

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 12**

April, 1947

APRIL, 1947

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



Parade of Friends

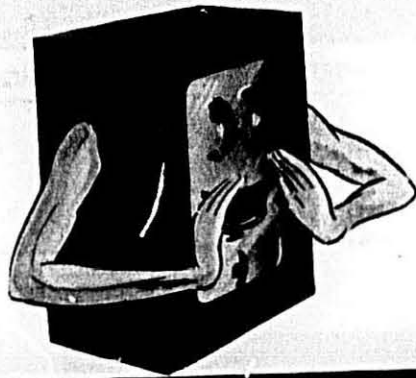
The Publication Committee is thankful for the many congratulatory messages sent by the leading firms that constitute the Billion-Dollar Macaroni-Noodle Industry, and the cheering felicitations and helpful advertisements of the leading suppliers of the industry's many needs . . . on this

Our 28th Anniversary

Published by the
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXVIII
NUMBER 12



A "SPEAKING LIKENESS" — PLUS!

"I believe I'll take this kind," says Mrs. Housewife, when she looks at your product and likes what she sees.

Clear windows that show her the product—actually—and far more attractively than a picture could—are a feature of Rossotti Singl-VU and Doubl-VU Cartons. This revealing, sales-appealing advantage of Rossotti transparent packages does not detract from their sturdiness. Fashioned for easy filling at the factory, they are light weight but rigid—hold their shape—stack easily—keep brittle or fragile contents from breaking—have the durability needed to withstand the ordeals of shipping and handling.

When Rossotti modernizes your packages, or develops new ones for you, they not only stand out from competition in appearance-value but, also, in selling effectiveness. This is because your design is the product of a sound study of your problems—*analysis of the market, your competition, your customers' buying habits and your product advantages.* The result is a package that attracts the shopper's eye, then "talks" to her like a skillful, trained and seasoned salesman!

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Industry Conference

June 23 and 24, 1947

At French Lick Springs Hotel, French Lick, Indiana



C. W. Wolfe

America is a practical democracy—the world's best!

In this country, for instance, business is still permitted to regulate itself within some limitations. Despite some hangovers of wartime restrictions we are not told too definitely what we can do or when it is to be done. Business in America is still the most free in the world.

Leading businessmen consider it a privilege to take part in conferences wherein the welfare of their particular business is the prime objective. Macaroni and noodle manufacturers should be equally ready to attend the one or two conferences or conventions sponsored each year where the more acute and pressing problems of the day are studied and remedial action taken by the group after due deliberations.

The Annual convention of the National Macaroni Manufacturers Association has been announced to the trade from the headquarters office. It will be held at French Lick Springs Hotel, French Lick, Indiana, Monday and Tuesday, June 23 and 24. The Board of Directors will meet the preceding day to wind up their year's activities.

The affair is an industry-wide conference, open to every manufacturer and interested supplier of machinery, materials or services. The National Association is the sponsor and welcomes all to take part therein without obligation.

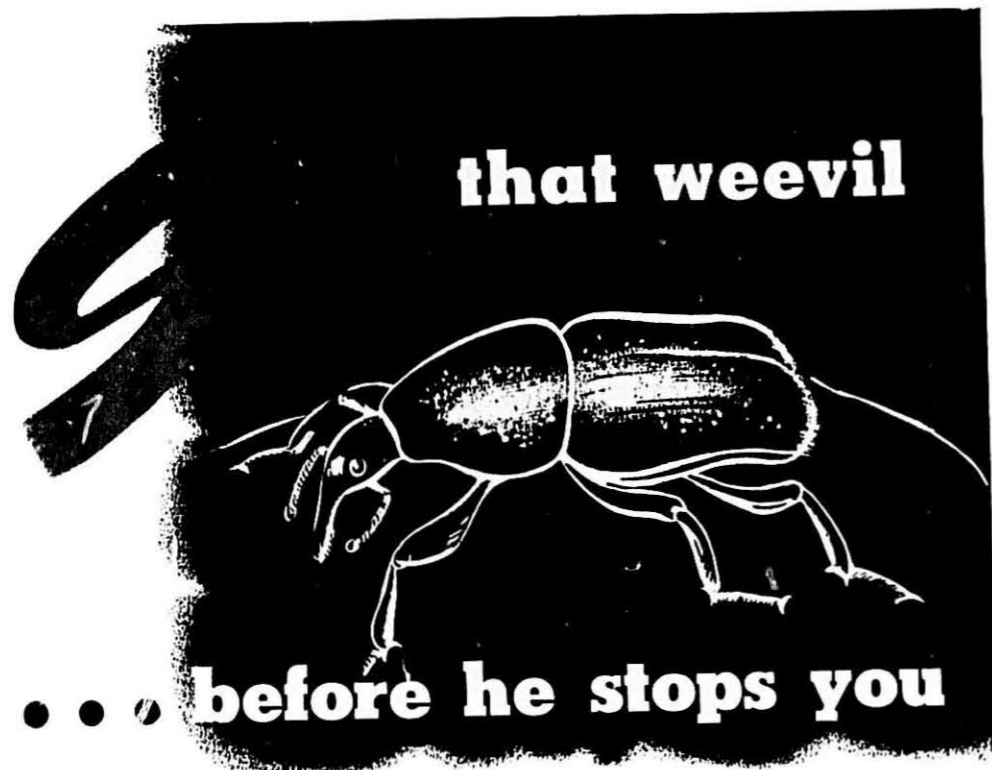
The Program Committee is planning morning and afternoon sessions for the two days, selecting from the many topics suggested those that seem most timely and of the greatest import. Anyone having suggestions for convention action should pass them on to Secretary M. J. Donna, Braidwood, Illinois, not later than May 15.

The Secretary states that, based on requests for accommodations at the French Lick Springs Hotel, the advance registration is breaking all records, even though only one general announcement has been sent the trade. Another announcement will give more details and it is expected that more accommodations will be requested when it reaches those who have not yet made their room reservations.

French Lick is located in a beautiful section in Southwestern Indiana. It can be reached by train from New York and the East, also from St. Louis and the West via the Baltimore & Ohio Railroad. Passengers alight at Mitchell, Indiana, where they are met by buses for the final leg of their trip to the hotel. Those traveling by way of Chicago will find accommodations over the Monaca-Pennsylvania Railroad, that takes them to the hotel entrance. Look for complete details in future announcements from the headquarters office.

It seems unnecessary to urge a businessman to attend to his own business—and that is what he'll be doing at French Lick in June, if he is in the macaroni-noodle business . . . but an invitation to do so is not out of place. All are invited! The date and place of the Industry conference has been made known to all. It will be a pleasure to greet you at French Lick, June 23 and 24, 1947.

C. W. WOLFE, President
National Macaroni Manufacturers Association.



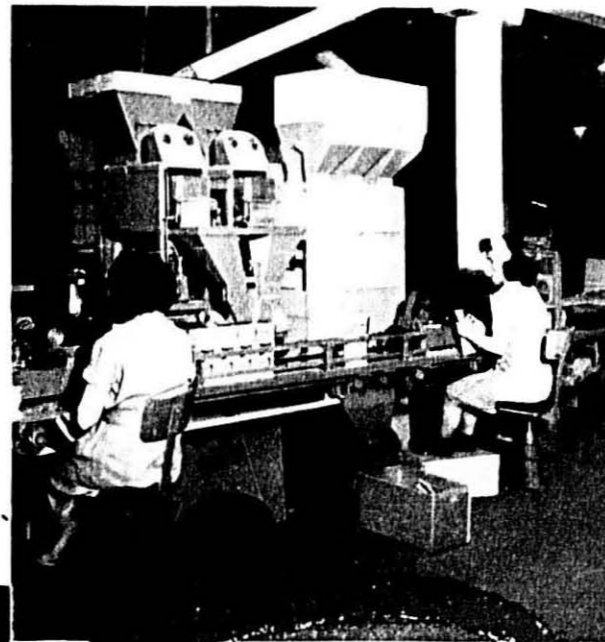
REGULAR use of Dr. Loebel's Mill Spray Insecticide will clear your plant of insects. Dr. Loebel's is designed to kill the toughest crawling insects . . . weevil, beetles, and moths, in every stage of development. No need to close down for fumigation, for Dr. Loebel's can be safely used while plant is in operation. Dr. Loebel's is 25% stronger than ordinary fly sprays or mill insecticides, and yet it is relatively non-poisonous and bears the Underwriters' Label certifying it is not dangerously flammable. It is odorless and may be used freely in food plants. Write today for more information.

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DR. LOEBEL'S
MILL SPRAY INSECTICIDE
PROVED 25% STRONGER



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Unmatched accuracy plus gentle handling that eliminates breakage—two of the advantages the Minnesota Macaroni Co. gets from their Triangle Elec-Tri-Pak Weighers illustrated. These models are semi-automatic and set a pace for the operator.
Other semi-automatic and completely automatic models are available for handling 15 to 80 or more packages per minute—cans, cartons, bags—2 oz. to 5 lbs. Write for 20 PAGE BROCHURE

Headquarters for High Speed Precision Weighing and Filling Equipment

Packaging departments show conclusively that relatively few are realizing lowest possible costs. Excessive overweights, breakage, spillage, excessive hand labor all take their toll. Many packagers fail to recognize this because they are not familiar with the advances which have taken place in packaging equipment in recent years. For example, new Triangle Elec-Tri-Pak Weighers are handling products never before successfully packaged by machine and making savings that just were not possible a few years ago. It doesn't cost anything to find out—write for literature and outline your requirements

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Carton Sealers, Auger Packers

**WHICH IS BEST FOR YOU?
 BOTH WAYS SAFELY ENRICH YOUR
 MACARONI AND NOODLE PRODUCTS**



**To users of the
 BATCH PROCESS:**

The "B-E-T-S" method is the way to enrich macaroni and noodle products accurately, economically, easily in the batch process.

Orange Label "B-E-T-S" safely enriches macaroni products to meet Federal Standards. Two tablets per 100 pounds instead of one allow more accurate dispersion to insure safe and adequate enrichment.

Gain these advantages by using "B-E-T-S" in the batch process:

1. ACCURACY—each "B-E-T-S" tablet contains sufficient nutrients to enrich 50 pounds of semolina.
2. ECONOMY—no need for measuring—no danger of wasting enrichment ingredients.
3. EASE—simply disintegrate "B-E-T-S" in a small amount of water and add when mixing begins.

"B-E-T-S" pioneered the tablet method of enrichment which is now used universally in the baking industry.



**To users of the
 CONTINUOUS PROCESS:**

The "VEXTRAM" method is the way to enrich macaroni and noodle products accurately, economically, easily in the continuous process.

Blue Label "VEXTRAM" safely enriches macaroni products to Federal Standards because it feeds accurately and disperses so evenly by the continuous process. Two ounces per 100 pounds instead of one make dispersion even more accurate and uniform.

"VEXTRAM"

has these important properties:

1. ACCURACY—freer flowing—better feeding—better dispersion.
2. ECONOMY—minimum vitamin potency loss—mechanically added.
3. EASE—just set feeder at rate of two ounces of "Vextram" for each 100 pounds of semolina.

Write today for any information you need. Our technically trained representatives will gladly help you with any enrichment problem.



Address Inquiries to—
 Special Markets Division
 WINTHROP CHEMICAL COMPANY, INC.
 170 Varick Street, New York 13, N. Y.

"Vextram" Blue Label and "B-E-T-S" Orange Label are stocked for quick delivery at our branches and warehouses in New York, Chicago, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.



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**-YOUR PRODUCTS'
 BEST SALESMEN!**



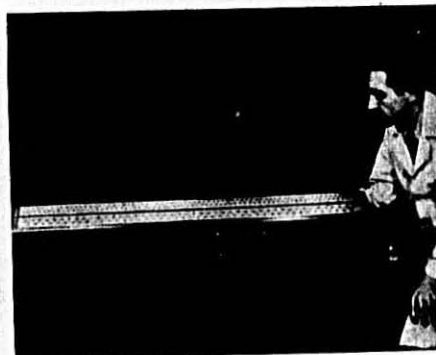
The absence of clerks in new self-service stores puts a greater stress on the ability of your package to sell itself. A dynamic, colorful, eye-appealing package that tells its own story at a glance is your best salesman—selling your product and your name to the consumer. Consult Milprint today for a better selling package.



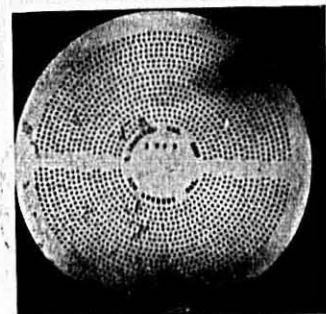
PACKAGES ILLUSTRATED: Printed #9 PT Cellophane bag and reinforced Cellophane wrap.

sales offices in all principal cities

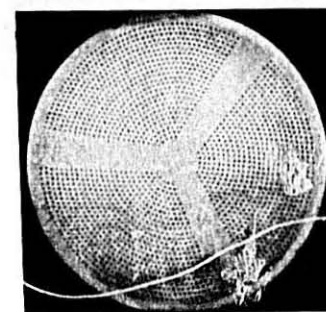
Packaging Headquarters to the Macaroni Industry



Die for Continuous Automatic Press



Die for Continuous Press



Die for Stationary Press

Revolution in MACARONI DIES

MACARONI DIES must keep in step with changes in ever-improving PRESSES.

Sensing this, Frank Lombardi and his son, Joseph, have been carrying on extensive and expensive experiments to perfect a Special Stainless Steel Die that will be equally suited to the Standard Macaroni Presses as well as to the Continuous Automatic Presses.

The new Stainless Steel Die now available is equipped with special Stainless Steel Pins. The new Die will not bend under pressure, nor will its parts corrode. It maintains its original smoothness and produces products of an even thickness for years.

To the left are shown two dies (top and middle) for the Continuous Automatic Presses being given a final inspection by Joseph Lombardi, designing engineer, and at bottom, a die for Standard Presses.

SAMPLE ORDERS

C. F. Mueller Co.
146-184 Baldwin Ave.
Jersey City

Makers of
Macaroni, Spaghetti
Elbo Macaroni
Thin Macaroni
Egg Noodles

Purchase Order No. 10128

Date—Dec. 12, 1945
Ship:

2—Stainless Steel Dies similar to sample with the exception that at the extrusive part of the die of the Spaghetti should be 1.65 mm. instead of 1.6 as stamped on the die. The number of holes must be 1,629 to the die.

Purchase Order No. 11264

Date—June 18, 1946
Ship:

1—11 $\frac{1}{2}$ Stainless Steel Die—same as previous order. Number of holes—1,629 to the die—size of Spaghetti at the extrusive part of the die to be 1.65 mm.

Purchase Order No. 12152

Date—Dec. 4, 1946
Ship:

4—Stainless Steel Dies, 1,629 holes, size of die to be 1.6 mm.

LOMBARDI MACARONI DIES are the only die makers producing Stainless Steel Dies which they guarantee ONE HUNDRED PER CENT, and many of which have been sold to U. S. Plants and shipped in numbers to European firms.

Headquarters For Reliable Guaranteed Stainless Steel Dies

LOMBARDI MACARONI DIES

805 Yale Street

Los Angeles 12, Calif.

*What's
Cooking?*



• Chances are it's one of your fine macaroni-noodle products, if you're packaging in the kind of containers that attract impulse buyers and self-service shoppers. Handsome Dobeckmun cellophane containers give you just that kind of packaging. Printed in exceptionally attractive multicolor, these versatile bags and wrappings make your products stand out on merchants' shelves...

help clinch first sales... and assure repeats because they are easy to identify and remember.

Dobeckmun also provides multicolor printed sheets and roll stock for your own wrapping equipment, and double edge sheets for long macaroni products. Ask us for samples and design suggestions.

The Dobeckmun Company, Cleveland 1, Ohio

DOBECKMUN

Self-selling packages in processed films and foils

Branches in Boston, Chicago, Cincinnati, Los Angeles, New York, Philadelphia, San Francisco and Seattle.
West Coast Division, Berkeley 2, California. Representatives everywhere.



It's a new and improved high extraction product as requested by the National Macaroni Manufacturers Association.

It's your assurance of better macaroni foods and continued consumer demand.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXVIII

April, 1947

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The Signs of the Times

APRIL is a month of considerable concern to the Macaroni Industry because of the occurrence in this month of many things of current or historic interest.

As this issue of THE MACARONI JOURNAL is being readied for distribution to an ever-increasing number of interested readers in this and in many foreign countries, recording tops in circulation every April, a review of some of the other natural highs and a few extraordinary ones will show clearly the signs of the times as viewed from the angle of the macaroni industry.

\$3.00 Wheat. March wheat futures on the Chicago market on March 17, 1947, broke all previous price records, reaching a top of \$3.05 a bushel, the second time in the nation's history that wheat sold over the three-dollar mark. It was also the second time in 99 years that this all high price was recorded, the first time being in 1918 shortly after the cessation of hostilities of World War I. The second, as stated, was March 17, 1947. Some market watchers chose to term the \$3.00-plus wheat price as unnatural, except that it was the result of the desire of short traders to get wheat for delivery before the end of March. Be that as it may, the all-time high carried all other grains to new highs also, and affected the food retail market so that higher prices of bread and meat will continue for many weeks to come.

\$6.30 Granulars. Though durum wheat did not keep pace with bread wheat in the latter's spectacular rise in March, the price of granulars also was tops on wheat's high date, March 17, when this basic raw material sold for about \$6.30 a hundredweight in Chicago. The current high price of granular is considerably below the all-time high, of about \$8.60 a hundred pound sack reached in 1918, following World War I.

High Hogs. On the meat side of the family larder, pork set the record rise in March when hogs sold on the Chicago market for \$30 a hundred pounds. This was practically double the prices quoted early last Fall. There was considerable talk of a dollar-a-pound pork chops if anyone was sufficiently pork-hungry to pay that outrageous price for those delicious cuts.

15c Bread. The rapid rise in wheat brought about increases in all wheat flours and naturally a reflection of

those increases into the price of a loaf of bread. Some bakers found it necessary to increase their prices as much as one cent a loaf in March. Retailers were then demanding 14 to 15 cents for a loaf that last Fall sold for a dime or more.

Macaroni Firm. Always one of the most economical foods, macaroni and kindred foods held firm at prices that have prevailed very much since the first of the year. A survey of the Chicago market shows manufacturers' sales at from \$1.90 to \$1.95 per 20 pound box, bulk. There was a slight flurry in prices earlier in the year when demand was off considerably and when a few firms are reported to have given way to temptation. Prices on other macaroni products vary little from the January prices of similarly-packed goods of equal quality.

Used Sacks, 30c. A few purchases of used cotton sacks for as high as 30 cents are reported. The Government threat to bar the re-use of sacks has apparently not effected that market, though paper sacks, which will probably substitute for cotton, show an upward price trend.

The 28th. While prices are rocketing and causing no end of worry to some individuals, leaders in the Industry are inclined to enter wholeheartedly into the 1947 celebration of the birthday of THE MACARONI JOURNAL which is being observed this month . . . it's 28th. Though first launched as a private organ in 1903, it chooses to mark its birthday from the year 1919 when it became the official organ of the national organization of the industry. In April, then, this trade magazine is celebrating the completion of 45 years of service to the industry, of which 28 are as official spokesman of the Association and the Industry.

The 44th. Organized in April, 1904, the National Macaroni Manufacturers Association is jointly celebrating its birthday . . . its 44th as the continuous representative organized group of a business valued at but a few hundred thousand dollars in 1904 but which in 1946 produced the world's highest quality macaroni, spaghetti and egg noodle products well in excess of one billion dollars.

These are some of the Signs of the Times that momentarily concern the interested macaroni industry leaders in April, 1947.

U. S. Macaroni Consumption

Upward Trend Noted In Line With Increased Production

The manufacture of macaroni and noodle products on a commercial basis became of sufficient importance after the Civil War to attract the attention of Government bureaus and outstanding food authorities. The production of egg noodles remained a household task for many years after the first macaroni-spaghetti factory was established in Brooklyn. From that small beginning in the 1870's the industry has increased almost as rapidly, but not so extensively, as the automobile business following the turn of the century.

The industry developed slowly during the last quarter of the Nineteenth century, factories being small and usually operated by immigrants from Italy. People of German descent were more interested in the production of noodles, and before the turn of the century had outgrown the kitchen status and several modern plants were operating, producing commercial noodles.

As the industry grew in importance, the Government took an interest in the production of suitable raw materials and in the 1890's, the Department of Agriculture purchased a quantity of durum wheat seed from Russia and distributed it to farmers in the various parts of the country which the officials felt were best adapted to its growth. The Northwest, with its weather peculiarities, found that durum wheat thrived when other wheats failed to yield a paying crop, and thus became the U. S. durum center. North Dakota now grows more than 90 per cent of the U. S. durum wheat, with South Dakota, Minnesota and Montana producing the remainder of the crop.

In the early years, Americans who knew macaroni products, showed a preference for Italian or French macaroni and German noodles. Just before the outbreak of World War I (in 1913), this country imported a total of 113,000,000 pounds, mostly from Italy. World War I gave the small macaroni industry its greatest impetus. The industry expanded greatly to supply Americans with the products that had heretofore been imported. By 1920, the number of plants had reached nearly 300, and the value of all its output was estimated at more than \$50,000,000.

The consumption of macaroni, spaghetti and egg noodles has always been low when compared with the big consumers in Italy, France and other nations in Europe. During the lush

1920's, consumption was estimated at about five pounds per person. A survey in 1929 made by the National Macaroni Manufacturers Association brought out the astonishing fact that macaroni products dishes were served less than once in a fortnight in the average American home, that while some of the immigrants ate it daily, some farmers and urban families rarely served this grain food.

In 1929-1930 the National Association attempted a nation-wide advertising and publicity campaign, pledging over a quarter billion dollars for a three-year campaign with almost every operator promising to contribute. While the total money pledged was never collected, the agency in charge did put on a campaign that was more productive than either the agency realized or the sponsoring manufacturers would admit. In its second year the campaign collapsed because of unwillingness of a number of firms to meet their pledges. The agency folded up.

The effects of the advertising campaign continued to benefit the industry for years so that before the outbreak of World War II, figures based on limited data available placed the average American consumption between six and seven pounds. The World War II, with its scarcities and rationing, boosted this to a little more than eight pounds per person per year based on what are considered most reliable data.

The 1946 production by the 300 plants composing the industry, is figured at slightly less than 1,110,000,000 pounds. Using the estimated population of 135,000,000, the average per capita consumption last year was slightly more than eight pounds.

What and how definite is the consumption trend? Is it upward or stationary? Naturally macaroni men are interested in the correct answer, but on what can such answers be based? As a whole, the macaroni-noodle manufacturers have done very little to help answer the questions, except for some guesses, wishful thinking and hope that information may come from some outside source, without revealing too much the individual production figures which are guarded too closely by some for the general good.

However, there are some outward signs that are encouraging. There is some talk about bettering public relations by means of a more aggressive publicity campaign, even of renewing some advertising activities that have

too long remained the prerogative of the individual firms—nothing in a co-operative way by the Industry as a whole or by any progressive group or groups.

Leading macaroni manufacturers, many through their advertising agencies, are anxious to obtain some definite information on the consumption trend and the industry's future prospects. In this connection it would be well to quote from a very interesting survey made by Director of Research, Benjamin R. Jacobs for the National Association. We quote, in part, from the report made by him to the New York Convention and reported in the July, 1944, issue of THE MACARONI JOURNAL, feeling that a repetition of these facts and data may be of new interest to all who are concerned in the macaroni-spaghetti-noodle consumption trend.

"In 1942 when the Food and Drugs Administration held a hearing in Washington concerning Standards of Identity for macaroni and egg noodle products, the question of enrichment was presented by one of the Government witnesses. The industry introduced no evidence whatever at this hearing concerning the enrichment of our products with vitamins and minerals. We presented no evidence for the reason that the testimony took a new and unexpected turn and we were not prepared at that time to present material which would bring out facts concerning the consumption of macaroni products in the United States.

The witness who appeared for the Government stated that macaroni and noodle products constituted only a very small part of the dietary and therefore, no material benefit would result to the consumer by the enrichment of our products. This witness stated that even among Italians only a small amount of macaroni was consumed. He admitted, however, that the investigation that he made was among a few Italian acquaintances and that his statements were not based on any investigation beyond interviewing these few friends.

Because of the importance attached to this particular phase of our problem I have made an investigation of a number of Italian families in several of the large Italian communities in this country and the following is the result of this investigation:

The Italian population in the United States and in a few of the most populated states is as follows:

Total United States.....	4,594,780
New York.....	1,596,895
Pennsylvania.....	600,501
New Jersey.....	499,383
Massachusetts.....	333,962
Illinois.....	270,861
California.....	247,797

This is as of the Census of 1940. It includes all Italians in the United States born in Italy and all Italians born in the United States and having at least one parent born in Italy. It therefore includes only first-

April, 1947

THE MACARONI JOURNAL

13

and second-generation Italians. It can be seen, therefore, that this does not include all persons in the United States that have Italian eating habits.

The survey made by me, with the assistance of a group of manufacturers and other workers, shows the following results:

A group of 56 families living in and around Long Island City, N. Y., consisting of 169 adults and 52 children, reported that they cook on an average of 419 pounds of macaroni per week. Fifteen families, or 26.8 per cent of the total, cooked macaroni seven times per week and 45 families, or 80 per cent of the group, cooked macaroni three times or more per week. The average per capita consumption was 1.166 pounds per week or 60.63 pounds per year. Forty-one families blanched the product after cooking.

Another group of 14 families residing in Columbia Heights in Brooklyn, N. Y., and consisting of 69 adults and 14 children, cooked an average of 130.5 pounds of macaroni per week. One family cooked macaroni seven times per week and 11 families or 78.1 per cent of the group cooked macaroni three or more times per week. The average per capita consumption was 1.572 pounds per week or 81.74 pounds per year. None of these families blanched the product after cooking.

A group of 9 families in Louisville, Kentucky, consisting of 22 adults and 6 children, cooked 37.5 pounds of macaroni per week, none cooked macaroni seven times per week, but 6, or 66.6 per cent of the group, cooked macaroni three times or more per week. These families had an average per capita consumption of 1.34 pounds per week or 69.68 pounds per year. All blanched the product after cooking. Similar results were obtained from a group of 12 families in New Orleans and a group of 18 families in St. Louis. All of the above are families of workers in macaroni plants.

A survey was also made of 350 families of Italian origin who were not workers in macaroni plants. These 350 families were divided into 3 groups in order to determine the approximate average consumption by groups. The first group consisted of 80 families, the second group consisted of 120 families and the third group consisted of 150 families. The first group consisting of 331 persons cooked 405 pounds of macaroni per week, the second group consisting of 514 persons cooked 721 pounds of macaroni per week and the third group consisting of 605 persons cooked 762 pounds of macaroni per week.

The first group of 80 families had 19 families or 23.7 per cent who cooked macaroni seven times per week and it had 52 families or 65 per cent who cooked macaroni three times or more per week. This group had a consumption of 1.224 pounds per week or 63.65 pounds per capita per year. The second group of 120 families had 46 families or 38.3 per cent who cooked macaroni seven times per week and it had 88 families or 73.3 per cent who cooked macaroni three times or more per week. It had a consumption of 1.40 pounds per capita per week or 72.95 pounds per capita per year.

The third group consisting of 150 families had 34 families or 22.6 per cent who cooked macaroni seven times per week and it had 112 families or 74.6 per cent who cooked macaroni three times or more per week. It had a consumption of 1.25 pounds per capita per week or 64.47 pounds per capita per year.

In all there was a total of 459 families consisting of 1,895 persons who cooked 2,705.6 pounds per week. Out of this group 124 families or 27 per cent cooked macaroni seven times per week, and 333 families or

72.5 per cent cooked macaroni three times or more per week. The whole group had a consumption of 1.427 pounds per capita per week or 74.20 pounds per capita per year.

The results of this survey show that macaroni constitutes a very important part of the dietary of the Italian population in this country. A number of families consumed one pound of macaroni per person seven days in the week; therefore, probably more than 50 per cent of the caloric intake was in the form of macaroni.

A survey was made also of a number of Italian bakeries in the Italian districts of New York City and this survey showed that

all the bread sold to Italians is of the hearth-baked type which consists of a large proportion of crust. None of the bread was found to be enriched with either vitamins or minerals.

Bread and macaroni constitute the largest carbohydrate food consumed by the Italian population and none of it is enriched with either vitamins or minerals. Since a large portion of the Italian population is in a low income bracket it would appear to be most essential to have the products which are used by them in the largest amounts enriched with the same vitamins and minerals contained in the bread and flour consumed by other groups of the population.

Development of Report Forms for the 1947 Census of Macaroni Manufacturers

J. C. Capt, Director of the Census

We are now developing reporting forms to be used in taking the 1947 Census of Manufacturers, as required by law. In order to provide comprehensive and useful data, one of the primary requirements is, of course, a satisfactory form for the collection of information. For that reason we are circulating the enclosed sections of the proposed reporting forms among representative manufacturers and trade groups in order to obtain their suggestions.

All of the proposed reporting forms will include certain standard questions covering number of employees, wages paid, inventory changes, cost of materials, and other significant information which, as in the past, will be asked of all establishments. However, because of the great diversity of manufactured products, special schedules must be designed for particular industries or industry groups to take care of the different products and processes to be covered, so that the individual manufacturer will not be queried on products made outside of his industry. The need to bring together this wide range of product information into a meaningful picture of the Nation's manufacturing activity will necessarily impose definite limitations on the amount of detail that can be presented. Nevertheless our aim is to make available the most useful information possible within the limits of our resources.

We realize fully that formal meetings with interested industry groups are often desirable in order to facilitate the development of reporting forms. However, the 1947 Census of Manufacturers will cover 469 separate industries. The great number of industries to be covered precludes the

possibility of such meetings in many cases. Therefore, we will appreciate receiving your views in writing before the date specified on the attached drafts. Your comments will receive careful attention.

Some of the questions you might consider in your review of the proposed sections of the reporting forms are:

Has important information been omitted?

Are the products listed the most significant?

Are the statements as to what is desired clear?

Can most firms supply the information?

In closing, I should like to make a few general observations about the Census of Manufacturers. This Census was first taken in 1810 and was conducted biennially from 1921 through 1939, but because of the war, none has been taken since 1939. The need for authoritative and comprehensive information on the tremendous changes that have taken place in manufacturing since 1939 is widely recognized.

