

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 8**

December, 1940

DECEMBER, 1940

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

The Season's Greetings

Strengthening Consumer Relations, a topic of paramount interest today, will result only through the strengthening of inter-firm relations among the components of the Macaroni-Noodle Industry of America.

A fully-supported trade organization would be in keeping with the Spirit of Christmas and would help to insure the promises of a bright New Year.

May the Good Neighbor spirit increasingly prevail! Let's live and let live! Let's unite willingly under the banner of the National Macaroni Manufacturers Association to fight in a common cause!

Do this in the Spirit of Christmas, in the hope of a brighter New Year—for individual progress through Industry promotion!

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

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With a genuine appreciation of our pleasant relations we extend to you the Season's Greetings. We wish you all the Holiday Joys, with an abundance of Prosperity in the New Year

Alfred Z. Rossotti

PRESIDENT

ROSSOTTI LITHOGRAPHING CO., INC.
NORTH BERGEN - NEW JERSEY
 ESTABLISHED IN 1898 - OUR FORTY-THIRD YEAR 1941



Christmas!

Christmas! . . .
 We all love the musical
 Ring of it!
 No finer word in this world
 Can be found!
 Molded and made
 For us mortals
 To sing of it,
 Full of the TINGLE
 That makes pulses pound!

Christmas! . . .
 The lilt and the rhythm
 And thrill of it!
 Dear, loving word
 That was made to impart
 HAPPINESS, friend,
 May you have your full FILL of it . . .
 Feeling the JOY of it
 Deep in your heart!

—James E. Hungerford





QUALITY

IS

SUPREME

IN

TWO STAR

★ ★ MINNEAPOLIS MILLING CO. ★

MINNEAPOLIS, MINN

The MACARONI JOURNAL

Volume XXII

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Association Aids in Solving Industry Problems

Many years ago a macaroni manufacturer observed that there is never a dearth of industry problems with which the individual or the group must continually concern itself. Further, that the study and solution of such common problems should and can best be solved by group action. Out of this thinking there was organized a national body of macaroni-noodle manufacturers which has specifically concerned itself with general trade problems for more than a generation. That body, as it was at the opening of the present century, and is now, is the National Macaroni Manufacturers Association.

The organization of a national trade association did not eliminate all the trade's troubles nor has it meant the successful solution of all its troubles. But it has proved a fine medium through which the industry shows a united front when trouble arises and problems present themselves. There is a current, outstanding example of this service.

At present, one of the vexing problems is the elimination of what the government has designated a "defective" or "misleading" package. It is truly an industry problem in that it affects every manufacturer and distributor of macaroni products, whether it be in the small 3-ounce package of fancy goods, the popular half-pound carton, the pound wrapper, the 20-pound box or the 100-pound barrel. In all of them, the question is whether or not they are properly filled to the satisfaction of the officials of the Federal Food and Drug Administration.

A year or so ago when the government made almost indiscriminate seizures of packaged macaroni-noodle products charging that the size or shape of the package was deceptive, many felt that the requirements of the government and the rights of the manufacturers in the case was as far apart as the two poles. Happily the officers of the National Association felt that there must be a basis on which the aims of the enforcing officials might be met without inflicting too great a hardship on the manufacturers who are always willing to obey all fair and reasonable regulation. Immediately, the fight was on to find a just and reasonable solution of the defective package problem. Considerable time and money was spent, and with little or no help from many manufacturers who should but do not belong to their trade association, the troublesome problem is being solved.

A series of conferences has been held. The problem was considered at length at the annual convention of the Association last June. A special committee was appointed to work with Research Director, B. E. Jacobs, in arriving at some understanding with government of-

ficials. After an exhaustive survey of the packaging practices prevalent in the trade and hundreds of measurements and compilations incident thereto, the Defective Package committee and a few leading members headed by President Joseph J. Cuneo, of the National Association, met in New York in October and approved plans for presenting the industry's case before the Federal Food and Drug Administration.

After studying the evidence presented at the hearing in Washington later that month, a compromise was reached that seems eminently fair to the government, the manufacturer and the consumer. The industry did not win all its demands, but evidently the conferees agreed on enforceable regulations that will give the consumer full protection, and the manufacturer some tolerance that he feels he merits.

Immediately, the decision of the conference was made known to the members of the National Association. That is as it should be since they made possible through their organization and their contributions in the form of association dues, the united action that proved so productive of good. They were advised of the specific allowances on all flowing and non-flowing products and the manner in which adjustments can be made where differences arise. Further they were told of the procedure to follow in measuring cartons to determine whether or not they conform to the regulations which are to be even more strictly enforced in the future.

Service of this kind will always be appreciated by considerate manufacturers and allies. Some have already agreed to forget their grievances and once more affiliate themselves, as all should, with the national organization that is ever ready to act in any emergency.

The Old Year of 1940 is rapidly drawing to a close and soon all will be making plans for 1941 and subsequent years. This seems to be the opportune time to consider the Association's standing invitation to all good intentioned manufacturers to lend their support to the voluntary organization that is ever willing to carry on for the general improvement of the trade, its products and its relations to government agencies, distributors and consumers.

In keeping with the friendly spirit that generally prevails at this season of the year, non-supporting manufacturers and allies are invited to volunteer their membership and proffer their support to the National Association of their industry. It will be a duty, the performance of which will give you the utmost satisfaction.

Food Price Inquiry and Industry Conference

Complaints, COMPLAINTS, COMPLAINTS!

The Macaroni-Noodle makers naturally complain that their margin of profit on the staple food which they manufacture is such that they earn a bare existence.

The United States Department of Justice complains that it has uncovered an inclination on the part of some food manufacturers and suppliers to exploit unduly the expected improvement in general business conditions as the result of the country's National Defense Program and has announced an investigation of food prices.

Naturally the macaroni-noodle manufacturers are more surprised than other food providers over the announced investigation. They have nothing to fear from inquiries of that nature. What would interest them more would be a study by an authoritative body to determine why and by whom profit margins are kept so low on so staple, so economical a food.

Between these two complaints, it is no wonder that the whole macaroni industry is in a quandry. So far as can be learned, there have been no complaints from consumers over prices demanded by retailers for macaroni, spaghetti or egg noodles. It leaves the manufacturer as the rightful occupant of the "weeping" bench.

There is a crying need for a conference and for understanding, and especially in connection with the threatened probe. While there need be no fear from any inquiry which the government may undertake on prices that prevail, there is fear that so unnecessary an investigation can accomplish little except to arouse the suspicions of consumers and create distrust.

"Fortunately for the macaroni-noodle manufacturers of the country," says President Joseph J. Cuneo of the National Macaroni Manufac-

turers Association, "the industry has an open meeting scheduled for January 20, 1941 in Chicago, where this and other trade problems can be calmly studied and group action agreed upon."

The meeting referred to is the annual mid-year conference held in connection with the Grocery Trade conventions held yearly and to which many macaroni-noodle firms regularly send representatives. The meeting this year is to be held at The Morrison Hotel, Chicago, on Monday, January 20, 1941. As usual, it will be open to every manufacturer, all allies and friends of the macaroni trade.

It would be proper, and surely sensible and practical, if every important factor in the trade would send representatives to this timely get-together. Their help would be invaluable, not only in studying the proposed investigation by the Justice Department but to consider ways and means for getting fairer returns on investments, and prices for macaroni products more in keeping with the food value supplied.

There are other topics for discussion at this conference. All of them have an important bearing on the profit angle. What shape and size of package or container can you use to escape seizure as practiced by the officials of the Federal Food and Drug Administration? Is it practical to add vitamins to macaroni products in line with the public demand for "enriched" foods?

These discussions, contacts with suppliers, and the elbow-rubbing with competitors make conferences invaluable. Their value will be enhanced in proportion to the number that take part. For that reason, the sponsors extend a general invitation to the whole industry to send representatives to this timely and most important conference.

YOU have an appointment in Chicago, Monday, January 20, 1941.
The rendezvous is in The Morrison Hotel. The hour, ten that morning.

Dear Betty Crocker:



THOUSANDS OF ENTHUSIASTIC/HOME-MAKERS PRAISE BETTY CROCKER'S DELICIOUS RECIPES FOR SEMOLINA MACARONI AND NOODLES PRODUCTS!

Each year, hundreds of letters pour in to Betty Crocker's Home Service Department from your customers . . . enthusiastic letters from home-makers everywhere who have tried your products in Macaroni recipes recommended by Betty Crocker and found them "ever so delicious!" Excerpts from a few of these letters are published on this page. Read them as concrete proof of the good Betty Crocker is doing for you month in and month out. And remember, all the power, all the selling-appeal of Betty Crocker backs products made from Gold Medal Semolina! . . . and that power is reckoned in 6,000,000 radio listeners who follow Betty Crocker's twice-weekly coast-to-coast broadcasts and 1,340,000 families who read Betty Crocker's two newspaper features, "Mealtime Magic" and "Kitchen Clinic", syndicated in 381 daily and weekly newspapers!

"—May I have the printed recipe for the spaghetti dish heard recently on your program? I enjoyed the letters brought to life very much."—from Alhambra, California.

"—Will you please send recipe from the Spaghetti dish the boy made for his mother? I like your stories brought to life. They are very interesting and I like your recipes very much."—from Waterloo, Iowa.

"—I enjoyed the macaroni recipe last week.—" from Sunnyvale, Calif.

"—I listened to your broadcast this morning and enjoyed a hearty laugh over the spaghetti story. We are both very fond of spaghetti and this is a request for the recipe." From Spokane, Washington.

"—I certainly was surprised to hear the Macaroni recipe on Friday's broadcast because that is the only way I have ever cooked it." From Philadelphia, Pa.

"Yesterday, Friday, Dec. 1, you just raved about a Macaroni dish so I hurried for paper and

pencil to copy it down. You mentioned how old the recipe was so it all comes back to me. I, who am nearly 50 years old, remember my mother never served Macaroni any other way but the way you mentioned on your broadcast and I recall how delicious it was to all of us, as little as we were." from Annadale, Staten Island, New York.

"I happened to hear the Macaroni broadcast and I am going to make Macaroni for supper tonight." from Boston, Massachusetts.

"I heard your program over the radio today and enjoyed it very much. I took the menu and the Pioneer Macaroni and Cheese recipe and expect to use it very soon. I have been having a terrible time planning menus for evening meals—" from Des Moines, Iowa.



GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC. . . CHICAGO, ILLINOIS

Report of the Director of Research for the Month of November

By Benjamin R. Jacobs

Since October 28 when a group of members of the macaroni industry had a conference with officials of the Food and Drug Administration concerning deceptive containers, I have had a number of such meetings with individual representatives of the FDA. At these meetings it has become increasingly evident that the FDA is not willing to consider the recommendations made by the industry to the effect that a tolerance of 25 per cent should be made on all non-flowing products; a tolerance of 20 per cent on all free-flowing products, which constitutes not less than 85 per cent of the total production, and a larger tolerance on the remaining 15 per cent production.

