

**THE
MACARONI
JOURNAL**

**Volume XXIII
Number 3**

July, 1941

JULY, 1941

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Prepare for Emergency

The dominant prevailing opinion of the several scores who attended the Industry's Convention at Pittsburgh, Pa., June 23-24, 1941 is—

That an emergency does exist and that it seriously affects the macaroni-noodle trade. Wages are mounting, materials and accessories are becoming harder to obtain in the quality desired, taxes are increasing and regulations becoming more stringent.

Under the stress of this emergency, the time seems opportune for rallying in the fight for trade protection and industry promotion as waged by the National Association since its organization over 37 years ago.

Member-firms are congratulated on their loyalty and non-member firms are urged to join the National Association in preparing for industry defense in the current emergency.

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXIII
NUMBER 3

Printed in U.S.A.

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Extra Values

in cartons and labels designed to spark your sales

EXTRA • FULL VISIBILITY
Singl-Vu and Dubl-Vu cartons have all the advantages of the all-transparent wrap, with none of its defects.

EXTRA • MODERN DESIGN
Smartness combined with utility is a creed with Rossotti package creators. They know what the American housewife likes.

EXTRA • 4 COLOR VIGNETTES
For eye stopping and quick product identification. Check Rossotti's library of sparkling vignettes for your brand.

EXTRA • DISPLAY PUNCH
Rossotti's sturdy and colorful cartons are ideal for display building, a favorite in self-service stores. They tell a powerful sales story.

EXTRA • EASE OF HANDLING
Selected stock, precision scoring and proven construction make Singl-Vu and Dubl-Vu cartons easy to handle, fast packing in automatic machinery.

EXTRA • HOUSEWIFE PREFERENCE
Housewives like these cartons because they are dust-proof, easy to open and store, and make useful containers until the entire contents are used.

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The name and reputation of the maker are your warranty of a dependable product. Rossotti has been creating fine cartons and labels since 1898.



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A Message from the New President Let's Realize Industry's Opportunities



It's no time for "solo" efforts, but for more sincere unity, better grade products and real Association support.

There will be changes made, says the current song hit. Changes are being made almost daily in almost everything that affects the macaroni, noodle manufacturing business, and the quality. Things are happening so fast it is quite difficult to keep up with all changes.

At some time in my life I took an account of the journey Benjamin Franklin made from Philadelphia to New York, and thence to France at the time he was in Europe about the year 1776 to France.

Franklin spent three days and three nights waiting for a ship to sail from Philadelphia to New York. Of course, the roads were poor with no pit-in-the-road type of service. His hands busy Franklin knitted a pair of stockings. When he got to New York he was short of provisions for the trip to France. It was the custom in the city to make good use of what was down to board the boat. Five weeks after he got to France he got a letter that he was on his way back to Philadelphia.

During the period of Franklin's life there were men who had time to think, and we had time to think **because everything in life was leisurely and men had time to think.**

Today someone is important in our present government, Ben Franklin's 200th birthday would catch an airplane from Philadelphia to New York and a Clipper from New York to London, and be in France in forty-eight hours.

I hope you get the point. Don't let the time pass. We need SOMETHING to do, and not take time to think. Mr. Benjamin Franklin's famous remark at the moment of his departure is something like this: "The time in the morning is the best time to be spent, and directed by some individual to a useful purpose than any other time of the day or night." I agree with the statement.

I call on those individuals to think in the morning, and to work in the afternoon, and to think of the food that can come from the macaroni and noodle products. Let us use our energies to getting the American consumer to enjoy the macaroni and noodle products of our food products. Downright, we are to take advantage of a smart and economy of pocketbook.

All other foods will be made, say more, and made it, and it is not only the quality, but we might have. The American pocketbook is to be tipped better, and it is not only that, although incomes are higher, the typical macaroni and noodle products are not over-exploitation is so great that we share neither the opportunity.

You probably remember the Republican Convention of 1856 in Philadelphia when every one chanted "WE WANT WILLKIE!"

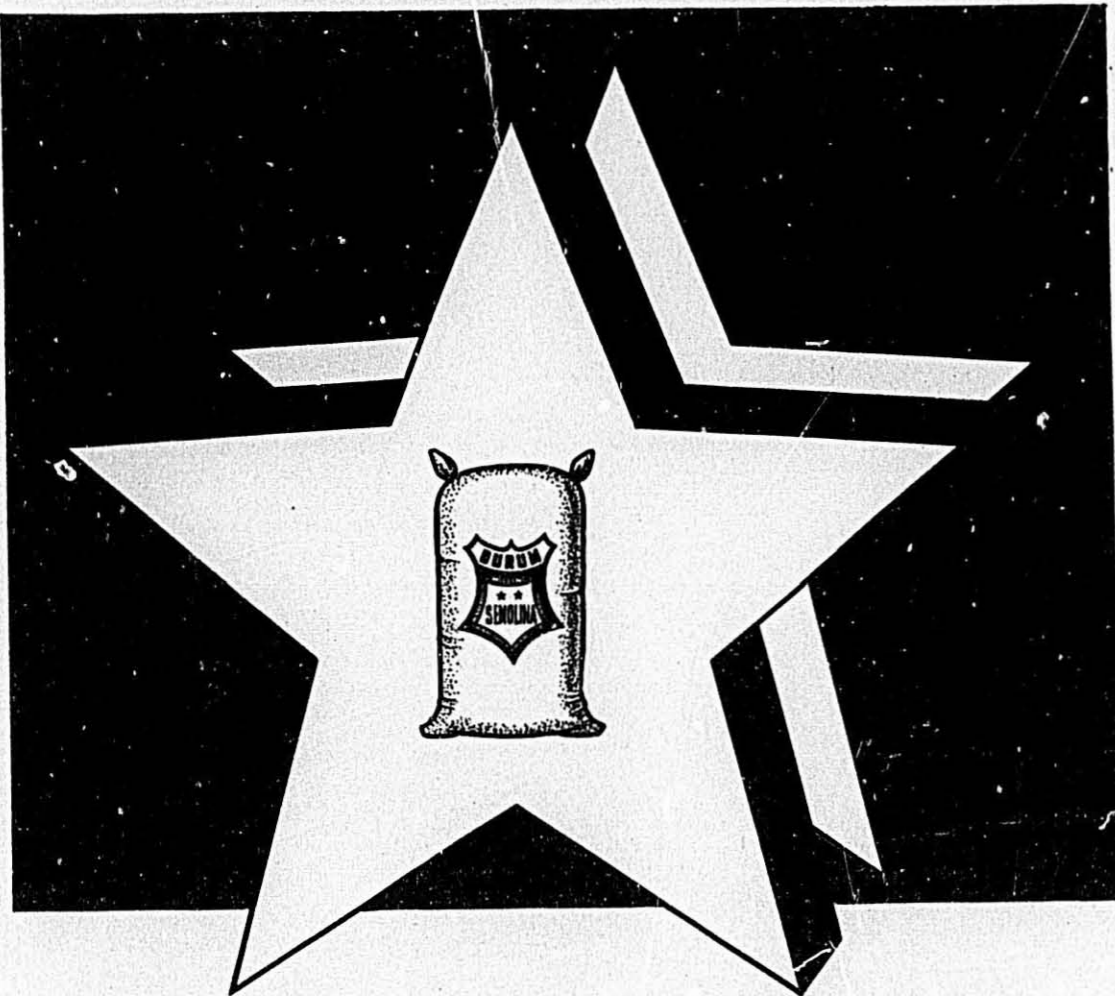
A month later the Democratic convention in Baltimore chanted "WE WANT BOODERVELT!"

Others have chanted "WE WANT SOMETHING FOR NOTHING."

We, too, should join the crowd, but our request should be more. "WE WANT THE AMERICAN PUBLIC TO EAT MORE AND MORE MACARONI AND EGG NOODLE PRODUCTS!"

Don't let it be a solo effort, however. Let's all join in the chorus. There are too many who are out of the fold. How about those joining the National Macaroni Manufacturer. A macaroni and swelling the chorus?

C. W. Wolfe, President
National Macaroni Manufacturers Association



The Two Star Semolina brand has won the confidence and good will of the macaroni industry because it symbolizes those things that mean most—unvarying high quality, dependable performance, and prompt, personal service.

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Preservation — Protection — Promotion

It was at Pittsburgh, Pa., over thirty-seven years ago that "The Original Eighteen" founded the National Macaroni Manufacturers Association on the broad principles of industry preservice, trade protection and products promotion. There has been quite a change in the personnel in the industry since the memorable organization meeting on April 19, 1904, but the guiding principles remain unchanged.

Increased interest in the trade organization as the means of maintaining and improving the present status of the macaroni industry as one of the most dependable sources of good sustaining food under any possible economic development is quite noticeable from the increased attendance at the convention of the trade. One hundred and nine manufacturers and allies were officially enrolled as constituting the 38th annual convention of the National Association held at Pittsburgh, Pa., last month. The actual attendance really exceeded 125, because many manufacturers and allies overlooked the duty of officially enrolling as members at the convention.

Other trades also report increased attendance at their conferences. Just what brings about this sudden interest in industry solidarity and in the more general recognition of what can be gained by group action as against isolation, is pretty much any man's guess—but the general conclusion seems to be that the time has arrived for more sincere organization for self-protection. Perhaps the interest shown by some government agencies looking toward industry control, and the warlike conditions confronting business, are the incentives.

Whatever is the reason, it is most encouraging to the officers and members of the National Macaroni Manufacturers Association to note the record-breaking attendance at the 1941 conference it sponsored. Equally encouraging was the increased interest in the problems of the trade scheduled for consideration at that conference and in the several new ones spontaneously injected because of current needs and all-around concern therein.

The convention at Pittsburgh this year commemorated the organization meeting held there over 37 years ago—the first general conference of the then new industry in this country, and out of which grew the sponsoring trade association of this year's meeting. Only twenty-two firms sent representatives to the Pittsburgh Conference in 1904, four of which were allies, but practically all of them were classed as leaders in the trade and pioneers in the organization field.

While the official record of the memorable meeting at Pittsburgh on April 19, 1904, shows only 18 macaroni-noodle manufacturing firms represented, the trade association spirit was so dominant, that ere the charter list closed six months later, fourteen more manufacturers were enrolled as "founders" of the organization that has for more than 37 years fought the battles of the trade, willingly and unselfishly.

Of the "Eighteen Original Founders," seven firms were representatives to this year's conference. Incidentally, only nine of the "Eighteen Original Founders" remain in business today, and one of these only as a branch of a firm that is no longer a member of the National Association it helped to found. All four of the allied member-firms that enrolled as association supporters in 1904 are now out of business.

The macaroni-noodle industry is justly proud of the sustained interest in its national organization by the leading firms that constitute a food trade daily growing in importance. At no time has the National Association even thought of dictating the policies of individual firms. However, it has always remained in a flexible state to enable it to follow the dictates of the majority of its members along three general lines—the preservation, protection and promotion of the trade.

The National Association has not always, perhaps never, had the full support its aims and purposes entitled it to. It does not have it today. Many excuses are advanced by firms that should belong, for not lending the degree of assistance they should as sponsoring members, but they are merely excuses and not good reasons. So, following the return of the National Association to the city where it was founded in 1904, the officers of the organization and the executives of the "Eighteen Original Founders" who are still in business, have united in issuing an appeal to every progressive firm in the business to line up with and to support the National Association.

This appeal is based on the historic fact that the Association's original guiding principles—the preservation of self-determination as to one's legal business policies, the protection of the rights of manufacturers to produce and sell the grades and kinds of products they choose, and the promotion, in a cooperative way, of the increased acceptance of macaroni products by Americans—are still the guiding principles of the present organization.

Pittsburgh Convention a Record-Breaker

Manufacturers and Allies Jointly Consider Problems of Macaroni-Spaghetti-Egg Noodle "Enrichment" and Products Promotion

Macaroni-noodle manufacturers and friendly allies in numbers practically trebling the pioneers who organized the National Macaroni Manufacturers Association in that city over 37 years ago—April 19, 1904—gathered at Pittsburgh, Pa., June 23-24, 1941, for one of the best attended conventions in years. Headquarters were at Hotel William Penn where all committee meetings and industry sessions were held under surroundings that were inspiring.

Three outstanding industry problems featured the two-day discussions that vitally interested manufacturers from Massachusetts to Colorado and from Tennessee to Manitoba. These are: *Enrichment, Protection and Promotion.*

Patriotism

As a manifestation of the readiness of the industry to aid the country in this crisis of unlimited emergency, the convention opened on June 23 with President Joseph J. Cuneo acting as master of ceremonies in very appropriate exercises involving flag raising, group singing of patriotic songs and a renewal of pledges of allegiance in a group salute to the Stars and Stripes.

The Credentials Committee reported a registration of nearly a hundred for the opening session which was called to order by President Cuneo at 10:30 a.m., Monday, June 23. Eight or ten more representatives of firms from every section of the country excepting the far West and the deep South were reported as having enrolled during the later sessions, bringing the total attendance up to 109 official registrations with a scattering of manufacturers and allies attending but not enrolled.

In a stirring message reviewing the activities of the past year and making recommendations for the future, President Joseph J. Cuneo thanked all members of the Association for help freely and willingly given and left with them one guiding thought:

"In tranquil days or in periods of emergency such as that through which we are now passing, remember that you will get farther quicker by following this line of thinking—*Instead of fighting things out—let's think things out together.*"

Association in Good Standing

According to Secretary M. J. Donna's report, membership in the National Macaroni Manufacturers Association held its own throughout the past year despite a rather rapid death rate among business firms. With one exception every important member-firm that belonged to the Association a year ago retains its membership and several new members were enrolled from the progressive companies who appreciate the need of a going organization representing a growing business.

As Treasurer, he reported the finances of the organization as in fine shape, with membership dues paid to date, even in advance, except in a few isolated cases.

As the Managing Director of the National Macaroni Institute, he reported on periodic activities of products promotion and consumer education, recommending that the latter be enlarged through the adoption and wide distribution of a consumer magazine to be known as *Foods Fictorial.*

Enforcement

Director of Research, Benjamin R. Jacobs, told of his efforts to bring about a wider observance of all the laws and regulations governing the manufacture, packaging and distribution of macaroni products. There is still much to be done by some packers toward the elimination of slack-filled packages. Seizures are continually being made by Federal authorities of packages that do not conform with the agreement entered into between the National Association, speaking for the industry, and the Federal Food and Drug Administration.

With the rising cost of semolina and of eggs, there is a growing tendency toward the use of substitutes, making the work of enforcement more necessary than ever. On the question of the enrichment of macaroni products about which there has been much talk and some action, Director Jacobs says: "We have the VITAMIN problem well in hand, ready for any government demand or industry desire."

Founders' Luncheon

To honor the representatives of the charter member firms that helped to found the National Association at the first national convention of the industry in America at Pittsburgh, Pa.,

April 19, 1904, a testimonial luncheon was held at noon of the first day of the convention. About 150 manufacturers and allies attended to pay tribute to the pioneers.

Of the eight firms that helped to found the industry's trade organization over 37 years ago, and that are still members of the present association, six were represented at the Founders' Luncheon, namely: Crescent Macaroni and Cracker Co., Davenport, Iowa, represented by Mr. Carl B. Schmidt; Faust Macaroni Co., St. Louis, Mo., represented by Mr. Louis S. Vagnino; C. F. Mueller Co., Jersey City, N. J., represented by Mr. Henry Mueller and Mr. C. F. Mueller; The Pfaffman Company, Cleveland, O., represented by Mr. R. L. Silas; Peter Rossi & Sons, Braidwood, Ill., represented by Mr. Henry D. Rossi, and A. Zerega's Sons, Inc., Brooklyn, N. Y., represented by Mr. Edward Z. Vermyle. Mr. J. G. Leuhring of the Tharinger Macaroni Co., Milwaukee, successor to the founder-firm, Lorenz Macaroni Company, arrived too late to attend the luncheon while Walter F. Villaume, representative of the eighth firm, Minnesota Macaroni Company, St. Paul, Minn., reported his inability to attend the convention this year.

Speakers

Three outside speakers, not directly associated with the manufacture of macaroni products, were invited to address the convention on the three timely topics of "Enrichment," "Enforcement" and "Protection."

As a member of the Research Staff of the Mellon Institute of Industrial Research, Miss Helen B. Wigman discussed the possibilities and the practicability of enriching macaroni products through the use of vitamins. The speaker pointed out that since macaroni and spaghetti are produced and dried at low temperatures, there is little or no loss of vitamins in processing this food, because vitamins are not sensitive to oxidation. "Even if there are some losses in cooking this food," said Miss Wigman, "by giving the housewife an enriched product, she has a better starting material from which to make a more nutritious dish to place on the table for Americans to enjoy."

Director of Research Jacobs fol-

(Continued on Page 8)

Is it Good?

The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes." For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all round ability* to produce products



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

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

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

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

(Continued from Page 6)

lowed with an outline of the special research work done by him during the past few months, aimed particularly at the practical side of adding vitamins for macaroni-spaghetti-egg noodle enrichment.

On the question of how far the State and Federal authorities can or do go in enforcing the laws and regulations governing the production and distribution of macaroni products, and their first concern—the protection of the consumer—Mr. Clyde H. Campbell, chemist for the Pennsylvania Department of Agriculture, gave a most interesting discussion. He explained both the Federal and State laws and told of the fine cooperation that exists between his office and that of Director of Research Jacobs, spokesman for the macaroni trade. If products enrichment become more of a fact than a hope, there will be added vigilance on the part of all food officials to see to it that all macaroni products reputed to be enriched come up to the standards and the declarations on labels and the claims of the advertisers.