The Census for 1947 will be similar in most respects to those taken before the war. It will cover all manufacturing establishments and will provide the tools for measuring manufacturing activity and for appraising the changes that have taken place in manufacturing since the prewar period. In short, the next Census of Manufacturers should contribute more than ever to the needs of business, the general public, and government for accurate and timely statistics.

Use of Unlaundered Bags to be Barred

State of Minnesota to Declare As Adulterated All Foods Contained in Improperly Cleaned Sacks

On February 24, 1947 over the signature of R. A. Trovatten, Commissioner, by Henry J. Hoffmann, Chief Chemist of the Department of Agriculture, Dairy and Food of the State of Minnesota, all members of the milling, baking and macaroni-making industries were informed that effective April 15, 1947, the State intends to enforce the regulations regarding the cleanliness of the sacks or bags in which food products or food materials are shipped in the state. The regulation reads:

Subject: Re-use of sacks or bags.

Effective April 15, 1947, flour is to be sold or delivered only in new or properly cleansed sacks or bags.

Chapter 495, Laws of 1921, Section 4, Sanitary Food Law, reads in part as follows:

"For the purpose of this act an article of food shall be deemed to be adulterated... If it consists in whole or in part of a filthy—vegetable substance—"

Chapter 495, Laws of 1921, Section 43, Sanitary Food Law, reads in part as follows:

"No person, firm or corporation shall operate any bakery—or any place where any food products are manufactured, packed, stored, deposited, collected, prepared, produced or served—or sold for any purpose whatsoever if the same is in a filthy, unclean or unsanitary condition, or is permitted to be in a filthy, unclean or unsanitary condition.

"Therefore, flour might be deemed to be adulterated if it were packaged in containers that have not been properly cleaned. However, the use of new bags will avoid the possibility of adulteration.

"If bags or sacks are to be re-used they must be properly laundered so as to be clean and sanitary. Laundering shall mean the proper use of soap, water and other suitable cleansing agents. A mere blowing and shaking operation shall not be construed to be laundering."

The Minnesota Department of Agriculture is seeking the co-operation of all associations whose members use cotton or jute sacks for flour, semolina and other grain products. In a letter to the National Macaroni Manufacturers Association chief Chemist Henry J. Hoffmann says:

"You will note that the State Department of Agriculture, Dairy and Food in Minnesota is barring the re-use of sacks for packing flour, semolina and other cereal products for human consumption unless such bags have been properly laundered. It appears that this matter is receiving considerable attention not only by people located in Minnesota but also by the people located without the state as well.

"This Department feels that we are only doing what should be done in correcting certain practices that have been indulged in by the milling and baking industries for some years. We are anxious to obtain the support of the industries located without

the State as well as from industries in the state. It is realized that processors of food who continue using re-used sacks without proper laundering, have an advantage over their competitors as to the final costs of their products. It is for this reason that I am asking your office to co-operate with this Department in getting the members of your industry, whether they are located in or out of the State of Minnesota to comply with the new order. Semolina or flour packed in new or properly laundered bags will assure a manufacturer of macaroni products a far cleaner product than one that has been made from semolina or semolina-flour that was packed in re-used sacks that were soiled and open to severe criticism."

Trade Reaction

In a bulletin to its members, the headquarters office of the Association explained the order of the State of Minnesota and asked that every effort be made to comply as far as possible with the aims of the Department of Agriculture, Dairy and Food of that State. Several manufacturers have written asking for further information. Some are wondering just how their business will be affected since their semolina and flour travels interstate. Some feel that a State Bureau can well make rules governing shipments in Minnesota "but not for the rest of the country."

Most out-of-state manufacturers want to comply with the new regulations and are wondering about the mechanics for so doing. Should the tendency be towards the use of paper bags? Should a manufacturer launder all his sacks returned for re-use? Should the industry suggest that all semolina mills be asked to set up laundering facilities, charging a nominal fee for proper cleansing? Because the shrinkage of both grain and cotton sacks is such that after laundering the sacks will no longer contain the original hundred pounds, should it be made a practice to order new sacks of larger dimensions to allow for the laundering shrinkage with the result that the shrunken sack will still contain 100 pounds after full shrinkage—or should the industry buy sacks of pre-shrunk materials?

The durum millers are deeply concerned but do not wish to be put in a position of opposing an order. However some of the legal departments of several mills have interpreted the ruling as (1) not applying to out of state shipments, (2) not applying to semolina or granulars, even those for delivery within the state. The Minnesota Department is not in agreement with those legal interpretations, stating that—

"If the legal departments that examined the ruling of February 24, had carefully read the law, they would have noted that the law does not specify flour, but that it reads in part, as follows: 'For the purpose of this act an article of food shall be deemed to be adulterated—if it consists in whole or in part of a filthy—vegetable substance.'"

"Shortly after the notice of February 24 was mailed to the trade," continues the interpretation by Henry J. Hoffmann, Chief Chemist of the Minnesota department, "a number of the larger mills inquired whether or not this Department would interfere with the packing of flour in their mills in second-hand bags when such filled bags were then to be shipped outside the state. From the facts obtainable it appeared that many of these mills were packing flour in used bags under existing contracts. The millers were notified by this office that it was not the plan of the Department to interfere with their existing contracts but that we did not approve of the packing of flour in re-used bags unless such bags had been properly laundered. Further, they were advised that we would not interfere with the flour packed in re-used bags for out-of-state shipment at this specified time. They were advised, though, that flour so packed was subject to the Federal Food, Drug and Cosmetic Act and therefore, if flour was packed in soiled bags and shipped in interstate commerce, the flour could be seized by the Federal Government.

"While the notice of February 24 was addressed to the members of the milling and baking industries relative to the re-use of flour sacks for packaging and marketing flour, surely it is just as important that semolina, durum flour, granulars or any other cereal products, yes, even other food products, be packed in clean and unsoiled containers. If the legal departments of millers or manufacturers, who concluded that the order did not apply to semolina or durum, had read the part of the ruling above quoted, they would not have made the oral opinions reported.

"This Department has in the past several weeks taken action against semolina, durum flour, malt, brewers' corn flakes and white flour when such products have been packed or stored in soiled and filthy bags. In fact this office," continues Chief Chemist Hoffmann of the Minnesota Department, "will take action against any food product regardless of what it is, if it is deemed to be in violation of the adulteration section or the sanitary section of the food law of this state. We will apply the law to all food products."

The several mills heard from are most anxious to observe all sanitary laws and some have gone to great lengths to explain how carefully they have been doing that very thing.

"We have been and are most particular about the condition of the sacks sent us for refilling. When a shipment of used bags is received from a macaroni customer, they are put into a special gas chamber and heated to a temperature that will awaken any bugs that might be lying dormant because of the cold temperature in transit to

(Continued on Page 16)

April, 1947

THE MACARONI JOURNAL

15

How General Mills' Durum Detectives Guard The Uniformity of Your Products . . .

Making Macaroni Show Its TRUE COLORS



You know how important color is in determining Durum Products quality. Color comparison is no matter of guesswork with General Mills. Far from it. The equipment you see above—specially developed in General Mills' research laboratories—compares colors of macaroni test products scientifically. It guarantees the selection of better durum mixes, assures more uniform products for you.

From wheat to sack, General Mills double-checks the quality of its Durum Products all along the way. Durum samples are taken from wheat still in the fields, in freight cars, from blending bins, from the mix as it goes to the mill, at each step in the milling process.

These samples are milled in a special test mill, made into dough, put through miniature macaroni equipment, tested for color and other important qualities.

For you, this exacting test procedure means production guesswork is out. You can depend on General Mills—today, next month, or a year from now—to supply you with the most in quality and uniformity from the wheat available.



General Mills, Inc.
DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

Use of Unlaundered Bags To Be Barred

(Continued from Page 14)

the mill. After this, the gas is forced into the chamber and into every part of the bags. They are then removed from the gas chamber, sorted for cleanliness and those needing it are put through the cleansing department or suction chamber whereby all foreign matter is removed. Bags that appear caked are put aside for laundering, and the torn sacks sent to the repair department . . . everything being done to salvage usable sacks that can be made as sanitary as new ones. We feel that our customers want old sacks re-used only if it is possible for us to put them in perfectly sanitary condition."

Paper Bags Not the Cure

Other millers are of the opinion "That the Minnesota Department of Agriculture is evidently a little drastic at this time, as cotton and grain sacks are at the all-time high in price, and that only recently has it been possible to buy new ones. It is true that some have turned to new paper sacks that are non-refillable, but that is hardly the complete answer. Our experience is that too many macaroni men complain that there is too much loss, particularly of semolina or granulars because of their free-flowing characteristics; also that paper sacks have a tendency to break right in two and that it is impossible to repair tears to prevent loss of contents. A possible solution might be to have the bag companies make bags of pre-shrunk heavier materials so that after laundering, the bags will still contain the normal 100 pounds for which they are intended."

A macaroni manufacturer who is anxious to have all sanitary laws enforced, as are probably all manufacturers, reports a recent test on the laundering of old sacks. He made arrangements with one of the nation's outstanding laundries to launder several hundred cotton sacks and grain bags. The charge for this service was \$3.28 a hundred, about 3 1/4 cents a sack, which he felt was quite reasonable. However, the laundry management made it clear that the fee charged would depend on the condition of the sacks . . . those badly caked or requiring more water rinses would necessitate a higher fee for cleansing. Other manufacturers report that they are paying from five to six cents a bag for laundering including those that are easily laundered and those that require several rinsings.

This same manufacturer measured the laundered sacks and finds that the shrinkage is from 15 to 20 per cent of the original space contents, which means that in a laundered sack that was originally slightly oversized to permit tying at the top would hardly carry more than 85 to 90 pounds after laundering, with the tops sewed instead of tied.

Looked at from every angle, the

macaroni men can expect to pay out a considerable sum if the planned regulation is strictly enforced. Take the case of an average firm that uses, say 50 carloads a year. The usual car contains about 60,000 pounds of semolina or 600 bags of 100 pounds each. If the firm used cotton or grain sacks and is required to launder them before they can be refilled, it will have to pay out nearly \$20, fifty times a year. On the basis of the estimated 1946 production of over 1 billion pounds, 10,000,000 sacks would be required to transport the raw material from mill to factory each year. At 4c a bag for laundering, the total bag laundering bill would be nearly \$400,000—an imposing sum indeed!

If the switch is to be made to paper sacks as some recommend, the industry would be required to invest over one million dollars annually for such sanitary containers. If new cottons or grain bags are to be used to escape the laundering bill, the amount involved is beyond reason. Whatever may finally be done, the action will be costly.

It has been suggested that the matter be given special attention at the June convention of the Association, where the views of all who are interested may be presented for consideration and the establishment of a uniform policy that will reduce the cost as far as it is possible while still complying with all reasonable regulations to guarantee the purity of the products as finally offered to the consumer. It is further suggested that a fair moderator be named to preside over a panel consisting of all interested parties and that the matter be thrown open for a free and full discussion of how best to set up the mechanics that will benefit all concerned.

The National Association is being commended by most of the trade, with some condemnation too, for bringing this important matter out into the open. The purpose of the bulletin on the subject was to urge compliance with the new order by the State of Minnesota as far as it was practical and reasonable. No one favors the continued use of soiled or contaminated sacks, but the industry should be given the opportunity of straightening out the matter, voluntarily, before more drastic compulsory action is taken either by Minnesota or the Federal Government.

Laundering Is Expensive Cure

While the test made by one of the nationally known laundry firms shows that the laundering fee would be about \$3.82 a hundred, there should be added to this the loss of the bags that were rendered non-usable because of the rigors of laundering. The test covered two bundles of used sacks that had been carefully selected for return to

the mill for refilling. The same care was exercised in selecting the bags as has been the practice for years. None were included that were deemed impractical for refilling under the cleansing process the mill usually put them through before refilling. The laundering process made thumb-holes out of needle-pricks. So, the laundering requirements of the Minnesota Department of Agriculture, Dairy and Food places a heavy burden of additional cost on semolina and durum buyers.

Shrinkage of ordinary grain or cotton sacks in the laundering process is not the only loss, as the final check of the test reported above shows. The laundered sacks not only reduced the content capacity materially—in many cases as much as 12 1/2 per cent—but enlarged the needle holes so much in so many instances, that a goodly percentage of the laundered sacks were no longer usable.

Herbert F. Krimendahl Is Executive Vice President

W. B. Stokely, Jr., president of Stokely-Van Camp, Inc., announces the election of Herbert F. Krimendahl as executive vice president and a director of Stokely-Van Camp, Inc., to fill the vacancy caused by the recent death of John B. Stokely.

Mr. Krimendahl, who was president of the National Cannery Association in 1940, has been associated with the Stokely-Van Camp, Inc., organization since the summer of 1944, when negotiations were completed for the acquisition of the business and assets of Crampton Canneries, Inc., of which company he had served as president since 1921. Mr. Krimendahl has been engaged in the canning business almost continuously since he left the Army at the close of World War I in 1919. Mr. Krimendahl also served as chairman of the board of directors of The W. R. Roach Company until it was merged into Stokely-Van Camp, Inc. on April 30, 1946. From March, 1941 to August, 1942, Mr. Krimendahl served in Washington, D. C., with the War Production Board as Administrator of Tin Conservation, Order M-81, and has been consultant to the Board since that time. He also serves as a consultant to the Canned Goods Section of the Department of Agriculture.

Mr. Krimendahl will move his office from Celina, Ohio, to the head office of the company at Indianapolis, Indiana.

Mr. Stokely also announced that Edward G. Stokely had been elected president of Stokely-Van Camp of Canada, Ltd., a subsidiary of Stokely-Van Camp, Inc., and that Alfred J. Stokely had been elected a director and vice president of that company.

MAKE FAR BETTER NOODLES WITH

breakfast fresh eggs



It takes select, breakfast-fresh eggs to make fine quality noodles. That's why Armour is so very careful of each egg that goes into Cloverbloom Frozen Eggs. You can see and taste the difference in noodles of finer texture and better flavor.

Proof of Cloverbloom quality

From the selection of breakfast-fresh eggs to the quick freezing of the finished product—Armour guards the quality. Constant scientific tests are made. Every trace of shell and fibre is removed. Every batch has a deep color, a low bacteria count and fine flavor. Every batch has a solids content of 45% or more.

For quality noodles, rich in color

Make your next contract with Armour to assure finest quality in your finished product and to save time and labor. Armour produces Cloverbloom frozen whole eggs, whites, sugared and 45% solids dark color yolks; spray-powdered whole eggs, whites and yolks. Uniform quality—no waste—ready to use when you need them.



ARMOUR Creameries

UNION STOCK YARDS • CHICAGO 9, ILLINOIS

Americanizing Names of Macaroni Styles

Eastern Manufacturers Recommend The Elimination of Impractical Fancy Shapes to Reduce Manufacturing and Distribution Costs

Following the February 24, 1947, meeting in Pittsburgh, of all the manufacturers of Western Pennsylvania, New York and Maryland, sponsored by Horace Gioia, Director of Region No. 3, a much larger meeting was held in New York City on March 13, that not only approved the action taken at Pittsburgh but went several steps further in an almost spontaneous decision, by manufacturers of fancy and odd-shaped macaroni products, to reduce the number of styles of those that are considered impractical and uneconomical, to limit the number of packages to the bare necessities, and to act in unison to eliminate the meaningless Italian names of certain shapes, sub-

stituting for them Americanized names.

At the New York meeting, a sponsoring committee was named to attend a meeting of the Mid-Western manufacturers in Chicago to get their cooperation and to urge similar action by manufacturers in other parts of the country as a matter of good business. This committee consists of Peter La Rosa of V. La Rosa & Sons, Brooklyn; Horace Gioia of Gioia Macaroni Co. Rochester, N. Y., Sam Viviano, Jr. of Vimco Macaroni Products, Carnegie, Penna., and Charles C. Rossotti of Rossotti Lithographing Co., North Bergen, N. J. Association Director Albert Rava-

rino of St. Louis was asked by the committee to call and manage the Mid-West meeting which was set for Friday, April 16, 1947, at Hotel Continental, Chicago. A call to conference was issued to all manufacturers and Association members alike, and without obligation, by Secretary of the Association, M. J. Donna. A large attendance is expected.

Among manufacturers and allies in attendance at the New York Meeting March 13, 1947 at Hotel New Yorker, according to the list submitted by Director of Research B. R. Jacobs who issued the call were the following:

Luigi Abbunate	Colonial Fusilli Mfg. Co.	Brooklyn, N. Y.
C. Ambrette	Consolidated Macaroni Mach. Corp.	Brooklyn, N. Y.
Sam Arena	V. Aerna & Sons	Norristown, Pa.
Andrew Bell	Seminola Macaroni Co.	Georgetown, R. I.
Andrew Cardinale	Cardinale Macaroni Co.	Brooklyn, N. Y.
V. Carpentieri	Casserino & Carpentieri	New Britain, Conn.
Erich Cohn	A. Goodman & Sons	L. I. City, N. Y.
R. Coniglio	Paramount Macaroni Mfg. Co.	Brooklyn, N. Y.
V. J. Cuneo	La Premiata Macaroni Corp.	Connellsville, Pa.
G. D. DelRossi	G. D. DelRossi Co.	Providence, R. I.
John B. Filippone	National Macaroni Mfg. Co.	Passaic, N. J.
V. Giatti	DeMartini Macaroni Co.	Brooklyn, N. Y.
Alfonso Gioia	Alfonso Gioia & Sons	Rochester, N. Y.
Horace A. Gioia	Gioia Macaroni Co.	Rochester, N. Y.
Don Givler	Grocery Store Products	New York, N. Y.
B. R. Jacobs	Director of Research	Washington, D. C.
Sidney A. Kurtz	Kurtz Bros., Inc.	Bridgeport, Pa.
Peter La Rosa	V. La Rosa & Sons	Brooklyn, N. Y.
V. C. Lantona	Dante Macaroni Mfg. Co.	Buffalo, N. Y.
J. V. Lojaco	Liberty Macaroni Mfg. Co.	Buffalo, N. Y.
Frank Lazzaro	Frank Lazzaro, Dryers	North Bergen, N. J.
A. H. MacAlister	World Packing Co.	Trenton, N. J.
B. Marchese	Refined Macaroni Co.	Brooklyn, N. Y.
C. Fred Mueller	C. F. Mueller Co.	Jersey City, N. J.
Joseph Pellegrino	Prince Macaroni Mfg. Co.	Lowell, Mass.
D. Piscitello	Quality Macaroni Co.	Rochester, N. Y.
L. Roncace	Philadelphia Macaroni Co.	Philadelphia, Pa.
John Rezzolla	Indiana Macaroni Co.	Indiana, Pa.
Alfred Rossi	Prochino & Rossi Corp.	Auburn, N. Y.
Charles Rossotti	Rossotti Lithographing Co.	North Bergen, N. J.
A. Sanacori	A. Sanacori & Sons	Brooklyn, N. Y.
Joseph Santoro	Jos. Santoro Co.	Brooklyn, N. Y.
Joseph Scarjaci	Bay State Macaroni Co.	Everett, Mass.
C. J. Travis	Keystone Macaroni Mfg. Co.	Lebanon, Pa.
Sam Viviano, Jr.	Vimco Macaroni Products	Carnegie, Pa.
James J. Wilson	Jacobs Cereal Products Lab.	New York, N. Y.
C. W. Wolfe	Megs Macaroni Co.	Harrisburg, Pa.
Girard M. Zeller	David Kerr, Inc.	Baltimore, Md.
John P. Zerega	A. Zerega & Sons, Inc.	Brooklyn, N. Y.

Also Robert A. Rodgers and J. W. Slattery, connections not reported.

The following manufacturers in Region 3, attended the meeting in the William Penn Hotel, Pittsburgh, Pa., February 25.

Peter LaRosa	V. LaRosa & Sons, Inc.	Brooklyn, N. Y.
Joseph Giordano	V. LaRosa & Sons, Inc.	Brooklyn, N. Y.
Jos. A. Pedace	Brockway Macaroni Co.	Brockwayville, Pa.
Joseph J. Rezzolla	Indiana Macaroni Co.	Indiana, Pa.
Salvatore Viviano	Vimco Macaroni Prod.	Carnegie, Pa.
Sam Viviano, Jr.	Vimco Macaroni Prod.	Carnegie, Pa.
N. J. Roth	Roth Noodle Co.	Pittsburgh, Pa.
Bernard Boehm	Boehm Noodle Co.	Pittsburgh, Pa.
Charles C. Rossotti	Rossotti Lithographing Co.	North Bergen, N. J.
Horace A. Gioia*	Gioia Macaroni Co.	Rochester, N. Y.

*Association Director and Presiding officer.

The manufacturers of Italian style macaroni products in the central states who met with the Special Committee from the East at Hotel Continental, Chicago, April 18, 1947, were in general accord with the program to eliminate certain odd shapes that are not economical or practical.

They went on record in favoring the retention of a few shapes that the eastern manufacturers had decided to discontinue. It was agreed there that a special session of the Convention next June be devoted to the discussion of the question with the makers of Italian styles specially urged to express their views.

Those in attendance at the Chicago meeting were:

Albert Ravarino	Mound City Mac. Co.	St. Louis, Mo.
Horace A. Gioia	Gioia Mac. Co.	Rochester, N. Y.
Frank Viviano	V. Viviano & Bros. Mac. Co.	St. Louis, Mo.
Henry D. Rossi	Peter Rossi & Sons	Braidwood, Ill.
Albert Rossi	Peter Rossi & Sons	Braidwood, Ill.
Wm. Palazzola	A. Palazzola & Co.	Cincinnati, Ohio
Wm. Russo	A. Russo & Co.	Chicago, Ill.
Glenn G. Hoskins	Hoskins Service	Chicago, Ill.
Chas. C. Rossotti	Rossotti Lithographing Co.	North Bergen, N. J.
Harry Watson	Rossotti Lithographing Co.	Chicago, Ill.
Charles Presto	Roma Mac. Mfg. Co.	Chicago, Ill.
Maurice Ryan	Quality Mac. Co.	St. Paul, Minn.
C. L. Norris	The Creamette Co.	Minneapolis, Minn.
Ernest Ravarino	Ravarino & Freschi, Inc.	St. Louis, Mo.
Louis S. Vagnino	Faust Mac. Co.	St. Louis, Mo.
Edwin J. Sullivan	NMMA Office	Braidwood, Ill.
M. J. Donna	Secretary NMMA	Braidwood, Ill.

WE INVITE YOU...



to visit us at our new offices
and to inspect this new and
most modern home of G.T.A.

Amber Milling Division

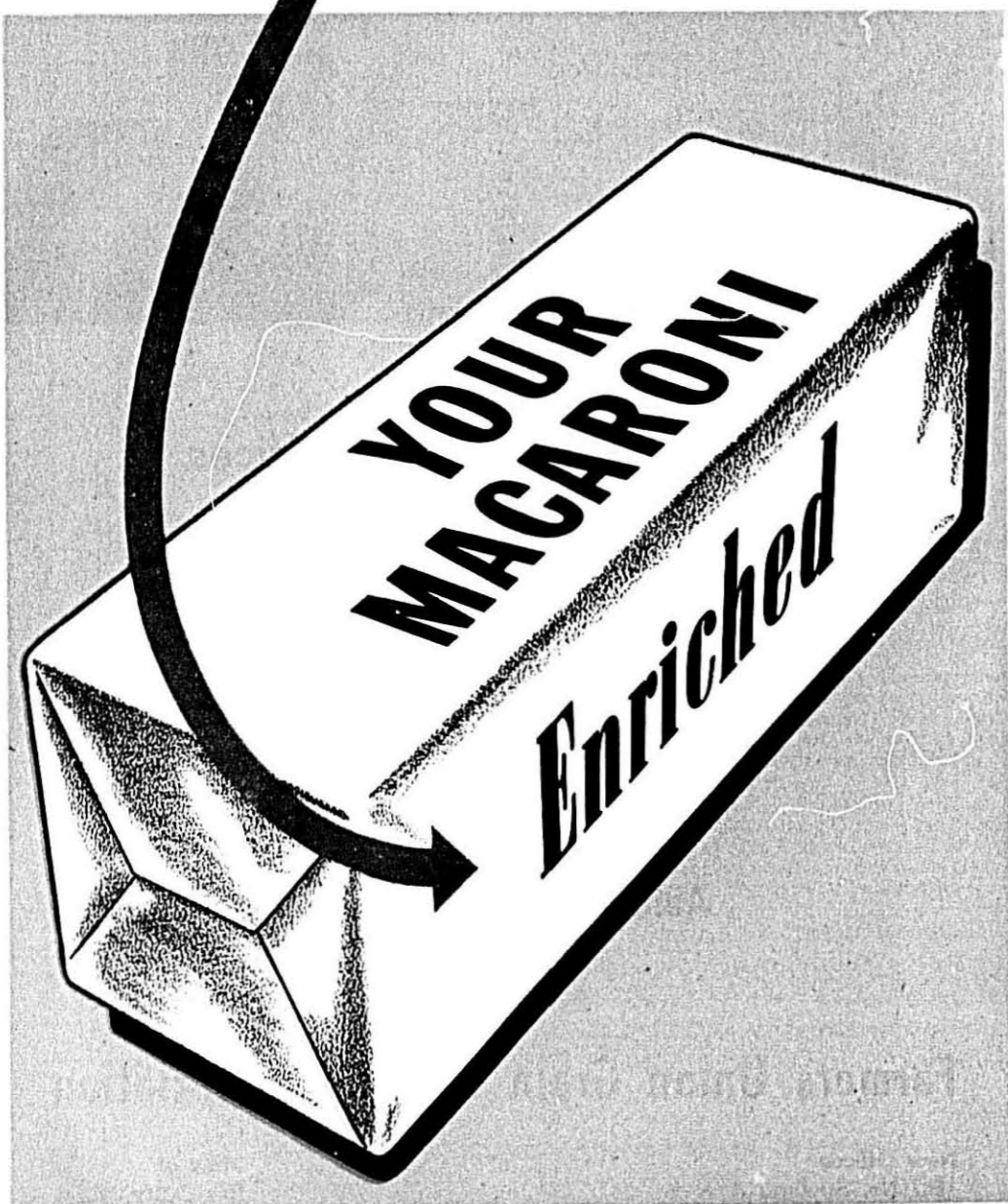
of

Farmers Union Grain Terminal Association

New Offices
1667 No. Snelling Ave.
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Mills at
Rush City, Minn.

Isn't this a better way



to meet competition?

FOOD SALES ANALYSTS PREDICT more competition ahead for all kinds of food products.

Macaroni and noodle manufacturers, looking ahead, are devising ways to meet this increased competition.

What better way to get housewives to reach for your product than to give it extra "nutrition appeal"?

Many mothers today no longer buy *just* food. They want better nutrition. They're looking for the word "enriched" on products they buy.

Today—you have the privilege of enriching your macaroni and noodle products—of placing the word "enriched" on your package where all can see it.

And you can enrich easily and simply. There's a product developed especially for this purpose—Fleischmann's Fortified Yeast with Iron.

For batch mixes, this product is supplied in a 1.4 lb. package, sufficient for a 140 lb. batch.

For continuous mixes, it is supplied in bulk. It flows easily and lends itself for use in metering machines which are available.

Fleischmann's Fortified Yeast with Iron enriches macaroni with the vitamins: thiamine, riboflavin, and niacin—and with iron—in amounts specified in the government definitions and standards. This product also contains vitamin D and the factors of the B-complex natural to the yeast.

We will be glad to assist you in any problems you may have about enriching macaroni and noodle products. Write to us in confidence.

STANDARD BRANDS INCORPORATED

Bulk Pharmaceutical Department • 595 Madison Avenue • New York 22, N. Y.

Your Publicity

WHAT DOES IT DO FOR YOU?

Richard S. Bond, Recipe Service Company
and Bond-Barclay Syndicate

Who am I, anyway? Every once in a while you have probably read something about a man named "Bond" or a "Betty Barclay Service" when our friend Donna decided to write about the publicity efforts of the Association—or perhaps to mention me or my services in a personal talk. But I have really been that invisible partner of the Macaroni Institute supporters with a name that became more and more familiar as the years passed, but with a face and form yet to be seen.

Briefly, I am a publicity man, specializing on food publicity. I have been operating for almost a quarter of a century, turning out recipe sheets, food stories, mats and photographs for co-operative associations, national advertising agencies, general advertisers and even for other publicity organizations which might be called competitors. But instead of sending my mats in a careless manner to mat-using papers that may or may not use them, I have developed my own syndicate through which publicity goes out to actual subscribers who in most cases send tear sheets proving the material is being used.

Away back in 1935, Mr. Donna tried out a recipe on my monthly recipe sheet, and a little later, a recipe on a holiday mat. In 1939 I sent out my first two-column mat for him, entitled "The Macaroni Family" . . . and from that time on, we have held quite closely to mat publicity which has brought us in real returns.

But what does such publicity accomplish? Do women read it? If they read it, do they try the recipes and thus use macaroni, spaghetti or egg noodles that they would not otherwise have used? These are questions you should ask yourselves as you spend money on publicity mats.

No person can truthfully say that he can answer all questions of this kind. Many things must be guessed at or hoped for. But I have learned a great deal about the reading habits of our ladies during the quarter of a century I have been sending out food publicity. I have learned that they are more interested in the food columns of newspapers and magazines than in any other feature contained in the publication. Time after time polls have been taken and in almost every instance, the food page led the poll.

Several years ago I asked one of my large subscribers to prepare an editorial asking his readers whether or not they wished him to continue his food page. He was swamped with letters from all over the country, with not one negative vote. The women actually clamored for a continuation of this material.

Around the same time I featured a new garden flower that was a pet of one of my clients—offering a free package of seeds to anyone who would write for it. The returns were surprising. One shopping paper with a large circulation—a paper that some might regard as of little publicity value—ran the story. Over seven thousand of its readers wrote in for seeds—and this was but a small percentage of the letters received as a result of this publicity. This was not food, but it proves conclusively that women read stories that have to do with their home or their garden.

It is such experiences as this that make us feel food publicity is valuable. Women are constantly looking for new recipes for new dishes for their tables. If we ignore this demand, editors will occasionally use recipes calling for our product, but these recipes may not be the kind we want to have published. They may be good publicity for us, or they may be bad. But if we constantly furnish editors with macaroni, spaghetti and egg noodle recipes that have been tested and found good, editors will naturally use more of such recipes than they have been using. Our percentage of the total food recipes used will jump, and the consumption of our product will naturally increase. Furthermore, these tested recipes cannot harm us. They must help the sale of our products.