The FDA complains that it would be impossible, from a practical point of view, to enforce any such standards as it would involve considerable investigation into the affairs of the manufacturer and would require of their inspectors and other enforcing officials considerably more time than they are able to give to macaroni products.

Therefore the suggestion has been made that the industry accept, tentatively, a 20 per cent allowance on all non-flowing products and a 15 per cent allowance on all flowing products, and that if the FDA finds that this tolerance results in complaints or in abuses that it shall have the privilege of calling such abuses or complaints to the attention of the Association. By the same token the industry would have the privilege of appearing before the FDA if these tolerances were found to be unworkable.

Mr. S. C. Rowe of the FDA and I have worked out a procedure for measuring cartons to determine whether or not they comply with the above suggestions. Many ways of measuring cartons were tried. It was found that the apparent volume of the product depended largely on the procedure used in making the measurement.

The method described below was found to yield the most uniform result.

It was also recognized that the size of the sample should be taken into consideration in making measurements. After a statistical study of the evidence submitted at our hearing on October 28, it was agreed between the FDA and I that a minimum of

24 cartons, one from each of 24 cases should be considered as a representative sample and that where shipments of 600 cases or more were involved the number of packages should equal the square root of the number of cases in the shipment. The average of all the packages should come within the tolerance allowed. This, of course, means that individual packages may not meet the requirements, due to the numerous conditions in the factory which might bring this about, but these deficiencies would be overcome on the average in good commercial packaging practice.

Members of the Association may obtain prompt and further information concerning this tentative agreement by writing me direct. They may also send packages for measurement or for further details concerning the procedure used in making these measurements.

Methods for Measuring Packages of Macaroni Products

Sampling: Sample should consist of not less than 24 packages taken one from each of 24 cases. When lot exceeds 600 cases take number of packages equal to square root of number of cases shipped.

Macaroni, Spaghetti, Noodle* and all other non-flowing products: In making measurements use a ruler graduated in 1/16th inches or the decimal system. The carton should be held tightly by means of wooden strips or other rigid material to prevent bulging of the sides. Paper liners should be removed and macaroni products placed directly in carton before making measurements.

A. Measure inside dimensions of carton and calculate volume of carton.
B. Measure side space. (Distance from side of carton to product.) Stand carton on side and level contents. Place a piece of cardboard about one inch wide and slightly shorter than carton on macaroni product at each end of carton and measure side space (make correction for thickness of cardboard). Use average of the two measurements in calculations.

C. Measure end space. (Distance from end of carton to product.) Stand carton on end and arrange the rods in ascending order by length from one side to the other. Place a piece of cardboard nearly the size of the opening so that it lies on the rods. Measure the distance from the middle of piece of cardboard to the end of the carton. This may be an inclined plane and gives the average headspace.

*Allowance will be made for breakage in good distribution practice, which unavoidably results in decreased volume. However, noodles must show evidence of breakage by short broken fragments before allowance will be made.

Calculations: Carton dimensions—10 x 2 x 2 inches = 40 cubic inches. Side space 1/4 inch. End space 1/2 inch.
Volume occupied by macaroni = 9.5 x 2 x 1.75 = 33.25 cubic inches.
% Fill = 33.25 x 100 = 83.1%

40

Elbow Macaroni, Spaghetti, Alphabet and all other free flowing products:

A. Measure inside dimensions of carton and calculate volume of carton.
B. Transfer product to 1,000 cubic centimeter graduated cylinder. Level surface with end of ruler and note volume. (Record as maximum volume.) Obtain minimum volume by holding cylinder in one hand and tapping gently with the palm of the other hand 50 times. Level surface and note volume. (Record as minimum volume.) Use average of maximum and minimum volume for calculations.

Calculations: Carton dimensions = 10 x 2 x 2 = 40 cubic inches (656.0 c.c.).
Volume of product = 590 c.c.
% Fill = 590 x 100 = 90%

656

Notes:

1. One cubic inch = 16.4 c.c.
2. When volume of product in any one package exceeds 1,000 c.c., use a weighed portion representing slightly less than 1,000 c.c. and calculate total volume of product from total weight.

Louisiana Reduces Fees

The State of Louisiana has announced a reduction in the registration fee for food transported to that state for sale therein. Heretofore, the fee was \$5.00 a year. Thousands of dollars will be saved food firms each year by having this fee cut to \$2.50.

The Louisiana State Board of Health requires this fee from all food manufacturers for "examination and investigation" under the State Food, Drugs and Cosmetics Law, Act 142 of 1926.

The Tax Burden

Cigarette manufacturers exact a greater return for the basic Federal tax on prices quoted wholesale and retail customers than what they receive for their products. In addition, in some states, manufacturers are confronted by both state and city taxes.

Americans spend \$6,500,000,000 a year for travel.

December, 1940

THE MACARONI JOURNAL

9

"There's nothing like 'Cellophane' for winning retail display!"... Michigan Macaroni Co.



"We have found 'Cellophane' cellulose film a very real aid in winning preferred retail display for our line of quality macaroni and noodles," says Mr. Victor Cavataio of the Michigan Macaroni Company.

"Our sales have increased very satisfactorily," Mr. Cavataio continues, "both as a result of unusual display value, and because Mrs. Consumer likes her food packed in the modern, clean, visible packages."

PACKAGING HELPS

We will be glad to offer experienced packaging advice to help introduce a new product, and to stir up lagging sales on present products. No obligation. Just write: "Cellophane" Division, E. I. du Pont de Nemours & Company (Inc., Wilmington, Delaware.

Cellophane
TRADE MARK
DU PONT

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

TUNE IN "CAVALCADE OF AMERICA" . . . NBC RED NETWORK . . . EVERY WEDNESDAY EVENING

1939 Census of Manufactures

Macaroni, Spaghetti, Vermicelli and Noodles

The Bureau of Census, U. S. Department of Commerce, has just released a preliminary report of its biennial census of macaroni products manufactured by American factories in 1939. One notable fact emphatically portrayed by the report is that the macaroni industry improved very little in the amount of business done between 1937 and 1939.

While production increased, the value of the enlarged output decreased. The report shows an increase of nine plants among those reporting. Their total output in 1939 was 680,459,428 pounds of all kinds of macaroni products as against a production of 657,283,485 pounds in 1937. The enlarged 1939 production had a lesser value than did the lower output of 1937. The 1939 production sold for only \$45,527,011, while the smaller output in 1937 brought \$50,148,358. While these figures are incomplete and include small quantities of such sidelines as bakery goods, ravioli and confectionery, they are indicative of the trend in the industry—to make more to sell for less. The report follows:

Macaroni, Spaghetti, Vermicelli, and Noodles

Manufacturers of macaroni, spaghetti, vermicelli, and noodles reported slight decreases in employment, wages, and value of production for 1939 as compared with 1937, according to preliminary figures compiled from returns of the Census of Manufactures for 1939 and released December 5, 1940, by Director William Lane Austin, Bureau of Census, Department of Commerce.

This industry, as constituted for census purposes, includes establishments primarily engaged in the manufacture of macaroni, spaghetti, vermicelli, noodles, and related products.

The wage earners primarily engaged in manufacturing in this industry in 1939 were 6,013, a decrease of 6.8 per cent compared with 6,452 reported for 1937, and their wages, \$5,719,299, were less than the 1937 figure, \$5,719,299, by 5.9 per cent. These decreases may be partially accounted for by the fact that the 1939 Census of Manufactures questionnaire, for the first time, called for personnel employed in distribution, construction, etc., separately from the manufacturing employees of the plants. It is not known how many of the wage earners reported for 1937 were engaged in distribution and construction and how

many were engaged in manufacturing. Employees of the plants reported as engaged in distribution and construction activities in 1939 are not included in this preliminary report but will be included in the final report.

The value of the products of the industry for 1939 amounted to \$46,153,471, which was a decrease of 8.4 per cent compared with \$50,358,752 re-

ported for 1937. Although the value of the products of the industry decreased, the quantities increased; noodles show an increase in quantity manufactured of more than 50 per cent.

Summary statistics for 1939 and 1937 are given in Table 1. Detailed statistics on production are given in Table 2. All figures for 1939 are preliminary and subject to revision.

Table 1.—Summary for the Industry: 1939 and 1937

(Because they account for a negligible portion of the national output, plants with annual production valued at less than \$5,000 have been excluded since 1919)

	1939	1937	Per cent of increase or decrease (—)
Number of establishments.....	328	319	2.8
Salaries personnel ¹	805	984	-18.2
Salaries ²	\$1,996,566	\$1,949,490	2.4
Wage earners (average for the year) ³	6,013	6,452	-6.8
Wages ⁴	\$5,719,299	\$5,719,299	-5.9
Cost of materials, supplies, fuel, purchased electric energy, and contract work ⁵	\$26,929,121	\$32,836,492	-18.0
Value of products ⁶	\$46,153,471	\$50,358,752	-8.4
Value added by manufacture ⁷	\$19,224,350	\$17,522,260	9.7

¹No data for employees of central administrative offices are included.
²Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance, and advertising.
³The item for wage earners is an average of the numbers reported for the several months of the year and includes both full-time and part-time workers. The quotient obtained by dividing the amount of wages by the average number of wage earners should not, therefore, be accepted as representing the average wage received by full-time wage earners.
⁴Value of products less cost of materials, supplies, fuel, purchased electric energy, and contract work.

Table 2.—Products, by Kind, Quantity and Value: 1939 and 1937

	1939	1937
1. "Macaroni, Spaghetti, Vermicelli, and Noodles" industry, all products, total value.....	\$46,153,471	\$50,358,752
2. Macaroni, spaghetti, vermicelli, and noodles.....	45,304,282	49,285,651
3. Miscellaneous products and receipts for contract work.....	92,506	1,073,101
4. Other products (not classified in this industry).....	756,683	
5. Macaroni, spaghetti, vermicelli, and noodles, made as secondary products in other industries, value.....	222,729	892,707
Macaroni, spaghetti, vermicelli, and noodles, total value (sum of 2 and 5).....	\$45,527,011	\$50,148,358
Macaroni, spaghetti, and vermicelli:		
Pounds.....	570,021,210	556,870,102
Value.....	\$35,092,446	\$38,903,987
Egg noodles and other egg products:		
Pounds.....	100,093,159	94,581,288
Value.....	\$9,748,054	\$10,612,472
Noodles, plain or water:		
Pounds.....	1,345,059	6,832,085
Value.....	\$68,511	\$51,899

¹Bakery products, ravioli, and confectionery.
²Incomplete; complete figure will be given in the final report.

Italy Rations Spaghetti In New Food Restriction

The Italian people learned from their radios December 1 for the first time that beginning that day spaghetti would be rationed in Italy, with four and a half pounds a month permitted each person, Cecil Brown, Columbia Broadcasting System correspondent, reported in a broadcast from Rome.

"Instead of spaghetti the people may have the same quantity of flour or rice, depending on the quantities

of each available," Mr. Brown said. "At the same time, restaurants were forbidden to serve spaghetti on two days a week. On the other days they may serve spaghetti or rice only at one meal a day."

