

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 6**

October, 1945

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OCTOBER, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

A Thought Worth Repeating

With MALICE toward none,
With CHARITY for all,
With FIRMNESS in the right, as God gives us
to see the right, let us strive on to finish the
work we are in. . . .
To bind up the Nation's wounds,
To care for him who shall have borne the
battle, and for his widow and orphan. . . .
To do all which may achieve and cherish a
just and lasting peace among ourselves and
with all nations.

ABRAHAM LINCOLN

Second Inaugural Address, March 4, 1865.

Official Organ
National Macaroni Manufacturers Association
Berwyn, Illinois

Printed in U. S. A.

VOLUME XXVII
NUMBER 6

An "Eyeful"



that "Says a Mouthful"

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APPOINTS PACKAGE COMMITTEE



President C. W. Wolfe

War demands for food served to make Government officials somewhat lenient with respect to shape and sizes of packages containing foods for sale to consumers. With the return of peace it is expected that more and more attention will be given to the enforcement of regulations of this kind. The installation of automatic filling machines to meet the increased output demanded by the War Food Administration, has created some new problems that will affect the present attitude towards what may or may not be a slack-filled package.

Anticipating the need of conferring with Government authorities on the solution of problems arising out of this situation, President C. W. Wolfe of the National Macaroni Manufacturers Association has recently appointed a special committee to study the problem. Edward Z. Vermyley of A. Zerega's Sons, Inc., Brooklyn, N. Y., has been asked to serve as chairman of this important committee. Others on the committee are:

Charles Travis of Keystone Macaroni Mfg. Co., Lebanon, Pa.

Emanuel Ronzoni, Ronzoni Macaroni Co., Long Island City N. Y.

Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

Albert S. Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.

Joseph Giordano, V. La Rosa & Sons, Inc., Brooklyn, N. Y.

Charles C. Rossotti, Rossotti Lithographing Co., North Bergen, N. J.

Benjamin R. Jacobs, Director of Research, Washington, D. C.

Commenting on the need of such a continuing committee, President Wolfe relates that under a previous administration, "a similar committee met with Dr. Elliott of the Food and Drug Administration and agreed upon a certain tolerance of fill of macaroni and noodle packages. Since that time there has been much advancement and purchase of automatic filling and sealing equipment in our industry. The percentage of tolerance of fill agreed to by our industry about five years ago, is no longer the proper percentage. About two years ago it was necessary for a committee of manufacturers to go to Washington and to plead for no enforcement because of the war.

"Currently, macaroni manufacturing plants are being inspected, and packages checked for weights and percentage of fill. Much of the industry would be embarrassed and inconvenienced unless a new agreement is reached with the Government in keeping with new conditions. It is a much better course to seek out government than to have enforcement compel you to seek government aid or compliance."

Not all manufacturers are affected by packaging regulations, but those who are should immediately interest themselves in the plans of the committee, submitting such information to its chairman or to any member that weighs in the industry's favor in the action contemplated.



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The MACARONI JOURNAL

Volume XXVII

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Number 5

The Next Big Job

In a moment of victory, President Truman let fall this remark:

"We are faced with the greatest task we have ever been faced with. The emergency is as great as it was on December 7, 1941."

That, says the *Dayton Daily News*, is a sentence for every American to fix firmly in his mind. We have now finished what we have been calling, and rightly, the greatest labor which our country has ever faced—the labor precipitated upon us on December 7, 1941. With immeasurable valor and an unprecedented summoning of strength we have performed the labor with complete success. We celebrate this culmination of a mighty effort. Now we can rest. Not so, says the president: "We are faced with the greatest task we have ever been faced with. The emergency is as great as it was on December 7, 1941."

So the labor is not over. We have done one great deed only to be faced with a greater one growing from the first. The president is right. The hardest task is yet to come.

With the enemy battering at our doors, to pull ourselves in harmony for a Herculean labor was not so hard. The very community of our peril produced a unity for the action which the emergency required. There could be no delay. We must summon all our energies, act swiftly, bravely, or we were undone.

The enemy which so galvanized us into energy is now down and out. The enemy remaining is no less fearsome, but it is more subtle, less visible. This coming enemy is not a gangster nation. It is our own weariness, slothfulness, blindness. So much easier it is to rally against an invading enemy than against the enemy in our own bosoms—our own minds.

The happy youth battles his way across football fields to the day when his school is done. He gets the diploma, the winning of scholarship battles. We call this finish of

his fight "commencement!" The word is well chosen. By his student struggles the youth has only opened the way to a greater struggle on ahead, the struggle to maintain himself in the battles of life ahead. Here comes the real test.

Even so, the ending of the war brings us to our "commencement." The days ahead, with their nonspectacular domestic problems and the great problem of maintaining the world's peace, are mountains where the war was a molehill. We shall now need patience, skill and energy without the crises of a war to invoke our powers. The call of patriotism which subdued our self-serving through the war calls less strongly now. We may fight each other the more freely now that the foreign foe is down. Yes, as the president apprehensively says, our greatest testing is yet to come. Now we shall know who the wise and patriotic among us really are

Just as it will be for the nation, so will the test be for the Macaroni-Noodle Industry—for all business. The protection or impediment of regulation, whichever we choose to consider it, will be lifted and once more individuals and industries will be more and more on their own. Shall each go his independent way, or will we have learned that great lesson of the war, that a united industry, working as a unit in general matters affecting trade interests, will win, as it did for the United Nations, whatever goals they aim at, and with fewer headaches?

The Macaroni-Noodle Industry, "puffed" up somewhat by war demands and other factors, must gradually assume its natural peacetime status. This can best be accomplished through friendly understanding and practical procedure. Using the National Macaroni Manufacturers Association as the organized base, the leaders in the trade will find it easy to co-operate in delimiting to normal peacetime business that is the goal of all good-thinking businessmen.

Languages for Postwar Trade

By Mario A. Pei, Ph.D.
Columbia University, New York City

The postwar world will be one of international economic opportunity. First, there is the matter of reconstruction. Europe will have to be rebuilt, and this can take place only with the aid of American capital, materials and technicians. For a time, Europe will have to be fed, and we alone are in a position to do the feeding. American food products have become well known to Europeans in the course of this war. Brand names which once were unknown outside of the United States are now household words in Britain, France, Italy; even in the Soviet Union. The knowledge and desire for these products will remain, even after the war.

As European economy begins to pick up once more, trade will gradually resume its normal two-way course. There are certain things that Europe can supply to us more cheaply and satisfactorily than we can supply them to ourselves. The economic, like the political trend, is away from isolation and prohibitive tariffs. Americans realize that they must buy abroad if they want to sell abroad, under penalty of economic stagnation and 1929-style depressions. European foods will come to us, in at least as great a flow as formerly. But our products have created habits in European countries, habits that will not easily be broken. The people of Europe will want American canned goods, American pork products, American wheat products, in exchange for their wines and oils and fruits.

Means of communication will play an important role in the world of tomorrow. The airplane will make commercial transportation cheaper and faster than our wildest dreams of fifty years ago.

The younger generations are keenly aware of all this. Their new interest in foreign lands and languages is only in part due to expectation of military need and use. Question the thousands of our soldiers who are busily studying Chinese, Russian, Hindustani, Arabic, French, Spanish, German, Portuguese, Italian. Only a fraction of them will tell you that they are studying for war. The majority reply that they are preparing for peace and economic opportunity. They sense that people who are linguistically equipped will be needed all over the world as diplomats, business representatives, translators, technicians. They sense that the old linguistic imperialism which caused both Government and private business

to send representatives to foreign lands who could not speak the language on the ground that "they all speak English anyway" was not only bad policy, but contrary to the real facts.

In the past, we lost too much business in foreign markets (especially Latin-American ones), which gave preference to competitors who spoke their language. There are too many cases on record of American products being rejected because the directions were in English, while British, German and Italian business houses sent products with directions in Spanish and Portuguese. There were too many cases of confusion and misinformation, arising from the fact that diplomatic, consular and business representatives were sent to nations of which they knew neither the language nor the customs, and aroused antagonism by their thinly veiled attitude of "you must learn my language, but I won't learn yours."

People in business, with unhappy memories of struggling for four years with high school French and then discovering that they could not speak a word of it, sometimes shake their heads sadly: "Geniuses and foreigners can learn languages," they say, "but the average man can't." What they forget is that language-teaching methods have made giant strides since their own high school days. Languages today are no longer taught by the old dry device of memorizing long lists of irregular verbs that somehow never seem to fit into the phrase that you want. Today, in our more progressive high schools and colleges, foreign tongues are taught by swift, direct, conversational methods, which often give more and better speaking results in a month than the old way did in a year. The Army, which took a blend of all the most modern methods for its soldier-students and gave them long hours of learning, small classes, native teachers, and up-to-date classroom equipment, spectacularly proved that Americans were not at all the bad linguists they were supposed to be. But even before the Army experience, students who were neither geniuses nor foreigners came out of some of our high schools and colleges with an excellent speaking knowledge of French, Spanish, German or Italian.

Those four, by the way, were the only foreign languages studied on a large scale in America. The course of the war showed us that other languages had to be added if we were to have a

competent body of linguists able to take care of all war emergencies. The business requirements of the postwar world point the same way.

South America, for instance, has about 46 million speakers of Spanish and 44 million speakers of Portuguese. In the old days educators who advocated Spanish for the South American trade used to shrug their shoulders at Portuguese on the ground that it was the language of only one country, Brazil, and that it was so similar to Spanish that one could be substituted for the other. It is now recognized: 1. that Brazil, while only one country, is for us the most important country of South America; 2. that Portuguese and Spanish, while they may look alike in writing, do not sound at all similar in speech; 3. that the Brazilians resent being lumped with their Spanish-speaking neighbors. The study of Portuguese has rightly been introduced into most of our colleges and a good many of our high schools.

The Soviet Union in prewar days kept largely to itself. The requirements of lend-lease in the course of the war have revealed that there are huge trade possibilities for us with the Soviets. Russian is the official language of nearly 200 million un-and-coming people. Obviously, we can't disregard it any longer, and those of our colleges which have put in Russian courses are already finding them thronged.

China is a nation of 450 million. In the old days we used to trade with China through interpreters. The Japs and the British, who learned Chinese, almost invariably beat us to the best business deals. Today, the importance of China and its language is recognized, and Chinese is being actively studied.

Does this mean that the "old" American high school languages, French, Spanish, German and Italian, have lost their importance? Not at all. If anything, they have gained and are gaining greater importance, by reason of greater prospective trade with their speakers. French is not only the official language of France and Belgium with their 50 million inhabitants; it is also the language of the French colonial empire—Morocco, Algeria, Tunisia, West and Equatorial Africa, Indo-China, Syria. It is the second language of the cultured and business classes of many European, Asiatic and

(Continued on Page 8)

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Languages for Postwar Trade

(Continued from Page 6)

Latin-American countries. If you must select one, and only one foreign language for general international use, French is still the best bet.

German is and will continue to be the great trade language of central Europe. It is current in countries like Sweden, Denmark, Holland, Czechoslovakia, Hungary, Yugoslavia, Poland, in addition to being the native tongue of the Reich, Austria, and most of Switzerland. The reconstruction of central Europe can take place without the German Nazis, but not without the German language.

Spanish is still the tongue of over half of South America, all of Central America, Mexico and Cuba, not to mention European Spain. Its speakers, like those of German, top the 100 million mark, and they are for the most part good neighbors and good customers.

Italian is the main language of the Mediterranean basin. It gives access not only to Italy, but also to the eastern Adriatic coast, Greece, Albania, many localities of North and East Africa. Its speakers are numerous in southern France, Argentina, Brazil, Uruguay. Even in some sections of the United States, business deals can be put through in Italian that cannot be swung in English.

The picture is therefore one that calls for more languages than we had before the war, and for more study of the ones we had. That this is felt in the business world is proved by the successful language courses instituted in several factories all over the country. Employees feel, and rightly, that the firm that thinks enough of their intellectual welfare to put in such courses is a firm well worth working for. A survey conducted among public library readers in New York City to determine what courses would meet with the greatest response in a program of adult education shows an overwhelming majority in favor of language courses. A poll of public opinion throughout the United States carried out by *Woman's Home Companion*, the results of which appeared in May, 1945, issue, shows an overwhelming majority (73 per cent vs. 21 per cent, with 6 per cent undecided) in favor of compulsory foreign language study, with 43 per cent of those polled favoring beginning such studies in grammar school, and 98 per cent not later than high school. The languages favored were Spanish, French, Latin, German, Russian, Portuguese and Chinese, in the order named.

The development in the language field most likely to interest business concerns is the so-called Area and Lan-

Macaroni-Noodle Industry to Spend \$15,000,000

It is estimated that between \$10,000,000 and \$15,000,000 will be spent during the next two years by the 300-plus firms that constitute the Macaroni-Spaghetti-Egg Noodle Industry of the United States. This enormous sum will be invested in new factories, remodeled plants, modern machinery and needed replacement equipment.

This will not only serve to make the macaroni industry modern insofar as the producing plants are concerned but will make a real contribution to the economy of the nation at a time when business generally is converting from war to peace production. It will also serve to take up some of the surplus labor that will become increasingly available as servicemen return to their homes.

Manufacturers of all groceries and kindred products, who have a larger volume of annual sales than any other industrial group in America, will spend over \$600,000,000 in the next year for new machinery and capital equipment according to Paul S. Willis, president of Grocery Manufacturers of America. This figure is based on a recent survey made by the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, which showed that all industry planned to expand in excess of \$9,000,000,000 in capital investment in the twelve months following the end of the war.

The Macaroni Industry has few conversion problems, the greatest be-

ing to find new outlets for its increased capacity when government buying again reverts to normalcy. During the war and because of the unsurpassed demand for macaroni products, the industry operated at peak capacity under the most difficult circumstances—principally the interrupted operation of badly worn, rapidly aging presses and other machines, shortage of manpower and scarcity of shipping materials. Despite these handicaps the industry maintained the highest production level in its history.

