

**THE  
MACARONI  
JOURNAL**

**Volume XXX  
Number 2**

**June, 1948**

JUNE, 1948

*ie* **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Convention Headquarters*



The Edgewater Beach Hotel, Chicago, scene of the 44th Convention of the Macaroni-Noodle Industry, June 10-11, fully reported in this issue.

Organized by the  
National Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXX  
NUMBER 2



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## The President's Message

Heaven deliver members of associations from the moth-eaten platitudes of incoming offices. The "nose to the grindstone," "shoulder to the wheel" admonitions are not of my thinking here and are, I am sure, desirable to none of you.

Seriously, I am appreciative of the high honor of serving as your president. I am particularly happy over the retention in office of all the line fellows with whom we have been privileged to work since the beginning of the war. Some of us have been shuffled around into different jobs but the association is fortunate in having on its board of directors some of the most progressive and self-sacrificing men in the industry. Two new strong men have been added to the list of old-timers and they are already giving evidence of the wisdom of obtaining fresh thinking on the board. We are likewise blessed in having the benefit of the years of experience of our tried and true warriors, M. J. Donna and Ben Jacobs, on whom we shall continue to depend greatly for counsel and good old-fashioned hard work.

We have nothing startlingly new to offer but on the contrary feel that if we are able in the months ahead to bring to fruition some of the well started endeavors of the recent years, the membership will be richly benefited. The inspirational leadership of Carl Wolfe resulted in numberless sound benefits to every macaroni manufacturer in the country, whether a member or not. Your officers shall continue to follow these proven policies and endeavor to make your membership dues the most productive investment you make.

The assurance that we shall have available to us a plentiful supply of the highest quality Durum, is to me one of our chief projects. To this end we shall expand our work with growers and research people in an effort to increase acreage in the most productive areas and to constantly improve strains most adaptable to the manufacture of our products.

Plant cleanliness and sanitation methods must be more generally stressed in the industry. Not only must we think in terms of strict compliance with the Food and Drug Administration laws but we must have plants through which we shall be proud to conduct the public, our customers. Only thus can we correct the thinking of some people regarding some of the stories that get around regarding the unwholesome conditions in some food plants.

Perhaps our most important project at the moment is our publicity program. We who have been working



C. L. Norris  
New President  
of the National Macaroni Manufacturers Association

on this the past three or four years, feel that healthy, beneficial publicity directed to our products is a "must" at this time. In fact we should be carrying it on in a much larger way right now. Many foods which are competing with us for space on family tables are being actively publicized by their manufacturers currently, at our expense. We must have 70 per cent of the production of the association, signed up before we can start this program. So if you have not signed your contract, do not wait for the director of your area to get around to you but get in touch with him quickly, get the particulars and send your signed contract to Mr. Donna.

Your many expressions of encouragement are certainly heartening. I appreciate them more than I can say. However, I want more than that from every member and from you who should be, and I hope shortly will become, members. We need your suggestions and assistance. We want every one in the industry to ask himself "What kind of an organization would The National Macaroni Manufacturers Association be if every member were like me?" If the answer is not to your liking, do something about it!

Sincerely yours,  
BUD NORRIS



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

**MINNEAPOLIS MILLING CO.**  
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## Our 1948 Conference

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The Macaroni-Noodle Industry held its annual meeting in Chicago in June not to nominate political candidates but to confer, to consider and to consolidate the expressed opinions of its leaders into a policy of action aimed at the industry's welfare rather than the individual's. That is what makes America the great nation it is today—freedom of individuals and groups to confer for their own and the public's good.

Long before the convention opened it was apparent to the promoters that the attendance would exceed their most expectations. The hotel management reported that requests for accommodations for the macaroni convention had started shortly after the Winter Meeting of the Industry in New York City last January and had continued with little abatement during the winter and spring months with the result that by mid-May over 250 persons—manufacturers, allied, their wives and families had made advanced reservations with very few cancellations.

The official registration list that appears elsewhere in this issue does not fully reflect the actual attendance, because, unfortunately some failed to register as officially in attendance for reasons of their own. The grand turnout was most encouraging to the officers of the National Association which has sponsored annual conventions since 1904 when it was first organized. The exception was in 1945 when as a war measure, our Government found it expedient to cancel all conventions to reduce the railroads' travel load.

But convention-attendance is not an end; it should be the beginning of new efforts along approved lines to promote one's business in line with industry advancement. That is the unselfish motive that prompts the National Association to provide these annual occasions when its members and non-associated firms may freely confer on the problems of the trade, without Government direction or outside interference.

In no other country are members of a trade or profession permitted to hold such meetings, to confer, to consider and to construct a program of action within all Federal and State laws to promote the general interests of their business, at least not so freely as they do in the United States. That is why conventions are American standbys, and so helpful to the sponsoring trades.

