some of the disputes to the Mediation Board, and proposals were brought up in Congress to give the Board clear authority to end strikes. President Roosevelt indicated that workers should show cause before going on strike. Letters began to reach Senators and Congressmen, and their contents backed up the Gallup Poll, which showed that nearly three-fourths of the public believed certain labor leaders "were racketeering at the expense of their members and the public in general."

The workers, themselves, have usually assumed the pose that they

were merely "standing up for our side," like good Elks at a feast; without intent to hamper their own Government. The President upon returning from Florida, backed up the Mediation Board and demanded that it be given a chance to demonstrate whether it could bring order out of chaos.

To Old Mexico

Mrs. George Faber, whose husband is the Chicago manager for King Midas Flour Mills, left the last week in March for a trip to Old Mexico. She went by way of New York, thence by boat to Vera Cruz. She was accompanied by Mr. and Mrs. William F. Ewe of Minneapolis. Mr. Ewe is manager of the rye department of the King Midas firm.

Mr. Faber later joined the party in Mexico City, going by train. All will return late in April after stop-overs in several Texas cities and in New Orleans.

Pittsburgh awaits the return of Macaroni-Noodle Manufacturers June 23 and 24, 1941 to the city where the National Macaroni Manufacturers Association was first organized, April 19, 1904.

Building \$42,500 Addition

Largest Macaroni Firm in Maryland To Double Capacity

Work was started the second week of April on a three-story addition to the plant of the Cumberland Macaroni Manufacturing Company at 35 Thomas Street, Cumberland, Maryland, according to the Nevys—five co-owners of the state's largest macaroni-noodle manufacturing company.

According to the permit issued by the city engineers the addition will be 68 by 116 feet in size. It will be of structural steel with concrete foundation and the cost of the improvement will be approximately \$42,500.

The Cumberland Macaroni Manufacturing Company has long established itself as one of the most progressive firms in the mid-East. For many years it has enjoyed a membership in the National Macaroni Manufacturers Association and representatives of the firm have frequently taken a quiet part in the national conferences of

the organization and a very prominent part in district meetings. The plant is operated by five brothers, David R., Henry, Ralph, Charles and Louis Nevy, each with a specific executive position in the production, selling and distributing departments.

The new addition to the plant is expected to be completed and fully equipped for more efficient plant operation late this summer.

"Enriched" Flours

Proposed Definitions and Standards of Identity

Proposed definitions and standards of identity for flour and 15 related wheat products, including "enriched" flours, were announced April 1 by the Acting Federal Security Administrator Wayne Coy. "Enriched" flours would be required to contain thiamine (vitamin B₁), nicotinic acid, riboflavin, and iron. Comments are invited from those interested before final standards are issued.

Contrary to the opinion which seems to have been implanted in the minds of both manufacturers and the public, the production of "enriched" flours will not be compulsory under the requirements of the Federal Food, Drug, and Cosmetic Act. Millers are at liberty to continue as heretofore to market flours other than those which are "enriched."

In the administration of the Federal Food, Drug, and Cosmetic Act the interest of the Federal Security Agency in the composition of these products is limited to its obligation of insuring, as soon as the final standards become effective, that each of the products conforms to the requirements of the applicable standard. "Enriched" flours will be required to contain the specific amounts of the vitamins and minerals provided for in the standards.

The Food and Drug Administration is the unit of the Federal Security Agency which is charged with enforcement operations under the Act. That Administration has no authority to promote the manufacture or sale of any product subject to its jurisdiction, and cannot participate in any such promotional operation.

Medicinal claims of the widest scope have appeared upon labels of both flours and breads which contain added vitamins and minerals. It is the obligation of the Food and Drug Administration to inaugurate appropriate action against products subject to the Act which bear false or misleading labeling. Compliance with standards for "enriched" flour will not legalize claims which are misleading in any particular.

Following the crowd implies being in the rear.



GIVING A POPULAR SELLER THE RIGHT SALES PACKAGE

FAVORITE FOODS like macaroni, spaghetti, vermicelli, and egg noodles deserve the best in packaging. Shown above is the famous Skinner line effectively packaged to make the most of "family" relationship in design.

Sutherland has a remarkable record for developing attention-getting, sales-making packages for all types of food products... has a reputation, too, for its ability to build cartons for high speed, economical operation on automatic filling equipment. It will pay you to investigate Sutherland's packaging service TODAY.

HOW DOES YOUR PRESENT PACKAGE RATE?
Send for Sutherland's new Package Design Checking Chart which enables you to make an accurate appraisal of your present package. No cost or obligation.

Sutherland PAPER COMPANY
SALAMONSBURG, MICHIGAN

SIMPLE AND EFFECTIVE FUMIGATION

WHEN YOU BUY FUMIGANT you are paying for results. The kind of results you get determines the sound economy of your purchase. The cost of these results must include labor, lost production time, loss of stock, risk of accident to your men... as well as the cost of the fumigant.

CONSIDER THESE LARVACIDE ADVANTAGES

1. Larvacide KILLS ALL STAGES OF INSECT LIFE, including egg and larva. Its powerful fumes penetrate to those usually hard-to-reach spots.
2. NO EXPENSIVE EQUIPMENT.—Hand compressor sprayer or sprinkler bottle—or dipper and bucket for manual application.
3. NO EFFECT ON BAKING QUALITIES OF FLOUR, after aeration. Proved by sixteen years' experience of users.
4. USUALLY A WEEKEND JOB.—Saturday afternoon to Monday morning. Saves production shutdowns.
5. RODENTS DIE IN THE OPEN, without carcass nuisance.
6. POSITIVE TEAR GAS WARNING gives your men extra protection.

Larvacide

CHLORPIERIN

Is shipped as a liquid, not under pressure, in cylinders 25-180 lbs. and 1-lb. bottles, each in safety can, 6 and 12 to wooden case. Stocked in cities conveniently near you, and quickly available.



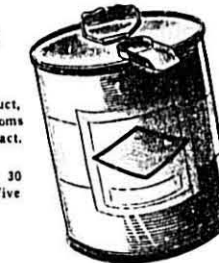
LARVACIDE HAS PIONEERED BETTER FUMIGATION FOR SIXTEEN YEARS

... in food plants, mills, elevators and every type of industrial plant where pests may be a problem. Chlorpierin (Larvacide) was first made commercially by this Company. Larvacide pioneered Mill Machinery treatment, as well as every advance in Chlorpierin application. Still pioneering, Larvacide Research keeps you up-to-date on pest control. Larvacide's Service includes literature on practically every type of pest and its control... also special help with your toughest pest control problems. Write for further information.

You'll also need a GOOL SPRAY

Safeguard your drying, finished product, warehouse, laundry and other rooms with ISCO SPRAY—Kills on contact. No residual odor.

Used in any good hand or electric sprayer. 5, 10, 15, 30 and 55-gallon drums. Stocked in major cities. Order Five Gallon Easy Pour Drum pictured here.



INNIS, SPEIDEN & CO. 117-119 LIBERTY STREET, NEW YORK

Industrial Chemicals since 1816

CHICAGO • CLEVELAND • BOSTON • PHILADELPHIA • OMAHA

A Review of Packaging Developments in the Macaroni Industry

By L. R. Muskat*

Packaging of macaroni products has proved over a period of years to be as important an operation as other phases of production. In fact, at times, packaging has become a major headache to Macaroni Manufacturers because often the difference between profit and loss, or at least the difference between skimpy returns and a healthy income depends on the difference of a few cents in the cost of some one phase of macaroni production. At one time, packaging, while too expensive, was not considered as a point where costs could be cut. Today, because of the development of packaging machinery especially designed for the Macaroni Industry, this is no longer true. Many manufacturers are finding it possible to take bigger profits out of their business through a reduction in packaging costs. Through the introduction of automatic and semi-automatic packaging machinery, savings of as high as 50 per cent in labor, reduction of floor space by as much as 50 per cent, reduction in waste, doubling and tripling of production have been authentically reported.

To discuss packaging of macaroni products, it is desirable to break the subject down according to three distinct classifications:

I. Packaging Noodles

The first phase of packaging in the macaroni industry is that of packaging noodles. It is readily admitted that this has entailed the highest labor cost per unit and has been the most difficult packaging problem in the industry. In the face of the expanding volume of sales of packaged noodles, this problem has become more serious every year.

Various methods and systems have been used but regardless of the care taken in working out a system, hand packaging of noodles requires an excessive amount of floor space and is very wasteful. In addition, it requires a large number of trained hand packers who must be gainfully employed in other departments during a lull in noodle production. These operators must be kept on because training new operators is a slow, expensive job. There has been a machine for weighing and filling cut noodles in cellophane bags used with some success on the West Coast. Here, bags, large enough to hold the contents when packaging, are used. These packages

are slack-filled because noodles become broken down somewhat when handled. Such packaging does not meet the demands of packers in the Central and Eastern States.

Now, however, a machine has been developed for weighing and filling cut noodles into cellophane bags which meets the demands of the noodle packers in the Central and Eastern States who want a well filled package. This machine will weigh, fill, and plunge noodles into cellophane bags or cartons automatically. The operator merely slips the bag over the funnel and the rest of the operation is accomplished by the machine. Any degree of tightness of packaging can be secured without breaking the bag. It has been proved that with this machine floor space is reduced at least 50 per cent and the labor cost is cut in half. Moreover, the packages are more attractive for they are pre-shaped with square corners. The success of this new machine will solve a packaging problem of major importance for the industry.

II. Packaging Short Goods

Due to the varied tastes of the customers, macaroni manufacturers find it necessary to produce all kinds of short cut goods. None of these items by themselves constitutes a large volume, but the total group is of sufficient volume to require machine packaging.

The problem has been to locate equipment that will handle a complete variety of cut goods from alphabets to rigatoni. Such machines must of necessity lend themselves to quick change, be easy to clean, and inexpensive. Today, there are available several models of automatic net weighers to handle efficiently a complete range of cut goods. These machines, which are flexible, accurate and efficient, will deliver almost perfect satisfaction, regardless of the size of the macaroni, and are so simple that they can be adjusted from one amount to another in a few moments. These weighing machines will fill bags or cartons. Most manufacturers put up both styles of packages, ranging from a few ounces to 5 pounds, and the machine will handle this range.