Some manufacturers were able to obtain a limited number of new machines, such as presses, mixers, kneaders, brakes and packaging units, through priorities reluctantly granted by the War Production Board—and then only on irrefutable proof of need to produce for war needs. Most of the plants had to struggle along with patched machines, inadequate equipment and worn irreplaceable accessories. Undismayed by all these handicaps, the macaroni industry fared well and is rightly proud of its accomplishment.

During the peak years the macaroni-noodle industry employed more than 7,500 workers, many of the new ones being older persons who willingly aided in the war effort and who will just as willingly give way to the returning veterans whose jobs the management guaranteed.

language program for civilians. Originally an Army project, it is devised to give college students an insight not only into the language, but into the country or region where that language is spoken. Geography, history, political institutions, economy, finance, customs, religion, psychology, points of view, foods, all go into the course of study along with the language. The student emerges as an expert in the particular section of the world in which he has specialized. This means that a business concern can send him to that country with full confidence that he will know in advance what the country wants and how it wants it, what it has to offer and on what terms. He will not have to rely on native guides, interpreters, translators or other intermediaries. And he won't have to learn the hard way, at the expense of his firm.

Another educational development that is still in the blue-print stage is that of the linguist-technician, a man trained both in some branch of technology or industry and in one or more

languages. This means an engineer who can direct a native crew in its own tongue, impart instructions that won't be misunderstood as to how a machine is operated, talk to a fellow-engineer or a government official in the latter's language. It also means translators who are expert in two or more languages and in the terminology of a particular trade, and who are competent to translate business letters, advertisements, folders, labels, in such a way that receivers of the goods will be under no misunderstanding. It means salesmen and business representatives who can go to a foreign country and talk about the products they have to offer in that country's language, and buyers who know not only the products they want to purchase, but also the language and customs of the country that has them for sale.

The educational world stands ready to supply the needs of business. Often it anticipates those needs. More contact and a greater interchange of ideas between the two will lead to even more effective collaboration.

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G. I. Joe Eats Well and Wastes Little in Best-Fed Army

By Major Roy S. Sievers
Director of Food Service

The Quartermaster Corps has always had the responsibility of supplying proper food to the Army. Considering that the average soldier eats about five pounds of food a day, which costs approximately sixty cents, it is evident that this responsibility of the Quartermaster Corps is greater than ever before. The American public is keenly aware of the quantities of food withdrawn from the civilian market for Army use, and every effort is being made to see that every pound of this food issued to troops is put to the best possible use and that food wastage is kept at an absolute minimum.

Food Training Program

When the threat of war appeared and our armed forces began their first expansion, food problems were just beginning to be encountered. In addition to handling and controlling the supply of food, there was the matter of training mess personnel for duty in every kitchen. The rate of mobilization made it impossible to supply every kitchen with adequately trained personnel, but the number being trained was increased immediately.

Each service command had at that time one school for bakers and cooks charged with the responsibility of training mess officers, mess sergeants, cooks, and bakers for the Army. The Seventh Service Command school, located at Fort Riley, Kansas, is the oldest Bakers and Cooks School in the Army, being organized in 1905. Obviously one school in each service command was not sufficient for handling all of the students; so this one school in each service command became the parent school for bakers and cooks, and sub-schools were opened at other posts and camps within the service command area. Eventually 104 schools were operating over the country training mess and bakery personnel, and of this number fourteen were located in the Seventh Service Command. During the year 1943, approximately twenty thousand students graduated from courses taught in these fourteen schools.

Next came the need for changing the system of issuing rations. In January of 1943, this revised system was put into effect calling for the issue of rations on the basis of the estimated number of men who would actually be

present to consume them. Up until this time food had been issued for each enlisted man carried as present on the morning report, regardless of whether or not he was to be present for the meal. A "ration" as referred to in the Army is the allowance of food for one man for one day; in other words, three meals.

More Supervision Needed

At the same time, it was recognized that there was a need for more trained supervision in all phases of Army messing, and directives were published stating that all station commanders would appoint a mess supervisor whose past experience in food operations would qualify him for the many complex duties involved in this new position. Through this system of trained mess supervision further strides were made toward the ultimate objectives of the program, namely: improvement in the preparation and service of food to the soldier, and the elimination of all preventable food wastage.

In the summer of 1943 the Headquarters of the Army Service Forces, Washington, D. C., under the command of Lt. Gen. Brehon Somervell, issued a directive establishing a Food Service Program for the co-ordination of all food service activities within the Army Service Forces. The Quartermaster General functions as the staff agency of the Commanding General, Army Service Forces, and so the Food Service Branch was established in the Office of the Quartermaster General.

Commanding Generals of the service commands were directed to establish at their respective headquarters a Director of Food Service who would be responsible for mess supervision and inspection, schools for bakers and cooks, post bakeries, and menu supervision throughout the geographical limits of the service command. In the case of the Seventh Service Command this comprises nine states: Minnesota, Iowa, Missouri, North and South Dakota, Kansas, Colorado, Wyoming and Nebraska.

Station commanders were directed to appoint at each of their respective stations a Post Food Service Supervisor who would be responsible for all four activities on his post.

From the foregoing, it can readily be seen that the Army Service Forces

have a well-planned, co-ordinated organization which should be capable of solving any particular food problem with which the Army may be confronted.

Food Wastage Reduced

In addition to improvements in food preparation and service, one of our first concerns, naturally, was food wastage. Edible waste figures were now being kept in every Army Service Force mess throughout the United States, and we were determined that the Seventh Service Command should make a creditable showing.

While constant supervision was showing fine results, it was felt that there was one waste, namely, plate waste, that might be eliminated. In spite of food conservation posters and constant "Take all you want but eat all you take" drives, we found several instances where the soldiers' eyes were bigger than their appetites; so a new system of plate waste disposal was instituted.

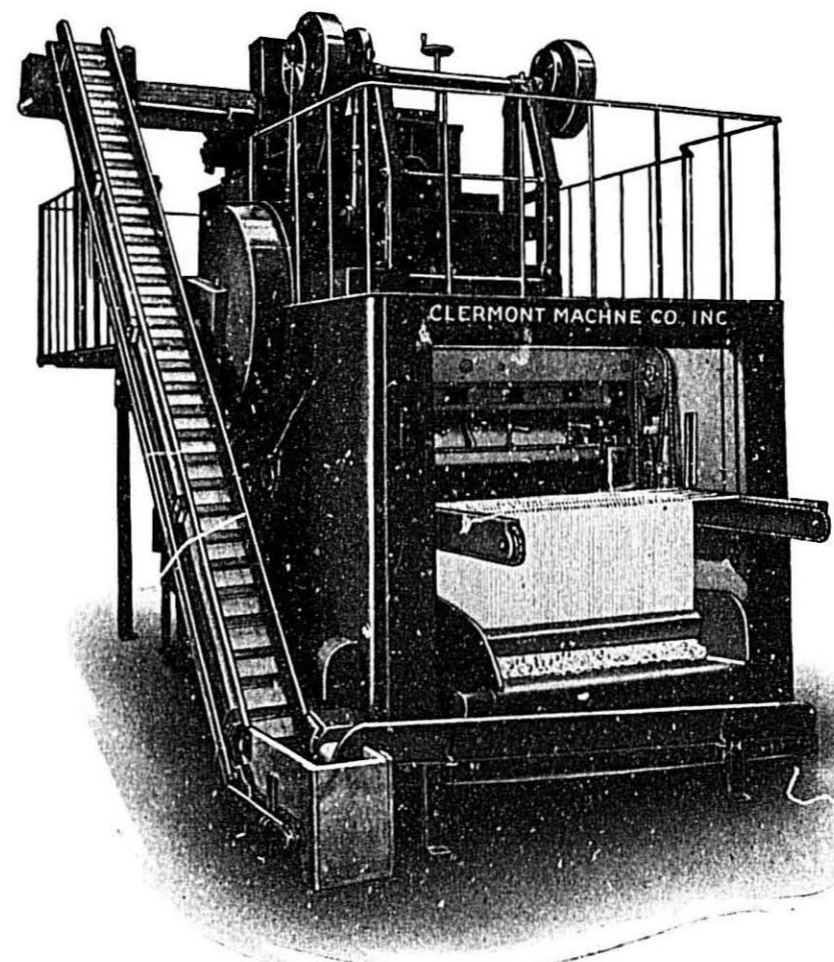
The large 32-gallon G.I. cans, into which the men scraped their plate leavings, were substituted and in their places were substituted a line of No. 10 tin cans, each labeled with the various food components; for example, "liquids," "vegetables," "bread," "salads," "meat," and "desserts," and the men were instructed to separate their plate waste into these various cans on their way out of the mess hall. The original idea was that by this system we could discover which items on the menu were not popular and caused the most waste, but it was soon discovered that, because of the inconvenience to the men, plate waste had practically disappeared.

Eating Everything Encouraged

Suggestions were made to improve the general efficiency of all messes. It was recommended that an officer be present in the mess at every meal and that the officers unexpectedly drop into the kitchen from time to time. Preparation of individual food items in the style most liked by the men was encouraged, and when it was found that certain foods were not being consumed, an effort was made to serve them in a more appealing manner.