Fred B. Somers of the Midland Chemical Company, Dubuque, Iowa, dealt interestingly with the losses incurred through weevils that naturally infect wheat foods unless continued precautions are taken to prevent their development in the mills, the factories and the store rooms. "It matters much how good you make your product, with or without vitamins, but your greatest concern should be in seeing that it reaches the consumer fresh and uncontaminated. So products protection is on a par with your other problems of quality production, sensible enrichment and badly needed products promotion to make Mr. and Mrs. America and their children more appreciative of the true value of good, wholesome and fresh macaroni-spaghetti-egg noodles."

A Corner in Eggs (?)

The noodle manufacturers in attendance expressed grave concern over the availability of eggs for the production of legal noodles. Prices of eggs have increased materially because of heavy government purchases, and some manufacturers have been told by their suppliers that fresh or frozen eggs are practically unobtainable under the circumstances. Behind it all there seems to be a natural desire on the part of suppliers to charge all that the traffic will bear under a natural emergency.

The National Association will sponsor a questionnaire to ascertain the true facts concerning the egg shortage (?) and if this is found to be due to government buying policies, as alleged, steps will be taken to obtain the relief to which egg noodle manufacturers are properly entitled.

New Association Executives

C. W. Wolfe of Megs Macaroni Co., Harrisburg, Pa., was elected President of the National Macaroni Manufacturers Association of the organization meeting of the new Board of Directors on Tuesday, June 24. He was the organization's vice president for the past year and has been a director for several years, being fully acquainted with the policies of the organization which he now heads.

A. Irving Grass of the I. J. Grass Noodle Company, Chicago, Ill., was named vice president and Joseph J. Cuneo, the retiring president, becomes the Association's Adviser.

M. J. Donna, Braidwood, Ill., was reappointed as Secretary-Treasurer, starting his twenty-third term in that capacity.

Benjamin R. Jacobs, Washington, D. C., was reappointed as the Association's Director of Research.

The Board of Directors for the 1941-1942 term, the governing body of the Association elected just before the noon adjourning on June 24, consists of the following—eleven of whom were elected to represent their respective regions and four at large:

Directors of the association include: G. Lamarca, Lowell, Mass.; Henry Mueller, Jersey City, N. J.; Peter La Rosa, Brooklyn, N. Y.; Samuel Gioia, Rochester, N. Y.; A. Irving Grass, Chicago; Frank Traficanti, Chicago; Peter J. Viviano, Louisville, Ky.; J. H. Diamond, Lincoln, Neb.; E. Derocco, San Diego, Cal.; A. F. Scarpelli, Portland, Oregon; Thomas E. Cuneo, Memphis, Tenn.; Albert Ravarino, St. Louis, Mo.; Albert Weiss, Cleveland, Ohio, and Louis S. Vagnino, St. Louis, Mo.

Reception and Banquet

The outstanding social feature of the two-day convention was the Reception and Cocktail party held after the convention's final adjournment and sponsored by a group of Allied Tradesmen. Several hundred manufacturers and allied with their ladies enjoyed a social hour with delicious refreshments and pleasant music.

This was followed by the Association's Annual Dinner-Dance and entertainment in the ball room, attended by more than two hundred friends of the Association and Industry. An appetizing menu, sparkling floor show and the dance that followed brought an end to one of the best attended conventions in years and to a gathering that will long be remembered for its accomplishments.

Mild cheese is about a month old; mellow cheese about three; nippy cheese from six to twelve months and sharp cheese a year or over.

Six Fine Exhibits

Though the National Macaroni Manufacturers Association sponsors no official exhibition in connection with its conventions, it does permit small exhibits by supply firms, some of which have become regular exhibitors at recent conferences.

The exhibits at the Pittsburgh convention were both varied and interesting. They were set up in the registration room at the entrance to the convention hall and there were constant streams of visitors to the various booths between sessions.

Ranging from left to right, the exhibitors were as follows:

Rossotti Lithographing Company—labels and cartons—presided over by F. N. Dunmire, Pittsburgh representative of the firm. Supporting him were the firm's president and vice president, Ralph and Charles Rossotti, and the vivacious Betty Rossotti.

Midland Chemical Company—insecticides—presided over by Fred "Bugs" Somers, assisted by his general wife and lovely daughter.

Riverside Canning Company—tomato paste and other condiments for dishes of macaroni and spaghetti.

E. I. duPont de Nemours & Co.—cellophane—in charge of the popular L. B. Steele.

Shellmar Products Co.—visible packaging and printed cellophane—in charge of F. P. Winslow and J. H. Gauss.

The National Macaroni Institute—booklets, pamphlets, clippings—in charge of Mr. and Mrs. John Krauhlec and Miss Mary Sheridan.

Durum Estimate 35,000,000 Bushels

Continued favorable weather has prevailed over the durum territory this past week, with the crop entering a very critical stage of its development at this time, says the *Weekly Crop Bulletin* of Capital Flour Mills, Minneapolis. Additional scattered rainfall was received during this week and temperatures have been moderately warm with several cool days in between.

The moisture supply is sufficient to carry the crop through on all but lighter soil and our principal worry continues to be the threat of rust in serious proportions if weather conditions favor its development. Both leaf and stem rust are in evidence over scattered areas but not as widespread as in the "rust" years in 1935 and 1937 at this stage of growth.

Private crop reporters who segregated durum from other spring wheat estimate a durum crop of around 35 million bushels as of July 1. The government report is due on July 10 and we will include their figures in our next bulletin.

President's Convention Message

by Joseph J. Cuneo, President
National Macaroni Manufacturers Association

The man who makes what is called an annual address has the privilege, I suppose, of pointing it toward the past, or toward the future; or he may choose to make it look both ways. I suppose, too, that he has the opportunity, even the privilege, of pointing with pride, viewing with alarm, or assuming the rôle of prophet.

Since my election last June as President of this honorable group, we point with pride to the continued balance maintained in the treasury which has kept the Association out of the "red," and this was one of past president Diamond's achievements and, of course, it has been continued. While a large cash balance may not appear, nevertheless all activities have been conducted within the scope of our income, leaving a balance for your future president to utilize through the secretary-treasurer, to best advantage.

The activities of the Association since last June have varied and with the splendid cooperation of many of our members and the cooperation of our "little gem" Secretary-Treasurer, M. J. Donna, and Director of Research, B. R. Jacobs, much has been accomplished under these trying times to the credit of this Association. The activity regarding slack-filled and deceptive packages was handled in a most masterful fashion by that Committee, the result of which has already been reported, and Government agencies have been more than pleased with the cooperation of all.

The advertisement work under the splendid guidance of Institute Director Donna, has produced only fair results owing to the lack of cooperation and contributions by those who were solicited and from whom little response was received. In view of this lack of cooperation something has been accomplished but this could have been troubled with the proper spirit of the members, as will, undoubtedly, be disclosed by Mr. Donna's report.

One of the most important activities by Director Jacobs and the Standards Committee regarding Vitamins and Standards of Raw Material, has progressed in such a fashion, that you will be gratified when you hear the reports of Dr. Jacobs.

The Membership Committee has reported splendid progress, as will



Joseph J. Cuneo

be revealed by the report of that Committee.

In the various messages which I have issued for report in the *MACARONI JOURNAL*, you will note that the prime intent and purpose was to interest all manufacturers and allied in the general work pertaining to all the activities of the Association, and bulletins were issued at various times through the offices of the Secretary and Director of Research, explaining what would be necessary to successfully complete these activities.

In considering the general state of the Macaroni-Noodle Industry in comparison with a year ago, it is without a doubt more healthy now, owing to the fact that our products are needed and used by the Army and Navy and before our fiscal year is over, or before the calendar year of 1941 ends, it will, undoubtedly, be disclosed that there has been much more consumption of macaroni-noodle products than during any other year in the history of our industry. Some factories may have suffered a relapse but others have greatly increased production. This Association can only accomplish anything to the individual satisfaction or the satisfaction of the group in accordance with the amount of cooperation received from the individual or group, whether it be in various donations requested for certain activities, or in the performance of Committee duty.

I regret to inform you that the support given any of our publicity since

last June has been a miserable failure, which reflects no credit on ourselves as members or on the Association, even though we have the brains and the masterful guidance in the form of our Institute Director, who can only work with the tools in his possession.

This brings me to another point that I should like to emphasize as strongly as I can. Too many of the macaroni-noodle manufacturers in the United States are not members in good standing of this Association and that in itself represents a silent lack of cooperation which is so badly needed, and I strongly urge you to become members or to regain your membership before this Convention is over, not only for the good of your individual self but for the benefit of a group of manufacturers banded together to give the consuming public one of the finest foods for consumption that can be obtained.

I cannot hesitate to mention the fact that many manufacturers know little or nothing about the costs of the finished product which they sell, and for that reason it causes one of the worst evils confronting us today. I recommend that all of us obtain the proper system of costs so that we can sell our products at a profit. This cost system is very simple and is obtainable through our Association by requesting it from our Secretary, Mr. M. J. Donna.

While it is true that certain things can be accomplished through our organization, the individual manufacturer has no right to expect this organized group to do or accomplish things for which he alone must assume the responsibility. If macaroni-noodle manufacturers are to become better salesmen, they must undertake the job of selling seriously. No manufacturer can become an effective salesman of his product without having a full knowledge of the factors with which he must cope in selling that product. He must first sell himself on the idea that his products must be merchandised, and that competition is too keen to expect buyers to come in and ask for his products, unless, of course, he is willing to give them away.

As I am about to lay down the reins as President of this great Association, I cannot say enough for the splendid cooperation I have had from Mr. M. J. Donna, Dr. B. R. Jacobs and the entire staff of this organization, Directors and Members, as well as the many Committee members who have so freely given of their time, often traveling at their own expense to give our industry the benefit of their counsel and knowledge. I also want to thank all Committee chairmen and members of those Committees, as well as the Chairman of the Entertainment Com-

mittee and its members on behalf of this convention. He and his committee, along with the hostess and co-hostesses have worked untiringly to make your stay here pleasant, while we deliberate our problems.

I urge all to remember that we know at this time little or nothing of the future, but with that God-given perseverance and the idea of staying in business by making our plants modern to the last degree, we shall, in some form or other, issue forth from the blurred future before us with a Bigger and Better Industry with profit to all and which will reflect on a Bigger and Better Association.

I recommend the personal contact of every manufacturer with his most important trade, as well as with the proper Government and State officials, so that he may be guided by what the future will hold in store for him.

Good relations should exist between employer and employees. Our future now depends a great deal upon our defense production also, for the soldiers; and against war production of possible aggressors. Strikes cause delayed production, and we cannot take the chance of defeat through delay, whether the fault lies with employer or employee, if any of us hold out against the final judgment of a FAIR mediation group. If such a delay occurs, then indeed we have lost faith in our own democratic processes.

France tried a violation of these democratic principles. Her people argued and wrangled and dissipated time. The nation lost its fight and went down in tragic defeat—a defeat worse than death to free men.

In 1776 our courageous forefathers established here the individual freedom of man and much of the world followed our example. In the 1940's, if we preserve this heritage for ourselves and those to follow, such an accomplishment will redound to the benefit of mankind throughout the world. The hour is late—but not too late.

Self-restraint is the first requirement for the successful government of ourselves, our plants and our nation. Let us demonstrate we have self-restraint and know how to use it. Let us THINK things out, instead of fighting them out.

Perhaps today many of us in competition PREY ON ONE ANOTHER, and not enough of us are PRAYING FOR ONE ANOTHER. This would be the Golden Rule of Character, Manhood and Guaranteed Success.

This is not an ORDINARY SITUATION. It is free men's last call to defend themselves successfully. Will We All Respond? I can hear your answer.

It Is Yes!

Report of the Secretary-Treasurer-Editor

Pittsburgh Convention, June 23, 1941

M. J. Donna



M. J. Donna

Again it becomes my pleasant duty to report to the members of the National Macaroni Manufacturers Association in convention assembled on the activities of the organization, its finances and its official organ, THE MACARONI JOURNAL.

The abnormal conditions that confront the business world equally affect organized activities, such as are usually expected of trade associations like ours. During the year covered by this report, we have gone from a period of backward business last summer to one of artificial improvement due to the country's defense program.

In such a program, we may well say that the Macaroni-Noodle Industry is in the country's first line of defense. That sounds rather illogical when one thinks of tanks, guns, planes and shells as the first needs for defense—but those who have suffered the rigors of actual warfare are convinced that proper nutrition and plenty of wholesome food is the first need of adequate defense.

Though modern fighters hurtle over the ground in heavily armored, motor-driven tanks, or through the air in bombers and fighting planes—there still remains much that's true in General Napoleon Bonaparte's statement that—"An Army Marches on Its Stomach."

So in the current crisis, war or no war, the macaroni-noodle makers have an important part to play in the country's national defense program. They must supply not only plenty of food to fighters and to civilians, but that food must be good, wholesome and conducive of improving public health and national strength.

"Hungry men may fight desperately, but hungry workers will sometimes let the fighters down. An under-nourished nation becomes indifferent. Poorly fed people are dissatisfied. These are some of the things that put the Macaroni-Noodle Industry in the country's first line of defense.

So, ways and means must be found by a willing industry to do its part to keep our people satisfied. Let's feed them well and with the best quality product we can afford to manufacture. Failure to do so voluntarily may result in some compulsory measures that may not be to our liking.

Let's pledge to our country and all the people that as manufacturers of one of the foods that constitute the first line of national defense, we will keep up the quality of macaroni products and sell them at prices that are equally fair to producers and consumers.

What is the greatest need of the Macaroni Industry?

The thing or things which the Macaroni-Noodle Industry needs most, *only the operators, themselves, can supply.*

What it needs more than anything else is that every manufacturer, large or small, acquire that sense of realization that should convince him of the following facts:

1. That the Macaroni-Noodle Industry is a grown-up industry.
2. That it is a necessary industry which plays an indispensable part in the economic life of this nation.
3. That it supplies an inexpensive, but very substantial food necessary to the health and strength of millions.
4. That each one's business is a part of this important industry.
5. That the activities of the individual manufacturer or firm are either beneficial or destructive to the entire industry—which in turn, means to his own business.
6. That it is an American business doing business with Americans.
7. That as part of a great food industry, each is obligated to a greater or lesser degree to collaborate with his fellow businessmen in promoting the best interests of his trade.
8. That for the purpose of cooperative action, there has long existed a national organization—the

(Continued on Page 12)

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

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



(Continued from Page 10)

National Macaroni Manufacturers Association—with which every important operator in the business should affiliate himself, either as an active supporter—the preferred status—or as a silent supporter.

The Macaroni-Noodle Industry of America does not have to apologize to anyone for its record in the last century. Neither does the National Macaroni Manufacturers Association for its accomplishments since its organization in this city on April 19, 1904—over 37 years ago.

We submit that the National Association has not solved all the problems of the Industry. However, it has tackled many of the more serious ones quite successfully and others with but meager results. What's nice about this is that the National Association has tried—and to have tried and failed is no unpardonable sin.

But why continue in this apologetic tone? I wish that I could group words of the English language into sentences forceful enough to impress every important operator with the simple fact that the best interests of the individual can best be promoted through a prosperous industry when every operator is better off because of the part he has played in creating individual and collective prosperity.

The Association

President Joseph J. Cuneo has ably presented to you a review of the activities of the organization and Director of Research, Benjamin R. Jacobs will tell you of his specialized efforts. I will confine the balance of this report to dry facts and figures.

The membership of the National Macaroni Manufacturers Association as of June 21, 1941, is as follows:

Active Members	To Dec. 31, 1941		To June 30, 1941		To March 31, 1941		Owe Since Jan. 1, 1941
	1941	1940	1941	1940	1941	1940	
Class A.	7	2	2	1	1	1	
Class B.	4	2	2	2	2	2	
Class C.	15	3	3	1	3	3	
Class D.	6	4	4	1	4	4	
Class E.	3	2	2	—	2	2	
Associate Members	15	2	—	—	—	—	
Total (80)	50	15	2	13	13	13	

65 member-firms have paid their dues to date and beyond; 2 owe dues for the second quarter of 1941 13 have not paid anything on their 1941 dues, and are doubtful.

Since the Chicago Convention in 1940, 3 firms were added as Active Members and 2 as Associate Members—Total 5.

Firms that are in arrears for more than a year's dues and are automatically suspended by our by-laws—6.

Membership reported at Chicago convention a year ago—81.

Membership now, including 13 doubtful ones in arrears—80.

Finances

Income—June 1, 1900 to May 31 1941\$15,009.50

Cash balance—June 1, 1941..... 3,348.58

Our twenty-second Anniversary Edition, April 1941, was an outstanding success. It was not as large as was the issue of April 21, 1940, celebrating our twenty-first birthday. No one expected it to be, as we did not have the same fine support this year as we were accorded a year ago.

However, we did get 28 supply firms to advertise in that big edition, adding 17½ pages of advertising.

The JOURNAL netted a nice profit from that venture. If this is to become an annual affair, as many seem to wish it to be, could we not find some way to get the active cooperation of more manufacturers in getting their suppliers to advertise in this special issue? Any cooperation toward that end will be appreciated, not only by the Editor, but by the other members of the Publication Committee and all those who have the welfare of THE MACARONI JOURNAL at heart.

In behalf of all those interested, I wish to express appreciation for the helping hand so willingly given by so many in making the Twenty-second Anniversary Edition a financial and a literary success.

In closing, I wish to express my sincere appreciation of the continued confidence placed in me by the rank and file of the whole industry, of the members of NMMA and particularly of the officers with whom it has been my pleasure to collaborate during the past term.