Only in years of bumper crops has Italy had a carry-over of wheat. The country has long had an exportable surplus of rice, however. Not all of Italy's wheat crop can be used for spaghetti and macaroni, which are made from the hard, highly glutinous Southern European strains.

December, 1940

THE MACARONI JOURNAL

11

War Affects Macaroni Trade

The armed conflicts in Europe and Asia are seriously affecting the international trade in macaroni products, according to government reports for September and October, 1940. As might be expected, the quantity of imported macaroni products is gradually decreasing while the export of American-made macaroni shows a slight increase.

September Exports and Imports

In September this year, 226,467 pounds of this food was exported. Its value was \$17,139, compared with 221,137 pounds in August, valued at \$15,606. For the first nine months of 1940, the exports totaled 2,264,889 pounds valued at \$188,701.

During the same month, we imported only 45,585 pounds worth \$3,699, compared with 63,253 pounds in August, worth \$4,487. For the January-September period the total imports were 716,816 pounds valued at \$64,390.

October Exports by Countries

The government reports the following exports of this food during October, 1940:

Countries	Pounds
Iceland.....	864
Canada.....	36,120
British Honduras.....	1,013
Costa Rica.....	1,115
Guatemala.....	180
Honduras.....	288
Nicaragua.....	2,635
Panama, Rep. of.....	21,704
Panama, Canal Zone.....	20,714
Salvador.....	3,315
Mexico.....	57,839
Miquelon & St. Pierre Is.....	690
New G. & Labrador.....	12,756
Other Br. W. Indies.....	1,211
Cuba.....	22,440
Dominican Republic.....	7,892
Neth. West Indies.....	4,373
Haiti.....	6,719
Bolivia.....	1,063
Colombia.....	1,247
Surinam.....	100
French Guiana.....	1,900
Venezuela.....	1,318
British India.....	520
Ceylon.....	595
China.....	3,994
Hong Kong.....	144
Japan.....	89
Philippine Is.....	36,539
Other Asia.....	150
Br. Oceania.....	456
French Oceania.....	8,831
Belgian Congo.....	1,049
Union of S. Africa.....	360
Gold Coast.....	1,372
Liberia.....	418

Total Quantity..... 372,013
Total Value..... \$26,931

Insular Possessions	Pounds
Alaska.....	30,572
Hawaii.....	112,271
Puerto Rico.....	155,243
Virgin Islands.....	5,778

Total Quantity..... 303,864
Total Value..... \$21,422

Total for October..... 675,877
Total Value for October..... \$48,353

512 Cases Forfeited

From Indianapolis, Indiana, comes an announcement of the seizure of 512 cases of macaroni products made by an Illinois manufacturer. The government charged that there was "too much empty space" in the boxes of macaroni and spaghetti—"that the size of the packages was misleading as to the volume of the contents."

Federal attorneys agreed that it was not the wilful intent of the manufac-

turer to evade the U. S. Food and Drugs Act, as the actual net volume of the contents was represented on the packages. They accepted an agreement from the Chicago firm to reduce the size of its packages to conform with the volume of contents and government regulations.

Consumption of Peas

Consumption of peas in the United States increased over 900 per cent during the past 20 years, according to government statisticians.

MORE DOUGH AT LOW COST

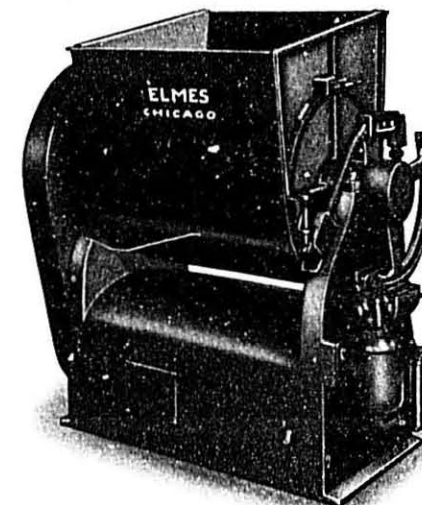
There are several good reasons why you can turn out large quantities of dough at low cost with an Elmes Mixer.

First, the Mixer is built to last a long time. Sturdy materials and construction are used throughout... producing an unusually high factor of overstrength.

Second, wear is reduced to a minimum because the motor and drive are enclosed in the base and hence protected against flour and dust.

Third, parts in contact with the dough are easily cleaned. The whole mechanism is simple to keep in top-notch operating condition.

There are still other reasons why you will find the Elmes a profitable Mixer. Ask about them today.



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

FACTORY SERVICE

Strengthening Your Position in the Industry

The macaroni manufacturer who purchases new equipment of any sort will likely have as his chief reason the increase of production or the lowering of his costs of doing business. The more liberal the expected enlargement of his net income, the more eager he is to make the change. As a means of making more money, equipment should be given every consideration, and additions or replacements should be made as rapidly as conditions permit, in keeping with the demand for the finished products.

But there is another good reason for installing new equipment, even though it may be difficult to demonstrate any great savings through doing so. It may be a fine investment without adding anything at all to the macaroni manufacturer's income, if it strengthens his position in the industry, and particularly if it aids him in holding his own against the competition offered by other foods.

Improved equipment may do many things which can scarcely be measured in dollars and cents, yet in the end their value may be a great factor in carrying on a permanently successful business. A glance at a few of these angles may convince the macaroni manufacturer that increasing production or cutting expenses is not the entire and exclusive reason for maintaining a lasting interest in the latest machinery and equipment.

Suppose that present equipment keeps up to the demand for his products by working his employees full time every day. Can the macaroni manufacturer gain anything by putting in new equipment to speed up production 10 per cent above the present level? Of course it prepares him for expansion of his output when the market is ready for more of his products. But it also eases up the tension in his plant and thereby reduces errors and accidents. By making working conditions more agreeable, it lessens the turnover of employees, and builds worker loyalty. It may also add to the flexibility of plant operation, with resulting savings—a course of action which would have been almost impossible when all equipment had to be used full time and full capacity to hold to the schedule.

These points cannot readily be re-

duced to a percentage or a dollars and cents basis, yet this does not mean they are any less real or worth while than many advantages more quickly seen. In fact, because they strengthen his position in the industry, and preserve his standing among the producers of foods, the macaroni manufacturer may benefit more from them eventually than he would from more spectacular—but less permanent—benefits derived from new or better equipment.

One of the greatest businesses in the country announces as a major point of its policy the desire "to give a better product for the same price." The manufacturer of macaroni and allied items might well set that goal for the conduct of his own plant. If new equipment enables him to do this, then it may be a good investment without reducing his costs or adding to his capacity at all. Results from making an improved product may not be apparent for a time; in the end, they cannot be overlooked, for, if other factors are equal, they are the products which endure in the esteem and buying habits of the public.

New equipment may serve as insurance for the continuation of a business. Perhaps some businesses fail because they do go backward; we think it's likely far more fail through the lack of initiative to go forward. In this age of industry, those who do not progress are soon left far in the rear simply because the others have moved on without them. If equipment holds promise of improving a product or service in any degree, it deserves investigation, for others in the same field are doubtlessly giving it attention.

New equipment may also be the answer to emergency situations. If its operation is simpler, then it possesses an advantage in the fact that a new worker may quickly learn to replace an employe who leaves the plant or is away because of sickness. If the new equipment is faster, then it handles rush orders more efficiently and creates valuable good will on the part of customers. If it is safer, it may be worth many times its original cost. And if it turns out a better product, without adding to costs, then it should

be given prompt and thorough examination.

Can any manufacturer deny the importance of these points? In the months ahead, may not any one of them suddenly take on a new significance far out of proportion to the cost of new equipment which would have met or avoided the situation?

Certainly no one can blame the macaroni manufacturer for viewing every new item of expense with the attitude of what it will do for him and his plant, especially from the standpoint of more net income. New equipment which he feels reasonably sure will improve his financial standing must often, if not always, receive first consideration.

But he should not consider the other things of no interest to him, just because he cannot see an immediate cash return through their use. He should go deeper into the proposition, searching for some of these other hidden advantages which may strengthen his position, build employe and customer good will, and multiply his chances of still being in business ten or fifteen years from now. Increased income in the future may depend on purchasing better equipment now, though it may be a long-term form of investment rather than something bringing quick results.

Looking ahead and planning ahead must be a part of the work of every macaroni manufacturer who expects to hold his own against competition and changing conditions. When new equipment helps him to do this, it may be placed on his list of duties demanding his early consideration.

"Vimin" Flour

Recognizing the trend in the consumer trade for foods that contain needed vitamins and minerals and the possibility of fortifying ordinary flour to meet a demand, the Flour Standards Committee of the Millers' National Federation is considering standards for this fortified product that might be termed "Vimin Flour."

The name "Vimin Flour" is derived from the first syllables of the proposed added ingredients—vitamins and minerals. At a recent hearing in Washington, government officials had suggested that such a "doctored" flour be termed "Enriched Flour." Millers apparently prefer the name which they are recommending and have completed studies to enable them to cooperate fully with the government agencies in the establishing of a practical definition and standard for the product.

December, 1940

THE MACARONI JOURNAL

13

You
call Commander Superior Semolina
their "quality insurance."

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

That's why over 75% of our orders are repeat orders from regular customers.

COMMANDER MILLING CO.

Minneapolis, Minnesota

the Best
When You
DEMAND



From Muscle to Motor Power

When James Watt permitted steam to pass into the cylinder of his new-fangled steam engine one day in 1769, he started something.

But it remained for young Samuel Slater, another mechanically-minded young man, to apply this force in America's first manufacturing enterprise, in 1790. He used it with a cotton spinning machine that promised to turn out a better product than was being imported from England at the time. Here and there other signs of interest in this new mechanical power appeared. In 1819 precision methods were made possible by the introduction of the first profile lathe.

Production technic advanced steadily. With each new development came new job opportunities, not only in the making of new and better products but also in marketing, retailing, servicing, etc. In the automobile industry, for instance, countless opportunities have been made available in all the many trades, occupations and businesses that are based on highway transportation.

Figures just released in *GM Folks*, monthly publication for all General Motors employes, show that in the 60 years following 1870 the horse-

power at the disposal of the average workman in American plants increased four times. During the same period, job opportunities in manufacturing and service industries multiplied more than six times.

Fifty years ago, few men in the buggy industry could afford to ride to work in their own buggies. Today, a large percentage of automobile workers drive their own cars, because better methods and tools improved quality and lowered prices.

In the last 25 years the average hourly rate paid to workers in 25 major industries has risen from 25 cents per hour to 72 cents. The automobile industry today is well above this average.

Just as important is the increased amount of leisure time for the workers made possible by the more widespread use of power tools on the hard jobs. Weekly hours in this country have been reduced by about 20 per cent since 1914.

Man's ingenuity in utilizing nature's gift of mechanical power has made possible most of the things we have for better living today.

Customers are always looking for new values . . . for better products at prices they can pay, and, so long as men are at work trying to find out ways and means for doing more

things, their desires will be fulfilled.