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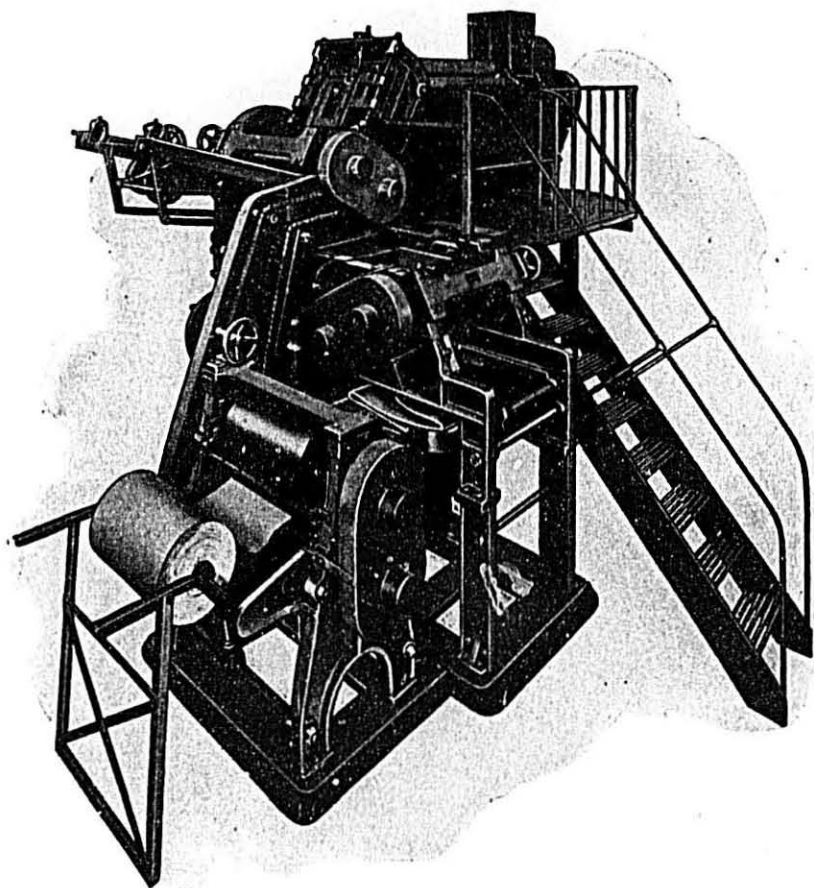
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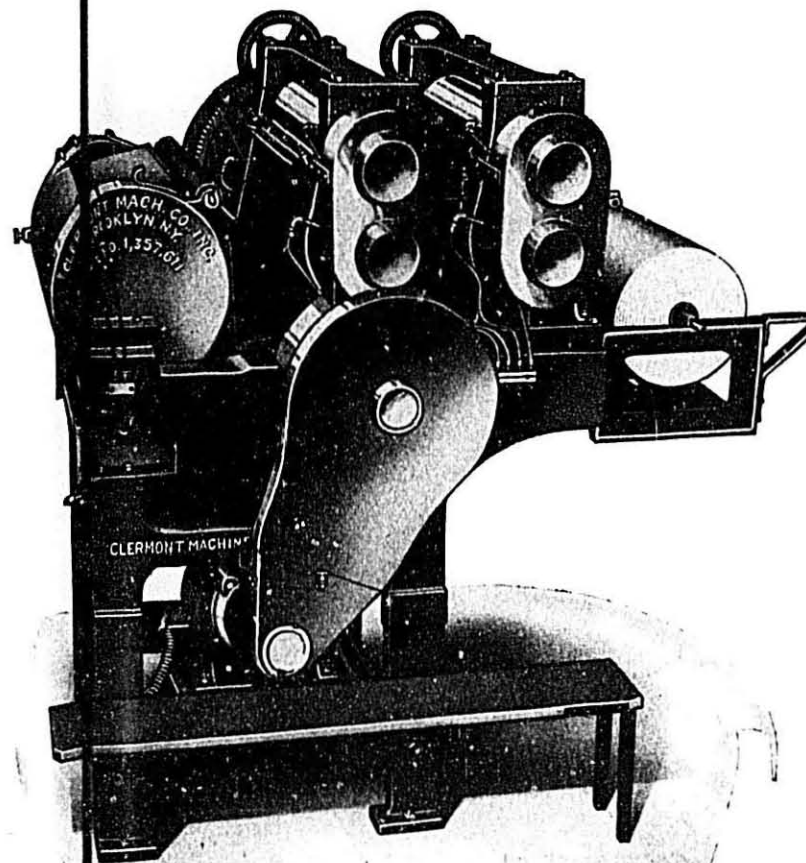
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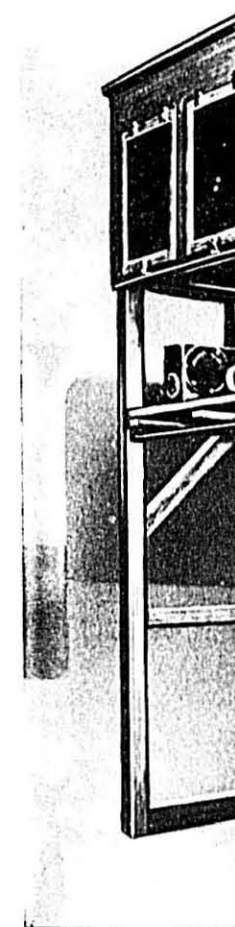
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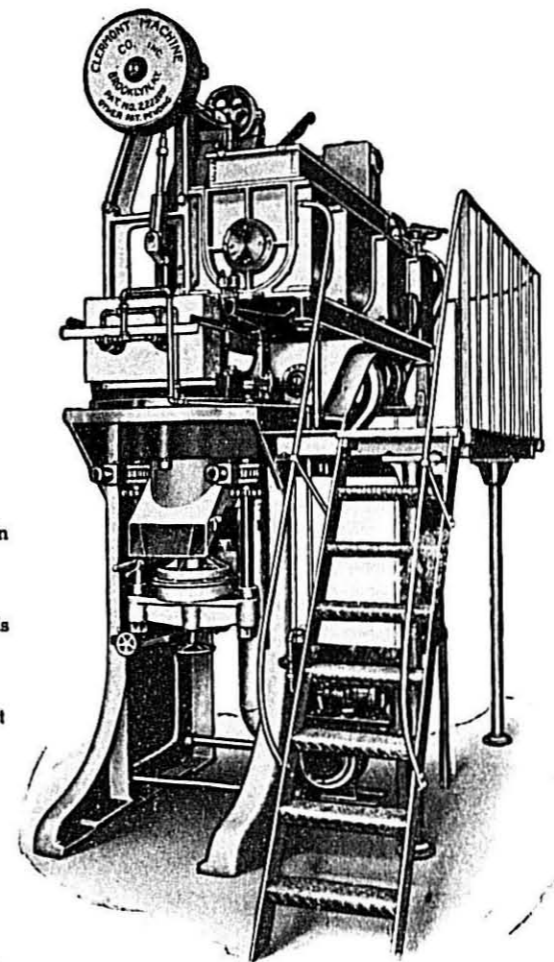
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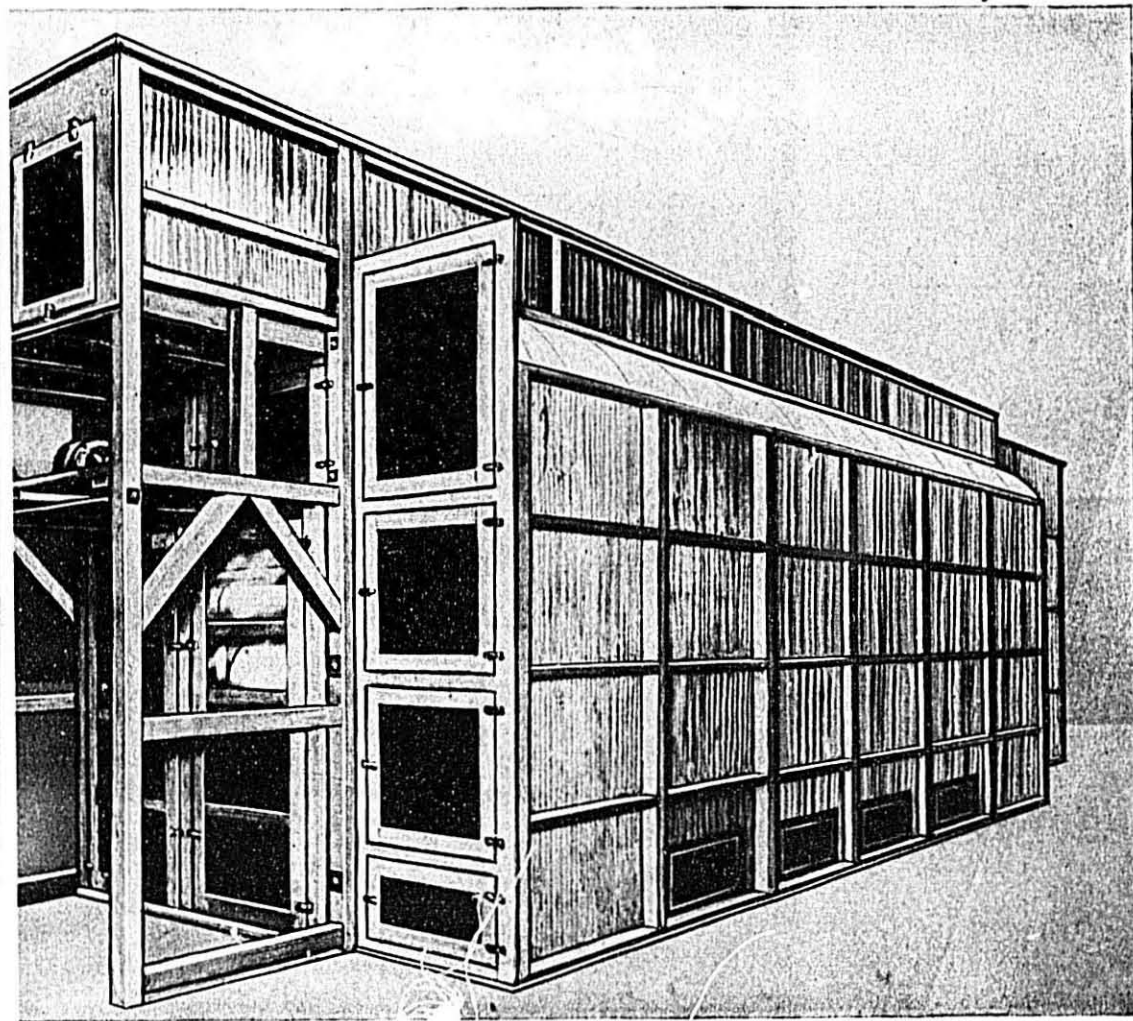
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It was found that, if the men were allowed to enter the mess hall upon arrival rather than wait outside, food consumption was increased, the men were in better humor, and the meals were more enjoyable. Further, if the men were allowed to begin eating upon entering instead of waiting for all men to be seated, the same results were accomplished. Men don't like to stand around; they become impatient, fidgety, and lose their desire to eat.

Every effort is made to make meal-time a pleasant time. If mess halls are made attractive with a few decorations and the food is prepared appetizingly and served attractively, food consumption is increased and waste decreased.

Additional surveys developed the information that food consumption shows an appreciable drop when the meal is interrupted by announcements, thereby increasing food waste. When men are allowed to smoke in mess halls, waste goes down. The tendency to rush out of the mess hall is lessened, and the men sit around and this means finishing their plates.

The net result of the concentrated efforts to eliminate preventable food waste can best be judged by the fact that the waste now totals less than 2 per cent of the food issued. As a comparison reference is made to what E. O. Pollick, Midwest regional director, War Food Administration, recent-

ly said about civilian food waste in this country. He stated that approximately 225 pounds of edible food per person was wasted in this country, counting all losses from the farm to garbage pail, and that 3 to 6 per cent wastage occurs in retail stores, 6 per cent is wasted by restaurant patrons, and 15 per cent of all food taken into homes is wasted. This waste is due to overbuying, failure to use leftovers, lack of meal planning, wasteful or careless preparation, and serving too much on plates—the same reasons that caused waste in the Army but which have been mostly corrected by this time.

Best Fed

The best food service possible is being given to the troops and is being accomplished with an absolute minimum of food waste. Everything is being done to maintain the well-deserved reputation that the United States Army is the best-fed Army in the world.—*Club Management.*

Yerkes Retired

E. I. Du Pont de Nemours & Company has announced the retirement of Leonard A. Yerkes, general manager of the Rayon Department, who directed the development of the company's synthetic fibers business from its inception in 1920. It was also

made known that the company's plant at Buffalo, N. Y., a pioneer unit in a series of Rayon Department plants in seven cities, has been named the Yerkes Plant, in his honor.

Named president of the Du Pont Fibersilk Company on April 16, 1920, and successively heading the Du Pont Cellophane Company and the Du Pont Rayon Company, forerunners of the Rayon Department, Mr. Yerkes has the longest record as a department head in the Du Pont Company.

Mueller Plans New Advertising

Starting immediately, C. F. Mueller Company, of Jersey City, N. J., will launch an advertising campaign for Mueller's Macaroni Products covering the 40-mile trading zone of greater New York. In addition to New York dailies, newspapers in twelve nearby cities will be used, covering Staten Island, Long Island, Westchester County, and Northern New Jersey. A 300-line ad will appear once each week in selected papers in each of the twelve cities, placed on the market page on grocery shopping day. The current schedule runs through the week of December 10. Thereafter Mueller's 1946 schedule will be budgeted. Duane Jones Company is the agency.

Macaroni Products and Italian Cheese

Of the hundreds of recipe books dealing with the preparation of thousands of tasty dishes, few, if any, fail to use the suggestion—"Sprinkle with grated Italian Cheese." Especially is this noticeable in recipes having to do with the preparing of Italian dishes of macaroni, spaghetti and egg noodles. Therefore, the manufacturers of this fine wheat food have a natural interest in the types of Italian cheese that are most suitable; so, too, have the cooks, chefs and housewives.

While cheese from Italy has been scarce in this country since very little if any of it could be imported during the war, the cheese industry in this country has made giant strides both in quantity and quality, and among the newer recipe books, the words "Italian Cheese" are used with less frequency. However, there seems to be a natural connection between macaroni products and good cheese, and all references to cheese becomes "hot news" to the macaroni-noodle industry. We are indebted to *The Bulletin*, official organ of the Italian Chamber of Commerce of Chicago for the following story of the "Italian Cheese Industry," taken from the September, 1945, issue of that magazine.

Italy's Cheese Industry

The first beginnings of the Italian cheese industry date back to the Roman period when cheesemaking was a home industry; as early as the 13th century it was developed on a large scale, more especially in the district of Parma and Lower Lombardy, whence it spread in the course of time to other parts of the Peninsula.

But it was only in the second half of the 19th century that steady and scientific progress was made from year to year and in the last decades Italy has come to a leading position in the international export trade in cheese.

The 1940 output amounted to about 2,300,000 quintals, valued at 2 milliard lire, and distributed over fifty different varieties, differing widely in their organoleptic qualities as also in size and shape.

Centres of Production

One of the outstanding features of the Italian cheese industry is its wide diffusion throughout the country, both on the plains and the mountains. In the Valley of the Po, with its large dairy herds and highly developed transport system, conditions are very favorable all the year round for the making of cheese and other by-products of milk, so that the output in Lombardy, Three Venetias and Emilia reached the figure of 1,700,000 quintals a year. In central and south Italy and the islands, the cheese is made chiefly from ewe's milk, the annual production being about 400,000 quintals.

The Chief Types of Cheese

The wide range of cheeses made in Italy enabled the industry to meet all the varying needs and tastes of the consuming public, whether the demand be for strong or mild flavored cheeses

used for grating or for table cheeses, both hard and soft, ranging from rich creamy varieties of mild and delicate flavor to the slowly ripening, pungent skimmed-milk varieties.

Italian cheeses are classified according to their appearance and consistency into hard and soft.

The Grana, pecorino, provolone, the caciocavallo and others of less importance such as the Asiago and the Vezzena, belong to the category of hard cheeses.

Grana—These cheeses hold pride of place in the Italian industry, with an output exceeding 800,000 quintals per annum. The cheese factories of Emilia are devoted almost exclusively to their production which is also carried on in Lombardy and Venetia.

Grana is made in the Reggiano-Parmigiano and Lodigiano varieties and similar types (lombardo and emiliano), long famous both in Italy and abroad, being known and prized for their distinctive aroma and flavor and their excellent keeping qualities which allowed of their being shipped to great distances at all times of the year, without deteriorating or losing any of their qualities.

They are very rich in vitamins and of high energetic value. In the best qualities, the grain is very fine, the inter-granular spaces very minute, and the cheese breaks in chips; it has a characteristically fragrant, non-pungent flavor.

Parmesan which has not aged is an excellent table cheese; as it ages it becomes particularly suitable for use as a condiment for certain dishes, more especially for serving with spaghetti prepared with tomato sauce or butter. It is also used in special diets for invalids and children.

These cheeses are sold in the "old"

(vecchio) or "very old" (stravecchio) or "extra old" (stravecchione) qualities, according to age.

Pecorino—Of the several kinds of pecorino cheese made in Italy, the most valued are the "genuino pecorino Romano" and the "pecorino Sardo" of which some 130,000 quintals are made every year in Latium and Sardinia.

Pecorino is a hard, compact, yellow cheese with a characteristically pungent flavor. When less than a year old it is used as a table cheese but as it ages it acquires a peculiar taste and is generally used as a grated cheese by those who like piquant and highly aromatic flavors.

From Sardinia come also large quantities of "fiore Sardo"; from Tuscany, the Marches and southern Italy come several kinds of ewe-milk cheese (pecorino), each of which has special qualities of its own.

A Sicilian, Apulian and Lucanian specialty are the piquant incanestrato cheeses, one variety being seasoned with black pepper.

Provolone and Caciocavallo.—These are characteristic southern cheeses chiefly made in Campania, the Abruzzi, Molise, Apulia and Sannio. Considerable quantities are, however, now made in Lombardy. They differ only in shape. When less than six months old they are excellent table cheeses; as they age they become suited for use as condiments. Their flavor varies with the method of preparation, some being slightly smoky and piquant, others mild and creamy. They are compact, straw-colored cheeses with a dark yellow rind. Their fat content varies from 44 to 52 per cent.

Other Hard Cheeses—Besides the aforementioned, which account for

(Continued on Page 14)

From a St. Regis advertisement — 1939

"The Finest Industrial Peacetime Package"

From a St. Regis advertisement — 1942

Essential Wartime
"The Finest Industrial Peacetime Package"

AND NOW: 1945

Improved Peacetime
Essential Wartime
The Finest Industrial Peacetime Package

DURING the past few years, the St. Regis Paper Company has geared its bag production to serve wartime needs.

To this end, a new bag plant was erected in Kansas City. Substantial additions were made to our other bag plants throughout the country.