That's the story of what your publicity does for you. You can make that story a more enjoyable one if each and every one of you will see to it that each good macaroni, spaghetti or egg noodle recipe that comes to your attention, is passed on to your Secretary so that he can forward it to me. We want the best recipes we can get. Our editor friends know that our stories and recipes are publicity, but they are also wise enough to know that any story, featuring any recipe is publicity, whether or not it comes



Richard S. Bond

from a publicity man. And they know their women want recipes and it is their duty to furnish them. The ones they furnish must be so good that their readers will have no complaint to make, but will rely upon them to furnish more and more recipes of this type.

I have been syndicating food stories and recipes for almost twelve years for your Association—and I have yet to receive the first complaint from either editor or woman reader regarding a recipe calling for any macaroni product. I hope I may be able to say this again, if I am still your secret, but not silent, partner when another twelve years have passed. Send me good recipes and I'll syndicate them to the ladies.

Joins Heinz Company

Dr. H. H. Mottern, nationally known food research chemist, has been named director of research of H. J. Heinz Company, it has been announced.

Dr. Mottern joined the Heinz research staff in 1945 after 16 years of food research work with the United States Department of Agriculture. He was one of the pioneers in the development of the processes of deaeration and flash pasteurization of citrus juices.

During World War II, Dr. Mottern's introduction of Apple Honey proved to be a boon to cigarette manufacturers who were hard pressed for suitable humectants.

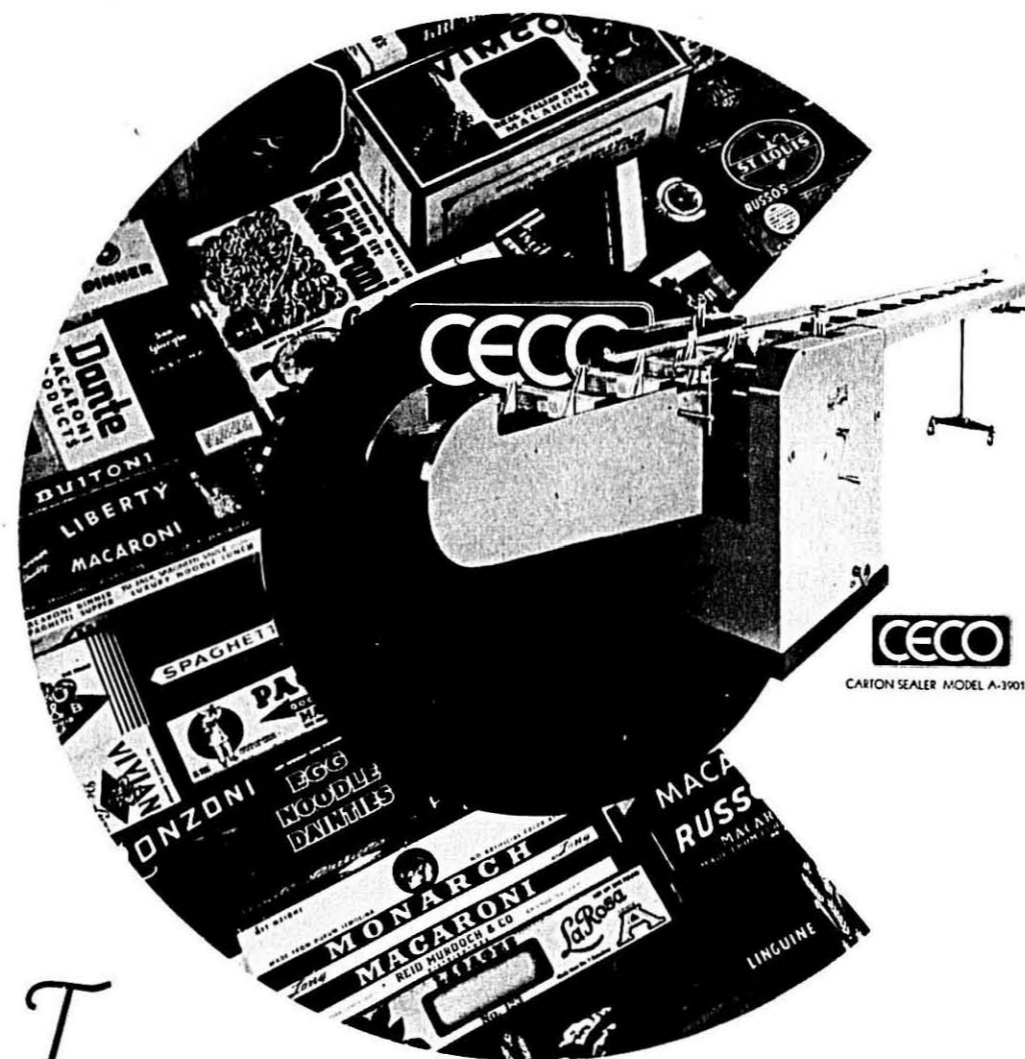
PLANT LUNCHROOMS

Industrial plants which provide lunchrooms on the premises find they reap two important benefits: (1) reduction in personnel turnover, (2) easier recruiting of new workers.—*Pathfinder News Magazine*.

April, 1947

THE MACARONI JOURNAL

23



The OUTSTANDING FAVORITE of the MACARONI INDUSTRY

The overwhelming majority of manufacturers of macaroni products use one or more CECCO Adjustable Carton Sealers. This versatile, portable machine is ideal for sealing macaroni cartons because it can be adjusted instantly for any size carton without tools, and by unskilled

help. A CECCO Adjustable Carton Sealer will produce better-looking packages, small or large quantities, at a saving in labor and upkeep that will pay for its low initial cost in a year or less. We can make delivery to meet your most urgent requirements. Send for details.

CONTAINER EQUIPMENT CORPORATION

It Is Less Hazardous to Raise Prices Than to Cut Prices

Here Is Mathematical Proof

W. F. Schaphorst, M.E.

Since the termination of the war more than a year ago most of us have been subjected to a number of surprises as well as disappointments in regard to prices and business. Prices were higher during the war, many items were difficult and even impossible to procure, and, as every reader doubtless recalls, plans were made by the government bureaus and by nearly everybody else to do things "differently" than after World War No. 1. In general, the aims were: prices were to be reduced; wages were to be increased; there was to be no inflation; everybody would live happily together in Willkie's One World; and so on. In fact, this writer was so certain that prices would be reduced that he wrote an article on "The High Cost of Cutting Prices." The article apparently aroused considerable interest as the writer has received some "fan mail" concerning it.

But, we were fooled. Prices have increased instead of being reduced, and now a great many of our executives are wondering about the cost of raising prices in the event that volume drops due to higher prices. The writer has been asked, "How about it? Is it as hazardous to raise prices as it is to reduce prices?"

The answer is "No." It is not as hazardous to raise prices, initially, as it is to cut prices. Of course the writer is considering this from the selfish viewpoint of the average businessman, and not from the patriotic national viewpoint. Raising prices does assist in promoting inflation, and as this writer sees it, labor is largely responsible for the present skyrocketing trend, aided by vote-seeking politicians. Executives and owners of businesses are just about helpless because their combined vote doesn't amount to much when compared with labor's vote.

But going back to the cost of raising prices, as was shown in the writer's above-mentioned article:

Cut your price 5 per cent and you will have to increase your volume 25 per cent.

Cut your price 10 per cent and you will have to increase your volume 67 per cent.

Cut your price 12½ per cent and you will have to increase your volume 100 per cent.

Cut your price 15 per cent and you will have to increase your volume 150 per cent.

This table is based on a normal profit of 33⅓ per cent. It looks serious from the very beginning. Some readers have declared that the table is incorrect, but it isn't. Cut your prices a mere 10 per cent and you will have to increase your volume 67 per cent in order to "make up" the loss due to price cutting, provided your profit is 33⅓ per cent.

On the other hand, now, in the event that you lose volume for one reason or another to the extent of 10 per cent, and your profit is 30 per cent, it is necessary merely to raise your profit to 34 per cent on the remaining 90 per cent of volume in order to make up for the loss in volume. That amount of increase would scarcely be noticeable to your customers. Here is a table that tells the story, based on a normal profit of 30 per cent:

For a volume loss of 10 per cent, your profit, based on cost, must be 34 per cent.
 For a volume loss of 20 per cent, your profit, based on cost, must be 40 per cent.
 For a volume loss of 30 per cent, your profit, based on cost, must be 49 per cent.
 For a volume loss of 40 per cent, your profit, based on cost, must be 62 per cent.
 For a volume loss of 50 per cent, your profit, based on cost, must be 85 per cent.
 For a volume loss of 60 per cent, your profit, based on cost, must be 136 per cent.
 For a volume loss of 70 per cent, your profit, based on cost, must be 333 per cent.

The above increases in profits, as will be noted, are not at all serious in the early stages of reduced volume. Thus, as already pointed out, where

The Method

- A—What was your profit before your volume was reduced? If it was 30 per cent, put it down as 0.30.....
 B—Add 1 to A.....
 C—What is the reduction in volume? If it is 10 per cent, put it down as 0.10.....
 D—Multiply B by C.....
 E—Subtract D from 1.....
 F—Divide A by E.....

A Problem Worked Out

0.30
 1 + .30 = 1.30
 0.10
 1.30 × .10 = 0.13
 1 - .13 = 0.87
 .30 ÷ .87 = .34

Eggs Are Eggs

Hostesses in Capetown, South Africa, have a simple solution for menu problems. All they do is serve one ostrich egg which provides a good meal for twelve or more people. Restaurant and hotel proprietors in view of Capetown's acute shortage of hen's eggs are likewise delighted with the economy involved when they see the number of omelettes that can be made with one ostrich egg.

the reduced volume is 10 per cent, you merely step the profit up from 30 per cent to 34 per cent, which isn't much. If the reduced volume is even 20 per cent you step up the profits from 30 per cent to 40 per cent, which isn't so bad either. But from there on conditions become worse rather rapidly. Thus if the volume is reduced 40 per cent you must more than double your profits on your costs, and such an act would very likely be noticeable to your customers and might cause further falling off in volume.

In an effort to be of assistance so that any reader can do his own computing, here is a step-by-step method that you can readily apply to your own business. It is quite possible that your normal profit is not 30 per cent. Maybe it is 20 per cent. Maybe it is 50 per cent. Whatever it is, the method shown in the accompanying table is applicable.

That's the method. The answer, as in the table below, is 34 per cent. Now try this one yourself in order to make certain that you have learned how to apply the above "method." If your normal profit is 50 per cent and your reduced volume is 20 per cent, what must your profit be on the remaining 80 per cent of volume, based on cost?

The answer is 72 per cent. Did you get the answer? Next, if you worked it out correctly, apply the method to your own business and your own conditions.

We Offer ...

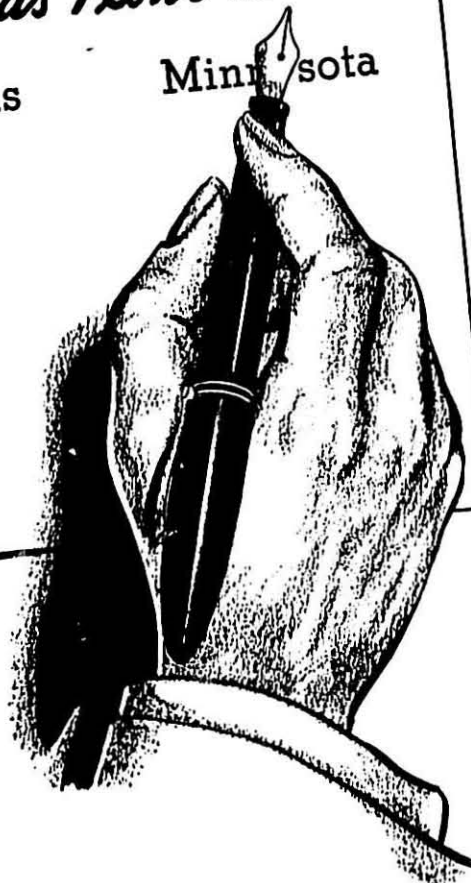
friendly congratulations to the National Macaroni Manufacturers Association and to the Macaroni Journal as they jointly celebrate the anniversaries of their founding.

We Pledge ...

our continued co-operation with all phases of the industry to bring about a steadily increasing demand for quality macaroni products.

King Midas Flour Mills
 Minneapolis Minnesota

"Quality is the Surest Foundation for Permanent Success"



The Coming Boom in Association Advertising

Vincent D. Clausen, Vice President in Charge of Merchandising
Hixson-O'Donnell Advertising, Inc.

A great boom in association advertising has begun.

Every few days we hear of new groups that are starting campaigns or are planning to do so. Of course in some cases these are a resumption of campaigns that were sidetracked by the war or by the depression. In others, old campaigns are being renewed on a broader scale. A number of the campaigns, however, that are getting under way are by groups that never did much of this sort of advertising.

Of course it isn't anything new for associations, institutes and councils to advertise. Such groups have been advertising in increasing numbers for many years. And the tremendous results that have been achieved by this advertising are well known.

But many advertising men, and I am among them, believe that association advertising is only in its infancy. There is so much educational work which should be undertaken by business, and which can be done economically only through co-operative endeavor, that the association advertising movement is bound to grow enormously in the years just ahead. Some authorities even insist that every business should participate in some kind of a co-operative promotional effort, regardless of the advertising it may be doing on its own hook.

3 Times for Promotion by Association

There are three fundamental business conditions that call for co-operative advertising:

(1) *When competition is coming from outside the field.* Very often the severest and most-difficult-to-deal-with competition does not come from companies in the same line of business. Rather it comes from the outside, from people who are trying to horn in on the older industry, with new products, new processes, new materials, new vogues, new ideas or with newer and supposedly better ways of doing things. In many lines, outside competition is today the dominant competition, the competition against which management is obliged to level its most consummate selling strategy.

No matter what kind of business you are in, the chances are that thousands of designers, inventors, scientists and

Excerpts from complete article that appeared in *Printer's Ink*, January 1947.

product developers are burning the midnight fluorescents, thinking up ways to put you out of business. Hundreds of well-equipped and well-staffed laboratories are busily engaged in developing new products which may render your product obsolete. It is almost a sure bet that somewhere somebody is trying to remove the pillars from under your business.

We discover this sort of competition on every hand. At one time wood was almost the only fuel. Then along came coal and it soon had wood on the ropes. Next another outside competitor arrived in the person of fuel oil. Now gas is the invader. Presently electronic heat and other new types of heaters will be sharing the fuel market. The history of power is a record of the rise of one new source of power after another—wind, animal, water, steam, hydro electric Diesel, et cetera. And now come jet power and rocket power.

Similar illustrations could be repeated almost endlessly. In fact I have a filing case drawer full of samples. Outside competition is the competition that most of us will have to deal with from now on.

The best way for an industry to cope with outside competition is to join hands and to face it with a united front. It cannot be defeated by ignoring it or by running away from it. Invading competition calls for co-operative action. It usually offers an ideal opportunity for association advertising.

And when an industry does unite in this way to face an intruder, it usually finds that it is not only able to hold its own but in many cases to increase its previous market substantially. It has opened up new uses for its products and adopted more aggressive selling methods. Smarting under the attack of the invader, the old industry frequently modernizes itself, diversifies its lines and adopts more forward-looking policies.

We have learned that rarely does a newcomer gobble up the entire market of the old industry. At best it gets only part of the old market. And if the old industry is sufficiently alert to its opportunities, its business may actually increase.

The function of co-operative advertising is to keep the function of the

industry's products before the markets and to see that it gets its rightful share of the business that is available or that can be created.

(2) *When a field is composed of a large number of small producers.* We find this situation most frequently in the farm field, among fruit and nut growers, dairymen, et cetera.

The campaign of the California Fruit Growers Exchange is the most conspicuous example of this kind of advertising. Also from all angles it is one of the most successful co-operative campaigns that has ever been conducted. In the first place it demonstrated that success in co-operative advertising consists of doing many things besides advertising. Most of these things are of a merchandising nature. The Exchange has accomplished wonders in getting the trade to follow through on the advertising and in developing an effective, many-pronged point-of-sale effort.

Also this campaign has shown conclusively that small producers can engage in many activities co-operatively that they cannot engage in single-handed. Such activities as research, product improvement, utilization of waste, the development of by-products, the introduction of better methods of grading, packing, shipping, et cetera. The work of the Exchange has made citrus products a major article of diet. It has stretched a seasonal specialty into a through-the-calendar big industry. It has changed the breakfast habits of the nation.

It has shown that where the expenditure is adequate and is intelligently directed, the business of the organization can be vastly expanded and the cost of selling can be reduced to low levels.

(3) *The ever-increasing complexity of advertising.* Perhaps the main reason why there is likely to be a large increase in the number of association advertisers is that the size of the advertising package is getting bigger every year. That is, the number of things that an advertiser must do to make his advertising effective, is growing all the time. His chief advertising effort must be backed up and reinforced with an ever-mounting variety of supplementary helps.

(Continued on Page 28)

April, 1947

THE MACARONI JOURNAL

27

ENRICHMENT BY WAFER

ENRICHMENT BY MIXTURE

ENRICHMENT BY WAFER

MERCK

Enrichment Wafers for all varieties of Macaroni Products

Macaroni, Spaghetti, Noodles, Pastina, etc.

Manufactured by **MERCK & CO., Inc. • RAHWAY, N. J.**

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE

For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pastina, etc.

Each water container contains:

400 mg. Thiamine (Vitamin B₁)
170 mg. Riboflavin (Vitamin B₂)
2500 mg. Nicotinamide

One ounce of this Vitamin Mixture added to each 100 lbs. of macaroni will add to each pound of macaroni the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 25.00 mg. Nicotinamide.

This formula is recommended by the National Macaroni Manufacturers Association for the enrichment of macaroni products.

1100 mg. Iron*
The balance is starch

*71 Cc. Water per Pound

Minimum Federal Requirements for "Enriched Macaroni Products" per pound:

4.0 mg. Thiamine
1.7 mg. Riboflavin
25.0 mg. Nicotinamide
11.0 mg. Iron

MERCK & CO., Inc. • RAHWAY, N. J.
Manufacturing Chemists

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.

- MERCK ENRICHMENT PRODUCTS**
- Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.
- Merck Enrichment Ingredients (Thiamine, Riboflavin, Nicotinamide, Iron)
 - Merck Vitamin Mixtures for Flour Enrichment
 - Merck Brand Enrichment Wafers
 - Merck Vitamin Mixtures for Corn Products Enrichment
 - Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

MERCK ENRICHMENT PRODUCTS

MERCK & CO., Inc. RAHWAY, N. J.

Manufacturing Chemists

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.
Elkton, Va. • Los Angeles, Calif.

In Canada: MERCK & CO., Ltd., Montreal • Toronto • Valleyfield



A Guaranty of Purity and Reliability

The Coming Boom in Association Advertising

(Continued from Page 26)

Obviously the contents of each advertising package will not be the same. Some advertisers will engage in more of these supplementary efforts than others. In nearly every case, though, the number of these things an advertiser should undertake will be more than his appropriation can stand. As a result his advertising investment may be spread too thin. He may do a better job on some of them than on others. However, unless he is fortunate and has a very big appropriation, his advertising effort as a whole is likely to be inadequate and spotty.

Here is where the association comes in. Many of the advertising jobs that its members can't efficiently carry on individually are turned over to it. This relieves their advertising burden and enables them to concentrate more effectively on the tasks that they can best do for themselves.

Educational promotion for whole industry

Experience has demonstrated that educational work is one of the activities that can be successfully assigned to the association. In many lines of business education of the market as to the uses and advantages of the product, is the primary purpose of advertising. To do a proper educational job the individual advertiser may have to devote a large part of his appropriation to it—and then he may have little left over to plug his own products. Besides, his educational promotion may help his competitors as much as it helps him.

But where the educational work is made an association function, the individual can give more of his appropriation to playing up his trademark and to tying in his business with the general campaign. And the association can do a better educational job. It can put more emphasis on it. It can make its selling appeal less selfish.

Many big industries are composed of a handful of large companies and of a relatively large number of small and medium-sized concerns. In such cases even the large companies are usually unable to stretch their sizable appropriations over all of the promotion that has to be done. And the smaller concerns suffer because their small appropriations don't allow them to do more than go through the motions of promoting the sale of their products.

Such industries offer an ideal situation for association advertising. The big companies can turn over much of their educational work to the association campaign and thus be free to do a better job in promoting their own businesses. And the smaller concerns are able to make their limited appro-

priations go further. They can concentrate on the activities that they feel it is most necessary for them to do. Besides they can have the benefit of more attractive supplementary aids and merchandising helps which they could not afford otherwise. Where an association campaign is adequately integrated it provides an abundance of skillfully produced merchandising helps for the use of all members.

Public relations for whole industry

There is another task which an association can do better than an unorganized industry. That is industry public relations. Industry public relations include a number of things beside advertising and merchandising. Important are its relations with government, and with legislative bodies. The small advertiser is badly handicapped in such relations; in fact so is any individual company, no matter its size. It is a job that can best be carried on by an association.

Many associations have been highly successful in conducting big "advertising package" campaigns. But probably the most successful of them all was the "Save the Surface" campaign, which was sponsored for many years by the National Paint, Varnish & Lacquer Industry. I believe it deserves superlative rating, because it accomplished so much.

Here is a typical big industry. It is made up of a few large manufacturers, a score of medium-sized manufacturers and many small manufacturers. There was so much to do in an advertising way that few units in the

Brazil Macaroni Industry Maligned

Serious objection raised to the conclusion reported by George P. Martin of H. L. Raclin & Sons, export brokers of Chicago, who classed the macaroni industry in Brazil, South America, as a business "on a small unorganized scale."

A strong objection comes from the managing partner of Masses Alimenticias Aymore, Ltd., of Rio de Janeiro, Brazil. It reads:

"M. J. Donna, Esq., National Macaroni Manufacturers Association, P.O. Box No. 1, Braidwood, Illinois, U.S.A.

Dear Sir:

We have read your 'Secretary's Message' in the October number of the MACARONI JOURNAL and have noted the declaration made by Mr. George P. Martin regarding the macaroni industry in this country.

Mr. Martin states that his 'unqualified observation of the business was that the manufacture of macaroni products in Brazil is on a small unorganized scale mainly by

individual restaurants, food shops and pastry people.'

We can only reply that Mr. Martin could not have made any enquiries in all regarding the macaroni industry in this country as his statement is the exact opposite of the truth.

A summary

To sum up, I believe we are in for a great increase in association advertising, both in numbers of campaigns and in the scope of their activities. I believe this for three reasons:

- (1) Because of the growth in outside competition.
- (2) Because small producers and small units in business can solve many of their merchandising problems only through united action.
- (3) Because the number of activities in which an advertiser must engage today is so large that some of them can better be performed cooperatively through an association campaign.

Our company has two very modern factories, one in Rio and another in Belo Horizonte in the State of Minas Geraes, with a total capacity of about 300 tons of macaroni, noodles, etc., per week, and as we have been operating here for about 24 years, Mr. Martin must have heard of our existence had he made any inquiries at all.

Beyond ourselves there are many important macaroni factories in practically every big city in Brazil.

We therefore take strong exception to Mr. Martin's remarks which are wholly unjustified and incorrect.

Regarding his statements to the effect that his friends in Brazil have recently been asking him to supply them with macaroni, we have to inform you that this is solely due to the shortage of flour that has prevailed in this country during the current year. Now that supplies have improved the macaroni factories are again increasing their production which, except for the recent temporary shortage, has always been sufficient for the needs of this market.

We trust that you will see that the erroneous information published in the MACARONI JOURNAL is corrected."

for macaroni
for noodles
for spaghetti



the best still comes from Shellmar

transparent bags
sheet wrappers
printed roll wrappers

Sales Offices in Chicago, New York, Cincinnati, Cleveland, Detroit, Kansas City, Minneapolis, San Antonio, Atlanta, Baltimore, Boston, Philadelphia, Pittsburgh, Los Angeles, Salt Lake City, San Francisco, Seattle



SHELLMAR

PRODUCTS CORPORATION

MOUNT VERNON, OHIO • SOUTH GATE, CALIF.
MEXICO CITY, MEXICO

PACKAGE MANUFACTURER • PRINTER • LAMINATOR • CONVERTER • CELLOPHANE • PLIOFILM • ACETATE • SARAN • VINYL • FOILS • PAPERS • COATINGS

MEATLESS RECIPES

What do you serve on a meatless day? That, as many housewives can tell you, is a question whose answer is far more important to them than is the answer to the other currently popular query, favorite of countless radio and juke box vocalists. "What do they do on a rainy day in Rio?"

Ask any conscientious home cook and she'll tell you that on meatless days one of her main problems as chief cook and meal planner is to think up enough nutritious and appetizing meat substitute dishes to keep her family properly and happily fed on such days, as meat just isn't in the cards—the menu cards, that is.

One of her best tried-and-true standbys, of course, is one, or all, of the macaroni products, energy foods which can always be relied upon to provide the main ingredient in a wide variety of main dishes on a dinner or luncheon menu.

Just as all the year round macaroni, spaghetti and egg noodles serve as a fine base when combined with meat, fowl, cheese and other ingredients, so are they a best bet when used with eggs, cheese, fish, vegetables and other foods in the non-meat category. There is no end to the culinary uses to which they can be put.

Whether you are or are not, for instance, one of those fortunate housewives who own one of those modern time-savers, the pressure cooker, you'll delight in some of the recipes which are prepared by one method as well as the other and are equally good either way.

Take, for instance, the combination of egg noodles, canned tomatoes and raw mixed vegetables, topped off with cheese sauce and a hard-boiled egg, for which you'll find the recipe below. It's a delicious one-dish meal certain to please the entire family. It's also a boon to the housewife who, busy with Red Cross or other humanitarian or civic duties, can prepare it before leaving home, then finish it up in a jiffy when she returns. It's a three-minute job with the aid of a pressure cooker, and only a little longer if prepared in the trusty old iron skillet:

Quick Noodle Supper Dish

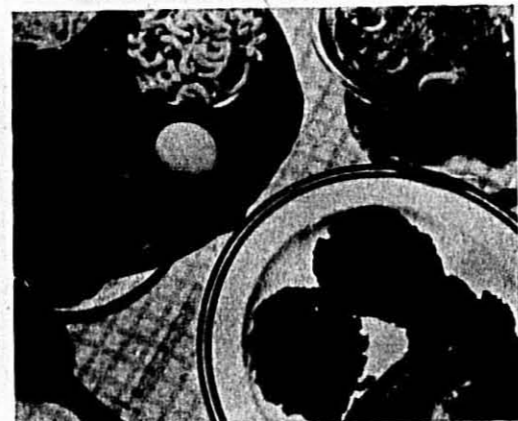
4 cups canned tomatoes (1-No. 2½ can)
½ lb. egg noodles
1 tsp. salt

4 c. mixed vegetables, diced (celery, carrots, onions and green pepper)
Dash of pepper

Hard cooked eggs and cheese sauce as desired.

Place the ingredients in a pressure cooker in the order listed. Allow to cook under pressure for 3 minutes. Release steam and serve at once, topped with wedges of hard cooked egg and cheese sauce. Serves 8. (If pressure cooker is not available, cook in heavy skillet with tight-fitting lid until vegetables and noodles are tender.)

It's a matter of only a few minutes to turn out this delightfully new and novel Tuna, Corn and Macaroni fritter, which, served with broccoli or another vegetable on the side, is a full-sized meal:



Tuna-Corn-Macaroni

1 small can flaked or grated tuna fish (drained)
1 c. canned cream style corn
½ lb. elbow macaroni cooked in boiling salted water until tender. Drain.

1 egg
2 to 4 tbs. flour
½ tsp. salt
Dash of pepper

Combine the ingredients in order listed, using enough flour to make the mixture hold together. Shape into patties and fry until brown in shallow fat. Serve hot with or without a tomato sauce. Serves 6 to 8.



April, 1947

THE MACARONI JOURNAL

31

Homemaker Magazine Features Macaroni Products as Meat Stretchers

The *Homemaker Magazine* published monthly by the Institute for Better Cooking, and enjoying a wide circulation among home economists, food page editors, hotel and restaurant chefs and housewives, carried a timely feature article on Macaroni Products as Meat Stretchers, as a 2-page feature in its March, 1947, issue. Its introductory statement is that "A little meat goes a long way served with spaghetti and noodles."

The feature is illustrated by four photographs of selected recipes—Spaghetti Goulash, Hamburger with Spaghetti and Meat Sauce, Layered Spaghetti Casserole and Baked Egg Noodles with Chicken ala King—photos courtesy National Macaroni Institute.

"The night you have bought only enough hamburger for two is always the night those friends drop in just at dinner time—and stay—and stay. Well, just relax! What if the meat shop is closed. You can stretch the meat for all with those good old standbys—macaroni, spaghetti and noodles.

"Warning: In your zeal to make the meat go further, don't cook too much spaghetti. Don't forget that both macaroni and spaghetti double their bulk when cooked, while noodles increase at least one fourth."

Three Macaroni Products as War Rations

Among the large number of war rations developed by the Quartermaster Corps for feeding servicemen during the war are three that contain macaroni products, namely: Ground meat and Spaghetti, canned; Meat Balls and Spaghetti, canned, and Meat with Noodles.

Fine for Fast Days



By BETTY BARCLAY

When meat is scarce, too expensive for your pocketbook, or when it is a meatless day in your home, that's the time you worry. "What to serve for a main-course dish?" is the question.

Meat is a protein food, but other foods are rich in protein, too. Macaroni, spaghetti and egg noodles (The Energy Trio) are always excellent substitutes. Fortunately, these healthful foods blend with fish, eggs, cheese and vegetables so that it is easy to prepare soups, salads and even main-course dishes for meatless days. You'll have plenty of proteins, plenty of carbohydrates and plenty of minerals and vitamins as well.

Try the following recipes. They're fine for fast days:

Butter-Cheese Egg Noodles
(This makes an excellent accompaniment for fish)
½ lb. egg noodles
¼ lb. cheese (grated)
½ cup butter

Add egg noodles to 1 quart of boiling salted water in top of a

double boiler. Cover and simmer till water has cooked out. Add butter, cheese and season to taste. Mix well.

Creamed Spaghetti

½ pound spaghetti
2 tablespoons shortening
1 pint milk
2 tablespoons flour

Boil spaghetti in 2 quarts of salted water until "chewy", — not "mushy". Drain. Melt shortening in pan. Blend in the flour and stir in milk while bringing it to a boil. Season to taste and pour over hot spaghetti. Makes 4 liberal portions.