Where cartons are used, certain sealers must be flexible to take care of different sizes. For example, one pound of rigatoni requires a much larger carton than one pound of elbow macaroni. Furthermore, runs are usually short and the carton sealer

must lend itself to quick adjustment. It has been found that semi-automatic sealers work out most satisfactorily for this purpose. There is available a wide range of different sizes of machines, many of which can be operated in conjunction with automatic sealers.

Where cellophane bags are used, bag closing presents another problem. Some cellophane bags are closed by heat. Sealing by this method requires the use of moisture-proof cellophane. Where moisture-proof cellophane is not used, the bags must be glued or closed with cellulose tape. This latter method for closing bags has become quite popular and is fairly rapid and inexpensive. It is desirable to make proper arrangement of the weighing machine with conveyors to convey the filled bags to the operators in order to keep labor costs down.

Some manufacturers use printed saddles or labels and close their bags with staples. This method is also fairly efficient. Some attention, however, is being given to what would be the most desirable type of machine—one which would automatically close cellophane bags of various sizes. The author does not know of any such machine at the present time, within the price range which would be necessary for macaroni packaging.

III. Packaging Long Cut Goods

Packaging of long cut goods, which are usually wrapped in paper and filled into cartons, has always been more or less a hand packaging job. Some manufacturers cut their long goods to size; that is they saw the ends off to make the products of even lengths. A few package untrimmed macaroni and spaghetti in sealed cartons.

Weighing of the long cut goods is a hand job as no satisfactory machine has been developed to handle this job as economically as hand packaging. Operators have become quite proficient in the hand weighing of this merchandise through years of experience. They can get exact weight quickly by "feel" when they pick up a quantity.

Inserting the pre-weighed long cut goods into cartons is done in many plants by machines. The cartons can then be automatically sealed. Such equipment is expensive but is highly efficient. Nevertheless, the packaging of long cut goods costs considerably more per 100 pounds than short cut goods.

It is hoped that the next development will be a machine for mechanization of packaging long cut goods. When, and if, this is accomplished, every phase of packaging in the macaroni industry will have been developed to a point of efficiency comparable to that being attained in other departments of production.

Are You Having PACKAGING or PRODUCTION PROBLEMS? SHELLMAR has an answer!

Packages designed and produced by SHELLMAR for Noodles, Stick Goods and Cut Goods bring increased sales, and solve problems of efficient, economical production.

SHELLMAR can show you how to make your line look better . . . save money on your packaging operations . . . handle private brands . . . in short, how to make your packages WORK for you. We're ready when you are—simply wire, write or phone the office nearest you, or consult the SHELLMAR man who calls on you.

SHELLMAR PACKAGE DESIGNERS AND ENGINEERS
WILL GLADLY GO TO WORK ON YOUR PROBLEMS

SHELLMAR packages of many types for all varieties of noodles and Macaroni, will be displayed at the National Convention in Pittsburgh, June 23 and 24. Plan now to attend your convention, and to see for yourself how proper packaging can help you SELL and SAVE.



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*The author is President of the Triangle Machinery Co., Chicago.

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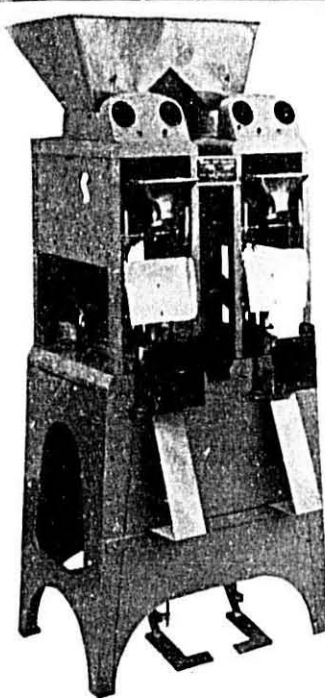
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ALL PHONES VIRGINIA 2500

"Made to Order" for the Macaroni Industry—
One Machine to Package ALL Short Cut Products!



TRIANGLE'S Model G-2 Elec-Tri-Pak Weigher shown here is the answer to the difficult problem of packaging the wide variety of short cut macaroni products. Here is a single machine which will package everything from rigatoni down to alphabets—accurately, rapidly and economically. The Elec-Tri-Pak is self-cleaning and so simple in operation that it takes but a moment to change from one product or one amount to another. It will actually weigh within one piece on the larger goods!

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Death of Cav. John Ravarino

On Easter Sunday afternoon, April 13, 1941, death came quite suddenly to Mr. John Ravarino, well-known and generally beloved macaroni man-



ufacturer of St. Louis, Mo. He had been ailing for some time but was able to give supervisory attention to his duties as a member of the firm, Ravarino & Freschi, Inc., of which he was a founder.

The deceased spent practically all of his adult life in St. Louis, going there at the turn of the century from

his boyhood home in Northern Italy, which place he visited periodically after attaining success in the macaroni manufacturing and the imported goods business.

Nearly two score years ago he and his lifelong friend, Joseph Freschi organized the firm of Ravarino and Freschi, Inc., and later the Mound City Macaroni Company of St. Louis, Mo., of which he was long an executive.

Mr. Ravarino was quite prominent in the councils of the National Macaroni Manufacturers Association and served that organization as a Director, giving way several years ago to his son, Alfred, his understudy in the business and at present a director of the Macaroni Association.

His outstanding success as a business man and his fine work among the Italians of the Mississippi Valley won for him the enviable recognition of the King of Italy who conferred on Mr. Ravarino the Cross of the Cavalier of Italy—an honor of which he was most proud and which his many friends agree he well deserved.

Besides his son and successor in business, Alfred, he is survived by his widow and a daughter and sons Mario and John, Jr.

The funeral took place at 9:00 o'clock Wednesday morning, April

16, 1941. Burial was made at Mt. Calvary cemetery, St. Louis.

Representing the macaroni association at the funeral was M. J. Donna, Secretary and long-time friend of the deceased. The semolina trade was represented by John C. Diefenbach, president of Amber Milling Co., Minneapolis.

An Ancient Prayer

Give us, Lord, a bit o' sun,
A bit o' work and a bit o' fun;
Give us all in th' struggle and platt;
Our Daily bread and a bit o' butte
Give us health, our keep to make
An' a bit to spare for poor folks' sak-
Give us sense, for we're some o' duffers,
An' a heart to feel for all that suffer
Give us, too, a bit of a song,
An' a tale, and a book to help us along,
An' give us our share o' sorrow's lesson,
That we may prove how grief's blessing.

Give us, Lord, a chance to be
Our goodly best, brave, wise and free
Our goodly best of ourself, and others-
Till all men learn to live as brothers-

—This ancient prayer was found on the wall of an old inn in Lancashire. Eng.—The Idaho Clubwoman

We and Our Customers Are Proud of Our Products

Colburn No. 1
Semolina

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Semolina

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Macaroni Flour



EASTERN SEMOLINA MILLS, INC.

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**Arthur W. Quiggle,
α Miller**

The H. H. King Flour Mills Company recently announced the addition to its staff of officials of a man well known in the macaroni trade. He is Arthur W. Quiggle of Minneapolis, who will serve the milling firm as vice-president.

Mr. Quiggle was connected with the Creamette Company of Minneapolis, Minn., as an office executive and frequently represented that firm at conventions of the National Macaroni Manufacturers' Association. On his retirement over a year ago, he did

some specialty accounting work in connection with processing taxes.

He was born on a farm in Northern Minnesota and after taking a business course in Minneapolis he entered



the wholesale and retail business in the city. In 1908 he joined the Mother's Macaroni Company as bookkeeper and stenographer and later the successor firm, The Creamette Company, remaining with that firm until 1939.

He knows macaroni manufacturing and selling. He is well acquainted with the leading manufacturers in the trade, all of which should fit him for his new duties. His office is at 1010

Chamber of Commerce Building, Minneapolis, Minn. His position is that of vice-president of the H. H. King Flour Mills Company.

Louisiana Halts Sales

The State Health Department of the State of Louisiana filed suit last month against a Chicago macaroni manufacturing firm for failure to comply with the registration and inspection laws of the state. Suit for injunction was filed on March 11 to restrain the firm from distributing its products in Louisiana until it has complied with state regulations requiring submission for analysis and certification of all manufactured products to be sold in the state.

It is expected that this will become a test case to determine the validity of the statute which apparently bars the free exchange of products between states.

Crotana Company Dissolved

Official announcement has been made by Michael P. Walsh, Secretary of State, New York, of the dissolution of Crotana Spaghetti, Inc., saying: "It appears from the certificate of dissolution that such corporation has complied with section one hundred and five of the Stock Corporation Law, and that it is dissolved."

Dates To Remember

JUNE is the month of roses—but the business calendar of the Macaroni-Noodle Manufacturers and their Allies says that in addition, JUNE is also the month of the Annual Convention of the Industry.

The DATES of the Convention are JUNE 23 and 24.

The PLACE—William Penn Hotel, Pittsburgh, Pa.

The PURPOSE—The annual Meeting of the National Macaroni Manufacturers Association and a general Conference open to all interested in and concerned about the present and future welfare of the Industry.

JUNE

Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

On Sunday, June 22, 1941, the Directors of the National Association will hold their final meeting.

On Tuesday evening, June 24, the Conferees will be dined and entertained by the Association at its annual dinner-dance, featuring the finest floor show available.

Note the Dates and plan to be at liberty on those days to confer with fellow manufacturers and allied tradesmen amidst congenial surroundings.

The ladies will be especially entertained during the conference.

30 Years Experience

Packing

FROZEN EGGS

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If quality merchandise is desired by the manufacturer, he can best be served by our firm without increase in cost.

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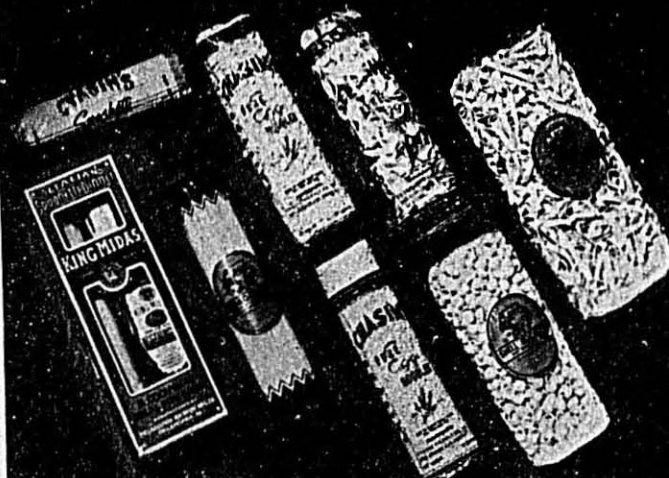
DARK YOLKS!