The company's laboratories and testing facilities developed new grades of paper and improved bag construction to cope with the hazards of wartime shipping and storage.

Today, as industry returns to a free, peace-time economy, St. Regis augmented production facilities and the technical developments of recent years are available to American industry for the packaging of many

types of food, as well as construction, agricultural, and chemical commodities.

We are confident that St. Regis packing machines together with improved Multiwall valve and open-mouth paper bags will keep pace with the increased tempo that will characterize American progress in the years that lie before us.



IN CANADA:
St. Regis Paper Co. (Can.) Ltd.
Montreal, Quebec
Vancouver, British Columbia

Boston, Mass. Birmingham, Ala. Dallas, Texas Denver, Colo. Detroit, Mich. No. Kansas City, Mo.
Los Angeles, Calif. New Orleans, La. Franklin, Va. Seattle, Wash. Nazareth, Pa. Toledo, Ohio

Macaroni Products and Italian Cheese

(Continued from Page 12)

over 60 per cent of the Italian cheese output, several other hard cheeses of less importance are made, some being characteristic of special locations while others imitate cheeses originally made abroad which have found in Italy conditions favorable for large-scale production.

To the first group belong the Asiago and Vezzona cheeses, made in the province of Cuneo.

To the group imitating foreign specialties belong the Emmenthal type, Gruyere type and Sbrinz type cheeses, of which about 100,000 quintals are made each year in Italy. These are table cheeses, Sbrinz being the only one which, when aged, is used for grating.

The soft cheeses include many varieties of table cheeses, the best known being Gorgonzola, Stracchino, Fontina, Robiola and Robioline. The others are produced in smaller quantities.

Gorgonzola.—This famous table cheese is named after the little town in Lombardy whence it first came, and may be considered as the most important of Italian soft cheeses with an output of some 350,000 quintals per annum coming from Lombardy—provinces of Milan and Pavia—and Piedmont provinces of Novara and VerCELLI.

Unequaled as a table cheese for its characteristically fragrant and somewhat piquant flavor, it is soft, creamy, and compact, of a creamy color veined with green, due to the special method of ripening.

Its peculiar flavor and aroma are due not only to the way in which the cheese is ripened, but also to the fact that it is made from very fresh, rich, whole-cream milk. For this reason Gorgonzola is one of the most creamy of cheeses, with a fat content fluctuating between 48 and 52 per cent of the dry matter.

The kind best known on the market is the green or "herborised" Gorgonzola, but there is also a white variety free from green mould, with characteristic organoleptic properties and a delicate sweet taste.

Fontina.—A typical cheese of the Val d'Aosta, made during the summer months when the herds are grazing on the Alps. It is made exclusively from the whole, unskimmed milk and has therefore a very high fat content. It is mild in flavor and suitable for table use and in the preparation of a Piedmontese dish made from melted cheese and truffles.

Stracchino and Robiola.—Crescenza or Stracchino of Milan, Robiola, Robiolina and Taleggio are very creamy Lombard cheeses with a fat content exceeding 50 per cent. They are delicately flavored and are excellent table

cheeses, suited more especially to people of refined taste.

Besides the standard cheeses above described, the Italian industry produces many specialties placed on the market by the leading cheese manufacturers. They are mostly soft table cheeses, prepared by special processes, packed with great care, the purpose being to supply types to markets demanding very delicate, high class cheeses.

They are appreciated for their mild flavor, creamy substance and high fat contents, and are exported under trade names which have become favorably known in all countries.

Bel Paese is a soft table cheese of mild flavor, readily melted, and easily assimilated; it is sold in round shapes weighing 2 kg., carefully wrapped in tin foil. Other types of table cheeses are Pastorella, Cacio Reale, Montagnino, Tarvisio, Savoia, Unio, Regina, Fior d'Alpe, etc.

Other specialties which have come to the fore in recent years are the rindless pasteurized cheeses, mild or slightly piquant which are sold under fancy names invented by the producing firms.

Export Trade

Besides meeting in full the large demand on the home and colonial markets, Italian cheeses were exported on a scale which placed Italy in the front rank of cheese exporting countries both as regards the quantities sold each year on the foreign markets, the great variety of types, and the wide radius over which they are spread.

Of recent years Italy has exported between 250,000 and 300,000 quintals annually, valued at over 200 million lire, sold on more than 80 different markets.

All Italian cheeses enter the export trade, but the largest volume of business done was in the standard qualities best known abroad, such as Pecorino, Gorgonzola, Parmesan, Provolone and Cacioavallo.

Legislation

Italian legislation regulating the cheese industry deals with the whole cycle of production; the purpose is to guarantee the respect of essential hygienic requirements in the case of food products of such importance, and which enter the export trade.

In addition to experimental stations, dairy schools have been established; among these the "Experimental Cheese Institute of Lodi" is of special importance for the training of experts in the cheese industry.

Corn grown on soil containing the proper fertilizing elements produces a higher percentage of grain to cob than corn grown where these elements are deficient.

Pillsbury Meeting

To formulate plans in keeping with changed conditions brought about by peace, a sales meeting of Eastern representatives of Pillsbury Mills, Inc., was held last month in the New York Offices of the company. Attending were the following out-of-towners: H. P. Files, vice president and general manager; H. J. Patterson, vice president in charge of bulk sales; D. J. Anderson and Paul Gerot of the family sales division, all from Minneapolis; I. C. Maghran, eastern manager, Buffalo; Joseph Carroll of Philadelphia, and L. A. Smith and W. F. Peltz of Baltimore.

More "E" Awards for Du Pont

E. I. Du Pont de Nemours & Company, Inc., was notified it had won two more Army-Navy "E" awards, one for the Hanford Engineer Works, Richland, Wash., a major production unit of the Government's atomic energy project.

The other award went to the Spruance plant of the Cellophane Division at Richmond, Va., where cellophane for many war uses, including gas-protective capes, was manufactured.

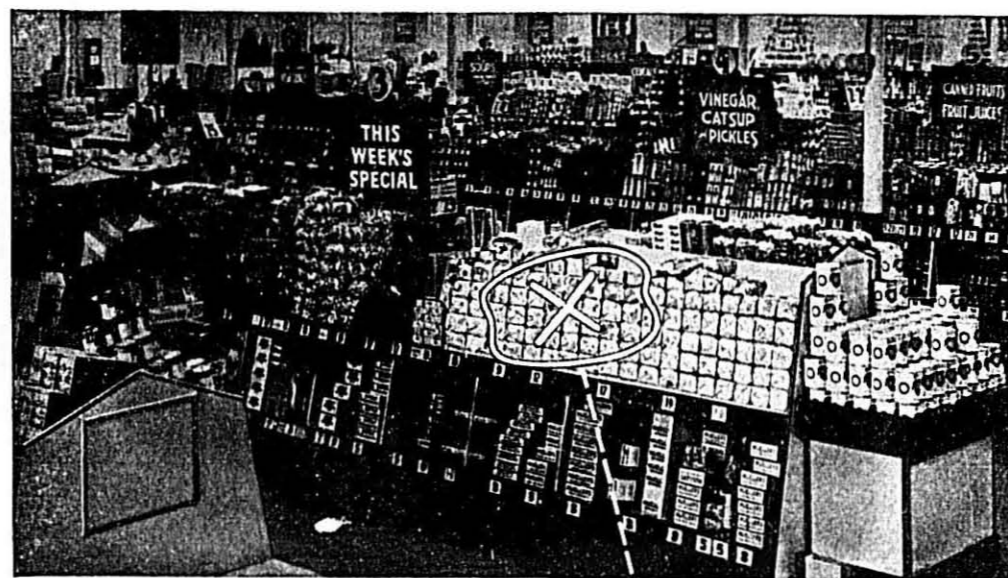
The Hanford project, which cost about \$350,000,000 and embraces an area of more than 600 square miles, was by far the most extensive of many war jobs the Du Pont Company carried out at the express request of the Government. Du Pont engineered, designed, constructed, and is operating the Hanford Works.

Thirty-seven plants owned or operated by the Du Pont Company have received the Army-Navy "E," with a total of 88 stars presented for continued excellence in production in the plants or a total of 125 awards.

Up Durum Subsidy 7 Cents

The Government subsidy on durum wheat was upped seven cents according to an announcement of September 28 by the Defense Supplies Corporation. Durum millers claim that this increase eases a tight price situation that has existed for some time and enables them to again start accepting orders for semolina. The increased subsidy was hardly up to the expectation of the mills, but enables them to sell at a profit under continually increasing wheat and milling costs.

The mills, though booked solidly for the next 120 days, are accepting some orders from macaroni firms that are finding relief from a bad labor condition, with the result that things are looking up generally.



The most important spot in your Merchandising Program

As you make plans to stimulate the sale of your products, be sure to check the effectiveness of these plans at the point of sale.

Today's housewife is more value-conscious than ever before. She is again finding a wide variety of appetizing items competing for her attention and her food dollar.

She makes many buying decisions right in the store. Surveys show that from 24% to 51% of her food purchases are made on impulse.

This puts a big responsibility on the package. Food retailers everywhere have found that products packaged in sparkling Du Pont Cellophane have special eye-appeal that stops the passing shopper.

Write for the booklet, "Help Yourself to Lower Distribution Costs," discussing functions of the package in today's merchandising picture. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Del.



Cellophane

Shows what it Protects—at Low Cost

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Extensive Research Being Done by Trade Associations for Peacetime Marketing

Recent articles appearing in *Domestic Commerce* have presented definite examples of what trade associations in various fields are doing in the way of research. Here is an outline which covers the broad framework of most of these farsighted endeavor by business organizations:

1. Raw-materials research (present stocks, future needs, possible new kinds and sources, purchasing practices, shipping arrangements, government indexes of commodity costs).
2. Plant and equipment.
3. Labor supply, training, and so on.

4. Technical—industrial—research (improved products, improved manufacturing processes, new products, new uses, utilization of byproducts).

5. Market—commercial—research (wider and larger markets, surveys of consumer preferences and distribution channels, sales forecasting, co-ordination of market research by industry members when desirable).

6. Sales promotion and co-operative advertising.

7. Public and consumer relations (building up an understanding of, and confidence in, the industry's economic and social services and its business policies).

8. Foreign trade prospects and problems.

9. Production, marketing and other progress of related, as well as competitive, industries.

10. Legislative research (a study of present and proposed legislation affecting the industry).

11. Government relations, including appearance as the "Voice of the Industry" before local and federal agencies.

12. General economic trends: (a) Studies of past business cycles in their own and related industries, and (b) studies of various estimates of probable future, such as price trends, consumer purchasing power, national income, gross national output of goods and services, employment and unemployment, taxation, and so on, up to 1950.

13. Special problems of the industrial reconversion period (relaxation of government controls, disposal of surplus government land, plants, equipment, and supplies, taxation, industrial financing, contract renegotiations and termination, and renewal of full production for civilian needs).

Thus, progress is being made as the time draws near when the results of these preparations will be put to the test.

In connection with the importance of business research of various kinds in prewar trade association services, Department of Commerce data show that 600 national-regional associations regard commercial or marketing research as a major activity and usually have a special staff devoted to this field of study—sometimes including sales promotion as well.

Just what is included in such association work? To quote from "Trade and Professional Associations of the U. S." of the Department of Commerce.

"Commercial Research"—To furnish aid to members in finding increased, wider and more profitable markets. Surveys of distribution channels, consumer preferences, etc., as a basis for sales promotion activities. A study of all facts which influence the sales of the industry's products and of competitive products; also the purchasing of raw, etc., products used by the industry. Sales forecasting. Economic surveys. Trade inquiries. Co-ordination of the marketing research, etc., of member companies.

"Sales Promotion" (also known as Trade Promotion)—To increase, effectively, sales volume. Exhibits and exhibitions. Co-operative advertising campaigns. Co-ordination of members' individual advertising and publicity procedures. Awards and contests. Promotional campaigns with related industries and professional fields. Studies of the best use of the many types of advertising media; and of the results of the research activities of the association and member companies.

"Industrial Research"—To improve the industry's products or services. New or improved products; also new uses. Operation of a technical laboratory, or co-operation with university and government laboratories. Improved production technique or manufacturing methods. Utilization of waste or byproduct materials.

Mueller's Newscast Schedule

The C. F. Mueller Company, one of the country's largest users of local and regional newscasts, has added four new cities to its newscast schedule, making a total of seventy-six news broadcasts per week, each sponsored for Mueller's Macaroni Products.

New programs were added on Station CKLW, Detroit; WTOP, Washington, D. C.; WHEC, Rochester, and WAGE, Syracuse.

A staff of seventeen radio reporters and commentators now participates in the Mueller campaign. They are heard from three to six times a week in 5, 10 and 15-minute broadcasts from stations in twenty-two major cities covering Mueller markets East of the Mississippi.

Winning Consumer Acceptance

Though there are millions of families whose cooks need no help in the way of suggested ways for preparing tempting and satisfying dishes of macaroni, spaghetti and egg noodles, there are millions of housewives who admit that they are not too proficient in concocting meals with these products as the main dish of the meal; the latter welcome suggestions, particularly of the simpler, easy prepared recipes.

To win the good will of these interested millions, the Betty Barclay Service has made two timely suggestions, with appropriate comments, as given below.

Timely Spaghetti Tips



By BETTY BARCLAY

With meat scarce, points limited and housewives busy, there is a natural demand today for easy-to-prepare, economical and satisfying dishes.

Here's a couple of tips: Serve spaghetti dishes regularly—throughout the entire year. Rely on it for much of your protein requirements. (Macaroni or egg noodles may be used as a change.)