The industry was nationally well represented at the 1948 conference in Chicago, June 10 and 11. Representatives came from the Pacific Northwest, the Atlantic North-east, from the Provinces of Canada and from practically every important macaron-noodle manufacturing center of the union.

They enjoyed a program of business and pleasure that made all of them appreciative of the opportunity to get together with competitors and friends. They heard experts in the many phases of their business stress the industry problems in relation to similar problems in other trades and those of the nation generally. They heard specialists in production and distribution, authorities on food nutrition and public relations. They came, they listened, and, it is hoped, departed with a fuller realization of the part that each should play in the general scheme of things, the unselfish promotion of the Industry as a sure means of self-advancement, for the good reason that in the macaroni industry, as in all other lines of American business, there are no firms bigger than the industry. United, the Industry will progress; divided, it will stagnate.

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# Industry Conference Breaks All Attendance Records

Leading Manufacturers Cooperate in Studying Current Problems and Their Solution Through United Action, and in Future Policy Planning, at Chicago Convention, June 10 and 11

C. L. Norris of Minneapolis is Elected President of the Sponsoring National Macaroni Manufacturers Association

The Edgewater Beach Hotel, Chicago, Illinois, on June 10 and 11, was the scene of the largest convention in the history of the Macaroni Industry of the United States. Nearly 200 manufacturers and interested allies attended, exceeding all previous records. On a par with the attendance was the interest and enthusiasm that resulted in the adoption of a far-reaching, progressive program that bodes much good for the industry.

The convention was preceded by a meeting of the Board of Directors of the National Association wherein the program was reviewed and unanimously adopted as one that should have the sustained interest of all manufacturers who feel that group action is the trade's most important current need.

The two-day convention opened with a stirring message by President C. W. Wolfe, who elected to retire after serving seven successive terms as the chief executive of the National Association, including all the exacting World War II years, which demanded so much of his time and energy. He set a record that will long remain in the happy memory of those whom he served so unselfishly. After his years of service he is still of the opinion, but more so, that "as individual manufacturers and as an industry, we are going to continue to need a strong, active National Association. We are going to continue having strong centralized Washington controls over many phases of business life. Our industry, through the National Association, has had able representation of our interests in the nation's capital, presenting our side of the case, whatever it may be, and it will be to our interests to have this kind of representation there for years to come. We all believe in democracy—competitive democracy. That is what a trade association, such as ours, is."

Three speakers represented agencies of the government that are of direct interest to the food industries of America; two university professors in positions to give invaluable advice to businessmen; two representatives of trades

and associations concerned in the distribution of macaroni-noodle products; a durum farmer with down-to-earth knowledge of the cultivation and marketing of the vital grain that constitutes the leading ingredient in quality macaroni products; two research authorities; several concerned in policies to build ever-needed products good will and several manufacturers with interesting messages to their competitors.

Through the approval of talks made, papers read and resolutions adopted, the Industry, among other matters, agreed to support a program of improved durum production; to aim at fairer labor relations from the viewpoint of employer and employe alike; fuller consideration of winning the cooperation of retailers and wholesalers to improve product marketing; the adoption of a never-ending campaign of plant sanitation and products protection; and finally a reasonable and practical plan of products promotion and consumer acceptance of macaroni-noodle products.

C. L. Norris, Vice President, was unanimously elected to the Presidency of the National Association when President C. W. Wolfe expressed a desire to be relieved in the belief that a change in leadership would be for the best interest of the organization.

To give wider representation of the important manufacturing centers on the Board of Directors, it was agreed to increase its membership from 17 to 19, by the election of two additional Directors-at-large. A resolution was also unanimously adopted inviting into the Association's ranks, all the important manufacturing firms in the business.

In accordance with arrangements made and reported by Secretary M. J. Donna, the 1949 National Convention of the Association and Industry will again be held at the Edgewater Beach Hotel, Chicago. The dates are June 27 and 28, with the final meeting of the old Board on the day preceding and the organization meeting of the new Board on the day following.

Benjamin R. Jacobs was again ap-

pointed to the position of Washington Representative and Director of Research, a position which he has filled so satisfactorily for more than 28 years.

M. J. Donna was again named as Secretary-Treasurer of the Association and Managing Editor of THE MACARONI JOURNAL. He is now in his thirtieth year in that capacity.

To relieve all of business cares, there was entertainment to satisfy even the most fastidious. Most of the allied attempts in various ways, with room entertainment, special dinner parties, trips and tours, to make their friends and customers comfortable—with three such attempts looming as outstanding. These are:

The Spaghetti Buffet Supper the evening of June 10, by Rossotti Lithographing Company of North Bergen, N. J., when more than 450 guests were wined and dined. . . . Alfred and Charles Rossotti, the two chief executives of the firm, and others on the staff acting as perfect hosts.