Macaroni with Anchovies

½ pound macaroni
1 small can anchovy fillets
2 tablespoons butter or olive oil

Boil macaroni in salted water and drain. Heat contents of can of anchovy fillets in butter and pour over cooked and drained macaroni. Toss macaroni until all strands become flavored. Season and serve hot. Makes four liberal portions.

Combine spaghetti, creole sauce and shrimp if you'd like to give the family a main dish that's delightfully different:

Spaghetti with Shrimp-Creole Sauce

½ lb. spaghetti cooked in boiling salted water until tender. Drain

2 c. mixed diced vegetables (carrots, onion, celery, mushrooms, green pepper, pimento—use 3 or more)

½ lb. quick melting cheese, cut in small pieces

Shrimp Creole Sauce
3 tbs. butter or shortening
2 c. shrimp (fresh cooked or canned)
3 c. medium white sauce
3 tbs. sherry wine, if desired

Saute the mixed vegetables in the shortening. Add 2 or 3 tbs. water and simmer until tender. Add this with the remaining ingredients to the white sauce. Cook in double boiler until flavors are blended and cheese is melted. Serve on mounds of the hot freshly cooked spaghetti. Serves 6 to 8.



Plaque Presentation Promotes More Congenial Relations With Durum Farmers

To encourage the production of more quality durum wheat from which the better grades of semolina are milled, the National Macaroni Manufacturers Association in a well-conducted campaign of publicity and promotion has made a standing offer of a beautiful plaque for annual presentation to the prize exhibitor at the Durum Show held each February at Langdon, the world's durum center.

The plaque this year was presented to Tom Ridley, a Langdon, North Dakota, durum grower who exhibited the best 1946 sample, by a special committee consisting of C. L. Norris of the Creamette Co., Minneapolis, Minn., and Maurice Ryan of the Quality Macaroni Co., Saint Paul, Minn. Commenting on the beauty and timeliness of the plaque, Victor Sturlaugson, president of the show says:

"In behalf of the Durum Show Management, I wish to express our sincere appreciation to Mr. C. L. Norris and Mr. Maurice Ryan for the fine contribution these gentlemen made incident to our program, for their presence and for all of the other splendid help given us.

"We join Mr. Tom Ridley in being very proud of the beautiful plaque presented by the National Macaroni Manufacturers Association. The fine co-operation given will foster a more intimate and congenial relationship between the durum growers and your association for the mutual benefit of all concerned."



Increased Durum Plantings

11 Per Cent More Acreage by Early Estimate

A note of encouragement comes from the durum wheat sections of North Dakota. A bulletin from the State Agricultural Department of the State College, Fargo, North Dakota, reports an anticipated acreage of 2,517,000 acres to be planted to durum wheat as per planting intentions surveyed. This is an increase of 11 per cent over last year's acreage.

The bulletin notes that the seed is not yet in the ground and that the anticipated acreage may be radically changed by weather conditions between the date of the survey and seeding time. The increased interest among wheat growers in the natural durum-growing parts of North Dakota is en-

couraging to the macaroni makers who have made known their willingness to pay premiums for good durum wheat.

Liquid, Frozen, and Dried Egg Production, February, 1947

The quantity of liquid egg produced during February totaled 79,049,000 pounds, compared with 72,680,000 pounds during February last year. Larger quantities were used for drying but the quantities frozen and used for immediate consumption were smaller than last year.

Dried egg production during February totaled 12,749,000 pounds, compared with 8,362,000 pounds in February last year. Production consisted of

11,704,000 pounds of whole egg, 151,000 pounds of dried albumen, and 894,000 pounds of dried yolk. Purchases of dried egg through March 14 for shipment to the United Kingdom totaled 29,157,000 pounds out of a total commitment of 33,000,000 pounds.

Frozen egg produced during February totaled 34,323,000 pounds, compared with 46,383,000 pounds during February last year—a reduction of 26 per cent. Commitments to purchase frozen egg by the Department of Agriculture through March 14 totaled 29,095,000 pounds, of which offers amounting to 9,395,000 pounds have been canceled. Storage holdings of frozen egg on March 1 totaled 73,508,000 pounds, compared with 117,903,000 pounds a year ago, and 86,454,000 pounds for the 1942-46 average.

Frigid Food Products, Inc.

Extends Its "Greetings and Best Wishes"

to the

MACARONI JOURNAL

on

Its 28th Anniversary

FRIGID'S "Fresh from the Nest" eggs are gathered in the Spring months of the year and delivered daily to the "Frigideg" plants, which are located in the heart of the "Grain Belt." Before packing, Frigidegs are carefully candled and broken by experts, and the packing supervised by specialists in this particular line of work, using modern methods and special equipment.

Not only are the Frigid "YOLKS" free from all fibrous and membrous matter, but the skins from the yolks are also removed, resulting in a perfect homogeneous, uniform emulsification in our yolks, smoothly binding all the ingredients together.



LOOK FOR THIS TRADE-MARK

The Essentials of Quality EGG YOLKS

are:

1. Purity
2. Quality
3. Uniformity
4. Cleanliness
5. Good Flavor
6. Low Bacterial Count
7. High in Nutritive Value
8. Free from Adulterations
9. Dark Color
10. FROZEN STRICTLY FRESH

"A QUALITY PRODUCT FOR A QUALITY PRODUCER"

FRIGID FOOD PRODUCTS

INCORPORATED

NEW YORK CLEVELAND DETROIT TOLEDO BATTLE CREEK
554 W. 28th Street 629 Bolivar Road 1599 E. Warren Ave. 335 Morris Street 681 W. Michigan Ave.

PIONEERS AND LEADERS IN THE FROZEN EGG INDUSTRY

Order your year's requirements now while the packing season lasts. A contract now will insure a steady supply of Spring-Fresh FRIGIDEGGS throughout the year.

How to Keep Your Customers

Merrill Morris

What's the secret of keeping customers?

In order to keep a customer, you've got to keep him happy. And you can go a long way toward keeping him happy if you conduct the various functions of your business strictly according to the fundamentals of good public relations.

Frequently these days, many businessmen are skilled in the technical aspects of their work. They are thoroughly familiar with the mechanics of granting credit, accounting, providing customer service, and so forth. But when it comes to the matter of "human relations"—dealing with the customer in such a way that he leaves the establishment with a smile on his face, then all too often Mr. Businessman is a complete and miserable flop.

Why is this so? Because many of us simply grew up in an age when all that was thought necessary for successful operation of a business was a firm knowledge of its technical side. Additionally, during the last few years many business people have slipped into faulty public relations habits merely because it was the easiest way, and because lack of competition permitted them to get away with it.

Increasing competition on nearly all fronts is now rapidly putting an end to this situation where the businessman can ignore the human relations side of the picture, however. The person who expects to be in business three, five, or ten years from now will do well to give thought to the human angle as well as the technical. In short, proper attention to the matter of public relations can go far toward helping the businessman not only keep his old customers but also attract new ones.

What is the first rule of good public relations? Briefly put, it's simply a matter of looking at your business relationships from the standpoint of the customer. To illustrate let's show how this particular "you" psychology can be applied to the various functions of your business:

Handling Complaint: When a customer comes in and voices a complaint about your business, you can handle the situation in two basic ways: You can, for instance, look at the matter strictly from your own point of view, tell the customer he is wrong, and generally be rude. Or, by using the "public relations approach," you can attempt to see how the customer feels about the matter—why he feels he has been wronged; and generally take a

sympathetic attitude toward the complaint.

Furthermore, one actually need not concede any more by using the second approach than by using the first! But by employing public relations psychology, the businessman indicates he is sorry the customer feels he has been offended, and he (the businessman) then attempts to make whatever amends he can. In this way, any suggestions made to the customer will fall on sympathetic and co-operative ears. But were the customer angered (by the businessman's maintaining an "I" attitude, instead of a "you" attitude), then probably no suggestion—no matter how fair or reasonable—would meet with customer favor. It's simply a matter of putting to work the old adage: You can catch more flies (customers) with a drop of honey ("you" approach) than with a gallon of gall ("I" approach).

Making Collections: When a customer owes you money, you can go after him in two ways: You can tell him to pay up or else. Or you can politely call the matter to his attention, and explain that in order for you to continue in business it is necessary that all accounts be paid up with reasonable promptness.

By using the latter approach, you not only attempt to see the picture from the standpoint of the delinquent customer, but you also try to gain his cooperation by explaining your side of the picture to him.

Since most delinquent customers are not real deadbeats, but merely careless, or a little bit "short" at the moment, or do not fully realize why bills must be paid on time, the "explanatory" approach to collections is a valuable one to use from the public relations standpoint. The majority of delinquent customers are well worth retaining on the customer list. Consequently, the modern businessman makes his collections all the while keeping "public relations" in mind, and while maintaining a strict "you" attitude.

Granting Credit: At the time a customer opens a charge account with you (either formally or informally), there are certain factors to be borne in mind.

First, you want to be reasonably sure you will be able to collect for any obligations the customer ultimately becomes responsible. Secondly, you want to handle the credit-granting situation in such a way that the customer's friendly attitude toward the store is maintained. Since the former is a

technical aspect of business which we are not concerned with here, here are tips dealing strictly with the latter factor:

1. Avoid assuming a patronizing attitude when granting credit. Just because a customer wants to open a charge account is no sign he should be insulted.

2. If credit must be refused, don't be content with a flat "you can't have a charge account here!" To give this sort of answer makes the customer feel like some low variety of worm, and costs you a business friend. Rather, indicate *indirectly* and *tactfully* to the applicant that at the present time you are unable to extend credit, but that if he would like to reapply at some future time you would be glad to reconsider his application.

3. For public relation's sake, cut the red tape of credit granting to a bare minimum. Business in the United States is rapidly degenerating into a hodge-podge of filling out forms. Since you don't like to fill 'em out, it's logical your customer doesn't either. For public relation's sake, avoid any unnecessary time-wasters.

4. If credit is to be granted, grant it with a smile on your face. Make it obvious to your customer that you're glad to have him on your charge list. Grant credit cheerfully—or don't grant it at all!

Customer Services: Many businesses maintain "customer services" which are ineffective. Why? Because although technically these so-called services may operate well, the human angle has been entirely forgotten. Examples of business services which are operating satisfactorily from the technical standpoint, but unsatisfactorily from the "public relations" standpoint, are: (1) The delivery truck driver who curses other motorists, (2) the customer washroom which is dirty, etc.

Advertising: Ways to conduct your advertising from the "you" or public relations standpoint include:

1. Running occasional "service to the public" advertisements. Give John public some information which he can really put to good use, or which will help him in some way.

2. Running advertisements which hold strictly to the truth. Constant attention to this policy will tend to give the public confidence in your concern. Stand behind your advertising.

(Continued on Page 60)

April, 1947

THE MACARONI JOURNAL

35

ENRICHMENT IS EASY WITH N-RICHMENT-A

YOU'LL WANT TO TAKE ADVANTAGE OF THE ADDED SALES APPEAL THAT ENRICHING IN ACCORDANCE WITH THE NEW FEDERAL STANDARDS OF IDENTITY WILL GIVE YOUR MACARONI AND NOODLE PRODUCTS. TO HELP YOU INCORPORATE ENRICHMENT INTO YOUR PROCESS EASILY, QUICKLY AND ECONOMICALLY, NOVADEL-AGENE—MAKERS OF N-RICHMENT-A FOR LEADING FLOUR AND CEREAL MILLS EVERYWHERE—HAS DEVELOPED A NEW PRODUCT—N-RICHMENT-A TYPE '6—ESPECIALLY FOR MACARONI AND NOODLE PRODUCTS.

TYPE 6 N-RICHMENT-A IS AVAILABLE IN TWO CONVENIENT FORMS—QUICK-DISINTEGRATING, EASILY-HANDLED SQUARE WAFERS FOR BATCH MIXING AND A POWDERED PRE-MIX FOR CONTINUOUS PRESSES. BOTH FORMS ARE EASY TO USE, CONVENIENTLY PACKAGED, ECONOMICAL, MANUFACTURED TO EXACTING STANDARDS AND WHEN USED IN ACCORDANCE WITH DIRECTIONS WILL ENRICH YOUR PRODUCTS TO THE MINIMUM FDA REQUIREMENTS. YOU'LL FIND, TOO, THAT THE STAFF OF N-A ENRICHMENT SPECIALISTS WITH THEIR YEARS OF EXPERIENCE IN FLOUR AND CEREAL PRODUCT TREATMENT ARE WILLING ASSISTANTS IN SOLVING YOUR TECHNICAL PROBLEMS ON ENRICHMENT. IN ADDITION, N-A'S TECHNICIANS AND LABORATORY FACILITIES ARE ALWAYS AVAILABLE TO WORK WITH YOU AND YOUR OWN CONSULTANTS. WHY NOT CALL OR WRITE TODAY FOR DETAILED INFORMATION ON N-RICHMENT-A AND N-A'S FIELD SERVICE?



WALLACE & TIERNAN COMPANY, INC., AGENTS FOR

NOVADEL-AGENE

BELLEVILLE 9, NEW JERSEY

AGENE
— for flour maturing
NOVADELOX
— for a whiter, brighter flour
N-Richment-A
— for uniform enrichment

The Swiss Macaroni Industry of Today

By H. Bots
 Delang Macaroni Manufacturing Company
 Muttenz (Basle)

In the November, 1945, issue of THE MACARONI JOURNAL an article by A. Montag, Islikon, was published, concerning the Swiss Macaroni Industry during the war period. It mentioned therein that our industry was working at about 25 per cent of the prewar volume due to the introduction of our rationing system. The article described furthermore how prices of semolina went up 220 per cent as compared to the prewar period, and how fresh, frozen and dried-egg allotments were cut to 50 per cent. In 1943 we had to mix our semolina with 25 per cent soft wheat flour. In 1945 imports of all raw material were non-existent so that year became the blackest for our industry. Since we were not allowed to stretch our output with artificial or replacement products, we were not able to dodge the downward trend of our volume of production. You can therefore easily imagine what hard times we had.



H. Bots, Production Manager

Our enterprise has a daily output of 15,000 kilograms which represents about 12 per cent of the total macaroni sales in the whole country. At the same time we have the biggest sales

The hope for a better future, expressed at the end of this write-up, has not come true as yet, nearly two years after the end of the war. If



Bird's Eye View of Delang Macaroni Manufacturing Company's plant at Muttenz, Basle, Switzerland, the most modern in Switzerland.

the information we have in hand is to be believed, it does not look either as if the situation will be much better within the next few months. The Swiss wheat imports are still very irregular and far between. The ration of macaroni per capita is actually not more than 500 gr. a month, as compared to 900 gr. before the war. At the same time our bread ration remains one of the smallest in Europe.

volume of all Swiss manufacturers in macaroni products made with eggs. Consequently we also had the biggest consumption of eggs before the war. Unfortunately eggs are still rationed at present for our purpose. Switzerland produces as a rule three major qualities:

1. Superior quality (without eggs).
2. Simple egg products (normal semolina plus dried-eggs).
3. Fresh egg products (special semolina plus fresh eggs, actually replaced by frozen eggs).



Edward Deland, President and General Manager.

The superior quality is manufactured in certain products such as spaghetti, macaroni and special forms like rigatoni, as "Tipo Napoli," i.e., with a specially chosen durum wheat, which we can only get in very small quantities or not at all, at the present time.

Our firm was founded in 1850, developing from a bakery with a macaroni department (manufacturing by hand) to the big enterprise as it now stands. We used the war period to change around our whole technical set-up by modernizing our machinery. We installed new continuous automatic presses. This change did not take place so much because our machines were out of date, but more in order to enable us to push our output to the utmost limit, as well as to better the quality of our products. At the same time we were able to diminish our overhead by decreasing our cost of production this to such an extent that the tendency of our co-operative societies to start their own factories (trend already mentioned in the article of Mr. Montag) can be checked. We are actually capable of surpassing all advantages the co-operative societies would have by starting on their own.

Our factory is situated in a big field so that we are able to use fresh air to dry our products. No other industries being in the neighborhood, there are no odors to disturb or ruin our drying products.

Twenty years ago we used to export quite a lot to the U. S. A., but your prohibitive import duties put a very effective stop to that part of our business. We know that it will never come back. However, we had hoped that the Swiss Macaroni Industry would be asked to participate in the reconstruction in Europe after the

(Continued on Page 74)



**"WITHOUT A DOUBT
 MULTIWALLS ARE THE
 BEST CONTAINERS
 FOR FLOUR"**

*says S. S. Walters, President,
 LIBERTY BAKING COMPANY, PITTSBURGH, PA.*

A respected and prominent figure in the baking industry, Mr. Walters has long been an advocate of more sanitary bakery methods. In the following statement he tells why he calls multiwall paper bags the best containers for flour:

"I've put Multiwalls on trial in our bakery for nearly a year. After careful study, I'm convinced they're without a doubt the best all-around containers for flour."

"Here's why: In the first place, Multiwalls are by far the most sanitary containers for the shipment of flour. And they do away with the unsanitary practice of reusing bags."

"Secondly, they eliminate the nuisance and expense of cleaning, baling and shipping bags back to the mills."

"Third, they help keep our bakery clean by reducing flour dust."

"Fourth, they deliver all the flour we pay for. We no longer find a lot of flour on the floor of incoming box cars. Multiwalls eliminate that loss."

"Lastly, we get a nice cash return by selling used Multiwalls to used bag dealers."

Mr. Walters' statement typifies the views of a growing number of progressive bakers.

MULTIWALL
 MULTIPLY PROTECTION • MULTIPLY SALEABILITY
ST. REGIS SALES CORPORATION
 (Sales Subsidiary of St. Regis Paper Company)
 NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.
 BALTIMORE 2: 1925 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.
 ALLENTOWN, Pa: 202 Farr Bldg.

OFFICES IN OTHER PRINCIPAL CITIES — IN CANADA: ST. REGIS PAPER CO. (CAN.) LTD., MONTREAL • VANCOUVER

A Big-Town Boy Makes Good

They come from the country, click and presto!

But those who make good don't always come from the country. Here's an account of one who was born in New York City who made good in a big way. It's dynamic Alfred F. Rossotti, head of the largest supplier of labels and cartons to macaroni-spaghetti-noodle makers everywhere, Rossotti Lithographing Company, North Bergen, N. J.

His brother Charles (Charles C. Rossotti), is better known to the macaroni industry and this by agreement. In everything connected with that in-

the Rossotti Memorial Cup of Tiro a Segno of N. Y. which has been in competition for fourteen years in conjunction with the live pigeon activities of the club—a cup offered by his



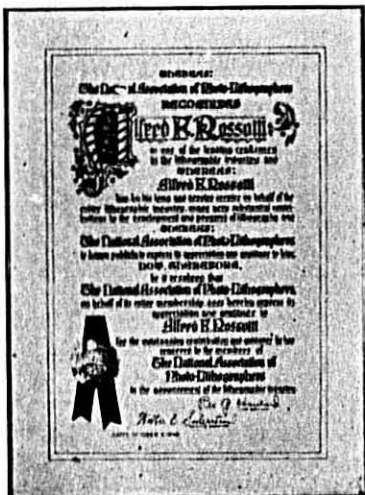
The Rossotti twins, Arlene and Lorraine, who are nearing seven. A brother, Edward, is now a year old.



Mr. and Mrs. Alfred F. Rossotti

firm in honor of his deceased father, and which is shot for each year in Pennsylvania. He won the cup by killing 24 out of 25 birds.

He was recently presented with a beautiful scroll by his fellow members of the National Association of Photo-Lithographers "in appreciation of his outstanding contribution and guidance rendered the members" of that organization.



Honoring Scroll

dustry, be it entertainment or leadership in activities aimed at improved containers and better labels, Charles is permitted to receive the full light of day.

When it comes to activities in the firm's line of business, Alfred grabs the limelight and most deservedly so. Here are some of the titles and honors he has earned among lithographers:

Past President of the National Association of Lithographers Club;

Past President of the Lithographers Club of New York;

Director of the Lithographers National Association;

Member Research Committee of Lithographers Technical Foundation;

Member Educational and Advisory Committee, New York Trade School Committee. . . .

all this in addition to being president of his firm.

Recently he won for the first time

Overproduction of Food in 1947?

Are there any prospects that there will be an over-production of human foods in 1947? What can food canners do in anticipation of what later may be the correct answer to the question?

What food canners will do in the months ahead will decide how much of their production they will sell; not only in 1947 but in the years following, Watson Rogers, Washington, D. C., president of the National Food Brokers Association, told the Canners' League of California at its recent annual meeting. Listing his suggestions for a sound sales program he called for a tremendous drive to promote the sales of canned goods as aggressively as the present trade drives which push fresh produce and meats.

"It is agreed that in 1947 and the years ahead people will continue to eat, but that will not answer your question of production. For not only are your products competing with each

other for the housewife's dollar, they are now facing the competition in the grocery store of food items never before sold there. That is why so many food men are urging caution in regard to the amount of the new pack. Maybe there is a danger of overproduction of food in 1947 and maybe there is not. I do not know. But I feel that a good part of the answer lies with you. From a long time point of view, the problem of the 1947 pack is a temporary one, but the solution you adopt, if soundly based, cannot only solve the 1947 problem but also set a profit pattern for the years ahead.

"Another basis for a successful year is the quality of the foods canned. This factor stands out above all others in the minds of food men all over the country. If you are to maintain the leadership achieved you must maintain your great canning reputation by continually canning high quality merchandise. Your past performances are being challenged by the accomplishments. The great majority of you have already accepted that challenge . . . and many more of you should."

CARAVETTA

Quality

FOODS

ENRICH

your

SPAGHETTI

DINNERS

Caravetta's Famous (E) Grated Cheese

Grated Romano Cheese Sharp • Grated Parmesan Cheese Mild
Grated American Cheese

With

Caravetta Tasty (E) Spaghetti
with or without Mushrooms

Both Prepared Especially for One of Man's Most Natural Food Combination—

SPAGHETTI, MACARONI or EGG NOODLES
with GRATED CHEESE and SAUCE

We also manufacture Ravioli packed in jars or cans with delicious sauce, or in brine solution.

Write for Samples and Prices

CARAVETTA FOODS CO.

Formerly Ehrat Cheese Company, Inc.

33-35 W. Kinzie St.

Chicago 10, Illinois

The Firm of Donato Maldari

Three years after the turn of the century, Felice Maldari founded the nucleus of the Macaroni Die Makers in the United States, uses the senior member of the successor firm in submitting the historical facts that follow.

In a dark and dingy basement at 371 Broome Street, New York City, the firm bearing the name of Felice Maldari was born. With crude tools and a hand-driven drill press, the founder struggled with the problems presented in the manufacture of copper dies.



Ralph Maldari

In 1905 Donato Maldari arrived in the United States and joined his brother. Together they arduously made copper dies using what we now consider primitive methods. Two years later they were able to move to larger quarters, which were quickly equipped with a motor-driven drill press and lathe.

With hand work thus supplemented with machinery, the Maldari Brothers heeded the cries of economy-minded macaroni manufacturers and turned their efforts towards finding a material which would outwear copper. Up to this time production output was not of prime importance, for the industry was in its infancy, and competition was negligible. With more and more macaroni plants springing into existence, however, the spirit of competition was fanned—naturally resulting in increased production. With this advent of increased production, copper dies wore rapidly, and repairs and replacements became increasingly necessary. Thus, a determined search for a material to outlast

copper subsequently ended with the use of a bronze alloy.

Expansion again became necessary in 1909, when two basements and a small store were required. In 1910 Dominick Maldari joined the firm, and



Daniel Maldari

under the guiding hand of the eldest brother advancement was steady and certain. In the year 1913, with great pride and dignity, the name of Maldari stood bold and clear over large new quarters at 127 Baxter Street, New York City. The three brothers and their colleagues thus busied themselves making macaroni dies—both copper and bronze, for the popularity of copper had not died.

After an absence of some twenty years from his native country, Felice Maldari longed to return to his boyhood surroundings—and thus the man who really started from the bottom, arduously building the foundations for a time-honored name, sailed to his cherished land and retired from the Macaroni Industry.

In the year 1924, the now nationally known name of F. Maldari & Bros. was incorporated, and two years later the plant was moved to its present site at 178-180 Grand Street, New York City.

That same year Dominick Maldari was forced to retire from the business because of poor health, and the heavy burden of responsibilities fell upon the shoulders of the remaining brother—Donato Maldari.

Realizing the futility of carrying the firm under an incorporated name, the following year, at a meeting of the Board of Directors, F. Maldari &



Donato Maldari

Bros., Inc., was sold to Donato Maldari—and this individual proprietorship now carries the name of Donato Maldari.

The war years were truly trying ones for Donato Maldari. With his son, Ralph, serving with the Armed Forces, full burden and all responsibilities were again thrown on his shoulders. With his innate desire to serve the Macaroni Industry as he had been doing throughout the years, war work was repeatedly avoided because it was his sincere belief that he was in the very midst of war work making and repairing macaroni dies. As Government priorities clamped down, it became increasingly difficult to obtain necessary materials—and every issue was bitterly contested with proper authorities. With his entire production facilities being used solely for the Macaroni Industry, Mr. Maldari took his fight to Washington, D. C., where he enlisted the aid of B. R. Jacobs. The Priority Board subsequently classed the business as "essential," with the ensuing result that top priorities were designated for material procurement. Thus Mr. Maldari won his fight, and he continued through the war years to utilize his production facilities solely for macaroni die work.

In 1939 Ralph Maldari joined the firm, but soon afterwards was forced to take a leave of absence to serve with the Armed Forces. During his affiliation with the United States Army Air Corps he was stationed at various points in the United States and subsequently in England with the Eighth Air Force. He acted as an envoy of good will, visiting the different macaroni manufacturers whenever the opportunity presented itself. A picture of himself in Scottish kilts published in THE MACARONI JOURNAL brought an invitation from an English macaroni concern—and also brought joy to the heart of Editor Donna, for it proved

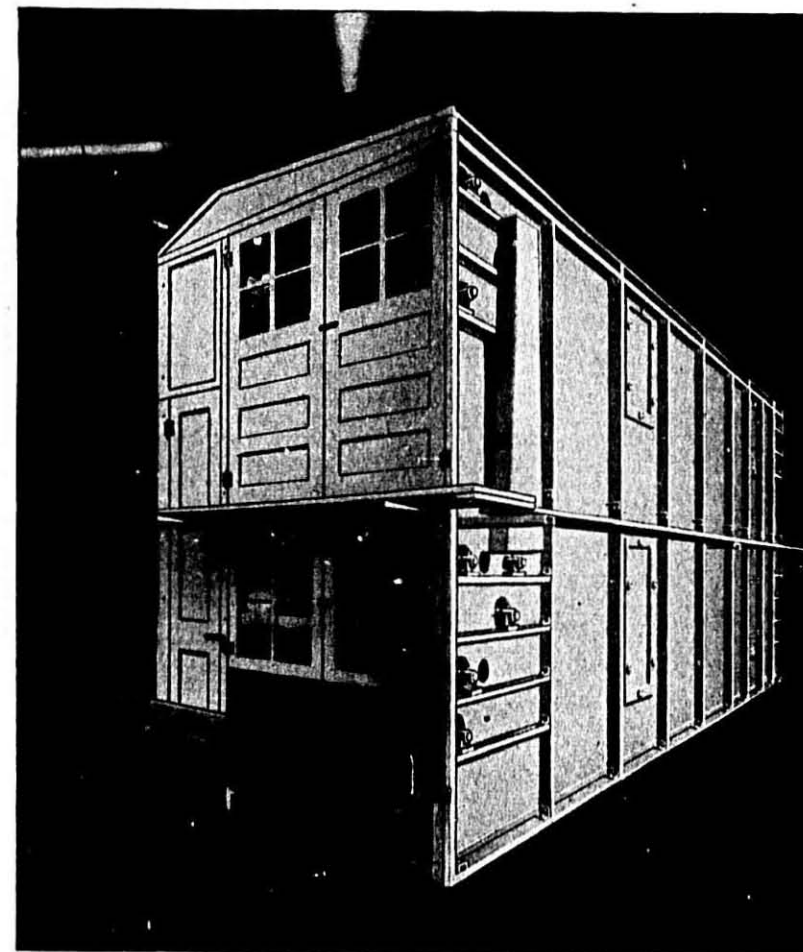
(Continued on Page 56)

April, 1947

THE MACARONI JOURNAL

41

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

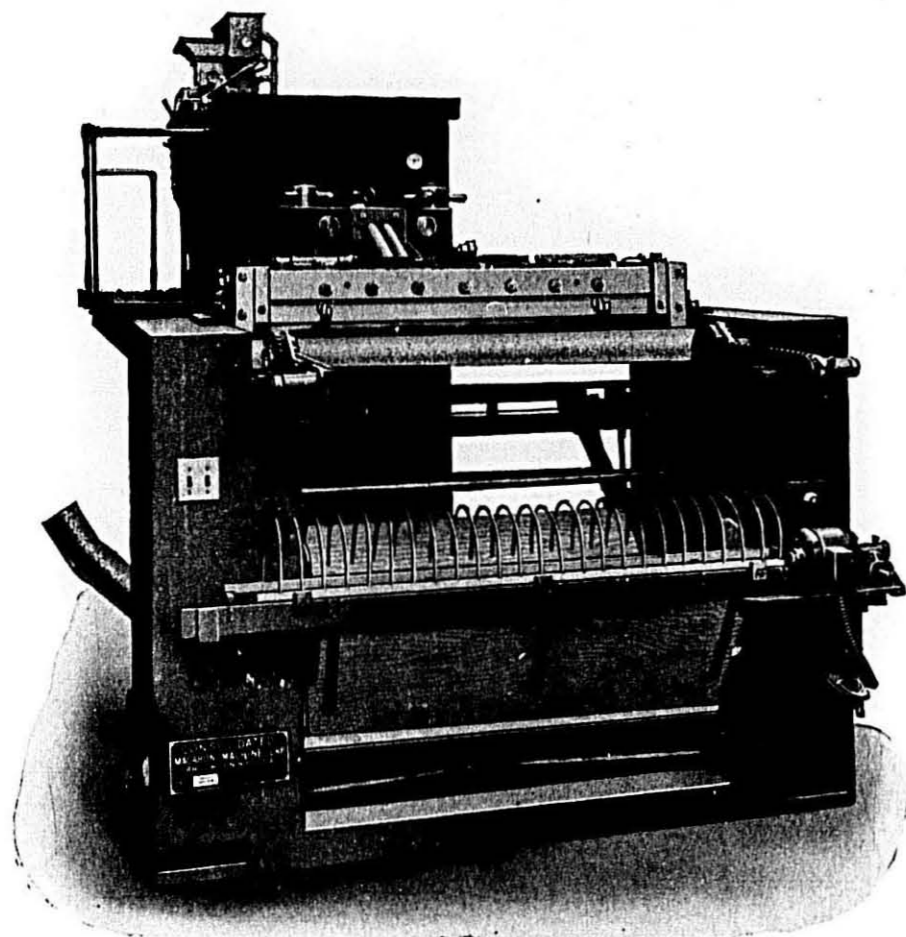
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of secondhand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

From Bin to Sticks without handling.