You probably have several spaghetti recipes in your recipe file, but here are two that may be new to you. You'll find these dishes delightful:

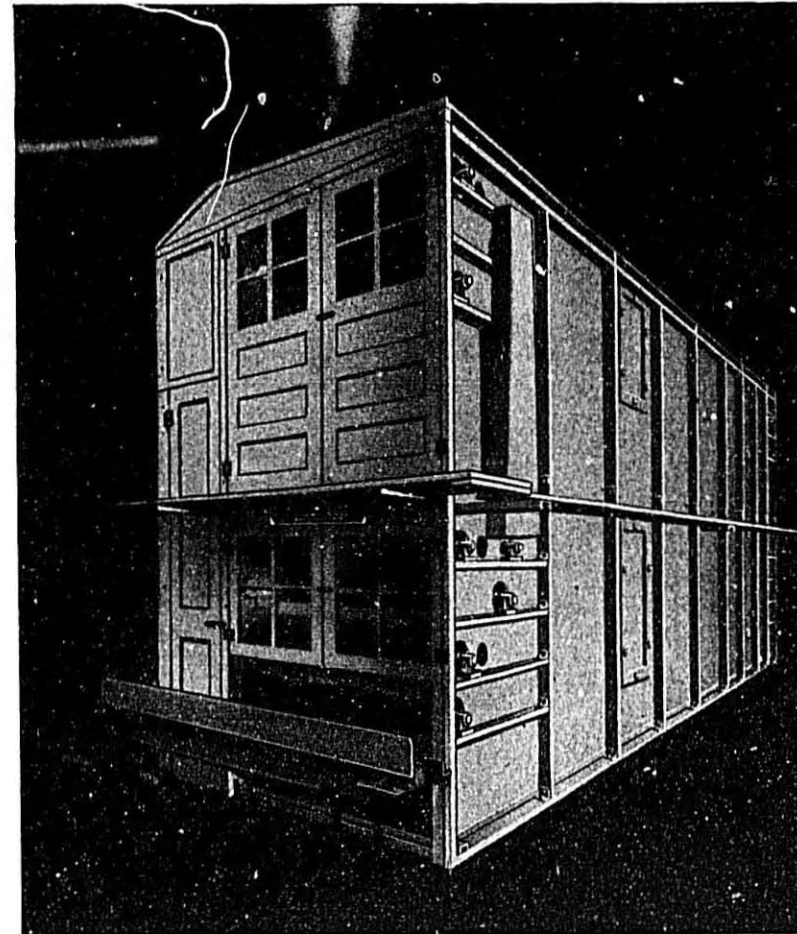
Creamed Spaghetti

½ pound spaghetti
2 tablespoons shortening
1 pint milk
2 tablespoons flour
Boil spaghetti in 2 quarts of salted water until "chewy,"—not "mushy." Drain. Melt shortening in pan. Blend in the flour and stir in milk while bringing it to a boil. Season to taste and pour over hot spaghetti. Makes 4 liberal portions.

Spaghetti with Anchovies

½ pound spaghetti
1 small can anchovy filets
2 tablespoons butter or olive oil
Boil spaghetti in salted water and drain. Heat contents of can of anchovy filets in butter and pour over cooked and drained spaghetti. Toss spaghetti until all strands become flavored. Season and serve hot. Makes four liberal portions.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

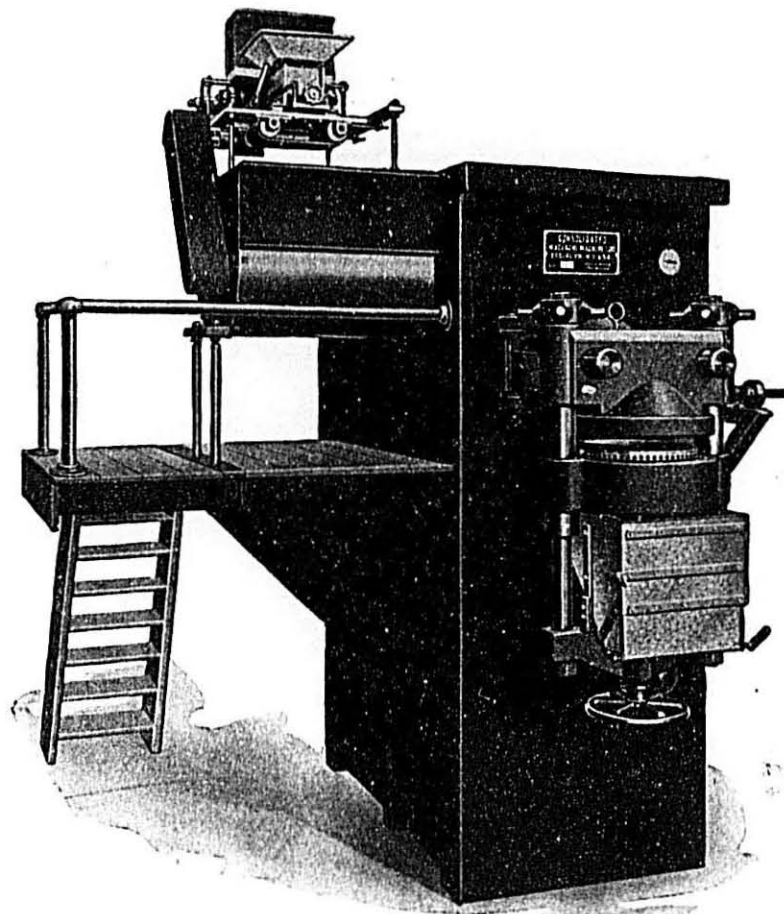
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

In addition to our Automatic Continuous Press for Long Pastes, we also manufacture a Continuous Press for the production of Short Pastes of all types and sizes.

The raw material and water is automatically fed by the blending device into the Mixer and no handling or attention is necessary as all operations are automatic and continuous.

Guaranteed production of not less than 1,000 pounds per hour. Finished goods uniform in length. It is sanitary and hygienic as the product is untouched by human hands.

This press is not an experiment. Already in operation in the plants of well-known manufacturers.

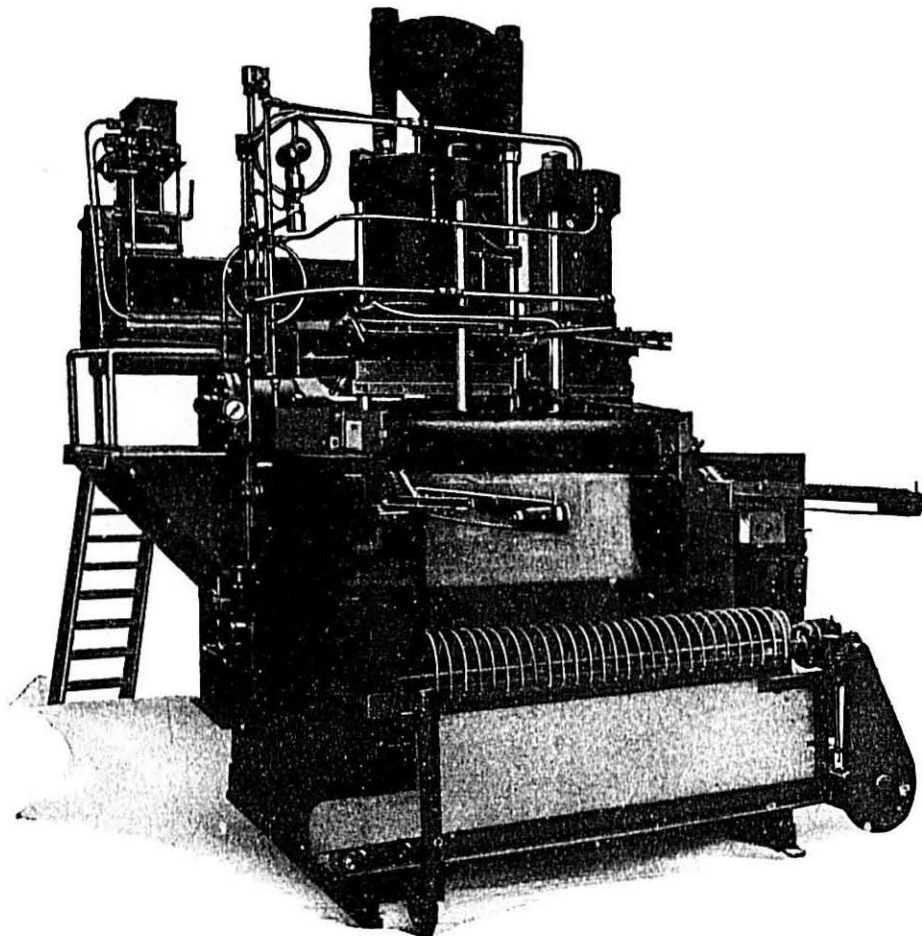
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

Due to Government Regulations, we are restricted in the construction of these machines for the duration, but same can be furnished with the proper priority.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

The machine above shown is the only continuous press in the world which has a positive spreading attachment and is fully automatic in every respect.

Do not confuse this press with those being offered by several competitors. It is the only continuous press that is guaranteed to automatically spread macaroni, spaghetti or any form of long paste as soon as the machine is installed. No experiments necessary after installation.

In offering this machine to the trade, Consolidated adheres strictly to its policy of offering only equipment that has been

tried and proven in every particular. The purchaser is therefore assured that the machine will fulfill each and every claim as soon as it is put into operation.

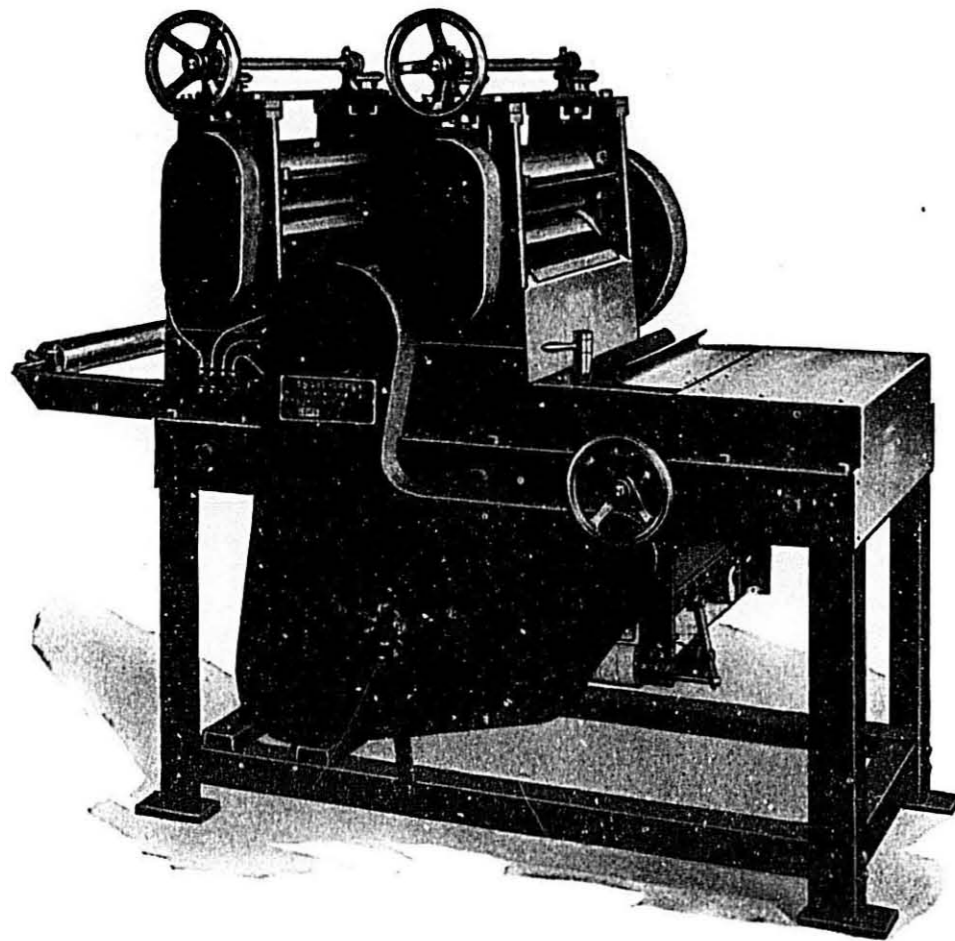
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct hydraulic pressure. Production from 900 to 1,000 pounds per hour. Recommended where long, continuous runs are required.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

Resolved:

**TO KEEP MACARONI FOODS ON AMERICA'S
DINNER TABLE IN INCREASED QUANTITIES**

THE MACARONI INDUSTRY

It's a big order—but it can be done, and we intend to do our part by continuing to furnish highest quality semolinas and durum flours to the macaroni industry.

COMMANDER MILLING COMPANY

MINNEAPOLIS, MINNESOTA

Slack-Filled Packages

Indications are that manufacturers who package their products in cartons are in for more or less embarrassing moments through the seizure of what are unmistakably slack-filled packages, due to conditions almost beyond their control. Heeding the complaints of ultimate consumers, government law enforcing agencies have issued warnings that they contemplate a drive to compel macaroni-noodle manufacturers to live up to regulations with respect to fill of package.

Intent on supplying the heavy government demands for macaroni products, manufacturers have been operating their presses and brakes to capacity, with the result that dies have become badly worn and the products less uniform than in ordinary times. Packaging these less uniform products presents problems that cannot be solved with the machines in use. The result is that many packages rattle like bells when shaken.

So serious has become the matter that President C. W. Wolfe recently appointed a special Committee on Slack-Fill to study the whole matter and it has already held its preliminary meeting. The aim of the committee is to get information from the trade, and then to apply to the Food and Drugs Division of the U. S. Department of

Agriculture for a hearing at which to present the evidence gathered in order to get from the Food and Drugs Administration a greater tolerance than that allowed under the present regulations.

Director of Research, B. R. Jacobs of the National Association, has appealed to the trade generally for information relative to their packaging procedure and practice for the purpose of compiling all the information for use by the committee in seeking more laxity in keeping with present conditions. This is one of the services provided all manufacturers by the National Association, and all should immediately reply to the survey questionnaire being sent by Jacobs.

Consolidated Grocers Corp. Acquires Reid, Murdock Co.

One of the biggest business deals in the history of the wholesale grocery trade was made recently through the purchase of the 92-year-old Reid, Murdock Co., one of Chicago's oldest wholesale grocery houses, by Consolidated Grocers Corporation, a \$20,000,000 concern.