FOR THE NOODLEMAN

S. K. PRODUCE COMPANY

ALL PHONES—FRANKLIN 8234

565 FULTON ST. CHICAGO



Printed bags and wraps of SYLVANIA cellophane have solved the most intricate packaging problems. They have made possible the packaging of macaroni, spaghetti, noodles, etc., without hiding the product from the public gaze. SYLVANIA cellophane has contributed visual appeal and protection to American merchandising, offering to all industries an opportunity to build sales.

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SYLVANIA IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION

Defense on the Home Front

By Frank A. Motta*

It is becoming increasingly evident that the minds of "Production" within the industry are again being called upon to redouble their efforts regard-



ing further economies to combat the increasing cost of doing business, as well as possible dislocation that might result as the Defense Program gets under way.

Today's executive is keeping in mind that, together with efficiency and control of overhead, a parallel problem is that of keeping conditions under

*The author is the Secretary of the Champion Machinery Co., Joliet, Illinois.

which employees will work as pleasant and convenient as possible.

As the Defense Program progresses, and help becomes more scarce, it would be wise to review the problem of handling flour and the many efficient flour handling and storage units that are available today in order to maintain production schedules.

Manufacturers of these flour outfits are today designing storage bins, elevators, etc., of such flexible design that it is possible to utilize practically any vacant space, no matter where it is located within the building, since the elevator and conveying crews can be designed for practically any job, with a resultant operation of the equipment by push button control.

Accurate weighing hoppers are also available on tracks to feed one or more mixers, and these units used with the flour handling equipment result in uniform batches, with a resultant high quality, eliminating any unnecessary motion by the man at the mixer, since flour units will make it unnecessary for him to handle any of the flour sacks.

Practically every manufacturer of

mixers and flour handling units maintains an efficient engineering service, and is in position to make suggestions as to the most efficient manner that this type of equipment will produce the largest dividends. With a blueprint in one hand, and balance sheet in the other, the returns on your investment can be readily computed.

There is another item that eliminates the old style bucket, and that is the latest automatic water metering devices, which provide accurate supplies of water under the most sanitary conditions.

It would appear that now is the time to consider these improvements, before all manufacturers become so much involved with defense orders that they will be delayed insofar as deliveries are concerned.

Superior Starts Ad Drive

The Superior Macaroni Company of Los Angeles, California, started a promotion drive in March, through newspapers, radio and demonstrators, for its Superior "Hurry-Up" meals. Each meal is complete in one package and the line includes Italian dinner, Superior Chili-Mac, Macaroni and Cheese, Brunch, Soup Mix, and Noodle Soup.

You 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

COMMANDER
the Best
When You
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to the

MACARONI JOURNAL

On the Occasion of Its
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Manufacturers of high quality
frozen and dried egg products

PRESERVE
Macaroni-Noodle Products'
FRESHNESS

Pack In Appealing, Inexpensive,
More Attractive
Sylvania Cellophane
Bags

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Let Us Help You Solve Your "Visible"
Package Problems

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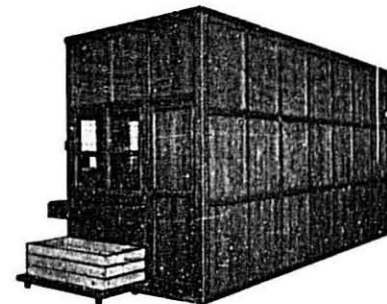
17th and Glenwood Ave. Philadelphia, Pa.

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280-294 Gates Avenue

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Renowned Manufacturers of Macaroni and Noodle Dryers



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

The Only Firm Specializing in Alimentary Paste Dryers

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

Good Wishes

By Robert B. Brown

Libertyville, Ill., March 25, 1941

To My Friends in the Industry:

A lot of water has gone over the dam since the spring of 1916, when I persuaded Colburn Foulds and Templeton Briggs to take a third partner into their little macaroni business in Cincinnati. We were then as now hovering close to the brink of world war. The war came, with all of its complications in the food business—and went, leaving in its wake the depression of the early twenties. There followed the upswing of the middle and late twenties, the crash, and another depression, out of which we were only just emerging when the threat of our participation in another world war comes with its artificial stimulus to business, its difficulties and its almost inevitable prospect of dire consequences to follow.

You, who are my contemporaries, will agree with me that there has been very little "business as usual" during our business lifetime. It has been a trying time in all business, and particularly so in ours. But you will also agree, I believe, that it has been exciting and challenging, and sometimes fun. We have wrestled together with standards and prices, artificial color and cooperative advertising, NRA and Federal Trade Commission rules, associations and conventions. Changes have been rapid and progress exasperatingly slow.

As I think back over these twenty-five years, there come to mind faces and personalities I have known and admired, no longer with us. On the whole, though, there have been surprisingly few changes among us. The crowd that gathers at our conventions today is for the most part what it has been for a good many years. And that fact alone testifies that the macaroni business is not quite as bad as we have sometimes thought it is.

As I approach the end of my long term in this field, I can think of many things I would do differently if I were to do them again, and chief among them is this: I would support the National Association more wholeheartedly, more diligently and more constantly than I have. The Association (and its secretary, M. J. Donna, whose term has run almost exactly concurrently with mine) is the one fixed unvarying point in our industry. We have too often viewed what effort we have made in its behalf as an unselfish contribution to a "good cause," whereas Association work should be viewed as "intelligent selfishness." Nothing will ever improve conditions in the industry and make profits more satisfactory and more secure but active, "intelligently selfish" cooperation between manufacturers. And obviously the National Association should be the agency through which this cooperation is conducted. We have not been very successful in developing among the rank and file of our manufacturers the attitude of mind necessary to such cooperation. And my great hope as I leave this job is that that development may come in the near future.

On May first I enter an entirely new field—that of education. Kenyon College, my Alma Mater, and that of my two sons, has appointed me to a newly created position—Secretary of the College—which is an administrative job having to do with alumni organization, public relations, fund raising, etc. Henceforth the Brown family will make its home in the little college town of Gambier, Ohio, where we will be delighted to welcome any of you who may travel that way. And being still a salesman, I cannot refrain from saying that your sons will be doubly welcome and will find there an educational institution unique in the country, with 115 years of distinguished history and tradition behind it, a delightful college environment and a vigorous and up-to-date faculty.

And so, my friends, farewell and the best of luck!

Sincerely yours,

R. B. BROWN

Robert B. Brown—Educator

After 25 years of close association with the leaders in the Macaroni-Noodle manufacturing industry, many-times Association Director and former Chairman of the Industry Board of Advertising Trustees, Mr. Robert Bowen Brown has decided to enter a new field.



In his leaving, the industry loses a leading thinker, the National Macaroni Manufacturers' Association, a staunch promoter.

It is but natural that when the time came to sever his connections with the Macaroni Industry, he should enter the educational field. His outstanding conviction throughout the past quarter century has been that the Macaroni Industry's greatest need was that of educating the American consumers to appreciate the real merits of macaroni products and to teach them how to prepare it to suit American appetites in order to have this fine wheat food appear more often in American menus.

This little poem is symbolic of his general thinking, and of the final plea for association support contained in his parting letter:

A good thing to remember
And a better thing to do
Is to work with the construction gang
And not with the wrecking crew.

His many friends wish him every success in his new work, and hope that occasionally he will drop in on them during future conferences of the association he has long and consistently promoted.—THE EDITOR.

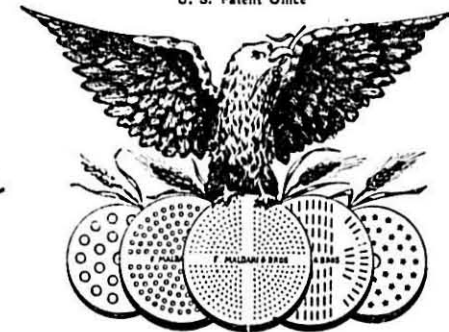
Interested manufacturers will need no official invitation to the Macaroni-Noodle Industry Conference at Pittsburgh, Pa., June 23 and 24, 1941. They will be a potent part of the conference.

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

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Workmanship

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Satisfaction

F. MALDARI & BROS., INC.

178-180 Grand Street

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

You want your products . . .

NOTICED!

BOUGHT!

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What better way to achieve this than through printed "Cellophane"?

Call in our specialists to help you create new and more attractive and more salable packaging ideas.

Write for Samples

THE DOBECKMUN COMPANY

Cellulose Film Packaging Headquarters

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**THE FOUNDATION OF YOUR NOODLE BUSINESS
Depends on the Right Source of Egg Yolks
"DO NOT GAMBLE WITH IT"**

USE "FRIGID YOLKS" FOR MAXIMUM RESULTS

"Frigid Noodle Yolks" are selected especially from eggs gathered in the heart of the *Corn Belt* of the country where the hens can't help but peck at the proper feed that give the Yolks a deep rich color.

Other essentials of good Noodle Yolks are:

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| 1. Purity | 6. Proper Refrigeration |
| 2. Quality | 7. Low Bacterial Count |
| 3. Uniformity | 8. High in Nutritive Value |
| 4. Cleanliness | 9. High in Solid Content |
| 5. Good Flavor and Color | 10. FROZEN STRICTLY FRESH |

You will find these essentials in "Frigid Yolks" packed exclusively by

FRIGID FOOD PRODUCTS
INCORPORATED
DETROIT, MICHIGAN

**International Trade in
Macaroni Products
Dwindling**

**Shipments of Macaroni Products In
and Out of Country Show
Alarming Decrease**

Government reports on shipments of Macaroni products to and from all the leading seaports show a sharp decline in the shipment of this food-stuff to foreign countries. Both exports and imports are affected though the former shows the greatest decline.

Imports

With Germany and Italy at war and France occupied by its enemies, these three heaviest producers of macaroni, spaghetti and egg noodles in Europe are unable to export any of this food. In fact, there are food shortages that would ordinarily necessitate the reversal of the movement of this and other products.