The Press shown above is our latest innovation. It is the only continuous press consisting of a single unit that will produce both long or short goods.

It can be changed from a short to a long goods press, or vice versa, in less than 15 minutes.

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small plants which have space for only one continuous press that can produce both long and short cut products.

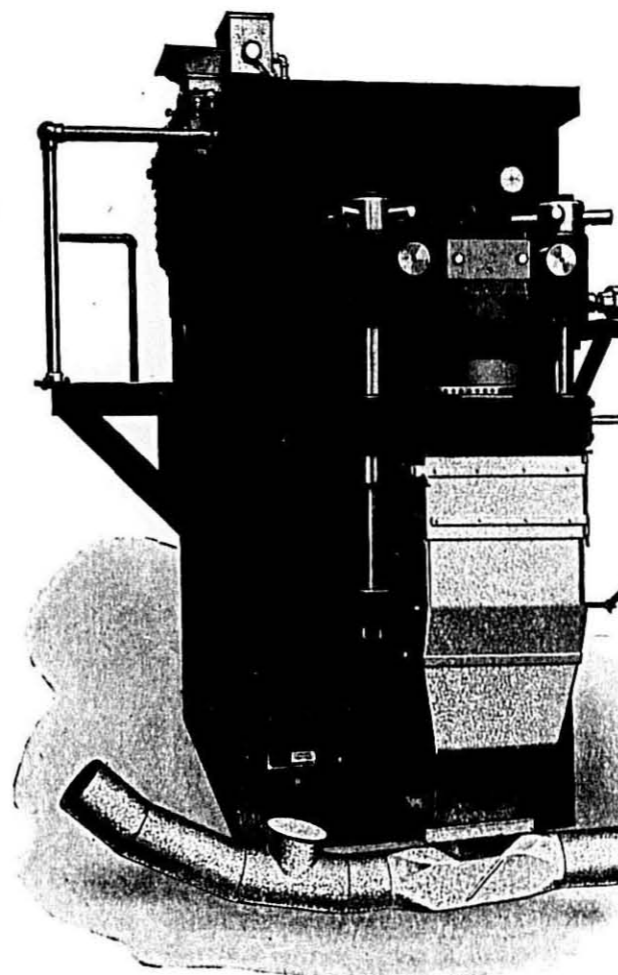
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

The machine illustrated above is our latest model Continuous Automatic Press for the production of Short Cut Goods of all types and sizes.

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

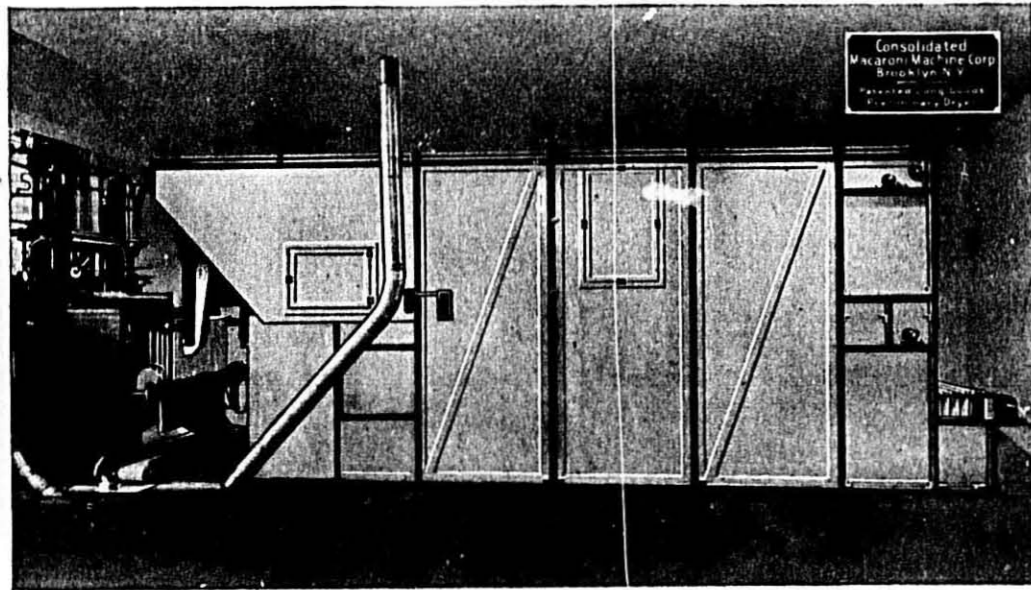
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

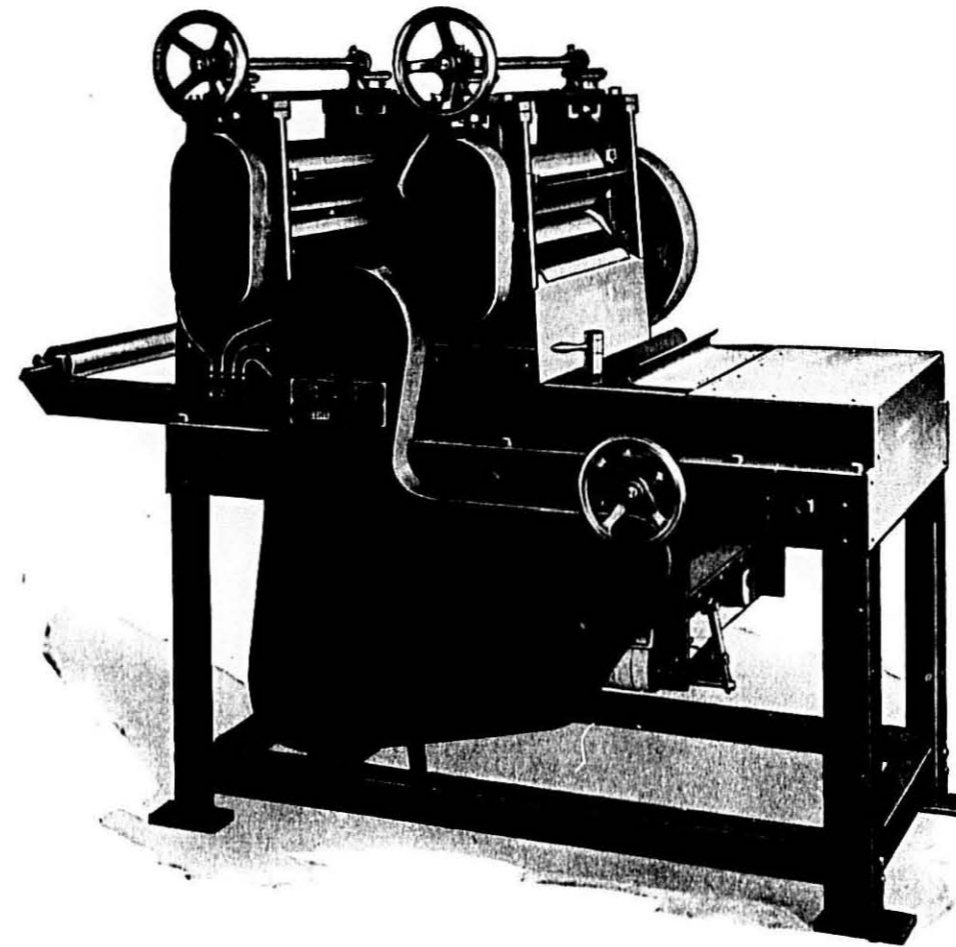
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

THE machine shown above is our very latest model noodle cutter and has been specially designed for plants requiring a very large production. It has been designed to facilitate and expedite the changing of the cuts with the least loss of time. All the cutting rolls are mounted in a single frame and the change of cuts can be made instantaneously. All that is necessary to effect a change is to depress the locking attachment and rotate the hand wheel, which will bring the proper cutting roll into cutting position.

Any number of rolls, up to five, can be fur-

nished with this machine. This assortment will take care of all requirements, but special sizes can be furnished, if desired.

It has a length cutting knife and a conveyor belt to carry the cut noodles to the collector for conveyance to the noodle dryer or to the trays.

All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

Machine is direct motor driven and motor and drive are furnished with the same.

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

Write for Particulars and Prices

Sales Training Methods and Media

By Ralph Barling Harshman

Companies with relatively small sales organizations use individual training methods (personal conferences and field training) more extensively than group training methods. Conversely, the classifications made up of companies with large sales organizations make very extensive use of group training methods—company sales schools, sales meetings, group conferences, and conventions. There are, however, many exceptions to this general rule. A company with a small sales organization, for example, may use company sales schools because the character of the product demands intensive training over an extended period. On the other hand, a company employing a large sales force may use field training because the selling technique can be best presented that way.

Certain basic principles governing the use of the various training methods are as follows:

1. *Outside schools* (meaning those operated by an outside organization or institution) are of little value in sales training. I say this despite the fact that I have had charge of the business administration courses at one of the midwest United States universities. Usually such outside schools offer a very limited program, while their offerings are very general in character. Such schools should not be used as the principal training method because they cannot give adequate consideration to pertinent facts bearing on the company, its product and market. Still they can be used as a supplementary training method when it is desired to give the trainees a thorough grounding in salesmanship principles. Occasionally outside organizations are commissioned to prepare a training program and conduct a sales school. In such instances the outside school has the characteristics of a company sales school. It has advantages similar to company sales schools and can be used in practically the same manner and under the same circumstances.

2. *Correspondence courses* should never be used for initial sales training. The salesman should always have a *personal* connection with his company during the training period. This personal connection generates enthusiasm for the company and appreciation for its product. Nevertheless, correspondence courses can be used very effectively for supplementary and continuation sales training.

3. *Conventions* are not particularly effective for sales training. If minute and detailed training is necessary to do a constructive selling job, and if the training must continue over an extended period to acquaint the salesman thoroughly with the product and market details, conventions should not be used. The convention method should be confined to instances where detailed training is not vital, such as when the training can be given quickly by formal lectures, without the salesman actively participating in them.

4. *Sales meetings and group conferences* are always in order as sales training program features, especially when the salesmen can assemble either daily or weekly. Generally speaking, sales meetings and group conferences should not be used for initial sales training. The principle under which they function presupposes that the salesman have some knowledge of the product and the market.

5. *Personal conferences and field training* usually go together in the sales-training program. Of course they may be and quite frequently are used independently. When used together, the sales procedure is presented and practiced "in the field," and the "reasons why" and other pertinent facts are discussed during the personal conference. Companies with relatively small sales organizations usually employ these methods, although they are applicable to large companies if a sufficiently large staff of field representatives is available to contact the salesmen regularly.

Field training can be used for both initial and continuation sales training. Personal conferences are best suited for continuation sales training, since conferences, as a rule, do not last long enough to give adequate initial sales training. It is not advisable to use field training for initial sales training if the product is complicated or technical, and if, too, a detailed knowledge of what it will do for the buyer must be absorbed before a constructive selling job can be done. In such cases it is advisable to give sales training through other means, after which the salesman can be trained in selling technique out "in the field."

Sales Training Media

Definite rules can be established for the use of each medium, as follows:

Sales Manuals: There are times when it is not advisable to use sales manuals. In the first place, sales manuals are usually costly publications. In companies with less than one hundred salesmen, the sales manuals should not be used unless they can be produced less expensively than by printing. Furthermore, sales manuals are obviously too expensive where there is a constant change in text material. The real value of a sales manual lies in the fact that it is both permanent in character and conveniently usable. If parts of the manual must be changed too frequently, it loses its permanency and effectiveness as a sales-training medium. The salesman must know when he turns to the manual that it contains the latest information.

Letters: These, both personal and general, have a definite place in any sales training program. They have, however, little value in initial sales training unless the content of the letters has not been incorporated in the sales manual or some equally permanent medium. Letters are exceedingly valuable in continuation sales training—personal letters for individual sales problems, and general letters to acquaint the sales organization with current changes and developments in the products and markets. When letters are used for reference, they should be adequately indexed and properly filed.

Bulletins: These are a most valuable asset to any sales-training program. Companies with relatively small sales organizations can use bulletins advantageously if the cost of a sales manual is not justified. Large firms can also use bulletins as a supplement to other training media until it is practicable to incorporate the bulletin material into the sales manual. The type of product may be a factor in determining whether or not bulletins will be used. If there are numerous changes and developments in the product, and if market conditions change rapidly, bulletins are useful to convey this timely information *quickly* to the sales organization. For these reasons, bulletins are particularly useful in continuation sales training.

House Organs: These are closely related to bulletins and can be used in a similar manner and under like circumstances. As a rule, house organs are more ambitious productions

(Continued on Page 48)

When once you get it--- ---you've Got it!

In this matter of the seasoning and flavoring of your Macaroni products, when once you've hit on just the right taste combination that keeps customers coming back for more, you can duplicate it accurately, day in and day out—IF YOU USE STANGE CREAM OF SPICE SEASONINGS. Stange's rigid laboratory control MEANS production control for you, and the best example of how the Stange Control System works is in the dehydrated soup mix business.

Stange seasoned the first successfully marketed dehydrated soup, and today over 90% of the entire volume of these products contain Stange Cream of Spice Seasonings. This rigid laboratory control means that every ounce of Cream of Spice Seasoning always has the same amount of natural spice flavoring power—it never varies.

Let the Stange staff of flavor technicians help you with your seasoning problems—whether for dehydrated, frozen or canned products—they'll create a flavor blend for you that will be tailor made for you and you alone. And when once you get it, you've GOT it, for the Stange Control System reproduces it for you.

STANGE PRODUCTS:
Cream of Spice Seasonings
Peacock Brand Certified Food Colors
N.D.G.A. Anti-Oxidant

WM. J. STANGE CO.

2534 W. Monroe Street

Chicago 12, Illinois

Sales Training Methods

(Continued from Page 46)

than bulletins and their scope more extensive.

Sales Literature: This is directed to the sales organization, conveying specific sales information. In the majority of cases the information carried by this medium is prepared to supplement previous information. Thus the use of this medium, whether by small or large firms, is practically limited to continuation sales training.

Advertising Literature: This is not unlike sales literature except that it is directed to the prospective purchaser rather than to the sales organization. The subject matter contained in this medium is not as detailed as it is in sales literature. In advertising literature, the need for the product, "reason why" appeals, and product features are stressed in an outline form. Complete details cannot be given in this medium. Like sales literature, this medium should also be used solely for continuation sales training.

Demonstration Sales Portfolios: These should be confined to cases where the product is of such a character that a standardized sales presentation of the need for the product, or of the product itself, can be made. If these product needs vary, there is no place in the sales-training programs for a sales portfolio of the demonstration type. On the other hand, if the sales portfolio is made up of sales and advertising literature, then the use of this medium would be the same as that for sales and advertising literature.

Trade Papers: They can offer only the most general type of information regarding the product or the market. They have some value for continuation sales training.

Charts: These can be used by all classes of companies. Their best application is in instructing salesmen through group meetings. Large groups cannot get close to a product. If the product is pictured in detail on a chart, the groups can get practically as much information concerning the product as if they were making a minute inspection of it. The use of this medium also depends on the type of product manufactured. If the product lends itself to illustration and diagram presentation, the medium can be used with the greatest satisfaction.

Catalogues: The use of these as a training medium is determined mainly by the type of product made. As a general rule, only those firms producing a large number or variety of products of a relatively simple character

should employ this medium. Even in such cases, they should be used only to supplement other sales-training media.

Films: The size of the sales organization will determine the use of these. Films are costly to produce, so as a rule, they cannot be justified on the grounds of expense for fairly small

sales organizations. The exception prevails with films of a dual character, when they can be used for both sales presentations and sales training. The value of films for sales training lies in the fact that they introduce the visual as well as the auditory sense into the training process—and also because they put action into the sales story.

"Times" Pantry Roll

Macaroni-Spaghetti-Noodle manufacturers throughout the country, but especially those whose brands are distributed in the Chicago trading area, will be interested in the information obtained from the Chicago Times Pantry Poll, No. 5, as of December, 1946. It is a continuing panel study of grocery brands in 401 homes, families that are members of a permanent panel of representative Chicagoans whose homes are inventoried three times a year.

The study employs a field crew of approximately thirty workers, all of whom are graduate students or seniors in the Medill School of Journalism at Northwestern University. Supervisor of these University students, some of whom have participated in similar market analyses for as long as four years, is Charles L. Allen, Assistant Dean and Director of Research, Medill School of Journalism, Northwestern University, Evanston, Illinois.

The Chicago Times Pantry Poll "is not a diary kept by the housewife, it is not done by a mail questionnaire, and it is not done by asking a housewife what brand of product she prefers. It is, on the contrary, an actual record of the brand of merchandise found on the pantry shelves and in all other places that are in or adjacent to the kitchen or pantry. Interviewers not only record the brands of products stored in original containers but also investigate every canister and other home containers in which grocery products may be kept. In the case of home containers, the housewife is asked to identify the brand of merchandise. She is never asked what brand she likes best, but simply what brand is actually stocked at the present time."

Among the many significant marketing facts contained in the poll, the following concerning macaroni products will be of interest to manufacturers and distributors of macaroni, spaghetti and egg noodles, packaged or canned:

Brands Packaged Products	% All Families	% A & B Families	% C & D Families
% Stocking Any Brand...	72	73	71
1 Foulis's	25	23	26
2 Red Cross	14	16	13
3 Creamettes	13	14	13
4 Cyrilla	8	8	9
5 Encore	7	5	9
6 Van Camp Tenderoni ..	7	9	6
7 National	5	5	6
8 Mrs. Grass	4	4	4
9 Russo	4	3	5
10 Gold Spun	3	3	3
11 Ann Page (A & P) ..	2	3	2
12 Eurcka	2	2	3
13 Golden Crest	2	2	1
14 Monarch	2	2	2
15 Roma	2	1	2
16 Aunt Sarah's	1	1	0
17 Del Monico	1	2	0
18 Golden Harvest	1	1	0
19 Gold Medal	1	1	1
20 Kroger	1	1	2
21 Mama Mia	1	3	0
22 Manischewitz	1	1	1
23 Mrs. Veseley	1	2	1
24 New Mill	1	1	1
25 Pagliacci	1	1	1
26 Rossi	1	2	2
27 Seldoon	1	1	0
28 Streets	1	1	0
OTHERS	6	7	6

Spaghetti Dinners	% All Families	% A & B Families	% C & D Families
% Stocking Any Brand...	15	17	14
1 Kraft Dinner	7	8	7
2 Chef Boy-Ar-Dee	7	7	5
3 Venice Maid	2	3	1
4 Del Monico	1	1	1
5 Italian Dinner	1	1	1
OTHERS	1	1	1

Canned Spaghetti, Noodles	% All Families	% A & B Families	% C & D Families
% Stocking Any Brand...	17	20	14
1 Chef Boy-Ar-Dee	6	8	5
2 Franco-American (Campbell)	5	9	2
3 Heinz Spaghetti	4	5	3
4 M G	3	2	3
5 Armada Spaghetti	2	3	1
6 Fuji Chow Mein Noodles ..	2	3	1
7 Ben Gee Chow Mein Noodles ..	1	2	0
8 China Beauty Chow Mein Noodles ..	1	1	2
9 Chinese Maid Chow Mein Noodles ..	1	1	1
10 Encore	1	2	1
OTHERS	3	3	3

Packaged Spaghetti, Macaroni, and Noodles

Explanation: Three separate percentages are shown for each brand of a product. First—All Families—the 401 families visited that had a particular brand of a product in their homes when the inventory was made; second—A & B Families—for 184 families visited with estimated family incomes of \$3,000 or over; and third—C & D Families—for 217 families visited with incomes under \$3,000.

Do you have this **BALANCE** in your package?



It's a combination of important advantages that makes Du Pont Cellophane the balanced packaging material. There's transparency for the sake of sales . . . moistureproof protection for the sake of quality—and for economy's sake, low cost. Your package needs this balance!

We hope the day will soon come when converters and ourselves can meet all requirements for Cellophane. In the meantime, let us work with you on your future packaging plans. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Del.

YOU STRIKE THE RIGHT BALANCE WITH **DU PONT** REG. U.S. PAT. OFF.

Cellophane

Shows what it Protects—at Low Cost

BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY

The Quarter Century Club

Macaroni Firm Honors Twenty-Five Year Employees

Nine employees of the Foulds Division of Grocery Store Products Co. were honored March 3, 1947, and a Quarter Century Club was organized. The nine have been workers for the company 25 years or more.

He mentioned the employe benefit plans put into operation during the last year or two and said that others are to follow. He congratulated the recipients of the watches on their long and faithful service and Mr. Maly said



Nine employees of the Foulds plant at Libertyville were honored this week. Each has been with the company 25 years or more and was presented with a gold wrist watch. Pictured above are: C. F. Greenwood, I. W. Flamank, Vene C. Wheeler, Mayme B. Rogan, John Suydam, C. J. Carlton, John J. Jaeger, Edward Schneider, C. J. Maly.

At noon several officers of the company came to Libertyville from New York to present each of the nine with a Hamilton gold wrist watch. The presentation was made at the large plant in the presence of all other employes.

The nine and the years of service are: Edward Schneider 35; John J. Jaeger, 34; C. F. Greenwood, 30; Charles J. Maly, 29; Vene C. Wheeler, 26; John J. Suydam, 26; C. J. Carlton, 25; Mayme B. Rogan, 25.

The presentations were made by Jack Ross, president of Grocery Store Products Sales Company, Inc., W. E. Roys, vice president in charge of all production, Charles J. Maly, vice president of Grocery Store Products Sales Company, Inc. and general manager of Foulds Division. Each recipient of a testimonial responded.

Mr. Ross pointed out that all officials of the sales company "graduated" from the Foulds plant at Libertyville.

that within the next two or three years there will be a dozen or more workers who will be eligible for membership in the Quarter Century Club.

Paul S. Cassarino Honored

Newly elected State Representative, Paul S. Cassarino, associated with Cassarino and Carpentieri Macaroni Company, New Britain, Conn., was feted by his business associates, personal friends and fellow legislators at a testimonial dinner given in his honor last month at "The Hedges" according to a prominent article that appeared in the hometown papers.

Responding to many speeches by his friends, State Representative Cassarino made his position known on two



Don Givler

Vice President, Grocery Store Products Co., owner and operator of the Foulds Plant at Libertyville, Ill.

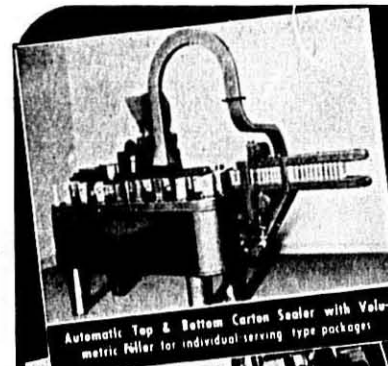


Officers of the company who made the presentation are W. E. Roys, New York, former president of the Libertyville grade school board and vice president of Grocery Products Sales Company, Inc. in charge of all production, Jack Ross, New York, president of the Grocery Store Products Sales Company, and C. J. Maly, vice president of Grocery Store Products Sales Company and general manager of Foulds Division in Libertyville.

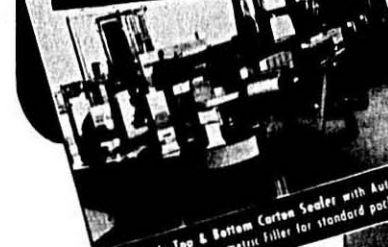
bills being considered by the State legislature. He was and is opposed to the proposed state sales tax for the simple reason that 80 per cent of his constituents are working people and "a sales tax would work too great a hardship on them." He strongly favored legislation that would give a cash bonus to World War II Veterans.

Among the guests were two representatives of A. L. Stanchfield, Inc., Clifford W. Kutz, sales manager and Fred T. Whaley of Chicago.

OUNCES TO POUNDS...
CARTONS or CASES
PACKOMATIC
FILLS, WEIGHS, SEALS
AUTOMATICALLY



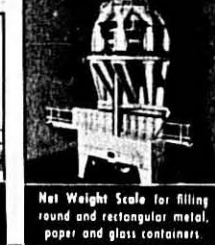
Automatic Top & Bottom Carton Sealer with Volumetric Filler for individual serving type packages.



Automatic Top & Bottom Carton Sealer with Automatic Carton Feed & Volumetric Filler for standard packages.



Automatic Telescoping Volumetric Filler for packaging cereals and free flowing dry products.



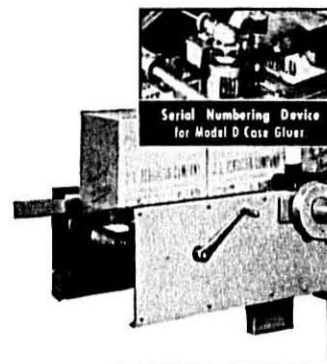
Net Weight Scale for filling round and rectangular metal, paper and glass containers.



Auger Packing/Weigher for cereals and non-free flowing products.



Automatic Case Imprinter for im printing end or side panels (or both) of paper shipping cases.



Model D Automatic Shipping Case Gluer and Sealer.



PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON CO., JOLIET, ILL.
 Chicago • New York • Boston • Philadelphia • Baltimore
 Cleveland • Denver • San Francisco • Los Angeles
 Seattle • Portland • Tampa • Dallas • New Orleans

You get a wide range of package forming, filling, weighing and sealing equipment from PACKOMATIC—wealth of package and shipping case handling know-how to save you time, labor, money.

If you have a packaging program up or contemplated, ask for PACKOMATIC'S recommendations before you commit yourself.

Package filling equipment for units from ounce to pound weights—shipping case gluing and sealing equipment in a wide range of case sizes—there is a PACKOMATIC to help you speed your wares to market. For more than a quarter of a century, PACKOMATIC has been working with America's top flight enterprises, and today some of the nation's best known product identities are being efficiently and economically handled by PACKOMATIC equipment.

You will find personal PACKOMATIC counsel available to you without cost or obligation through 14 strategically located contact offices. Consult your classified telephone directory for the office nearest you, or write J. L. FERGUSON CO., Joliet, Ill.

The President's Conference on Fire Prevention

Faced with an average annual toll of 10,000 deaths from fire, together with property loss which exceeded \$560,000,000 in 1946, President Truman is sponsoring a nation-wide effort to cope with the fire menace.

The President's Conference on Fire Prevention is now past the formative stage and a volunteer staff is at work preparing for the meeting, which will be held May 6-8 in the Departmental Auditorium in Washington.

Representative of municipal and State governments, Federal agencies, and of non-official organizations with a basic interest in fire prevention have been organized into a co-ordinating committee to draft an agenda for the Conference and to appoint committees which will prepare recommendations to be submitted to the Conference as a whole.

Especially because of his past experience as Chairman of the President's Highway Safety Conference, held last May, President Truman has appointed Major General Philip B. Fleming, Federal Works Administrator and Administrator of the Office of Temporary Controls, to be General Chairman of the fire prevention conference. W. E. Reynolds, Commissioner of Public Buildings, Federal Works Agency, has been named Chairman of the Co-ordinating Committee, and A. Bruce Bielaski, assistant general manager of the National Board of Fire Underwriters, has been named Executive Director.

"The action program adopted at the President's Highway Safety Conference is being increasingly applied throughout the country," General Fleming said, "and the ratio of traffic fatalities to miles driven has been greatly reduced. I am confident the same sort of concerted effort will drastically reduce fires, which, during the last decade, have resulted in an average of 10,000 deaths a year.

"The fire toll has been rising since 1934, and 1946 was the most destructive year in our recent history with a property loss of \$561,487,000. This was 23 per cent greater than in 1945. December, 1946, showed the heaviest fire loss for any single month in the last 16 years, \$58,094,000. This unnecessary, appalling waste of lives and property can be reduced by an all-out nation-wide effort.

"The Highway Safety Conference found that education, enforcement and engineering are the keys to highway safety. I believe these 'three E's' also are the keys to fire prevention. We need widespread education in

methods of fire prevention and control, more adequate laws and their rigid enforcement, and better engineering to make buildings fire resistant."

A staff under Commissioner Reynolds' direction, with offices in the Federal Works Agency Building, will handle details relating to the Conference. Invitations will be sent to governors, mayors and city managers, State fire marshals and municipal fire chiefs, and law-enforcement officials, and to representatives of non-official organizations working in the fire prevention field.

Handy Heat Sealer

Practical home and shop packaging moved within easier range of all as the Dobeckmun Company, Cleveland, Ohio, introduced an inexpensive instant hand-heat sealer, especially designed for use with heat-sealing films, foils and papers. With the addition of this new appliance to the Dobeckmun line of heat-sealing bags, wraps and roll stock . . . they are in a position to offer a complete packaging service to home and commercial users.

The new heat sealer weighs only 14 ounces and is held easily in the palm of the hand. Made of brown moulded plastic, it may be plugged into any convenient light socket for continuous operation after five minutes' heating time. An automatic temperature control with built-in thermostat holds the heat at approximately 260 degrees while connected to the outlet . . . requiring only 150 watts to operate, which is less than the demands of a strong reading lamp.

The time required to seal the numerous heat-sealing package materials varies slightly. The 260 degrees temperature which the sealer maintains is sufficient to seal all of the better-known materials . . . variance being controlled by the length of time the jaws are allowed to dwell on the closure. Pliofilm, for instance, requires less time than cellophane by a fraction of a second . . . while heat-sealing aluminum foil will take two or three times the "dwell" for a tight closure. A tough heat-resistant, white plastic cover on the cast-aluminum sealing jaws prevents gumming and sticking for greater sealing efficiency. The sealer is approved by the Underwriter's Laboratory . . . retails for \$7.95 and carries a one-year guarantee.

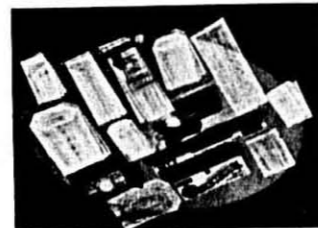
Packages of Cellophane, Pliofilm,

Committees will be appointed to make advance studies of special aspects of the fire prevention problem, including enforcement, law revision, building codes, inspection, firefighting services, education and publicity, and to draft recommendations for the Conference, General Fleming said.