The announcement was made by Nathan Cummings, president of

Sprague-Warner-Kenny Corporation. The enlarged company will manufacture, can, import, export and distribute foods through its control of Reid, Murdock Co., Sprague Warner Division, C. D. Kenny Division, Western Grocer Co., Marshall Canning Co. and Danemiller Grocery Co. These firms will continue to operate as separate subsidiaries, retaining their own entity as in the past.

... and Meats

Macaroni and noodle manufacturers, especially those who advertise tempting combinations of their products with meat, may again make use of the recipes that were not as popular as they might have been under meat rationing. Price Administrator Chester Bowles has announced that after September 30 nearly one-third of the meat sold in meat markets would go to the buyers without meat points.

The new order affects sales of lamb, sausage, hamburger and other cuts under the quality grades. Pork continues scarce, but the United States Department of Agriculture estimates that the annual meat allowance under the new order will be back to 147-150 pounds for the fourth quarter.

Shellmar Products Company Adds to Its Management Staff

B. W. Martin, President of Shellmar Products Co., Mt. Vernon, Ohio,



T. R. Baxter

and Southgate, Calif., has announced two important personnel acquisitions in line with the company's expanding

activities in the packaging and plastics fields.

T. R. Baxter is named Package Development Manager. "Russ", as he is



T. K. Almroth

known to a host of friends, has been with the Standard Brands in a similar capacity for the past twenty-five years. He possesses a thorough knowledge of the mechanics of flexible packaging, as

well as that of marketing and distribution. Mr. Baxter will devote himself to the solution of packaging problems, spending much of his time in direct contact with customers and prospects in the field.

T. K. Almroth, for more than twenty-five years Advertising and Publicity Manager of Owens-Illinois Glass Company, has been named Director of Public Relations. In this capacity he will supervise Shellmar's advertising, publicity and sales promotion activities. Almroth brings to the flexible packaging industry a sound knowledge of packaging fundamentals and a proven ability to interpret Shellmar's technical and engineering developments for the trade. A gradual expansion of promotional effort is contemplated into new and enlarged fields.

According to Mr. Martin, the release of materials for unrestricted civilian use brings an unprecedented challenge to the package producer. Expanding markets are inevitable and war developments in flexible packaging have been so many and of such far-reaching consequence that, with restrictions cancelled, many new markets have sprung into existence.

The U. S. Mint turned out, during 1944, approximately 8,000,000 coins for more than a score of friendly nations.



EXPERIENCE

TO MEET GLOBAL SHIPPING'S DEMANDS!

WHEREVER our armies march—wherever lend-lease operates—there the seeds of desire are planted for America's goods and America's way of life.

What does this mean to you? . . . That you must be prepared for global demand for your products—that your packages and package handling must be geared to meet rigid requirements and specifications of world-wide shipment, distribution, and sale.

More than a quarter century of proven packaging experience in the plants of America's foremost producers is yours when you specify packaging machinery engineered, designed and built by PACKOMATIC. Typical PACKOMATIC equipment includes:

New York • Chicago • Cleveland • Denver • Los Angeles
Boston • San Francisco • Seattle • Philadelphia • Baltimore

PACKOMATIC AUTOMATIC TELESCOPING VOLUMETRIC FILLERS handle semi- and free-flowing products.

PACKOMATIC COMBINED TOP AND BOTTOM CARTON SEALERS with AUTOMATIC CARTON FEEDERS AND VOLUMETRIC FILLERS, seal both top and bottom flaps automatically, operate at speeds up to 60 to 75 cartons per minute.

AUTOMATIC NET WEIGHT SCALE for round metal and paper cans, glass jars and rectangular containers.

PACKOMATIC CASE IMPRINTERS that print both ends of the case simultaneously up to 20 per minute.

AUTOMATIC TUBE CUTTERS with elevator-hopper, designed to speed production from 70 to 100 per cent.

NEW AND STREAMLINED MODEL "D" PACKOMATIC CASE SEALERS that seal both case tops and bottoms on one machine—or tops or bottoms only, if desired.

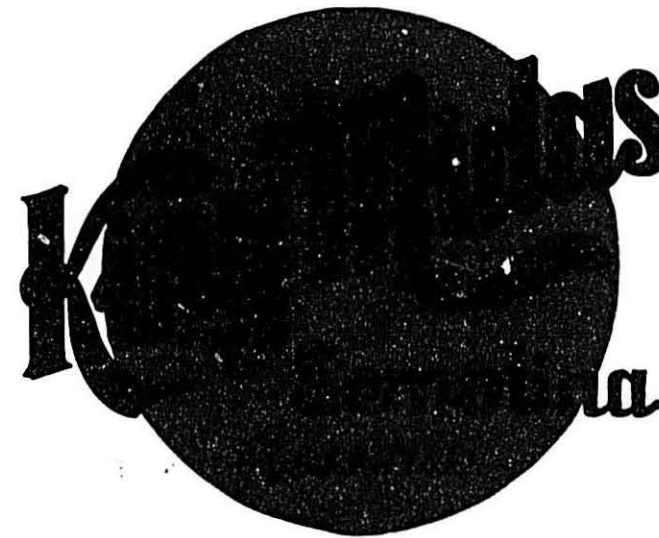
PACKOMATIC AUTOMATIC WEIGHERS for flour and similar products.

Builders of packaging equipment to meet every packaging situation. J. L. Ferguson Company gives you: (1) seasoned packaging advice and counsel, (2) experienced package design and engineering, (3) practical equipment building and installation.

For better package handling tomorrow . . . Consult your classified telephone directory for nearest PACKOMATIC office today . . . No obligation to purchase.



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



LEADS IN QUALITY

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Liquid, Frozen and Dried Egg Production

August, 1945

Egg-breaking operations during August continued much under those of a year ago. The production of liquid egg during August totaled 24,064,000 pounds compared with 131,682,000 pounds in August last year. The drastic curtailment in egg-drying operations continues to account for most of the decrease.

Drying of eggs for war purposes is now a thing of the past. Dried egg production during August totaled 7,920,000 pounds, compared with 34,148,000 during August a year ago. After August, production of dried whole egg for the Armed Services will probably be very small. Production of dried egg for the first eight months of this year totaled 100,218,000 pounds, compared with 244,349,000 pounds during the corresponding period of 1944. The number of cases of eggs used for drying from January through August this year has totaled only 9,829,000 cases, compared with 24,141,000 cases used for drying during the same period last year.

The quantity of liquid eggs frozen during August was much less than the quantity frozen a year earlier, 14,500,000 pounds compared with 24,450,000

pounds. Production for the first eight months of 1945 totaled 360,120,000 pounds, compared with 475,890,000 pounds during the same months last year. Storage stocks of frozen eggs on September 1 totaled 216,448,000 pounds, compared with 371,627,000 pounds on September 1, 1944, and 265,386,000 pounds for the September 1 (1940-44) average.

Swift's Re-employment Plans

Plans for re-employment of handicapped veterans and for special training programs to assist all veterans in their return to civilian occupations are being put in operation by Swift & Company, John Holmes, president, said tonight in a nationwide address over the Mutual Broadcasting System.

During the years of hostilities, Swift employees joined the armed forces to the number of 25,601. This was more than a third of their employe family. It is their hope, he revealed, that the majority of their service personnel will return to them.

"We expect to provide expanded employment through a greater degree of processing of the products of the farm and through an expansion of our activities in various allied lines in which we are now engaged.

"We have often heard that nothing good comes out of war except what we learn. We at Swift have found this to be true. Out of the pain of war and anxiety for the welfare of our troops has come a great deal of knowledge. Now we hope to divert the benefits of this experience to peaceful accomplishment—to the accomplishment of more life to our years and years to our life through better nutrition."

Will Move to Long Island City

A. Goodman & Sons, manufacturers of noodles, spaghetti, matzos and kindred-food products, have purchased the six-story industrial building of the Electric Auto-Lite Company at 2107 Forty-first Avenue, Long Island City, Queens.

For nearly three-quarters of a century the Goodman firm has occupied the building extending through to 645-653 East Twentieth Street, which has been acquired by the Metropolitan Life Insurance Company for its development of the Stuyvesant Town housing development on the East Side.

Its new property in Queens contains approximately 100,000 square feet and will be occupied as soon as alterations have been completed.

70% MORE CARTONS PER OPERATOR

CECO

Adjustable

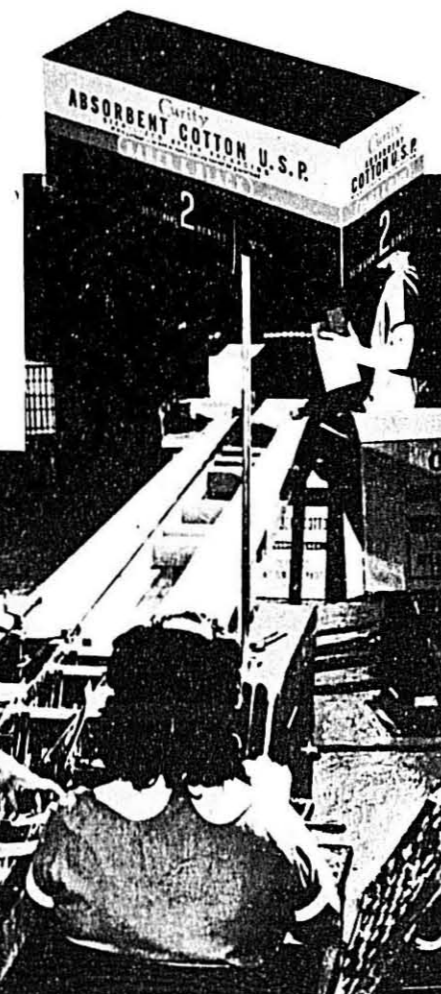
CARTON SEALER

The name "Bauer & Black" is synonymous with quality surgical cotton products. These, like other leading bandages and absorbent cotton products, are packaged in a wide range of carton sizes on CECO Adjustable Carton Sealers. Both ends of the filled cartons are sealed simultaneously and automatically. Cartons are square, clean, neat, and tamper-proof.

A significant statement in a recent letter from Bauer & Black reads as follows:

"On the machine designed for our larger packages, we had an increase of 500% per operative over the hand method of cartoning. On the first machine we purchased, on which we process our smaller sizes, we had an increase of 70% per operative over the hand method of cartoning."

No matter what kind of product you package, let us demonstrate how a CECO Adjustable Carton Sealer can produce a better-looking carton, faster and at lower cost. Write.



CONTAINER
EQUIPMENT
CORPORATION

210 RIVERSIDE AVENUE
NEWARK 4, N. J.

CHICAGO • TORONTO
BALTIMORE • ST. LOUIS
SAN FRANCISCO
ROCHESTER

Packaging Machinery Specialists



A PRECISION-BUILT MACARONI PRESS

THE ELMES Macaroni Press is precision built in every respect.

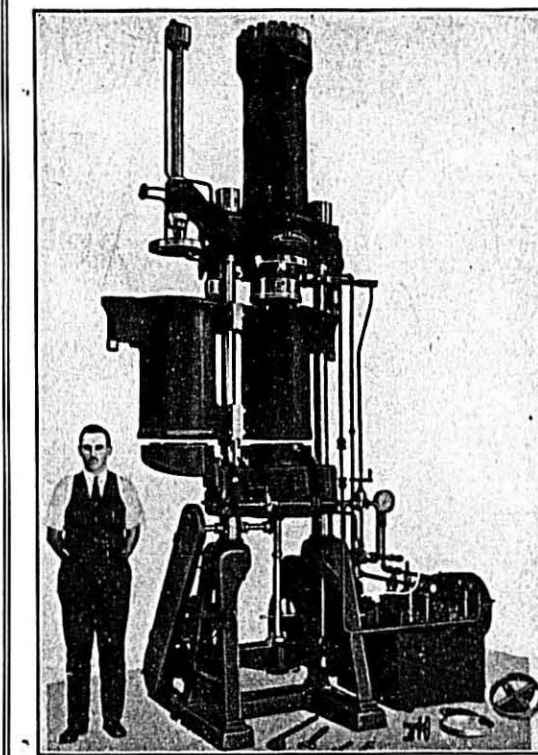
The various parts are made of high grade materials. The machining is accurately done. Moving parts are fitted together with the proper tolerance. Inspection at every stage is rigid. The machine is built by an organization of engineers and craftsmen experienced in precision manufacturing.

To you . . . this machine brings the capacity for large output, long life and first quality macaroni at low cost. Ask for complete specifications.

ELMES ENGINEERING WORKS of
AMERICAN STEEL FOUNDRIES
213 N. Morgan St. Chicago 7, Illinois

Also Manufactured in Canada

ELMES HYDRAULIC EQUIPMENT



PRESS No. 222 (Special)

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*Engineers
and Machinists*

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

Specialty of
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Since 1881

Presses
Kneaders
Mixers
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All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.
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The Last Battle

By J. E. Jones

The last battle of the war—the battle to win the peace—has yet to be won. The winning of this battle will require the combined effort of management, labor and government, just as these forces co-operated to win the battles that have brought defeat to our enemies.

A sound peacetime economy will depend, as Alfred P. Sloan Jr., chairman of General Motors, says, upon our ability to build more and better things for more people. General Motors and industry as a whole today are plowing millions of capital back into the establishment of a production machine to meet the needs of peace. President Truman has indicated clearly his consciousness of the need to reconvert quickly and effectively.

Thus, we have a picture of management and government working to insure our future, while labor leaders give the impression of being interested only in the present. This is not the teamwork that is required to win the battle ahead. Strikes at this time which delay our return to peacetime production can be just as damaging as those which hampered our preparation for war and the prosecution of the shooting war.

Only an honor student in the school of stupidity can fail to see the need of co-operation now in order to build up a production machine to supply our millions of returning veterans and ration-ridden civilians with clothing, shoes, transportation, refrigerators, washing machines, radios and hundreds of other goods and services. The average American workman cannot feel differently about this need than does the public as a whole, nor can he feel any differently than the average stockholder, but his leaders are painting him in an extremely bad light by asserting leadership in the wrong direction.

We promised the men and women in our armed forces jobs and a better place to live. This promise can and must be fulfilled. They have won all the battles up to now for us. It is up to us to win the last battle for them. Labor leaders must recognize this at once and accept their share of the responsibility.

