

**THE  
MACARONI  
JOURNAL**

**Volume XXX  
Number 4**

**August, 1948**

AUGUST, 1948

# the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



## *The Durum Crop*

The big question every August in the minds of macaroni makers and semolina millers is—

"How large will the durum crop be this year, and what will be its quality characteristics?"

Government reports and regional predictions are studied, but not until the last week in August or the first week in September will the production and quality facts become known.

The early estimates are that the 1948 durum crop will be ample for the needs of the macaroni industry and its quality standards.

Chicago  
National Macaroni Manufacturers Association  
Chicago, Illinois

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VOLUME XXX  
NUMBER 4



## *Look of the Month Club*

Best sellers in the package parade are those labels and cartons that make the customers look—and buy . . . that serves as constant reminders, month-in and month-out.

Rossotti helps keep your product at the top of the buyer's list. For perfect purchase-appeal, mouthwatering eye-appeal, surefire display-appeal, Rossotti Labels and Cartons have few equals.

Fifty years of specialized service is one reason Rossotti has led the field in dynamic sales-effective packaging. Now, with modern, fully-equipped plants on each coast, we can assure prompt, fast, dependable service from coast-to-coast. When a packaging problem confronts you, consult Rossotti—specialists since 1898.



50 YEARS OF SERVICE

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ROSSOTTI LITHOGRAPHING COMPANY, INC. • NORTH BERGEN, N. J.  
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T S M

*No. 10*

### YANKEE DOODLE DANDY

Yankee Doodle went to town  
Riding on a pony  
Stuck a feather in his hat  
And called it "Macaroni".

In England, about the time of the American Revolution, the term Macaroni was a synonym for perfection and elegance. It was common practice for the English to use the slang phrase, "That's Macaroni" to describe anything exceptionally good.

So, when the English soldier wrote the song about Yankee Doodle sticking a feather in his hat, he signified that the feather was an object of elegance.  
Elegant! Like Macaroni, that prince of foods!

"Exceptionally good" describes well the products made with King Midas Semolina.

### KING MIDAS FLOUR MILLS

Minneapolis  Minnesota





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

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## Competition

The dictionary defines "COMPETITION" as "the effort of two or more parties, acting independently; to secure the custom of a third party by the offer of the most favorable terms." Also as "a struggle or contest between two or more persons for the same object." As it relates to business, it is generally considered "the life of trade."

Sydney Smith, a noted authority, explained the term by saying that "A cook might just as well resolve to make bread without fermentation, as a pedagogue to carry on a school without emulation."

Too many businessmen still have the narrow view of the meaning of the word, and of the action it implies. They consider it only in the light of a fight or struggle for brand preference over competing brands, rather than one of products selection over others of practically similar attributes.

Macaroni Products are in direct competition not only with almost all other good foods, but with everything and anything for which dollars are spent, be it for pleasure, construction, home furnishings or cosmetics.

Macaroni Products manufacture in the United States is a comparatively new trade, having started in a commercial way less than a century ago. In its various shapes, spaghetti, egg noodles and macaroni are still strange foods to millions in this country. It is a fine, economical food that many would consume in greater quantity if they knew more about its many fine qualities.

While macaroni-noodle makers are fighting for brand preference, not a bad practice in itself, competing foods are winning their fight for places on the American tables through judicious publicity and planned advertising, so the day has come when the macaroni makers must recognize the truism that brand preferences should follow rather than precede products acceptances.

Rice, another grain food, is a chief competitor of macaroni products in millions of homes. Rice interests, for instance, are spending much money to win public acceptance, not of brands, but of rice. This is but a sample of competition by other foods that macaroni-noodle makers cannot afford to overlook. A recent release by the U. S. Department of Agriculture has this to say about improvements in rice production and distribution:

"Improved machinery and new methods in the rice harvest are saving about 8 cents a bushel for some rice growers. The new equipment calls for an investment of nearly \$6,000 in a combine and other equipment and results in noticeable savings in labor. Commercial drying of rice becomes the bottleneck in the harvest operation, but the crop escapes much of the hazard of unfavorable weather that may injure the grain while standing in the shock after the binder and shocking crews finish their work and before the threshing of the grain.

"With combine equipment the rice farmer and two or three additional workers can harvest and deliver to the mill, rice from 250 or more acres. To handle this acreage by the older method, it required a crew of 6 men for binding and shocking. After the shocked rice was ready for threshing there was need for 16 men and 8 teams. Man-labor required per acre is thus cut from 11 to about 3 hours.

"Since 1944 the shift to combining of rice has been so rapid that dryers are overcrowded during the rice harvest. Many rice farmers are helping to finance new dryers or are going into dryer co-operatives."

This spells greater competition for macaroni products. Quite true, macaroni-noodle makers are matching the production strides of the rice people to increase the output of even higher quality products, but unlike this particular competitor, they are spending relatively little in publicity and advertising to increase the general acceptance of their fine food. Several hundred thousands of dollars are spent annually in promoting rice sales, as a product, not of its many brands.

It is most newsworthy to report that the leading macaroni-noodle manufacturers are becoming more and more industry conscious. They are seriously considering the creation of a continuing products promotion fund on the basis, meager as it is, of only ONE CENT for every HUNDRED POUNDS of flour ingredients converted and payable monthly to the National Macaroni Institute. The money is to be spent by a supervisory board in publicity and advertising that seems most promising. Why any important operator should hesitate to give full and explicit approval and support to such a move is hardly understandable under existing conditions of products competition.

# Good Trade Relations and Competitive Selling in an Expanding Economy

Paul S. Willis  
President, Grocery Manufacturers of America, Inc.

On this occasion when the National Association of Retail Grocers is holding its 49th annual convention, I want to pay tribute to Mr. Patsy D'Agostino on the fine leadership he has provided as president of NARGUS; and to your Mrs. R. M. Kiefer, secretary-manager, for her always constructive work in behalf of the independent grocers, as well as the entire food industry.

I want to pay my compliments also to the National Retail Grocers Secretaries Association and its members for their constructive work. Our GMA Merchandising Committee has on several occasions met with this group and in doing so we have been able to develop better understandings of our common problems, and to find satisfactory solutions to many of them.

We will always have trade problems, many of which will remain unsolved, but it serves a useful purpose to have a full understanding of all points of view.

We, the food and grocery manufacturers, want to see the independent grocers continue to prosper and judging by the way retailers all over the country are moving ahead, you are doing all right.

With buyers on a competitive basis with respect to prices paid for trademarked merchandise (so far as it applies to manufacturers' list prices), therefore, any advantages for a distributor must come mainly from efficiency and economy in operation, and particularly from good merchandising and satisfying the customers. In other words, the emphasis is no longer upon buying, but upon merchandising and efficient operation.

## Progress Of Industry

All of us view with considerable pride the splendid progress which this industry has made. As evidence of that we need only to compare present-day beautiful stores with their offerings of thousands of items attractively displayed, with the dreary stores of yesterday with their few hundred items. The offering of this great variety of grocery products is constantly stimulating greater public interest in groceries. The American people now, more than ever, appreciate the importance of eating good nutritious foods . . . they



Paul S. Willis

know that this contributes to good health and strong bodies, and that it takes strong people to make a strong nation. Last year the American consumer spent about one-third of her dollar for food and groceries. Sales at the grocery store more than tripled since prewar 1939. Current sales are at the annual rate of about \$32,000,000,000 which compares with \$10,000,000,000 sales in 1939. According to government figures the total food consumption last year amounted to about \$50,000,000,000.

## Our Job Ahead

The job in which all of us in this industry have a tremendous stake is to keep the American people food-minded, to provide them with nutritious food at lowest prices, so that they will continue spending a good share of their dollar at the grocery store. For the larger the total grocery sales . . . the better the chance for each grocer to get a bigger share of them. How to hold this public interest is something all of us are greatly concerned with.

We must, of course, continue doing those things which will excite the consumer's interest in food. For with hundreds of other products in every classification clamoring for a lion's share of the consumer's dollar . . .

clamoring loudly and using every promotional tool at their command . . . it is important that we in the food industry put to dramatic use our separate and combined knowledge to maintain and strengthen our position.

By virtue of increased interest and active participation in educational and other fields, today's consumers are smarter and more demanding. Men and women . . . and children . . . expect more from life. They're making their demands felt and understood by anyone and everyone who takes the trouble to delve into the nation's new buying habits, which are constantly stimulated by new products . . . new package designs . . . new uses for products . . . new ways to prepare food products . . . attractive advertising . . . the glamorous visualization of products in the store, and so on and on.

Such appeals, and such merchandising methods, are having phenomenal success in terms of sales for retailers as well as manufacturers all over the country. But it's more than a question of immediate sales.

Retailers are smarter merchandisers today. They know that routine operation is not good enough to meet tomorrow's competition. Their impatience with "static" operations proves that now as never before, they realize the need of moving forward in order to survive. And they are relying to an ever-increasing degree upon those manufacturers who promote BEST and who show them HOW to promote their individual best interests.

I have heard comments to this effect: why another cereal, baby food, cleanser, etc., when we already have several brands. It is just as reasonable to ask the question . . . why another grocery store, or a different type of store when we already have 400,000.

When we think in terms of having enough, we are entirely out of step with our free enterprise system . . . a system under which we either move forward or we fall behind; we cannot stand still.

What we need is more new products, new brands, new packages, new uses, new and better stores . . . all of these things are an essential part of our parade of progress. When we stop producing new and better things, we be-

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come routine in our thinking and actions. The consumer's interest in foods will decline and she will spend more of her money for other things than groceries.

An excellent example of what happens from the promotion of a new idea or new use, we have the recent experience of the new "chiffon" cake. The promotion of this idea increased cake flour sales about 47 per cent to say nothing of the increased sales of ingredients which go along with the baking of cakes.

Is there an opportunity for bigger business . . . I believe that the opportunity is greater than ever before. We have 144,000,000 people in this country, which is 13,000,000 more than we had in 1940. Since 1940 we have had 14,000,000 marriages which is three and a half million more than was expected. Since 1940 there were born 23,000,000 babies which is five and a half million more than expected. We have about 60,000,000 wage earners. The middle income group is four times as great as it was in 1940, and four times as many people are earning from \$3,000 to \$10,000 than was the case in 1940.

Since 1944, 675,000 new firms have come into business and unquestionably this number would be much greater if materials, equipment, labor, etc., had been available. We have three and a half million business enterprises in this country, plus six million enterprises in agriculture. In 1941, 347 food products were advertised in the national magazines . . . by 1947 this number had increased to 675.

The old horizons just aren't there . . . whether you're thinking in terms of international affairs or domestic . . . whether you are appraising one market or one hundred. We are in a new world and a more demanding one . . . but at the same time it has more opportunities for those who think BIG and perform accordingly. Is there a future for the man who wants to do a bigger business . . . the answer certainly spells out a big YES.

## What Is The Consumer Looking For Particularly In The Store?

A survey conducted recently by one of the leading advertising agencies reveals that she is looking for courtesy and cleanliness, for a variety of perishable foods, fresh fruits and vegetables, meats, etc. She is looking for the well-known brands and products . . . women stress the fact that a stock of well-known brands speeds up their shopping because there is a minimum delay in choosing and selecting their friendly brands. Stock arrangement and identification is important to them as a time-saving factor. They don't want merchandise in one location one week, and in another, the next. Moreover, they don't want shelves that are too high or too low. They are interested, of course, in attractive prices, but they

also mentioned that the proper marking of the price of each package is important.

## What Is The Future Outlook?

I have already commented on this, but want to say this additionally: it seems quite generally agreed that business for the balance of 1948 will continue good. Over-all dollar sales are running slightly ahead of last year although profit margins are declining. This is because of rising costs and narrowing margins which you as distributors and we as manufacturers are equally facing. To offset this, however, we have on the favorable side high employment, purchasing power at an all-time high, growing population, people willing to spend money for quality products, a national income for 1948 which will reach an all-time high, increasing production, a people who are eating better than ever before, the European Recovery Program and our military defense program . . . a stimulant to business, the benefit of recent tax reduction, a favorable outlook for crops, inventories are in fairly good balance, and we enjoy good trade and public relations. These are the economic realities. From the national political standpoint, there is, of course, the possibility of change in administration.

As to the national and international problems which confront us . . . they are not new. As a reminder of this, I shall read to you a few headlines which appeared in the *New York Times* in 1920. I believe that they will surprise you as much as they did me.

"Dollar only half of before the war."  
"How inflation touches every pocket book."  
"The world needs U. S. production."  
"Big rise in railroad rates."  
"Economic chaos in Europe."  
"High prices a primary subject of conversation."  
"Steel consumer short of supplies."  
"America's help to Europe greatest."  
"Dwelling values continue to rise."  
"Butter and eggs record highest."  
"Bankers meet and demand government do something as to prices . . . must stop inflation."  
"New York City living costs double 1914."

I mention these only to record the fact that we are facing substantially the same problems as we did twenty-eight years ago. We met them then, and we will meet them even more effectively now. But we must get our sights up to meet these new opportunities, these new horizons. The man who sees them and acts on them will be the real competitor tomorrow.

## Conference on Macaroni Exports

There are almost as many differing opinions on macaroni export and export licenses as there are bureaus agencies and individuals to do, to stop and to compromise—American, Italian and other nationals involved. That is the general conclusion arrived at by a special group of manufacturers and executives who went to Washington, D. C. the last week in July to learn the exact status of the export situation insofar as it affected macaroni products.

Benjamin R. Jacobs, Washington Representative of the National Macaroni Manufacturers Association who has been doing most of the leg-work for the macaroni-noodle industry, in Washington, D. C., reported briefly to the members of the Association, as follows:

With Messrs. Glen G. Hoskins, of Chicago, P. S. Viviano of Trenton, Sam Viviano of Carnegie, Louis Roncace of Philadelphia, Albert J. Ravarino of St. Louis and Horace Gioia of Rochester, calls were made on July 26 on the several agencies involved. . . . we first called on the U. S. Economic Co-operation Administration (ECA) and were told that a decision had been made to stop all exportation of macaroni products to Italy at the present at the request of the Italian Govern-

ment in order to conserve their dollars. Next the Office of International Trade (OIT) was visited and the committee was told that it had applications for licenses on its desk for 138 million pounds of macaroni for export but they had not acted on them and would not act on them until they got the "go" sign from ECA.

The Italian Technical Delegation was next visited and were told again that if the macaroni industry can get OIT and ECA to consent to a separate quota, aside from the cereal quota that they would be willing to accept macaroni products for exportation to Italy.

It looks like the old game of passing the buck, thus shifting the responsibility.

It was thought best to appoint a permanent committee to represent the macaroni industry to be continually on the job, so President C. L. Norris named the following: P. S. Viviano of Trenton, N. J., and H. R. Jacoby of New York City who are to co-operate with B. R. Jacobs in trying to get appointments and contacts with the many agencies involved to clear up the regulations governing macaroni exportation to Italy and other nations that are bidding for American macaroni products.

## Summer Heat Enhances Egg Deterioration

In a timely release to the members of the National Egg Producers Association, Dr. O. J. Kahlenberg, Director of Research, suggests ways and means to maintain low bacteria count in eggs in summer. As users of large quantities of eggs, fresh, frozen and otherwise, the macaroni-noodle manufacturers are naturally interested in the advice given for the care of eggs from nest to freezers.

According to the bulletin, the months of June, July and August are considered as being the time of greatest loss to the egg industry. When the temperature rises eggs lose quality both in the shell and when broken; in shell eggs, whites become thin and watery and yolks weaken.

There is no excuse for a lot of poor quality eggs if a few common sense precautions are used. Principle sources of bacterial contamination are:

1. Quality of shell eggs
2. Breaking and processing procedures
3. Sanitation of the plant

### Quality of Shell Eggs

Eggs are generally free of bacteria when laid; the rapid deterioration of eggs and egg products is largely the result of improper handling. The number of bacteria present before breaking is dependent on (a) care of eggs on the farm, (b) cleanliness of the shell, (c) temperature and humidity at which eggs are held and (d) age of the eggs.

Farmers should be advised to gather eggs two to three times daily, keep nests clean, cool eggs quickly preferably in a wire basket, hold the egg room temperature at 40 to 50° F., only use cool eggs, and market eggs frequently.

With reference to "dirty eggs" it has been said that it probably requires as much time and effort to clean eggs as it does to prevent eggs becoming dirty in the first place. Eggs that are wet and stained or that have dirty shells are bound to be contaminated with bacteria as compared with eggs that have clean shells. Eggs should not be cooled on the farm to a temperature lower than 40° F. because if they are later exposed to warm surroundings as during transportation, condensed moisture may form on the shell causing "sweating." The condensed moisture removes the "bloom" on such eggs and allows bacteria from dirt, manure and debris to penetrate the porous shell.

### Breaking and Processing Procedures

Careful "candling" before washing is necessary to segregate "cracks," "checks," "leakers" which make efficient washing operations difficult.

Checks, leakers, and "unwashed dirties" almost always have high counts.

Use recommended and accepted procedures for washing, sanitizing, and sterilizing the shells of dirty eggs. Research work by NEPA (Research Bulletin No. 7) found the use of quaternary ammonium compounds exceedingly helpful in lowering the bacteria counts from dirty shell contamination. Preliminary work by the NEPA Research Laboratory indicate that even after thorough washing and sanitizing egg shells, the shells themselves must be thoroughly dried before breaking to avoid recontamination.

Eggs that on breaking have off-odors such as sour, musty, fruity, putrid and other "off-odors" are usually heavily infected with bacteria and should not be allowed to contaminate good egg meat. The quality of the finished frozen or dried eggs are not improved with poor quality initial breaking stock. A direct microscopic count of the finished product reveals the initial quality of the eggs that have been broken. A sour liquid egg will invariably produce a sour flavored frozen and dried egg.