During the month of December, 1940, there were shipped into this country from unknown foreign ports a total of only 77,547 pounds of macaroni products with a declared value of \$6,118. And for the entire year of 1940, this country imported 874,813 pounds valued at \$76,320. For the year 1939 the imports totaled 1,076,689 with a value of \$103,061.

Exports

Though it might naturally be expected that the exportation of American-made macaroni products would be increased because of the disappearance of European-made products in all foreign markets and the acceptance of American-made products by foreign buyers, such a trend has not developed.

The truth is that the export of this food has fallen considerably below the trade in 1939. During the month of December, 1940, this country exported 318,981 pounds of this food-stuff valued at \$21,397. For the 12-month period ending December, 1940, the total exports were 3,589,978 valued at \$255,649. This compares with 4,423,276 pounds exported in 1939 at a value of \$306,605.

December Exports—1940

For reasons that remain unexplained, the total of the December, 1940, exports of this food as reported by countries of destination by one of the Government Bureaus was considerably in excess of the quantity and value reported by another division in the same department. According to the former, American-made macaroni products were shipped to 32 possessions and foreign

countries in dwindling quantities as shown in the following table:

Canada	3,015
British Honduras	401
Costa Rica	617
Guatemala	699
Honduras	451
Nicaragua	2,697
Panama, Republic of	6,821
Panama, Canal Zone	53,000
Mexico	44,077
Newfoundland and Labrador	20
Bermuda	20
Other British West Indies	1,200
Cuba	15,900
Dominican Republic	400
Netherlands West Indies (Curacao)	5,900
Haiti	2,000
Bolivia	100
Colombia	100
Ecuador	2,100
Surinam	100
Venezuela	1,200
British India	100
China	100
Hong Kong	100
Philippine Islands	28,000
Belgian Congo	1,700
Liberia	200
Total Quantity to Foreign Countries	173,900
Total Value	\$12,000
Shipments to:	
Hawaii	139,000
Puerto Rico	66,900
Virgin Islands	5,300
Total Quantity to Insular Possessions	211,200
Total Value	\$14,760

The grand total of all shipments to foreign countries and Insular possessions for December, 1940, amounts to 385,220 valued at \$26,860.

**Timely Topics
by S. M. Noodler**

**Giants in
Those Days**

Always we are thinking giants lived in another day.

We may accept the figures given by Father Jerome de Rhetel, who told of finding in the Orient the skeleton of a man 96 feet tall, whose skull would hold three bushels of corn, whose molars weighed 15 pounds each. We may not question Cotton Mather's description of a giant whose bones were found near Albany, N. Y., the thigh bone being 17 feet long, the man's total height, 60 feet.

We may believe that Lucius Flaccus "saw with his own eyes" the body of a giant 42 feet in length, who had been drowned in a flood, or that Pliny saw a grave opened by an earthquake in Crete, in which was found the skeleton of a man 71 feet tall.

Men always could believe there were giants in the past. In the book of Genesis (6:4) they put the giants back into the past. "There were giants in the earth in those days."

But it is likely that a thousand years from today there will arise tall tales of the finding of giants in the twentieth century. They may then wonder at the stature of the Cardiff Giant and Paul Bunyan.

Let us put aside the idea that the day of physical or intellectual giants is past or that today breeds no men fit to be compared with the giants of ancient Greece, the Orient, or Albany, N. Y.

There was never a time when so much opportunity offered for becoming a giant in business, in art, in literature, in statecraft.

Men are coming to the top in today's affairs, men whose names will be in the history books of the year 3000. Prosperous, peaceful times produce few giants, but in times of stress great characters develop. Men who have it in them to become giants grow to greatness then. Most of us cannot become very great, but most of us can become far greater in our careers than we realize is possible. All we need is the determination to use every opportunity to its very utmost.

"Gluten" Spaghetti

Prosperity California Wines and Button Products, Inc., maker of "gluten" spaghetti and meat sauces are planning to advertise these products in the Eastern markets. D. M. Grattan Company of New York City has been appointed the advertising agency in charge of this promotion.

**J. S. Ross Made
Vice President**

Mr. J. S. Ross, general sales manager of Grocery Store Products Sales Company, Inc., New York, N. Y., which operates the Foulds Milling Company plant at Libertyville, Illinois, was made a vice president of the firm last month. Effective April 1, Mr. Ross took charge of the Chicago office of the firm and took over the post of sales manager for the subsidiary, National Macaroni Company,

succeeding Mr. Robert B. Brown, who has resigned to enter the educational field.

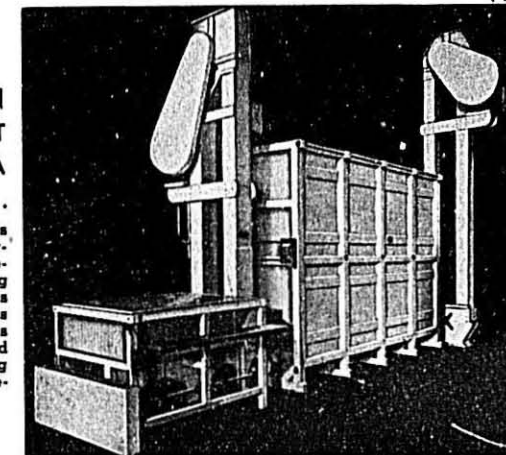
\$10,000 Fire Loss

Fire in its plant at 2334 Polk St., Chicago, Illinois, caused damage to plant, machinery and stocks totaling over \$10,000, according to Salvatore Costa, president of the Costa Macaroni Company. Previous to its conversion into a macaroni factory, the building was used as a church.

**MEET TODAY'S GROWING DEFENSE
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Today, when so many executives are studying the problems created by the great and increasing inroads being made upon the man power of the Nation to meet the urgent requirements of the National Defense Program, we suggest that Champion's engineering service can help you.

For more than half a century, Champion's engineers and Champion equipment have been serving the Macaroni and Noodle Industry—in developing better methods, improving labor conditions, lowering costs, and increasing profits for macaroni products from the savings thus made. We will be glad to consult with you and submit plans and suggestions with no obligation on your part.



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FLOUR OUTFIT
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automatically sifts and blends, removing foreign substances, insuring better products as well as cleanliness of the dies. Saves valuable time and hard, back-breaking labor. Built for lifetime service.

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 Dough Mixers
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Please send me Bulletin of Champion Equipment and complete details regarding your CHAMPION SEMOLINA BLENDER, prices and terms; also tell me about your easy time payment plan. Am likewise interested in learning about equipment checked at the left.

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

Packages Must Make a Quick Impression Nowadays

By Gordon Dilno*

Most folks are in a hurry-up mood these days. Speed is the essence of nearly everything we do.

This increased tempo of our daily life has a pronounced effect on packaging. The growth of self-serve food markets has fitted right into this scheme of getting things done faster.

Packages now must catch the eye and make a quick impression. The consumer sees shelves upon shelves lined with packages of all shapes and sizes and printed with nearly every hue in the spectrum. No single package can hold attention as long as the product manufacturer would like to have it. The package must sell itself quickly. It must stand out in relationship to its competitors. Package design must be alive. Patterns with an unexciting passiveness cannot compete in today's struggle for sales.

Manufacturers of spaghetti, macaroni, and egg noodles for the most part have been alert to the times in packaging. Like a great many food products, macaroni, spaghetti, and egg noodles were originally sold in bulk. Then, they found their way into packages, and more recently, these packages have been modernized for consumer convenience . . . have received the full benefit of up-to-date printing methods in the press rooms of highly efficient plants. Today, it is possible to faithfully reproduce smart designs featuring strong colors and sharp contrasts.

Simplicity in design with much emphasis on the product name and good legibility are factors linked with most of the best selling packages. Aggressive manufacturers of macaroni and kindred products are using back panels and side panels of carton space for printing recipes and cooking directions. This feature has proved very popular with countless housewives who formerly knew of only one or two conventional ways of preparing this type of food. Spaghetti and macaroni manufacturers who make several related products are capitalizing, too, on family resemblance in their package design arrangement.

Advantages of Cartons

Manufacturers, anxious to get a high percentage of "impulse" purchases, have adopted all-over transparent wraps. There is no doubt that women like to see what they are buying. They can tell more accurately

how much spaghetti or macaroni they are getting, and the product looks clean and fresh.

However, the carton has its advantages, too. It offers the manufacturer of nationally-distributed products a surer way to establish brands—a factor which is extremely important to him.

Cartoned spaghetti and macaroni can be stored more easily, and the package is not so susceptible to damage as a result of dropping or careless handling. It's easier to tie in consumer advertising with carton design, and, of course the possibilities of cross advertising, printed recipes, cooking

directions, etc., practically disappear when the transparent-wrapped package is used.

The transparent window carton has proved a successful merchandiser for some manufacturers, because it combines many of the advantages of the all-over transparent wrap with those of the regular printed carton.

The spaghetti and macaroni industry as a whole has kept pace with packaging trends as well or better than the average food manufacturer, but this should be no signal for relaxation. There are new packaging ideas being germinated daily, and there are new visual designs for packages being developed—clever enough to get the attention of shoppers in a world of changing conditions.

Alert manufacturers find it pays to keep a constant check on the merchandising effectiveness of their packages. Frequent consultation with packaging experts can prove mighty helpful.

Dark Yolks to Order

By Ernest R. Katz*

A housewife walked into a retail store, looked at the packaged noodle display, and instinctively selected the noodles which attracted her eye.

Color has had its chance to perform. If an appeal has been aroused through that medium, two manufacturers, in particular, have done their jobs well; the noodle man for purchasing a dark deep colored egg yolk, and his "egg-man" for having packed it.

Where does this color come from? Every packer knows his own particular regions of purchasing, from which he expects to buy shell eggs that will yield him the biggest percentage of dark yolks per case. These territories are his objective when he purchases shell eggs from which he intends to pack "dark yolks" for the noodle manufacturer.

When can he buy? It is a fact that the late spring and early summer months do yield the darkest yolks. This, because of the correlation of the types of chicken feed used, with the different seasons of the year.

Is it necessary to "sort" for color? Purchasing the shell eggs from the desired territory during the most preferential time of the year will result in an egg yolk package that can probably pass for a fair percentage of noodle manufacturers; but there are always the more particular noodle makers who insist on "darker yolks." This can be achieved through the process of "sorting" by the egg-breakers. The packer who has a sufficient volume of

business has among his customers pie manufacturers, bakeries, salad dressing manufacturers, etc. All of these use yolks in one form or another. Some may demand dark color, others do not care, and still others may prefer a light color. The noodle man, however, always insists on dark plain yolks. "Sorting" enables the egg-breaker to please all of his customers if he is inclined to go to the trouble of the process. True, it is a little more costly, and for this same reason "sorting" is not practiced by all the egg-breakers.