The United States cannot possibly dig itself out of its foxholes by getting behind any kind of purely political proposals.

What we need is old-fashioned non-partisan common sense!

There are strikes and rumors of strikes in our principal industries—and the strike leaders are depending

upon their political pull to win their civilian war.

Labor and management are on an equal footing right now, and it is up to them to agree upon problems and differences, in the interests of America.

We don't want any politics in this situation to string out the final settlements.

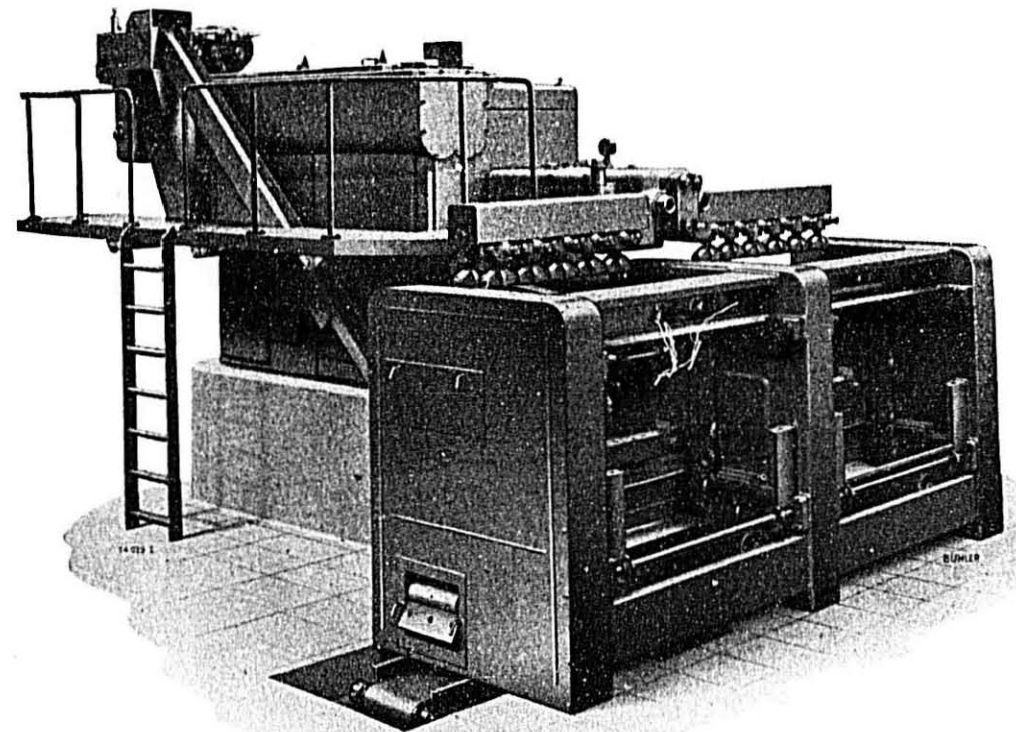
Heads Rayon Department

Charles A. Cary, manager of the Nylon Division of the Rayon Department of the Du Pont Company, has been appointed assistant general manager of the Rayon Department, the principal products of which are nylon, rayon and cellophane.

He succeeds Benjamin M. May, whose appointment as general manager of the department, succeeding Leonard A. Yerkes, retired, was recently announced. Both appointments are effective immediately.

The Chesapeake Bay retriever is one of the few breeds of dogs of American origin; it had its beginning about 140 years ago when hunters needed a powerful dog to retrieve wild waterfowl from the waters of the bay.

BUHLER



CONTINUOUS PASTE GOODS PRESS

WITH

FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

BUHLER BROTHERS

INCORPORATED
NEW YORK

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60 BEAVER STREET
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ASSEMBLY PLANT
611 WEST 43RD STREET
NEW YORK 18, N. Y.

Experimental Study of Starvation on Man

Dr. Ancel Keys, Professor of Physiology and Director of the Laboratory of Physiological Hygiene, University of Minnesota

Starvation has always been one of man's most important problems; war merely accentuates it. Starvation and famine are chronic or of periodic recurrence in many parts of the world. Starvation is involved in many diseases. Even in prosperous America many people have bad diets but the alarm about nutrition in the United States has small basis in comparison with the facts of real starvation such as exist or threaten in much of Europe and Asia today.

Practical and theoretical problems of starvation and nutritional rehabilitation demand scientific study but little has been done previously. It is necessary to know in detail the physiological and psychological effects of starvation. Social and political development in famine areas demands exact knowledge of the facts of undernutrition. Medical care and relief must be based on these facts and on information as to the efficiency of different kinds and amounts of foods in relief.

The experimental studies at the University of Minnesota involve a large number of conscientious objectors who have volunteered to undergo severe controlled starvation so that the real facts can be discovered. Actual famine diets and "relief" foods have been used. These men in Civilian Public Service are studied before, during and after starvation of many months. The effects are recorded in terms of strength, endurance, coordination, work capacity, "intelligence," personal attitudes, emotion and general physiology. Comparison with scattered observations made in famine areas indicates that the men at Minnesota exhibit the characteristics of a severely starved population.

In nutritional rehabilitation after starvation the amounts, that is, calories,

of ordinary foods provided are of the greatest importance. The starving man subsists to a large extent on his own flesh. In rehabilitation enough food must be supplied to allow these destroyed tissues to be rebuilt. In an adult man no appreciable rehabilitation can take place on a diet of 2,000 calories a day; the proper level is more like 4,000 calories daily for some months.

The character of the relief diet is important also but unless calories are abundant then extra proteins, vitamins and minerals are of little value. Even under the best conditions it takes months before a partly starved person approaches his normal health and stamina. Capacity for sedentary work is regained long before capacity for hard physical work.

The studies at Minnesota prove that

a most important postwar task is the reconstruction of the bodies of all those who have suffered real food privation. The reconstruction and re-education of their minds cannot precede such physical rehabilitation. These experiments are being followed closely by authorities concerned with relief and reconstruction all over the world.

Plenty of Turkey

The Department of Agriculture predicts that for the first time in several years turkeys will be plentiful for the coming holidays and that civilians as well as the armed services will get their share. It is estimated that the 1945 turkey crop will be a near record.

Suggestion! Why not encourage housewives to try stuffing their turkeys with macaroni or noodles, as a delightful change?

The lima bean, considered by many as the aristocrat of the bean family and the most delicious of all garden vegetables, is of South American origin but whether from Brazil or Peru is a matter of dispute.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1945	1944	1943	1942
January	878,487	721,451	855,975	711,141
February	732,026	655,472	885,655	712,770
March	795,998	692,246	963,387	680,224
April	823,981	608,947	793,866	528,308
May	992,675	704,071	750,963	523,110
June	859,867	656,214	723,733	501,168
July	751,280	716,957	648,356	591,338
August	694,782	889,515	758,903	583,271
September	883,662	895,478	713,349	648,062
October		919,226	791,054	876,363
November		965,527	839,778	837,792
December		921,851	801,847	923,014

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1—Sept. 30—1945	2,284,724
July 1—Sept. 30—1944	2,504,579

LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

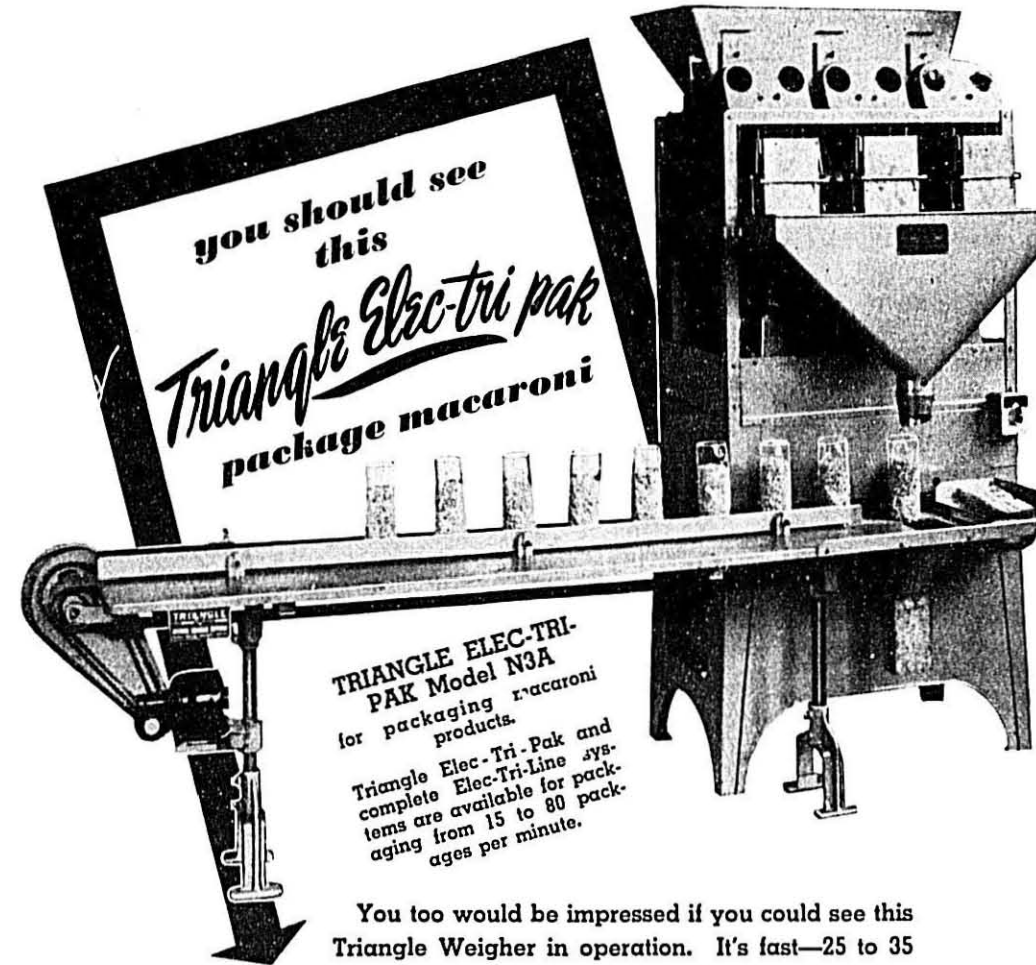
STAINLESS STEEL DIES — WITHOUT BRONZE PLUGS

Prompt and Dependable Service. Work Fully Guaranteed. Write for Information.

REMEMBER: It's Not Only the SEMOLINA But Also the DIES That Make the BEST Macaroni

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You too would be impressed if you could see this Triangle Weigher in operation. It's fast—25 to 35 weighings per minute! It's accurate—to a tiny fraction of an ounce! It saves labor! And . . . the exclusive Triangle 2-in-1 Vibratory Feeder handles your products so gently that it will even package potato chips without breakage!

Here indeed is Triangle's streamlined answer for macaroni packagers who want results now . . . who want to package more macaroni products in bags or cartons faster and better than ever before . . . with less labor and less expense. Write today for details.

Write for 20-page Bulletin



TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO 51, ILLINOIS

Sales Representatives in: New York, Los Angeles, Dallas, San Francisco

Denver, Cleveland, Birmingham, Memphis, North Quincy, Mass., Montreal, Canada

Trade Mark Registrations Golden Pagoda

The Patent Office reports the registration of the trademark, "Golden Pagoda" for fried, ready-to-serve noodles by the Baxter Ice Cream Co., Inc., of New York, N. Y. Application was filed November 11, 1944, under Serial Number 47,357 and was published July 3, 1945. The trademark registration number is 416,400. Owner claims use since January 6, 1944.

The mark consists merely of the name in heavy type.

TRADEMARKS GRANTED Kris Kros

The trademark of the St. Louis Macaroni Manufacturing Co., St. Louis, Mo., for use on egg noodles. The mark consists of the name in fancy lettering arranged slanting upward to the right.

Application was filed November 16, 1944, claiming use since July 1, 1941. It was published July 24, 1945, and granted on October 2, 1945, with registration number 416,831.

TRADEMARKS RENEWED Alco

The registration of the trademark "Alco" for use on macaroni, spaghetti and egg noodles among other food

products was renewed by order of the Patent Office on September 29, 1945. It is the property of The Albemarle Grocery Company, Inc., a Corporation of Virginia, Charlottesville, Va., having first been registered September 29, 1925. The mark consists merely of the name in heavy black type.

Kraft's Name Changed

Because the firm now deals with foods other than cheese, President John H. Kraft has announced a change in the name of his firm from that of the Kraft Cheese Company to Kraft Foods Company. A radio, newspaper and billboard campaign will inform the public of the change. Kraft's Dinners, which include spaghetti, are among the new foods now handled, which necessitates the action.

\$90,000 for Potato Advertising

Idaho, famous for its potatoes, is planning to spend \$90,000 during the winter months to acquaint consumers with that state's tubers. This will be done through the Idaho Advertising Commission. It will sponsor an Idaho Potato and Onion Week, early in January.

Packaging Institute In November

The Seventh Annual Meeting of Packaging Institute, Inc., will be held at the Hotel Commodore, New York, on November 26 and 27, according to announcement made today by Walton D. Lynch, president, following a meeting of the Board of Directors. Attendance at this meeting and packaging conference will be limited to the membership of the Institute, Mr. Lynch said, because of present crowded hotel and travelling facilities.

Announcement was made of the appointment of Major Albin P. Dearing as Executive Director of the Institute. Major Dearing will assume his new position on November 1.

Small Durum Crop in Canada

The 1945 harvest of Canadian durum wheat will in all probability be the lowest in years, according to an announcement by the Canadian Wheat Board. It is estimated that the 1945 crop will hardly exceed 5,900,000 bushels, perhaps the smallest one in a decade. In 1944 the durum crop totaled 11,000,000 and in 1943 7,000,000 bushels.

A Sure Way to Save On Packaging Costs!

The race for civilian production has begun! During war years speed and volume were the production goals—today low cost is all important. This is particularly true in the packaging of Macaroni and Noodles.