Instruct all "breakers" to replace immediately all parts of a breaking set (drip tray, rack, cups, knife and spoon) that has come in contact with off-odor and spoiled egg meat with clean and sterilized breaking sets. Tray drip from good egg meat will develop a high count if allowed to accumulate. Empty tray drip frequently into table egg buckets.

Remember eggs are an exceptionally good medium for bacteria to multiply rapidly at ordinary room temperatures. Some types of bacteria may reach maturity and multiply every 30 minutes. Since they multiply by a splitting of a cell into two, bacterial counts are doubled approximately every 30 minutes under certain optimum temperature conditions. It is easily calculated at the end of 1 hour, an initial count of 2,000 will jump to 8,000; to 32,000 at the end of two hours and to more than 500,000 at the end of four hours. There are very few plants that have an initial count of 2,000 bacteria per gram.

The growth of bacteria is retarded at refrigerator temperatures (40° to 50° F.) and is nearly stopped at 32° F. It is well known that the higher the temperature (to certain limits), the faster bacteria grow—and the lower the temperature, the slower the increase in number of micro-organisms.

Certain bacteria cause mustiness. Some of these organisms occur in the soil and are often found in straw-lined nests. Egg shells can become con-

taminated through dirty nests, wet feathers and dirty feet.

### Sanitation of the Plant

Good plant sanitation is directly related to low bacteria counts. The "coliform test" has been used as a measure of egg breaking plant sanitation. Use ordinary common sense precautions in the plant. Be sure cups, knives, trays, racks, spoons, liquid egg buckets are thoroughly washed and sterilized either with steam or a suitable bactericidal solution at least four times daily. Do not allow any egg meat to accumulate in dump tanks, churns, draw-off tanks, pumps, liquid egg pipe lines, liquid holding vats for any length of time. Frequent washing and sterilizing by flushing with an approved bactericidal solution will prevent the multiplication of bacteria.

Be sure all equipment is allowed to drain and dry after sterilization. No equipment or containers should be nested. Steaming helps to hasten the drying of vats and churns.

If after these precautions are followed and bacterial counts persist in being high, someone somewhere along the line is "slipping."

## 42 Years Separation Ended With Spaghetti Dinner

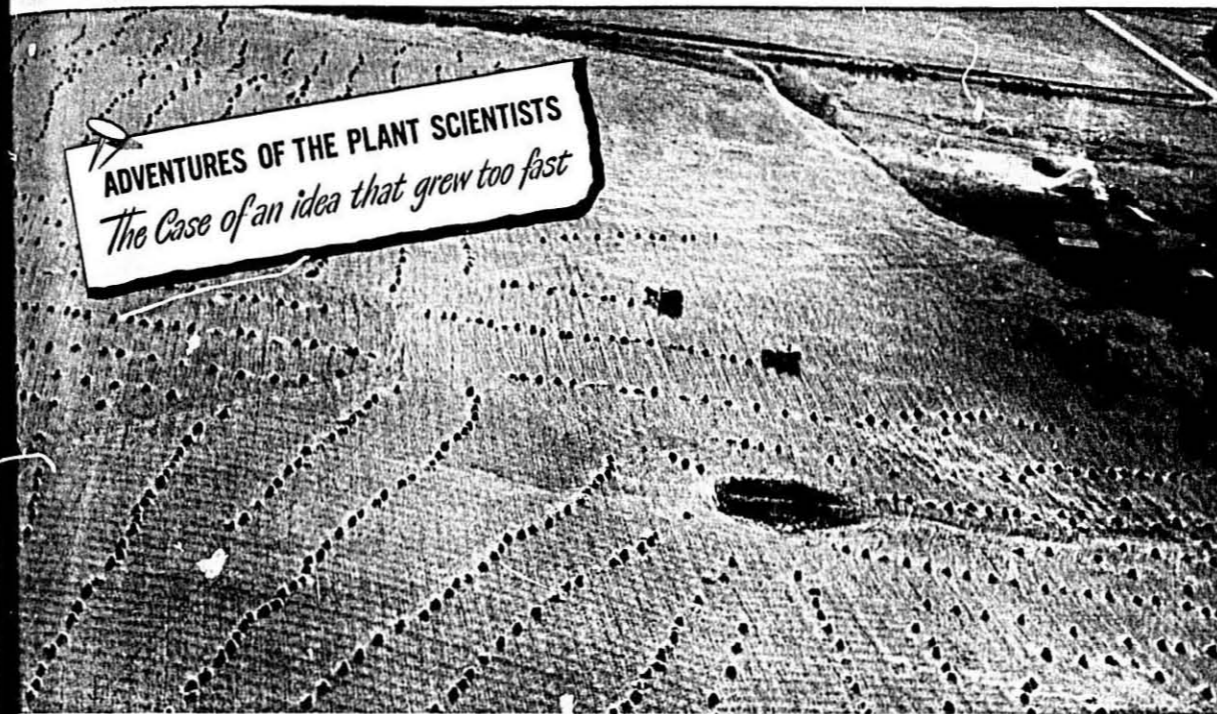
### Brother and Swedish Sister Meet in Minneapolis

A brother and sister, parted in Sweden forty-two years ago, were reunited here today over what the brother called a typically American dish—spaghetti and meat balls.

The reunion came about during the visit here of Prince Bertil, of Sweden, in whose Cabinet the sister—Mrs. Karin Koch—serves as minister in charge of industrial and economic problems. The host at the "social United States dinner" was Edward Cook, former Minneapolis street car conductor.

Over the spaghetti and its liberal dousing of tomato sauce, Mrs. Koch, aged fourteen when she waved good-bye to her twenty-three-year-old brother as he sailed from Stockholm in 1906, agreed it was one of the finest meals of the royal tour for her.

"A family affair—and that's best," she said. Mr. Cook is the only member of the family in America. He came to Minneapolis in 1911 after five years in Chicago.



ADVENTURES OF THE PLANT SCIENTISTS  
The Case of an idea that grew too fast

## Planting a new American Industry...

It's a long journey, any way you travel, from Taganrog, Russia, to Lisbon, North Dakota; but, strangely enough, these two villages were linked closely by a few kernels of wheat which grew into a new American industry.

The story of that grain is a story of the adventures of the Plant Explorer, as well as the Plant Scientist, and of American ingenuity and foresight.

At the turn of the century, the bread basket of America, the great Northwest, was threatened with almost total destruction because the great wheat-producing acreage was suffering from searing winds and continued droughts. Stem rust, the red terror of the wheat farm, also was taking its toll.

But for a pioneer Plant Explorer, the battle to make the prairies of Minnesota and the Dakotas yield their promised crops might have been lost.

Looking into the future, Plant Explorer Mark Alfred Carleton, who had literally grown up in the wheat fields of Kansas, went on an expedition to find a drought and rust-resistant wheat. His travels took him half around the world and



Forty years ago, farmers of the Northwest saw in durum the answer to their wheat production problem.

into the ancient wheat fields of Russia, near Taganrog, where he gathered samples of grain found to be doing well under conditions of soil and climate similar to those of the great Northwest.

### The "Durum Flood" of 1906

Back in the United States, at the North Dakota Agricultural College, he had tests made on two hardy Russian wheats which showed immediate promise. But these were macaroni wheats and the millers found the hard, vitreous kernels difficult to mill and productive of poor quality flour for bread.

The farmers, however, starting in 1901 with only 200 bushels of Carleton's Russian seed wheat, were producing 7 million bushels by 1903, and 50 million by 1906.

Due to everything the Plant Scientists and the millers could do, the Russian wheat, known today as "durum," would not produce a commercially acceptable flour.

### Mark Carleton Makes a Prophecy

At that time Carleton said hopefully, "There is now a distinct demand for one or more enterprising millers in this country to arrange the manufacture of semolina from durum wheats for our macaroni factories... there is before us a possibility of establishing a new industry of great magnitude."

Then it was that John S. Pillsbury of Pillsbury Mills, realizing that American millers had neither the knowledge nor the machinery to produce high-grade semolina, took the matter into his own hands. He went immediately to Europe and visited the semolina producing centers of Naples, Palermo and Marsailles. There he learned the art of making semolina and flour for spaghetti, macaroni and similar products, and brought back the blueprints.

But, while the "idea that grew too fast" had a happy ending—a profitable durum wheat for the farmer and miller—the problem of bread wheat production had yet to be solved. Drought and rust still were taking their toll.

### Plant Scientists Triumph

Here is where the Plant Scientists threw the full force of their knowledge against the hot, dry winds and the dread rust spores that these winds swept into the fields, attacking bread wheats, and also, to the scientists' consternation, durums.

Their task with bread wheats was to breed a drought and rust-resistant variety which could be milled into good flour in sufficient quantity to meet the ever-increasing demands of the milling industry.

The Plant Scientists at the University of Minnesota and at North Dakota Agricultural College, working in cooperation with other colleges and with the United States Department of Agriculture, began their tedious experiments, meeting alternately with success and failure.

After years of work they finally developed a bread wheat which has resisted plant enemies and the rigors of the Northwest.

With the durums, the situation was somewhat different. Durums had withstood rust onslaughts in the past. But the disease microbes, too, had been breeding, and a new race which would attack durums came into the field.

### Success Comes at Last

Painstaking experiments were made with a variety of durum which produced semolina acceptable to agronomists and millers alike. It was crossed with a grain called emmer which was unfit for milling, but rust-resistant. After many trials, the scientists produced two new durum varieties which were rust-resistant and able to withstand wind and drought.

And thus, through the untiring efforts of the Plant Scientists, in their work to produce both bread wheat and macaroni wheat, the milling industry was assured of good quality flour for bread and semolina for macaroni.

Yes, it's a long way from Taganrog, Russia, to Lisbon, North Dakota, where the best North Dakota durum was grown in 1946, or to Red Lake Falls, Minnesota, which last year grew that state's best durum wheat.

The milling industry, including Pillsbury Mills, owes a great debt to Mark Alfred Carleton and to the Plant Scientists who have come to the aid of agriculture through the years and who will continue this vital service through the harvests to come.

### Documented by

Pillsbury Mills, Inc.

## Save Grain in Transit

### Prevent Insect Infestation

**YOU** are being robbed by insects that infest shipments of grain and milled grain products in transit. These much-needed food and feed supplies may become infested anywhere between the farm and the ultimate consumer. Insect infestations picked up during shipment cause serious losses.

These insect infestations can be checked or entirely eliminated. Your losses are unnecessary. But one energetic man or one co-operating company cannot provide protection for everybody. Prevention of this loss requires co-ordinated action by all handlers and shippers.

Boxcars, trucks, barges, and ships used to transport grain and milled cereal products usually become infested with the insects that attack these commodities. Contamination of many common carriers results from the practice of shipping infested grain. Insects from the infested shipments establish themselves in the cracks and burrows in the wood work, and in accumulations of grain dust behind linings and under partitions for dunnage, from which they emerge to attack fresh shipments.

Fortunately, the corrective process is simple. Results of research into this problem suggest a seven-point control program which will reduce and eliminate insect infestation of grain and milled cereals in transit.

The seven-point attack on insect infestation:

1. Inspect products in storage before shipment and ship only insect-free products.
2. Package to prevent insect invasion.
3. Avoid mixed-lot shipments.
4. Isolate infested products from fresh supplies in transit.
5. Clean, spray, and inspect boxcars and trucks.
6. Clean, spray, or fumigate, and inspect holds of barges and ships.
7. Inspect and, when necessary, treat all food and grain shipments upon arrival at destination.

#### GRAIN HANDLERS SHOULD:

##### Ship Only Insect-Free Products

If grain or milled products are infested before delivery to the carrier, they will infest the railway cars, the trucks, the barges, and the ships used to transport them and thus create an unnecessary hazard to future shipments. Grain or other products should

be inspected before delivery to a common carrier and, if found infested, should be fumigated or otherwise treated to destroy infestation before shipment. *Railroads should be notified immediately when cars are known to be infested or to have carried shipments of infested grain.* In all cases, the local agent should be advised, in writing. If the car is being loaded out, the agent at destination also should be notified.

#### GRAIN PROCESSORS SHOULD:

##### Package to Prevent Invasion

Substantial, well-sealed paper bags and cartons will afford cereal products considerable protection. All seams of paper bags should be cemented. Sewed tops should be protected by strips of gummed tape or other covering to prevent larva from entering via the needle holes. A properly applied wet-wrap paper covering on cartons will eliminate all openings. Improperly sealed paper bags, fabric bags, and cartons will permit easy infestation. Use of fabric or paper bags that have been impregnated with nonpoisonous insecticides or repellents will provide added protection against invasion.

#### MILLS AND RAILROADS SHOULD:

##### Avoid Mixed-Lot Shipments

The common practice of filling out a carload shipment with different products should be avoided. If one product is infested, the remainder of the carload is in danger of contamination. In particular, mills and railroads should avoid shipping flour and animal feeds in the same car because of the difficulty of manufacturing feeds that are insect free.

#### ALL GRAIN HANDLERS SHOULD:

##### Isolate Infested Products

Where truck deliveries of flour and milled cereal products are made to the trade, there should be provision for segregation of fresh supplies from items being returned to the mill because they were found to carry insect infestations. This precaution will tend

FACT SHEET  
U. S. DEPARTMENT OF AGRICULTURE  
Office for Food and Feed Conservation  
Information Supplied by  
Agricultural Research Administration  
Bureau of Entomology and Plant Quarantine

to eliminate contamination of fresh supplies. It will also tend to eliminate contamination of the truck itself. When a truck must be used for both purposes it should be equipped with a metal box or special metal compartment in which to segregate all infested products. All trucks and metal boxes used in hauling infested products should be thoroughly cleaned immediately after the damaged products are delivered. All infested products should be condemned, withheld from use as human food, and disposed of promptly so they will not contaminate uninfested products.

#### RAILROADS SHOULD:

##### Clean, Spray, and Inspect Boxcars

Boxcars used for the transportation of grain and foodstuffs susceptible to insect damage should be individually inspected before loading. Unless they are clean and free from insects, contamination of the shipment is likely. Cars should be swept and blown out with compressed air between shipments. Spraying with a one per cent DDT solution twice a year will materially reduce insect infestation concealed in the woodwork or in the accumulation of grain dust behind the car linings.

To prevent indiscriminate spraying of cars with DDT by shippers, this material should be applied only by the railroads. Individual shippers should spray with materials that are nontoxic to warm-blooded animals. Sprays containing either 0.8 per cent pyrethrins or a combination of piperonyl butoxide and pyrethrins are recommended. All cars should be lined with paper before they are loaded with flour. This will protect the flour from spray deposits on the floors and walls of the cars.

#### ALL GRAIN HANDLERS SHOULD:

##### Inspect Shipments at Destination

All food shipments should be inspected with care immediately upon arrival at destination. Insects seen crawling over packages and bags are visible evidence of infestation. Detection of

(Turn to Page 34)



Betty Crocker of General Mills presents Spaghetti with Paprika Veal

# 4-STAR FEATURE

## BETTY CROCKER

America's "First Lady of Food" and most respected food authority has developed this new spaghetti dish for you. And will promote it, coast-to-coast!

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in history of General Mills macaroni promotion will be put behind Spaghetti with Paprika Veal. Twenty full minutes on Betty Crocker's popular "Magazine of the Air"—via 187 stations... ABC... October 14!

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## VALUABLE SALES AIDS

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The 21st year of merchandising macaroni products by

"Betty Crocker" is a registered trade mark of General Mills, Inc.

August, 1948

THE MACARONI JOURNAL

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## The "Derby" . . . Guess Who?

Courtesy J. L. Ferguson Co., Joliet, Illinois  
Publisher of House Organ—"Packomatic"

W. A. Parkinson and Burt Parkinson, publisher and editor, respectively, of the *Garden Chronicle* a newspaper published every Thursday at Gardner, Illinois, some time ago pitched a guessing contest. It may have been a couple of years ago—or was it two weeks ago? You can find out by looking up the *Chronicle* back numbers. So you won't look 'em up! O.K. Check!

Anyhow, the spike-bearded gentleman's likeness appeared on page one of the *Chronicle*, Volume 51, No. 36, September 13, 1945, with a caption, "Who can this be?" Answer next week, Prominent Braidwood, Illinois, Citizen. Vintage of 1910."

We are duplicating the likeness in this issue of *Packomatic*. It seems that Burt lost the key file on "Derby" subject, and several prominent citizens in the area wrote in their guesses as to who this might be and, in their eagerness to find the answer and win the bobby-soxer smudge pot, one never-give-up contestant finally wrote to *Packomatic*, sending a copy of the *Chronicle*, showing the above likeness.

We took one fleeting glimpse and we knew the answer. We phoned Burt, only to find that he had long since refused to discuss the subject, claiming to have lost over half of his subscribers since publishing the "Derby" because he had lost the file and couldn't remember the beaver's name.

Now we disclose all! Say, that "Derby" doesn't look so bad does it? We'll probably be wearing them again soon to keep up with the dames' new hour-glass figure styles and ankle-length skirts that are now hep.

Not only is the zitz a local boy who made good in our community but one who tangled with macaroni in a big way and is known throughout the country in the macaroni industry as the macaroni-untangling wonder.



—Courtesy of J. L. Ferguson Co.

But he is probably known best because of his selection of *Packomatic* Machinery. Yep! He's been a customer of ours for almost as many years. Doesn't that send you? Ah! The name; we almost forgot—it is none other than Felix J. Rossi, Box 52, Braidwood Ill., and we are claiming the reward.

WANTED: Out-of-the-ordinary personal photos of individuals connected with the Macaroni-Noodle Industry to personalize this publication. A story should accompany all photos sent. Thanks—Editor.