We have ample sources of power and, if we choose to use them wisely, the further development of American industry will fare well in the decades to come.

Arlene and Lorraine

Mr. and Mrs. Alfred F. Rossotti of Tenally, N. J., announced last month that their twin daughters have been christened Arlene Josephine and Lorraine Mabel. The proud father is one of the chief executives of the Rossotti Lithographing Company of North Bergen, N. J.

Vitamins Are Food— Not Drug

"Whether called an accessory food factor or a dietary supplement, vitamins still are essentially a food product."

That was the language used by Judge Robert Davison of the Common Pleas Court, Paterson, N. J., in his decision, disposing of a case of the State Board of Pharmacy of New Jersey against the Quackenbush Department Store of Paterson. The decision sets a precedent.

Production Up; Income Down

U. S. Census Report for 1939 Shows
Cracker Industry as Somewhat
Improved

The cracker-biscuit-cookie baking industry reported a production of 1,537,710,888 pounds in 1939 as compared with 1,455,269,357 pounds in 1937. This was a gain of nearly 80,000,000 pounds.

The biennial census report, however, shows that while production was up, the actual value of the goods produced that year was lower. The 1939 production of the industry was valued at \$194,366,736. The smaller production in 1937 had a total value of \$202,698,116. Thus the industry increased its output by nearly 80 million pounds, yet received \$8,377,206 less for its annual output.

Included in the figures are small quantities of macaroni, spaghetti and noodles made in bakeries that manufacture these products as a side-line. They are shown in the figures under "other products."

The preliminary report describes the industry, as constituted for census purposes, to include "establishments primarily engaged in the manufacture of biscuits, crackers, machine-made cookies, pretzels, etc., packed in containers so as to retain their palatability for an indefinite period."

Plants Up from 319 to 356

A total of 356 plants were in operation during 1939 compared with 319 two years before. Salaried personnel was down sharply in 1939, numbering 2,388, against 3,086 in 1937. On the other hand, wage earners increased in the two-year period, totaling 29,173, against 28,791 in 1937.

Figures of the census bureau do not include plants with annual production

of \$5,000 or less, because they account for only a negligible portion of the national output.

The census report shows the following figures for 1939 and 1937, together with percentage changes:

Summary for Industry, 1939 and 1937

	1939	1937	% of Change
No. of establishments	356	319	+11.6
Salaried personnel (1)	2,388	3,086	-22.6
Salaries (1, 2)	\$5,695,122	\$6,505,246	-12.5
Wage earners (average for year) (3)	29,173	28,791	+1.3
Wages (2, 3)	\$28,549,620	\$28,640,534	-.3
Cost of materials, supplies, fuel, purchased electric energy and contract work (2)	\$82,049,455	\$97,754,682	-16.1
Value of products (2)	\$200,792,878	\$208,297,832	-3.6
Value added by manufacture (4)	\$118,743,423	\$110,543,150	+7.4

(1) No data for employes of central administrative officers are included.
(2) Profits or losses cannot be calculated from the census figures because no data are collected for certain expense items, such as interest, rent, depreciation, taxes, insurance and advertising.

(3) The item for wage earners is an average of the numbers reported for the several months of the year and includes both full-time and part-time workers. The quotient obtained by dividing the amount of wages by the average number of wage earners should not, therefore, be accepted as representing the average wage received by full-time wage earners.

(4) Value of products less cost of materials, supplies, fuel, purchased electric energy and contract work.

Products and Values in Two Years

Products, by kind, quantity, and value are reported as follows for 1939 and 1937:

	1939	1937
Biscuit, crackers and pretzels industry, all products, total value	\$200,792,878	\$208,297,832
Biscuit, crackers and pretzels	194,366,736	202,698,116
Bread, cakes and other bakery products (classified in the bread and other bakery products industry) made in this industry	3,645,765	3,706,549
Miscellaneous products	1,583,958	1,893,167
Other products (not classified in industry) (1)	1,196,419	
Biscuit, crackers and pretzels (2):		
Total lbs.	1,537,710,888	1,455,269,357
Total value	\$194,366,736	\$202,698,116
Crackers, biscuit (not including raised biscuit), sponge goods, machine made cookies, etc.:		
Lbs.	1,490,421,526	1,407,038,081
Value	\$189,070,963	\$197,348,169
Pretzels:		
Lbs.	47,289,362	48,231,278
Value	\$5,295,773	\$5,349,947

(1) Ice cream cones and wafers, confectionery, macaroni, spaghetti, etc.
(2) In addition, a considerable amount of biscuit, crackers and pretzels are made in the bread and other bakery products industry. Data for products so made in 1939 are not yet available but will be included in a later report. Similar data reported for 1937 were as follows: Biscuit and crackers, 97,347,752 lbs., valued at \$14,751,481; pretzels, 2,149,186 lbs., valued at \$391,042.

Why Changed Brand Names?

"There should be a Law"—

A manufacturer from the "Show Me" State of Missouri is deeply concerned in the growing tendency to change brand names, package shapes and sizes unnecessarily and to the confusion of the trade. In a personal letter to the Editor, he expresses his feelings on the subject matter in no uncertain terms.

"I really do not understand the macaroni business. As you know I have been in it a good many years. Every time I turn around I find a new style package. I don't see why the Macaroni Industry cannot have

a standard package. We notice other business houses, such as The Quaker Oats Company, The Kell-gg Company, milk dealers, etc., whose style of cartons never changes. They have a standard package or container that they have used for years and which will remain the same for years to come. WHY ALL THIS CHANGE? Why should a lot of money be put into wrappers, cellophane, packages and such?"

"Here in St. Louis, for instance, there has recently appeared a new Egg Noodle package under a new brand name, probably fictitious, branding them as *Pure Egg Noodles*. We have had the contents analyzed and find that the noodles contain only two per cent egg solids.

"We find that there is no law in the State of Missouri that can stop these people from branding their product *Pure Egg Noodles*. These packages sell at 2 for 15 cents and it won't be long before all the concerns in this market will have these same 2 per cent noodles, branded *Pure Egg Noodles*. Is there any relief from this situation?"

"Another change. We happened to turn around again the other day and found a concern packing 2 pounds of SEMOLINA in a cellophane wrapper. (Writer probably refers to semolina macaroni and spaghetti—Editor). What's behind this change that seems never to be for the better, but for the worse? There's progress in good change, but not in this kind."

Merry Yuletide

and

Best Wishes

from

Foulds, Oppenheimer,

Weinke and Simonetti

EASTERN SEMOLINA MILLS, INC.

Important Unchangeable Ways

By J. E. Jones

About 150 years ago the people of the United States built up their young independent Nation by slow-but-sure processes. They framed and ratified a Constitution and consumed eight years after the Yorktown surrender in agreeing to a form of Government that is the same today as it was when Washington became President. Thirty-one men have occupied the Presidency, and in choosing—and re-electing some of them—there have been national elections every four years. The population has multiplied ten times, and the quadrennial quarrels of voters and candidates are at least ten times hotter than at the start.

Nevertheless back in 1789 the people stood for "the general welfare" and the "blessings of liberty." The election of 1940 showed that the people were still standing "pat" for the unchangeable ways arranged in the beginning.

I have been impressed by the observations of a great industrial leader who recently said: "I think the American way of living brings to our mind something quite tangible. It reflects a high general standard of living. It reflects freedom of thought and action

and innumerable other privileges associated with democracy and free enterprise." That was the blue print in 1789, and while the years have witnessed tremendous differences in the methods and habits of life, we have emerged from one of the most bitter presidential campaigns in all our history, still holding fast as a united people to the unchangeable ways of a century and a half ago. The pioneers demanded "a high general standard of living," and their descendants have been fighting-it-out every four years at the polls, where they have re-asserted their belief in the important unchangeable privileges of freedom of thought and action and all the "innumerable other privileges associated with democracy and free enterprise."

The problems of war and peace, making a living, protecting private property and enterprise, caring for the poor and needy, production that produced goods, and employment for all who are able to work; defense for every home and fireside without being annoyed by official decrees that are obnoxious—and dictatorial; the sanctity of the home, the welfare of every community and entire freedom of the individual to a high standard of living—these are still listed as important unchangeable ways of American life.

These facts are admitted by the victors of the recent election. The

losers fought for the same ideals. In fact, nearly all the people firmly declared themselves in favor of continuing the important unchangeable ways of life, even though their systems and methods were wholly opposed.

But there is a clearer understanding among all of us, regardless of who we shouted for in the 1940 election.

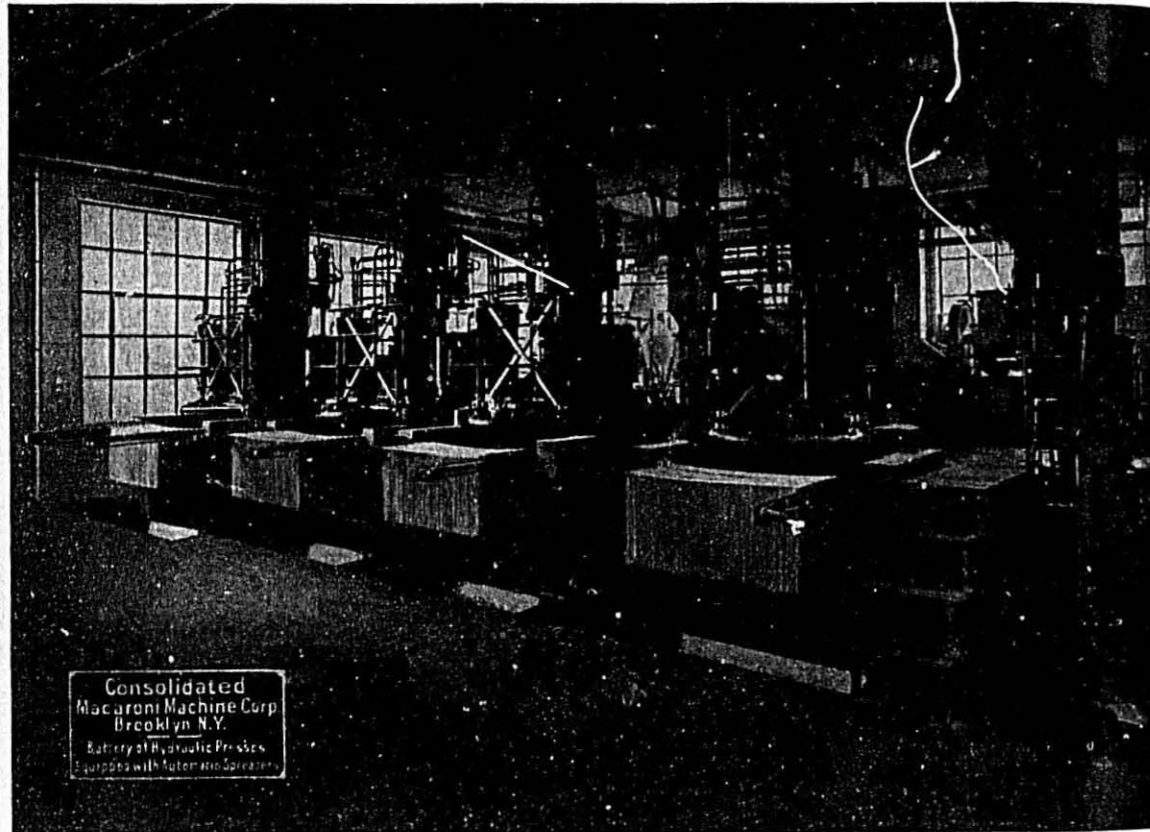
William Lloyd Garrison said, long ago: "You cannot possibly have a broader basis for any government than that which includes all the people, with all their rights in their hands, and with an equal power to maintain their rights."