It has been particularly pleasant to work with President Joseph J. Cuneo during his term. He was thoughtful, considerate and ever willing to pitch in when help was needed or advice wanted. This is also true of Vice President C. W. Wolfe, the active directors and the others whose help must necessarily have come by mail. My relations with the rank and file of the Association have been most cordial and pleasant, too.

Director of Research, Benjamin R. Jacobs, improves with age and I have learned to lean more and more upon him. To him, to all those previously referred to, I am most thankful.

Report of Director of Research

B. R. Jacobs
Washington, D. C.

The work of the laboratory of the Association has been considerably more varied in the past six months than ever before due to the new work on vitamins and minerals that the laboratory has been carrying on.

Enforcement

The work on law enforcement has been materially reduced. Only 42 samples of macaroni products were examined in the past six months; 34 of these samples were egg noodles—examined for egg solids and artificial color; and 8 samples were examined for quality and grade of farinaceous ingredients. There were also 350 samples examined in connection with our work on standards and 146 samples examined in connection with our work on deceptive containers.

Of the work on law enforcement on noodles, 20.6 per cent of the samples were found to be considerably deficient in egg solids and the same number were found to be artificially colored. These were all reported to either the State or Federal food authorities for action. In one case, a manufacturer whose product was reported by our office to the Federal food authorities in St. Louis was fined \$500.00, and because the manufacturer pleaded poverty he was permitted to pay the fine in instalments of \$50.00 per month.



B. R. Jacobs

A large firm in Pennsylvania was also adjudged guilty of using artificial color in its product by the Federal Food and Drug Administrator and its product was condemned and destroyed.

A large number of cases have been initiated by the Federal food authorities on deceptive containers, and in fact the Administration seems to be

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Sparkling, transparent SYLVANIA cellophane captures health and imprisons the freshness of perishable merchandise over long periods of time. And it insures health in another way—by protecting and keeping uncontaminated the multitude of articles which consumers purchase for their personal use. Its third contribution to a healthy America lies in its attractiveness—helping to sell its people fresher, cleaner merchandise.

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(Continued from Page 12)
somewhat disappointed with the showing the manufacturers have made concerning changes in their packages.

If you remember, last December the Association entered into an agreement with the Federal Food and Drug Administration concerning an acceptable fill of container for macaroni products. The Department agreed not to take any action against packages that were at least 80 per cent filled for macaroni products of the non-flowing type and 85 per cent filled in the case of free-flowing forms.

Your laboratory cooperated with the FDA in devising acceptable methods of measuring packages to determine when these complied with the agreement. We also devised formulas for calculating the fill of container, as well as dimensions and allowances for breakage in the case of noodles. At the same time a method of sampling and a minimum number of packages was determined, all of these being acceptable to the Food and Drug Administration.

Recently, at the suggestion of the FDA, I sent out a questionnaire requesting information from manufacturers, both members and non-members of the Association, as to what extent they had made changes in their packages and were now complying with the agreement with the FDA, and also the expense involved in making such changes. About 300 questionnaires were mailed and only about 35 returns were received. All of these were turned over to the FDA and will be used to determine the degree of cooperation that the industry is giving the government on this matter.

The laboratory has also cooperated with the Federal Specifications Board in formulating federal specifications for the numerous purchasing agencies of the government. These specifications are much more comprehensive than the present ones. The ash content of macaroni products has been increased in accordance with the findings of our laboratory, and instead of having it expressed on a 12 per cent moisture basis, it is now expressed on a moisture-free basis, thus apparently being considerably higher.

Many rejections resulted from a misunderstanding concerning the proper method of determining ash when the macaroni product contained added salt. The federal specifications as they will be adopted will contain a special procedure for determining salt-free ash, which has been in use in our laboratory for many years and which has been found to give accurate results on ash of macaroni products containing salt.

Enrichment

When we met in Chicago last June the subject of the fortification of food products in general with vitamins and minerals was more or less an academic question so far as the macaroni

industry is concerned. At that time there was much discussion in Washington, especially among government officials whose job it is to enforce the federal food law, as to whether the public would derive more benefit from having vitamins and minerals added to its food or whether it should obtain its vitamins in the form of pills and capsules from the drug stores under physicians' prescriptions.

It is true that the food authorities had the subject under consideration but there was so much opposition from various sources, particularly the pharmaceutical industry, that opinion had not yet crystallized concerning the desirability of obtaining for the general public a cheap way to supply the very much needed added essential nutrients to food. However, since last September there had been considerable discussion on the subject, so that the food authorities could see their way more clearly, and opinion began to be crystallized concerning the desirability of at least a restricted fortification of foods.

Since that time, and particularly since the Selective Service Act became effective and the general physical deficiencies of the selectees became better known, the subject of nutrition has had practically as much consideration as any other defense measure.

As a result of this the President of the United States called a National Nutrition Conference for Defense, held at Washington, D. C., on May 26-28, 1941, inclusive; and I desire to present a brief résumé of what took place at this conference.

The conference was divided into two sections: First, the General Session, where prominent government officials discussed the general subject as it relates to the general welfare; and second, the special sessions presided over by specialists in the various phases of nutrition.

Governor Paul V. McNutt, Federal Security Administrator and Coordinator of Health, Welfare and Related Defense Activities, opened the Conference with a discussion of the general subject under the title of "The Challenge of Nutrition." He stated that not many conferences in history have been called by the President of the United States, and that this one was called because vital national issues are at stake on the nutritional front; that these issues have been recognized; that we need to discuss them; and that with the help of the experts the government proposes to come out of it with the objectives of a National Nutrition Policy clearly and vigorously set forth. He desired to have answered:

1. How much responsibility shall government assume and what shall our national economic policy be with respect to nutrition?

2. What is the most effective way to solve the twin problems of undernutrition and of farm surpluses?
3. How can we send to Britain the food she needs and at the same time give all American families a fairly good diet?
4. Can nutritionally adequate diets for all be achieved as a result of the employment and wage increases to be expected this year and next?
5. How can we attempt to promote inexpensive methods of distribution of all basic foods?
6. What remedies can be proposed for preventing our present widespread nutritional disabilities?
7. How can public schools, colleges and medical schools, and adult education facilities be best mobilized to tell the story of nutrition?

Many illustrations were cited to show the need for accomplishing the objectives sought, as well as numerous illustrations of specific localities where the diet may be improved.

Nutrition—A Defense Factor

Honorable Henry A. Wallace, Vice President of the United States, spoke concerning the relation of nutrition to national defense, but he did not forget that he had been Secretary of Agriculture and most of his talk concerned the relation of the farm to a better balanced diet, particularly as this refers to restoring the vitamins and minerals to foods which have been devitalized by manufacturing processes. He stated that in the average American diet fully 55 per cent of the energy intake comes from white flour, refined sugar and other foods containing practically no vitamins, while both molasses and wheat grain are rich in several types of vitamin B. However, he congratulated those in the processing trades who, during the past few months, have made an excellent beginning in putting back into these foods the essential nutrients that have been removed. He also reminded us that while undoubtedly the most striking advance in food knowledge during the past ten years has had to do with vitamins, he cannot forget the importance of putting our knowledge of minerals in diet to further practical use. As examples of this he showed that in some parts of the country where the soil and water are deficient in iodine many thousands of people suffer from enlarged thyroids, and in other parts of these United States where the soil is low in lime and the people eat very little in the way of dairy products, it is possible to tell from the skeletal structure of many individuals that their entire being has been influenced by the lack of a proper supply of the

right kind of minerals. He also stated that at least three-fourths of the people of the United States do not have what can be called "good diets" by any reasonable standard. He further stated that at least forty million people in the United States are suffering from very bad diets and when we consider the inadequacy of their meals it is not surprising that forty per cent of the young men examined for military service are being rejected because of physical disability.

Production for Defense

Claude R. Wickard, our new Secretary of Agriculture, discussed agricultural policies and national nutrition, and stated that the policy of the Department of Agriculture is definitely in line with a great national nutrition program such as this conference of scientists and laymen is considering. He made specific reference to the adjustments which are being made by the department on a national scale to achieve a greater production of agricultural products which are high in vitamins and minerals. The production of eggs is being increased sufficiently to supply all the British needs and in addition furnish the United States with as many eggs as we ever used in the year of greatest egg consumption in the past. The same may be said of the production of milk. Canned tomatoes have been increased by 50 per cent over last year and the production of all types of dried beans by 35 per cent. Pork is another item of which the total supply should be larger than the average of recent years.

From the United States Department of Labor Secretary Perkins discussed the relation of labor to the national diet. She referred particularly to the fact that eighty million people in this country depend for their living on wages and salaries and that the first task of the government in considering the well-being of its people is to make available to the wage earner an adequate diet at a sufficiently low cost in order to insure and safeguard the well-being of all as workers, citizens, and individuals. She stated that many skilled workers who apply for jobs are not physically fit because their incomes have made it impossible for them to provide themselves with the food necessary for health and efficiency. She further stated that in her opinion the fundamental problem of diet is economic and that more than one-fourth of the families surveyed by the Bureau of Labor Statistics did not spend enough to secure an adequate diet at minimum cost. This should be a matter of great concern to us. She further stated that a study of the employed wage earners and clerical workers shows that more than 40 per cent of the children in this relatively favored group live in families

whose incomes are below the level necessary to provide adequate food, as well as suitable housing, clothing, medical care, etc., and that it is a great mistake to believe that a family can budget for a nutritionally adequate diet and fall below the maintenance level in all the other goods which make up urban living.

Deficiencies in Diets Alarming

Brigadier General Lewis B. Hershey, Deputy Director, Selective Service System, addressed the Conference on the general subject of Selective Service and its relation to nutrition. Among other things, he stated that out of approximately 1,000,000 registrants examined by the medical examiners of the local boards, approximately 400,000 had been rejected as unsuitable for military service and 120,000 had been placed in the 1-B classification, which means normally one of two things—either they are temporarily unfit for general service or they are permanently unfit for military service. He estimates that perhaps one-third of the rejections were due either directly or indirectly to nutrition deficiencies. He stated further that in terms of men, the Army today has been deprived of 150,000 men who should be able to do duty as soldiers. He went into considerable detail concerning the rejections in the various age limits and for the various causes. For example, bad teeth accounted for nearly 20 per cent of the rejections.

Other speakers in the General Section were M. L. Wilson, Director of Extension Work, Department of Agriculture and Chairman Nutrition Advisory Committee to the Coordinator of Health, Welfare and Related Defense Activities; the Honorable A. A. Berle, Jr., Assistant Secretary of State; Miss Harriet Elliott, Commissioner, Division of Consumer Protection, Office of Emergency Management, and Assistant Administrator in charge of the Consumer Division, Office of Price Administration and Civilian Supply; Dr. Henry C. Sherman, Professor of Nutrition, Columbia University; Dr. John R. Murlin, Professor of Physiological Chemistry, University of Rochester and my Colonel during the last war; Dr. Russell M. Wilder, Mayo Clinic, Rochester, Minnesota, Chairman, Food and Nutrition Committee, National Research Council; and a number of other prominent officials and nutrition experts, all emphasizing the necessity for an improvement in the national diet principally by fortification of processed foods and by selection of those natural foods which are richest in vitamins and minerals.

The sectional meetings were devoted entirely to specific phases of problems in nutrition and related subjects assigned to each.

Section I was presided over by Dr.

E. V. McCollum, professor of biochemistry of Johns Hopkins University.

This section dealt particularly with the procedure used in determining the various essentials; in determining the requirements of human subjects for each of the nutrients; in studying the problem relating to the nutritional needs of the ill and convalescent and numerous other factors affecting the nutritional value of foods.

Section II was devoted to economic policies and social responsibilities as related to nutrition.

Section III referred to public health and the medicinal aspects of nutrition.

Section IV dealt with nutrition of workers in defense industries.

Section V discussed the methods of education in nutrition.

Section VI referred particularly to professional education in nutrition and the recommendations made consisted almost entirely in efforts to draft all types of educators and professional workers engaged in nutrition and related sciences.

Section VIII referred to community planning for nutrition. It went into considerable detail relative to the services and projects which should be assigned to local communities.

Section IX dealt with nutrition problems in group food service. This referred particularly to the serving of meals to groups of children in school lunches, boarding schools and colleges, as well as public and private institutions.

Section VII, I have left to the end because this section is of most importance to the macaroni industry.

It referred to nutrition problems in distribution and processing of foods, and was presided over by Dr. L. V. Burton, editor of *Food Industries*. The work of this section is of particular importance to this industry, and, therefore, will be dealt with in detail:

Malnutrition Is Costly

It is the belief of this section that malnutrition among a large segment of the population is of national concern and that positive steps should be taken to see that every person in the nation shall have an adequate diet. While there was difference of opinion in the section regarding specific steps to be taken, it was united in the belief that we need to explore fearlessly and impartially the possibilities of assuring all classes of consumers, but especially those with limited income, of adequate amounts of proper food.

The first essential for a well-fed nation is a supply of food large enough to give everyone an adequate diet. To this end we believe that agricultural production should be adjusted to provide adequate supplies of those foods in which the American diet is deficient, and away from those crops for which the export market has for the time being been curtailed. In order to attain this, it is necessary that farmers get fair prices and fair incomes as these adjustments are made.

A second essential to improved nutrition among low-income families is greater effi-

ciency in the transportation, processing, and distribution of food products. We recognize that the food industry has already made much progress in this direction. For those low-income families who can afford only a minimum of service we would urge further development of economical retailing adapted to low-income consumer requirements, improvements in terminal market facilities, cheaper food forms, and the most economical packaging. In some cases such a program might require public planning and possibly public financing of certain facilities, but in practically all cases the interests of the public will be served best if the actual marketing functions are performed by private business, operating under fair rules, but free to compete both on the basis of services and on the basis of charges. If, in obtaining greater efficiency, it is necessary to displace some workers, consideration should be given to finding alternative employment in the economic system.

There are some bottlenecks, both public and private, which now contribute to keeping food prices and margins higher than they otherwise would be. Where monopoly, racketeering, and illegal practices tend to raise food prices are found, whether this be in agriculture, industry, or labor, the government is urged to continue its vigorous enforcement policies under the anti-trust laws. The ability to produce, process, and distribute foods at prices within the reach of low-income families is hampered at present by some forms of municipal, state and federal legislation. Examples of such legislation include restrictions not designed solely for the protection of the health of consumers, or the public welfare; certain forms of price-fixing or price maintenance legislation; internal trade barriers; taxes upon foods and particular methods of distribution. We urge a careful and judicious re-examination of all such laws to determine their effect on all parties concerned, and where their result is to increase food prices unjustifiably, or to prevent efficient distribution, we believe they should be revised.

We feel that there is need for additional information about the quality of foods available in retail stores to that consumers can spend their incomes more wisely. There is also need for greater uniformity in the size of some retail containers, to give adequate information to the consumer.

Food Technology

There is definite need for rapid methods for vitamin assay. It is therefore recommended that the federal government designate tests which are now acceptable, and develop further tests and methods from the viewpoint of the Association of Official Agricultural Chemists.

Extensive education of the consumer is needed to the end that all the nutritional factors in processed foods are utilized without waste or loss, and it is therefore recommended that the federal government actively carry on such an educational campaign.

The addition of vitamins or minerals or both to processed foods should be directed primarily to those foods which, in the opinion of properly constituted nutritional authorities, are in need of enrichment.

In view of the experiences of the first World War and the present emergency, it is recommended by the Processing Section: (1) That the National Selective Service System be requested to recommend to local boards deferment of those technically trained men who are essential in the production of processed foods; (2) that the Office of Production Management give effective priorities to the food-processing industry for material and supplies essential to the production of processed foods and food accessories; and (3) that the U. S. Maritime Commission and the Transpor-

tation Division of the Office of Production Management give effective priorities for the transportation of materials and processed foods, and the supplies and personnel necessary for their production.

The government and other official agencies carrying on educational campaigns should emphasize the nutritional importance of ordinary foods.

The government and other official agencies should assume and accentuate further responsibilities in educating consumers as to their nutritional requirements, and to the manner in which processed foods can help to meet these requirements.

It is recommended that the National Selective Service System recommend to local boards deferment of students, graduate or undergraduate, who are being trained in the field of food technology.

It is recommended that all governmental agencies cooperate with industry in making known to consumers the existence of large amounts of low-cost and nutritionally valuable foods that are not now fully used.

Ample consideration should be given to the time and facilities necessary to increases in plant manufacturing capacity for their production.

It is recommended that closer cooperation be developed between the food-processing industry and governmental research organizations, and that fundamental research be adequately supported and encouraged by the government.

Government Aid to Low-Income Families

Even with the wisest possible adjustment on the farm and in the marketing system it would not be possible to provide under present income levels adequate diets for low-income families without some form of government aid.

Very substantial progress has been made in this field in recent years by the development of the Food Stamp Plan, the School Lunch Program, the low-cost milk schemes, and similar methods of enabling low-income consumers to buy greater quantities of foods needed in the diet.

We urge that programs of this kind be extended as rapidly as possible to all needy families in the United States, and that these programs be used to help move the increased supply of food recommended above.

We urge that these programs be kept flexible and that continued experiments be made in order that they may be adjusted to give maximum benefits to low-income families and to the farmer.

Continuing Cooperation Between Industry and Government

The research, service, planning, and action programs of the government in the field of agricultural marketing and food distribution should be greatly strengthened and expanded.

We recommend that agricultural and trade groups be asked to set up a continuing body to work with the government, with the Food and Nutrition Committee of the National Research Council, and with appropriate local organizations in order to work out the most effective methods of cooperation to put across a successful nutrition program.

I have taken this much time to bring to you the results of the discussions of probably the most important National Conference that has been held in Washington in many years. The purpose of bringing this material to you is to impress upon you the place that fortification of food products—particularly products such as macaroni and noodles—has taken in the National Defense program.