## Milprint Head Retires

Milprint, Inc. Milwaukee Packaging converters, has announced the retirement of M. T. Heller, founder and long-time president of the firm. His successor is former vice president William Heller. The retired pioneer has become Chairman of the Board for Milprint.

Other changes resulting from the retirement include the appointment of Roland N. Ewens as executive vice-

president and treasurer; Arthur Snapper, secretary and assistant treasurer; Roy E. Hanson, vice president in charge of sales; Bert Hafter, vice president and sales manager; Lester R. Zimmerman, vice president, and Sy Rose, vice president in charge of eastern operations.

The news of the reassignment of key personnel marks almost half a century of Milprint progress during which the firm has grown from a tiny print shop to an organization that spans the country.

## Supply of Durum Wheat For 1948-49 Season Largest Since 1943

### Mill Grindings During 1947-48 Set New Record

Supplies of durum wheat in the United States for use during the 1948-49 season will be slightly above last year and the largest since 1943, states the Department of Agriculture in the Semi-Annual Durum Report as distributed by the Branch Market News Office, Minneapolis, Minn. Despite record mill grindings and sizable exports, the carry-over on July 1, 1948, amounted to 10,038,000 bushels compared with 8,907,000 bushels the year before. The July 1 carry-over together with a prospective 1948 crop of 45,039,000 bushels will provide a total supply of 55,077,000 bushels. Disappearance during the 1947-48 season, including exports, was 43,485,000 bushels.

The July 1 carry-over was held in the following positions: on farms, 5,855,000 bushels; in country elevators, 1,990,000 bushels; commercial stocks at terminals, 533,000 bushels; and merchant mill stocks of 1,660,000 bushels. Farm and country elevator stocks are materially larger than a year ago, while commercial and merchant mill stocks are considerably smaller.

The prospective 1948 durum crop of 45,039,000 bushels is only slightly larger than last year's production of 44,616,000 bushels. The seeded acreage was greater at 3,231,000 acres, or an increase of 9.5 per cent over the 2,952,000 acres seeded in 1947. However, the yield is estimated at 14.0 bushels per acre against 15.0 the year before. In 1947, 9 per cent of the total durum acreage in North Dakota, the principal durum-producing state, was planted to Red durum and reports indicate about the same ratio in 1948.

Mill grindings of durum wheat during the 1947-48 season (July through June) set a new high of 28,178,805 bushels. This amount, together with seed requirement of 4,331,000 bushels, exports of 8,441,000 bushels and feed and other uses of 2,534,000 bushels, made for a total disappearance during the 1947-48 season of 43,485,000 bushels.

Like the 1946 crop, the quality of the durum produced in 1947 was excellent from a milling standpoint. Test weight was not quite as high as in 1946 and a smaller percentage of the crop fell into the hard amber classification, but color and protein were quite satisfactory. Eighty-eight per cent of the durum inspected at Minneapolis graded No. 2 or better, and only 104 cars bore a tough notation throughout the entire season.



# DURUM WHEAT FOODS

By Clara Gebbard Snyder, Director  
Department of Food and Nutrition, Wheat Flour Institute

## Fine Summertime Eating Tasty, Economical Macaroni Products Salads

High food value at budget prices is part of the bonus earned by homemakers who make good use of that durum wheat food trio, macaroni, spaghetti, and noodles. The bonus is the result of the excellent combination of food substances present in the special variety of wheat—durum wheat—from which the highest quality macaroni products are made.

The special value of durum wheat macaroni and spaghetti lies in their excellent protein content. This protein content is largely responsible for the fine cooking qualities of these high-grade products. Good cooks have always appreciated this virtue.

Gradually, as nutritionists learn more and more about the food values of different proteins, macaroni, spaghetti, and noodles take on added importance. Their protein content ranks even higher in food value than was formerly believed. Although wheat proteins according to researchers are low in the amino acid called lysine, meat, cheese and eggs are high in this substance. So, to get high food value, serve macaroni and spaghetti with meat, or with cheese, or with eggs. Egg noodles already contain excellent protein, since they are a combination of wheat flour and eggs. The results are dishes with top-notch appetite appeal and nutritive value at gratifyingly low cost.

This same protein in durum wheat macaroni and spaghetti helps to make these foods as useful in summer meal-planning as they are in colder seasons. In the morning, while tidying up after breakfast, cook enough macaroni or spaghetti for supper or lunch. When it is tender, but not soft, rinse and drain it. Put it into a bowl, cover it well, and set it into the refrigerator. At lunch or suppertime, run cold water over it to separate the pieces, and drain it. Use it as the satisfying basis of many good main dish salads. One part each of flaked salmon, diced celery, and cooked peas to two or three parts of elbow macaroni or spaghetti makes a delicious salad. Give it zest with a bit of chopped sweet-sour pickle and your favorite mayonnaise or salad dressing.

Use these popular and economical foods as a starter for

all sorts of fine summertime eating. Have you tried sweetened fresh berries or sliced peaches over egg noodles in custard sauce?

## Macaroni Foods as Main Dish

In old cook books, recipes for macaroni dishes are often listed with vegetables. Perhaps this was because macaroni dishes were usually served as accompaniments to meat. Except in Italy, macaroni was not considered a main dish.

Nowadays, with new understanding and appreciation of food values, macaroni and its relatives spaghetti, vermicelli, and noodles, are often the energy-providing foundation of the main dish. Not only do these durum wheat foods add food value and satisfaction, but they combine a variety of other foods into the kind of dish that makes happy one-dish meals. Combinations of this kind are welcomed by homemakers everywhere, and often by restaurant managers, too, for they combine satisfying flavor, food values, with economy of time, money and effort.

Macaroni products play many parts in this medley-type of dish. They blend and harmonize the flavors of a variety of foods, such as bacon strips and green beans, or vegetables and ground meat. They play magician with that wonderful meat flavor, spreading its goodness over many other foods. They add that artist's touch of a "bit of white for accent" to an assortment of food colors. Most important of all, they add their own good energy-giving, body-building nutrients to those of other foods. Because durum wheat products are low in cost even today, they do all of these things with gratifying thrift.

Because macaroni, spaghetti and noodles made of durum wheat are high in protein, they are by far the best buy. Many fine brands of these foods are made of durum wheat. To get the best quality macaroni for your money, choose one of the brands that says, "Made with durum wheat," or "Made with durum wheat semolina." These words are a mark of quality, like the word sterling on silver.

August, 1948

THE MACARONI JOURNAL

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## No more waste effort!

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## Price Fixing Into Famine

Henry Hazlitt

The principal cause of the present world economic crisis, with its chronic shortages of food, coal, steel, and dollars, has not been the physical destruction of the war, great as that was, but the worldwide mania for government economic controls. Striking confirmation of this in the realm of food appears in a forthcoming article by three agricultural economists (F. A. Pearson, W. I. Myers, and E. E. Vial) in the periodical *Farm Economics* published at Cornell University. The facts it presents speak for themselves:

The Argentine Government sells wheat for export at \$5 or more a bushel in United States dollars. It pays the Argentine farmer the equivalent of \$1.59 to \$1.83 a bushel and pockets the difference. The Canadian farmer is allowed only \$1.35 a bushel plus a "participation certificate" worth about 20 cents. The United States farmer gets a free market price of about \$2.80 a bushel. (Prices cited are those prevailing when the article was written.)

What has been the consequence of these policies? In spite of the desperate world shortage of wheat, the 1947 acreage of wheat in Argentina was 22 per cent *below* the 1935-39 level. In Canada the 1947 acreage of wheat was also 7 per cent *below* prewar. Neither decrease can be blamed on the weather; in both countries the acreage for the two preceding years was also below the prewar level. In the United States, on the other hand, wheat acreage expanded as prices rose, and in 1947 was 29 per cent *above* the prewar level. In brief, farmers in this hemisphere responded to price incentives or their absence rather than to verbal exhortations. The farmers obliged to take low wheat prices contracted their acreage; the farmers permitted high prices expanded it.

The article finds it "difficult to generalize about Europe with its divergent price policies, varying degrees of devastation, etc." The only European country it specifically cites is bizonal Germany, in which the 1947 acreage of food grains was 20 per cent below prewar level. I shall therefore add some supplementary material from other sources.

It is the official French doctrine that the disastrous shrinkage of the French wheat crop last year was caused solely by unprecedented frost and drought. Bad weather undoubtedly accounts for a great deal. But comparative statistics are instructive. Whereas in 1947 the French acreage harvested of the bread crops, wheat and rye, was 37 per cent below average prewar levels, the acre-

age of the feed grains (barley, oats, corn, etc.) was only 14 per cent below. It is hard to escape the suspicion that this contrast has something to do with the fact, pointed out by the French economist Jacques Rueff in the April issue of *Foreign Affairs*, that the official price of wheat in France is fixed relatively lower than that for other cereals, and that stricter measures are adopted to make the official price respected. In contrast to the government-controlled price of wheat in Canada, for example, the Winnipeg price of rye is free. On Dec. 30, 1947, rye was \$4.05 a bushel, compared with the controlled wheat price of about \$1.55. Result: The 1947 acreage of rye was 42 per cent *above* the prewar

## Hollywood Stars Go "Spaghetti"

Special from the Movie Colony of the Cinema Metropolis. Stars Double As Cooks in Spaghetti Contest.

Well prepared spaghetti dishes are preferred by millions of consumers, especially those who "eat out," and rare are the men who do not openly or privately boast of their ability to cook spaghetti to a "queen's taste." A feature writer, Aline Mosby, in a UP story tells about a contest in Hollywood that makes interesting reading:

We think it was Jimmy Durante who first said "everybody wants to get into the act." Well, there's a spaghetti act going on here, and so far Durante's about the only guy who isn't in it.

Everybody else is up to his Adam's apple in olive oil and garlic trying to make the best spaghetti in town.

It isn't that they're hot for the case of champagne that's first prize. It's just, well, everybody wants to get into the act.

The scene for this act is a closet-size drug store called the Sunset Strip pharmacy. It nestles in a jungle of movie stars' agents offices. Here every noon the agents gather to swap lies in their horn-rimmed specs and suede shoes.

Business, however, was weak. All these guys did was buy the 40-cent blue plate special and flip through magazines for free.

One Thursday, Manager Bill Berger couldn't even serve the blue plate special. The chef had wrapped his auto around a fire plug and was holding some nurse's hand in a hospital. Agent Larry Crosby, number one son of the Crosby clan, dropped in. He heard the sad story.

### "I'll Be Cook"

"Worry no more," shouted Crosby. "Order some groceries. I'll be your cook."

Mr. Berger, however, was still worried. Especially when he peeked into the kitchen and saw Crosby fiendishly making spaghetti. The stuff practically was bulging out the windows.

With some doubt, the drug store man

level, while wheat acreage was 7 per cent *below*.

Finally, as the economist Wilhelm Röpke writes from Switzerland in the April 29 issue of *The Commercial and Financial Chronicle*: In Germany "a lady's hat may be freely sold at the equivalent of more than one ton of wheat. We can hardly expect the German farmer to sell his products forever at official prices which not only mean that he is practically giving them away, but also that he cannot go on producing them since he cannot buy with his paper money what he needs on his farm."

In brief, the fantastic collectivist controls imposed by our own American bureaucracy in Germany have put a tremendous premium on *not* producing food. And in spite of its appalling results in bringing world food scarcity, President Truman insists on a restoration of price control *here*. That would complete the disaster.

hung a sign, "spaghetti cooked by Larry Crosby today, 85 cents," in the window. The word of Crosby's accomplishment whizzed up and down the Strip. Customers from all over Hollywood flocked to eat spaghetti.

Next thing Mr. Berger knew, everybody wanted to get into the act. A lot of guys insisted they had better spaghetti recipes than Crosby, so why couldn't they cook, too?

Berger saw he'd hit a bonanza. He proclaimed every Thursday "spaghetti day." He hung banners outside that "billed" the week's cook. He posted photographs of the spaghetti-makers on the wall. He said he'd give a case of champagne to the best cook. He got a radio station to broadcast the event. He gave part of the proceeds to disabled veterans.

### Lots of Guest Chefs

The contest's been running six weeks, with no sign of the boys were running out of guest chefs. They've included Larry Crosby (return engagement), Bing Crosby assisting; agent Ernie Ozark, assisted by Danny Thomas; photographer Joe Valentine, Claudette Colbert assisting; talent scout Sally Heano, George Tobias assisting; Jackie Coogan, Donald O'Connor assisting.

Today's chef: Bob Crosby. Next week: Ronald Reagan. We can't figure how the Crosbys, Reagan and Coogan got in there with the traditional spaghetti eaters. Orsatti doesn't know how to make Irish stew, we bet.

Bob outdid his competitors by sheer strength of numbers. He had Ellen Drew and Vanessa Brown as assistants and four boys from his band to play Italian music. Papa Harry Crosby was there, too. He said it was beyond him why his sons competed with each other; they must use the same family recipe.

"I started yesterday to make the spaghetti sauce," announced Bob. "That's nothing. Orsatti took three days to make his."

The drug store man is happy. Business is wonderful, he says. The full-time chef, though, takes a dim view of the idea.

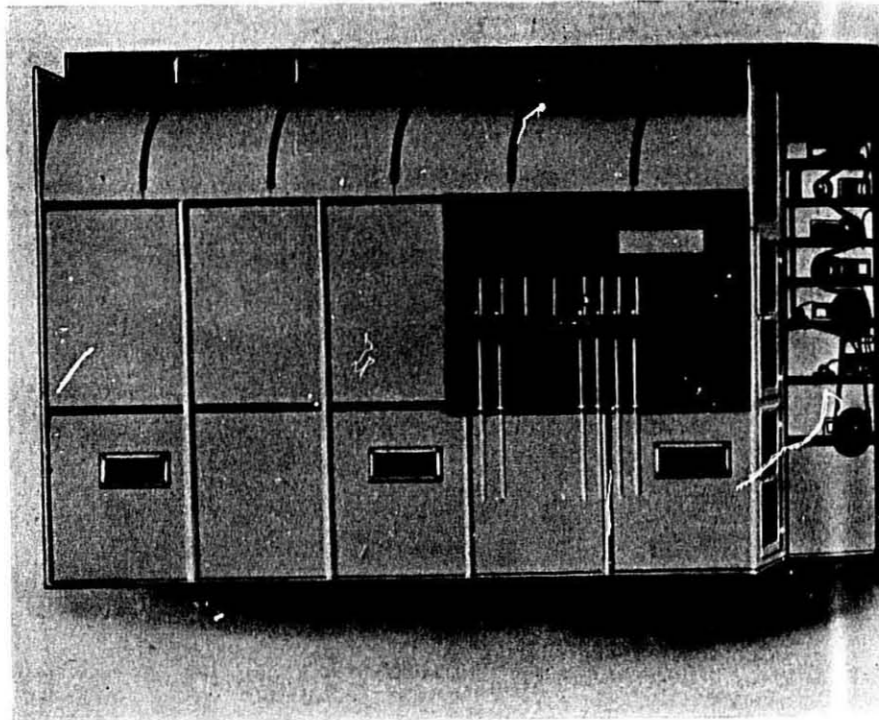
"Every Thursday my kitchen is a mess," he sighed. "Spaghetti—hmmph!"

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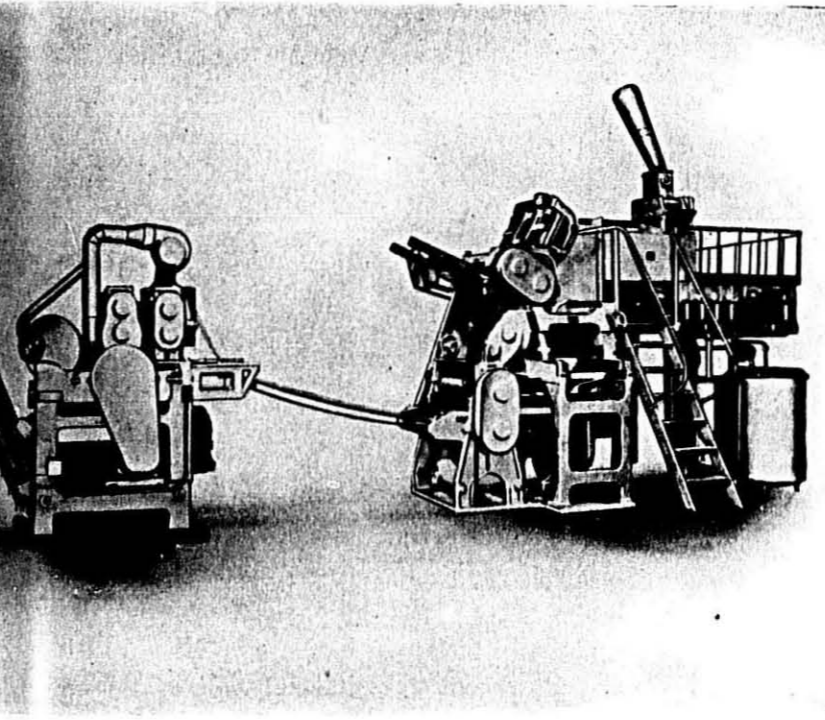
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This setup is fully automatic: Eggs are mixed and the egg liquid flows simultaneously



with flour to the mixer of the Sheet Forming Machine which in turn forms a dough sheet. The dough sheet is fed automatically to the Noodle Cutter and the product conveyed from the Noodle Cutter to the preliminary drying unit, then to the Finish Dryer and finally is conveyed to the packing table, all in one continuous automatic process.