English Walnut Not "English"

Did you know that English walnuts were never English? It is a native of the mountainous regions of Greece and the country east from there to the Himalayas. It was introduced into this country in California, but for many years the crop was so small compared with the importations which came largely through England that the name "English walnut" was given it to distinguish from the native walnut.

As our production increased from year to year, until we were producing about half our total consumption, the word "English" was dropped.

Consolidated Macaroni Machine Corp.



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

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

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

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

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

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

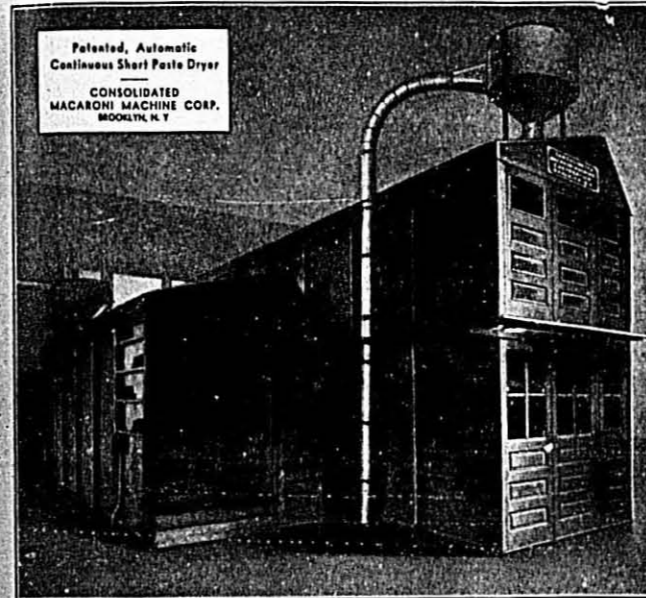
hygienic; product practically untouched by human hands.

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

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

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

Consolidated Macaroni Machine Corp.



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

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

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

Specialists for Thirty Years

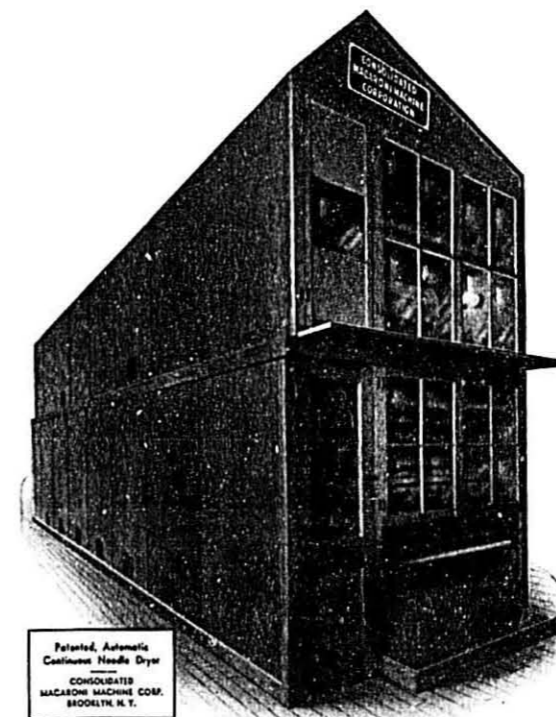
- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles
For Short Pastes

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

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

Address all communications to 156 Sixth Street



War Spending Brightens Outlook for Food Business

Rapidly improving business conditions throughout the country will provide the food business with an unparalleled opportunity to increase both its dollar volume and its profits, according to the opinion of Gordon C. Corbaley, president of the American Institute of Food Distribution, Inc., New York City, expressed at the annual meeting of the Indiana Cannery Association at the Claypool Hotel, Indianapolis. Mr. Corbaley backed this assertion with figures showing the tremendous impetus being given to business by government expenditures for war and then related these increases to the purchase of foods by citing results of a recent government survey showing how families with larger cash income spend astonishingly larger sums for foods.

Using canned tomato juice as an example, Mr. Corbaley demonstrated how consumption skyrockets with increasing income. For instance, New York and Chicago families in the \$500-\$1,000 income level spend approximately 88 cents per year for tomato juice. Families with an income of \$2,000-\$3,000 spend \$4.16. Similar figures for other commodities were presented at the same time by Mr. Corbaley.

These calculations are particularly significant at this time, Mr. Corbaley told the Indiana canners, due to the rapidly improving business picture. More and more families, he said, are being raised to higher income brackets and will thus have more to spend for foods. Any canner can take advantage of this increased demand for his product if he will make a decisive shift toward producing better quality merchandise and toward more effective salesmanship.

An idea of the size of the increased market, due to the defense spending, was given by Mr. Corbaley. He said:

"Deliveries to the British are up to about \$150,000,000 a month and still increasing. Actual deliveries of new war supplies to our own government exceeded that amount for October and are expected to reach \$500,000,000 by next January. In the first part of 1941 our war industries will provide \$700,000,000, or more, a month of buying—more than double the size of the entire automobile industry. This great new industry will increase slowly from month to month during 1941 and maintain this large volume until peace comes to Europe. Even though there should be a real truce immediately, contracts already made apparently insure expanding business in this country during 1941.

"Except for about 2,000,000 unemployables, there will be compara-

tively little unemployment by autumn of 1941. Price may increase by 10% or more. There is nothing in sight to indicate a letdown in January or early months of the new year.

"Some economists are commencing to calculate a startling gain in the buying of consumer goods. Consumer buying from retail stores has been retarded to date because many of those finally securing employment are cautious about spending until they feel certain that their new work will continue. However, buying power of individual consumers has already gained enough to justify much greater increases than have been registered in sales from retail stores.

"Public demand for foods is already appreciably stronger than a year ago, although price levels average about the same. Volume of food sales has not yet really felt the upward surge from war and larger payrolls. A part of that lag can be traced to the fact that most companies in the food business are still following merchandising methods of the early part of the year. Inventories, while a little larger, are not much more than enough to supply the demand. Speculative purchases have been negligible. It is reasonable to suppose that there will be a change toward larger inventories and greatly increased sales of better foods as the war boom brings more employment and larger payrolls."

Mr. Corbaley told the canners that anyone engaged in the food business should take three steps in order to get his share of expanding business:

"(1) Hold firm for full prices in instances where present price levels are so reasonable that higher prices are likely in 1941; (2) increase inventories enough to prevent being caught at a competitive disadvantage when food prices move upward; (3) do more advertising in order to get a full share of the expanding demand for better quality."

Food Manufacturers to Seek Active Role in National Defense

Organized food manufacturers of the United States will plan a definite part in national defense preparations and will discuss how this industry can best cooperate with the government in the interest of national unity during the annual meeting of the Associated Grocery Manufacturers of America, to be held at the Waldorf-Astoria Hotel here November 25, 26 and 27, President Paul S. Willis announced today.

President Roosevelt has already been informed of the desire of the membership of the association, which is made up of 250 of the leading food manufacturers of the country, to co-

operate in national defense, Mr. Willis disclosed.

"Our membership represents an annual sales volume of approximately four billion dollars, and employs more than a million American adults. This has been developed through tremendous research in foods, dietetics and distribution. Inasmuch as feeding the nation is our first line of defense, we wish to do our part of the job efficiently and in complete cooperation with the government."

The three-day convention of the association will be devoted to study of national unity, trade unity, consumer unity and defense unity.

William F. Mohan of the Scott Paper Company is chairman of the program committee for the convention. Other members are John Curlett, McCormick & Co., Baltimore; William A. Dolan, Wilbert Products Company, New York; William H. Duff, P. Duff & Sons, Pittsburgh; L. J. Gumpert, B. T. Babbitt Inc., New York; Austin Ingleheart, General Foods Corporation, New York; Hart Johnston, Wander Company, Chicago; Hanford Main, Loose-Wiles Biscuit Company, Long Island City; Henry Mueller, C. F. Mueller Company, Jersey City; B. C. Ohlandt, Grocery Store Products Sales, New York; Arthur Ramsdell, Borden Company, New York, and Traper Smith, Standard Brands, Inc., New York.

On to Rose Bowl

"On to the Rose Bowl and victory for the Nebraska football team." That's the rallying cry of J. Harry Diamond, past president and current Adviser of the National Macaroni Manufacturers Association, who will lead a delegation of Nebraska rooters, including several macaroni manufacturers, to the Nebraska-Stanford football game in Pasadena, New Year's Day.

Harry has always been strong for his college team and makes no effort to hide his feeling that Nebraska will be on the winning end of the score in that historic encounter. He plans to drive to Los Angeles, accompanied by Mrs. Diamond, another football enthusiast, and two other friends. At a recent group meeting in Chicago, Harry did occasionally think of the business on hand but never for a moment forgot the coming battle in California. Such enthusiasm must have its reward. Good Luck.

Realize Upheaval

The frozen food industry is changing the feeding habits of Americans and uprooting long-established markets for so many different products that few fully realize the extent of the tremendous upheaval.

Food Price Investigation

Government Probe to Cut Cost to Consumer

At prices for which macaroni products are selling on the current market, macaroni-noodle manufacturers have little to fear from the order of the Federal government to inaugurate a nation-wide investigation of the food industry. Though primarily directed at such commodities as bread, milk, meat, fish, cheese, fruits and vegetables, a check will be made on most other products.

The investigation will include all charges of price fixing and attempts to destroy independent competitors. Here are some food price features due for special scrutiny:

Bread.—Charges that two associations of bakers have fixed prices.

Meat.—Slaughtering fees and embargo against shipped-in meats.

Poultry.—"Fictitious auctions" in two metropolitan markets.

Fish.—Agreement on fixed prices by fishing boat owners and canners and "collusive action" by some brokers.

Milk.—Price increases for varied reasons with no material returns to farmers.

Fruits and Vegetables.—Charges of price fixing and manipulations.

Cheese.—Attempt at monopoly in processed cheese and fictitious cheese auctions to fix prices.

Reasons for ordering this nationwide investigation, as announced, are:

"The food industries function poorly for both consumers and farmers. At one end lies wholesale malnutrition among consumers due to their inability to afford an adequate diet. At the other end lies a population of producing farmers who must sell an abundance of food at distress prices so low as to threaten them with bankruptcy. Between are industrial groups, many of which are so close-knit and powerful that they make satisfactory profits. Processors and distributors now receive fifty (50) to sixty (60) cents of the average dollar spent by consumers for food compared with forty (40) to forty-eight (48) cents between 1913 and 1920."