More than 2,000 delegates are expected to attend the Conference, representing Federal departments, State, county and municipal governments and business and civic organizations with a basic interest in the fire prevention problem.

The Conference will be in session for three days during which, it is hoped, a co-ordinated program will be formulated that will revitalize the national effort to reduce death and financial loss from fire.

Polythene and other types of heat-sealing flexible materials are easily formed by sealing the opening. Any shape or contour of sealed package may be formed from roll stock. The



result is a package impervious to the penetration of air, water, dust, moisture, moths and other injurious matter. Films especially recommended for use in connection with the heat sealer are DuPont's cellophane; types MST, MSAT and MSAC . . . Sylvania's types TBS and PMBS cellophane . . . Goodyear's Pliofilm . . . Polythene sheeting and other types of recommended heat-sealing films, foils and papers.

Food preservation through use of this quick sealer promises to benefit greatly because of the tight closure formed by the sealing jaws welding the film from both sides at the same time for an absolute seal to prevent excessive dehydration and the infiltration of contamination from without.

OYSTERS FROM JAPAN

A million baby oysters will be imported from Japan by Pacific oyster growers to re-seed beds from British Columbia to Coos Bay. Pacific coast beds suffered last summer from low temperature water.—*Pathfinder News Magazine.*

Congratulations To

The Macaroni Journal

on your

Twenty-Eighth Anniversary

A. L. Stanchfield Incorporated

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Offices
500 Corn Exchange Bldg.
Minneapolis, Minn.

Mills
Minneapolis, Minn.

A Shining Example of Packaging Efficiency

Made Possible by a St. Regis Packaging System

This case history reports the experience of a relatively small manufacturer, operating under restricted production schedules caused by a serious shortage of materials. Even with comparatively small output, this manufacturer achieved outstanding savings with the 100-LS St. Regis Packer and multiwall paper valve bags showing that small manufacturers as well as large ones can benefit by the multiple advantages of this fast, modern, economical packaging system.

Founded in 1863, the Stevens Soap Corporation of Brooklyn, N. Y., is an old established firm guided by progressive, modern ideas. Evidence of this fact is found in the company's adoption of a modern St. Regis Packaging System for its product—"Pride of the Kitchen" soap powder. Stevens not only manufactures the packaged powder, but also the basic soap. In its waterfront plant, the company treats the mixed vegetable oils or cotton seed oils thoroughly to insure purity. Then, by mixing with a caustic, the oils are saponified. From this solid state, the soap is transformed into soap powder, which is sold through jobbers as a general cleansing agent for use in restaurants, hotels, and laundries. It is also used as an ingredient in abrasive cleaners.

The Old Way . . .

Formerly, Stevens packed its soap powder in 100-lb. drums, but there were so many difficulties that a new packaging method had to be found. One problem was that the cost of drums had been mounting steadily, causing numerous complaints from customers. Secondly, shortages of labor held back production since the drums had to be filled and closed manually. A third difficulty was the excessive amount of storage space required for both full and empty drums—always a problem in small plants.

. . . Gives Way to the New

To overcome these problems Stevens installed a St. Regis 100-LS packer in 1944 and adopted multiwall paper valve bags. The immediate results were reduced costs, increased output with minimum labor, and valuable savings in storage space.

81% Savings in Container Costs—Container costs were slashed from \$14.00 to \$2.60 per ton with multiwall paper valve bags.

Savings in Labor—All packaging and loading is now handled by a three-man crew instead of a five-man crew as formerly required. Moreover, with easy-to-handle Multiwalls, this reduced crew loads 50% more material in a given time.

Packaging Costs Drop—The savings in container and labor costs resulted in a total reduction of 80% in packaging expenses.

Output up 140%—One man operating the St. Regis 100-LS packer fills sixty 100-lb. multiwall bags, or 6,000 lbs. per hour, compared to the previous output of 2,500 lbs. per hour in drums.

Savings in Space—Another important gain reported by the firm was the saving in storage space. One hundred empty multiwall bags take about 4 cubic feet of space, and filled Multiwalls use 20% less space than drums. This saving has proved valuable for truck and rail shipments, too, since Multiwalls permit more compact loading in the same amount of space.

Elimination of Dust—A further advantage was revealed when the St. Regis system eliminated dust from the packaging operation.

But these six advantages are not all. Officials of the company reported that unloading of a shipment of empty drums always slowed down production schedules . . . but compact, empty Multiwalls were quickly unloaded.

Enjoyed South American Tour

Evans J. Thomas, manager of the Durum Division of North Dakota Mill and Elevator with offices in Chicago is back from a two months' tour of South America. He was accompanied by his wife, on what he terms a combination business and pleasure trip.

Commenting on the trip, Mr. Thomas says: "The trip became advisable after Mrs. Thomas and I were in the wreck of the Golden Triangle, Pennsylvania Railroad's fast train between Pittsburgh and Chicago on the night of December 12 in which 20 people were killed and about a hundred injured. We felt that a restful boat ride through the Southern Hemisphere would be the best kind of nerve quieter.

"We sailed from New Orleans on January 24 aboard the *SS Del Norte*, which is a new luxury liner that was making its second voyage to South America. Going down we stopped at Martinique, French West Indies; Rio de Janeiro, Santos and São Paulo, Brazil; Montevideo, Uruguay, and in Buenos Aires, Argentine.

"We were in Buenos Aires ten days, at Rio de Janeiro three days and one day each in the other ports. The total trip was 48 days, and we arrived in New Orleans, the home port, late March 13.

"Most of the South American cities, particularly Rio de Janeiro, São Paulo, Montevideo, and Buenos Aires are beautiful to see, having mostly modern architecture and being sea coast cities, which makes them good resorts for salt water bathing, and for relaxation. This being their summertime and Carnival season, similar to the Mardi Gras in New Orleans, made it most enjoyable for all of the passengers."

Elected to Board



Eugene Hulshizer

Eugene Hulshizer, Secretary and Account Executive of Duane Jones Company, Inc., has been elected a Director of C. F. Mueller Company, Manufacturers of Macaroni Products.

MODERN KITCHEN FAVORITE ROOM

It never was hard to lure most people to the kitchen for snacks and chats. But with one of the new sets of kitchen tables and chairs beckoning the family, this room triumphs over any of the others.

Kitchen sets are living up to a superstition set by new refrigerators, stoves and sinks. They do it with neat lines, gleaming trim and practical surfaces that even the most careless housewife won't damage.—*Pathfinder News Magazine*.



COPPER BRONZE
STAINLESS STEEL

DONATO MALDARI

Successor to

F. MALDARI & BROS., INC.

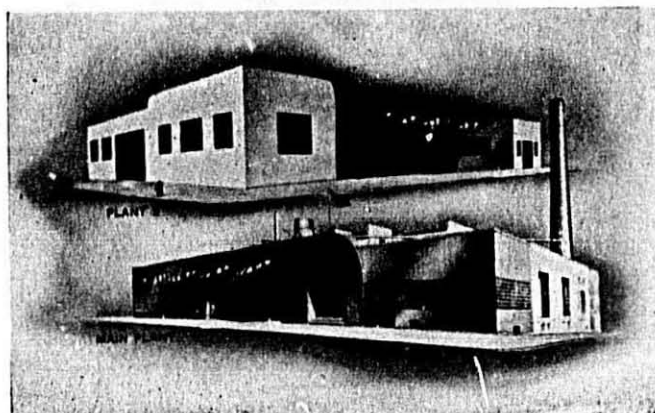
178-180 Grand Street

New York 13, N. Y.

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

Hamburger Spaghetti

Model Food Plant Produces Glorified Hamburgers in Cans



A Modern Hamburger Plant
Claridge's Food Plant Is "Tomorrow's Structure" Come True

The home preparation of the famous Spaghetti with Hamburgers is made easier for millions of American homemakers by the innovation of the Claridge Food Company, Flushing, Long Island, New York, which recently completed the building of the two ultra-modern plants pictured above. All that the busy housewife need now do is to prepare her favorite brand of spaghetti or egg noodles according to the directions on the package and add a can of prepared hamburgers to set before the hungry members of the household what is considered to be the ideal meat and wheat meal.

Recognized for farsightedness in having originated the idea of putting hamburgers in the class of gastronomic delights and packaging them, already cooked, in cans, the firm has now acquired pioneering status in the field of specialized plant operation. The unique buildings have an exterior of stainless steel with walls of glass-tile, which permit all floors to be flooded with daylight without the more powerful rays of the sun being admitted.

It was with the aim of giving variety to canned rations that the government commissioned Claridge to give the boys a "taste of home" by putting up the popular hamburger in such a way that it would reach the fronts with the familiar flavor intact and be ready to heat and eat. A period of exhaustive research and experiment was rewarded with success. The resulting canned product met with such great enthusiasm, as scores of overseas letters attested, that it was decided to continue production for the home after

the war. The recipe was adjusted and improved for family appeal and the present product is described as being made from carefully chosen cuts of 100 per cent beef, with each hamburger being big, plump and juicy and broiled to epicurian standards. The sauce in which they are packed is a private recipe and is considered an achievement in the culinary art of France, where it originated. Served with spaghetti, um! um!

Firm of Donato Maldari

(Continued from Page 40)

that his MACARONI JOURNAL was widely read in all parts of the world. Ralph returned in November, 1945, to again take up his duties with the firm, and is now busily engaged acquiring a fundamental knowledge of production of macaroni dies.

In February, 1946, C. Daniel Maldari became affiliated with the firm—thus making the family union complete. Dan graduated from the College of Engineering at New York University as an Industrial Engineer, and was working on his Master's Degree when the world conflict broke. During the period of hostilities he left school and accepted an appointment by the United States Army Ordnance Department as a production engineer—with the specific task of bolstering production output, trouble shooting, and setting up inspection lines at industrial plants within the jurisdiction of the New York Ordnance District. He subsequently became affiliated with the

United States Army Air Corps as an Engineering Officer, and was instrumental in setting up a Production Control System within First Air Force while stationed at the Richmond Army Air Base.

After his release from the Army, Dan joined his father and brother, and is now busily engaged in learning the business.

In keeping with the modern trend, plans for modernization of plant and production facilities were drawn up. With the greatest boom in its history, the production facilities very heavily overburdened, such a task presented a Herculean problem. To shut down for a period of time was impossible, for the Macaroni Industry, being in the midst of an unprecedented boom, was in dire need of dies. Thus modernization became secondary to production output. Despite this decision, improvements become evident daily, and it is anticipated that modernization of equipment will be completed in the not too distant future with no stoppage of work.

Modernization throughout the Macaroni Industry, being supplemented largely by new automatic presses designed specifically for mass production output around the clock, again brought up the old problem of wear and repairs on dies. Thus, as copper was supplemented by bronze, so now is bronze being supplemented by stainless steel. Research in the field of stainless steel goes on unceasingly, and improvements in material, tooling, and production methods are constantly being exploited.

Thus, as time continues its unwavering onward march, the name of Maldari holds a time-honored place in the Macaroni Industry. Through the unfaltering efforts of Donato Maldari, the firm has acquired an enviable distinctive name built solidly on honor, integrity, and good will.

McCall's Appoints New Food Editor

The appointment of Miss Helen McCully as Food Editor of *McCall's Magazine* has been announced by Otis Wiese, Editor-in-Chief of the publication. Miss McCully has been for the past several years food copywriter with Kenyon & Eckhardt on Wesson Oil, Snowdrift, Knox Gelatine, R. B. Davis Company, Cocomalt, Borden's Instant Coffee accounts. Previous to that she was with Federal Advertising working on Durkee's products and Rockwood Chocolate. At one time, Miss McCully was assistant to Alida Van Wesep, director of advertising and publicity for Lord & Taylor.

Associated with Miss McCully in the food department of *McCall's* is Miss Mildred Inwood and a staff of graduate home economists.



● Means proper balancing and
Scientific bracing and Cushioning
—and fewer man hours
for Packing and Handling

INLAND
CONTAINER CORPORATION
Corrugated Fibre Boxes



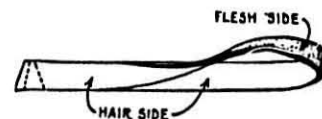
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DAYTON, OHIO • CHICAGO, ILLINOIS • MILWAUKEE, WISCONSIN • DETROIT, MICHIGAN

THE ENGINEERING DEPARTMENT

by
W. F. SCHAPHORST, M.E., 45 ACADEMY ST., NEWARK, N. J.

"Safety Kink" for Cutting Flat Belts

Here is a good trick for cutting first belts that was shown to him by one of the ablest belt men the writer ever met. It appears that the method is not known to many belt users as it is not published in belting manuals or elsewhere. The "old method" when cutting a belt, is to use a square and make the cut "absolutely square" with



the sides of the belt. However, if done in the manner sketched here it is not necessary to make the cut square. The most important thing is to simply make the cut "straight."

To do this, give the belt one turn as shown in the sketch and lay the ends one exactly over the other, in perfect alignment. Then, by making the cut "straight" even though not square with the sides, it will be found that the ends will make a perfect fit. The cut may make various angles as indicated by the dotted lines and by the angular cut shown in the sketch. The angle makes no difference.

To be sure it is usually best practice to cut the belt square, or as nearly square as possible. By cutting it square belting material is more likely to be saved than when the cut is angular. But to be doubly sure about it, even if a square is used, it is an excellent safety measure to give the belt one turn as recommended here and then if the square itself is not true, or if an error has been made in one way or another, the error will be automatically rectified.

"Homemade" Equipment

The writer was invited to visit a comparatively small plant not so long ago in one of these Eastern states. The state won't be mentioned because the name of the state is of no importance, and besides the writer does not want anyone to resent this truthful article.

The most impressive thing about the

plant was the abundance of "home made" transmission equipment which certainly was not very efficient. Hangers were made entirely of wooden two by fours, nailed together. Each hanger creaked loudly, and each one creaked in a pitch entirely its own, out of harmony with the others. Fortunately the shafting didn't run at a high speed or the noise would have been unendurable. Even as it is this comparatively small factory is far noisier than other factories that are many times larger in size.

As for the bearings—they were made of ordinary pipe sawed off and bolted to the wooden hangers by means of metal straps. Of course there was no such thing as "fit" between the shaft and bearings. They operated with extreme looseness and rattle. They were not babbitted. Altogether the rattling, creaking and shrieking reminded the writer of the noise one hears on Broadway in New York City every election night.

Transmission of that sort, to be sure, is decidedly inefficient. Power is obtained from a stream that flows past, but that power is insufficient for the entire needs of the plant and they are obliged to buy additional power from a central power station. The executives probably think that they are getting most of their power for "almost nothing." But not so. By installing up-to-date hangers, bearings, and shafting, the plant could be speeded up, production increased, power saved, and noise eliminated, and they would then have a factory of which they could be proud. As it is now constituted and operated they certainly are not proud of it. They "wish" they could speed up. They "wish" the plant were less noisy. They "wish" they could compete more readily with modern factories.

It should be obvious to every reader that this brand of "economy" is very expensive. With such out-of-date equipment it is exceedingly difficult to compete in the open market. The writer is willing to wager that they are losing enough money because of poor transmission equipment alone, to pay for several complete installations of modern transmission equipment each year.

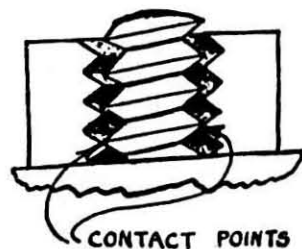
Homemade equipment is not to be scorned, but it has its limitations. If homemade equipment is "rickety," as

it too often is, it is apt to be symbolic of a rickety business organization.

Explaining Why Nuts Should Fit

Many users of nuts never think of the fact that a non-fitting nut should not be used on a bolt, especially if the bolt is important and if it must resist much of a pull. In fact, to always play safe, nuts that do not fit should never be used.

This sketch shows that a nut of a certain thread, say 12 threads per inch, can be placed on a bolt of 10 threads per inch. It depends upon the thickness of the nut. If too thick you can get it on only part of the way. However, too many poor workmen think, "Well, if it will go on part way, why doesn't it go on all of the way?" and then force it on with a wrench. In forcing it on, the threads on both the nut and bolt are ruined.



In cases of this kind it is evident from the sketch that only one thread can be in contact, and that isn't in contact all the way around because of the varying pitches. And if the nut is so thick that another thread comes in contact the second contact will be on the "other" side of the thread so that when the nut is forced on, it does nothing more than oppose its own self.

Nor should nuts be used that are too big, even though they have the same thread and seem to fit excepting that they are very loose. Where nuts fit in that way they are held by the "tips" of the threads only and it doesn't take much of a blow or pull to shear those tips off, as you have perhaps learned through experience. So, in a nutshell—never use a nut that doesn't fit.

April, 1947

THE MACARONI JOURNAL

59



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Depression or Progression?

Mrs. R. M. Kiefer, Secretary-Manager
National Association of Retail Grocers

Everywhere we go these days we see the old wisecracks shaking their heads and murmuring: "We're in for it. There is another depression in the making."

And before we know it, we are apt to be shaking our heads in unison and beginning to feel a sinking sensation not only in the financial department but in the pit of our stomachs.

But let's just look at a few facts and see if they justify this talk that is so prevalent. Let's see if we aren't doing ourselves and our nation a disservice with our negative thinking and talking.

First of all, let me quote the latest report at this writing from Dun & Bradstreet. Their *Trade Review of the Week*, for the week ending March 7, 1947, is divided into three columns—retailing, wholesaling, and manufacturing. The heading on the first column is "Volume Up Slightly." Over the second column is the heading "Dollar Volume Rises," and over the final column it says, "Production Level High."

That surely does not sound like depression.

But let me add to that the prediction made just a day earlier by Mr. Paul S. Willis, president of the Grocery Manufacturers of America. Speaking in Mississippi, Mr. Willis said that business conditions are "generally good to excellent" and predicted that the \$24,000,000,000 business done in the retail food stores of the country during 1946 would actually be surpassed by the 1947 total. He based his prediction upon the fact that we now have in this country high employment, high wage rates, increasing population, improved diet, and a need for restocking food inventories.

That surely does not sound like depression.

Now, there are certain factors in the food situation which are a source of worry to the independent retailer and which have undoubtedly given rise to the feeling of insecurity which expresses itself in this general talk of depression. However, the factors must be considered as problems which can be solved rather than signs of an inevitable depression.

So let us look more closely at the food situation today and see what we as part of the food industry can do to keep business on an even keel at a time when there is considerable international confusion. Above all, let us stop talking depression and begin talking confidence in our nation and our



Mrs. R. M. Kiefer

industry, for talk is a potent weapon which you may by misuse turn upon yourself.

In analyzing the situation at present, many are inclined to alarm when they see the statement, for example, that food volume has fallen slightly; that prices have risen in some commodities to bring the index up to an all-time high; that consumers are resisting certain high-priced items.

But isn't all of this a healthy sign, actually, indicating that the consumer is shopping judiciously rather than tossing money about with wild abandon and thus encouraging economic instability? As a matter of fact, it is the policy that all of us as retailers should adopt until prices are stabilized—a conservative, practical policy, but one geared to meet keen competition and to please a demanding public.

Most of us will admit that some prices are too high. But they are the minority, for when prices advanced on certain foods, hundreds of others remained stationary. Thus, when food prices fall, there will be no sweeping, over-all reductions, but, rather, slight downward progress on a limited number of items.

Nor is it either reasonable or desirable that prices should fall any considerable amount in the food industry.

In the first place, costs of production have advanced considerably. In the case of canned vegetables, for example, many canners have already contracted for their acreage at prices as high or even higher than last year. Their labor costs more. Their tin costs them more. Cartons are more expensive and even freight rates are up.

Then, if prices decline to any great extent, what will the results be? Unemployment, closed plants, bankruptcy, low incomes, high governmental re-

lief appropriations—and as surely as day follows night, depression.

But we can avoid all of these things by solving those problems I mentioned before.

First of all, we must so improve our methods of operation at every level in this country that we can produce more in the course of a day's work, thus making possible reduction of prices without reduction of wages. This means not only making more but selling more and accomplishing more.

In short, we need an honest day's work for an honest day's pay, whether that day be eight hours or whatever it may be. It does not mean driving yourself or your employes, but continuously increasing efficiencies in every way so that no effort is wasted.

This means first of all appraising your store and bringing it up to the highest standards of attractiveness and service. Next it means pricing goods competitively, and emphasizing salesmanship and showmanship. It means training your employes so that they not only fit their jobs but are happy in them. And, finally, it means making those employes vital parts of your organization by asking for their ideas and suggestions and making use of their individual talents and abilities.

In short let our entire operation be one of progression—steady, consistent progression. Let us stop talking about the misfortunes that might befall us and get to work to keep them from happening.

Here in America we have a standard of living, a way of life, an individual freedom, and a national ideal which have brought us greatness unsurpassed by any other nation on earth. They are worth working to preserve.

How to Keep Your Customers

(Continued from Page 34)

3. Contributing advertising space to charity drives, Boy Scout activities, community-interest events, etc. Although advertising of this sort will seldom "pull" business directly, it will set up you and your business as genuinely interested in the welfare of the community.

Letter Writing: Many businessmen who succeed with their face-to-face public relations fail utterly when writing letters. Avoid being overly formal in letters. Avoid stiffness. Strive to make all letters seem friendly. Write directly to "you." Check all out-going letters for this "you" attitude. Write with a smile on your face, and carry this into your correspondence.

Famous Capital Quality
Dependable Uniformity

Now!

Serving You Better From 2 CONVENIENT LOCATIONS

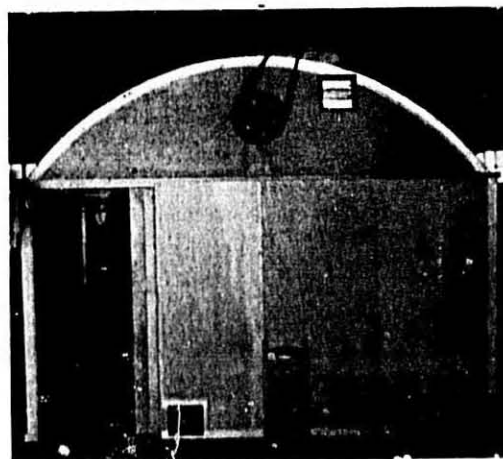
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The Lanham Act Affects All Registered Trademarks

By M. S. Meems

Speculation is very active as to the procedure to be followed under the Lanham Trademark Act which becomes effective July 5. The Commissioner of Patents and his assistants are busily engaged in preparing the new Rules of Practice which will probably be ready for the printer in a month or two. Until that time activities are at a standstill.

Many inquiries are being made by trademark owners as to how their trademarks and registrations will be affected. The new law does not compel the registrant to transfer his registration to the new Act, or to register a 1905 trademark under it, and such registrations may run their full length of twenty years and when renewed will automatically come under the new Act. However, it is recommended that 1905 registrations be transferred to the new Act as soon as possible so that the five-year period for rendering the registration incontestible may be started promptly.

It is different with 1920 Act registrations, as these are not renewable and must be re-registered. If the 1920 registration has been running for five years or more, the mark will be considered distinctive of the owners' goods, and may be applied for under the principal register of the new law. Therefore it is recommended that owners of registrations, as well as their attorneys, carefully examine into this question, as this is a great improvement, and will afford much greater protection to such marks. After July, 1920, registrations may no longer be used to stop importations of goods under the same or similar trademarks, which is another reason for re-registering such marks under the principal register.

All applications for registration pending in the Patent Office at the effective date of this Act may be amended if practicable, to bring them under the provisions of this Act. If such amendment is not made the prosecution of such applications will proceed and registrations thereon granted in accordance with the Acts under which they were filed.

The word "Commerce" in the new Act, means all commerce which may be lawfully regulated by Congress. In other words "Commerce" means "interstate commerce."

Under the present law no opposition could be filed to a published mark after thirty days from the date of publication. This has been changed, and under the new law an extension may

be granted, if good reasons are presented. Also if one inadvertently neglects to renew his resignation within the twenty years given it, he may have three months thereafter within which to file the renewal, by paying the additional fee provided.

No one can predict just what will happen when the new Act goes into effect, and many questions which will naturally arise will have to be settled by the Courts before there will be a settled practice. The Act and the year of waiting for it to become effective, with the written articles on the subject, and the many inquiries that have been made, have certainly helped to make trademark owners more interested and more conscious of their duties under their trademark rights.

New Weigher Automatically Fills and Releases Containers

An improved Model G2C Elec-Tri-Pak Weigher, for weighing and filling

a wide range of dry products, such as crackers, Macaroni Products, potato chips, candies and grocery staples, into consumer-size bags or other style containers, has been announced by the Triangle Package Machinery Company, Chicago. This machine is said to provide higher production with less operator fatigue than the previous model. The weighing and filling cycle is started by feeding the material to be packaged into a waist-high hopper at the rear, designed for convenience in loading from the floor. A belt conveyor carries the product to electrically vibrated feed plates. These, in turn, discharge directly into the container, which is placed on the filling spout by the operator. When the proper weight is reached, the filled container is automatically deposited on the package conveyor and then carried to the closing station. This automatic operation is the primary improvement over earlier models, which required the operator to release the filled container by operating a foot pedal. Production averages up to 40 packages per minute, depending on the type of product and size of container. Weights are extremely accurate. Models are available that will handle 1 oz. to 1 lb. or 2 lbs. to 5 lbs. Adjustment controls are provided for changes in weight, volume or kind of product to be handled.

Down or Up

An occasional peep at what others think about the things that concern us, will enable us to see how others see the problems that confront all business. The following excerpts from a recent editorial in Clients' Service Bulletin of the American Appraisal Company should interest all sellers. . . . Editor.

Down Amongst the Competition or up Where It Isn't?

Sooner or later we will return to a buyers' market, where the temptation to sacrifice principle to expediency is always present. It is not too soon to again brush up on the pitfalls present when the sales "heat" is really on, when we are prone to forget that—

"Nobody ever made a thing so bad that somebody couldn't do it worse and sell it for less."

There are many ardent worshippers at the shrine of "Give the customer what he thinks he wants." They also say, "Eighty per cent of the people neither read nor think. Play down to them; appeal only to their physical senses, never to their intelligence."

It is interesting even if depressing to let one's imagination follow through to the destination this philosophy could take us. This is particularly true if everyone is to be his own interpreter of "what the customer thinks he wants," and if too many of the interpreters themselves neither "read nor think" and use only the yardsticks of "sight, touch, sound, taste, and smell" to appraise things.

At best, the purveyor of only "what the customer thinks he wants" is down in the mud with competition of the most numerous and ruthless sort. If price or *cheapness* in goods is what he thinks the customer wants, the ultimate answer, of course, is the ultimate in junk.

Low appraisal of public desire tied up with the slogan "Give 'em what they want" can result in the ultimate in filth in literature and drama, and noise in music. Night clubs catering to the epidermis trade have nearly reached their ultimate already.

If "eighty per cent of the citizenry neither read nor think" and are influenced only by their physical senses, why attempt to talk *down* to them? However low we go in our hallyhoo to reach them, some competitor will go lower. Why not concentrate on the twenty per cent who do read and think, who resent *trash* in whatever package it comes, who influence the eighty per cent if influence can be absorbed without mental or physical effort?

Why flounder around in the mire where the competition congregates? Why not work exclusively in *quality* altitudes where competition is rare?

Commander Durum Granular Flour and Durum Flour

"You command the best when you demand Commander Durum Products."

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Noodle Yolks!

Fresh Frozen • Dark Color • High Solids

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New Combat Ration

Spaghetti and Meat Balls

Joe E. Brown Takes the Place of An Entire Company of Men in Testing Food

A new combat ration, designated as the E ration, has been developed by the Quartermaster Food and Container Institute for the Armed Forces which should be popular with all G.I's. Before deciding what should go into the new E ration, the Quartermaster Corps asked 9,691 combat veterans how they felt about the various components in the old wartime C and K rations.

As the result of the information received from these thousands of soldiers, the Institute developed the new Combat Ration which has ten different meat items, including canned hamburgers and meat balls and spaghetti.

Top this off with a dessert of canned peaches, pineapple, apricots, or fruit cocktail, butterscotch cookies, coffee, fudge, and cigarettes—and there you have a picture of the Army's new Combat E Ration.

The Guinea Pig Club

"The Guinea Pig Club," two members of which are shown testing the new army ration food, spaghetti and meat balls, originated at the Institute in 1943 with twenty members. It now has a membership of two thousand, including some of the nation's food experts, prominent American businessmen, as well as scientists from seven foreign countries.

Purpose: To pass judgment on sample foods under development to determine acceptability; to supply independent opinions on foods for collective evaluation.

Facts: The club has never lost a member while serving in the line of duty.

Membership Requisites: Sense of humor, open mind, adventurous spirit, strong stomach.

Acceptability

Food acceptance research in which "The Guinea Pig Club" plays a prominent part, has three broad phases. Simply stated, they are: Food habit studies, taste procedures, and consumer preference studies, reports the War Department's Quartermaster Food and Container Institute for the Armed Forces, 1849 W. Pershing Road, Chicago, Illinois.

Program now under way comprises:

(1) Food habit studies on the optimum frequency rates with which

foods can be eaten, national versus regionally preferred foods, food variety preferences, food preparation preferences, racial, sexual, and age differences, food idiosyncrasies, and food patterns.

(2) Appetite and hunger studies on investigations of how thirst and appetite function, foods that inhibit or accelerate thirst and appetite, belly-filling properties, satiety, taste and odor thresholds, the significance of spicing and blandness and the separation and delineation of the psychological and physiological factor affecting acceptability.

(3) Flavor preference studies under controlled laboratory conditions for the purpose of working out rapid and reliable methods for screening products to ascertain food preferences, and to assist in product development and improvement.

(4) Statistical theory for the design and interpretation of experiments.

Milprint's New West Coast Plant

Milprint, Inc., one of the nation's foremost printers of transparent materials, announces the completion of their new West Coast specialty bag plant at Vancouver, Washington.

Charles A. Westberg, of Milwaukee has been selected to direct the activities of the plant which, at first, will concentrate on the printing and waxing of Glassine paper bags of the type produced for potato chips. Later on, Cellophane bags are to be added. When full operations are under way, it is expected that forty to one hundred people will be employed on two shifts.



Volunteering "for Operation Guinea Pig," Joe E. Brown and Edward Everett Horton test the Army recipe for meat balls and spaghetti for the Quartermaster Food and Container Institute in Chicago. The Guinea Pig Club, which originated at the Institute in 1943 with 20 members, now has a membership of 2,000. The Institute reports that the club has never lost a member while serving in the line of duty.