If, as in the past, frozen egg packers would receive premiums for extra dark yolks, they might only then resort to the individual selection of each egg (sorting), or so it would be supposed. Today, however, with every noodle manufacturer demanding egg yolks of dark color, with the emphasis on the "dark," the egg-breaker does not ask for a premium for "his color" lest the noodle man assume (and rightly so) that if he refused to pay the premium, he would receive yolks void of the desired rich hue. The distinct plea of the successful noodle maker of today is "If you cannot offer me dark yolks, don't sell me any at all." Breakers recognizing this have forgotten the premium and consider that the added business of the particular buyers (who invariably are the preferred) foreshadows the added cost.

The noodle manufacturer can be pleased; but "dark yolks" do have to be made to order—to order for the noodle man.

*Author is Advertising Executive of Sutherland Paper Co., Kalamazoo, Mich.

*The author is City Sales Manager of S. K. Produce Co., Chicago, Ill.

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Forty-One Years of Trade

Government Figures on the Imports and Exports of Macaroni Products Since the Turn of the Century

International trade in macaroni products is at low ebb, according to figures released by the Division of Foreign Trade Statistics, U. S. Dept. of Commerce. Excepting for the year of 1918, the 1940 imports of this food were lowest, falling below a million pounds that year. While the exportations of these products are still considerably in excess of the exports from 1932 to 1938, they were nearly a million pounds less in 1940 than in 1939.

Imports and Exports since 1900:

Imports of Macaroni, Vermicelli, and All Similar Preparations

Fiscal Year	Pounds	Dollars
1900	18,608,037	820,163
1901	18,186,400	735,239
1902	37,964,080	1,548,230
1903	31,601,186	1,283,835
1904	47,265,171	1,889,934
1905	62,136,598	2,386,927
1906	86,407,198	3,329,895
1907	97,660,699	3,917,794
1908	88,441,998	3,747,710
1909	96,339,962	4,185,109
1910	112,865,758	4,843,850
1911	116,985,754	5,005,674
1912	105,926,968	4,798,062
1913	113,358,047	5,156,990
1914	96,141,048	4,422,339
1915	35,703,830	2,229,457
1916	16,114,005	1,172,057
1917	1,023,386	76,196
1918	402,010	40,925
1919	902,551	101,859
1920	805,008	107,150
1921	1,587,464	166,294
1922	2,917,369	234,241
1923	3,474,713	249,981
1924	4,534,928	298,058

1925	6,408,878	494,146
1926	5,225,245	396,151
1927	3,512,512	332,289
1928	3,433,561	370,529
1929	2,856,378	263,151
1930	2,776,483	231,676
1931	2,459,200	184,381
1932	2,225,425	152,057
1933	1,647,956	113,407

Imports for Consumption

1934	1,340,255	112,690
1935	1,389,920	119,704
1936	1,304,955	103,631
1937	1,695,856	146,946
1938	1,163,999	108,695
1939	1,076,689	103,061
1940	874,813	76,320

Exports of Macaroni, Vermicelli, and All Similar Preparations

1922	7,494,873	605,184
1923	7,159,864	566,230
1924	7,486,436	598,988
1925	8,557,218	726,765
1926	8,272,364	711,122
1927	8,468,264	714,274
1928	9,979,375	900,113
1929	10,740,479	925,004
1930	8,718,579	704,096
1931	4,613,284	341,098
1932	3,207,942	215,020
1933	1,931,433	135,834
1934	1,906,097	156,227
1935	1,986,761	167,197
1936	1,945,842	159,206
1937	3,048,436	256,497
1938	1,163,999	108,695
1939	4,423,276	306,605
1940	3,589,978	255,649

Exports prior to 1922 not available.

Vitamin Prices Reduced

An announcement of considerable interest to that portion of the Macaroni-Noodle Industry that uses or contemplates using vitamins for the enrichment of their products, was recently made by Merck & Company, Inc., one of the largest manufacturers of vitamin concentrates.

"We are pleased to announce a further reduction in the prices of vitamin B, Thiamine Hydrochloride U. S. P., amounting to 15 cents per gram.

"The sustained interest in vitamin therapy and the possibilities of the enrichment of flours and other raw materials from which foods are made, have enabled us to increase our production of this important vitamin and thereby reduce our costs.

"Ample stocks were available for prompt shipment from our warehouses in Rahway, N. J., New York, Phil-

adelphia, Pa., and from St. Louis, Mo. "Until further notice, we quote as follows:

25 kilo lots.....gram	\$.65
10 kilo lots.....gram	.66
1 kilo tin in fiber drum gram	.67
100 gram bottle in tin.....gram	.77
5 gram bottle.....gram	.92

"F.O.B. Rahway, New York, Philadelphia and St. Louis, freight or express paid to destination on 1 kilo lots or larger.

"The outstanding purity and quality of Thiamine Hydrochloride Merck (vitamin B₁) commands consumer preference. Pioneering and specialization in the synthesis of vitamins enables us to supply our customers Thiamine Hydrochloride U.S.P. of unequalled quality."

Reduce Prices For National Health Defense

In announcing practically the same prices, Hoffmann-LaRoche, Inc., Roche Park, Nutley, N. J., claims that

the reduction in price will aid both national health and national defense. Its prices are:

25,000 grams.....@	\$.65 per gram
10,000 grams.....@	.66 per gram
1,000 grams.....@	.67 per gram

In view of the new high demand for vitamin B-1 (thiamine hydrochloride) resulting from Government-endorsed enrichment of flour and bread, which has caused them to push production of the synthetic vitamin to successively higher levels, they are now announcing a further reduction in price of 15c per gram.

Prices are now practically only a third those which prevailed a year ago. One-tenth of a cent, using the new contract rates, now buys 500 International Units of the pure bulk vitamin, so it is hoped this contribution by Hoffmann-La Roche to the national defense program will result in still wider scale use of thiamine to correct the deficiencies of it in the dietaries of nearly half our population.

UWANTA BRAND Frozen Egg Products

Try Our Special Dark Colored - High Solids EGG YOLK

We invite your inquiries through our local representatives or direct to the

HENDERSON PRODUCE COMPANY

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Monroe City, Mo.



Second Hand Macaroni Machinery, Accessories and Drying Equipment

Guaranteed

Save the Safe Way, With Equipment That Has Been Thoroughly Reconditioned and Tested.

Detailed information and quotations will be furnished upon request.

La Rosa Firm Enjoyed Swift Growth

From Small Neighborhood Store in 1914

By Alfred Salerno

V. La Rosa & Sons, Inc., macaroni manufacturers, today ranks among Brooklyn's big businesses, yet it is one of the borough's youngest, stemming out of the dismal days of World War I. With another war in full stride it appears an appropriate time to review its history since the La Rosa company and the manufacturing of macaroni in this country on any large commercial scale were virtual outgrowths of the last World War.

In 1914, when armies were on the march, there was very little macaroni manufactured in this country. Most of the product was imported. As resultant blockades cut down commerce between the two worlds macaroni supplies became scarce. It was then that the La Rosa firm had its start.

Vincenzo La Rosa, founder of the firm, opened a small neighborhood store in Williamsburg to establish a new source of supply for the food. His family, among which numbered his five sons, assisted him in the enterprise. After the father died the sons carried on the business under the same name. Today all are actively engaged in the operations of the company in executive positions.

Expansions Come Fast

The demand for macaroni during the war years enabled the company to find new outlets for their product and expansions came relatively swift. New units for manufacturing purposes were added to the La Rosa line. The first addition was located at Montrose Ave. Then the firm branched out to Wyckoff Ave. La Rosa continued to prosper and two other plants were acquired, one on Willoughby Ave., the other on Melrose St.

After the war came to an end there was no abatement in La Rosa's activities, even though normal trade channels were once more open. The new industry appeared to be firmly established here. Sales in the local area continued to mount and finally the firm moved to the waterfront where its own plant was constructed on Kent Ave. and South 11th St. That was in 1929. Two years later facilities other than manufacturing were moved to Kent and Division Aves.

La Rosa now maintains about 150,000 square feet in Brooklyn for manufacturing purposes as compared with the little 25 x 100 feet store where the company originated. A new plant is operated at Danielson,

Conn. It is a two-story building with 100,000 square feet of space.

A spokesman for the company said that most of the firm's efforts in the merchandising end are concentrated on Brooklyn. He said the distribution of the company's products extended as far as Chicago. However, with all that territory in between to cover, about 40 per cent of the output is sold in the local area. This is not due entirely to the large Italian population here, who originally introduced the food to this country, the spokesman said. Macaroni is fast becoming an American dish and strangely enough it is being used in smaller quantities than formerly by Italian families, he said. La Rosa's sales of macaroni at the present time were estimated at 1,000,000 pounds a week.

Sales Still on Upswing

The spokesman told the Brooklyn Eagle that the firm's business still displays a steady growth. In the past year they experienced a 15 per cent gain in operations. Expectations are that this gain will at least be duplicated for 1941 since the upward trend in sales has been sustained so far. Although prices of raw materials used in the manufacture of macaroni have advanced, there has not as yet been an increase in the price of the company's products.

The company maintains a pre-

mium exchange store at the Kent Ave. plant, and others are scattered throughout the borough. Frank La Rosa is chairman of the board of directors. Stephen La Rosa is president.—*Brooklyn Eagle*, April 7, 1941.

Macaroni Production In Canada

Domestic production of macaroni products in the Dominion of Canada is up sharply according to government figures recently released covering the year 1939. The imports of this wheat food also show an increase over the previous year of record.

Total of 45,274,000 pounds of macaroni and spaghetti, noodles, etc., was produced in the macaroni products industry in Canada in 1939, with a selling value at the factory of \$1,980,436. This was up from the 37,969,000 pounds in the previous year valued at \$1,719,984. These figures appear in a recent report issued by the Dominion Bureau of Statistics. In addition to the macaroni, etc., produced in this industry, approximately 3,500,000 pounds valued at \$164,000 was also produced in other industries in 1939, making a total of about 48,800,000 pounds. There were 16 plants operating, with four in Ontario, four in British Columbia, four in Quebec, three in Manitoba and one in Alberta.