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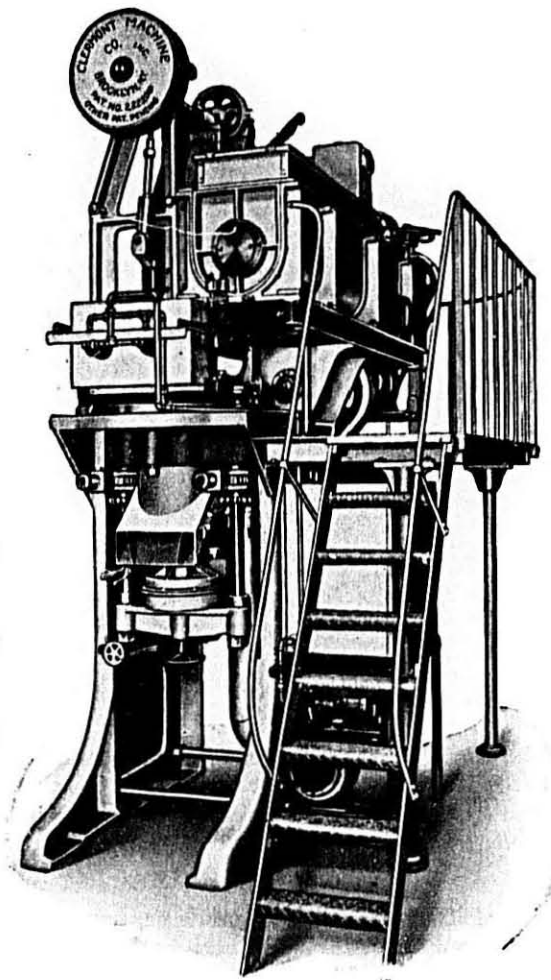
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## Pension Drives Pose Problems for Employers

Pensions for workers have become a key issue in third round demands of unions, reports the Labor Relations Institute, New York.

The unions have been aided in pushing the demand for pensions by a decision of the National Labor Relations Board, requiring employers to bargain on retirement plans, when the question is raised by the union. John L. Lewis' victory in winning liberal pensions for coal miners also underscores the importance of this issue.

To aid management in keeping abreast of sound trends in pension planning, the Institute has prepared an eight-point checklist of pension plan fundamentals.

1. It should conform to the regulations of the Taft-Hartley Act covering employe welfare funds. (Section 302)
2. It should supplement Society Security and be flexible enough to meet any changes to be made in the future in the Social Security Act.
3. Employe contributions to the plan on the basis of 33 per cent to 50 per cent of the total cost should be provided.
4. The plan should be financed on a sound actuarial basis.
5. Provisions should be made for pension credits, out of current profits, for services rendered by employes prior to the installation of the plan.
6. It should aim at retirement pay equal to about 50 per cent of the employe's annual earnings over the preceding five years.
7. Retirement should be made compulsory at the agreed retirement age, but the company should have the right to permit individual workers to continue employment in special situations.
8. It should allow earlier retirement, at reduced benefit rates, for workers who cannot meet company physical standards.

Though most pension plans adopted in recent months have been company-sponsored and company-administered, unions were being consulted by management in several cases even before NLRB held that the issue was bargainable.

Reviewing the trends in pension planning, the Institute notes the following:

**More Liberal Benefits:** Unions will be sure to push for pensions sufficiently high to encourage workers to leave the company at retirement age.

**Coverage:** A new drive will be started by unions for wider coverage of workers and more liberal retirement eligibility requirements.

**Employe Contributions:** The number of plans to which employes contribute has been increasing steadily, even while the amount of the contributions has been cut.

**Selling the Plan:** Management has come to realize that the details of a company-sponsored plan have to be "sold" to the employes.

They must be educated to understand the benefits.

The Institute warns the plan should be tailored to the needs of the individual plant, to make sure that it can be "sold" to workers.

Employers are cautioned that some unions may try to get the employer to accept a "master plan" which would apply to all companies in an area or an industry. The employer's wisest course is to develop a program for his own particular situation.

### Foremen Advised on How to "Sell" Workers

Ways by which foremen can "sell" workers on any course of action deemed necessary for the good of the company are listed by *Foreman Facts*, an illustrated publication for supervisors published by the Labor Relations Institute, New York.

In its current issue, *Foreman Facts* outlines factors which the foreman should keep in mind when he has a selling job to do among workers.

The individual worker is likely to respond to messages that appeal to his interest in one or more of the following:

1. **Himself:** His self-importance, personal ambitions, things he can do well.
2. **Life's basics:** His security, pay-check, health, working conditions.
3. **Other people in this order:** Immediate family, relatives, friends, acquaintances.

4. **Anything close** to the field in which he is active.

5. **Hobbies:** Things he enjoys doing.

Studying each worker as an individual will tell the foreman which of the above appeals will bring the best results.

The importance of consulting workers before "selling" them on a course of action is also shown in a new five-point program outlined by the Institute's *Foreman* publication.

In attempting to win employe cooperation in dealing with specific problems, the foreman must (1) get the facts; (2) sift them carefully; (3) consult the people involved; (4) take a course of action; and (5) follow up the results.

Workers should be made to feel that they have contributed to the foreman's decision.

A copy of *Foreman Facts* is available upon request from The Labor Relations Institute, 1776 Broadway, New York 19, N. Y.

### Durum and Bread Wheats—1948

Crop Prospects as of July 1.  
Surprisingly Good.

Crop production in 1948 promises to surpass that of the outstanding year of 1942, and the record set in 1946, according to a report released July 9, 1948, by the Crop Reporting Board of U. S. Department of Agriculture.

The production of *all wheat* is estimated at 1,242 million bushels—second only to the record high 1947 production of 1,365 million bushels.

Indicated production of 962 million bushels of *winter wheat*, while 116 million bushels below last year's record crop, is greater than any other year, and 38 per cent greater than the 10-year average of 689 million bushels.

*All spring wheat* production of 290 million bushels, about 2½ per cent less than last year's production of 297 million bushels, reflect this year's lower average, with an indicated yield only slightly above last year.

*Durum* production of 44,354,000 bushels is a little above last year's 43,983,000 bushel crop, due to the shift of acreage to durum in areas which had difficulty planting the indicated average of spring wheat. As durum wheat matures later in the summer, the crop is subject to weather conditions in July, unpredictable at the time of the estimate.

Yield of durum wheat, estimated at 14.0 bushels per acre, is a bushel lower than last year, with a larger decrease possible if weather conditions are less than normally perfect.

## How to Spot a Communist

An adaptation of an Editorial by James S. Warren, Editorial Director of Ahrens Publishing Company, Inc. for Restaurant Management.

We have before us a pamphlet entitled *Army Talk 180*, published by the War Department. Prepared for Army personnel, it deals with Communism in this Country. It bluntly states that "Communists seek the downfall of the American system of government."

Not many of us doubt that Communists, seeking world domination, are actively engaged today in an all-out effort to overthrow our government. But while we may not doubt this, many of us do not evaluate our danger here at home as great enough to cause serious concern.

This Publication believes that the situation has become sufficiently serious to warrant steps to thwart the objectives of the Communist minority in America. We believe the time has come when we, as citizens, should make use of information like that in *Army Talk 180*. Macaroni-Noodle Manufacturers, we think, could and should join in a common effort to expose the underhanded activities of Communists.

This activity could well be directed against the activities of Communists in our industry unions. We do not mean to imply that these unions are Communist-dominated. But it is safe to say that the Communists are not overlooking them in their over-all plans. *Army Talk 180* states that "Communists say that seizure of government by bloody revolution or infiltration must come . . ." It goes on to say that Communists believe in combining legal and illegal work; that they "bore from within"; that they work in labor unions; that they try to mislead and confuse real liberals.

Government officials and informed union leaders point out that we are not in danger because of the activities of persons who admit that they are Communists. It's the undercover Communists who are "boring from within"—in the labor unions particularly—who have to be reckoned with.

Expose these undercover Communists, put the finger on them, and their opportunity to do harm vanishes, the authorities say. The experience of unions that have been infiltrated, and in which Communist slates of officers have been elected, definitely proves this. The great majority of union members are loyal citizens. Once they know they are being tricked by Communists they quickly get rid of them as leaders.

The need, then, is to give the unions information that will help their mem-

bers spot undercover Communists. How do you spot an undercover Communist? *Army Talk 180* says:

"If a person consistently echos the Communist party line, he is probably a Communist.

"If he has agreed with every shift and change in the Communist press, he is probably a Communist.

"If he consistently supports Communist policies, he is probably a Communist."

Other literature on the subject suggests additional indications. There is, for example, the authoritative weekly newsletter, *Counterattack*, published in New York City by a group of former F.B.I. agents. Here are some of the other signs most commonly mentioned:

The undercover Communist is likely to create and agitate grievances against his employer. As soon as one issue is settled he promotes another. Nothing is ever right. His objective is to create class feeling from political rather than economic motives.

He persistently and ardently defends

the Communist press—the *Daily Worker*, the *Chicago Star*, the *Peoples World*, and others.

He favors having the union's printing done by Communist printers.

He denies he's a Communist but says he agrees with "some of the things the Communists stand for." He argues that anyone has the right under the Constitution to fight for his politics and his views.

He is prone to argue that attacks on Communists are attacks on labor, civil rights, the masses—that critics of Communists are reactionaries or Fascists.

He is likely to be critical of American, British and French foreign policies, but he does not offer criticism against Soviet policies.

Sometimes he is identified with or a sponsor of known Communist fronts like the Civil Rights Congress, the Committee to Win the Peace or the National Negro Congress.

He usually takes the position that democracy and capitalism are decadent, inherently weak and that they have failed.

This Publication believes that this kind of information in the hands of a union's membership would enable the members to be alert against the Communist undercover man. Would not employers in these fields be doing their Country a service by making copies of this editorial available to those of their staffs who are union members?

## Rossotti Lauds Ex-President

In a letter to ex-president C. W. Wolfe of the National Macaroni Manufacturers Association, dated July 13, 1948, and addressed to him at his office, care of Megs Macaroni Company, Harrisburg, Pa., Charles C. Rossotti, executive vice-president of Rossotti Lithographing Company, North Bergen, N. J., compliments him on his long, useful service to the macaroni-noodle industry generally and to the National Association, particularly. His letter, in part, reads:

Dear Jack:

Since my return from the macaroni convention I have been wanting to write you but I am just getting around to it.

Because our company is constantly trying to be a constructive force in the industry and because of our long and close association and friendship I want to express to you our satisfaction and appreciation for the services you rendered the Macaroni Association and the Industry during your long stewardship as president of the Association. You have the satisfaction of looking back on a long record of service and achievement. I enjoyed that automobile trip last year from French Lick Springs to your home in Harrisburg, and I am glad I helped you take home a token of the appreciation of the Macaroni Industry for your services. We have lots of pictures in our scrapbook of you on the stage as master of ceremonies

par excellence, and someday we may have the opportunity of looking them over. Unless I am mistaken, I am quite sure that, although your stewardship as president of the Association is over, your influence and personality will still be present in the activities of the Association. During the war years yours was a tough assignment and you handled it well. I know, because I worked alongside of you on numerous Government expeditions. Therefore, on behalf of our Company and my brother Alfred and me personally I want to extend our appreciation for the fine constructive work you have done for your Industry. I hope that when we are in the vicinity of Hershey we can call you and play some golf together.

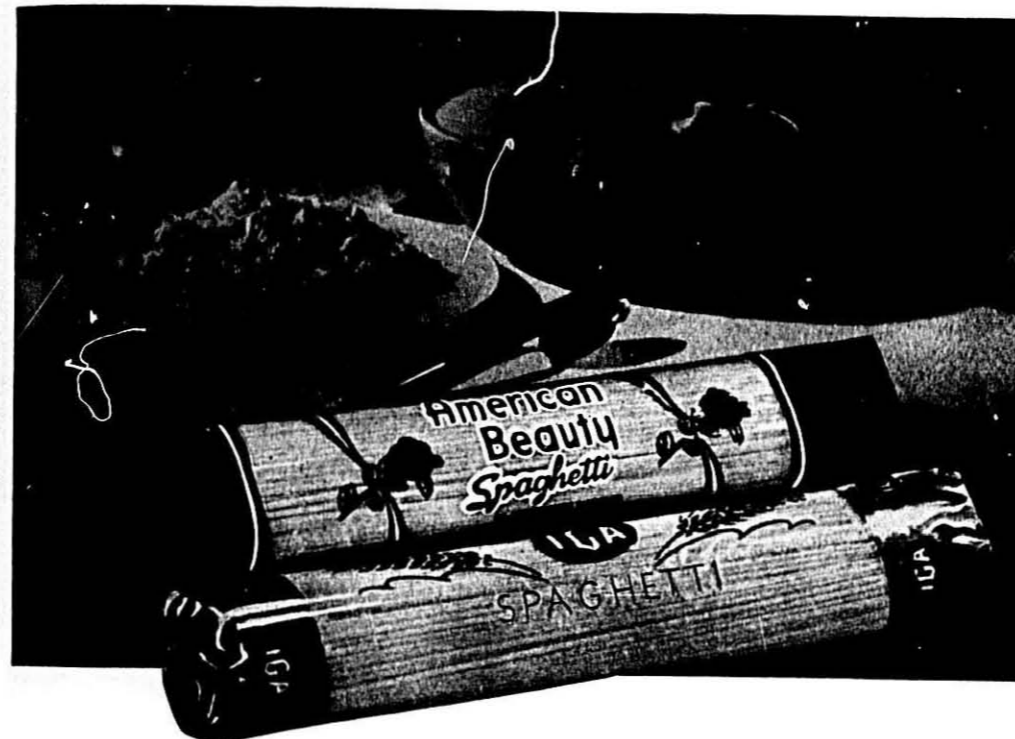
With best personal regards, I am

Sincerely yours,

Charles C. Rossotti  
Executive Vice-President  
Rossotti Lithographing Co., Inc.

## Drink-More-Coffee Campaign To Start

Latin American coffee producers have jumped their self-imposed tax from 2 cents to 10 cents per 132-pound bag. The \$2,000,000 raised will finance a campaign to encourage Americans to drink more coffee. With it, growers hope to raise U. S. consumption 50 per cent to 30,000,000 bags a year.—Pathfinder.



## smart packaging

... BUILDS BRAND PREFERENCE!

Like a smartly dressed woman—a product that is packaged with an eye toward consumer preferences will always get more attention! Today's merchandising trends demand a package that's on its toes—a package that has color, appetite-appeal, display value—and is dressed in the latest sales fashion.

Milprint packaging experts specialize in surveying your packaging problems, from production to sales. Why not let them help you build new brand preference with a new—and smarter—package.

Packaging Headquarters to the Macaroni Industry

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PACKAGES  
BY  
MILPRINT

## "Pasta" Has One Meaning; "Paste" Another

The unceasing fight against the use of the word "Paste" or "Pastas" with reference to macaroni, spaghetti and noodle products being waged by the National Macaroni Institute is winning proponents in every quarter. Government agencies, food page editors and feature writers recognize the reasonableness of the Institute's contention that it is unfair to such a good food to try to translate the Italian words "Pasta" or "Pastas" into the English words "paste" or "pastas" as that English translation does not fairly reflect the true meaning or significance of the Italian names.

The word "pastry" definitely applies to a bakery delicacy and does not bring up unsavory thoughts to those who relish pastries. To Americans, however the word "paste" brings to mind something less savory—to a gooey substance that is used in sticking paper to walls—so it should never be used to refer to such a tasty, nutritious and satisfying a food as good macaroni, spaghetti and egg noodles.

Jane Walker, Food Editor of *The Cleveland News*, recently replied to an Institute letter on the subject, as follows: "Thank you for your letter. I was unaware that the name 'paste' was a taboo in your industry. Needless to say, the mistake will not be made again and I appreciate your telling me of it."

Harriet Cooke, Kitchen Counselor *Buffalo Evening News*, Buffalo, N. Y., reacted as follows to a letter from M. J. Donna, Managing Director of the Macaroni Institute (in part):

"It's always a puzzle to me the way these things get around—and always when there's something wrong!

"I should have been more alert to the term, of course, but too often manufacturers don't do enough educating of the editor. We get hundreds and hundreds of letters and booklets and you will agree that things can slip past without discovery.

"Now that this mistake has been called to my attention I shall try to avoid it again. I like macaroni products. I disagree with you, Mr. Donna, about the mental picture of paste and I think minds are alert to the proper placing and use of the word whether its for the wall or to eat! All right?"

Many similar comments have been made by leading food authorities. Edith M. Barber, editor of "Your Family's Food," a syndicated feature that appeared in a recent issue of the *New York Sun*, puts it in a practical way in the newsy and informative article:

"I like spaghetti better than I do macaroni." Sometimes we hear this remark or it may be just the opposite, with an indicated preference for macaroni. And yet, both products are made of exactly the same dough! It shows that a difference in texture, in this case merely the difference of morsels which we take into our mouths, affects our taste. Vermicelli which is even

finer than spaghetti is also made of the same dough and we find this more generally appropriate for use in soups. Then, there are noodles which are basically the same as the other products with the addition of eggs.

To manufacture these "pastas," as the Italians call them, but which the American manufacturers, for some reason, do not like to have stamped as pastes, a special type of wheat known as durum and harder than the grain used for flour is essential. The high quality of our American products of today is largely due to the fact that this can be produced in this country. The dough is mixed by machinery and pressed through machines adapted to each process.

Because of the blandness of flavor which is an advantage for some reasons, we almost invariably combine these products with other more highly flavored foods. The one exception may be noodles, which we may like dressed merely with plenty of butter. Now that poppy seeds are back, we may like to use browned almonds and these seeds of delicate flavor with the melted butter. Let me also recommend a combination of sour cream and cheese with noodles.

Many of us like macaroni with cheese as the only highly flavored ingredient. With spaghetti, we generally choose a highly seasoned tomato sauce to which chopped meat, chopped clams, anchovies or chicken giblets may be added. Small meat balls are a good accompaniment when meat has not been used in the sauce. Grated cheese of the

## Joins Merck & Co.

President George W. Merck of Merck & Co. Inc., Rahway, N. J., has announced the recent election of Dr. A. N. Richards of Bryn Mawr, Pa., to a directorship of his company. He will assume his new duties on October 1.