Already a number of macaroni manufacturers are capitalizing on this newer knowledge of food requirements. Some of them are doing it legitimately; others are not so particular, and we already have at least one case that we have brought to the attention of the federal authorities.

In this case the manufacturer claimed the addition of a large amount of vitamin B₁ to his product, when in fact it contained no added vitamin of any kind and, further, his method of cooking the product was such that even the small amount naturally present was lost in the broth.

Your laboratory has been engaged for the past six months in determining some of these losses and also in efforts to reduce them.

We have been partially successful and believe that we have a means of introducing the water-soluble vitamins into macaroni products and confining the losses to only a small percentage. If we can obtain the cooperation of the manufacturers in revamping their recipes we can still further reduce the losses.

We also find that even some of the insoluble minerals are lost in the broth, this loss being due not to the solubility of the product but to the disintegration which naturally takes place and which carries away with it a certain amount of anything that may be added.

Five-Twelfths of Population Is Undernourished

A nation-wide study of the diets of families in the United States reveals the rather startling fact that five-twelfths of our families are living on diets rated definitely as poor. This statement was made by Dr. Hazel K. Stiebeling, food economist of the Bureau of Home Economics, U. S. Department of Agriculture, after analyzing the report.

"Looking at the facts from this study," says Dr. Stiebeling, "we see that about one-fourth of the families in the United States are living on diets that can be rated as good. That is, their diets furnish the kind and quantity of food needed to maintain the body, plus a margin of safety that enables them to stand up under the stresses and strains of living.

"More than a third of our families are getting fair diets. That is, they are getting just enough to keep them going, plus a slight margin of safety or no margin at all.

"The rest are getting diets that should be rated definitely as poor. In one or more ways their diets are not furnishing even the minimum of all food the body needs for good health."

The National Macaroni Institute

Accomplishments and Future Recommendations Pittsburgh Convention, June 23, 1941

M. J. Donna, Managing Director

Just What Is the Future of the Macaroni-Noodle Industry?

Probably no one can foretell, but the future of any industry may be judged by the distance it has advanced toward the saturation point—in our case, the point of utmost consumption of our products per capita.

How rapidly is this industry traveling towards the saturation point? A little review in retrospect may provide the answer. The 1939 census of macaroni manufacture shows these interesting facts:

- That there were in operation that year, 328 separate and distinct macaroni-spaghetti-egg noodle manufacturing establishments.
- That the industry that year employed 6,013 people.
- That it paid out in salaries and wages that year, \$5,384,000.
- That it converted into edible macaroni products, 18,500,000 bushels of American-grown wheat.
- That the total production that year exceeded 680,500,000 pounds.
- That the total value of the products manufactured was \$46,153,471.

Now that's a healthy picture—but the surface hasn't yet been scratched! All of this adds up to just a bit more than five (5) rounds as the annual per capita consumption of this fine wheat food by Americans.

Since the reported annual consumption per person in European countries, where this food is better known and properly appreciated, ranges from seven to ten times as much, "the saturation point" is still, to American macaroni-noodle manufacturers, a pleasant dream.

If through some hocus-pocus or through some sensible, inexpensive, well-considered plan of promotion which would be supported by the trade (as it should be), or several plans, properly coordinated, the average per capita consumption in this country could be increased to 7½ pounds, the potential market for macaroni products would immediately increase 50 per cent.

Now, that's not a dream, nor an utter impossibility. Indeed, it is a shame that no concerted and sustained cooperative effort is not being made now toward that objective.

1940-1941 Accomplishments

To coordinate the products promotion and consumer education efforts that appear so necessary to realize our dream of increased consumption of quality macaroni products, The National Macaroni Institute was organized in 1937. That it has accomplished much with such meager financial support is proof of the need of such a directional agency and the greater benefits to the entire industry that would result from more reasonable support by every progressive manufacturer and thoughtful allied.

The National Macaroni Institute has predicated its activities on the assumption that cannot be successfully contradicted:

- That macaroni products are most economical, measured by the food energy and appetite satisfaction that can be bought for a dime.
- That this food is available to every American, including those in the low income group as well as those who are better off and that it can be served either plain with simple sauces or in more expensive combinations to suit one's financial ability.
- That macaroni products can be dramatized to increase consumer interest, purchase and ultimate consumption, by showing American homemakers how easily this food can be prepared into appealing and appetizing dishes for any meal, as a change from the usual breakfast, as a delicious luncheon dish, or as the main dinner dish.
- That the remedy for the industry's greatest need is—products promotion through consumer education and improved retailer relations, and
- That a partial cure for the industry's greatest ill is controlled doses of consumer education, judiciously administered.

Yes, we have been doing a little along this line—spasmodically. We have tried to find new ways and means of interesting more and more Americans in our fine food in the hope of having it appear more frequently and regularly on the American table, and to get a more ready acceptance of our food by millions who

rarely, if ever, eat any of the popular shapes in which our products reach consumers.

But we have merely scratched the surface.

Favorable Public Opinion

"In this day and age," said the renowned President Abraham Lincoln many years ago, "public sentiment is everything. With it, nothing can fail; against it, nothing can succeed."

This thought remains unchanged even unto this day. Get the housewives of America sufficiently interested in macaroni, spaghetti and egg noodles to start talking about them, and soon they'll be serving them more frequently. Once they are taught why they should serve this food more regularly and are shown different ways of preparing dishes that appeal and satisfy, you've started solving the industry's greatest need by creating favorable public sentiment.

To hammer home our thinking, two publicity releases were prepared, one in November, 1940, and another for Lent in 1941.

The Fall story was built around the suggestion that "For or as a Change," macaroni products in recommended recipes, in any combination, would be ideal and find ready consumer acceptance.

Six beautiful photographs of recommended recipes were distributed to the metropolitan newspapers and food magazines. The story, "AS A CHANGE," centered around the very popular "broiled" meals. These included the following:

- Cubed or tenderized steaks with egg noodles and cheese dressing.
- Broiled pork chops and elbows.
- Hamburger balls and spaghetti.
- Broiled smoked ham with macaroni and cheese sauce.
- Mock chicken legs with egg noodles.
- Hamburger steaks with onions and spaghetti.

For our Lenten release to smaller papers, we chose an illustration of a spaghetti and hamburger casserole, and for illustrating the multilith distributed to food study groups and radio stations we used the cubed or tenderized steak with egg noodles and cheese dressing, one of the most popular recipes ever released.

The public reaction was most satisfactory.

For Lent

It's no easy task to prepare attractive photos of our products in approved Lenten combinations, but our

choice of recipes for this purpose for Lent, 1941, proved popular.

Our Lenten story was built around the theme—"Ten Commandments for Lenten Menus." It made timely suggestions and appropriate seasonal recipe recommendations.

Six attractive photos, with appropriate cutlines were prepared for use by the metropolitan newspapers and food magazines. They were:

- A vegetable platter with elbows.
- Elbow spaghetti with peas.
- Assorted vegetables and egg noodles, buttered.
- Salmon-stuffed peppers and
- Macaroni shells on sea shells.
- Spaghetti, eggs and mushrooms with tomato sauce.

The mat release, entitled "Healthful Lenten Meals," carried an action picture for an illustration—a housewife in the act of placing a prepared dish in the oven. This was for the smaller papers.

In our multiliths for educational work through schools, radio stations, etc., we used the "vegetable platter with buttered elbows" illustration.

Again, I am proud to say, the public reaction was most encouraging.

During the year we cooperated with the corn canners, and other allied trades in releasing photos of their products in combination with our food in tasty dishes.

Facts and figures given in the presentation book used to illustrate this report prove beyond doubt the popularity of this form of products promotion and consumer education. I recommend not only its continuance, with at least four releases annually, but also with such improvements therein as may keep this activity up-to-date and alive.

Naturally, I must say that I am hopeful of wider and more liberal support of the work by those whose business it aims to benefit.

Recommendations

Besides recommending that this promotion work be continued with an underwriting fund that will enable advanced planning to take advantage of all seasons and opportunities, as well as cooperative promotions with producers of foods that accompany macaroni products—meats, cheese, eggs and vegetables—I recommend two additions.

First, the expansion of releases to the food study groups and radio stations of the newly developed, very attractive and alluring *Color Liths* that are now within reach financially. In addition to their distribution as above outlined, they are most useful as store or counter display cards, when mount-

ed, or as clip-ons, in miniature, for menu cards, etc.

This is a new field into which we can enter without fear. It is most promising and the expense is not beyond any of us.

So much for the educational and promotional work to be carried on through the newspapers, radio stations and other agencies indirectly reaching the ultimate consumer.

BUT, what about a more direct contact with consumers?

For this purpose, I recommend the publication of an attractive, enlightening, ever-welcome consumer magazine to create more favorable public opinion for our products.

An old Chinese proverb says: "A Good Picture Is Worth More Than 10,000 Words." People have always liked pictures. They like them even better today, as proved by the phenomenal sales of *Life* and *Look*.

With that thought in mind, I set about to create a consumer-education magazine for our industry, one that will be filled with beautiful, illustrative and meaningful pictures, in attractive format, for those in the industry who are ready and willing to support the promotion of macaroni products generally, and their own brands, particularly, by creating increased consumer interest and retailer good will.

I call it *Foods Pictorial*. It will be reproduced in colorful rotogravure, in brown, green or black, or any combination of these colors.

You will note its appealing beauty, its timely and attention-holding array of pictures of fashions, movie celebrities, sports, table decorations and foods—breathing ENERGY, energy such as that supplied the human body by good, healthy and satisfying foods like macaroni products.

It will be a direct carrier of your MACARONI-SPAGHETTI-EGG NOODLE STORY to the home where it will be welcome and find a prominent place on the library table—to be thumbed over and studied by every member of the family.

It will find a welcome, also, in doctors' offices, in dentists' waiting rooms, in beauty and barber shops, etc., because *Foods Pictorial* will be high class, very readable and attractively illustrated.

It will be an invaluable and direct producer-consumer tie-in, with or without the sponsoring firm's message imprinted on one-half of the back cover.

FOUR SEASONAL ISSUES are proposed as a starter—WINTER, SPRING, SUMMER and FALL, each featuring seasonal recipes and timely suggestions.

It can be distributed in any way that best suits your setup:

By mail direct to consumers, for a 1½ cents postage stamp.

By salesmen, as a calling card, or as a good-will offering—at no cost.

By inserting a copy or two in every case of merchandise, with note to retailer to hand them to their customers—no cost.

By door to door delivery at very reasonable cost.

Now, as to the cost of this 8-page magazine in rotogravure: An ordinary Government post card costs one cent. It will probably cost you another penny to have your message printed thereon, and to address the card. That's two (2) CENTS. A card is dull and impassive. It has very limited imprinting space.

—A circular letter requires a 1½ cent stamp, at least, and another 1½ for preparing.

—A sealed letter costs 3 cents for postage and probably two cents more for typing, envelope and paper.

If we can get contracts from manufacturers and distributors totaling 150,000 copies of each issue for at least FOUR ISSUES, we can supply you this beautifully illustrated magazine in rotogravure with 80 times more printing space than a post card that costs at least 2 cents, and with several hundred times the message appeal of a post card, for just what a printed post card costs.

The net cost of a single copy, F.O.B., Braidwood, Illinois, is 2 cents in the trade generally—but only 1½ cents to Association members.

The only additional charge will be for the imprinting of a firm's message on the back, if that is desired. And that cost will be nominal.

Should you choose to submit a list of names of your customers or consumers to whom copies should be mailed, this will be done by the printer on the basis of \$5.00 for 1,000 copies for addressing and mailing. This is in addition to the stamps needed for mailing.

That, gentlemen, is my story. It has been a hard one to put together, but I feel that the recommended producer-consumer contact magazine is the most direct piece of educational medium we can build for the macaroni-noodle manufacturers, their jobbers, their retailers, and finally for their customers—the American homemakers.

I believe if you will approve wholeheartedly and back me up in a year's trial of this idea, macaroni products will eventually enjoy the same nationwide popularity now accorded less satisfactory foods.

You have one of the finest of what foods that's offered to mankind—so why continue "hiding your light"? Let's tell the world, and more particularly the housewives of America, the true merits of macaroni products. Let's start in a small way, not by trying to raise millions for cooperative advertising—though that is meritorious

and will probably be done again some day—but by spending a few dollars four times a year in a well-considered plan that will directly associate your firm and your brand in the general promotion.

If you believe that the macaroni industry should take the consumer more and more into its confidence, if you appreciate the value of *retailer goodwill, salesman welcome, products prestige* and consumer *acceptance and use*, rather than abuse—then help underwrite this proposed promotion to whatever extent you can profitably distribute copies of *Foods Pictorial*.

Don't order even a single copy to let it lie around inactive. Copies in your storeroom merely mean wasted money. Get them to retailers and the buyers of your products, and soon they'll be doing for you and for your brand, just the kind of job you'd expect of this magazine.

In closing, let's review the proposal by repeating briefly some of the more salient points made:

1. The *Foods Pictorial* is not to be considered as a substitute for the newspaper publicity which we have been releasing occasionally in the form of story and original photos of prepared dishes of our products to metropolitan papers; in the form of illustrated mat story for smaller papers, and in multilith form to food study classes, radio stations—or any similar promotion through newspapers and magazines.
2. This is strictly a direct producer-consumer tie-in that should serve to strengthen any other publicity we may undertake, individually or collectively.
3. *Foods Pictorial*, a magazine for national energy, is to be the property of The National Macaroni Institute and is to be sold to members of the National Macaroni Manufacturers Association at fair and reasonable prices—and to non-members at slightly higher prices, thus making the latter pay some of the overhead expense.
4. It's to be an 8-page magazine, printed in warm, appetizing rotogravure, filled with beautiful pictures of interesting people, places and objects, appearing almost like photographs in their clarity and beauty.
5. Its contents will be ever-changing, but will center around such home-like ideas as . . . how to set your table . . . what menus to serve . . . delightful seasonal recipes—always interesting to every member of every family . . . fashions . . . sports . . . historic events . . . and most important of all, sound reasoning why macaroni products should

always be on the pantry shelf for immediate use in planned meals or in emergencies

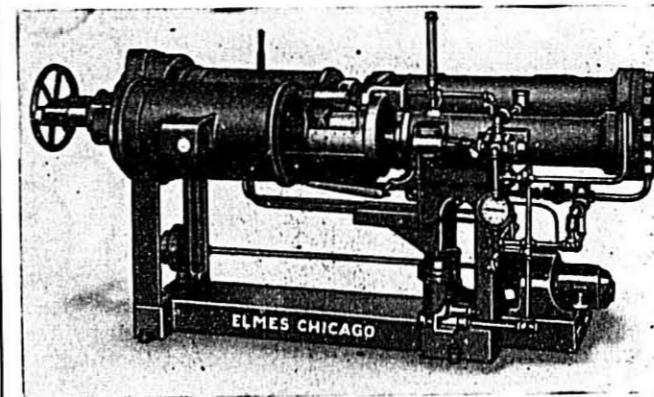
6. *Foods Pictorial* will add prestige to macaroni products and greater recognition to your brand name. It will build prestige and good will for you if you choose to distribute copies through the grocers, supplies being delivered by your salesmen. It will make dealers more conscious of your products and of your desire to help him get more traffic into his store.

7. *Foods Pictorial* is good for your preferred dealer, too. By imprinting his name, with or without your firm name on the back cover, he may reach his customers and prospects regularly and the magazine becomes *his* and *your silent salesman* in every home in his community, thus creating sales in the home, or at the point of sale.

8. *Foods Pictorial* is built on a basis of wide distribution to reach producers and distributors at a price that is very reasonable. *Foods Pictorial*

(Continued on Page 22)

High Production Macaroni PRESSES



Elmes Horizontal Short Goods Press

EASILY SERVICED

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

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

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

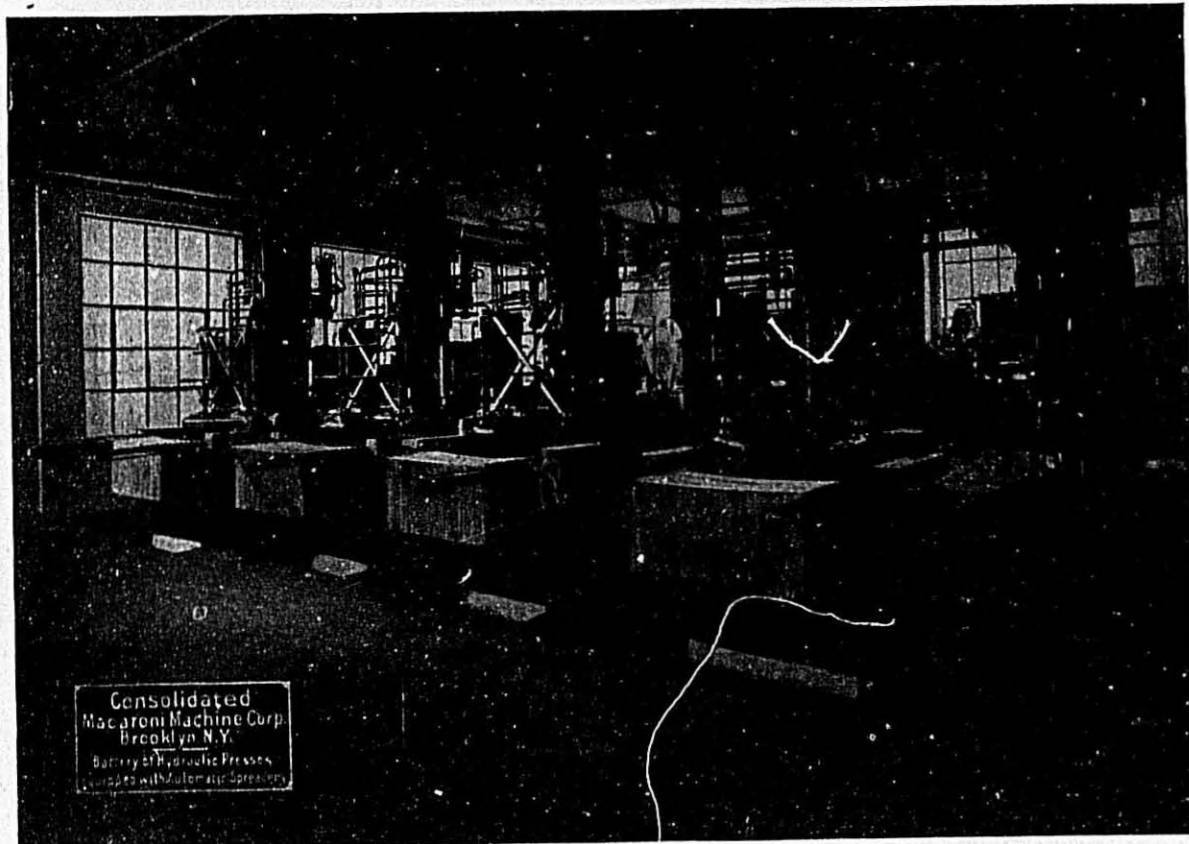
Get in touch with Elmes for prices and specifications on this and other presses, mixers, kneaders, dies and reliable accessories.