Imports of macaroni, spaghetti, etc., increased from 672,622 pounds valued at \$46,000 in 1938 to 817,000 lb. valued at \$57,000 in 1939. Exports were also up, amounting to 10,503,400 pounds in 1939 valued at \$470,890 against 7,494,000 pounds the previous year valued at \$397,600.

Flour Production Takes Big Stride Forward in March With Major Sections

Flour production during March—5,775,885 bbls. according to reports of *The Northwestern Miller* from mills representing 65% of the national output—represents an increase of about 440,000 bbls. over that of the previous month and 165,000 over the production for March, 1940. The three major producing sections accounted for the large share of the increase, with the northwestern gain over the previous month amounting to almost 26,000 bbls., the southwestern 170,000 bbls. and that of Buffalo 67,340 bbls. The March figures for the southwestern also were 235,000 bbls. greater than those of a year ago, and the Buffalo increase over the March, 1940, output was about 55,000 bbls. Last year's March production in the Northwest, however, was 94,000 bbls. larger than the current figure.

Another section making a large gain over the February output was the eastern Central West, including Ohio, Indiana and Michigan mills, which together turned out an increase of almost 76,000 bbls. over their previous monthly record. A detailed table appears below.

TOTAL MONTHLY FLOUR PRODUCTION
(Reported by mills producing 65% of the flour manufactured in the U. S.)

	March, 1941	Previous month	1940	March 1939	1938
Northwest	1,173,941	1,148,026	1,267,928	1,271,823	1,110,793
Southwest	2,159,714	1,989,958	1,925,054	2,095,373	2,037,215
Buffalo	873,962	809,625	819,150	885,288	858,897
Central West—Eastern Div.	544,449	468,620	531,120	528,777	293,442
Western Division	268,828	248,583	272,077	287,583	338,556
Southeast	121,887	126,182	136,589	159,109	*374,172
North Pacific Coast	633,104	546,958	658,184	691,438	476,753
Totals	5,775,885	5,337,961	5,610,102	5,919,391	5,489,828

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

Noodle Yolks

Fine Natural Quality. Unexcelled Facilities. Laboratory Control



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The MENGEL COMPANY

INCORPORATED

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Shipping
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New Brunswick, N. J.

Preparedness

for PRESENT and FUTURE
packaging requirements . . .

It's easy to see why so many manufacturers are installing our Model FA wrapping machine in their plants. In the FA they find a machine that hits the high mark in adjustability for many package sizes and all-around adaptability. This one machine will wrap an entire line of products in many different sizes. Change-over is quickly taken care of by convenient hand-wheel adjustments. It can be adapted to handle any type of wrapping material—"Cellophane," printed paper wrappers, foil or waxed paper. And it can wrap open boats, as well as ordinary cartons . . . In short, it's the kind of machine that won't say "No" should you decide to add new products or a new type of package to your line.

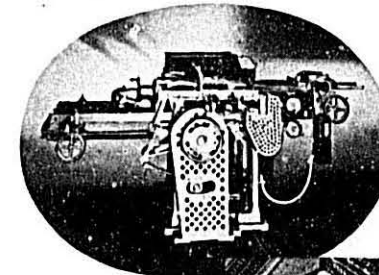
Undoubtedly you will want to know more about this remarkable wrapping machine.

Consult our nearest office . . . Or write for literature

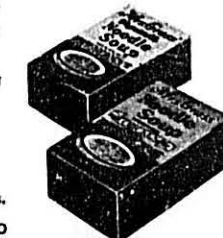
PACKAGE MACHINERY COMPANY Springfield, Mass.
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Over a Quarter Billion Packages per day are wrapped on our Machines



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Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

A New Service

One of the very popular and most valuable services now being rendered the industry is that of trade mark registration and patent filing established several years ago by the National Macaroni Manufacturers Association. This service is available to all members of the Association in good standing at cost; also to nonmembers at a small fee over actual cost.

Hundreds of firms have taken advantage of this special service in ordering searches to be made through the trade mark attorneys of the Bureau in Washington, D. C., to determine whether or not proposed trade marks are registerable. Searches are made free for members, but nonmembers are assessed a small fee for it.

There is a growing realization of the value of a good trade mark and the growing difficulty in finding trade marks that can be registered under the stringent regulations of the U. S. Patent Office. Thus valuable trade marks become more valuable and owners more inclined to fully protect them against any threatened encroachment.

If you have a registered mark that you prize, see that it is properly renewed before its expiration. The Macaroni-Noodle Trade Mark Bureau serves owners of registered marks by advising them of their coming expiration and of its readiness to handle the renewal procedure, if ordered.

Watch your trade mark registrations! Enlist the Macaroni-Noodle Trade Mark Bureau which is most willing to assist all trademark owners as well as those wishing to register new marks.

Recent Searches

In proof of the claim that it is becoming more and more difficult to find a good trade mark that can be registered under the stringent rules now being enforced by the Patent

Office, reference is made to results obtained in several recent searches made at requests of Association supporters and nonmembers. In practically all of them, the Bureau's attorneys advised against attempts to register, resulting in a considerable saving of money and legal entanglements.

"El Maco"

The firm seeking to register this mark was advised that since the word "Maco" is already registered by Layton & Co., Dover, Delaware—No. 348,972, August 17, 1937, claiming use since August 24, 1936—canned vegetables—the proposed mark would undoubtedly be objected to by citing the canned vegetable registration against macaroni products, on the Patent Office's ruling that vegetables and macaroni "are foods of the same descriptive quality."

"El Rancho"

While no identical mark is found for use on macaroni products, it was found that "El Rancho" was registered for pickled chiles on April 23, 1933, by Ciro Escorza, Downey, Calif.; also "Rancho" for canned vegetable soup; "La Verne Rancho" for fresh citrus fruit; "Marca Rancho" for canned sausage, and other combinations of the term "Rancho" for other products. Recommendation — select something else to avoid objections to any attempt to register any other "Rancho" mark.

"Bluette"

On careful search of trade mark records at the Patent Office it was found that while "Bluette" was not registered for macaroni products, it has been registered for chocolate and candy by W. F. Schrafft and Son, Boston, Mass., July 7, 1931. In the opinion of our attorneys, this reference would not anticipate the mark intended to be registered for macaroni products.

"Claretta"

This mark was also found registered as a trade mark for candy by Puritan Candy Co., Milwaukee Wis., October 26, 1940, yet the macaroni manufacturer was advised that the mark could probably be registered for macaroni products without interference.

"Super-Ette"

This mark is registered in the name of The Grand Union Co., New York City, for various food products, including macaroni and spaghetti, July 18, 1939.

"W.O.W."

It was found that WOW was registered for malt syrup for food purposes by Sterling Products Co., Evansville, Ind., on September 30, 1930. This registration would probably be

cited against the proposed macaroni trade mark and would have to be overcome.

WOW also registered for dog biscuits by George H. Brown, Boston, Mass., January 8, 1929. While the Patent Office does not cite dog food against food for human consumption, the association is sometimes considered unpleasant.

Registrations

Several registrations of trade marks for macaroni-noodle manufacturers have been completed or are in the process of registering through the Macaroni-Noodle Trade Mark Bureau. Reports on these will be made in this column after action is taken and reported by the Patent Office. Manufacturers are invited to make a greater use of this new service that has proved so popular and economical.

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 March.

TRADE MARKS APPLIED FOR

"Mary Stevens"

The trade mark of Winston and Newell Company, Minneapolis, Minnesota, for use on salad dressing, sandwich spread and Egg Noodles. Application was filed on December 9, 1940. The applicant claims use since July 1, 1940.

TRADE MARKS REGISTERED

"Stonelo's"

The trade mark of the Joseph Stornio Co., Philadelphia, Pennsylvania, was registered for use on Spaghetti Sauce. Application was filed September 19, 1940; published January 7, 1941. The applicant claims use since June 2, 1940.

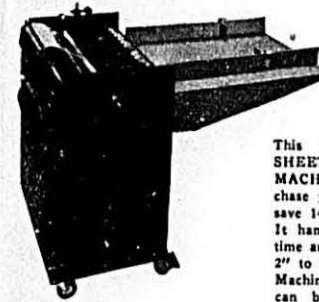
Vitamin A in Egg Yolk

Although many foods having a yellow or orange color are rich in vitamin A, this is not necessarily true of an egg yolk.

If the hen has had abundant green leafy feed, her eggs will have dark yolks and a high concentration of "provitamin A," which can be converted into vitamin A in the human body. Yellow corn in the diet also increases the color of the yolk but provides less provitamin A than green leafy feed. On the other hand, eggs from hens getting a diet that is low in pigments but high in fish-liver oil will have light-colored yolks rich in vitamin A. So either the pale or the deeply colored yolks may—or may not—be high in vitamin A, but in general all egg yolks are a fairly good source of this important vitamin.

ARE YOU SAVING...

ON YOUR CELLOPHANE COST?



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Conserving Aluminum

Macaroni Industry Affected by Aluminum Pots and Pans Scarcity and Consequent Change in Cooking Instructions to Housewives

The Macaroni-Noodle Industry, like all other food trades, finds itself affected from many different angles by the nation's defense work, but all the operators are cheerfully and willingly supporting the government in every possible way. Increased taxes are paid ungrudgingly, new restrictions scrupulously observed, and products as well as manpower sensibly conserved.

There are many indirect ways in which the defense work will affect the Industry. One of these, for instance, is the reported scarcity of aluminum. It will not only increase the price and practically make unavailable the aluminum utensils and equipment essential to production, and the many articles of this material used as premiums, but also necessitates drastic changes in suggested methods of preparing macaroni products for consumption.

Government officials are endeavoring to lighten the effect on business and on homemakers of the withdrawal of aluminum from the many uses to which it was put by civilians, thus conserving the available supply of this metal for war defense purposes. This thinking prompted the following release by the Bureau of Home Economics, U. S. Department of Agriculture:

Homemakers, in more ways than one, are taking part in the national defense program. Because aluminum is absolutely necessary in making certain vital defense equipment, its use for civilian purposes is being limited temporarily. "Civilian purposes," of course, include kitchen utensils as well as household goods of all kinds. "Fortunately, limiting the aluminum that can be used in kitchen utensils works no great hardship on homemakers," says Dr. Louise Stanley, Chief of the Bureau of Home Economics, U. S. Department of Agriculture. "For, in addition to the supply of aluminum utensils already made up—there are available utensils of many other satisfactory materials."