Dr. Richards will bring to the Board a broad experience in and knowledge of the problems of medical research and its related sciences that are common to its educational institutions, the government and industry. He is president of the National Academy of Science, Washington, D. C., and emeritus professor of Pharmacology of the Medical School of the University of Pennsylvania.

## Hunt's Factory Burns

South San Francisco Fontana plant damages set at \$500,000.00

Fire of unknown origin wrought spectacular damage in a South San Francisco macaroni factory the morning of July 18. The food factory was owned by Hunt Foods, Inc., and was locally known as the Fontana Plant. It was purchased four years ago from the Fontana Food Products Company, and according to its manager, Victor Arminio, it was the largest plant of its kind on the Pacific Coast with an output of 1,500,000 pounds of macaroni

Parmesan type is a desirable accompaniment any dish of this sort.

### Sicilian Spaghetti

¼ cup salad oil.  
½ teaspoon black pepper.  
1 medium-sized onion, sliced.  
1 clove garlic, peeled.  
1 4-ounce can tomato paste.  
1½ cups boiling water.  
2½ cups canned tomatoes.  
1 bay leaf.  
1 teaspoon salt.  
1 tablespoon sugar.  
Origanum or thyme to taste.  
1 package spaghetti.

Heat oil in heavy saucepan. Add black pepper, onion and garlic, and saute over medium heat three minutes. Add tomato paste, which has been mixed with water, in three installments, allowing the mixture to boil after each addition. Add tomatoes, bay leaf and salt, and simmer uncovered over low heat forty-five minutes. Remove garlic, add sugar and origanum or thyme, and simmer fifteen minutes longer. Cook spaghetti as directed on package, drain, rinse with hot water and arrange on hot platter. Pour sauce around it and sprinkle with cheese.

Yield: Six servings.  
Note: Minced sauteed chicken livers or minced cooked ham may be sprinkled over the sauce if desired.

### Noodles With Sour Cream and Cheese

Boil noodles until tender. Rinse with hot water and drain again. Dress with melted butter and pass a bowl each of sour cream and grated Parmesan or other highly flavored cheese at the table.

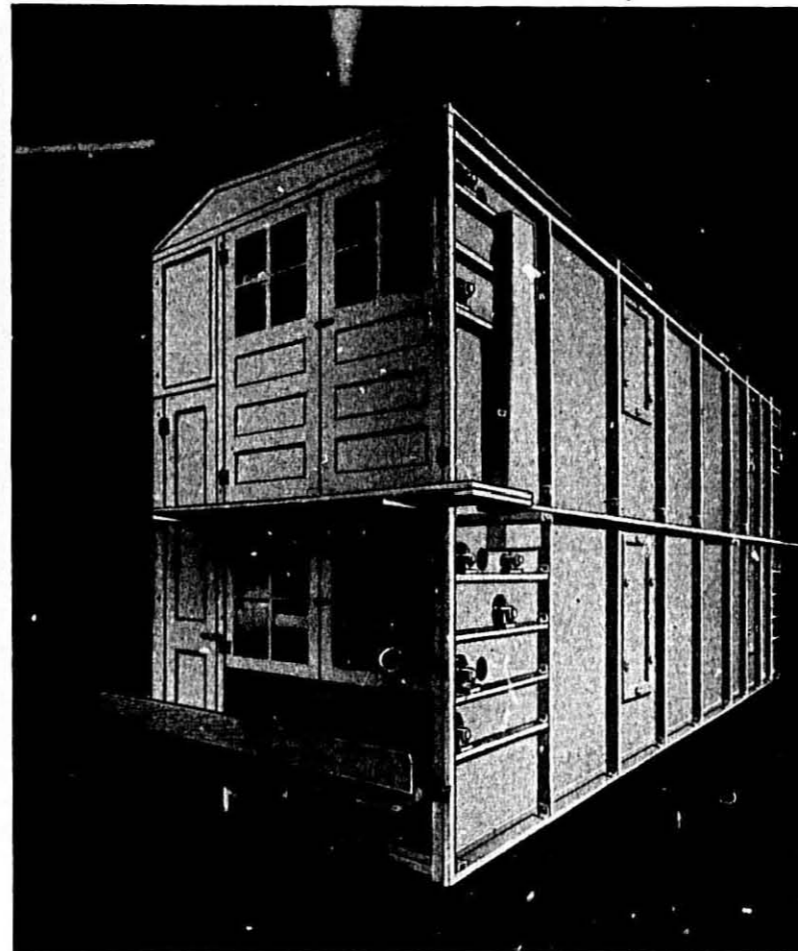
products a month. The fire was discovered around midnight and while the local fire equipment and that of several neighboring communities, including the San Francisco Fire Department, conducted a concentrated attack on the burning macaroni factory and nearby dye works, it was morning before the fire was brought under control.

The flames destroyed four large macaroni driers, each four stories high, and the heat cracked the reinforced walls and floors. Smoke and water ruined seven carloads of semolina which were stored on the third floor, and an inestimable quantity of products in the drying rooms and shipping rooms. Manager Arminio said that everything was in order when he left the plant at 4:30 on Saturday afternoon, July 17. The factory, which normally operates on a twenty-four hour basis was shut down Saturday for summer vacation.

Both Arminio and Fire Chief Al J. Walter of South San Francisco said an accurate estimate of the damage would have to await an engineering survey of the building. Much of the burned equipment is "practically irreplaceable," according to Arminio.

One volunteer fireman, Mario Dini, of South San Francisco, suffered arm burns in the macaroni plant fire. Through the efforts of the combined fire companies, the blaze was kept from spreading to the Samuel Gompers Trade School Annex, another adjoining building. The future plans of Hunt Foods, Inc., were unknown at present.

## 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.

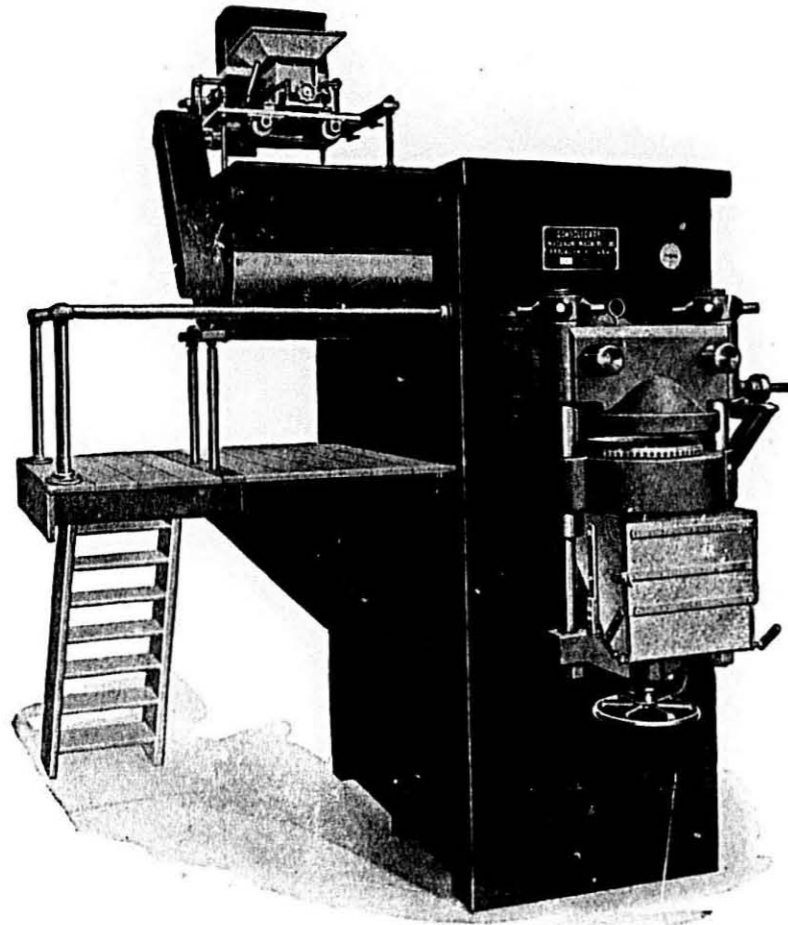
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

**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 AUTOMATIC PRESS FOR SHORT CUTS**

Model SCP

The machine shown above is our Continuous Automatic Press for the production of all types of cut macaroni, such as elbows, shells, stars, rigatoni, etc.

From the time the raw material and water are fed into the water and flour metering device and then into the mixer and extrusion device all operations are continuous and automatic.

Arranged with cutting apparatus to cut all lengths of short cuts.

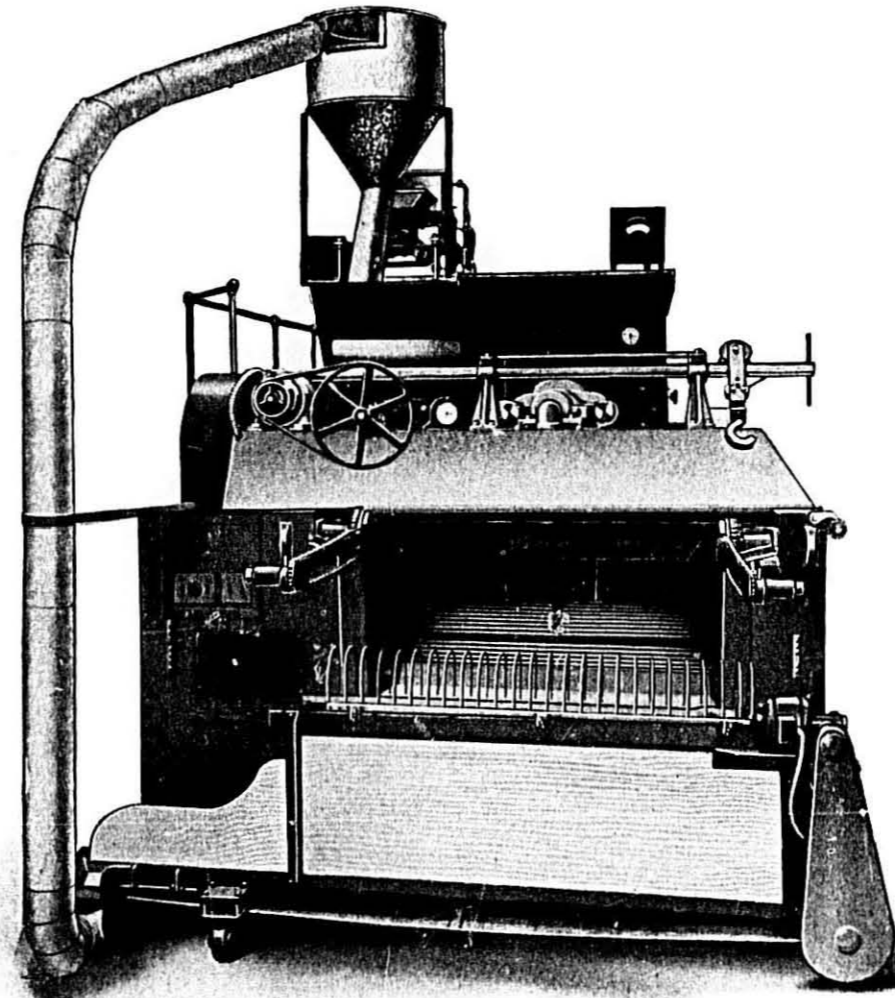
Production, not less than 1,000 pounds of dried products per hour.

The product is outstanding in quality, appearance, and texture, and has that translucent appearance which is so desirable.

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

*Write for Particulars and Prices*

## Consolidated Macaroni Machine Corp.



**CONTINUOUS AUTOMATIC PRESS FOR SHORT AND LONG PASTE WITH SPREADER**

Model ADS

The Continuous Long Cut Press with Automatic Spreading worth while waiting for.

The Press that automatically spreads all types of round goods, with or without holes, such as Spaghetti, Macaroni, Ziti, etc.

Also all types of flat goods, Lasagne, Linguine, Margherite, etc.

Can be arranged with cutting apparatus for short pastes also.

The Press that produces a superior product of uniform quality, texture and appearance. No white streaks; cooks uniformly.

Production—900 to 1,000 pounds of dried products per hour.

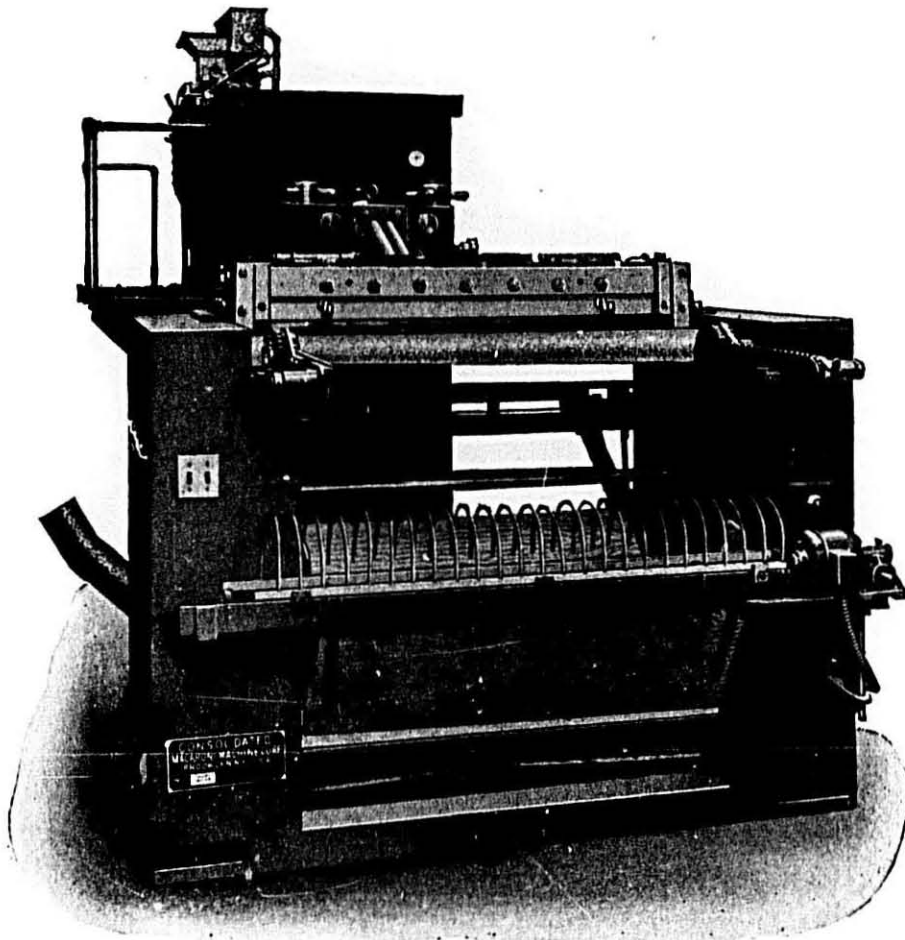
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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*Write for Particulars and Prices*

## 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. Production of this machine is 1,000 to 1,100 pounds of short goods, and 900 to 1,000 pounds of long goods per hour.

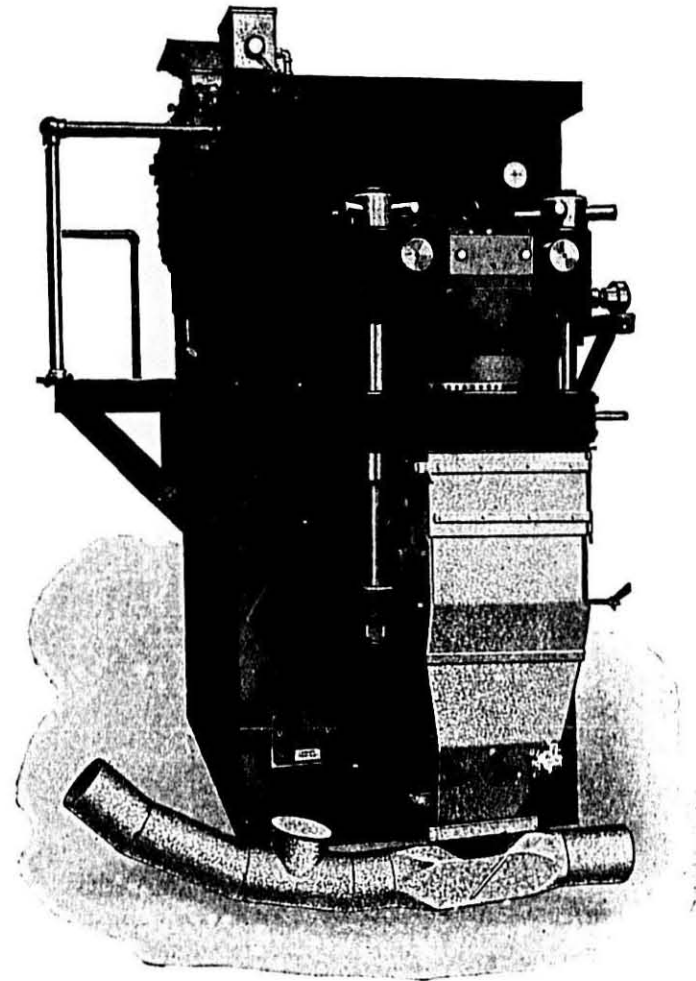
Produces a superior product of uniform quality, texture and appearance.

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.