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

CHARLES F. ELMES ENGINEERING WORKS

213 N. MORGAN ST. Chicago SINCE 1851

Consolidated Macaroni Machine Corp.



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

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

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

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

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

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

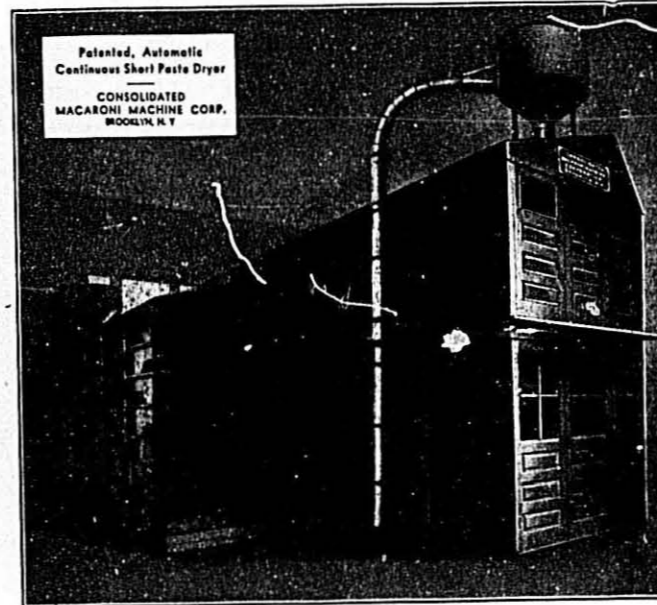
hygienic; product practically untouched by human hands.

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

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

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

Consolidated Macaroni Machine Corp.



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

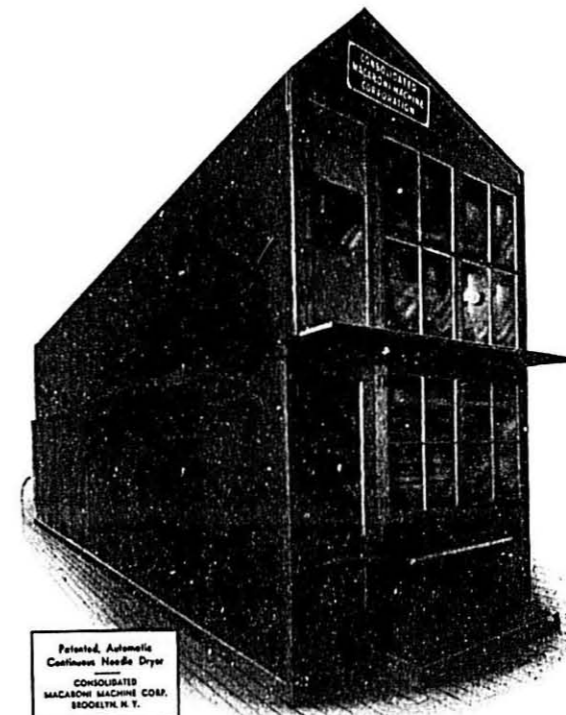
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

Specialists for Thirty Years

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

For Noodles
For Short Pastes



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

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

Address all communications to 156 Sixth Street

(Continued from Page 19)

Pictorial, imprinted with your name, addressed and mailed to every name on your list—a list that will grow more and more valuable as you insert names of interested consumers and distributors therein—will cost just a little more than a 3-cent stamp per name, and cost you little or nothing for distribution through salesmen or in cases, if you will cooperate with the Institute to reach the minimum of 150,000 copies per issue required to get for us the low rate figured on.

9. Everyone likes rotogravure. It is a most intriguing medium and the Gallup Poll shows it is most widely read of all the Sunday sections of a newspaper. Individually purchased rotogravure is almost prohibitive in its use, for it must be purchased in large volume for wide distribution.

Manufacturers who heard the proposal last January look upon the proposed *Foods Pictorial* as an exceptional medium to create consumer interest in macaroni products and to increase the sale of this food to old and new users. They are behind the magazine, ready to make it the huge success it can be if fully supported and the issues properly distributed. Are you willing to gamble a few hundred dollars on a proposition that appears sound and solidly founded? It's up to you.

Summing Up

The National Macaroni Institute will be pleased to continue to act for the Industry or any group therein in carrying on the promotional and educational activities for which it was founded.

We strongly recommend the continuation of the present plan of products publicity, but appeal for more

liberal support from those who should find it profitable to encourage the promotion.

We also recommend the extension of the service to include the wide distribution of color liths and menu tip-ons.

Finally, the enthusiastic support of the proposed direct consumer contact magazine in rotogravure—*Foods Pictorial*.

Having properly sponsored and fully supported these suggested activities, the macaroni-noodle industry will merely have "scratched the surface" in the possibilities presented by a nation that can be made extremely more macaroni-spaghetti-egg noodle-conscious, as the right-thinking manufacturers want Americans to be and are willing to do their part in activities aimed at that objective.

We are ready! Are you?
—M. J. DONNA,
Managing Director

The Enrichment of Wheat Products

Helen B. Wigman
Industrial Fellow

Mellon Institute of Industrial Research

In presenting this paper today no attempt is being made to add to the facts known about vitamin B, or thiamin, but rather to give a picture which might vary slightly from the viewpoints held by the manufacturers and millers.

Survey after survey in the United States, Canada, and England have shown that a surprisingly small percentage of population in all income groups is well nourished. If figures from the survey in the United States are used, they show that one-fourth of the families of all income groups have good diet, one-third have fair diets, and one-third of our population are ingesting poor diets or are definitely undernourished. There are many reasons for such a state of undernourishment to exist. First of all few people are educated to know the value of proper foods, then few people realize the advantage of one cooking method over another in the preparation of food. There are a great number of groups of food faddists who for one reason or another do not get a well balanced diet, and some people have such well established food habits that no educational program could vary their ideas in the least. As Dr. Morris Fishbein said in his talk to the Institute of Food Technologists last Tuesday night, "When a man eats

spaghetti and meat balls he doesn't proclaim to be getting a perfect diet, he doesn't eat that dish because he wants to get a perfect diet; he eats spaghetti and meat balls because he likes spaghetti and meat balls." In the same vein even if a person is told that whole wheat bread has more food value than white bread, if that person likes white bread that is what he eats. If such well established food habits must exist there is obviously only one recourse for the nutritionist to take and that is to make the most commonly used food substances more adequate substances.

It has been estimated that 45 per cent of the caloric intake of the American dietary is ingested as sugar and wheat products. This latter class of foods has been chosen as the one to receive first consideration in the "better national nutrition" campaign. Since the public has been made conscious of the size of its waistline, less foods of a starchy nature and therefore less wheat products, have been eaten. In addition to this, by purifying the whole wheat grain to a beautiful white fluffy flour only one-sixth to one-tenth of the vitamin B₁ originally present remains. From these facts it is easy to see that many borderline deficiencies of B₁ could exist

and results of some of the surveys show that they do.

After careful consideration the committee on Food and Nutrition of the National Research Council in conjunction with the Council on Foods and Nutrition of the American Medical Association, the Miller's National Federation and the American Baker's Association, promulgated standards for what is now called "enriched flour." These were the basis for the regulations announced by the Food and Drug Administration. This flour or "enriched bread" as most of you know must contain 1.66 mgm. thiamin, 6.15 mgm. nicotinic acid and 6.15 of iron per pound of flour or bread. Specific quantities of riboflavin, calcium, phosphorus, and vitamin D as optional ingredients are also included. The use of riboflavin is mandatory in F.D.A. regulations but because of a present shortage it will not become effective until January 1942.

A program of this sort if applied to all wheat products is a tremendous step forward in the nutritional well-being of our country. It is accompanied by many problems such as the control of raw material, how the consumer is going to handle the material when he gets it, and what the ultimate effect of giving specific vitamin and mineral factors is going to be. A great number of symptoms of mental depression, fatigue, undue anxieties, lowered resistance, and extreme nervousness can be alleviated by the addition of thiamin; the pellagic condition, manifested by mental, skin, eye, and alimentary disturbances, which occurred in no less than 200,000 cases last year, can be allayed by the addition of nicotinic

acid. Usually these deficiencies do not occur singly but as complex deficiencies. If the educational program attempting to guide the public in the choice of diet had been a success then natural foods which are more likely to contain the complex vitamins could have done the job. Granting that this program didn't work and that progress is being made in giving the public protective amounts of some of the food factors it needs, then care must be taken to see that they don't get cheated in some other factors such as riboflavin, pantothenic acid, and pyridoxine. These are the newer members of the B-complex and less is known about their part in the physiological processes. In other words, it would be unwise to give a man a cupful of thiamin, a thimble full of riboflavin, a plate full of nicotinic acid and then find that he really needed a dash of pantothenic acid to properly digest the other materials. To take care of these difficulties, as new human requirements are discovered new amendments will be made to the standards.

Keep Macaroni a Staple

Care is being taken to keep bread and wheat products in the food class and not to let them slide into the medicinal class. If claims are made they should be conservative and substantiated so as to encourage the public to believe in the value of enriching foods. The office of the coordinator of Health, Welfare and Related Defense Activities has published a small leaflet called "20 Questions." It is a compilation of answers to the most common inquiries they have received in relation to enriched breads. Consideration of public interest by answering their queries will do much to stimulate their interest and make the enriched food program a success.

For any industry that wishes to go into the enriching field much thought must be given to what such a program entails. If claims are to be substantiated, control laboratories must of necessity be a part of the plant routine. In the vitamin field alone this can become quite an item of expense. Fortunately enough progress has been made in the last few years in the development of chemical and physical methods for the determinations of thiamin and riboflavin and to some extent nicotinic acid to make daily plant control on these substances a possibility. The instruments used for these tests are specialized, an item of expense and require an operator with some skill, and experience.

If enriched raw materials are to be used as would probably be the case in the manufacture of enriched macaroni and spaghetti, thought should be given to the handling of the raw material. Vitamin B₁ is quite stable to heat in an acid medium, in solution the factors of temperature duration, of tem-

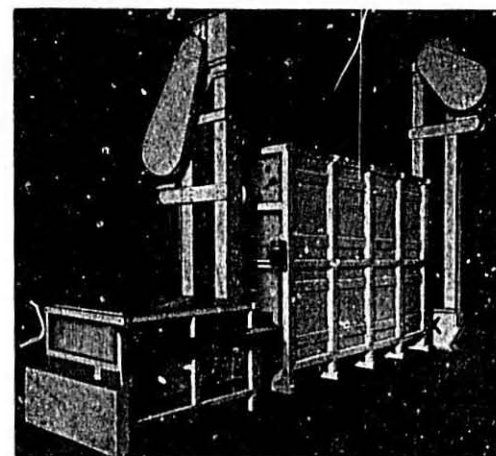
perature acidity or alkalinity, and solubility in water must be considered in connection with the retention of thiamin. I have been unable to find any figures on the destruction of thiamin in the manufacture of spaghetti, but since it is dried at low temperatures and thiamin is not sensitive to oxidation the loss should be quite small in the drying process. In canning, the sterilization process may cause a loss of as much as 50 per cent of the thiamin present in the unsterilized product.

By giving the housewife an en-

riched macaroni and spaghetti she has a better starting material. Some vitamin will be leached out in the boiling process. In an article by Robert Harris and Bernard Proctor of Massachusetts Institute of Technology a chart showed that a starchy food such as potatoes peeled and boiled lost 20 to 25 per cent of its thiamin and that with few exceptions vegetables lost about 20 per cent thiamin due to the cooking process.

Regardless of the losses on cooking if a food substance is enriched before

(Continued on Page 34)



AUTOMATICALLY
CLEANS, SIFTS,
AERATES AND
BLENDS FLOUR

THIS CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER

INCREASES
PROFITS
Reduces Cost

is an investment that makes reduced operating costs fit "hand-in-hand" with improved quality—a combination that will yield increased profits year after year. It provides quick, easy handling of the flour, sifting to a uniform fineness and the removal of all foreign substances, plus perfect blending. Also, cleanliness of the dies, thus making frequent replacements unnecessary because of scorching. Built sturdy for a lifetime of profitable service. It will pay you to investigate. No obligation.

CHAMPION MACHINERY CO.

JOLIET
ILLINOIS

Mfrs. of Full Line of Modern, Popular Priced Equipment for Bakers, Macaroni and Noodle Manufacturers.

Gentlemen: Send me complete information regarding your CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER, price, terms and tell me about your Easy Installment Payment Plan. Am also interested in

Dough Mixer Noodle Brake Weighing Hopper Water Meter

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ADDRESS
CITY STATE

MAIL
COUPON
FOR ALL
DETAILS,
PRICE,
PAY'T PLAN

The Pennsylvania Food Laws and Their Relation to the Macaroni Industry

By Clyde H. Campbell, Chemist
Pennsylvania Department of Agriculture

I feel it an honor and privilege to be permitted to speak to your organization at this time.

I bring you greetings from both the Honorable John H. Light, Secretary of Agriculture of Pennsylvania, and Mr. Anton Roeger, Director of the Bureau of Foods, wishing your organization success in your deliberations and your future.

In 1877 the Pennsylvania Legislature established the Board of Agriculture, and in 1895 the present Department of Agriculture was established, while in 1893 the Dairy and Food Commission was formed, and in 1919 the name was changed to the Bureau of Foods and Chemistry.

Our Bureau, which has to do with Food Law enforcement, has a Director in Harrisburg with a fully equipped laboratory and corps of chemists. We also have three Consulting Chemists in Philadelphia, Erie and Pittsburgh like myself who make analyses on a fee basis only, and we are not full time "State Chemists."

Our Bureau also has field agents scattered throughout the state whose duties are to investigate complaints and look up registration and licensing, make sanitary and other inspections as well as purchasing samples for testing. Our agents have purchased about 10,000 to 12,000 samples of foods per year for analysis and these include all kinds of foods and beverages. Approximately 10 per cent to 12 per cent of these have been found to be adulterated.

The gross income is about \$600,000 to \$650,000 per year and the expenses approximately \$140,000 or a net profit of about \$500,000 from our Bureau.

Our Bureau is maintained and supported by appropriations by our State Legislature. The monies which our Bureau returns to the State Treasurer for use of the Commonwealth are obtained from licensing bakeries (including macaroni manufacturers, etc.), ice cream manufacturers, oleo-margarine dealers and fines from food law violators. It is not necessary for our Bureau to obtain fines to exist.

Thou Shalt Not Deceive

The primary function of food legislation and food law enforcement is to protect the public and to prevent fraud and deception.



Clyde H. Campbell

The first General State Act directly applying to your industry was the Bakery Law of May 22, 1933, amended July 1, 1937.

Our Secretary of Agriculture is given the power by our state legislature to make rules and regulations and set up "Definitions and Standards for articles of food" by section 8 of the Pennsylvania General Food Act.

Standards have been promulgated by the Secretary and published in Bulletin No. 485 and supplements thereto. This bulletin contains the Standards for all kinds of food products including "Alimentary Paste." Inasmuch as no bulletins have been issued since March 1934, the supply has been exhausted and a revision was in order. New Standards have been drafted but not yet promulgated by the Secretary of Agriculture. For your information, however, we have given a new heading to this subject—namely—"Macaroni Products," which I believe will meet with your approval instead of the old one, i.e., "Alimentary Paste." Mr. Donna called my attention to this matter and I was glad to inform him of the change in title.

I also believe I can tell you without divulging any secrets that our Standards really have not been changed, because we believe they are good. They have been simplified and the same Standard of 5.5 per cent for egg solids in noodles applies.

Be Not Gullible to Quacks

At this time of emergency when quality supplies are hard to obtain, you may be approached by companies who have some special materials which can be substituted for one of your high priced ingredients. Do not be so gullible as to use them but consult your specialist, Dr. Jacobs, as to whether the product can be used and your finished material pass the various State and Federal Standards. I quite distinctly remember about ten years ago when "Lecithin" was being offered as a substitute for egg solids, and I firmly believe that due to the efforts of Dr. Jacobs, this product was not used.

I have been told that several companies selling colored fats, some of the Palm Oil type and others containing Carotene, have approached some of the manufacturers of egg noodles wanting them to use these products to enhance the color value of the noodles and reduce the amount of egg solids used. Sale of such noodles would in my judgment be a violation of our laws and Standards and of course we would have to prosecute.