Change in Food Advertising

"Food for Thought" is the title of the newest motion picture made by the "Cellophane" Division of the Du Pont Company. Subtitled "A Story of the Problems of Modern Retailing," it traces the changing pattern of food merchandising over the past quarter century.

The film is based entirely on a practical survey conducted by the Du Pont Company into food-buying habits and

the problems of modern retailing. Months were spent in research. "Cellophane" representatives made thousands of retail calls, traveled with food salesmen on their rounds and consulted high-ranking authorities in the field.

Made by Jam Handy, the picture is a thoroughly professional effort, employing advanced motion picture technique. The script introduces a typical grocer of a generation ago, a food drummer of the day and an acid-tongued consumer. These central characters develop the theme of merchan-

dising philosophy in the cracker-barrel age, and are eventually shown the striking changes which have come to the industry in bringing the time up to the present. The development of display, self-service, impulse selling and similar new merchandising trends is shown as the result of a shifting social and economic pattern.

Food merchandising executives who have previewed "Food for Thought" have endorsed the film as a sound lesson in good retail practice and expressed the belief that "it will be helpful to all who sell food."

MODERNIZE NOW WITH CHAMPION EQUIPMENT FOR BIGGER 1941 PROFITS

You Can Save Money

and Increase Profits

with this Champion

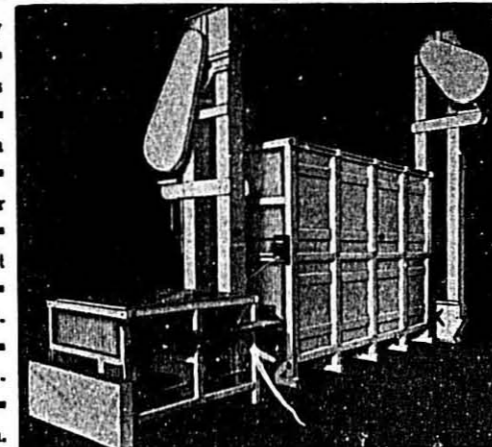
Semolina Blender

and Sifter. Compact

and sturdy in con-

struction . . . auto-

matic in operation.



Sifts flour to a uniform fineness, and removes all lumps and impurities

thus eliminating the cause of scorched dies and also improving the qual-

ity of your products. Furnished complete with or without blending bin

for any plant capacity. Priced within reach of any manufacturer.

CLIP AND MAIL COUPON FOR COMPLETE DETAILS AND EASY PAYMENT PLAN

CHAMPION MACHINERY CO., JOLIET, ILL.

Also Makers of Dough Mixers, Noodle Brakes, Weighing Hoppers, Automatic Water Meters.

CHAMPION MACHINERY CO., Joliet, Ill.

Please send me full details about your Champion Semolina Blender and Sifter, also tell me about your Easy Time Payment Plan. I am also in the market for a.....

NAME

COMPANY

ADDRESS

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

One-Day Industry Meeting

As announced to the macaroni-noodle trade, there will be a one-day meeting of the leading macaroni-noodle manufacturers of the country in Chicago during the week of the Grocery Trade Conference.

The sessions will take place at the Morrison Hotel on Monday, January 20, 1941—the morning session starting at 10 a.m. with the afternoon session immediately after a group luncheon.

Details of the one-day meeting are not quite ready for publication, but it is generally expected that a substantial part of the program will be reserved for the consideration of the dollars and cents problems of the whole industry.

Among the timely things to be covered by the program now being planned are: sensible solution of the defective package problem; fullest cooperation with the food supply section of the National Defense Commission to provide for a continuous, free flow of food from producer to consumer in any emergency; fortification of macaroni products to meet the consumer demands; study of the artificial market for food being created by the current defense policy of the nation.

Opportunity for informal discussion of the many problems facing the industry will be presented to those who attend. This will be during the "social hour" between the morning and afternoon sessions, when the ever popular group luncheon will be served manufacturers and their friends.

Many firms have already reserved rooms at the headquarters hotel for the mid-year conference of the industry, open to every manufacturer and allied

tradesman, irrespective of association affiliation. Others should make their reservations early as rooms are always at a premium during the week of the Canners' Convention and Grocery Trade Conference.

Decrease in Flour Consumption

Since 1900, the per capita consumption of wheat as flour in the United States has declined from 225 pounds to 154 pounds. This fact is gleaned from data compiled by the Food Research Institute of Stanford University. If the 1900 level of flour consumption per capita could have been maintained, Americans would be consuming today approximately 200,000,000 bushels of wheat more than is the case at present.

While reference is made specifically to flour ordinarily used in bread baking, the same trend may be reflected in durum wheat semolina and flour. Lacking definite research studies in durum trends, it is assumed that the same tendency may be reflected in the macaroni trade, where per capita consumption has shown little or no increase in recent years.

Semi-Automatic Moisture Tester

Macaroni-noodle manufacturers who make laboratory tests in their plants, whether they be of raw materials or finished products, will be interested in the announcement of the modern semi-automatic moisture tester now in use in several macaroni factories in this country.

Moisture control is simplified, made more dependable and less expensive

with the new Brabender SEMI-AUTOMATIC MOISTURE TESTER which determines moisture or solids contents from zero to 100 per cent, at any desired temperature from 85 degrees C to 175 degrees.

Samples require no cooling, no double weighing, no calculating of moisture or solids content. At the end of the drying time, a lever is pushed down and the moisture or solids content read from an illuminated dial, directly in percentages.

The instrument, a development of the Brabender Corporation, Rochelle Park, N. J., is an ideal combination of drying oven and analytical balance mechanism fitted below. The oven takes up 10 dishes at a time, on a spider-like turntable. Tared dishes are used, and either 5 gram or 10 gram samples. When the balance is released, the dish above it in the oven is raised, weighed and the moisture loss indicated in per cent on the illuminated dial.

It is the first instrument of its kind which makes possible the plotting of drying curves, at great ease, for the establishment of highest possible temperature and shortest possible drying time for any given material. Temperature controlled to one-tenth degree C. Balance accuracy .002 grams. No training required for its operation—any untrained person can handle it at once.

Chemists, production men, plant managers—men responsible for moisture control and production costs—should find the instrument of particular interest.

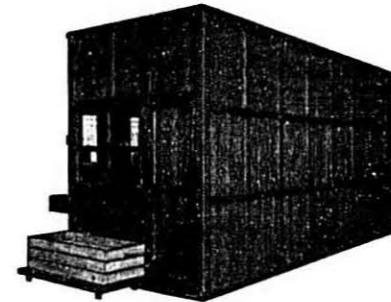
A million tons of folding paper boxes are made in the United States each year.

BAROZZI DRYING MACHINE CO., INC.

280-294 Gates Avenue

Jersey City, New Jersey

Renowned Manufacturers of Macaroni and Noodle Dryers



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

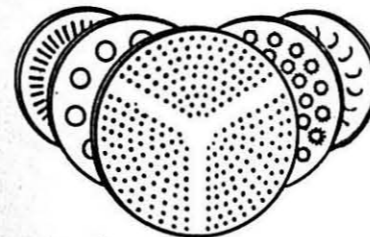
Watch us for important developments soon to follow.

The Only Firm Specializing in Alimentary Paste Dryers

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

STAR DIES WHY?

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



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

For **ECONOMICALLY** Packaging

Macaroni & Spaghetti in Cartons

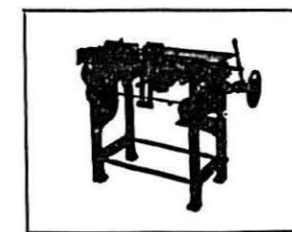


If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

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

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

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



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

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

May the Coming Year Bring to You and Yours the Fullest Possible Measure of Success and Happiness.

Our Heartiest Good Wishes for Christmas and the New Year

F. MALDARI & BROS., INC.

178-180 Grand Street New York City

TRADE MARK

"Makers of Macaroni Dies Since 1903—With Management Continuously Retained in Same Family"

Joins Pillsbury Research Force

Harold Francis Clark, Professor of Bacteriology and Bio-chemistry in the Kansas City College of Pharmacy, has resigned his position to accept an appointment as bacteriologist in the new research laboratory of Pillsbury Flour Mills Company.



Professor Clark is a graduate of the college in which he has been teaching, with a Ph.G. degree, granted in 1923. In 1925 he entered the University of Kansas, from which he was graduated in 1929, with an A.B. degree. He re-entered the University in 1931, and in 1933 received his Master of Arts degree, with a major in bacteriology. For the next three years he remained at the University of Kansas as instructor in the department in which he had specialized. From September, 1936, to February, 1938, he was employed by the United States Public Health Service stationed in the Medical School of George Washington University, at the national capital, where his work was investigation concerning the factors in immunity to tuberculosis. Upon completion of that work he returned to the University of Kansas and continued his association there with Dr. N. P. Sherwood.

In announcing this appointment, Dr. C. G. Harrel, Director of Research for the Pillsbury company, said: "The excellent work of the University of Kansas in the study of cereal products makes us particularly glad to welcome one of her honor students as a member of our staff."

Vary

The amount of vitamins and minerals in wheat varies from year to year, depending on climatic conditions that prevail during the growing season.

Food as a Source Of Energy

The day that the phrase "Count Your Calories" caught the public fancy, the science of nutrition was launched on its practical career. Since then, the interest in calories and energy foods has been overshadowed by the more recent discoveries about vitamins and minerals, says "The Market Basket," of the Bureau of Home Economics, U. S. Dept. of Agriculture.

But the vast army of Americans, who faithfully watch the bathroom scales for daily losses or gains in weight, are still counting their calories. They know that the "calorie" is used to determine the amount of energy a given food may yield. And they know that when they get more energy from food than they can use, the excess will be stored as fat.

But they often overestimate the calorie as a unit of measure for the total value of a food—and forget that the number of calories gives no clue to the amount of building materials and regulators in the food. The function of food in supplying energy is an important part of nutrition, but it should be clearly understood that it is only part of the story of how the body makes use of food.

So the mother who discovers that her Bobby is thinner than his playmates of the same height and age, had better consult a doctor to find out how to help the child gain weight. And if she, herself, feels that she is putting on too many pounds, it will be best for her to also consult the doctor about reducing. But for those who want to keep their weight as it is, and are merely curious about how foods are changed into energy by the human body—here is the story.

In trying to understand how we get energy from food, it is easiest to think of the body as a machine. Anybody who has seen a freight train chugging along the tracks has some idea of how the engine works. He knows that a fire is kept burning inside the engine to heat water and make steam. As this steam expands, it is able to push with a powerful force—force that drives the pistons and makes the wheels turn so the engine can pull its load of cars.

And, strangely enough, the human body can do much the same thing. Its fuel is food—not coal. But this food is actually burned inside the body. Although there is no flame or smoke, the fire produces heat. Part of this heat is used to keep the body warm and part of it is created into work energy.