Facts About Food Testing:

(1) About 20 per cent have sufficiently accurate taste perceptions to differentiate between canned bread stored for two weeks at 70° F. and a similar item stored for the same length of time at 100° F.

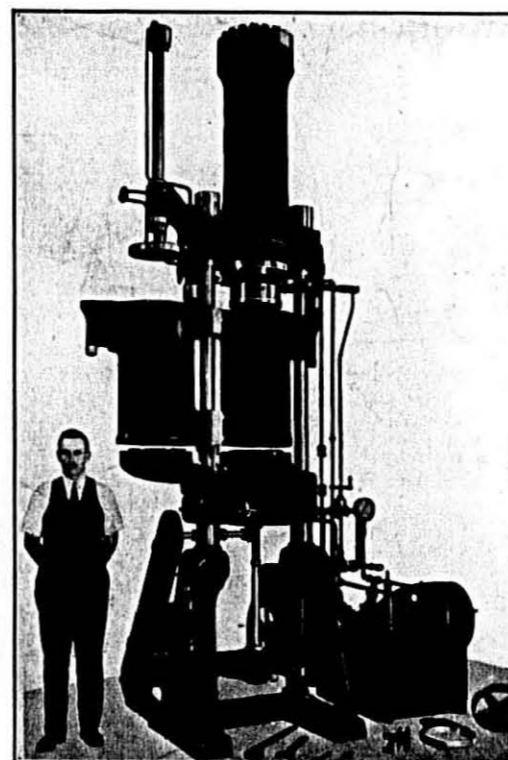
(2) A good taster will be right 12-13 times out of 15, whereas a guesser will be right about 50 per cent of the time. Some people are taste "blind."

(3) The most accurate test is made under conditions that will not prejudice the taster: environment; pre-knowledge of food, origin, or preparation; extraneous food odors; color differences. This type of food test is called a "blind test."

(4) Food tests are often comparative: A freshly prepared item is matched with a canned, dehydrated, frozen, or other processed item that has been subjected to varying or specific conditions of packaging and storage, etc.

The new Milprint plant structure itself is composed of a one-story reinforced concrete building so scientifically constructed that there isn't one supporting post in the way of vital printing machinery. Transportation facilities leave nothing to be desired. There's a deep water channel for ocean-going vessels plus a railroad spur which can be readily served by five transcontinental roads.

This brings to nine the total number of Milprint plants in the United States—three are situated at Milwaukee, the Company's national headquarters, and others are at Philadelphia, Los Angeles, San Francisco and Tucson, with a paper mill located in eastern Wisconsin at De Pere.



PRESS NO. 222 (Special)

John J. Cavagnaro

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and Machinists

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

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Macaroni Machinery
Since 1881

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**SEMOLINA
DURUM FLOUR
DURUM GRANULAR**

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CROOKSTON MILLING CO.

Crookston, Minnesota

Statistics on Macaroni Production

The Bureau of Census, U. S. Department of Commerce, has just announced plans for the 1947 Census of Macaroni Manufacture which will provide production facts and figures in the past biennium. It will be the first of its kind since 1939, the survey having been discontinued during the war. Heretofore, this Government survey produced about the only factual figures, available for the Industry because every manufacturer, willing or unwilling, did as the Government requested—filed forms provided. New forms, more simplified than those used heretofore, are being prepared for the 1947 Census.

As the war progressed, some of the clients of Glenn G. Hoskins, Industrial Consultant, with offices at 520 North Michigan Avenue, Chicago, requested that he make a compilation of



Glenn G. Hoskins

production figures for the great good that they derive from them. Learning of the service, the Editor requested a copy of the most recent production statistics for publication in THE MACARONI JOURNAL as a matter of interesting news.

The statistics of macaroni production compiled by Glenn G. Hoskins organization are derived from weekly reports supplied by a large number of macaroni and noodle manufacturers from all over the United States. In explanation, Mr. Hoskins, former president of the National Macaroni Manufacturers Association, says: "The 100 per cent index for the base period for the five prewar years, 1937 to 1941 inclusive, was derived from a combination of United States census statistics and information supplied by manufacturers. The years 1942 to 1946 inclusive are based upon weekly reports and adjusted to industry-wide totals by taking the relation between the production of the reporting plants in the base years and the production of those plants in future years.

"For example: If reporting plants showed an index of 163.4 per cent for 1946, the total industry production for 1946 is calculated by multiplying 667,614,107, the average production for the base years, by 163.4 per cent to give the 1946 production of 1,107,221,450."

Month	1937-1941 Avg. Prod. 677,614,107 Pounds	1942 Index 131% Prod. 860,569,916 Pounds	1943 Index 145% Prod. 982,340,455 Pounds	1944 Index 131% Prod. 819,915,069 Pounds				
Jan.	8.76	59,358,995	7.87	67,726,852	9.83	96,583,726	8.28	67,888,802
Feb.	8.32	56,377,493	9.10	78,311,862	9.58	94,127,375	7.79	63,871,228
Mar.	7.72	52,311,809	8.42	72,459,987	9.75	95,797,693	7.23	59,279,715
1st Q.		168,048,297		218,498,701		286,508,794		191,039,745
Apr.	6.67	45,196,861	6.83	58,776,925	9.25	90,884,991	6.14	50,342,662
May	6.79	46,009,998	6.39	54,990,418	9.08	89,214,672	5.48	53,130,367
June	6.82	46,213,282	6.70	57,658,184	7.92	77,817,203	7.32	60,017,637
2nd Q.		137,420,141		171,425,527		217,916,866		163,490,666
July	7.65	51,837,479	6.88	59,207,210	6.83	67,107,512	7.73	63,379,280
Aug.	7.79	52,786,139	8.05	69,275,878	7.58	74,476,566	9.29	76,169,924
Sept.	10.40	70,471,868	8.83	76,160,438	7.83	76,932,917	9.51	77,973,733
3rd Q.		175,095,486		204,643,526		218,516,795		217,522,937
Oct.	12.27	83,143,251	10.07	86,659,391	8.33	81,445,619	10.29	84,369,055
Nov.	9.24	62,611,543	10.45	89,929,556	7.34	72,110,469	10.33	84,697,020
Dec.	7.57	51,295,388	10.39	89,413,214	6.67	65,633,502	9.61	78,793,646
4th Q.		197,050,182		266,002,161		219,597,700		247,859,721

This Bulletin replaces Bulletin 7, dated February 7, 1946. At the end of each month during the year 1947, production figures will be sent to clients for insertion in the blanks provided on the following table.

1945 Index 158% Prod. 1,069,275,061 Pounds	1946 Index 163.4% Prod. 1,107,221,450 Pounds	1947 Index% Prod. Pounds	%	Pounds
7.87	84,151,947	8.25	91,345,770	Jan.
8.06	86,183,569	8.68	96,106,822	Feb.
8.16	87,252,845	8.30	91,899,380	Mar.
	257,588,361		279,351,972	1st Q.
8.00	85,542,005	8.46	93,670,935	Apr.
8.16	87,252,845	7.17	79,387,778	May
8.46	90,460,670	7.04	77,948,390	June
	263,255,520		251,007,103	2nd Q.
7.94	84,900,440	6.21	69,422,785	July
7.78	83,189,600	8.26	91,456,492	Aug.
8.44	90,246,815	8.52	94,335,267	Sept.
	258,336,855		255,214,544	3rd Q.
9.43	100,832,638	9.88	109,393,479	Oct.
9.13	97,624,813	9.97	110,389,979	Nov.
8.57	91,636,873	9.20	101,864,373	Dec.
	290,094,324		321,647,831	4th Q.

Engagements Announced

Grass-Karlin

The Chicago papers recently carried the following announcement of interest to the many friends of first Vice President, A. Irving Grass of the National Macaroni Manufacturers Association and head of the I. J. Grass Noodle Co. of that city:

Mr. and Mrs. A. Irving Grass of the South Shore, announce the engagement of their daughter Ilyne Joan to Alvin Morton Karlin, son of Mr. and Mrs. Irving Karlin of the South Side. Mr. Karlin served in the army three years.

Motta-Bossingham

The Joliet *Herald-News*, Joliet, Illinois, last month carried the announcement of the engagement of Miss Frances Motta, daughter of Mr. and Mrs. Frank A. Motta of that city to James E. Bossingham, son of Mrs. Wm. J. Bossingham. The wedding is set for May 3 at the St. Francis Catholic Church. The bride-to-be is the eldest daughter of the well-known secretary of the Champion Machinery Company of Joliet.

FROZEN EGG YOLKS

by

Sherman White & Company

FORT WAYNE, INDIANA

Guaranteed 45% solid content

Guaranteed Uniform Deep Color

Processed to meet all Pure Food requirements

Always High in Quality

Laboratory Controlled

You too Can Make More Profit!

FOLLOW THE EXAMPLE OF THESE PROGRESSIVE FIRMS

by installing MODERN

CHAMPION Flour Handling Equipment

A Partial List of Recent Installations of Champion Designed Flour Handling Equipment to work in conjunction with the new Automatic Presses and Sheet Forming Machines.

- SCHMIDT NOODLE COMPANY - Detroit, Michigan
- THARINGER MACARONI CO. - Milwaukee, Wis.
- PHILLIPS PACKING CO. - Cambridge, Md.
- FORT WORTH MACARONI CO. - Fort Worth, Texas
- ANTONIO PALAZZOLO & CO. - Cincinnati, Ohio
- KENTUCKY MACARONI CO. - Louisville, Ky.
- SCHONEBERGER & SONS - Chicago, Illinois
- P. ROCA & COMPANY, SUCR. - Yauco, Puerto Rico
- ROBILIO & CUNEO - Memphis, Tenn.
- FAUST MACARONI COMPANY - St. Louis, Mo.
- V. VIVIANO & BROS. MACARONI MFG. CO., INC. - St. Louis, Mo.

... especially designed to assure that steady even flow of finely sifted, clean, aerated flour so necessary to the successful operation of the new types of Continuous Automatic Presses and Sheet Forming Machines.

Our engineers will gladly assist you in securing these operating advantages by furnishing plans and recommendations for such modern installations. All the facts are yours for the asking, and without obligation. Just address your letter to:

CHAMPION MACHINERY CO.
JOLIET - ILLINOIS
MAKERS OF MODERN EQUIPMENT FOR THE MACARONI INDUSTRY

THE SELLING PARADE

(REGISTERED)

A DIGEST OF
SUCCESSFUL
SELLING IDEAS

BY CHARLES B. ROTH

Because They Could Trust Him

"You'd never pick that man out as a bang-up salesman, would you?" the salesmanager asked me. We were standing outside the meeting hall waiting for a sales convention to start.

He was right: I wouldn't. The man he pointed out to me didn't look bright. He was big, ungainly, and you could tell at once he was as slow in his head as he was on his feet.



"Best man I ever hired," the salesmanager continued. "Most consistent producer. Worth any two of my other salesmen."

"You can't always tell by looks," I observed. It seemed a safe thing to say.

"Wait till he gets inside so he can't overhear me, and I'll tell you about him. It's an interesting case."

"Fine."

"I had to hire him in the first place," the salesmanager began. "He was a friend of one of my friends and I couldn't turn him down. But I could tell at a glance he wouldn't make the grade. He was—and is—the slowest salesman I ever hired. He could hardly learn our line, couldn't remember instructions. I felt like firing him a dozen times the first month. I only refrained because of my friend."

"And then, after two or three months, things began happening. Orders, I mean. He sent 'em in from unexpected spots, from spots we hadn't had business from in years."

"I began wondering what was behind it, and sent my assistant around with him for three days to find out.

Then the secret was clear. He was as persistent as a bird dog. He conceived his job to be to walk a beat like a policeman, and he did.

"Presently his customers began expecting him, and found they could set their clocks by his calls. They began poking a little fun at him for being so regular, and he rather enjoyed the role he was being cast in—the good dependable citizen. He took more pride in being on the job, in being on time."

"As I say, I wouldn't trade him for any two other men on the force, couldn't afford to, as a matter of fact."

"His career proves what, do you think?" I asked.

"That any man can sell if he can get his prospects and customers to trust him," my friend explained, and I saw the point.

Be a Causationist

Psychologists say that one of the first signs of immaturity is too great a reliance on and belief in luck.

Practically all leaders are what Ralph Waldo Emerson once referred to as causationists. Said he:

"All successful men have agreed on one thing—that they were the causationists. They believed things went not by luck but by law."

Please keep that word causationist in mind. It's your word as a salesman; it describes your function in life. You are a causationist, causing things to happen to your customers.

It's the Repeats That Count

The old salesman told me that he had watched maybe 2,000 salesmen come and go during his forty years in selling, and that he had never seen a man make good until he saw clearly the real function of selling.

"And that is what?" I asked him. "The ability to make repeat sales," he said. "Any fool can sell something to a man once. The test of a good salesman is his ability to make his five-hundredth sale to the same prospect."

"How does a man become a repeater, as you call it?"

"By taking care of his customers better than other salesmen do."

"Give me some particulars, won't you?"

"Gladly."

Then the old fellow gave me the following rules for becoming—and remaining—a repeater:

1. Meet the customer's requirements accurately—not approximately, but accurately, and every time.
2. Sell quality.
3. Don't overload him. That will cause him to lose confidence quicker than anything else you do.



4. Give service—go out of your way to show him how important his business is to you.

5. Keep him informed. If price changes are in the offing or if you have any other information, don't let him find out about it from someone else: tell him first.

6. Stick to facts. It's easy to get away from facts, in your enthusiasm. Refrain. Even if it hurts your immediate prospects for making a sale, stick to facts.

7. Show your appreciation for his business. We all like that. Don't gush over him but don't be cold with him. Be warm, friendly, human. Be grateful.

8. Really like him. Cultivate his friendship and like the man, like being with him, like talking to him.

"It's a pretty large order, being a repeater, isn't it?" I observed when I had contemplated this list.

"When was salesmanship anything but a large undertaking?" he parried. He had me there.

FULLER ADHESIVES

There is a Fuller plant or warehouse near you.

Three manufacturing plants and eleven warehouse stocks assure you prompt service on your requirements of case sealing adhesive, carton glue, tightwrap adhesive, tube glue and other items.

Your inquiry to one of the main offices listed below will receive prompt attention.

H. B. FULLER COMPANY **H. B. Fuller Company of Mo.**
255 Eagle St. 320 Central Ave. 915 Broadway
St. Paul 2, Minn. Cincinnati 2, Ohio Kansas City 6, Mo.

We Specialize in

DARK EGG YOLKS

We Have Catered to the
Finer Noodle Trade
for
Thirty-Three Years

S. K. PRODUCE COMPANY
565 FULTON STREET CHICAGO, ILLINOIS

Du Pont Cellophane Starts Twentieth Year of Advertising in Saturday Evening Post

When the first Du Pont Cellophane advertisement (see illustration) appeared in the *Saturday Evening Post* exactly twenty years ago, Cellophane was an industrial specialty. Today, the demand for Cellophane as a standard packaging material is universal and continuous national advertising has played an important part in broadening its acceptance.



Current DuPont Cellophane advertising (see illustration) employs a unique method of featuring the Cellophane theme line. The slogan "Shows what it Protects" is repeated in inverted form, "Protects what it Shows" to make it more emphatic and memorable. A colorful poster treatment of human interest situations and the balloon technique is being used to gain immediate attention and get the Cellophane story over at a glance.

Consumer surveys indicate that the protective element in food packaging is becoming increasingly important and this fact, coupled with the knowledge that women want to see what they buy, suggested the slogan phrase "Shows what it Protects."

New Recipe Book on Delicatessen Cookery

The guesswork has at last been taken out of delicatessen cookery with the publication of a new large quantity recipe book by the National Association of Retail Grocers.

For Dorothy Glenn, noted home economist, who has compiled this cook book entitled "Large Quantity Recipes," has included in it not only a wide variety of interesting and appetizing dishes, but a great number of hints as to preparation, display, packaging, and selling of delicatessen foods.

In preparing the book, she has drawn upon the resources of university, government, and industry for the newest and most exact data available, and, in addition, has carefully checked all figures for accuracy.

The result is a cook book which can be utilized by cafeterias, restaurants, luncheonettes, hotels, schools, institutions and caterers, as well as by delicatessen operators. The recipes it contains are tempting, even though they are given in terms of gallons, quarts, and 100 servings.

Of equal importance with a reliable recipe, Miss Glenn points out in discussing operation of the delicatessen department, are high quality ingredients, moderate seasoning, absolute cleanliness, adequate storage and refrigeration space, and proper ventilation. It is also wise, she believes, to prepare foods when possible in family size units and to prepare the item several times a day rather than to cook a large quantity and allow it to stand for hours, subject to deterioration in many ways.

Current Express Rates Held Inadequate to Pay Railroads

Income from current express rates will fall short of providing adequate compensation for the services performed by the railroads in transporting express traffic to the extent of not less than 70 million dollars annually, the Railway Express Agency stated in a supplemental petition for increased express rates filed recently with the Interstate Commerce Commission.

Present express rates were authorized by the I.C.C. for the period of one year beginning December 13, 1946. The Express Agency states that the original petition for the interim rates was based on increases in the Express Agency's costs, which amount to a total of 63 million dollars annually, due to substantial wage increases to express employees, payroll taxes and increased costs of materials and equipment. Since then, the Crosser amendment to the Railroad Retirement Act has added another 6 million dollars in annual costs by increasing payroll taxes from 6½ per cent to 8¾ per cent, making a total of 69 million dollars annual increase in the Express Agency's operating costs.

The rate increase requested in the supplemental petition is to provide additional revenue to enable the Express Agency adequately to compensate the railroads for handling express traffic. The petition also states that since 1922, there have been no adjustments in express rates and charges specifically to cover increases in costs incurred by the railroads in handling express traffic. Since 1922, the petition states, the railroads used by the express company have incurred large increases in the costs of transporting express traffic which are not reflected in existing express rates.

Lightweight Packaged Material Conveyor

A new lightweight portable power conveyor for handling bags, boxes, crates, cartons, baskets, and all kinds of packaged material has been announced by Material Movement Industries, 310 S. Michigan Ave., Chicago. It is called Model P-10-8-½.



Tote-All Packaged Material Zephyr. Made of special lightweight alloy steel, which is corrosion and abrasion resistant, the 10-ft. model weighs only 291 lbs. complete with power unit and undercarriage. Can be easily moved by one man from one conveying job to another.

Power is furnished by electric motor coupled direct to gear reducer. Over all conveyor depth is 5½ inches. Belt width 8 inches. Rear wheels of undercarriage are solid—front wheels are swivel casters. Either end of 10 ft. model may be raised to 6 ft. height. Recommended carrying capacity—40 lbs. to the foot, distributed load.

The Tote-All Packaged Material Zephyr Conveyors are an addition to the complete line of Tote-All Bulk Material Zephyrs and standard Tote-All Bulk and Packaged Material Conveyors.

Who Gets the Best Treatment?

It's always a question in a salesman's mind about how far he should go in giving service to a new customer. How much shall he neglect his old customers, in order to keep a new customer sold on him?

William Feather tells about a successful salesman who attributed his success to the practice of concentrating on the buyer after getting his first order.

"He pointed out that there is a tendency to greet an untried salesman with suspicion as to the merits of his service. The salesman uses every pretext to gain admittance, for the time being neglecting his other prospects in an effort to please the new customer," records Mr. Feather, and adds: "This is sound practice."

So it is.

★ "STANDARD OF THE PACKAGING INDUSTRY"



- ★ Corrugated Boxes
- ★ Solid Fibre Boxes
- ★ Folding Cartons
- ★ Kraft Grocery Bags
- ★ Kraft Wrapping Paper

GAYLORD CONTAINER CORPORATION
General Offices: SAINT LOUIS

Frozen Spaghetti Sauce and Meatballs

The C. & J. Frozen Food Company of Columbus, Ohio, announces that it is prepared to distribute its frozen spaghetti sauce with meatballs and is arranging with the leading wholesale grocers in Ohio to handle this handy, ready-to-serve meat and gravy that housewives will find so convenient in serving the famous and popular Spaghetti with Meat Balls. The firm is a partnership composed of William Card and William Jacobs of Columbus, Ohio.

The combination spaghetti sauce and prepared meatballs can be stored in the refrigerator for use when needed. Selling agents have been appointed in all the leading Ohio cities, in Pittsburgh and Detroit.

Firemen Injured in Macaroni Plant Fire \$50,000 Blaze Hits Oakland Macaroni Company Factory

A stubborn and spectacular fire of unknown origin in the 3-story frame factory that contained the Oakland Macaroni Co. at 1056 Seventh St., Oakland, Calif., caused damage estimated at \$50,000 and injured one of the fire fighters last February 27. The injury was slight—a cut on the arm from flying glass.

The blaze broke out shortly after the employees returned from their luncheon recess and it soon spread to the stock room, destroying tons of finished products in cartons and boxes.

Co-owners of the macaroni factory are John Laveroni and Alfred Pastorino who succeeded in saving the records of the firm by making several perilous trips into the burning building to retrieve the books and papers. The building was badly gutted, the stock practically destroyed, the machinery damaged by the flames and the contents otherwise water-soaked.

Jacobs Cereal Products Laboratories Inc.

Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

Vitamins and Minerals Enrichment Assays.

Soy Flour Analysis and Identification.

Rodent and Insect Infestation Investigations.

Macaroni and Noodle Plant Inspections.

Benjamin R. Jacobs, Director
156 Chambers Street
New York 7, N. Y.

Keeping Employee Records

By Charles Phillips

Whether you hire one person or a hundred, for efficiency's sake, it's a "must" that you keep some sort of employe records. Moreover, an efficient record system can save you much wasted time and effort, because it provides needed information, at your fingertips, when you require it.

The ideal employe record system, regardless of the number of employes you hire, should enable you to obtain desired knowledge about any individual in your establishment in a minimum of time, and with the smallest amount of difficulty possible.

Many employes find a small 4x6-inch card file adequate for their employe record-keeping needs. A single card is given over to the record of each employe in the establishment.

On this card, of course, should appear such basic information as name, address, and telephone number of each employe. This information can be obtained at the time of hiring, or at the time the filing system is actually set up. Employes within the organization should be checked periodically to determine whether or not change of address or telephone number has occurred.

Approximate age (at the time of hiring) and sex of each employe should appear on his card. The date at which the card was first filled out should also appear on the card, as should the employe's social security number.

Most important, especially if you employ many workers, is a notation of jobs held . . . jobs held within your organization, that is. This information can often save you much trouble and many a headache when you want to upgrade, promote, or transfer an individual within the concern. A quick check of the cards, and you can soon determine who within the organization would be a reasonable prospect for the change you desire to make.

For best results, cards should be typewritten—not in ink. Hasty handwriting is often more or less illegible—especially after it has had time to age a bit.

Colored tabs affixed to employe cards can be used to advantage, when searching the files. For instance, all men can be tabbed one color, and all women another. Or, a code indicating the types of jobs which an individual is capable of doing can be worked out. Color tabs can also be used to indicate department or section of your concern in which an employe is currently working. Such a code can also be used to indicate salary level, et cetera. Naturally, as an organization

increases in size and complexity, the more helpful a color-coding system will become.

The above record-keeping setup is not a catch-all system, of course. But then no system is! However, it can be used to advantage by many an organization to keep track of its employes. Individual concerns will find it helpful to modify the suggested system to fit specific requirements. Furthermore, many organizations will find it advisable to supplement the system with additional employe records kept in individual file folders. Meanwhile, the fingertip record system will serve most needs of quick, ready reference.

Caruso Foods, Inc., Appoints Plant Manager And Assistant Treasurer

Caruso Foods, Inc., division of Airline Foods Corporation, announces the appointment of Frank di Bari as plant manager. Mr. di Bari has been active in the macaroni business for many years and comes to Caruso Foods with an unusual background in this field. He will supervise production at the mammoth Caruso plant located at 43-82 Vernon Boulevard, Long Island City, N. Y.

Joseph W. Slattery has been appointed assistant treasurer of Caruso Foods, Inc., Long Island City, N. Y., a division of Airline Foods Corporation. Caruso Foods, Inc., manufactures spaghetti, macaroni, egg noodles and soup mixes sold under the famous brand name of Caruso.

Mr. Slattery comes to Caruso Foods with ten years experience in the macaroni manufacturing field. He is a member of the National Association of Cost Accountants.

"Hydry" Ink

A new quick-drying ink, which is completely lacking in odor, has been developed for use in printing of wrappers and packages for food. The product bears the trade name "Hydry," and will be found of special advantage to foods that are easily tainted by odors of ink.

As perfected to this point, the odorless ink cannot yet be used successfully on cellophane, phtofilm, or cellulose acetate, though the inventor, General Printing Ink Company, New York City, hopes to perfect an ink which can be used on such films.

St. Regis Paper Co.

Reports New Highs in 1946 Net
and Sales

Net income of the St. Regis Paper Company (New York) and subsidiaries for 1946 set a new high at \$5,563,604, more than doubling the \$2,211,411 total for 1945, while net sales climbed to a new peak of \$82,782,186 from \$52,500,824 in the previous year, reports Roy K. Ferguson, president.



Roy K. Ferguson

In his annual statement to stockholders, Mr. Ferguson says that this year's plans call for further modernization of plants and completion of projects now under way, and predicts that 1947 sales volume will exceed \$110,000,000.

The 1946 net income was exclusive of \$1,500,000 profit realized on the sale of investments and which was credited to contingency reserves. In the previous year there was a similar profit of \$2,000,000.

Pointing out that there have been "increased demands" for the company's printing, publication and converting papers, multiwall paper bags, bag filling machines, pulp and plastics, Mr. Ferguson said, "Plans for 1947 call for further modernization of plants, replacement of obsolete equipment, development and installation of mechanized high-speed units, as well as completion of other projects now under way."

STEEL SCRAP HIGH

The steel shortage and frantic buying have sent steel scrap prices higher than the quoted delivered price of new ingots. Iron scrap brings \$5 to \$10 a ton more than the quoted price of pig iron. Increasing steel supplies may end this fantastic situation in about three months.—*Pathfinder News Magazine.*

*This is the
Wheat Empire*

OUR MILL IS LOCATED IN THE HEART OF THE DURUM AREA. WE SEE THE BEST AND BUY THE BEST DURUM WHEAT AVAILABLE.

FOR TOP MACARONI FOODS THAT WILL CONTINUE CONSUMER DEMAND DAY AFTER DAY, WE RECOMMEND OUR FINE AND COARSE DURUM GRANULAR FLOURS. MILL IT BY OUR EXPERT DURUM MILLERS.

NORTH DAKOTA MILL & ELEVATOR
Grand Forks, N. Dak.

Evans J. Thomas, Mgr. Durum Division, 520 N. Michigan Ave., Chicago, Ill.
R. M. Stangler, Gen. Mgr. N. Dak. Mill & Elev., Grand Forks, N. Dak.

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CONGRATULATE
YOU
THE
MACARONI JOURNAL

For
Having Completed

28
YEARS

of
FAITHFUL AND UNTIRING
DEVOTION

to
YOUR GREAT INDUSTRY
and
THEIR SUPPLIERS

Oshkosh Corrugated Box Mfg. Co.
OSHKOSH, WIS. MINNEAPOLIS, MINN.

DAVID BECKER CO.

Packers of
Fancy Quality

NOODLE YOLKS

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1220 NORTH MAIN ST.
ST. LOUIS, MISSOURI
PHONE . . . GARFIELD 0219

Armour Builds One of World's Largest Spectaculars on Chicago's Lakefront

Grant Park, Chicago's famous lakefront park and playground and Michigan Avenue, soon will be dominated by one of the world's largest "spectaculars." The giant electric sign will be built on the roof of the Illinois Central building at Roosevelt and Michigan Avenue.

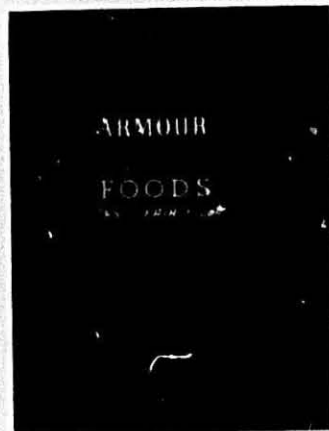
To the three-quarters of a million people who daily travel South Michigan Avenue and the Outer Drives, the big sign will flash—ARMOUR "STAR" MEANS BEST IN FOODS in letters 15 feet high. In continuously moving letters 10 feet high, important spot news will be interspersed with more detailed Armour selling messages.

This moving message, 100 feet above street level, will be plainly visible to everyone on Michigan Avenue, as far north as the Wrigley Building. Above it, for an additional 173 feet, will tower the main body of the display.

A 30 foot clock, the minute hand of which weighs 1,000 pounds, will serve as the timepiece for hundreds of thousands of people daily going to trains, bus depots, air lines and also Chicago's largest parking lots.

In the giant Armour spectacular, Chicago's lakefront show place will acquire another "World's Wonder" to rank with Soldier's Field, the world's largest outdoor auditorium, the Field Museum, the world's greatest museum of natural history, the famous Shedd Aquarium and the Adler Planetarium.

Each night the Armour spectacular will burn as much electricity, in its 2 1/2 miles of luminous tubing, as do 150 average suburban homes. To hook up



the lighting equipment of the 80 ton structure, 20 miles of wiring are required. A 9 by 14 foot compartment will house the control equipment.

Macaroni, Spaghetti De Heavy Duty

Macaroni and spaghetti are generally believed to be typical Italian foods but history credits their invention to the Chinese.

However, the Italians must be credited with developing the paste products into a national dish. Even before the 14th century, macaroni products were enjoyed by the people of that country and for many years Italy held the se-

cret of its manufacturing method. Since then the knowledge of the process spread through other European countries and eventually to the United States where it is produced in many sections of the country.

In the past few years, when this nation was faced with wartime food shortages, macaroni and spaghetti worked overtime to provide nutrition and flavor to countless daily meals. The possibilities of combining macaroni products in recipes with dairy products, meats, fish, cheese, eggs and vegetables made this food particularly desirable as a dinner feature.

Macaroni and spaghetti products come in different shapes. They may be short and flat, long and thin, and plain or twisted. Many fancy styles are also made and these are especially attractive for use in soups or salads.

For Sunday dinner serve a chicken soup for a first course, spaghetti with a tomato sauce and meat balls, string beans for a main course, lemon meringue pie for dessert and a beverage.

Airline Foods Doubles Quarterly Dividend

Directors of Airline Foods Corporation at a meeting held on Saturday (December 7) doubled the quarterly dividend on the Class A stock and the common stock by declaring a dividend of 25 cents per share payable January 2, 1947, to stockholders of record, December 23. The initial quarterly dividend on the common stock paid last July 1 and the October 1 dividend each were 12 1/2 cents per share.