I remember possibly ten years ago we had trouble with noodles colored with coal tar dye and also Soya flour not declared, but I wish to state that in my opinion the noodle industry is in far better shape than ever in its history and we have had very few prosecutions of noodle manufacturers and such are due mostly to non-registration. I believe this in a great measure is due to your own policing of your own industry and your cooperation with your chemist, Dr. Jacobs, whom I hold in high esteem for his work, and also due to your cooperation between federal, state and municipal authorities. Your organization is to be greatly complimented and I hope the friendship between our department and your organization may increase and that we may be of real service to you.

We are ready to receive suggestions at all times, and where you find violators of our laws we would appreciate your giving such information to us at once.

We have endeavored to cooperate with your organization to stop violations, and whenever we have had complaints we have investigated them and taken action against violators. Dr. Jacobs has at various times called my attention to these matters and where they have occurred in the Pittsburgh district, we have taken immediate action.

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

the Best
When You
DEMAND

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



"Buggy Stuff"

By Fred "Bugs" Somers

In the macaroni industry the main insect pest is commonly known as weevils. The insect most commonly seen is the rice weevil or granary weevil, both of which look alike to the macaroni manufacturer, but we also have some confused flour beetles, some saw tooth grain beetles and now and then the Mediterranean flour moth.

The question arises as to where this infestation starts. Well, the truth of the matter is that in some cases it starts right in the field of growing wheat. The insects fly out from some farmer's infested grain bins or grain elevators and infest the growing grain. In other cases the grain becomes infested in farmers' bins grain elevators, freight cars or steamship holds and on into the flour mills storage bins.

Each party claims the other is to blame and in case of any sign of infestation they usually move the grain

along as fast as possible with as little cost as they can to themselves for treatment.



Fred "Bugs" Somers

Now flour mills claim that the processing or milling eliminates the

weevils and their eggs. I agree that the live weevils are eliminated but it is my firm belief that in many cases the eggs pass through the milling process and specially in semolina due to it being in a granular form really larger than the eggs. No doubt there are many eggs crushed by the milling process but many pass through. I have proved this with some manufacturers by having them take a quart mason fruit jar and filling same with a sample of each car of flour they received from the mills and sealing this up tight and holding for six months. Anyone in doubt can do this and you will find in some cases one-third of the jars will show plenty of weevil signs. Others you could keep for years and no weevils would appear. This shows that in some batches of flour the eggs are there.

1941, A Weevil Year

This year is a weevil year due to several causes. You macaroni manufacturers can mark that down as you will know all about it by September and October if you do not take care and watch your insect control program this summer.

One of the main reasons I say this year is a weevil year is that in April we had a spell of weather over 80° which hatched out the eggs and when we get an early hatch we get repro-

Convention Committee Reports

Program

Your program committee is pleased to submit the printed program as the official program of this convention with the recommendation that two changes be made thereon, as follows:

1. That in place of the Defense Session at 4:00 p.m. on Monday afternoon, the subject of the Protest against the entry of General Mills into the Noodle-Mix business be thrown open for general discussion, and,
2. That the Vitamin Proposal by Director B. R. Jacobs be made a special order of business on Tuesday morning at 11:00 a.m.

Respectfully submitted,

J. HARRY DIAMOND
RALPH NEVY
N. J. ROTH

Action:—On motion by Henry Mueller, seconded by A. Irving Grass, the Committee report was adopted.

Credentials

Since our registration is not yet complete, we render this preliminary report for your consideration.

We recommend that the official representatives of all member firms in good standing constitute the working body of this convention, with all the rights and privileges delegated to the convention by our Constitution and By-Laws.

Respectfully submitted,

AL RAVARINO
PHILIP R. WINEBRENER
C. F. MUELLER

Action:—Chairman's recommendation that report be adopted was unanimously approved.

Auditing

The Auditing Committee has a report from Wolf & Co. for the calendar year ending December 31, 1940; also an Income and Expense statement and a Balance Sheet prepared by Secretary-Treasurer M. J. Donna covering the period January 1 to May 31, 1941, together with a statement from the depository bank showing a cash balance of \$3,348.58 as of May 31, 1941.

After a careful study of these reports, the Committee finds everything in good order and the funds of the Association properly handled and safeguarded.

Respectfully submitted,

ALBERT S. WEISS, Chairman
GEORGE JOHNSON
SAMUEL GIOIA

Action:—The Committee's Recommendation to approve its report was unanimously adopted.

Membership

Your Committee on Membership in NMMA reports as follows:

We have carefully canvassed the non-member firms represented at this convention, and beg leave to report that the following have volunteered their membership to our Secretary, filing the legal application form and attaching thereto their checks for dues in their chosen classification as Active Members:

Constant Macaroni Products (Lucien Constant), St. Boniface, Manitoba, Canada

Essex Macaroni Co. (Robt. F. Sheeran), Lawrence, Mass.

Illinois Macaroni Co. (B. C. Ryden), Lockport, Ill.

We further report that several others are favorably considering our suggestion that they join and it will be a pleasure to report them to you when that step is taken.

Respectfully submitted,

A. IRVING GRASS, Chairman
WM. PALAZZOLO
E. RONZONI, JR.

Action:—By general consent the report was approved and the new members vigorously applauded for the fine spirit shown.

Direct Nominations

Your Committee on Nominating Directors for the 1941-1942 convention year, after full consideration of the regional setup whereby eight Regions are entitled to a specified number of Directors, with four At-Large, and a study of the individuals' readiness and willingness to serve, recommended the nomination of the following Directors for the 1941-1942 term:

Region

- 1 G. La Marca, Director, Prince Macaroni Mfg. Co., Lowell, Mass.
- 2 Henry Mueller, Director, C. F. Mueller Co., Jersey City, N. J.
- 3 Peter LaRosa, Director, V. LaRosa & Sons, Brooklyn, N. Y.
- 4 C. W. Wolfe, Director, Mags Macaroni Co., Harrisburg, Pa.
- 5 Samuel Gioia, Director, Gioia Macaroni Co., Rochester, N. Y.
- 6 A. Irving Grass, Director, I. J. Grass Noodle Co., Chicago, Ill.
- 7 Frank Traficanti, Director, Traficanti Bros., Chicago, Ill.
- 8 Peter J. Viviano, Director, Kentucky Macaroni Co., Louisville, Ky.
- 9 J. H. Diamond, Director, Gooch Foods Products Co., Lincoln, Nebr.
- 10 E. DeRocco, Jr., Director, San Diego Macaroni Mfg. Co., San Diego, Calif.

8 A. F. Scarpelli, Director, Porter-Scarpelli Mac. Co., Portland, Ore.
At Large

Thomas A. Cuneo, Director, Mid-South Macaroni Co., Memphis, Tenn.

Albert Ravarino, Director, Mound City Macaroni Co., St. Louis, Mo.

Albert Weiss, Director, Weiss Noodle Co., Cleveland, Ohio.

Louis G. Vagnino, Director, Faust Macaroni Co., St. Louis, Mo.

Respectfully submitted,

LOUIS S. VAGNINO, Chairman
THOMAS A. CUNEO
C. W. WOLFE
P. J. VIVIANO
FRANK TRAFICANTI
E. Z. VERMYLEN
JOHN REZZOLLA

Action:—On presenting the report, President Cuneo asked for nominations from the floor. When no others were received it was moved by Schmidt, seconded by Vermylen, that the nominees be elected. Carried unanimously.

Future Committees

Your Future Activities Committee recommended that the following activities be continued as the program of the Association for the coming year:

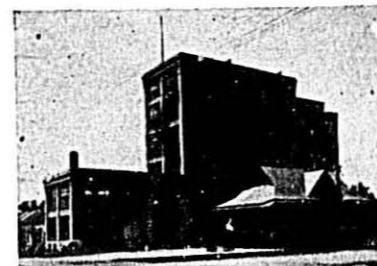
1. That the ideal goal of the Industry continue to be the elimination of the multiplicity of grades of raw materials now used in the manufacture of our products, and that the Industry strive to confine its efforts to merchandising macaroni and egg noodle products made from the better grades of raw materials.

2. That a Standard Committee be continued in office to represent the Association at any time, before any Federal Government regulating body that it is necessary or desirable to have the Association represented on standards and quality, and that the Association be definitely committed to standards that will protect the interests of the consumer, and further the welfare of the Industry; but that the Association should vigorously oppose any standards which are not readily enforceable.

3. That the Association work toward more diligent enforcement of our present Federal Trade Practice Rules.

4. That the work of the Director of Research is commended, and that it be continued on a no-less basis than at present, and furthered as the need arises and funds are available.

5. That the work that Secretary M. J. Donna is doing under our affiliate, The National Macaroni Institute, be continued and extended, with special emphasis on the presenting to the entire Industry the value of the circulation of the proposed publica-



EASTERN SEMOLINA MILLS, INC.

Millers of Durum and Semolina Flours

Mills at

Baldwinsville, New York and Churchville, New York

Executive Office: 80 Broad Street, New York, New York

tion—Foods Pictorial—by all manufacturers to the consuming public.

This publication has been well received by many manufacturers and it is thought that it should be the leading new activity for the members of the Association to take hold of for the coming year.

Respectfully submitted,

C. W. WOLFE, Chairman
A. IRVING GRASS
THOMAS A. CUNEO
HENRY MUELLER
LOUIS S. VAGNINO

Action:—Moved by Mueller, seconded by Nevy that report be adopted. Carried.

Packaging Ideas

Milprint, Inc., of Milwaukee, have just issued a symposium of holiday packaging, said to be the most complete book of its kind ever assembled.

This book called "Packaging Ideas for All America" contains practical suggestions for the stimulation of business through the injection of the holiday appeal in wrapping. Special emphasis is given to such industries as Confectionery, Meat Packaging, Cigar and Textile fields.

The books are available on request from Milprint, Inc., Milwaukee, or from branch offices in all important cities.

Convention Resolutions

We, your Committee on Convention Resolutions, beg leave to report as follows:

We have considered all Resolutions referred to us and wish to recommend the following for your consideration as expressive of the feelings of this group and the policies of our Association:

The President—Resolution A

WHEREAS, the President of our Association has given of his valuable time and his wide experience in conducting the duties of the Chief Executive of our Association, and

WHEREAS, this service was rendered at the expense of his firm and for the honor and glory of the organization and of the Industry, therefore be it

RESOLVED, that we tender our President, Joseph J. Cuneo, the sincere thanks of the Association and the full appreciation of this assembly for a fine job, willingly rendered.

The Secretary-Treasurer—Resolution B

WHEREAS, for more than twenty-two years our Secretary-Treasurer,

M. J. Donna, has served this organization honestly, efficiently and always to the best of his ability, and

WHEREAS, he has always shown extreme ability and every possible consideration in planning our convention programs and our personal comforts and pleasures while we confer for the Association's advancement and the Industry's welfare, therefore be it

RESOLVED, that we extend to Secretary-Treasurer, M. J. Donna, our heartfelt thanks for a fine job well and cheerfully done.

Director of Research—Resolution C

WHEREAS, our Director of Research, Benjamin R. Jacobs, has served the National Macaroni Manufacturers Association as its technical adviser for a score of years, and

WHEREAS, he has always been most courteous and considerate, though stern in his decision, always with the best interests of the fair-minded manufacturers at heart, therefore be it

RESOLVED, that to Director Jacobs the assembly extend its appreciation of faithful service, cheerfully rendered, without prejudice.

National Macaroni Institute— Resolution D

WHEREAS, The National Macaroni Institute during the few years of its helpful existence as an affiliate of National Macaroni Manufacturers Association, has fulfilled a needed service in the form of Consumer Education, Products Promotion and Retailer good will, and

WHEREAS, it is a necessary promotion that we are morally compelled to support through voluntary contributions, the sums requested being very reasonable and within the easy reach of all manufacturers and interested allies, and

WHEREAS, Managing Director M. J. Donna has made almost phenomenal use of very limited funds in promotional and educational publicity that is of immeasurable value to our industry, therefore be it

RESOLVED, That this assembly reiterate its faith in the work being done; its confidence in the policy of the Institute and its appreciation of the earnestness of its Director, and be it further

RESOLVED, That the work of the Institute be continually and enthusiastically encouraged and liberally supported through more generous contribution and wider use of its services, particularly the proposed *Food Pictorial*, which offers an almost unbelievable opportunity for Consumer Education, Products Promotion, Retailer Good Will, Industry Aggrandizement and the individual firm and brand recognition.

Ladies' Entertainment—Resolution E

WHEREAS, the Ladies' Entertainment Committee of Pittsburgh, Pa., under the leadership of Mr. Jesse C. Stewart and the four genial ladies, Mrs. Jesse C. Stewart, Hostess, Mrs. R. T. Hambleton, Mrs. Charles C. Rossotti and Mrs. F. H. Wendorf, co-hostesses, so royally entertained the ladies of our convention, leaving the men free to attend all sessions, therefore be it

RESOLVED, that to the Committee and to the Hostesses go the thanks and sincere appreciation of this convention and Association.

Speakers—Resolution F

WHEREAS, three renowned speakers not directly connected with our industry contributed immensely to the convention discussions of problems of wide interest to Association members and all manufacturers, and

WHEREAS, these speakers volunteered their services and appeared before the convention at their own expense, therefore be it

RESOLVED, that to Miss Helen B. Wigman of the Research Staff of the Mellon Institute of Industrial Re-

search, Pittsburgh, to Mr. Fred B. Somers, sales executive of the Midland Chemical Company, Dubuque, and to Mr. Clyde H. Campbell, Chemist of the Pennsylvania Department of Agriculture, go the united thanks and expressed appreciation of those who compose this convention and who profited by their timely advice and frank discussions.

Allied Reception and Cocktail Party—Resolution G

WHEREAS, a group of firms that supply our processing needs have voluntarily and so generously contributed the sum of \$225.00 towards the expense of the reception and cocktail party held immediately preceding our Annual Dinner-Dance and Entertainment, and

WHEREAS, Charles C. Rossotti of Rossotti Lithographing Company, North Bergen, N. J., voluntarily assumed the leadership of the movement to obtain sponsors for this lovely party, and

WHEREAS, the Reception and Cocktail Party was one of the outstanding social affairs enjoyed by the conventioners and their ladies, therefore be it

RESOLVED, that the thanks of this convention be herewith conveyed, first to Charles Rossotti for pioneering the affair and to the following firms for their hospitality:

Armour & Co., Chicago
Barozzi Drying Machine Co., Jersey City
Buhler Brothers, Inc., New York
Champion Machinery Co., Joliet
Clermont Machine Co., Brooklyn
Consolidated Macaroni Machinery Corp., Brooklyn

E. I. DuPont de Nemours & Co., Wilmington
Eastern Semolina Mills, Inc., New York
F. Maldari & Bros., New York
Rossotti Lithographing Co., North Bergen

The Star Macaroni Dies Mfg. Co., New York
An Unnamed Friend—U.S.A.

Honorary Membership— Resolution H

WHEREAS, our By-Laws provide that an Honorary Membership in National Macaroni Manufacturers Association may be conferred "on those who have rendered special service to the trade or to the Association," and

WHEREAS, Mr. Robert B. Brown, formerly associated with the Macaroni Industry in various capacities with several firms for more than twenty years, and

WHEREAS, during practically all these years he has taken a definite interest in the National Macaroni Manufacturers Association, both as an officer and as a lay member, especially during his service given the Association and Industry as Chairman of the Board of Advertising Trustees during the big Advertising Campaign in 1929

and 1930, and his Chairmanship of the Association's Future Activities Committee for several years, therefore be it

RESOLVED, that this Association confer upon Robert B. Brown, who has left the macaroni industry to enter the educational field, an Honorary Membership in the National Macaroni Manufacturers Association, for faithful service, willingly rendered to the Association and the Industry and be it further

RESOLVED, that the Secretary prepare an appropriate scroll containing these resolutions signed by the President and Secretary of the Association for presentation to Mr. R. B. Brown.

Macaroni for Defense—Resolution I

WHEREAS, a national emergency has arisen that seriously concerns our industry, and

WHEREAS, the Macaroni-Noodle Industry of America consists of more than 300 food processing plants that convert millions of bushels of durum and other spring wheats into edible macaroni, spaghetti, egg noodles, etc., with a total value considerably in excess of \$50,000,000, and

WHEREAS, this industry is an un-failing source of supply for one of the most economical, highly nutritious wheat foods within the easy reach of all income groups, and

WHEREAS, it has adequate facilities for production considerably in excess of current needs and an elastic system of distribution that will enable it to assume an even greater part in the gigantic task of feeding Americans in or out of the nation's service, therefore be it

RESOLVED, that the Macaroni-Noodle Industry of America acknowledges its responsibilities to the nation in this emergency and that the members of the National Macaroni Manufacturers Association pledge their fullest cooperation with all Government agencies concerned in the promotion of the National Defense Program by maintaining sufficient supplies to fill all needed macaroni products orders to meet both the Government and public demands; to fight unnecessary hoarding of food; to keep prices of our products within reason by practicing efficiency and by discouraging unwarranted advances in prices of our products, and be it further

RESOLVED, that the National Macaroni Manufacturers, Officers and Members do everything within reason to maintain the freedom which Americans have long enjoyed, to continue the American way of life—by continually serving the best interests of the nation, by volunteering its fullest cooperation in all reasonable activities so as to delay and possibly entirely avoid the necessity of forcible

Ladies Enjoy Entertainment

government regulation or control that may be necessary in trades that are reluctant to go along with the Government in this emergency.

Several other Resolutions were given our consideration, the gist of which is contained in this group seriously recommended for your consideration and final action.