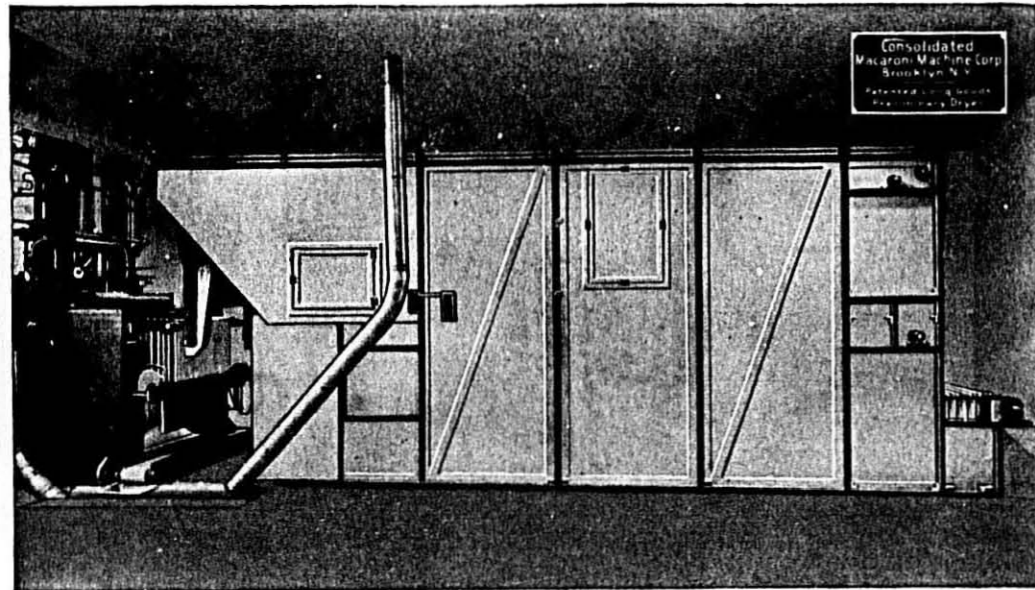
Designed for 24-hour continuous operation.

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 preliminarily dried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

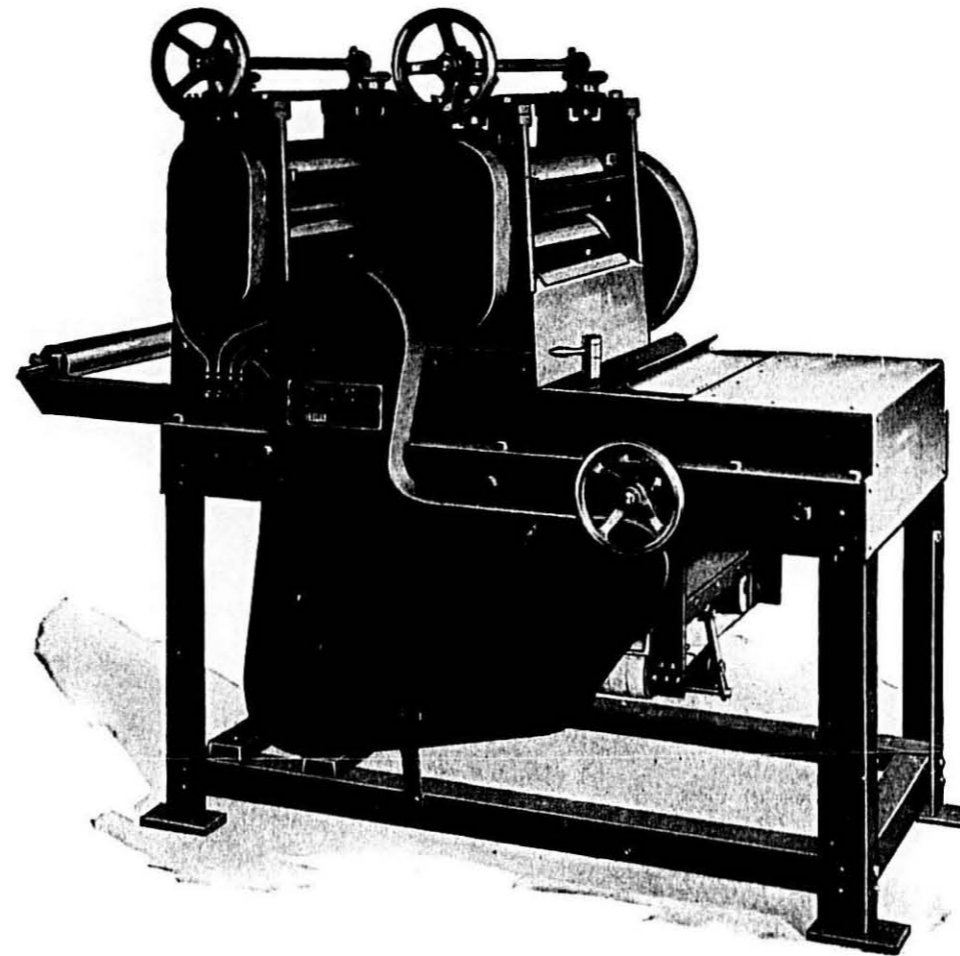
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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*

### Richard C. Burton, Promoted

Richard C. Burton, assistant director of Corrugated Container Sales for Union Bag & Paper Corporation, has been appointed director, succeeding Walter T. Sheldon, resigned, Leonard J. Doyle, vice president in charge of sales, announced today. His headquarters will be in the Woolworth Building, New York.



Richard C. Burton

In addition to directing Union Bag's Container Sales force in the field, Mr. Burton will also supervise sales from Union's branch plants, which are under the direction of Roy Williams at Trenton, N. J., and M. Norian and M. Madson in Chicago, Mr. Doyle said. R. J. Harley continues as district manager of the general Container Sales force.

Mr. Burton, who has had 11 years' experience in the corrugated container and packaging field, served in the Navy during the war, writing specifications for overseas shipments, with special emphasis on causes of damage during shipments. He also taught packaging to Navy personnel.

### Food Planning

Wheat Grains, High in Protein and Low in Starch, Are Used for Macaroni

By Jane Walker, Cleveland News

The macaroni and spaghetti crop is off to a good start this year. Fields in North Dakota, Minnesota and South Dakota are in their golden stage (August), a promising sign to macaroni makers, for macaroni and its sidekicks are made exclusively from a special wheat (durum) grown in those three States.

As alluded above, wheats in these States are of a special kind, necessary to produce macaroni products. They are long whiskered grains so hard that they require special milling to grind them into semolina. (Semolina is the

inner part of the kernel used for macaroni products.) The grains are high in protein and lower in starch content than other varieties.

Manufacturers mix the milled grain with water in the making of macaroni and put the dough through machines that press it through dies. That's what puts the hole in macaroni.

There is a family of sizes and shapes of macaroni products. In Europe, manufacturers make 150 different kinds. Even in this country, 45 to 50 shapes and sizes are available in macaroni-loving neighborhoods. Less than a dozen of these is generally present in the bulk of our grocery stores.

As versatile as its appearance is the cooking adaptability of macaroni. It blends with any food—fruits, vegetables, meat, fish, poultry—anything. This makes it a vehicle of good nutrition as it brings variety to our tables. And variety in our menus is good insurance of getting all the nutrients we need.

Varying schools of thought are held on its cooking. Some prefer it cooked a short time, so that it has a chewy texture. Others want it completely tender. Cooking swells the macaroni family about three times in size. Its flavor is enhanced by adding salt to the water it is cooked in—and a tablespoon of butter or margarine will do taste wonders, too.

A note on noodles—prepare fresh French fried noodles for chow mein by placing a small amount of uncooked noodles in a flat-bottomed wire basket and frying in deep hot fat until golden brown (about 2 minutes). Drain and serve in any desired fashion.

### Registration Rates Increased

The Trademark Bureau of the National Macaroni Manufacturers Association has announced increased prices for services and fees for registering trademarks, copyrights, patents, etc., due to increased costs under the new registration laws and higher fees charged by the Patent Office under the new Registration Act.

Trademarks, etc., are registered at exact cost to members of the National Association and at a reasonable profit on registrations by non-member firms who will find it good business to let the Trade Mark Bureau of the National Association handle all matters of this kind.

### "Noody Noodles"

Application has been made by Noody Products Co., Inc., of Toledo for the registration of its brand name "Noody Noodles" for use on its noodle products. The firm claims to have used the name since June, 1926.



Ollie the Owl

Dear Editor:

Sparrow Finnegan owned a restaurant in the pines. He was doing well, but he had an extravagant wife who was always nagging him to buy her a mink coat she had seen in a department store window.

Sparrow waited on customers until his feet had blisters on them trying to get enough money to buy that mink coat and hush-hush his wife, but it was no parsley.

One Saturday night he counted up the week's profits and decided that his wife would never get her mink coat unless he made a mighty effort to bring in more business, and so he kept his mind working more than his feet for the next few days and, at last, he got a flash in his pan. Down to the slaughter house he flew and made arrangements to buy all the pigs' ears they could supply. Nobody wanted them anyhow so he got them for almost nothing.

He cooked the ears, diced them, warmed them with a creamy mushroom sauce, put the stuff in patty shells and hired a bird to hop around with a sandwich sign reading, "Finnegan's Piggy Patties. A smack in every snack for your jack."

The birds flocked to his restaurant and ate them like hot cakes. In one week Sparrow had enough money to buy his wife the mink coat.

If you try hard enough, you can make a mink coat out of a sow's ear.

Very wisely yours,  
Ollie The Owl

### Transferred To California

The west coast sales staff of the Wm. J. Stange Co., manufacturer of C.O.S. Seasonings and Certified Food Color, has been augmented by the transfer of Irwin Martin from Michigan to California.

Mr. Martin will serve food processors in Northern California and will operate out of the company's Oakland Plant, which is under the direction of C. A. Wood. No Michigan replacement has as yet been named.

## When You **ENRICH** Macaroni and Noodle Products



A special formula, Orange Label, B-E-T-S is offered for the enrichment of macaroni products to meet Federal Standards. One tablet for each 50 pounds of semolina—a convenient way to enrich any size batch.

We developed the first food-enrichment tablet. Proof of its acceptance rests in the fact that the tablet method is now universally used to enrich dough.

### B-E-T-S\* TABLETS OFFER THESE ADVANTAGES

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.

Consult our Technically-Trained Representatives on any matter pertaining to enrichment of Macaroni and Noodle products.

Stocked for quick delivery: Rensselaer (N.Y.), Chicago, St. Louis, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.



Winthrop-Stearns offers a special formula, Blue Label, VEXTRAM for the enrichment of macaroni and noodle products to meet Federal Standards. Add two ounces of Blue Label VEXTRAM per 100 pounds of semolina in the continuous process.

VEXTRAM, you know, is the trade-marked name of Winthrop-Stearns' brand of food-enrichment mixture used for enriching flour by millers in practically every state of the Union.

### VEXTRAM\* OFFERS THESE ADVANTAGES

1. ACCURACY— The original starch base carrier—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.

Address Inquiries to:

Special Markets—Industrial Division  
**WINTHROP-STEARN'S Inc.**  
170 Varick Street, New York 13, N. Y.

\*Trade Mark Reg. U. S. Pat. Off.

USE **Roxal**<sup>®</sup>  
POWERFUL SANITIZING  
AGENT

### Wm. J. Dougherty Retires

Having rounded out 38 years of useful service to his firm during which he had built up an enviable reputation as a semolina salesman, earned the lasting friendship of his many customers in Philadelphia and neighboring territory, and made numerous new ones in the macaroni-noodle trade through his regular attendance at conventions and regional meetings of the industry, William J. Dougherty, of Philadelphia, has retired.

W. M. Steinke, Vice President of King Midas Flour Mills, Minneapolis, announced the retirement of W. J. Dougherty effective June 30, 1948, as Eastern Pennsylvania representative of the Durum department of that milling concern.

"Mr. Dougherty," says Mr. Steinke, "after having been with the company for nearly 38 years, is leaving the King Midas Flour Mills under the Retirement Pension Plan which the company has had in effect for a number of years."

"His territory will be taken over by Dave Wilson who is in charge of the Eastern Division of the Durum Department of King Midas Flour Mills with headquarters in New York City. Mr. Wilson has been with the company for approximately 24 years."

Mr. Dougherty says that by force



William J. Dougherty

of habit formed through the years he will attend industry meetings as often as convenient, and that he hopes his many friends will remember him kindly in his retirement. Congratulations, Mr. Dougherty!

### Not In Russia?

Mrs. Henry Wallace says: "I never saw a Communist, and I doubt if Henry has."—Pathfinder.

### St. Regis Appointments

V. C. Douglas, vice president of St. Regis Sales Corporation, subsidiary of St. Regis Paper Company, announces the appointment of Howard C. Bryan as manager of the Minneapolis office of the Multiwall Bag Division of the corporation.

Mr. Bryan, formerly assistant manager of the Denver, Col. office, succeeds H. A. Hughes, Jr., who has been transferred to the head office of the company in New York.

Lyman A. Beeman, vice president of the same firm, also announces the appointment of William A. Zonner as manager of the company's mill at Deferiet, New York.

Pointing out that Mr. Zonner has had an extensive experience in the manufacture of machine-coated and supercalendered paper, Mr. Beeman states that this knowledge should prove most useful in connection with the Deferiet mill's steady expansion in the production of higher grades of paper.

### Thumbing Failed, He Tried Rocks

A hitchhiker got into his trouble at Waco, Texas, by obeying a sudden impulse. When nobody stopped, he got mad and threw rocks until somebody did. He said it was the heat which made him do it. Waco police helped him cool off.—Pathfinder.

## MALDARI'S INSUPERABLE MACARONI DIES

with removable pins

Trade Mark Reg.  
U. S. Patent Office



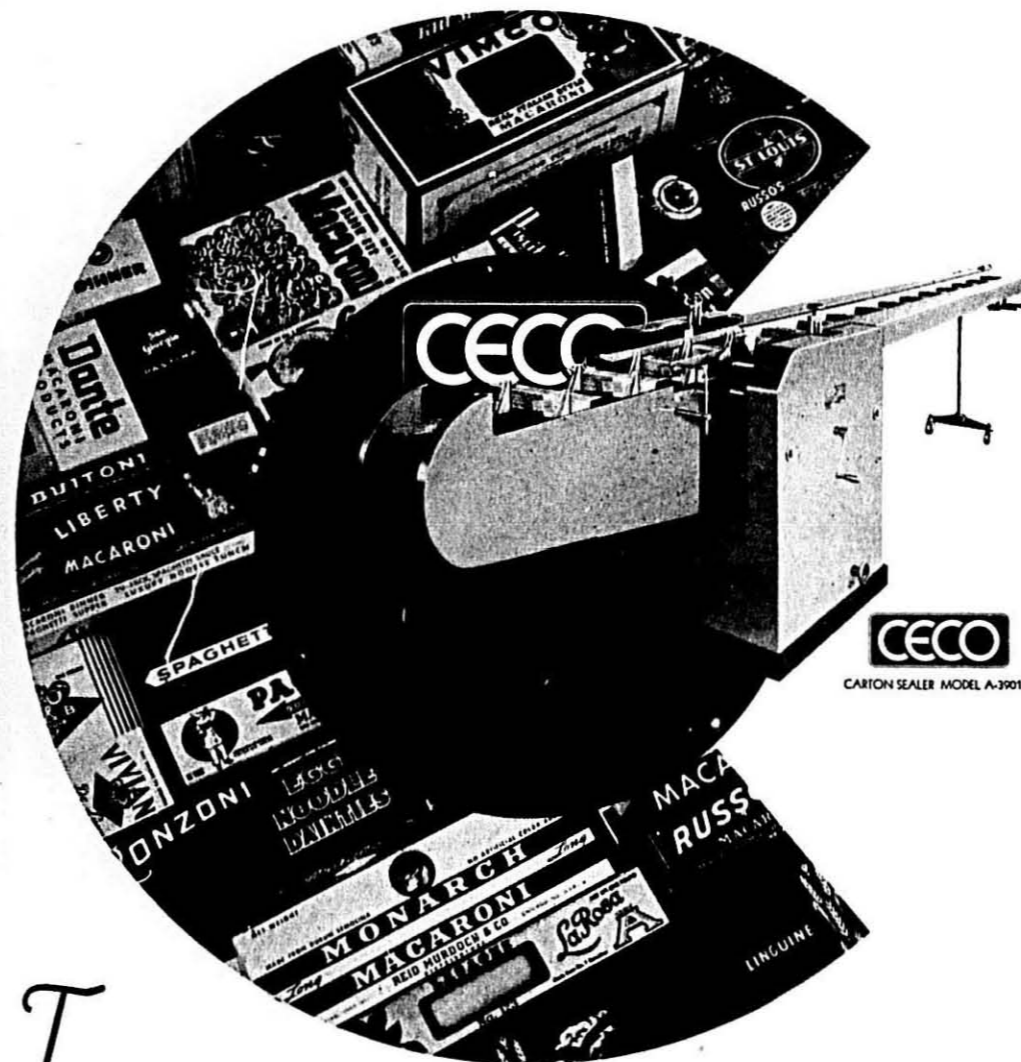
Makers of

Macaroni Dies

# DONATO MALDARI

178-180 Grand Street, New York City

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



CECO  
CARTON SEALER MODEL A-3901-19

## The OUTSTANDING FAVORITE of the MACARONI INDUSTRY

The overwhelming majority of manufacturers of macaroni products use one or more CECO 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 CECO 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.

210 RIVERSIDE AVENUE

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Baltimore • Chicago • Jackson • Pittsburgh • Rochester • St. Louis • San Francisco • Savannah • Toronto



*dependability*  
**CAPITAL GRANULAR**

Painstaking scientific research, skilled personnel, and constant laboratory control guarantee dependable uniformity in all CAPITAL products.



**CAPITAL FLOUR MILLS**

AT  
**SAINT PAUL, MINN. • BALDWINVILLE, N.Y.**  
DIVISION OF  
INTERNATIONAL MILLING COMPANY, GEN. OFFICES, MINNEAPOLIS 1, MINN.