It is this work energy that gives the lumberman the energy to chop down a tree. And even young Bob-

by needs this energy so his muscles can pull his toy wagon along the street. In other words, the energy from the food is used to perform work.

But it's a little harder to understand that the same energy is also needed for the work of the muscles that we seldom think about inside the body—such as the heart and stomach muscles. Even the lungs, the liver, and the kidneys, as well as tiny glands and very small organs, need food energy to function properly.

One surprising thing about the human body is the fact that it thriftily stores up lots of the surplus energy as fat. As long as children are growing, it is desirable health insurance for them to be a few pounds overweight. At this critical and formative period they are especially likely to undermine their health by starving their bodies. But for grown folks, surplus fat may accumulate as extra pounds that are bothersome and may even be dangerous to health.

It is also interesting to note that children need more energy foods, in proportion to their size, than grown ups. Boys and girls need the energy to grow, as well as for all the other functions. And children are often far more active and use more work and play energy than their parents.

The foods that yield the energy are the carbohydrates (sugars and starches), proteins, and fats. For a given weight, carbohydrates and proteins yield the same amount of heat or energy in the body. But fats yield more than twice as much. It also takes longer to digest fats. This gives fats a sort of "staying power," which keeps us from feeling hungry too soon after a meal.

In the 1939 Yearbook of Agriculture, Dr. Lela E. Booher, of the Federal Bureau of Home Economics, has an interesting statement about foods as a source of energy. She says:

"If the fuel or caloric value of the food eaten by a normal adult is more than is required to maintain the body and to provide for bodily activities, the individual is very likely to take on weight. If the caloric value of the food is regularly too small to meet these needs, the body weight drops. Whether a normal adult will grow fat or thin is not just a matter of whether he eats much or little, but whether he eats much or little in relation to his physical activities and possibly his glandular balance."

The paper carton for food products is certain to be a new, fresh container since it is destroyed by the consumer after purchase and cannot be re-used.

J. F. DIEFENBACH
PRESIDENT

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Exclusive!

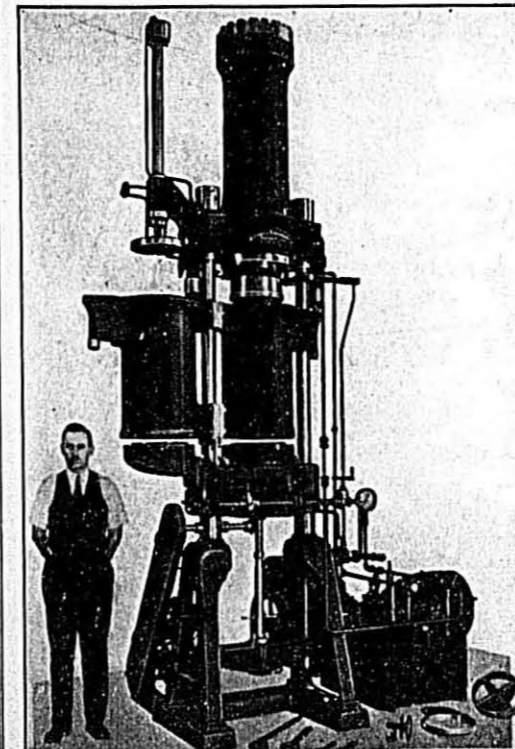
The macaroni manufacturer is our only interest. We are exclusive durum millers and in our modern mills produce 2,000 barrels of highest quality durum products daily for service to the macaroni industry.

Quality Semolina

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

AMBER MILLING CO.

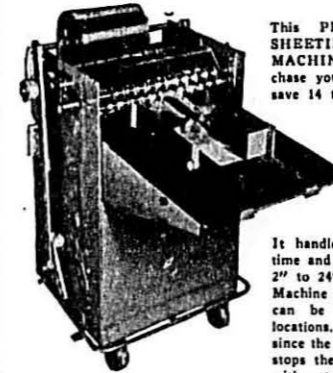
CHAMBER OF COMMERCE MINNEAPOLIS, MINN.
MILLS AT RUSH CITY, MINNESOTA



PRESS No. 222 (Special)

ARE YOU SAVING...

ON YOUR CELLOPHANE COST?



This PETERS CELLOPHANE SHEETING AND STACKING MACHINE enables you to purchase your cellophane in rolls and save 14 to 24% of cut-to-size cost.

It handles two rolls at the same time and cuts any size sheets from 2" to 24" wide x 3" to 28" long. Machine is mounted on casters and can be easily rolled to desired locations. No operator is required since the stacker table automatically stops the machine when it is filled with cut-to-size sheets.

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

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

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

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Specialty of
Macaroni Machinery

Since 1881

Presses
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All Sizes Up To Largest in Use

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New York City

Timely Comments
by Mac Spagnoodle

To Stick or Not to Stick

Some salesmen will not take no for an answer and they stick and hang—and sometimes get away with it. Other salesmen who hate to take a no, just spill the beans by sticking. There are salesmen who do not know when they are licked. Sometimes that proves an advantage; sometimes not.

One of the best salesmen I know called on a prospect who was in a peevish mood and, when the salesman did not leave upon the first rebuff, the prospect tried to order him out of his office. "Mr. Gray," said the salesman, "I got in here by perfectly courteous means. I am here on legitimate business, just as legitimate as when one of your young men calls on a prospect. I think I am entitled to the same polite treatment you want your representative to receive, don't you?" And Mr. Gray took it the way he should and listened to what the salesman had to say.

There is nothing strange in the "I don't want anything today" attitude of many prospects when approached on a cold turkey basis without previous contact or appointment. Most of us will, first off, say "No" when approached by anyone who wants to sell something, whether it be magazine subscriptions "to help me through college" or a demonstrator "I want to move off before the new models come in."

The prospect is sure to be think-

ing in terms of his own business. He may be led up to an interest in something he wants to possess, but he is not going to be led up to an interest in buying just because the salesman wants to sell something.

I cannot expect a busy man to give willingly of his time to listen because I want to make a sale. It is up to me to start him thinking in terms of what he wants and might buy. A man must be very busy indeed to refuse to listen to talk about some thing he really wants or something I can show him he can use profitably. More often than we realize, I think, the prospect really has a need, not to say a desire, for the thing we have to sell.

Wins "Caruso" Trademark Rights

The United States Patent Office and Court of Customs and Patent Appeals recently rendered a decision that is of great interest to the macaroni industry in that it decides the ownership of one of the best-known trademarks in the trade. It concerns the trademark "Caruso" which is declared the property of the original registrant, The Atlantic Macaroni Company, Inc., Long Island City, N. Y. The following comments on the suit and decision give the details of the case:

Competing manufacturers of food products were involved in a controversy over the right to register as a trademark the name of the famous tenor, Enrico Caruso. The original user of the name Caruso had registered it in the United States Patent Office in 1918 as a trademark for macaroni and similar food products. The other manufacturer registered the name as a trademark for canned tomatoes and tomato paste in 1923.

Subsequently the original user brought proceedings to cancel the later trademark registration of the other manufacturer.

It was argued by the second registrant that he had the right to maintain his registration because he had received permission from Mr. Caruso to use his name and picture in connection with his food products. The Patent Office and Court of Customs and Patent Appeals found that both registrants had received permission from Mr. Caruso to use his name and picture. It was held, however, that this *per se* was not controlling. The right to register a trademark is controlled by the federal statutes relating to this subject and a person may not register a trademark which is likely to cause confusion in trade. It was held that the registration of the name Caruso by the second registrant was likely to cause confusion with the trademark of the first registrant and accordingly it was ordered to be cancelled.

Fire Damages Roman Plant

Estimate Damage—\$300,000. Five Firemen Overcome

A disastrous fire swept through the factory of the Roman Macaroni Company, a three-story brick building at 35-18 Thirty-seventh Street, Astoria, Long Island, New York, the evening of December 2, 1940. It is estimated that the damage to the plant, telephone lines and nearby establishments will exceed \$300,000. One fireman was seriously injured, four slightly hurt and five rescued from the roof of the plant where they had gone to fight the fire.

The fire was discovered at 8 o'clock that evening by Joseph Narso, watchman. It is said to have started in a pile of lumber in the rear of the Harris Structural Steel Company plant which is behind the macaroni factory. It spread rapidly through the macaroni factory, sending up tremendous billows of smoke that blinded the firemen.

Joseph Pellegrino, chief executive of the macaroni firm, was unable to give immediately an estimate of the loss sustained, though it runs into thousands of dollars. Neither was there an announcement of the firm's future plans.

\$5,000 Homes

Approximately 95 per cent of the dwelling units constructed under the Federal Housing Administration (FHA) program in 1939 were small single-family properties with an average FHA valuation of about \$5,000 or less, according to Administrator Steward McDonald.

November Flour Production Falls Sharply From Preceding Month's High

Flour production dropped off sharply during November with the total output of the mills reporting to *The Northwestern Miller* amounting to 5,831,462 bbls., compared with the unusually high figure of 6,432,265 bbls. in the preceding month. The October output was the highest since September, 1939. *The Northwestern Miller's* figure is based on the reports of mills producing 64% of the flour manufactured in the United States.

Although the November output declined sharply, the figure for the month was higher than for the comparable period of the past three years. The slump in production was general throughout the United States with every section showing a practically proportionate drop in operations.

Monthly flour production figures by sections for the past three years are as follows:

TOTAL MONTHLY FLOUR PRODUCTION					
(Reported by mills producing 64% of the flour manufactured in the U. S.)					
	November, 1940	Previous month	November 1939	November 1938	1937
Northwest	1,271,226	1,410,843	1,245,656	1,387,477	1,363,846
Southwest	2,114,191	2,288,249	2,014,031	2,028,645	2,098,340
Buffalo	793,494	932,275	715,294	819,754	845,175
Central West—Eastern Div.	545,842	606,553	527,853	499,648	290,431
Western Division	251,299	274,250	254,695	265,488	276,711
Southeast	134,687	139,581	124,799	173,246	299,091
Pacific Coast	720,723	780,514	474,388	437,991	443,781
Totals	5,831,462	6,432,265	5,356,716	5,612,249	5,617,375

*Includes Indiana, since 1937 under Central West, Eastern Division.

Christmas Greeting

King Midas, who in days of old,
Turned everything he touched to gold
Could not improve this wish for you
'Tis good as gold and friendly too!

A Very Merry Christmas
and
A Happy New Year

King Midas Flour Mills
Minneapolis, Minnesota

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

The following applications for and registrations of macaroni trade marks applying to Macaroni Products were reported by the U. S. Patent Office for the month of November.

TRADE MARKS APPLIED FOR

"Don-Dee"

The trade mark of The Dan-Dee Pretzel and Potato Chip Co., Cleveland, Ohio, for use on noodles. Application was filed March 28, 1940. The words "Egg Noodles" are disclaimed apart from the mark. The applicant claims use since September, 1932.

"Franco-American"

The trade mark of the Cambell Soup Company, Camden, New Jersey, for use on Macaroni. Application was filed November 15, 1939. Claims use since September 7, 1939. The words "Macaroni with Cream Sauce and Cheese" and "Pure Food" are disclaimed apart from the mark.