If you are setting up and closing your Macaroni and Noodle cartons by hand, PETERS can help you reduce your cartoning cost substantially. The use of PETERS automatic and semi-automatic carton setup and closing machines will often show very substantial savings in packaging costs.

If you will send us samples of the different size cartons you are using, we will be glad to make recommendations to suit your specific requirements.

Prompt action will save delays later, as we expect to deliver these machines in the same sequence as orders are received.



This PETERS JUNIOR CARTON FOLDING AND LINING MACHINE sets up 35-40 "Peters Style" cartons per minute. Requires only one operator.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 "Peters Style" cartons per minute. Requires no operator.

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

Food Companies Merge

Merger of Hunt Foods, Inc., and California Conserving Co. of San Francisco has been completed, subject only to the approval of the stockholders of the two firms.

The merger follows two other major food company acquisitions by Hunt Foods, Inc., during 1945. These were the Fontan Food Products Co., a pioneer manufacturer of spaghetti, egg noodles, and macaroni, which Hunt bought outright in March, and the Rocky Mountain Packing Corp., one of the largest processors in Utah, of peas, tomatoes, and frozen foods, control of which was secured by Hunt in July.

As a result of the merger, Hunt Foods, Inc., will have a widely diversified line of products, many of which are nationally distributed. Combined operations of the united companies are expected to produce a sales volume in excess of \$30,000,000.

In the Hunt Foods, Inc., organization which will result from the merger, Mr. Simon will continue as chairman, and Mr. Wangenheim will be president. The present president of Hunt, Frederick R. Weisman, will become executive vice president.

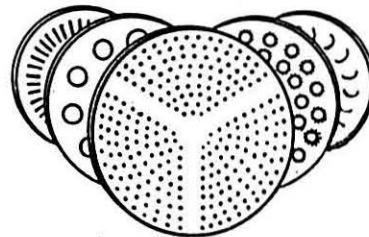
New "Cellophane" Plant

E. I. du Pont de Nemours & Company announces that on September 30 construction started on expanded production facilities to meet steadily mounting postwar demands, for cellophane.

Construction is under way on a large addition to the Clinton, Iowa, plant, one of the four du Pont plants now making cellophane. In addition, improvements are under way at the Spruance plant near Richmond, Va., which will increase the output there.

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.

140 Lbs. Net

Duramber

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

140 Lbs. Net

PISA

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

120 Lbs. Net

ABO

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

Amber Milling Division of

FARMERS UNION GRAIN TERMINAL ASSOCIATION

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

The MACARONI JOURNAL

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

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

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or unworthy 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.....30 Cents Per Line

Vol. XXVII October, 1945 No. 6



"I pledge allegiance to the Flag of the United States of America, and to the republic for which it stands, one nation indivisible, with liberty and justice for all."

7 Violations Reported

In the October, 1945, report of the Federal Security Agency of the Food and Drug Administration on Notices of Judgment, only seven violations were recorded, involving seven firms in five different States from the Atlantic to the Pacific coast. Five charged adulteration, mostly weevilly

products and two misbranding (slack filled).

In none of the cases involving seizures in the fall of 1944, did the claimant appear so the products were ordered destroyed, except for those that were fit for human consumption; these were ordered delivered to charitable institutions. The number of cases involved in all seven cases was almost insignificant. In only one action was a fine imposed.

Super Epicure

In his weekly page of oddities, Editor Robert Pilgrim, under the heading "Food for Thought" in the September 28 issue of *The Family Circular*, had an item of interest to all macaroni makers. At least that is what keen-eyed J. Harry Diamond, president of Gooch Food Products Company, Lincoln, Nebraska, thought when he submitted it to the editor "for what it is worth."

The item is illustrated. It pictures a genius of the middle century, a dish of raw macaroni, a platter of bone marrow, and a syringe, and this statement—"The composer, Rossini, had his macaroni prepared 'A-La-Syringe.' Beef marrow was forced into the holes of the thin tubes with a syringe. After all the tubes were filled, they were cooked with foie gras and truffles."

Convention Lid Off

The recent announcement by the Office of Defense Transportation that the ban on all conventions, group meetings and trade shows would end October 1 has set off a flurry of convention planning unequalled in history. Every trade association group and club in the country appears to be wanting convention space immediately with the result that hotels are swamped with requests for reservations.

At any rate, the lid is off and members of organizations can meet to their

Jacobs Cereal Products Laboratories INC.
156 Chambers Street
New York 7, N. Y.
Benjamin R. Jacobs
Director

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

Vitamins and Minerals Enrichment Assays.
Soy Flour Analysis and Identification.
Rodent and Insect Infestation Investigations.
Macaroni and Noodle Plant Inspections.


CARTONS
GIVE US A TRIAL
NATIONAL CARTON CO.
JOLIET, ILLINOIS.

heart's content, with no restrictions—except that nothing definite has yet been announced about overnight Pullman accommodations.

General Mills Dividend

The board of directors of General Mills, Inc., recently declared a dividend of 37½ cents per share on General Mills, Inc., common stock payable Nov. 1, 1945, to stockholders of record Oct. 10, 1945. This is the 69th consecutive stock dividend on General Mills common stock.

HOLDING FIRST PLACE
Maldari Macaroni Dies have held first place in the field for over 39 years. The leading macaroni plants of the world today are using Maldari Insuperable Dies.
It will pay you to use Maldari Dies in your business. A better, smoother, finished product will help to increase your sales.

Makers of  Macaroni Dies

DONATO MALDARI
SUCCESSOR TO
F. MALDARI & BROS., INC.
173-180 Grand Street
New York City

TRADE MARK

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

THE SELLING PARADE

A DIGEST OF
SUCCESSFUL
SELLING IDEAS

BY CHARLES B. ROTH

"You-Ottas"

The purchasing agent was, in his own words "burned up" when I called, and it took him some time to recover his sense of humor and laugh.



can you tell him that in a way that can't cause offense?

Quite simply. Just add a little tact to your suggestions. You can say something like this, for instance: "Unquestionably you have thought of taking out more insurance on your plant," or "I don't know if it has ever occurred to you that you could add to your production in the third unit by making a slight change of procedure there."

Tell them what they ought to do but tell them in such a way that they don't realize you have told them—this seems to be the safest way around a common sales failing.

Everything Counts

Billy Conn was fighting in Chicago, so my friend, a Chicago salesman, and I, went to see him. He and his opponent went to the center of the ring and it looked like a slaughter to my friend. Conn was slight, slender, almost emaciated in appearance. His opponent, broad and magnificently muscled, towered three inches above Conn.

"Poor Conn," said my friend. "I think it's a darned shame to make a match like that. That other guy'll kill him."

"Maybe," is all I said. The fight started and even during the first round while the men were feeling each other out, you could tell that Conn had the technique. His blows landed. The other guy's missed. He was always on time, his opponent always a little late.

"The big guy will murder Conn when he hits him," said my companion.

"If he hits him, you mean?"

He will. Along about the fourth round the shade difference in technique began to show: Billy was getting in regularly with punches, was getting away before his opponent could hit him. He was cutting him down to size. It was a beautiful exhibition.

By the seventh the big guy was clearly outclassed, and seemed relieved when the doctor stopped the fight to

save an old cut over his right eye, which had been opened by Conn's rapier-like left.

"I never would have thought a little guy could lick a big guy," said the astounded Chicago salesman as we left the stadium. "How'd he do it?"

"Superior technique; he was just a shade better than his competitor, but the shade made all the difference," was my lay explanation.

Then on the elevated going back to the Loop the Chicago salesman and I



applied what we'd seen to our jobs as salesmen. We agreed that a shade difference in technique even here will win over competitors just as it won for Conn, and mean a difference of several thousand dollars a year in earnings.

Best salesmen know this. That is why with best salesmen no pains are too great in perfecting every detail of technique.

A successful owner of a chain of cigar stores told me that he worked for three years in learning how to hand a cigar to a customer—and that his sales increased 20 per cent when he perfected that detail.

In selling, everything counts, no matter how small or insignificant it may seem on the surface.

Fresh green and leafy vegetables are rich in vitamin A, and when gathered are nearly equivalent to oranges in vitamin C; they often lose 75% of the latter through standing, chopping, bruising and cooking.

<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY</p> <hr/> <p>Then— MANUFACTURER</p>																		
<p>OFFICERS AND DIRECTORS 1944-1945</p>																				
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1945 Convention Definitely Off

Travel and hotel conditions are still unfavorable, so despite the fact that the Office of Defense Transportation and other government agencies have lifted the wartime ban on large conventions, the macaroni-noodle manufacturers decided that it would be impractical to attempt to hold its postponed 1945 convention this fall. This decision was made known last month to the leading manufacturers and allied through a bulletin from the office of the secretary of the association.

The decision was approved by the trade generally, despite the fact that there are several very important matters confronting the industry, most of which will be taken care of in the interim by the officials of the National Macaroni Manufacturers Association, acting for its members and for the trade generally.

The secretary asked all interested manufacturers to be on the alert for official notice of the time and place for the midyear meeting usually held in connection with the

Grocery Trade Conferences at the beginning of each calendar year. He is attempting to obtain hotel accommodations in Chicago where, according to advanced notice, the National Canners and the Grocery Trades will probably gather the first week in February.

Make plans to attend this important meeting of the industry when exact dates are announced. Manufacturers and allied eligible for membership in the National Macaroni Manufacturers Association, who are not now members of that organization, should give due consideration to a move to volunteer their memberships, thus helping themselves and adding prestige to the industry's national organization, and to the trade of which they are an important part.

While the 1945 convention is definitely off, let's make a good start in 1946 by promoting and attending the first postwar conference.

M. J. DONNA, Secretary.

"Eastern" Semolina In Your Vicinity NOW!

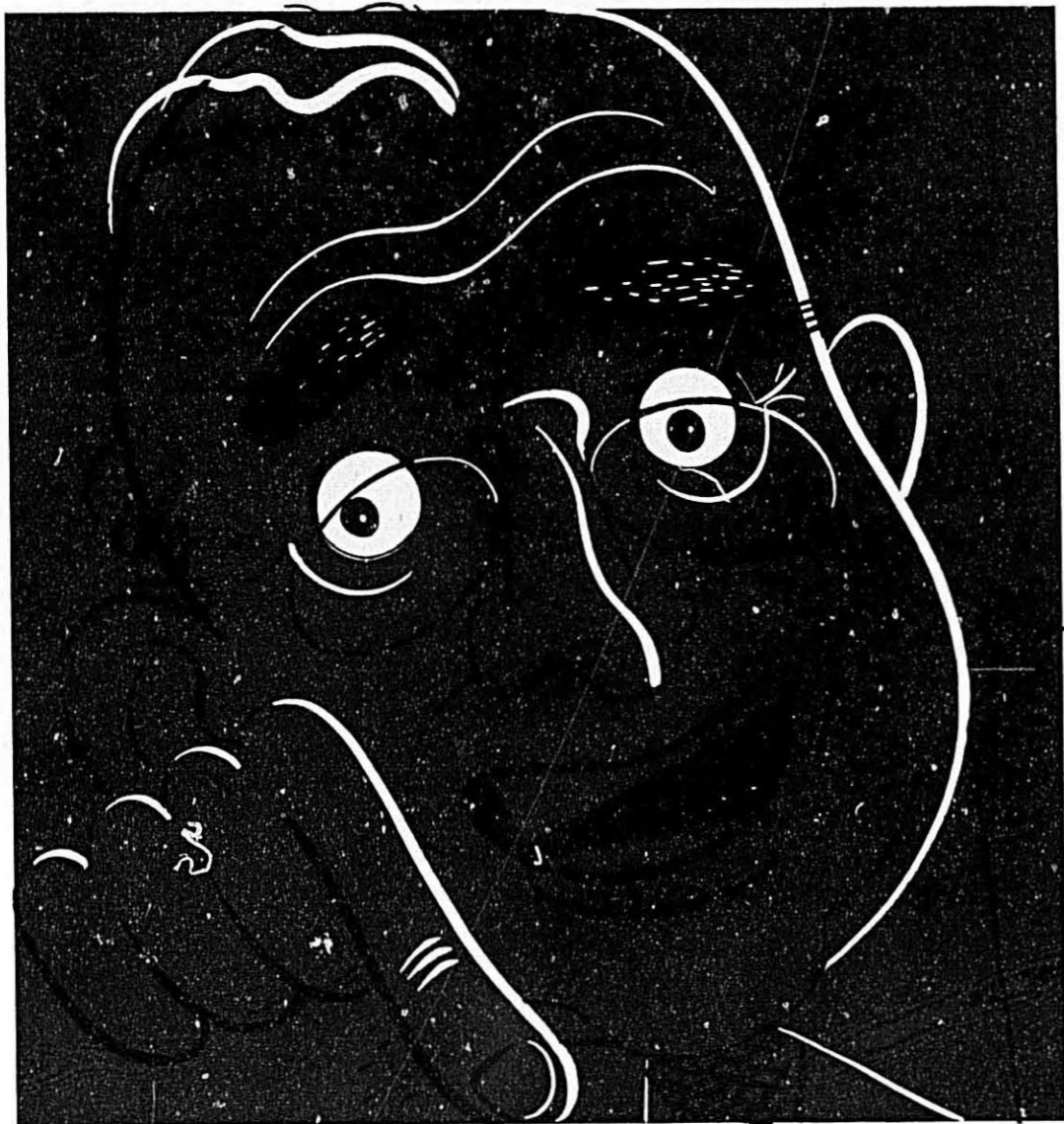


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This man is a Pillsbury durum wheat buyer . . . which means that he knows exactly what he wants, and is dead set on getting it. His field of action is the trading floor at the Minneapolis Chamber of Commerce.

He watches for durum from certain particular localities . . . because Pillsbury's exhaustive testing has shown the season's best durum is coming from those areas. As shipments arrive and samples are set out at the Chamber for sale, the Pillsbury

man's experienced eye and knowledge of best areas enable him to spot the choicest offerings of all. *Those* are the cars he buys.

That's how we get durum from which *we* can make extra-fine semolina and durum flours—from which *you* can make extra-fine macaroni products!

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