**Save Grain in Transit**

(Continued on Page 10)

less obvious infestation, however, may require careful sifting of representative samples of milled cereals, such as flour. Infested products should be segregated at once and fumigated as soon as possible before they are carried into the warehouses or processing plants. For treating commodities in bulk, methyl bromide is the most practical fumigant. Fumigation should be done only by trained personnel or a competent pest-control operator.

**YOU CAN GET A COORDINATED PROGRAM BY WORKING WITH:**

- Your railroads.
- Your truckers.
- Your shipping services.
- Your own industry.

**REMEMBER:** Only through the co-operation of all handlers and shippers can YOU be assured against losses in bulk, and losses in dollars, in the grain and food products used in your business.

The United States Department of Agriculture, through its Office for Food and Feed Conservation, is engaged in a program to encourage the conservation of grain. This is a continuing necessity not only to meet foreign requirements, but also to relieve

the inflationary pressures on food and feed prices at home. Particularly at this time, grain should not be wasted in non-essential uses, nor should grain be lost through improper handling at any time.

To enable all handlers of grain to co-ordinate their conservation efforts, the technologists of the Department in co-operation with industry groups have developed a workable program which will reduce and eliminate insect infestation of grain in transit, i.e., grain in any position between the farm and the ultimate consumer. These recommendations are in the form of a fact sheet "Save Grain in Transit—Prevent Insect Infestation," reproduced above. We ask that you put the suggested practices into use, and influence your suppliers and distributors, including the carriers of grain, to follow the recommendations applicable to their operations. With extensive co-operation, the infestation of grain will be brought under control.

Additional copies of the fact sheet are available upon request to the United States Department of Agriculture, Office for Food and Feed Conservation, Washington, D. C.

When there's hatred in the council chamber, good government goes out the window.

**Join The Institute**

"Are you a joke when you sit down to eat a dish of spaghetti?" asks Dorothy Kilgallen in a newsy article under the title—"If It's Fancy, Gotham's Got it," which appeared as a copyright article by King Features Syndicate, Inc., in the *Saturday Home Magazine* published in the *New York Journal-American* and the *Chicago Herald-American*, Saturday, July 17.

"Do people in quaint little Italian restaurants point and stare when you 'slurp' up the long strands and splash tomato sauce on your vest? Ah, then, hapless pasta-lovers, your move is to join The National Macaroni Institute—the only organization of its kind in the world—and take lessons in how to keep the slippery strands on the fork until the ripe moment for sending them on their journey downward. The course is free, and as a matter of fact, so is the spaghetti!"

(The story though humorously told, has a significance that macaroni-noodle manufacturers should not overlook. . . . The National Macaroni Institute is recognized by writers and other authorities as the spokesman of the industry—a spokesman that should have the active support of manufacturers of quality products. In this respect no worthy operator should be found wanting or waiting. . . . Editor).

**ENRICHMENT BY WAFER**

**MERCK**  
Enrichment Wafers for all varieties of Macaroni Products

**DIRECTIONS:**  
One wafer is used for each 100 lbs. of macaroni. Add the wafer to the water used for the bath. When water is completely absorbed, integrate, stir the macaroni and pour into water containing the macaroni.

Each Wafer Contains:  
Thiamine Hydrochloride (Vitamin B1) ..... 400 mg.  
Riboflavin (Vitamin B2) ..... 170 mg.  
Niacin ..... 2500 mg.  
Iron ..... 1100 mg.  
The balance is starch and other constituents.  
\*U.S. Pat. Pending

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 ounce contains:  
400 mg. Thiamine (Vitamin B1)  
170 mg. Riboflavin (Vitamin B2)  
2500 mg. Niacin

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. Niacin, 11.00 mg. Iron.

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

Minimum Federal Requirements for "Enriched Macaroni Products" per pound:  
4.0 mg. Thiamine  
1.7 mg. Riboflavin  
25.0 mg. Niacin  
11.0 mg. Iron

71% Co. Action for Preservation

**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, Niacin, Iron)
  - Merck Vitamin Mixtures for Flour Enrichment
  - Merck Bread Enrichment Wafers
  - Merck Vitamin Mixtures for Corn Products Enrichment
  - Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

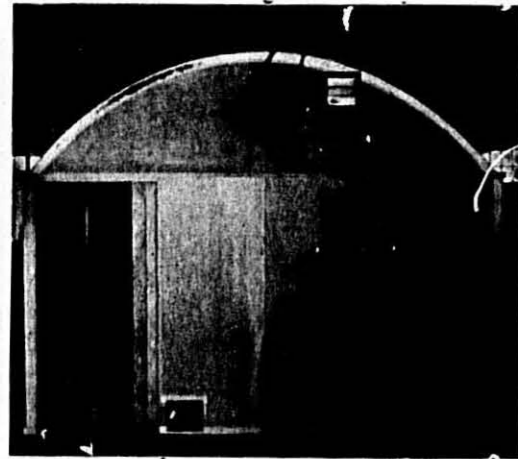
**MERCK ENRICHMENT PRODUCTS**

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*



Exterior View—Lazzaro Drying Room

*Less Talk!*  
**SPEED DRYING**  
with  
**Lazzaro Drying Rooms**

## FRANK LAZZARO DRYING MACHINES

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New York 13, N. Y.

Plant and Service  
9101-09 Third Ave.  
Bergen, N. J.

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597

### "Butch" Booklet Sells Job Safety To Workers

First publication for President's Industrial Safety Conference Sept. 27-29 "Butch Learned The Hard Way," an illustrated pocket-size booklet on industrial safety, is the first in a series of publications relating to the President's Conference on Industrial Safety to be



Clean up—Or fall down  
From Division of Labor Standards booklet, "Butch Learned the Hard Way."

held in Washington, September 27, 28, and 29. Designed for distribution to plant workers, the pamphlet is amusingly prepared yet serious in stressing basic safety essentials, such as the use of protective clothing, machine guards, prompt reporting of defective equipment, eliminating horseplay on the job

and obtaining first aid for even minor injuries.

"Butch represents America's greatest asset, her manpower," William L. Connolly, Director of the Bureau of Labor Standards, U. S. Department of



When a tool bites a man . . .  
From Division of Labor Standards booklet, "Butch Learned the Hard Way."

Labor, declared. "One worker like Butch is injured every 16 seconds of the day. One worker is killed or crippled every four minutes. Job injuries cost industry and labor more than 3½ billion dollars last year. As nearly all such injuries are preventable, they represent a needless and tragic waste of human and material resources."

Vincent P. Ahearn, executive secre-

tary of the National Sand and Gravel Association, has been appointed executive director of the national safety meeting by President Truman and is working with Connolly on plans and preparations. The President asked the Bureau of Labor Standards to sponsor the conference.

Copies of "Butch Learned The Hard Way" may be obtained from the Bureau of Labor Standards, U. S. Labor Department, Washington 25, as long as the free supply lasts.

### Declares 15c Quarterly Dividend

St. Regis Paper Company, makers of multiwall paper bags and automatic filling equipment, enjoying profitable operations the first half of 1948, reports that its net sale for the period amounted to \$83,907,818, January 1 to July 3, 1948. This compares with \$69,033,514 for the first six months of 1947. Net income, after provisions for Federal taxes, amounted to \$8,744,935, against \$7,696,147.

Its directors last month declared a regular dividend of fifteen (15) cents per share on the common stock, plus an extra dividend of ten (10) cents per share, both payable September 1, 1948, to stockholders of record July 30.

### The Use of 1080 for Rodent Control in the Macaroni Industry

By Glenn G. Hoskins

As a result of research in this country during World War II, pest control operators now have available a rodenticide which, when used correctly, effects control of rodents to a degree never before achieved. This rodenticide is 1080, chemically known as sodium fluoroacetate.

However, this compound is a serious hazard to human beings and valuable animals and for this reason has a very restricted use. Accordingly, the sole manufacturers of 1080—Monsanto Chemical—sell the chemical only to qualified persons or competent federal, state, county and municipal officers and to experienced professional pest control operators. These parties must sign a contract with Monsanto promising strict adherence to a set of instructions and warnings prepared by the Insect Control Committee, Rodent Control Sub-committee of the National Research Council in Washington as follows:

Sodium Fluoroacetate has been found to be highly poisonous to all animals on which it has been tested. It is also considered very toxic to man. Fifty per cent of rhesus monkeys were killed with from 5 to 7.5 milligrams per kilogram of body weight of animal. (On this basis, one-third of a gram, or a mere pinch of 1080, would be fatal to a 150-pound man.)

There is no known antidote for this poison.

It is not recommended for use in places where humans might be exposed to it.

1080 cups should not be put on boxes, ledges, pipes or other unstable mounts.

Following poisoning operations, all cups should be picked up and burned.

Poisoned bait preparations, especially 1080 water solution, should never be placed where food supplies might be contaminated. Rats can carry partially eaten baits. They often upset water cups and then track over stock-piled materials with poison-soaked feet.

The bodies of all poisoned rats and mice should be recovered and destroyed by burning.

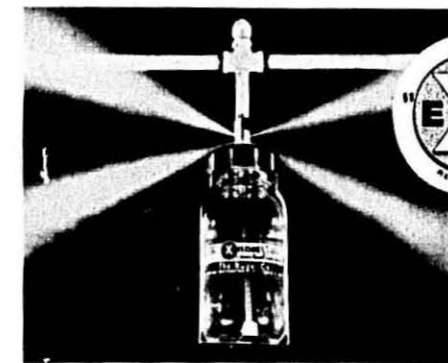
The 1080 cups, even though empty, should not be handled with bare hands.

Each macaroni plant operator should check carefully to ascertain if 1080 is being used in his plant according to the instructions given above.

It has been brought to our attention that there are flagrant violations in its proper use by exterminators in many macaroni plants.

Compound 1080, when properly used, is the most effective rodenticide. Improperly applied, it is still the most effective rodenticide, but it is also a serious hazard to human beings and valuable animals.

## Complete Program of INSECT and RODENT CONTROL



Multiple nozzle X-L Jet for use in air or steam lines.

**"EXCELCIDE"**  
for  
**TOP RATING**  
in  
**SANITATION**

Top rating in sanitation is the subject of the day—of constant interest to all processors and manufacturers in every branch of the food field. Here's how to get it—the "EXCELCIDE" Complete Program of Insect and Rodent Control! This system, long recognized and adopted by leaders in the industry, is effective and safe. It includes tested insecticides and rodenticides—plus the service of especially trained sanitarians who inaugurate complete programs in your plant, followed by personnel training and periodic inspection and service . . . The "EXCELCIDE" permanent Spraying System—illustrated here—is especially engineered, designed and manufactured by Spraying Systems Co. of Chicago.

All "EXCELCIDE" insecticides and rodenticides are SAFE for food-plant usage. They are non-contaminating and non-toxic—users are covered by complete products liability and property damage insurance issued by old-line company. Underwriters' Laboratory approved.

Special emphasis is placed on "EXCELCIDE" Residual Spray which in many cases has proved effective as long as 8 months after application.

### GET MORE INFORMATION

The "EXCELCIDE" System of Complete Insect and Rodent Control is designed for all types of food plant usage, large or small. It includes permanent installations which eliminate the human element and save man hours otherwise necessary to spray large food storage areas by hand. It can be applied to modest requirements, with equal effect. Send for full details that will help you establish and maintain top sanitation rating. Use the coupon.



Multiple nozzle X-L Jet for use with central supply tank.

## The Huge Company

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### THE HUGE COMPANY

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Please send full information on the EXCELCIDE System and your 16MM movies featuring food plant sanitation which are available for showing at no cost to

Name . . . . . Title . . . . .

Company . . . . .

Street . . . . . City . . . . . State . . . . .

## Try the New Improved Priority Durum Granular

Milled from the choicest durum wheat available

*A. L. Stanchfield, Incorporated*

Offices:  
500 Corn Exchange Bldg.  
Minneapolis, Minn.

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Mills  
Minneapolis, Minn.

### Groom on Durum Conditions

"The week of July 19 brought us floods of rain and some very destructive hailstorms in western North Dakota," wrote B. E. Groom, Fargo and Langdon, North Dakota. "The crops have wonderfully improved during the past two weeks and late stuff has made phenomenal gains. In spite of this we will still be far below the total production of last year. The late season, too wet in some areas, too dry in others, and eight days of excessive heat just took the cream off this crop but we are coming through much better than I expected July first. I was at the farms this past week but came home Wednesday. Our Fargo fair got rained out. Crowd of 15,000 got caught in mid-afternoon in a soaker and before the next morning had around two inches of rain so it was a lake instead of a fair ground. I came home and got out some publicity to 1000 grain, seed and corn growers for our exhibit at the International this fall, saying—

The harvest season in North Dakota is under way and from our fine farms and food growers, the Greater North Dakota Association is again seeking assistance in assembling another fine assortment of grains,

seeds and corn for the International Live Stock Hay & Grain Show to be held in Chicago, November 27 to December 4.

Right now is the time to start in the selection of grains and seeds for an entry, with special care being taken to prevent weather damage. Shock and cap a little from the best of the field or store under cover. Heavy dews and light showers ruin a show sample. Then if the grain tests well above standard weights, is free from disease, and pure, we hope you will select a two bushel bag of the best from which a show sample can be cleaned. An entry requires 10 quarts of grains, 5 quarts of small seed, 12 ears of corn."

### "Repeal The Labor Act"

There has been a good deal of loose talk and speculation about repealing the Taft-Hartley Act at the special session of Congress. Don't forget that the law went through all the fire and heat of a Presidential veto and came out unscorched—with a two-thirds majority of votes cast by Democrats and Republicans.

Since that time the new labor act has been upheld in the courts and with beneficial results in bringing workers and employers together.

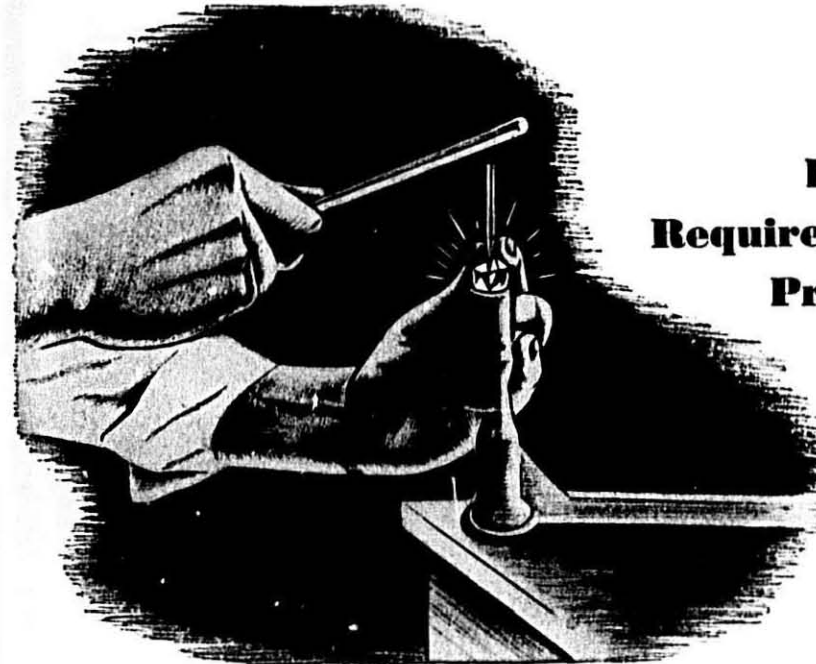
### St. Regis Officials Promoted

St. Regis Paper Sales Corporation announces the promotion of George F. Haberstein to a position as eastern sales manager with Logan C. Hill as his assistant. Walter M. Neill, formerly eastern sales manager, was recently elected a vice president of the firm. Mr. Haberstein, a native of Chicago, attended the University of Illinois and has had wide experience in the paper industry.

### Safety Conference October 18-22

The 36th National Safety Congress and Exposition, sponsored by the National Safety Council, will be held in Chicago from October 18 through October 22. Five leading hotels will house the safety sessions and expositions. They are: Stevens hotel, for the industrial safety exposition and industrial sessions; Sherman hotel, for the public safety exposition and traffic, farm, home and women's safety sessions; Morrison hotel, for industrial and school and college sessions, and Congress and LaSalle hotels, for industrial sessions.

The thing most men and women dread about their past is its length.—Pathfinder.



**Enrichment  
Requires Skill and  
Precision too**

Into each gem the master diamond cutter puts a lifetime of skill and precision. Similarly—to increase the sales appeal of your macaroni and noodle products—NA has drawn from its years of experience in enriching flour and other cereal products to produce N-Richment-A, Type 6. Especially compounded after long study, N-Richment-A meets all macaroni and noodle enrichment requirements and is available as a powdered premix for continuous presses or in easily handled square wafers for batch mixing.

As a "plus" service, NA can also furnish precision feeders to ensure that when you use powdered N-Richment-A it will be fed in exactly the right quantities needed for your particular process.

But such products and equipment are only half the picture. The other half is represented by NA's technical service men, specialists in enriching, who are on call to work with your staff and consultants on any part of your enrichment program.

Why not get in touch with your nearest NA Representative today. There's no obligation and he'll be glad to give you the details.

W&T and Associated Companies also furnish W&T Water Flow Regulators, Merchen Powered Scale Feeders and Richmond Sifters.

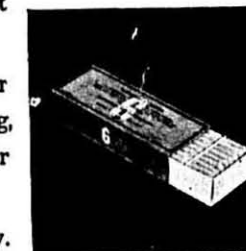
WALLACE & TIERNAN COMPANY, INC., AGENTS FOR  
**NOVADEL-AGENE**

NA-22

BELLEVILLE 9, NEW JERSEY



NA Feeder for  
N-Richment-A Type 6 Premix



N-Richment-A Type 6 Wafers



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

**Death of Hugo J. Schmidt**

The Crescent Macaroni and Cracker Company of Davenport, Iowa, announces the death of its vice president, Hugo J. Schmidt, treasurer and sales manager. The deceased was born August 22, 1890, died July 20, 1948, and buried on July 23.