TRADE MARKS REGISTERED

The trade mark of Joseph Di Santo doing business as Di Santo & Company, Duluth, Minnesota, was registered for use on Tomato Paste, Canned Tomatoes, Cheese, Macaroni, Olive Oil, and Coffee. Application was made March 16, 1940. The owner claims use since October 23, 1935. The signature is a facsimile of that of Giuseppe di M. Di Santo, the owner. Published September 17, 1940.

Macaroni Factory Suffers Fire Loss

The plant of the Italian Macaroni Manufacturing and Importing Company at 820 N. Broadway, Pittsburg, Kansas, was damaged in excess of \$20,000 by fire the afternoon of October 24. The roof of the factory and the entire second floor were destroyed and the machinery on the ground floor badly damaged by smoke, fire and water.

Oddly enough the fire was noticed just when the city's fire-fighting apparatus was passing the building during a coal festival parade. Prompt work by the fire fighters prevented the destruction of the entire plant. The

Merchants Supply Company, which occupies part of the same building, also suffered heavy losses to merchandise and equipment.

Carlos San Paolo is manager of the macaroni plant. In his opinion, the fire might have originated from a short circuit in the wiring, although the source has not been definitely established. Joseph San Paolo, son of the manager, stated that he smelled smoke before the fire was discovered and had gone into the basement to investigate and that he was met by the firemen as he came back. Over 20,000 pounds of finished macaroni products stored in the building and 5,000 pounds on the loading platform ready for shipment were destroyed. Hundreds of sacks of semolina and durum flour, about \$2,000 worth of paper containers and \$1,500 worth of cellophane wrappers were destroyed. The entire loss may reach \$20,000 to the macaroni firm alone.

President J. J. Cuneo Injured



Word from Connellsville, Pa., is to the effect that Joseph J. Cuneo, president of the National Macaroni Manufacturers Association, was injured the evening of December 2, 1940. He was struck by a speeding automobile, and

thrown to the pavement, sustaining head and body bruises. Several stitches were needed to close wounds in the right side of his head and right ear. After several days' stay at the Connellsville hospital with several more at his mother's home, he was able to attend to his business though still wrapped in damages.

"Joe" as he is familiarly known to his friends says, "It might have been worse," and promises that he'll be on hand at the Mid-Year Meeting of the Industry in Chicago, Monday, January 20, 1940 at the Morrison Hotel, since he has made a New Year's resolution to dodge all speeding cars hereafter.

The board used for modern folding boxes is largely self-perpetuating, being composed to a large extent of old board which has been disintegrated, purified, and remade.

The temperature reached during the manufacture of paperboard is much higher than in the pasteurization of milk. It is sufficient to kill all harmful bacteria.

Republican Clubs

Ten thousand Republican clubs were organized to support the candidacy of Wendell Willkie. These clubs are to be continued to carry out a program of "loyal opposition" to certain Administration policies of President Roosevelt. It is claimed that the Club movement will represent "We the People."

For several years "loyal opposition" to the New Deal has been poorly outlined in the two houses of Congress. The Philadelphia Convention recognized the fact that the Republican party was without strong leaders, and Mr. Willkie was selected to lead what looked like a rather hopeless cause. But Willkie surprised everybody, and made one of the most vigorous campaigns in American history, and 22 million voters rallied to his support.

The two-party system is as old as the Government itself, since it originated in the struggle of 1787-88 for and against the ratification of the Constitution. The Democrats came into power when Woodrow Wilson was elected; then they lost to the Republicans. These ten thousand clubs are all the more unusual as we trace them back to their origin, which all began when Oren Root, Jr., asked for help to organize the first of them. His efforts grew into one of the most popular movements of the election, and as a result the Republicans now have a stronger force than could ever be hoped for from a minority organization in Congress. The new political technique will be watched with interest.

Named Mill Manager

Lester S. Dame has been made the general manager of the Middleport Durum Mills, Middleport, N. Y. with offices in New York City. Mr. Dame was formerly connected with the Macaroni Industry as the chief executive of the National Macaroni Manufacturers Association from November, 1937, to June, 1940.

He succeeds J. A. Lenhard who took a leading part in forming the company that now operates the mill and supervised its reconstruction as a semolina mill. Mr. Dame is well acquainted with the trade as the result of his previous connections and his many friends will welcome his return to the industry in his new capacity.

My Stars—

In this great country of ours, two towns are called "Sun" and three "Moon."



As another Christmas Season approaches we are reminded of our many years of pleasant relations with the Macaroni Industry and we welcome the opportunity to extend our Sincere Christmas Greetings and Best Wishes for a Happy and Prosperous New Year

CAPITAL FLOUR MILLS, INC.



"Acid" Fear Is a Bogey

"We eat too many acid foods" is an unfounded idea in which many persons have firm faith. They proceed accordingly, and shun oranges, tomatoes, and other good foods—for fear of acid. The taste is acid, but actually these foods and most other fruits and vegetables have the opposite effect when eaten. They tend to counteract acidity. There is no need to worry about acid-forming and base-forming foods, say the nutritionists of the Federal Bureau of Home Economics, if you have a well-rounded diet that includes plenty of milk, eggs, fruits, vegetables, and cereals with some meat, fish or poultry.

Along the same line is the fancy about the danger of eating acid fruits and milk at the same meal. It is true that the acid fruits may curdle the milk, but the digestive juices of the stomach have the same effect. So it is perfectly safe to eat cherries and drink milk at the same meal, and to use orange juice in a milk drink.

Another false food idea is that you should not eat different kinds of fruits together because there is danger in combining the different acids. Nutritionists explain that there is no possible harm in fruit combinations. Nature even combines different acids within a single fruit.



Responsible Advertisers of Equipment, Machinery, Materials and Services Recommended by the Publishers

Amber Milling Co.	King Midas Flour Mills
Anthony Alphonse de Bole	Maldari, F. & Bros., Inc.
Barozzi Drying Machine Co.	Minneapolis Milling Co.
Capital Flour Mills	National Carton Co.
Cavagnaro, John J.	National Cereal Products Co.
Champion Machinery Co.	Peters Machinery Co.
Clermont Machine Co.	Pillsbury Flour Mills
Commander Mills Co.	Rossotti Lithographing Co.
Consolidated Macaroni Machine Co.	Star Macaroni Dies Manufacturing Co.
E. I. du Pont de Nemours & Co.	Strauss Paper & Products Co.
Eastern Semolina Mills	Washburn-Crosby Co.
Elmes, Chas. F., Engineering Works	

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Hecker 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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P. H. Winebrenner, Adviser
M. J. Donna, Editor and General Manager

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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 Fifth Day of Month.

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

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

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....50 Cents Per Line

Vol. XXII DECEMBER, 1940 No. 8

Thank God for America

The timely poem—"I Thank God for America"—by the eminent poet, Phillip M. Raskin, and the very suggestive illustration, appearing on page 29 of this issue, strikes a patriotic chord and is most opportune. It has just been released by "Appreciate America, Inc."

"Appreciate America, Inc." is a not-for-profit organization, chartered by the Secretary of Illinois, and headed by the distinguished faculty member of the University of Chicago, Professor Paul H. Douglas.

Its object, as stated in its charter, is "to inculcate in all Americans an understanding of the character of the fundamental principles and institutions of our country, and to create, extend and translate into concrete applications an appreciation of the American way of life."

Professor Douglas adds: "One of the purposes of alien propaganda which pour in daily upon the American people is to confuse our thinking in respect to the values of the way of life which has raised this country to its high level of political, social and economic well-being. The technic of those who would substitute the governmental philosophies of the extreme left and the extreme right for our system of democracy is to 'divide and

conquer.' We shall not be conquered, if our solidarity be not destroyed.

"Appreciate America, Inc., will seek to aid in the indestructible unification of Americans by promoting a love for our country through an appreciation of its advantages. If we have lived too closely to our country to evaluate its contrasting superiority to the systems which some would substitute, we ought to be dramatically appraised of the value of what we possess.

"To this end, Appreciate America, Inc., will by spoken, written and pictured messages, attempt to make its modest contribution to a lasting appreciation and defense of the American way of life. The organization has already prepared a series of attractive posters for distribution, depicting graphically the reasons for thinking Americans to cherish their liberties, their schools, their economic opportunities, their religious freedom and the countless other assets which distinguish America as a blessed land."

A New Member—Rossotti

The Rossotti Lithographing Company, North Bergen, N. J., has tendered its application for membership to the National Macaroni Manufacturers Association as an Associate Member. The latest addition to the roll of Association supporters is the outstanding supplier of the label and carton needs of the macaroni-noodle manufacturers of the country and has for years ably cooperated with the national organization in its many promotions.

"We are proud to tender our application for membership in the National Association," says Charles Rossotti, vice president, "and do so as a manifestation of our appreciation of courtesies shown us in the past by the officials of the organization, and the fine business we have long enjoyed with the many fine firms that compose the macaroni and noodle industry in our country."

Welcome, Rossotti!

Macaroni IS Semolina

High-grade macaroni is actually semolina, a specially milled hard wheat to which water has been added to make a workable dough. After the macaroni, or spaghetti, or elbows or other designs have been worked or molded into shape, most of the moisture is scientifically removed. Actually macaroni products are merely shaped pure wheat foods with all the natural goodness of high-grade durum wheat.

The greatest of faults, I should say, is to be conscious of none in one's self.

BUSINESS CARDS

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Benjamin R. Jacobs, Director

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We Appreciate America



WE SAY
"LET THERE BE LIGHT"

THEY SAY
MIGHT MAKES RIGHT

I thank God for America
The land the Pilgrims trod,
The man is neither jalled
nor bled
for worshipping his God.

I thank God for America
The land of Freedom's birth
Who gave a home to homeless man
To a grant-captured Earth.

I thank God for America
The land that knew to melt
Race and color, region and
clime—
Goth and Jew and Celt.

I thank God for America—
And may its bliss endure—
Where human dignity is prized
And human life—secure.

I thank God for America
Its mission and its fate:
Where man had built a dam to stem
The poisoned stream of hate.

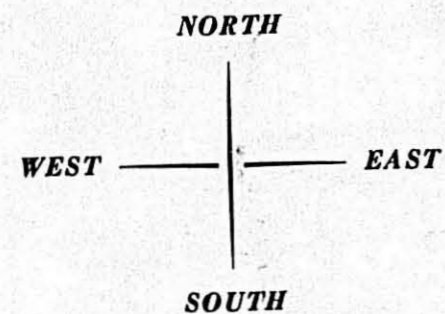
I thank God for America
Where freedom dwells and reigns:
Where mind is strength and word
is free,
And thought—not kept in chains.

I thank God for America—
Its oceans and its soil,
Where man is free to move, and sail,
And trade, and till, and toll.

I thank God for America
Pillared by Justice and Right:
Where wisdom rules, where truth
prevails,
And darkness yields to light.

This poem written exclusively for "Appreciate America, Inc." by the eminent poet, Phillip M. Raskin

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