For top-of-the-stove cooking, there are utensils of porcelain-enamelware, cast iron, and flame-proof glass. For oven cooking, there are these and in addition, tin, earthenware, heat-proof glass, Russia iron, and sheet steel.

Whether the homemaker is outfitting a whole kitchen or replacing a worn-out utensil or two, the following are some points to keep in mind.

For top-of-the-stove cooking, utensils of porcelain-enamelware are the cheapest and are satisfactory for most uses. Saucepans, double boilers, kettles, and frying pans of enamelware come in many varying qualities and a wide range of prices. Higher prices may mean a better quality of porcelain-enamel with an acid-resistant finish, or they may mean merely more pleasing colors, fancier handles, or unusual shapes.

To get the best wear out of enamel pots and pans, treat them carefully to prevent chipping. That is, never let them boil dry. Cool them before washing. And let a hot utensil cool before pouring cold water into it. When food sticks to enamelware, soak it loose by boiling water or a weak solution of soda in it. Never scrape it with a sharp-edged instrument or use a coarse abrasive on it.

Another inexpensive material for top-of-the-stove utensils is iron. This is considerably heavier than aluminum, enamelware, or glass. Iron heats up slowly and holds the heat well. For that reason it is an excellent material for utensils used for long, slow cooking, such as Dutch ovens. Also because it holds and distributes heat well, iron makes good skillets, frying pans, and griddles.

Manufacturers usually include directions for "seasoning" an iron utensil. It is important to follow these directions, because seasoning of iron by covering it with a non-salty fat and heating it at low temperature for two or three hours makes the utensil more resistant to rust. To prevent rust also, always dry an iron kettle thoroughly before putting it away.

Clean iron utensils with hot soapsuds. Use an abrasive such as fine steel wool only to remove food that sticks to the pan or rust that may have formed on it.

Since manufacturers have perfected a glass that is "flame-proof," this material is coming into more general use for top-of-the-stove cooking. Glass is easy to clean, heats up slowly, but holds the heat well. On the market now are flame-proof glass double boilers, saucepans, and frying pans in small sizes. The saucepans have removable handles so that the utensil may be used both as a cooking and a serving dish. In cooking with glass utensils, the food continues to cook even after taking the pan off the fire, so watch it carefully.

For oven cooking, satisfactory cake pans and cookie sheets are made of tin, retinned steel, enamel, and glass. Pie pans are available in tin, glass, and enamelware. Shallow open pans for roasting tender meat are made of Russia iron or enamelware. For cooking less tender meat in the oven, covered pans of the same material may be used. Baking dishes and deep baking pans come in enamelware, oven-proof earthenware, and glass. Glass and heavy earthenware casseroles hold the heat well and may be used both for cooking and serving dishes.

When cleaning tin utensils, remember that the foundation of them is iron and the tin coating is relatively thin. Therefore, it is best not to try to keep them bright. For in scouring for brightness, the tin coating is scratched off, leaving the iron exposed so that it will rust easily. If food is burnt on a tin pan, remove it by soaking or by heating the pan for a few minutes in a weak soda solution, then washing it thoroughly with soap and water.

One of the best ways, of course, to help conserve the nation's supply of aluminum is to take good care of aluminum utensils already in the kitchen. Keep aluminum utensils clean and bright with steel wool or fine, smooth scouring powder. Remove discoloration on aluminum by boiling it in water to which vinegar or cream of tartar

has been added, or by cooking in it acid foods such as tomatoes, applesauce, or rhubarb. Avoid strong soaps and scouring powders that contain alkaline salts, because alkali darkens aluminum.

Effects of Blight and Other Damage on Durum and Hard Wheat Seed.

(Continued from Page 16)

samples ranged from 57 to 95 per cent, with a mean of 84 per cent. The germination of the same samples treated with Ceresan ranged from 67 to 97 per cent, with a mean of 89 per cent.

The mean increase in germination due to treating with Ceresan was 5 per cent. In almost all samples treating the seed not only increased the germination but also appeared to stimulate early growth and development of plants.

A large part of the samples, although damaged more or less, germinated fairly well and developed normal plants. The germination was somewhat below normal, but many of the samples of grain could be used for seed purposes.

Many species of fungi were found in the damaged wheat but the majority of them were kinds which will not attack the living plant and will not cause seedling blight. They were mostly species which commonly develop on mature wet grain. A few species capable of causing diseases, such as blight and scab, were found but these were no more abundant in 1940 perhaps than in other years.

The types of fungi most frequently found were kinds which do not originate from the seed from which the grain grew. These infections of seed originated from other sources and began when the grain was in blossom or later. Therefore, these various types of damage will not develop in the subsequent crops as a result of sowing damaged seed.

Seedling blight and root-rot may develop from black point seeds infected with *Helminthosporium sativum*. Fortunately, not a serious amount of black point was found in the samples and most of that which was prevalent could not be charged to this fungus.

The moldy condition of much of the grain and the prevalence of smut were sufficiently serious to demand seed treatment before sowing.

Recommendations

1. Obtain the best seed available.
2. Test the germination. Seed that germinates poorly may be diseased.
3. Clean and grade the seed thoroughly. Plump heavy seeds usually are healthy.
4. Treat with Ceresan or other organic mercury dust treatment.

J. F. DIEFENBACH
PRESIDENT

P. H. HOY
VICE PRESIDENT

Exclusive!

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

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CHAMBER OF COMMERCE MINNEAPOLIS, MINN.
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Babbin Thermostatic Commercial Tempering Valve

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

SINGLE HANDLE CONTROL—WITH SHUT-OFF



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

THE STRAINERS

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

OPERATING FEATURES

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

Can be used with any type of water meter.

Send for Circular with Price.

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FOR MACARONI, SPAGHETTI, NOODLES
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Transparent or opaque... bags or wraps... Royal packaging gives you: First, new, improved construction... greater strength and durability... to



ALUMINUM FOIL BAG with Pliofilm liner. Double strength Double resistance! Prevents rancidity and all other destructive action.

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THOMAS M. ROYAL & CO
5800 North Seventh Street • Philadelphia

Bock Beer

The spring of the year is the accepted "Bock Beer" season. Millions of barrels of this amber fluid are consumed annually by appreciative consumers who are often intrigued over the origin of the name of this special brew and how it has long been a custom to supply it immediately after the rigors of winter are passed.



There is no particular relationship between "Bock Beer" and a steaming platter of macaroni-spaghetti or egg noodles, other than that true lovers of each are rather "choose-y" in their likes. Good "Bock Beer," like good macaroni products, satisfies.

Now to get back to our story: Just where and when did the idea of Bock Beer originate? There seems to be no exact record of the time or place when this spring brew first made its bow to beer lovers. But, the fact remains that the formula has been handed down from the middle ages. There are several legends about "Bock Beer," two of which are given herewith.

In Munich, Germany, so one legend goes, there were two renowned beer brewers deeply jealous of their beer brewing abilities. Each claimed that his brew was superior in every respect. The result was a challenge to determine the superior brew.

The stage was set for a drinking duel. Each brewer was to drink the other's brew. They sat down on benches facing one another, drinking measured mugs of beer, slowly and appreciatively. After each drink, they tested their sobriety by trying to thread needles.

Finally one contestant prodded at the eye of the needle so violently that he fell from the bench to the floor, delightfully inebriated. He thought a goat (in German a Bock) had butted him down. So the particular brew



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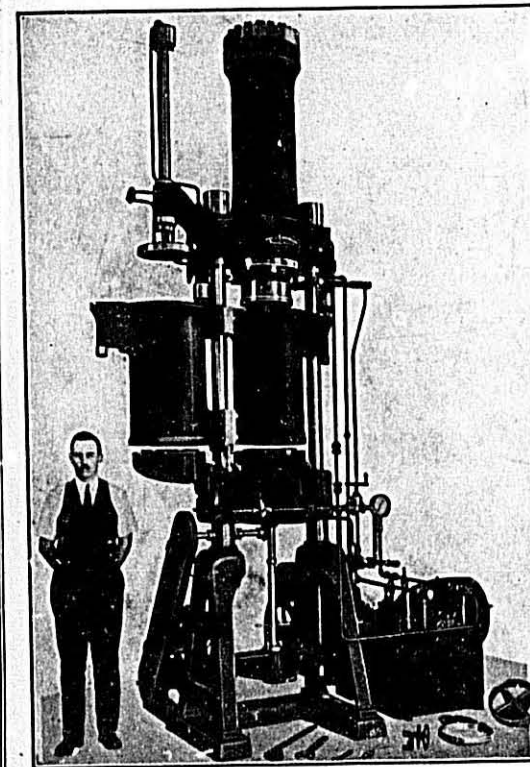
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that "did the trick" was named "Bock Beer."

A second legend is that since "Bock Beer" is just a little more potent than the regulation beers, if a drinker were unwise enough to quaff too many glasses too quickly instead of slowly sipping it to get the full appreciation of its delicious flavor, he would feel

as if he had been bowled over by a goat or "Bock."

While this is perhaps a slight over-exaggeration, either legend may explain why the head of a goat is almost universally used as a symbol for this beverage that has won the praises of the real beer lovers through generations of men.



PRESS No. 222 (Special)

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Since 1881

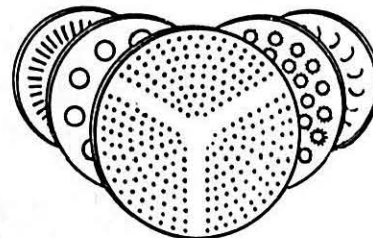
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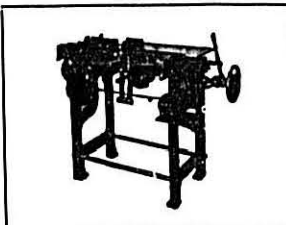
**Macaroni & Spaghetti
in Cartons**



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.

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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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

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

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Vol. XXII APRIL, 1941 No. 12

The Macaroni Market

While the trade has been expecting a stiffening of prices on macaroni, spaghetti and egg noodles because of the Lenten demands throughout March and the first half of April, little or no change has been reported in the principal markets. This general trend is noted from reports on the New York market for these products, made by the Grocery Editor of the *Journal of Commerce* of that city.