Respectfully submitted,

AL RAVARINO, *Chairman*
C. F. MUELLER
RALPH NEVY

Action:—Moved by Thomas A. Cuneo, seconded by Al Weiss that the group of resolutions presented by the Resolutions Committee be adopted as expressive of the spirit of this convention. Unanimously carried.

Small Fire at Western

A fire that originated in the electric motor of an elevator in the plant of the Western Macaroni Manufacturers Company's plant at 244 South Fourth St. West, Salt Lake City, caused damages amounting to several hundred dollars on May 15, 1941. Production proceeded without interruption while repairs were made, according to Mr. A. M. Ferro, proprietor.

The ladies who accompanied the manufacturers and allied to the convention were well pleased with the entertainment provided by the Pittsburgh Convention Entertainment Committee of which Mr. Jesse C. Stewart was Chairman and Mrs. Jesse C. Stewart, hostess. Assisting the latter as co-hostesses were—Mrs. R. T. Hambleton, Mrs. F. H. Wendorf and Mrs. C. C. Rossotti.

The ladies took part in the opening ceremonies of the convention on Monday morning, June 23, which had the timely and appropriate patriotic flavor. President Joseph J. Cuneo acted as master of ceremonies; Miss Madeline Cuneo was the musical director in charge of the singing, solos and group chorus and a troop of Boy Scouts had charge of the patriotic exercises.

After a welcome by President Cuneo, the delegates and their ladies joined in singing "America," led by Miss Cuneo. Four Pittsburgh Boy Scouts—Robert H. Smith, Bugler, and Verner Sundel, Bill Emerson and Kenneth Beyers as flag-bearers attended to the flag-raising during which Miss Cuneo sang "The Star Spangled Banner." This was followed by a salute

to the flag, in unison, the audience being led therein by the Boy Scouts. The ceremony closed with the group singing of "God Bless America."

Luncheon at Heinz

Directed by the hostess and her assistants, the ladies were taken to the famous plant of The Heinz Company where the officials of the firm gave the guests a complimentary luncheon. This was followed by an interesting talking picture depicting the development of the firm and the processing of its "57" varieties of famous foods, after which the ladies were shown through the plant to get a first-hand view of processing of the seasonal foods then being packed. The luncheon was delicious and the ladies through their hostess, Mrs. Jesse C. Stewart, expressed their thanks to the executives of The Heinz Co. for it and for their many other courtesies.

From the Heinz plant, the ladies were taken at 3:00 p.m., Monday, for a special showing at the Buhl Planetarium which all enjoyed.

Because of the heat, only a small band of ladies ventured on the shopping tour of the Joseph Horne Company's Store on Tuesday morning,

Babbin Thermostatic Commercial Tempering Valve

Babbin Hand Operated Thermostatic Tempering Valve is adapted for Commercial, Bakram's 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 prices.

Babbin Inc.

238-260 CANAL ST.
NEW YORK, N. Y.
Phone: CAnal 6-1888, 1889

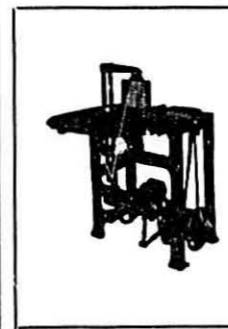
For ECONOMICALLY Packaging

Macaroni & Spaghetti in Cartons

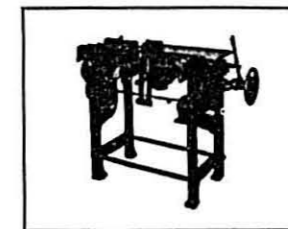
If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

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

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



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



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

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

June 24. However, practically every lady present enjoyed the afternoon trip to the Cathedral of Learning, Heinz Chapel, Phipps Conservatory and Carnegie Institute, returning late that afternoon to take part in the Reception and Cocktail Party sponsored by the Allied Tradesmen and the Association's annual dinner-dance and entertainment that evening.

Busses for transporting the ladies to and from the various points of interest were provided through the courtesy of the Jesse C. Stewart Company, (Jesse C. Stewart), the Pillsbury Flour Mills Co. (F. G. Wendorf) and

the Washburn Crosby Co. (R. T. Hambleton).

Those Who Participated

Among the ladies who enjoyed all or part of the trips provided for their pleasure and entertainment were:

Miss Edith Boehm
Mrs. C. E. Borsch
Mrs. L. Boucher
Miss Madeline Constant
Miss Jennie Cuneo
Mrs. Lawrence E. Cuneo
Miss Madeline Cuneo
Miss Martha Cuneo
Miss Maxie Cuneo
Mrs. Thomas A. Cuneo
Mrs. J. H. Diamond
Mrs. A. Irving Grass

Mrs. R. T. Hambleton
Mrs. Benjamin R. Jacobs
Mrs. F. H. Kohler
Mrs. Lucille Donna Krahelec
Mrs. Ralph Nevy
Mrs. Anthony Palazzolo
Mrs. William Palazzolo
Mrs. Anthony Pensone
Mrs. Paul M. Peterson
Mrs. Alfred Rossi
Mrs. Charles C. Rossotti
Mrs. N. J. Roth
Miss Rose Sarli
Miss Mary C. Sheridan
Miss E. Somers
Mrs. Fred B. Somers
Mrs. Jesse C. Stewart
Mrs. Wm. Stokes
Mrs. Louis S. Vagnino
Mrs. Samuel Viviano
Mrs. F. H. Wendorf
Mrs. David Wilson

Final Flour Standards Announced

After months of deliberation and numerous consultations with the many agencies effected, the government has finally announced the new standards of identity and definitions for flour and other wheat products. They were published in *The Federal Register* of May 27. Provisions are also made for enriching flours and the probable review of the definitions before their effective date, January 1, 1942.

The standards and definitions, in their final order, are referred to by paragraph number and title only, except for those of Farina and Semolina, of direct interest to macaroni-noodle manufacturers, which are given in full.

§ 15.000 Flour, White Flour, Wheat Flour, Plain Flour—Identity; Label Statement of Optional Ingredients.

§ 15.010 Enriched Flour—Identity; Label Statement of Optional Ingredients.

§ 15.020 Bromated Flour—Identity; Label Statement of Optional Ingredients.

§ 15.030 Enriched Bromated Flour—Identity; Label Statement of Optional Ingredients.

§ 15.040 Durum Flour—Identity. (a) Durum flour is the food prepared by grinding and bolting cleaned durum wheat. One of the cloths through which such flour is bolted has openings not larger than those of woven wire cloth designated "149 micron (No. 100)" in table I of "Standard Specifications for Sieves" published March 1, 1940, in L. C. 584 of the U. S. Department of Commerce, National Bureau of Standards. It is freed from bran coat, or bran coat and germ, to such extent that the per cent of ash therein, calculated to a moisture-free basis, is not more than 1.5%. Its moisture content is not more than 15%.

(b) For the purposes of this section, ash and moisture are determined by the methods therefor referred to in section 15.000 (c).

§ 15.050 Self-Rising Flour, Self-Rising White Flour, Self-Rising Wheat Flour—Identity; Label Statement of Optional Ingredients.

§ 15.060 Enriched Self-Rising Flour—Identity; Label Statement of Optional Ingredients.

§ 15.070 Phosphated Flour, Phosphated White Flour, Phosphated Wheat Flour—Identity; Label Statement of Optional Ingredients.

§ 15.080 Whole Wheat Flour, Graham Flour, Entire Wheat Flour—Identity; Label Statement of Optional Ingredients.

§ 15.090 Bromated Whole Wheat Flour—Identity; Label Statement of Optional Ingredients.

§ 15.100 Whole Durum Wheat Flour—Identity; Label Statement of Optional Ingredients. Whole durum wheat flour conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for whole wheat flour by section 15.080, except that cleaned durum wheat, instead of cleaned wheat other than durum wheat and red durum wheat, is used in its preparation.

§ 15.110 Crushed Wheat, Coarse Ground Wheat—Identity.

§ 15.120 Cracked Wheat—Identity.

§ 15.130 Farina—Identity. (a) Farina is the food prepared by grinding and bolting cleaned wheat, other than durum wheat and red durum wheat, to such fineness that, when tested by the method prescribed in subsection (b) (2), it passes through a No. 20 sieve, but not more than 3% passes through a No. 100 sieve. It is freed from bran coat, or bran coat and germ, to such extent that the per cent of ash therein, calculated to a moisture-free basis, is not more than 0.6%. Its moisture content is not more than 15%.

(b) For the purposes of this section—

(1) Ash and moisture are determined by the methods therefor referred to in section 15.000 (c).

(2) The method referred to in subsection (a) is as follows: Use No. 20 and No. 100 sieves, having standard 8-inch full height frames, complying with the specifications for wire cloth and sieve frames in "Standard Specifications for Sieves," published March 1, 1940, in L. C. 584 of the U. S. Department of Commerce, National Bureau of Standards. Fit a No. 20 sieve into a No. 100 sieve.

Attach bottom pan to the No. 100 sieve. Pour 100 grams of the sample into the No. 20 sieve. Attach cover and hold the assembly in a slightly inclined position with one hand. Shake the sieves by striking the sides against the other hand with an upward stroke, at the rate of about 150 times per minute. Turn the sieves about one-sixth of a revolution, each time in the same direction, after each 25 strokes. Continue shaking for two minutes. Weigh the material which fails to pass through the No. 20 sieve and the material which passes through the No. 100 sieve.

§ 15.140 Enriched Farina—Identity; Label Statement of Optional Ingredients. (a) Enriched farina conforms to the definition and standard of identity prescribed for farina by section 15.130, except that—

(1) it contains in each pound 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);

(2) vitamin D may be added in such quantity that each pound of the finished enriched farina contains not less than 250 U.S.P. units of the optional ingredient vitamin D;

(3) calcium may be added in such quantity that each pound of the finished enriched farina contains not less than 500 milligrams of the optional ingredient calcium (Ca);

(4) it may contain not more than 8% by weight of the optional ingredient wheat germ or partly defatted wheat germ;

(5) it may contain not less than 0.5% and not more than 1% by weight of the optional ingredient disodium phosphate; and

(6) in determining whether the ash content complies with the requirements of this regulation allowance is made for ash resulting from any added iron or salts of iron or calcium, or from any added disodium phosphate, or from any added wheat germ or partly defatted wheat germ.

Iron and calcium may be added only in forms which are harmless and assimilable. Dried irradiated yeast may be used as a source of vitamin D. The substances referred to in subparagraphs (1) and (2) may be added in a harmless carrier which does not impair the enriched farina; such carrier is used only

J. F. DIEFENBACH
PRESIDENT

P. H. HOY
VICE PRESIDENT

Exclusive!

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

Quality Semolina

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

AMBER MILLING CO.

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

in the quantity necessary to effect an intimate and uniform admixture of such substances with the farina.

Egg Yolk Corner (?)

Is there an egg shortage? Complaints were heard from many quarters at the 1941 convention of the Industry last month that apparently the supply of fresh and frozen egg yolks is considerably below normal.

Have the heavy government purchases really created an emergency insofar as the availability of egg yolks by the noodle makers is concerned, or just what is the cause of the conditions about which the complaint is made?

To ascertain information on which future action is to be based, the manufacturers at Pittsburgh convention last month unanimously adopted the following resolution by J. H. Diamond of Lincoln, Neb., seconded by P. J. Viviano of Louisville, Ky.:

"That a questionnaire be sent to the membership of the National Macaroni Manufacturers Association to ascertain, in strict confidence, the true status of the egg yolk market and its effect on our industry."

The questionnaire was sent early in July and from the resultant replies, the plans for organized action to protect the members of the Industry will be decided upon by the Executive Committee of the Association.

This order shall become effective on January 1, 1942. Washington, D. C., May 26, 1941.

ARE YOU SAVING...

ON YOUR CELLOPHANE COST?



This PETERS CELLOPHANE SHEETING AND STACKING MACHINE enables you to purchase your cellophane in rolls and save 14 to 24% of cut-to-size cost. It handles two rolls at the same time and cuts any size sheets from 2" to 24" wide x 3" to 28" long. Machine is mounted on casters and can be easily rolled to desired locations. No operator is required since the stacker table automatically stops the machine when it is filled with cut-to-size sheets.

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

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

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4700 Ravenswood Ave. Chicago, Ill.

Made Assistant Manager

Colburn S. Foulds, President of Eastern Semolina Mills, Inc., has just made the announcement that his son, Blair Foulds, has been appointed Assistant Manager of the Company and will make his headquarters at the Baldwinville Mill.

Blair Foulds graduated from the electrical engineering college of Yale University in 1928. Since that time he has followed his profession with the Electrical Research Products Company, a subsidiary of the American Telephone and Telegraph Company.

Blair has had considerable experience in the Macaroni and Semolina business by working during vacations with the Foulds Macaroni Company and is very familiar with the use of Semolina in producing the best grades of Macaroni and Spaghetti.

The firm will be well represented at the 1941 convention of the National Macaroni Manufacturers Association at Pittsburgh, Pa., June 23-24, sending thereto the following officers and representatives: Colburn S. Foulds, president; Dr. Seymour Oppenheimer, treasurer; Blair Foulds, assistant manager; Arthur Simonetti, New York representative and Mr. G. Erickson of the Churchville mill of the firm.

Timely Topics
by *S. M. Noodler*

Stand Up in Your Seat!

How long since you have taken a real look about you?

Somewhere you acquired the idea, and a very good idea it is, that the way to succeed is to cling to business like a snapping turtle to a stick, letting go only when the sun goes down.

It is all right to stick to business through business hours. It is even a good plan to give a thought to business after business hours, at least to the extent of considering what bearing incidents that you observe outside may have on your business.

But it is well habitually to get your mind off from business when away from business. It is well even to take it off from business momentarily at intervals during business hours, in order to give your mental vision a chance to stretch itself.

So get up and look about once in a while. Stand up in your seat and see what is going on around you.

Take your eye from the business occasionally and inspect the crowd and see how they are viewing the situation. Perhaps you can get an idea of what they think about your business and the way you conduct it.

If you look at nothing but the task right under your nose you get pigmy-minded, near-sighted and narrow-chested. The man who never takes a look around the far horizon, who allows his mental vision to be bounded by his own nearby interests, never gets to be a broadminded man.

If you never take the broader vision with your eyes, you get so you cannot see beyond the end of your nose, and so with your mind.

Look up from your work and look out from your position. Few new ideas worth while are picked up by the man with his nose on the grindstone.

Stand up in your seat and look over the field that lies beyond the narrow range of vision included in the immediate interests of your labors.

Macaroni in World Trade

While the importation of foreign-made macaroni, spaghetti and egg noodles has fallen considerably below one million pounds in 1940, and to but a small fraction of the pre-war imports, the exportation of domestic macaroni products has risen sharply.

The total imports for the year ending December 31, 1940, were only 874,813 pounds with a combined value of \$76,320.

The exports for the same year, 1940, totaled 5,589,978 pounds with a value of \$255,649, for shipments to foreign countries. To this should be added the quantity and value of shipments to the Insular possessions of the United States, totaling 3,221,033 pounds with a declared value of \$242,433.

This figures 8,811,011 pounds exported from the continental U. S. in 1940, bringing to manufacturers and exporters a total of \$498,082.00.

Exports by Countries

Shipments to Foreign Countries:	
Belgium	4,000
Denmark	60
Iceland	2,164
Br. India	574
Br. Malaya	1,190
Ceylon	1,022
China	11,866
Burma	6
Neth. Indies	3,813
Hong Kong	10,510
Iraq	148
Japan	491
Palestine	240
Iran (Persia)	84

Philippine Is.	279,060
Thailand (Siam)	29
Other Asia	814
Australia	649
Br. Oceania	910
Fr. Oceania	10,867
New Zealand	941
Belgium Congo	1,733
Br. E. Africa	5
Un. of S. Africa	2,464
Gold Coast	2,581
Oth. Br. W. Africa	360
Egypt	72
Liberia	2,316
Mozambique	228
Canary Is.	104

Total Quantity	5,589,978
Total Value	\$255,649
Shipments to U. S. Possessions:	
Alaska	360,267
Hawaii	1,489,510
Puerto Rico	1,322,407
Virgin Is.	48,849

Total Quantity	3,221,033
Total Value	\$242,433

Grand Total

	Pounds	Value
To Foreign Countries	5,589,978	\$255,649
To U. S. Possessions	3,221,033	242,433
8,811,011	\$498,082	

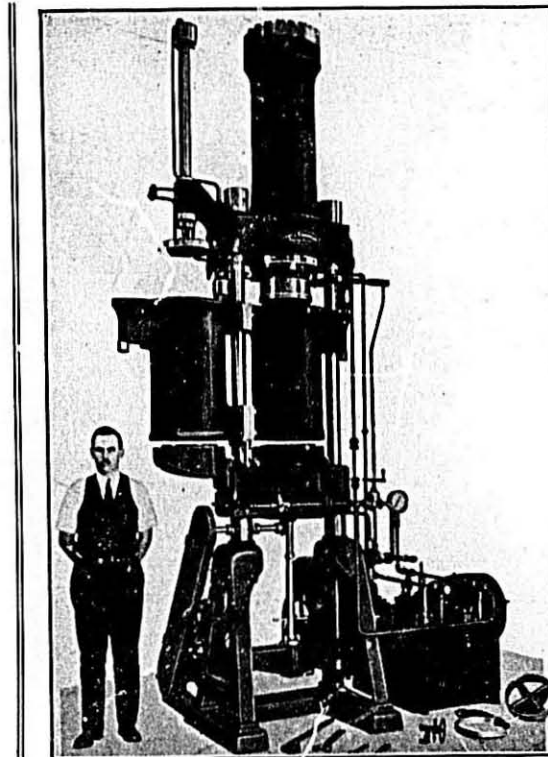
ENRICHMENT OF WHEAT PRODUCTS

(Continued from Page 23)

cooking a more nutritious dish is placed on the table.