Jerome S. Jennings, president, said that the directors felt warranted in increasing the dividend on the common stock in view of the company's improved position resulting from a largely expanded distribution of its products and the generally favorable outlook for Airline Foods Corporation.

The Swiss Macaroni Industry of Today

(Continued from Page 36)

war, by supplying war-swept countries with our products. Unfortunately our desire was not fulfilled, although we were ready to produce to the utmost.

Our last hope is that the wheat deliveries, for which we depend mainly on the American Southern States and Canada, will soon increase to the pre-war standard so that our authorities can stop the rationing. Only in this way can our industry use one hundred per cent of its facilities.

A Continuing Table of Semolina Milling Facts

Quantity of Semolina milled, based on reports to Northwestern Miller by ten Minneapolis and Interior Mills.

Month	Production in 100-pound Sacks			
	1947	1946	1945	1944
January	1,032,916	984,608	878,487	721,451
February	664,951	743,018	732,026	655,472
March	760,294	741,624	795,998	692,246
April		672,899	823,981	608,947
May		379,861	992,675	704,071
June		628,518	859,867	656,214
July		638,758	751,280	716,957
August		788,374	694,782	89,515
September		705,292	883,662	895,478
October		980,461	1,101,092	919,226
November		884,042	1,116,434	965,527
December		968,885	928,760	921,851

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1946—March 31, 1947	7,423,973
July 1, 1945—March 30, 1946	7,935,221

With the
COMPLIMENTS

of the

Waldorf Paper Products Company

ST. PAUL, MINNESOTA

Be Sure with SUNLIGHT

Your Customers Appreciate Quality
In Your Goods.
Make Certain Of Their Approval.

Use Cudahy's SUNLIGHT

Frozen and Dried
YOLKS
and
Frozen and Dried
WHOLE EGGS

Write or Wire

The Cudahy Packing Company

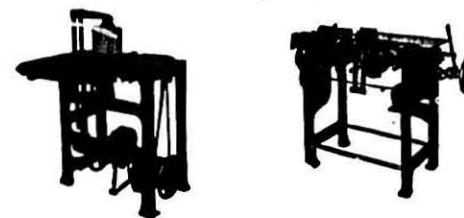
221 No. LaSalle Street
Chicago 1, Illinois

INCREASE YOUR PROFITS with PETERS PACKAGING MACHINES

Are you overlooking the possibilities of machine operations in packaging your macaroni and spaghetti products? If you are now setting up and closing your cartons by hand, it will pay you to investigate the use of PETERS economical packaging machines to eliminate hand methods.

PETERS automatic and semi-automatic units are showing substantial savings in many plants formerly using hand labor. Let us show you how they can speed up your production schedules, reduce your labor costs and increase your overall profit.

Send us samples of the cartons you are now using. We will be pleased to send you complete information on the most economical and efficient units to meet your requirements.



JUNIOR FORMING AND LINING MACHINE. Sets up 35-40 cartons per minute. Requires one operator. Can be made adjustable to handle several carton sizes.

JUNIOR FOLDING AND CLOSING MACHINE. Closes 35-40 cartons per minute. Fully automatic. Can also be made adjustable to handle several carton sizes.

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

RETROSPECTIONS

by Edwin J. Sullivan

Gleanings from April Journals

Five Years Ago

Tenderoni Inc., the macaroni manufacturing plant located at Joliet, Illinois, was sold to Stokely Brothers Company of Indianapolis, according to an announcement made April 2, by R. S. Scotland, president and founder of Tenderoni Inc. The plant had been in successful operation for more than twenty years, first as the Joliet Macaroni Company and then as Tenderoni Inc.

According to the April 1, 1942, estimates by the Crop Reporting Board of the U. S. Department of Agriculture, the prospective acreage of spring wheat to be seeded in 1942 was 15,287,000 acres. This was a decrease of 8.7 per cent from the 16,741,000 acres seeded in 1941.

Experiencing a slight lessening in semolina demands by macaroni manufacturers with the close of the Lenten rush, millers found shipping orders hard to obtain on the opening April prices quoted at Minneapolis as follows: No. 1 semolina, bulk, f.o.b. Minneapolis—\$6.25 to \$6.36 a bbl. Standard—\$5.95 to \$6.05. Granular \$5.85 to \$5.95.

Ten Years Ago

V. LaRosa & Sons, of Brooklyn, N. Y., announced an enlarged radio program effective April 4, 1937. This date marked the sixth consecutive year of the firm's radio advertising which began in 1932 over a single station and enlarged to a chain of ten stations for 1937, covering all of the stations from Pennsylvania northeastward to Maine.

According to reports, the macaroni industry had been happily free from the wave of sit-down strikes that had swept the country since the opening of the new year. However, the National Macaroni Manufacturers Association warned manufacturers that they were not immune to these strikes and that they should co-operate with an act through their trade association in order to provide self protection against possible strikes.

In answer to the macaroni manufacturers' complaint about the prevailing keen competition, a study of the situation revealed that the macaroni consumption in the United States had increased very little during the past two decades, while domestic production had more than trebled during the past twenty years.

Twenty-Five Years Ago

Due to pressure from a group of macaroni manufacturers who felt that the standard requirements for macaroni products were too harsh, it was learned that the Department of Agriculture would soon reopen this question of standards with the idea of lowering the bars somewhat.

The Pillsbury Flour Mills Company was awarded a court verdict against John Falcome, baker and macaroni manufacturer of Syracuse, N. Y. The complaint against the macaroni manufacturer was that he had refused to accept flour purchased by him. The decision of this case proved that it would have a great bearing on any other similar suits based on the validity of contracts.

Leaders in the macaroni industry agreed that there was a general need for co-operative advertising of macaroni products if consumption was to keep pace with production. After studying various suggestions, it was recommended that this should be started in a modest way and well within the prospective income, by advertising through trade journals and by means of store cards, pamphlets, inserts, wrappers, etc.

Half a Ton of Butter From One Cow

The "accumulation of good germ plasm" in the Holstein dairy herd at the Beltsville Research Center is revealing itself in practical and measurable form—in the milk pail, says the U. S. Department of Agriculture.

In its annual report the Bureau of Dairy Industry notes that within the year three cows in the herd made records of production of more than 1,000 pounds of butterfat in three milkings a day for 365 days. Two of these cows were repeaters—that is, they had made a record of 1,000-pounds-plus in the previous lactation. Each had produced more than a ton of butterfat in two lactations. Thus, although there are only seven cows listed on this honor roll which covers the last five years, there are nine records in the table.

The Bureau points out that it has followed the proved-sire system of breeding since the herd was established in 1919. The report notes: "A herd that has produced seven cows capable of producing more than 1,000

pounds of butterfat on three milkings daily adds emphasis to the value of the proved-sire system of breeding, especially when it is considered that only about 61 cows in all Holstein history have reached the 1,000-pound mark under these same conditions and fewer than 400 Holsteins have produced 1,000 pounds of butterfat when milked 3 or more times a day."

New, Full-Reversible Front Wrap-Around Apron . . . Cuts Laundering in Half!

Here's a unique wrap-around apron for women . . . Hattie Snow's "Double Feature" with a fully reversible front that laps over 100 per cent—does not flap open when walking, does



not gap when sitting. No other wrap-around on the market offers all its features. Made of soft, sturdy cotton, it's Sanforized for permanent fit. Every seam is double-stitched, and bar-tacked at points of stress. "Double Feature" is tailored to fit into every industry where wrap-arounds are used . . . and styled to please the wearer! When one front is soiled, just a simple one-second switch offers a shining, clean front . . . one laundering for two wears! An efficient time and money saver, it serves equally as well over clothes. Available with coverall cap to match. "Double Feature" is a product of the Randles Manufacturing Company, Ogdensburg, New York—specialists in women's industrial work wear.

PAPER BOXES

for Distinctive Packaging

BRADLEY & GILBERT CO.

INCORPORATED

640-650 SOUTH SEVENTH STREET

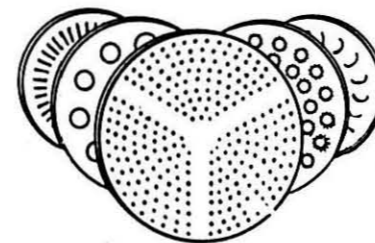
Louisville, Kentucky

ESTABLISHED 1856

"SINCE BEFORE THE CIVIL WAR"

STAR DIES WHY?

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



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

The Emulsol Corporation

is Proud to Offer to

THE MACARONI INDUSTRY

Highest Quality Uniformly Controlled
SPECIALTY EGG PRODUCTS

and

EMULSEPT

Odorless, stable, non-irritating, non-chlorine non-caustic, highly potent — yet safe, concentrated germicidal sanitizing agent.

Obtain particulars from Emulsol's "Know-How" Organization

59 E. Madison St., Chicago 3, Illinois State 8951

Tip Your Hats, Gentlemen

Ernest R. Katz

Six years ago, "a housewife walked into a retail store," (April, 1941 issue, page 48) "looked at the packaged noodle display, and instinctively selected the noodles which attracted her eye."

That woman was a professional buyer. Six years added experience, and six tough buying years at that, have made her more professional at selecting foods that give her quality food volume as economically as possible.

To any economist, that procedure spells "value purchasing." It is particularly interesting to note that our housewife has added some learned instincts to her basic eye-attracted selection. She has learned that the deep rich orange color of quality egg noodles means eggs; and eggs, she has learned, mean nutrition on the highest plane. She learned that a fine smooth noodle meant clean high-grade flour.

Yes, our favorite professional buyer has graduated into the class of logicians; and as long as she is certain of her premises, she will continue to serve quality egg noodles on her family table; and what experienced dietician can deny the intelligent logic of combining high quality flour and eggs into a dish offering the valuable nutrition and exceptionally palatable eating pleasure of egg noodles?

What now, does all this mean? Are foresighted egg noodle manufacturers and their suppliers content to sit back and rest upon the laurels of past achievement and be satisfied with the knowledge that they are very important cogs in the food machine of the world? The writer thinks not.

A foresighted executive can never be comfortable remaining in status quo. His foresight hints, and often compels, a future pattern that can only be satisfied by progression. The world is unquestionably engaged in a great food revolution. The problems and changes affect comparative carbohydrate volume, nutritional value, quality, packaging, storage potential, palatability, cost, etc., and our present product must keep pace with time and its inevitable changes in our food picture.

The egg-noodle manufacturer, as standardized as he may like to think his product to be, is no more stable or fixed than the rest of the world with which he revolves, and so he, as well as his suppliers, will do well to keep one eye to the future and a cocked ear to the tone of the times. As a leader in possibly the world's greatest industry, the food industry, he will be wise to pull the cart along

the roads of his own choosing rather than ride and be jostled and thrown from the cart.

Taking a look into the crystal, we again find our housewife ten or twenty or fifty years from now marketing in the retail store. She will still be selecting through her innate eye appeal. She will still be susceptible to all the cleverness of psychological selling and advertising. But it would be pure folly to ignore the fact that she will know better than ever what she wants and who is offering it to her most economically. The less our housewife knew in 1941, the more predominant was the price factor; the more he demands in good wholesome quality food (because she now knows what she knows) the less price alone will be the determining factor. Logician, did we call our professional housewife? Perhaps a "practicing economist" will soon be closer to the truth; and the writer has few doubts that the noodle manufacturer and his suppliers will be up there in front with other representatives of the food industry in recognizing and respecting "Mrs. Housewife."

"Tip your hat twice gentlemen." First, because our customer is a lady, and second, because she will drop you a hint of the future.

Driving Suggestions To Salesmen

Salesmen usually travel by automobile in making their daily rounds. Many hundreds of thousands of them crowd the city streets and country highways daily, and their example, if good, may be the means of saving thousands of lives annually according to the Industrial Department of the National Safety Council if in this civilized country only that group of business people would heed the safe-driving instructions promulgated on a Pacific Isle by army officers. There are ten such "orders" of the day. Why not use one as a slogan per month for the next ten months? Salesmanagers might write them on the blackboard in the salesroom; attach them to salesmen's name cards; or use some other equally efficient method of getting them over to the salesmen?

"You can often prevent a traffic accident by a courteous or generous action when the other fellow has made a mistake.

"Be prepared for the ignorant or reckless driver who fails to stop at 'Stop' signs. Slow down at every intersection where vehicles are approaching or clear sight-distance is not available.

"When some driver insists on 'hogging' the right-of-way, let him take it.

"When a driver tries to pass you and misjudges the space available, drop back and let him into line.

"If an approaching driver, in passing other cars, has difficulty in getting back into his own lane, slow down for him.

"When some driver foolishly tries to pass you on a hill or curve, drop back and let him into line.

"If a driver is over-anxious to get around your car, pull over and let him go on his way.

"Always expect the unexpected from any driver near you.

"Watch out for pedestrians, both on the open road and at street intersections; nearly half of all traffic fatalities involve pedestrians.

"Keep your temper, no matter how much cause the other fellow may give you to lose it. You can't be angry and operate your vehicle skillfully at the same time.

New Sales Representative

J. E. Robinson has been appointed by Container Equipment Corporation, Newark, New Jersey, to represent them in Pennsylvania and West Vir-



J. E. Robinson

ginia. A graduate engineer of Carnegie Institute of Technology, "Robbie" was associated with Walter H. Burnes Company, Inc., Pittsburgh, food brokers, for six years. In 1941 he entered the armed forces as a commissioned officer. He served in the Corps of Engineers, U. S. Army, until his discharge in November, 1946, as Lieutenant Colonel. Mr. Robinson has received complete and thorough training at the "CECO" main office and plant. His home is in Pittsburgh and he will conduct his activities from this centrally located city.

LANZIT

Corrugated Box Co.

CHICAGO'S OLDEST
MANUFACTURER OF A
COMPLETE CORRUGATED LINE

2425 S. ROCKWELL ST.
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Frozen Egg Yolks

Also Sugar Yolks, Whites,
and Whole Eggs

Top Quality and Color

Your inquiries solicited

Producers Produce Co.

Springfield, Missouri

The MINGEL COMPANY

INCORPORATED

Corrugated
Shipping

Containers

Factories

Louisville, Ky.

New Brunswick, N. J.

Winston-Salem, N. C.

Fulton, N. Y.

*The author is associated with the S. K. Produce Company, Chicago, Illinois.

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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SPECIAL NOTICE

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

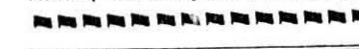
ADVERTISING RATES

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

Vol. XXVIII April, 1947 No. 12



"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one nation indivisible, with liberty and justice for all."



Welcome—New Member

The Creamette Company Limited, Winnipeg, Canada, joined the National Macaroni Manufacturers Association last month. Robert H. Williams is the executive vice president of the new member-firm and his brother George Williams, the general manager. Both are planning to attend the 1947 convention of the Association and Industry at French Lick, Indiana, June 23-25.

Member-Firm Changes Name

Smith's Cereal Foods Limited of York, England, a member of the National Macaroni Manufacturers Association, classified as an International Member, reports that in March it was

amalgamated with Nourishment (York) L.T.D. The firm is modernizing its plant which is located at 61-65 Ambrose St., in York.
 The directors of the firm are: C. A. Smith, chairman, F. Smith, Managing Director, G. W. Smith, E. Smith and G. Smith.

GMA 1947 Meeting Dates

The GROCERY MANUFACTURERS OF AMERICA, INC., has announced the dates for its 1947 meetings, as follows:
 June 9, 10, 11—Mid-Year Meeting, Skytop Lodge, Skytop, Pennsylvania.
 November 10, 11, 12—39th Annual Meeting, Waldorf-Astoria Hotel, New York City.
 Many of the leading macaroni-noodle manufacturing firms are members of this organization and regularly send representatives to both affairs.

St. Regis Quarter Century Club

The Toledo multiwall paper bag plant of the St. Regis paper Company held a testimonial dinner March 7 for nine of its employees who have served the company twenty-five years or more. A total of 256 years' service was represented by the group.
 Each of the employees was presented with a Certificate of Award for Loyalty and Service and a 25-year pin. Telegrams of congratulations were received from Roy K. Ferguson, president of St. Regis, E. R. Gay, vice-president, W. E. Hahn, in charge of multiwall bag production in all plants, and Alex Smalley, labor relations advisor to Mr. Ferguson.

The names of the employees and their years of service follow: Albert Flick, 34 years; Frank L. Plush, 30 years; Carl Thompson, 30 years; Mollie Spenceley, 29 years; John H. Deacon, 27 years; Edson Frantz, 27 years; Albert Hauser, 27 years; Arthur G. Hartman, 27 years and Grace Wood, 25 years.

The henpecked salesman was being transferred to a new city, noted for its hot summer climate. Some of the boys were seeing him off.

"It gets very hot there at times," one reminded him. "Aren't you afraid the climate might not agree with your wife?"

The salesman looked at him reproachfully: "It wouldn't dare," he said.

WILL SACRIFICE complete pure egg noodle and chow mein noodle plant located in N.Y.C. Principals only. Box No. 53, c/o Macaroni Journal, Braidwood, Ill.

Western Tour by B. R. Jacobs

Extensive Study of Plant Sanitation Under Way by Association and Government

In anticipation of moves that will be made later by the Government to see that all food plants are in the most



Benjamin R. Jacobs

sanitary condition, the office of the National Association's Director of Research in Washington, D. C., under the direction of Benjamin R. Jacobs is supervising a drive to acquaint all macaroni-noodle manufacturers with the provisions of the regulations whose enforcement are to be more strict in the future. Researcher Jacobs has been advising all manufacturers at national and sectional meetings of what will be expected of plants that process foods for human consumption, and in order to bring the message to those who have been unable to attend the meetings and to hear his message personally, he has planned a trip that will enable him to contact personally manufacturers from coast to coast.

His itinerary follows:
 Cincinnati, Ohio—March 19-21
 St. Louis, Mo.—March 21-25
 Memphis, Tenn.—March 26-27
 New Orleans, La.—March 29-31
 San Antonio, Tex.—April 2-3
 El Paso, Texas—April 4-7
 Tucson, Ariz.—April 9-15
 Los Angeles, Calif.—April 17-21
 San Francisco, Calif.—April 23-30.

RAVIOLI • NOODLE MACHINERY

and Cheese Graters
 For the INDUSTRY • INSTITUTIONS etc.
 Models available in every price range



Horse Sense

From Ollie The Owl



Around my neck of the woods an old bird once ran a hot dog stand. He had no education, couldn't read or write but all day long he kept chirping that he had the best barking beef in town and soon he was selling hot dogs like hot cakes. He was so busy he couldn't listen to the radio and before long he had a bank roll that could choke a hawk.

"Guess I'll send my son to college," he mused. "Don't want him to be as dumb as me." So, son went to college, came home for his summer vacation, found Dad still feathering his nest with hot dog sales talks.

"Listen, pater," twittered Junior. "Better watch your step, civilization is going to pot, conditions are terrible, inflation is coming, and with bureaucrats, the atom bomb, high taxes, strikes and high prices, it looks like an Iron Curtain for Free Enterprise."

"Gosh," cried the old man. "I never knowed it. That's what you get when you ain't had no education." So, he cut down his orders for hot dogs, quit telling the world he had the best in town and sure enough, business got so bad he had to shut up shop.

But, son went back to college, and the old man was happy. "Ain't education wonderful," he cried. "If my son hadn't told me that things were in such a mess, I'd still be hollering my damnfool head off and losing my tail feathers in that hot dog stand."

A lot of birds get lost in the woods because they listen to the cuckoos and don't mind their own business.



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

Amber Milling Co.....	19	King Midas Flour Mills.....	25
American Coating Mills, Inc.....	39	Lanzit Corrugated Box Co.....	79
Armour Creameries.....	17	Lazzaro, Frank.....	61
Beacon Egg Co.....	63	Lombardi's Macaroni Dies.....	8
Becker, David, Co.....	73	Maldari, Donato.....	55
Bradley & Gilbert Co.....	77	Mengel Company.....	79
Capital Flour Mills.....	61	Merek & Co., Inc.....	27
Caravetta Foods Co.....	39	Milprint, Inc.....	7
Cavagnaro, John J.....	65	Minneapolis Milling Co.....	10
Champion Machinery Co.....	67	North Dakota Mill & Elevator Co.....	73
Commander Milling Co.....	63	Oshkosh Corrugated Box Mfg. Co.....	73
Consolidated Macaroni Machine Corporation.....	41, 42, 43, 44, 45	Peters Machinery Co.....	75
Container Equipment Corporation.....	23	Pillsbury Mills, Inc.....	75
Crookston Milling Co.....	65	Producers Produce Co.....	79
Cudahy Packing Co.....	75	Rossotti Lithographing Co.....	Inside Front Cover
Dobeckmun Co.....	9	S. K. Produce Co.....	69
du Pont de Nemours, E. I., & Co.....	49	St. Regis Sales Corporation.....	37
Emulsol Corporation.....	77	Shellmar Products Corporation.....	29
Ferguson, J. L., Co.....	51	Sherman White & Co.....	67
Frigid Food Products.....	33	Stanchfield, A. L., Inc.....	53
Fuller, H. B., Co.....	69	Standard Brands, Inc.....	20, 21
Gaylord Container Corporation.....	71	Stange, Wm. J., Co.....	47
General Mills, Inc.....	15	Star Macaroni Dies Mfg. Co.....	77
Gereke-Allen Carton Co.....	81	Tanzi, Aurelio, Engineering Co.....	80
Hoffman-La Roche, Inc.....	Inside Back Cover	Triangle Package Machinery Co.....	5
Huntington Laboratories, Inc.....	4	Waldorf Paper Products Co.....	75
Inland Container Corporation.....	57	Wallace & Tiernan Co., Inc.....	35
Jacobs Cereal Products Laboratories, Inc.....	71	Winthrop Chemical Co., Inc.....	6

Gereke-Allen Carton Co.
 SPECIALISTS IN FINE COLOR PRINTING CORRECTLY DESIGNED FOR
CARTONS • CONTAINERS • DISPLAYS •
 5101 PENROSE ST. ST. LOUIS, MO. TELEPHONE 60-8100

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First—
INDUSTRY

Then—
MANUFACTURER

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



The Secretary's Message

"Be Prepared"

It is most restful to concentrate, momentarily at least, on the more pleasant side—the observance of our Twenty-Eighth Anniversary to which the April, 1947, issue is especially dedicated.

More readers would reap the many benefits of this restful observance if more of them would take a greater personal interest in such industry affairs—as a welcome change.

To those who aided materially to help make this feature edition imposing and historical, we say—Thank You!

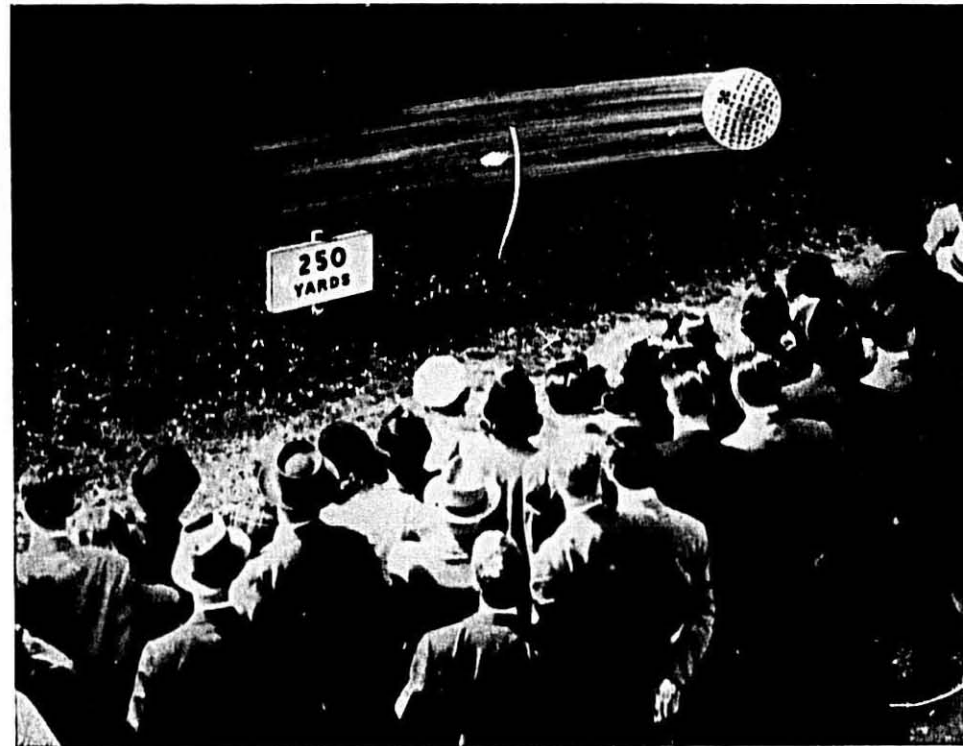
There are always opportunities for the willing. The next event to be generally observed by the whole Industry is the annual conference in June. Four things dominate the thinking of those in charge of the plans for the convention at French Lick Springs Hotel, French Lick, Indiana, June 23-25 . . . MACHINES, MATERIALS, PRACTICES and PROMOTION.

During the war the direction of effort was away from

merchandising to production. With the return to the buyers' market of peacetime, more and more attention will be given to—(a) the almost endless modernization of the plant's mechanism; (b) action that will insure a steady flow of better raw materials; (c) a change in business practices to enhance public relations all along the line, and (d) the creation of increased demand and consumption by Americans of American-made macaroni, spaghetti and egg noodles.

No, it is not too early to begin the serious consideration of the four fundamentals of a better business future, by the individual, the Association and the Industry, too, insofar as they will affect the policy-making plans. "Be Prepared" may well be the theme of the 1947 Industry Conference and the four fundamentals—Machines, Materials, Practices and Promotion—the main topics before and at the June convention.

M. J. DONNA, Secretary.



EXTRA YARDAGE WITH THE WIND!

Vitamin enrichment can add sales yardage to your product

Now that the Federal Standards of Identity are in effect for the macaroni industry, you can ride the wind of consumer acceptance for greater sales yardage.

Here's how the wind blows: A recent survey* proved that 77.4% of the American housewives questioned favor food they know to be "enriched" with vitamins.

Your best bet: Enrich your whole line now! Already, flour millers and bakers have obtained extra sales yardage through the current enrichment program.

Feature the potent one-word sales message "ENRICHED" on your packages and get that added yardage.

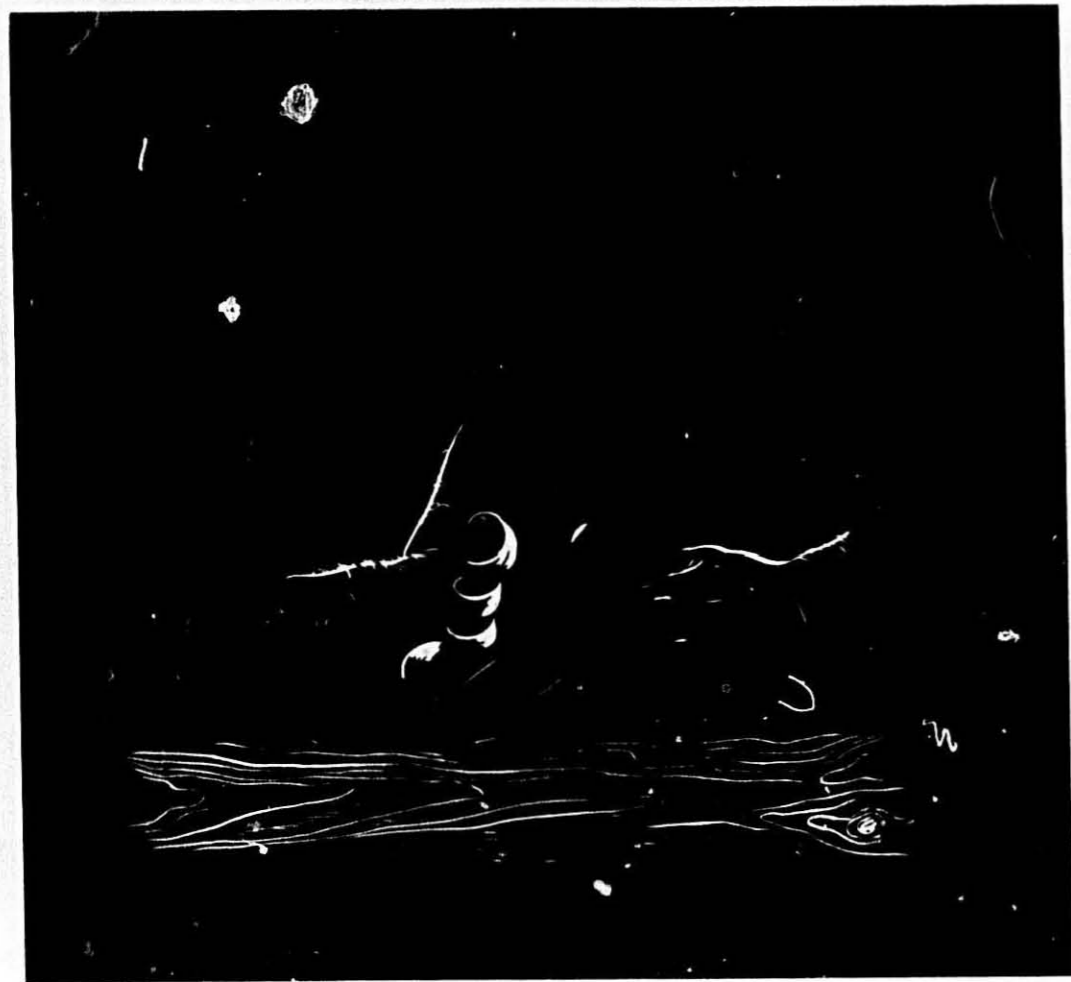
*Fawcett Women's Group

We invite you to consult our staff of technical experts. Write to:

Vitamin Division

ROCHE

HOFFMANN-LA ROCHE, INC.
Roche Park, Nutley 10, New Jersey



Smoothing out the rough spots

All the way from buying the durum wheat right down to the final, actual testing of its *performance* in spaghetti-making, any "rough spots," any possible shortcomings in quality, are caught and "smoothed out" by Pillsbury's laboratory and milling specialists.

If there's one thing you can count on today, it's that Pillsbury will give you the finest durum products that can possibly be milled under present conditions.

**PILLSBURY'S
DURUM
PRODUCTS**



Pillsbury Mills Inc., General Offices: Minneapolis, Minn.