March 14—"A number of sellers noted an improvement again in the demand for macaroni and allied products during this week. The price structure showed further strength, and it was felt that advances would come on any sustained buying movement. There was considerable covering in advance of the Lenten Season, however."

March 21—"The market on macaroni products continues fairly active, though many distributors are still working on supplies acquired before the Lenten holidays. However, prices showed further strength and increased volume would soon be reflected in advances, it was felt."

April 4—"Sellers have noted increased activity in macaroni during the week, and prices were strong, but generally unchanged. Higher prices are likely to develop if buying shows

further material expansion. Stocks on hand are moderate."

Throughout the three weeks covered, prices remained as follows:

Italian style, 20 pound boxes\$1.10 to \$1.20
Flour goods, 20 pound boxes80 to .90
Fancy Egg Noodles, bulk, per pound08¼ to .09
(No prices quoted on these products in packages on this market).

Agma's Public Relations Program

The Associated Grocery Manufacturers of America announces that it will embark immediately on a long range public relations program keyed to national defense "that before the end of the year will set the pace for all business groups in the country cooperating with government." Members were notified that Miss Alice Randolph had been retained as public relations counsel to develop and direct the program. AGMA is composed of two hundred fifty of the nation's leading grocery manufacturers.

Miss Randolph, in addition to being one of the foremost public relations and merchandising consultants in the country, is probably the best informed person in the United States today on Near East affairs. Her unusual knowledge of economic and political ramifications underlying the present Balkan situation was gained during the past two years spent there as public relations counsel and merchandising consultant to the largest business combine in the Balkans. During that time Miss Randolph conferred with statesmen and business leaders of many European nations, including some whose names have been front page news in recent weeks, such as Premier Dusan Simovitch, Vice-Premier Vladimir Matchek and Milan Gavrilovitch, ambassador to Russia.

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FOR SALE—Hydraulic macaroni press, kneader, mixer, dies, cabinets for shops. Roth Noodle Co. 7224 Kelly St. Pittsburgh, Pa.

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The Selling Parade**A Digest of Successful Selling Ideas**

By Charles B. Roth

When to Stop Work

Around every industry traditions spring. You can't get orders on Saturday morning . . . no use to call before 10 in the morning . . . August is a dull month . . . better stop work two days before Christmas, because there's nobody going to buy your line then . . . and so on . . . and so on.

One sales manager told his salesmen that he wanted them to keep on calling right up till Christmas day, to test the validity of that tradition. They did. One made sixteen calls the day before Christmas and got nine orders. He called without competition: the other salesmen were all out observing the tradition.

Most salesmen to make records need something extra, something above and beyond what the ordinary salesman has. Since most salesmen are alike mentally and physically, or practically so, they can't rely upon the gift of extra brilliance. But one thing they can rely upon is extra work. It has never, to my knowledge, failed a salesman, extra work—it never will.

How to Whip Competition

George Washington Phelps, the advertising man, has a story which points up the way for a salesman to handle competition as well as anything else I have ever heard.

As Mr. Harrison tells it, the prospect for a new car dropped into a showroom. He warned the salesman that he had made up his mind to buy another make, that he was just looking to compare the two.

"I understand," said the salesman. "Let me tell you about our car anyway."

So he told the prospect all the plus-points. The prospect said: "The talk has not changed my decision entirely, but I'd like to see the other car once more before I buy."

"If you'll step into my car," said the salesman; "I'll take you over to the other dealer". His car is a good one and deserves your study. If, after comparing it point for point with our car, you decide that ours is better, we shall be very happy to serve you."

Traditions!

Are there traditions in the macaroni business that affect selling?

If so, which are helpful, and why? Which are harmful, and how?

Salesmanagers are invited to exchange views on this subject. Submit your thinking for publication in these columns. It all helps, you know. —Editor.

He drove the prospect to the rival showroom.

Later the prospect came back and bought.

"Your willingness to let me see the other car; your admission that it was a good car; your offer to take me to a competitor's place of business, astonishes me. But I know you could not do that unless you had absolute confidence in your car.

"You evidently had no fear of competition. Your own belief made me believe. I want your car!"

How infinitely better this is than the way most salesmen adopt, of knocking the competitor.

Off Days Are Out

"If I felt every day the way I feel today, there is nothing in this game I couldn't accomplish," a very good salesman confided to me not long ago.

"You feel good, then?"
"Perfect. My spirits are high. But, boy, the off days sure do tear me down."

"What do you mean off days?"
"The days when everything looks blue to me; the days when I'm low mentally, physically, spiritually, every other way," he confessed.

"Why have off days?"
"A fellow has to have them."

"Oh, no, he doesn't."

"I don't believe it."

"Maybe I can convince you."

"Go ahead."

I told him that an off day is a day which begins with the wrong state of mind. That is all. You get up and the day starts wrong. You brood over real or fancied wrongs or failures. And your entire personality is warped. But any man who wants to can eliminate off days.

How?

First, keep yourself in the best physical and mental trim. Don't eat too much, drink too much, sleep too little, exercise too little. Second, turn yourself around and look on the day's work, not as a day's work, but as a day's adventure. Third, don't let an off day idea get inside your head. Cast it bodily out.

That's the way never to have an off day.

Outsmarting Discourtesy

A salesman writes me that, although he's been selling for a long time and with quite a degree of success, there's one situation that still gets him down.

It's the situation which arises when he calls upon a discourteous buyer, who won't yield his attention but who sits at his desk and goes on with his work, ignoring the salesman.

That's not a hard one to overcome. The rule is simple: Outsmart him with curiosity.

Here is what I mean: When you call on a man and he refuses to give his attention, in place of talking against inattention, which is always ineffective, merely step back about three feet from his desk and stand there silently. Don't speak. Don't try to get his attention. Just "crowd him with silence." It's amazing how quickly even the most stubborn of discourteous buyers will weaken, will look up from their desk, will say: "Well, what can I do for you?"

And when you get that admission from them you have all you can reasonably expect at this stage of the sale—you have their attention. The rest is up to you.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

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Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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M. J. Donna

The Best People

Dedicated to Regulars and Occasionals
by the Secretary and Editor

A bigger and better publication! That's the aim and the ambition of the sponsors of this spokesman for the Macaroni-Noodle Industry. That continues to be our aspiration as we conclude the first twenty-two years of service to reader and to advertiser.

We take this opportunity to express our appreciation of the constancy and consistency of the many advertisers who have remained with us continuously throughout these years and to welcome the friendly occasional advertisers of their product and service.

Manufacturers can help us in expressing this feeling in a material way by giving preference to supply firms that are proving themselves friendly and cooperative, for the good and sufficient reason that our advertisers are "the best people."

"The best people," from an advertising standpoint, are not necessarily those who live on the right side of the railroad track. But they are the best people to cultivate in business, quite as much as there are the so-called "best people" to mix with socially.

We believe that our publication is read by the best people in the Macaroni-Noodle manufacturing and distributing field. It most certainly is read by the progressive element, who are alert to anything new, better, more convenient, or more economical. They are the best people to advertise to because they are receptive to what advertisers have to offer.

"The best people" are busy people, and are commonly quite hard to reach. Surely it is worth considerable to have these best people segregated as a preferred group of customers or suppliers. The best people, in the sense of the chosen ones to advertise to, and to sell to, also are the most influential people from either a buying or selling standpoint.

There are best mediums, just as there are best people. We believe that we qualify as the very best medium in our field. We do it by being the kind of publication that merits the attention and reading of those who are sufficiently important to value their time. We have done a fairly good job of selling ourselves, as the number and the class of regular advertisers testify. We can help you contact the kind of people whose business you will appreciate and whose endorsement is worthwhile, whether you be buyer or seller.

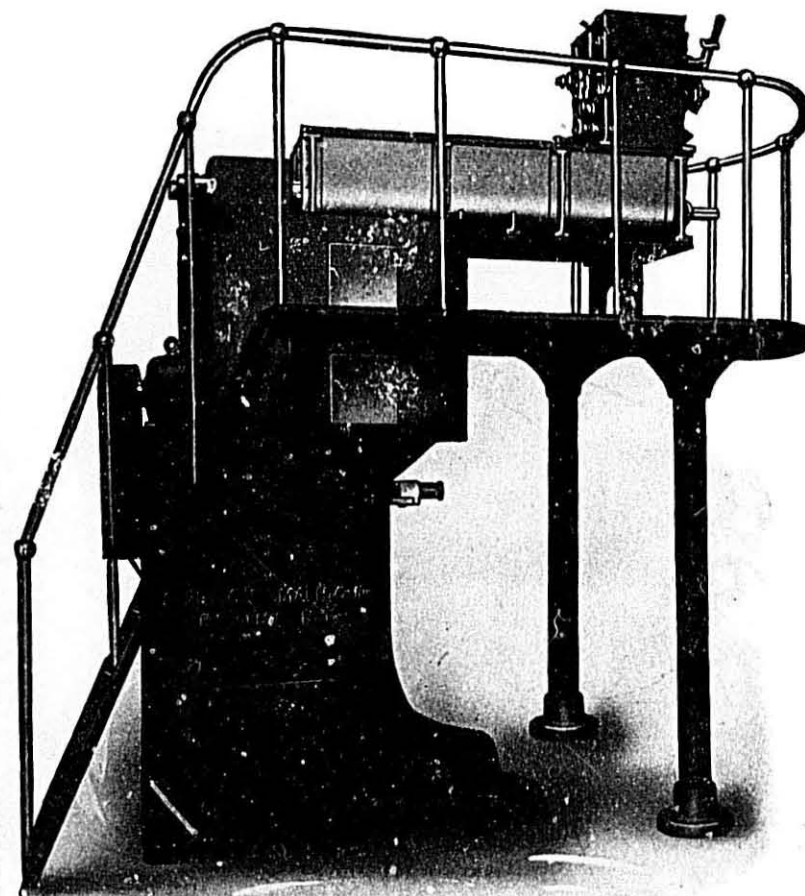
If you are a reader, inquire first from the advertisers in our publication. If you have a product or service to sell macaroni-noodle manufacturers, use the advertising columns of *The Macaroni Journal*—the official organ of the National Macaroni Manufacturers Association—the magazine with a circulation to readers who reside "on the right side" of the railroad track for your sales purposes.



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