A Utopian condition would still be for the public to get its well balanced diet from natural food substances and certainly any educational program toward this goal should be continued. To carry us through this critical nutritional period, however, with the continued cooperation between the manufacturer, the research worker in nutrition and careful control by the government a great advance is to be made in the general health of people in all income groups.

1. Proceedings of the First Food Conference of the Institute of Food Technologists, p. 109, 1940.



PRESS No. 222 (Special)

How Many Bugs

Cleveland Manufacturer Is Winner in Weevil Guessing Contest at Convention

A very interesting contest was staged by Fred "Bugs" Somers, his genial wife and beautiful daughter, in connection with the millicide exhibit of the Midland Chemical Company of Dubuque, Iowa.

Though the material for the booth was tied up at the freight depot by a truckmen's strike, exhibitor Somers was undismayed and with a make-shift exhibit, concentrated his attention on a guessing contest that proved most interesting and educational. A quart jar was filled with macaroni and a previously determined number of lively voracious WEEVILS, and the game was to guess the number of live weevils contained in the jar. Guesses ranged from a low of 240 to a high of 3,000. The exact number, by count, as filed with the Secretary of the convention was 892. They were counted on June 21.

It is quite unlikely that there was any increase in the weevil family up to the time of choosing the winner on June 24, as it takes five days for eggs to hatch and then 19 more days for the larvae to become grown weevils.

The closest guess was submitted by Leo C. Oppolito of the Ideal Macaroni Company, Cleveland. He guessed 863 bugs. His prize was a ten-gallon tank of millicide to be shipped to his plant.

"There are many bugs in the macaroni business—'price bugs,' 'quality bugs,' 'substitute bugs,' 'selfish bugs,' and altogether too many 'Let-George-Do-It Bugs,'" says "Bugs" Somers, "but the bugs that should really worry the macaroni people are the WEEVILS that develop even in the most carefully manufactured goods, if the proper care is not taken in storing them in stockrooms, in wholesalers' and retailers' storage rooms—even store shelves. Make 'em clean and keep 'em clean by constant vigilance."

John J. Cavagnaro

Engineers and Machinists

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

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Since 1881

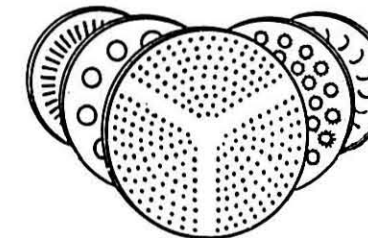
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Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
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MALDARI Macaroni Dies have held first place in the field for over 38 years. The leading macaroni plants of the world today are using Maldari Insuperable Dies.

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

The MACARONI JOURNAL

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

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

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
 Display Advertising, Rates on Application
 Want Ads, 50 Cents Per Line

Vol. XXIII JULY, 1941 No. 3

Executive Committee Named

In accordance with the provisions of the by-laws of the National Macaroni Manufacturers Association, President C. W. Wolfe has appointed the following members of the 1941-1942 Board of Directors to serve with him on the Executive Committee of the Association in handling the affairs of the organization between conventions and meetings of the Board of Directors:

- A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
- Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
- Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.
- J. H. Diamond, Gooch Food Products Co., Lincoln, Neb.

Welcome New Members

With seven proposals for membership in the National Macaroni Manufacturers Association taken into consideration by the Membership Committee, Chairman A. Irving Grass recommended the acceptance of three applications, and took under advisement the remainder, awaiting additional in-

formation thereon and the completion of several small details that are necessary to make the applications official. The three new member-firms that were warmly welcomed when their acceptance was reported are:

- Constant Macaroni Products (Lucien Constant), St. Boniface, Canada.
- Essex Macaroni Co. (Robt. F. Sheeran), Lawrence, Mass.
- Illinois Macaroni Co. (B. C. Ryden), Lockport, Ill.

Declared Valuation Adjustment

Wolf & Company, former accountant for the National Macaroni Manufacturers Association, and financial adviser to many individual manufacturing firms in this industry, has issued this warning on the new requirements in connection with recent legislation:

During the month of July, 1941, all corporations will be required to file Federal Capital Stock Tax Returns for the capital stock tax year ended June 30, 1941, and a new declaration of capital stock value is to be made, irrespective of the values reflected on returns for previous years.

The new declared value as made on the 1941 return will be the basis for the adjusted declared values that will result for the years 1942 and 1943, as privilege is not available to declare a value for those two years in excess of the adjusted declared value as was permitted for 1939 and 1940. Consequently, if the value declared is inadequate a declared value excess profits tax will result at the next closing of the income tax year and possibly the two years thereafter. In order to afford a protection against resulting excess profits taxes the declaration on the 1941 capital stock tax return should be at least ten times the anticipated highest yearly earnings for 1941, 1942 and 1943. The capital stock tax rate under the present law is \$1.10 per \$1,000.00 of declared value.

The importance of the new declared value on the 1941 capital stock tax return may be seen from the fact that such value forms the basis of the computation of

June Flour Production Represents Big Increase Over That of Previous Year

Mills accounting for 65 per cent of the national flour output reported to *The Northwestern Miller* a June production totaling 5,545,828 barrels, compared with 5,785,160 barrels the previous month. The month's production, though about 239,000 barrels under that of May, is a gain of nearly 456,000 barrels over that of June last year. The Northwest showed a loss of 22,358 barrels from the May production. The Southwest figures were down 18,881 barrels from May. The increases over June a year ago were large. Northwestern production bettered last year's figure by nearly 45,000 barrels and the southwestern figure outstepped last year's by more than 302,000. Buffalo mills registered a decrease of 81,794 barrels in June from the May production and fell 76,470 barrels short of the June, 1940, output. A detailed table on monthly flour production appears below.

TOTAL MONTHLY FLOUR PRODUCTION					
(Reported by mills producing 65 per cent of the flour manufactured in the U. S.)					
	June 1941	Previous month	1940	1939	1938
Northwest	1,176,743	1,199,101	1,131,798	1,173,546	1,191,965
Southwest	2,136,864	2,155,745	1,834,600	2,030,510	2,089,663
Buffalo	736,015	817,809	812,485	847,621	834,563
Central West—Eastern Division	476,068	553,774	468,810	412,020	300,401
Western Division	228,432	239,031	241,200	256,447	250,027
Southeast	98,278	105,644	75,354	131,960	*318,118
Pacific Coast	693,428	723,056	525,812	759,742	397,239
Totals	5,545,828	5,785,160	5,090,089	5,611,846	5,381,976

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

BUSINESS CARDS

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National Cereal Products Laboratories
 Benjamin E. Jacobs, Director
 Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.
 Laboratory—156 Chambers St., New York N. Y.
 Office—No. 2028 Eye St. N.W., Washington, D. C.
 New York Phone 2-6536
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 —Peters Senior Carton Forming and Lining Machine with automatic Carton and Lining Feeding device attached.
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 The above machines can handle packages of the following sizes: 10-13/15x2-1/16x2-1/8 and 10-13/16x2 1/2 x 2 1/2.
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 Long Island City New York

adjusted declared value and resulting tax liability for subsequent years and is a prime factor in the determination of the declared value excess profits tax.

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

June Trade Marks

A monthly review of applications for and registrations of macaroni trade marks applying to Macaroni Products for the month of June, 1941, from the U. S. Patent Office shows the following:

APPLICATIONS

"Nu Crest"
 The trade mark of the Recorg Supply Corp. of Chicago, Ill., for use on canned vegetables, fruits, etc., and especially spaghetti. Application was made April 27, 1940. The owner claims use since October 1, 1937.

"La Rosa"
 The trade mark of V. LaRosa & Sons, Inc., Brooklyn, N. Y., for use on butter, macaroni products, noodles, and pasta, a macaroni product cut up in small fanciful shapes. Application was filed December 26, 1940. The applicant is the owner of four other registrations. He claims use since 1899 on butter, and since 1914 on rest of goods.

REGISTRATIONS

"Yeast-Aroni"
 The trade mark of the Number One Company, Joliet, Ill., was registered for use on macaroni. Application was filed November 30, 1940, published April 8, 1941. Owner claims use since August 15, 1940.

"Vita BE"
 The trade mark of the Number One Company, Joliet, Ill., was registered for use on macaroni. Application was filed December 2, 1940, published April 8, 1941. Owner claims use since August 27, 1940.

Laboratory Moved

The laboratory of Benjamin R. Jacobs, Director of Research for the National Macaroni Manufacturers Association, has been removed from its old location in Brooklyn, N. Y., to 156 Chambers Street, New York City. The phone number of the National Cereal Products Laboratory will henceforth be WOrth 2-6536.

The Washington, D. C., office and laboratory will remain as at present, at 2026 "I" St. N. W.

Tariff Interpretation

The following item from the *Traffic World*, Chicago, Ill., dated June 14, 1941, will be of interest to the freight-minded men in the industry:

Macaroni

No. 28406, Keystone Macaroni Manufacturing Co. vs. Boston & Maine, et al. By division 2. Rate of 32 cents a hundred pounds, plus 7-cent emergency charge, macaroni in boxes, shipped between November 28, 1935, and March 20, 1936, from Lebanon, Pa., to Boston, Mass., inapplicable. Applicable rate found to be 32 cents a hundred pounds, not subject to emergency charges. Finding made that complainant made shipments as described by that it failed to prove that it had paid the charges thereon. Complainant allowed 30 days from date of service of report within which to request a further hearing on the subject of the paying and bearing of the charges. Unless such request is received, claim for reparation will be considered to have been abandoned. The report was issued June 5. The issue was one of tariff interpretation.

Fight Freight Reduction

Kansas City Macaroni Men Fight Changes in Freight Schedules

Kansas City's prestige in the macaroni, spaghetti, noodle and vermicelli field was at stake at an I. C. C. hear-

ing at the Hotel President, July 9, 1941.

Certain rate changes in the shipment of these products have been made in recent years which Kansas City manufacturers feel may endanger the excellent market established here.

Representatives from nearly all railroads and truck lines attended the hearing before Burton Fuller, examiner.

From Kansas City Mo., *Star*.

Litigation Settled, Mill Is Out of Receivership

John F. Diefenbach has been discharged as receiver for the Amber Milling Co., of Minneapolis. The receivership, a friendly one, was requested by the milling company, to protect itself and its customers, because of a court dispute which had arisen between two of the mill's grain connections. This litigation has now been settled, and the milling company is again operating normally, with plenty of business on its books, sufficient grain on hand, and finances ample for its requirements. Mr. Diefenbach is president, and P. H. Hoy, vice president and sales manager. The company's 1,800-bbl. durum mill is located at Rush City, Minn.



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- Amber Milling Co.
- Bobbin, Inc.
- Cavagnaro, John J.
- Champion Machinery Co.
- Clermont Machine Co.
- Commander Mills Co.
- Consolidated Macaroni Machine Co.
- Eastern Semolina Mills
- Elmes, Chas. F., Engineering Works
- King Midas Flour Mills
- Maldari, F. & Bros., Inc.
- Minneapolis Milling Co.
- National Carton Co.
- National Cereal Products Co.
- Peters Machinery Co.
- Pillbury Flour Mills
- Rossotti Lithographing Co.
- Star Macaroni Dies Manufacturing Co.
- Sylvania Industrial Corporation
- Washburn-Crosby Co.

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

OUR MOTTO:
First—
INDUSTRY
—
Then—
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H. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C.
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Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Frank Traficanti, Traficanti Bros., Chicago, Ill.

Region No. 5
Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

Region No. 6
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7
E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.

Region No. 8
A. F. Scarpelli, Porter-Scarpelli Mac. Co., Portland, Ore.

At Large
Thomas A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn.
Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Nood. Co., Cleveland, Ohio

A Common Cause

The one outstanding thought that prevailed at the Industry's convention at Pittsburgh last month was—

—First, that a growing and so promising industry as the macaroni-noodle business needs and will always have an active, truly representative trade association;

—Second, that to be truly representative, such a trade association should have the active support of every progressive manufacturer in the business;

—Third, that it is entirely foreign to the American way of business for anyone to feel that he is better than the organized group of his fellow business men;

—Fourth, that each one in the trade needs the other, and that the National Association needs them all;

—Fifth, that our country needs the fullest coöperation of the Macaroni Industry in this unlimited emergency which President Roosevelt declares to exist.

Feeling that there is a duty to perform—to one's self, to one's industry and to the country—the newly elected President of the National Macaroni Manufacturers Association has issued an appeal to all elements in the industry to join the national organization and thus

share the Industry's responsibility to our trade and government.

He feels that while the present membership of the Association is directly responsible for assigning him his job of chief executive of the organization in these trying days, there is some responsibility even on those not now on the Association's membership roll to aid the organization to coöperate in giving the Government the support it seeks from organized business.

Will his appeal fall on deaf ears? Time and the good judgment of those to whom he appeals will give the answer.

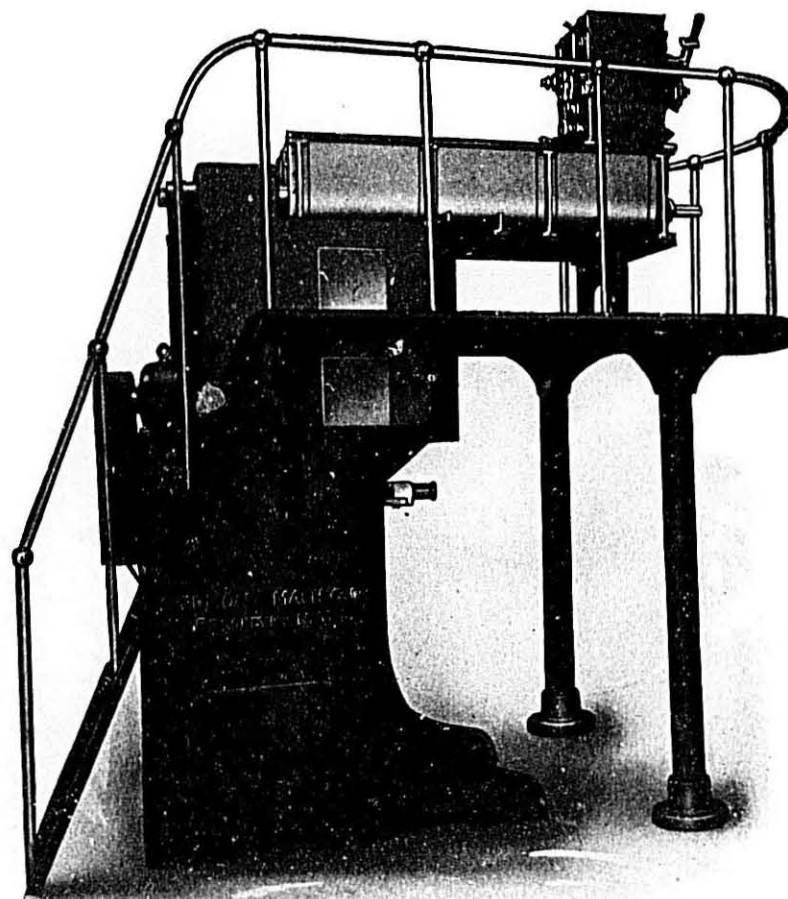
In this connection there is the time-worthy statement that though there may be many an excuse given for non-membership, there is no good excuse. The need is apparent; dues are most reasonable and legally deductible from income tax reports; there is strength in organization, safety in numbers; and finally there is an American job to be done the American way. Volunteer your coöperation now and you will be proud of the part you play in helping your industry do its duty to you, your trade and your country.

M. J. DONNA,
Secretary, NMMA.

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**An Original Type of Continuous Automatic Macaroni Press
Has No Piston, No Cylinder, No Screw, No Worm**



Operation as simple as it appears.

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

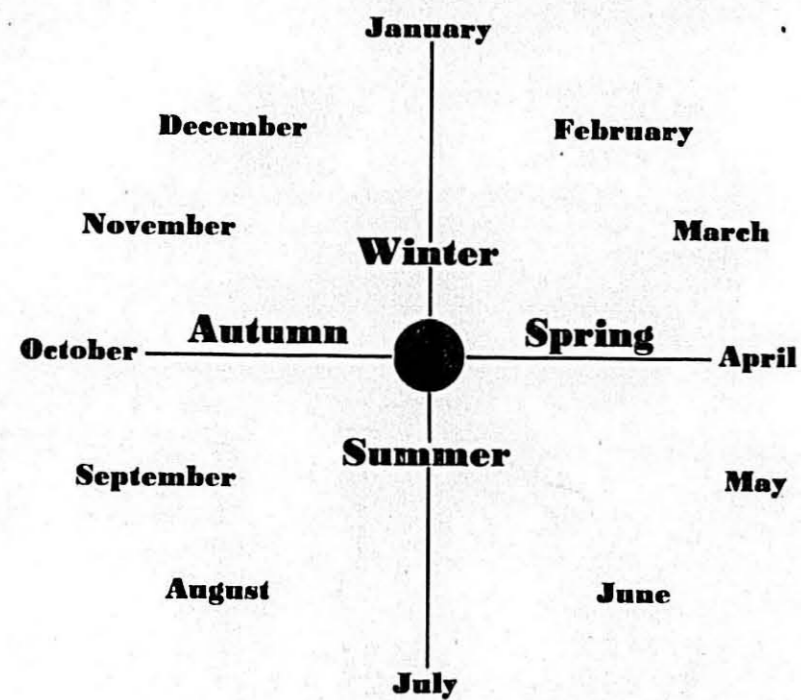
Suitable for short and long goods.

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

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