"H.J." had the misfortune of falling while descending the stairs at his home on June 30, breaking his left ankle. He was taken to Mercy Hospital where the bone was set and he was still in the hospital when he passed away the afternoon of July 20, 1948.

After graduation from the Davenport high school, Hugo joined the forces of the Crescent Macaroni and Cracker Company, gradually working his way up through every department of the business, eventually becoming vice president, treasurer and sales manager. His brother, C. B. Schmidt, who survives, is president of the company.

While devoting his principal attention to directing the sales department of the company, Hugo Schmidt and his brother Carl B. Schmidt, president, and Fred L. Kay, secretary, have formed a "management triumvirate" for the concern since the death of his father, Oswald Schmidt in 1922. The three shared in all executive decisions of the firm and worked in close harmony at all times.

His two principal interests were his business and his family. He was a tireless worker at his office, and also had an office in his home with dictaphone equipment for dictating letters there. He was a "master salesman" himself and a leader rather than a driver of his aides in seeking to extend his business. His modesty coupled with his enthusiasm made him one of the outstanding sales executives of the city. Mr. Schmidt directed sales efforts of more than 50 salesmen in 15 states.

He married Hedwig Andresen in Davenport on April 24, 1922. He is survived by his wife; a son, Richard H. Schmidt, now associated with the firm; three daughters, Sally Schmidt, Miss Jo Anne Schmidt and Miss Betty Ann Schmidt; one brother, Carl B. Schmidt; one sister, Miss Velma Schmidt; and one granddaughter, Barbara Ann Schmidt, all of Davenport.

**A Spaghetti Restaurant or \$2,000,000**

Dreams about inheriting millions rarely come true. According to a press story from Mercer, Wisconsin, a possible inheritance of two million dollars hardly disturbs a successful operator of a popular spaghetti house.

Mrs. Tony Giannunzio, 45, who may be heir to a large share of a \$2,000,000 estate in South America, said today

that she finally has decided to forget about the money.

She has known about the estate for more than a year, she said, but has been too busy, and too happy running her spaghetti house, to bother about it.

Mrs. Giannunzio, who is separated from her husband, received a letter from her sister in Italy early last week. It advised her that their wealthy brother, Filippo D'Santomo, had died in South America and that he had left a \$2,000,000 estate.

Recently she asked a lawyer to investigate and he contacted American and Italian consular officials. However, their investigation has not yet been received.

"Why should I worry about the money," she asked, "I make a good living here and I'm happy. I make my living selling spaghetti, not wishing I had \$2,000,000."

Mrs. Giannunzio was born in Italy but came to America in 1921. She lived in Chicago before opening her spaghetti house in Mercer nine years ago.

She said her uncle went to South America before she was born and that she had never seen him.

"If I get the money, fine," she said. "But if I don't, everything will be the same."

"I have a good business here, people like my spaghetti and everyone in Mercer is friendly. What more could I want?"

**140 Lbs. Net**  
**Duramber**  
Fancy No. 1 Semolina  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

---

**140 Lbs. Net**  
**PISA**  
NO. 1 SEMOLINA  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

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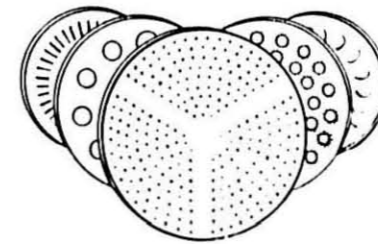
**120 Lbs. Net**  
**ABO**  
Fancy Durum Patent  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

Amber Milling Division of  
**FARMERS UNION GRAIN  
TERMINAL ASSOCIATION**

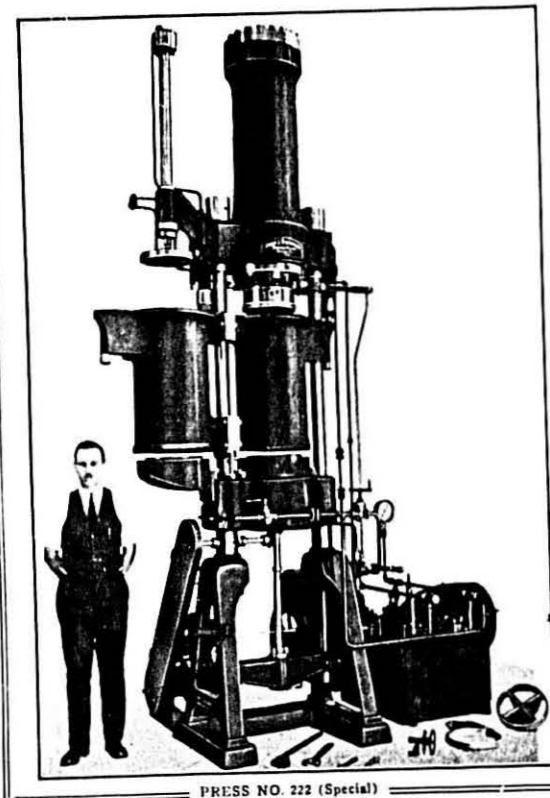
Offices: Mills:  
1923 University Ave., St. Paul, Minn. Rush City, Minn.

**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.



PRESS NO. 222 (Special)

**John J. Cavagnaro**  
*Engineers and Machinists*

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

Specialty of  
**Macaroni Machinery**  
Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

NOW...semi-automatic  
shipping case gluer-sealer  
FOR ONLY \$859

**PACKOMATIC**  
semi-automatic gluer-compression sealer  
for LOW SPEED OPERATIONS

Save time...save space...  
save labor...seal your paper shipping cases against the tough punishment modern handling methods inflict.

Learn about famed PACKOMATIC gluing and sealing equipment that sells as low as \$859.00 complete—that is designed and built for operations where many assorted small runs are handled daily—out where volume does not justify the larger investment required for fully automatic equipment.

Let PACKOMATIC help you modernize your shipping case gluing and sealing. J. L. Ferguson Company, Route 52 at Republic Ave., Joliet, Illinois.

PLACE  
ORDERS  
NOW  
for early  
delivery

**WHAT IT IS:** Built for years of trouble-free service, water-tight, built-in rollers, built-in top and bottom sections, V-belt motor drive. Built to give you the best. Its benefits from its size, its flexibility, its 7' x 4' x 10" x 18" size.

**WHAT IT DOES:** Operates on 110 or 220 volt AC. Applies glue to flaps of paper to seal shipping cases and starts cases between intermittent operations.

**TYPICAL PACKOMATIC EQUIPMENT:** PACKOMATIC built in discrete lot of shipping case gluers & sealers, case formers, fillers & sealers, automatic telescopic fillers, expert packer sealers, set weight scales, case injectors, special machinery.

J. L. Ferguson Co. Route 52 at Republic Ave., Joliet, Ill.  
Please send full information on hand gluer and sealer for shipping cases, including weight of cases per hour of approximately \_\_\_\_\_ lbs. for production of \_\_\_\_\_ cases per hour.

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ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Chicago • New York • Boston • Philadelphia • Baltimore • Cleveland • Tampa  
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## Economical - Political - Industrial

National Industries Service

### Under False Colors

Aside from a deluded few, Americans have an outspoken aversion to anything remotely smelling of Communism. We see only too well what is happening to those European countries that have fallen under the yoke of Communist police state control—and we dread to think that such a fate could happen here.

Yet, it can happen here. But only by such direct means. There is an intermediate step which must be taken first and this is where all of us must be on guard. This step is Socialism, loudly acclaimed by many who call themselves "liberal." Actually, in the sense that the word "liberal" signifies the freedom of the individual, this self-assertion is false. These "liberals" are urging bigger and bigger government. They constantly demand more powers and controls and, by so doing, reveal their love for governing. Whether unwittingly or not, when they sail under

the flag of true liberalism, they sail under false colors.

It has been said that Communism and Socialism can be compared to an express train and a slow freight. Both eventually get to the same destination but the Socialism freight train takes a little longer. The destination for both, of course, is a rigidly controlled police state.

Politics and fear have never produced the results stimulated by individual pride of accomplishment and hope of reward. The opportunities offered to the individual should be encouraged, not regimented. The free enterprise system has provided American citizens with more opportunities than anywhere else in history. This country has grown great because this freedom of opportunity has given men and women the incentive to push forward to new horizons.

Any other course is not true liberalism, despite the waving of the "liberal" flag by those who would plan our lives for us.

### "What's Happening In Cleveland?"

The Cleveland Press conducted a consumer panel under the direction of the Bureau of Business Research of Cleveland College, Western Reserve University. The panel consists of five hundred Cleveland families who keep daily records of purchases of 26 grocery and 25 wearing apparel items and report them monthly to the college.

### Plenty Of Troubles

Right now the American farmer is watching his prices go down while prices in the market places are going up. The wheat crop now being harvested is being sold at Chicago well under the Government price support level. Corn is also going down—the supply of meat is lower in Chicago but prices have not been lowered much in the local stores.

## modern CHAMPION FLOUR HANDLING EQUIPMENT

provides that fast smooth flow of clean flour so necessary to secure maximum production from the new automatic presses and sheeters.

Our engineers have designed, and we have recently installed many repeat orders of Flour Handling Equipment for the successful operation of these modern presses. Upon request, we shall be very happy to explain to you the advantages of the installation of the modern Champion Flour Handling Equipment.

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JOLIET, ILLINOIS

Makers of Modern Equipment for the Macaroni and Noodle Industry.

## REDUCE YOUR MACARONI PACKAGING COSTS

If you would like to reduce costs in packaging your macaroni products and speed up production, change from the obsolete method of hand packaging to the modern machine method.

Let us show you how to increase your production and reduce costs.

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 machines to meet your requirements.



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



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Vitamins and Minerals Enrichment Assays.  
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### 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. XXX August, 1948 No. 4



"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."

### Government Officer Appreciates

Chief E. O. Pollock, Commodity Research Division, Grain Branch of the U. S. Department of Agriculture, who addressed the convention of the Macaroni-Noodle Industry, was most appreciative of the attention given him on that occasion. He writes:

"Thank you very much, Mr. Donna, for the marked copy of the MACARONI JOURNAL. You certainly have a nice publication. It was a pleasure to visit with you and your associates during the annual convention of the association recently held in Chicago."

### Appreciation

"Thank you so much, Mr. Donna, for sending me a marked copy of the June issue of THE MACARONI JOURNAL. It was kind of you to give so much space to my presentation at the Macaroni Manufacturers' Convention.

I am glad if my remarks interested your members. A number of them have been most kind about writing me regarding our activity here."

Clara Gebbard Snyder, Director  
Durum Wheat Institute

### Hot for the Secretary

Evidently the trade is not making it sufficiently hot for M. J. Donna, Association Secretary and Journal Editor, as he is undertaking an automobile tour of the South Eastern States and North Eastern Mexico in August.

He will attend the Knights of Columbus convention in Houston, Texas, August 17-19 and plans to call on macaroni manufacturers en route to and from that meeting place. He will go into Mexico as far as Monterrey where he will confer with the three macaroni (Fedeco) manufacturers in that Mexican city. He has been warned that the weather is not the only thing that is hot below the border.

### Californians Visit Headquarters

Mr. and Mrs. Frank Lombardi of Los Angeles, California, visited the headquarters office of the National Macaroni Manufacturers Association, Saturday, August 7, en route home from a business and pleasure trip that took them to New York City.

They spent the day as guests of Secretary M. J. Donna, talking over incidents in Los Angeles on the occasion of the latter's tour of the Pacific States in 1946.

Mr. Lombardi is president of Lombardi Macaroni Dies and is well acquainted with macaroni makers in California and Old Mexico.

### Announce Price Advance

Merck & Co., manufacturers of macaroni enrichment materials, announced an increase in price effective August 2, 1948. The new prices are:

For Vitamin Mixtures, 25 lb. and 100 lb. drums \$1.92 a pound. Each ounce of the mixture contains: Thiamine (Vitamin B<sub>1</sub>)—400 mg., Riboflavin (Vitamin B<sub>2</sub>)—170 mg., Niacin—2,500 mg., and Iron—1,100 mg. The balance is starch, derived from 7.1 gm. Sodium Iron Pyrophosphates.

For wafers, packed in boxes of 25 wafers each, shipped in full cartons of 20 boxes, \$120.00 per 1,000 wafers.

Each wafer contains: Thiamine (Vitamin B<sub>1</sub>)—400 mg., Riboflavin (Vitamin B<sub>2</sub>)—170 mg., Niacin—2,500 and Iron—1,100 mg.

Sign over a spittoon in a village general store in Missouri: "We Aim to Please, Will you Aim, Too, Please?"—Pathfinder.

### Mission Macaroni Co. Eliminates Bag Costs

Leads Macaroni manufacturers in plans for retrieving investment in printed cotton sacks

Not since Yankee Doodle stuck a feather in his cap and called it macaroni has the industry enjoyed such an unusual promotion as that now being conducted by the Mission Macaroni Co. of Seattle. While its historical counterpart was nothing more than free publicity, the present-day promotion has the important advantage of adding dollars and cents to company profits.

Under a new system of buying their own cotton flour bags, the Mission Company is salvaging a major percentage of its container expense and gaining recognition as a pacesetter.

Other profit-conscious macaroni and noodle makers, grocers and bakers and manufacturers may well adapt Mission's successful plan to their own needs. They buy their own cotton bags and supply them to the flour mills for packaging. Then the company eliminates its container costs by reselling the once-used dress print and plain white cotton bags to grocery stores.

One dollar and two Mission labels entitles the housewife to three dress-print bags or four plain sacks.

The bag merchandising plan is aided by local advertising and compelling point-of-sale displays in the grocery stores. Seamstresses demonstrate the practicality and economy that can be effected by using the cotton flour sacks for smart dresses and clever interior decorations.

According to a company spokesman, response has exceeded original estimates with letters requesting the cotton bags being received at the rate of fifty a day. The company is making plans to extend its plan to other cities.

"A gentleman is a man who can disagree without being disagreeable."

### Food Manufacturing SPAGHETTI MACARONI NOODLES

An Excellent Branch Set-up  
Now operating at a handsome profit: one of Cleveland's most successful independent food manufacturers must sell his complete establishment.

For the past 25 years his products have been sold by the grocers of Cleveland and Northern Ohio. Equipment is the latest in design, semi and automatic for a daily production of 8,000 lbs. including packaging and shipping.

Modern 1 and 2-story brick building of 15,000 sq. ft.; stoker steam heat; fluorescent lights; excellent office; 1-ton elevator; 3 truck entrances from 2 main streets.

Price \$55,000  
Terms can be arranged. Building will be leased to purchaser at a very reasonable rate.  
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**OUR PURPOSE:**  
EDUCATE  
ELEVATE  
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ORGANIZE  
HARMONIZE

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National Macaroni Manufacturers  
Association  
Local and Sectional Macaroni Clubs

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INDUSTRY  
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Then—  
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*The Secretary's Message*

*Selling! That's Basically Important*

An experienced sales executive says that the most important place in the world in the thinking of the sales manager of a going business is the few square feet of space on the counter of a retail store. The retail sales counters loom larger in the mind of the practical director of sales, he avers, than does the space he will occupy in eternity.

But there are big selling jobs to do before one reaches the sales manager's heaven . . . and this is particularly true in many instances in the macaroni-noodle industry. First, the sales director must sell himself the idea that the products made and sold by his firm are quality products of which he and his family should be exemplary consumers. Second, he must sell all his salesmen all the way, too. Next, the one million or more store owners and clerks must be sold the fact that aside from being good foods, macaroni products are good profit-makers. Finally, the

ultimate consumer must know all the good points about macaroni products, their nutritious and economical value, and then taught approved ways for preparing these fine wheat products for more regular consumption.

Having accomplished all of these, there are still two big selling jobs for manufacturers and sales directors . . . (1) that of selling themselves the acknowledged fact that selling the consumer to eat his good food oftener is a co-operative job, that can best be done in co-operation with other manufacturers, and (2) that in the macaroni-noodle trade this means through the wise and economical plan proposed by The National Macaroni Institute for consumer education and products promotion—a practical plan whose details have been made known to every manufacturer and distributor.

Of the many selling jobs ahead, selling one's self is essential.

One of a Series Dedicated to the Nutritional Advances of the Food Industries

**KEEPING FAITH WITH NATURE**



**DURUM WHEAT IS ENDOWED BY NATURE** with abundant nutritional values. Many of these values have been necessarily lost in the milling process and in kitchen procedures. But through scientific advances, the makers of macaroni, noodles, spaghetti, and similar products restore these health-giving qualities—through enrichment. Truly, the macaroni manufacturer who enriches is keeping faith with Nature and America.

**Outstanding Nutritional Accomplishments**

Today, large quantities of these products are enriched:

- MACARONI
- SPAGHETTI
- NOODLES
- PASTINA



Macaroni makers who enrich should be proud of their service to America.

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*Vitamins for Enrichment*

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## The Macaroni Picture is getting Brighter!

Responding to pleas of the macaroni industry and the durum millers, the American farmer has seeded more acreage to durum wheat this year. At present, prospects look good for a large crop.

The farmer has done his part by increasing the acreage and improving the quality of durum wheat for the macaroni industry. We of Pillsbury will do our part by putting all our knowledge, skill, and experience into the selection and milling of the choicest durum wheats obtainable.

Looks as if you'll be turning out top-grade macaroni, spaghetti, and noodles—with Pillsbury's finest durum products to help assure your customers the color, flavor, and cooking quality they want.



### **PILLSBURY'S DURUM PRODUCTS**

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