The reception and Cocktail Party the evening of June 11, sponsored by the Clermont Machine Company of Brooklyn, N. Y., with General Manager John Amato and his gracious wife as host and hostess. Nearly 400 guests partook of their hospitality.

The Floor Show and Dance in connection with the Association's Annual Dinner Party the evening of June 11. This entertaining feature was the contribution of the Consolidated Macaroni Machine Corporation, of Brooklyn, N. Y., to the pleasure of exactly 359 guests who attended the banquet. Serving as hosts were the three leading officers of Consolidated—Conrad Ambrette, N. J. Cavagnaro and Joseph DeFrancisci—aided by several of the able sons of these executives.

Excerpts of addresses made, papers read and reports given, follow, giving details of the biggest and best convention in the history of the National Macaroni Manufacturers Association, that has continuously represented the progressive element in the business since its formation in 1904.

# THE RETIRING PRESIDENT'S MESSAGE

C. W. Wolfe, Harrisburg, Pa.

At each midyear meeting and annual convention it is the custom of your President to make some opening remarks. In the past I have prepared some rather lengthy speeches. I am going to talk much more briefly this morning than has been my habit.

I heard Congressman Mundt, a Republican from South Dakota, make a two-hour address about three months ago on the Russian situation. This was just about the time Congress was really crystallizing on its European policy and the bills were being introduced in the Congress appropriating the money for the ERP. Congressman Mundt, who has been on the Committee in the House that corresponds to the Foreign Affairs Committee of the Senate, told of his visits to the sixteen countries in Europe without the sphere of Russia. Mr. Mundt said that in secret Committee meetings, many generals, many admirals, many members of the President's cabinet, many of our Ambassadors had appeared, and that we had the choice of three alternatives in dealing with Russia.

First, it was recommended by some that we immediately at that time drop some atom bombs on Russia, destroy her economy and power to make war, in fact make her destitute. Mr. Mundt said he did not think that was the answer, because since the end of the European and Japanese wars we had spent twenty billions of dollars supplying food, shelter, clothing to the defeated nations and our allies and that if we eliminated Russia from supporting herself our taxpayers would resent heavier taxation to support more people than we are now supporting. We would go bankrupt in the attempt.

Second. It was suggested that we pull our soldiers out of Europe, bring them home and allow Europe to run her own affairs. Mr. Mundt did not think that was the answer because immediately Russia would take over what is left of Austria, then Italy, then France, then Sweden, Norway, Holland and the Benelux countries, Greece, Turkey, and after absorbing those countries, England and the British Isles would probably come under Russian control in another year. When the Union Jack comes down in the British Isles it comes down in the Bahama Islands and then it is pretty close to the Atlantic shores of the United States. It would not be long before Mexico would be controlled by Russia and then they would be knocking at

our southern door. Mr. Mundt said bringing the soldier boys home and pulling out of Europe was not the answer.

Third. The suggestion that seemed the most reasonable was, that we adopt the policy of containing Russia to where she has now expanded, and not allow her to take in any more territory or any more peoples. Force Russia to absorb the many kinds of peoples she has under her wing and see if she can supply the kind of economy for them that will satisfy them. There are a great many people under Russian domination that are accustomed to better education, better living conditions, more freedom than that to which the peoples of Russia have been accustomed, and there was the strong likelihood as time goes on of internal strife and rebellion from the absorbed races of people. Mr. Mundt compared the tactics of Stalin with a bicycle rider. A bicycle rider must keep riding, he cannot stop and remain on the bicycle, the bicycle will fall over.

It is argued that the foreign policy of the United States is beginning to pay off. The Italian election, the unity movement involving Britain, France and the Benelux countries, and the ERP have begun to eliminate possible vacuums and fill in the outlines of a non-Communist Europe. It is a picture which the Kremlin does not like, but the conviction is growing that the Kremlin will not lift a finger to change it. As recently as the diplomatic exchange between Ambassador Smith and Russian Foreign Commissar Molotov, the Russians were, in effect, challenged at the crossroads—and they did not unequivocally choose the path leading to war.

With Republican majorities in both the House and the Senate, it can be said that our foreign policy is a Republican foreign policy, because Mr. Vandenberg tells Mr. Truman what he can get through the Congress and the President is in no position to dictate.

During the years before the war we had one emergency after another concocted to further centralize government and power in Washington. Of course during the war our entire business and social life was pretty well dictated by Washington. Now we are again hearing about government controls from Washington. Nobody likes the idea, but it is growing. The armament program is steadily pressuring the government toward controls. Nothing especially new is in the cards—old rules



C. W. Wolfe

are being brushed up. There is some talk of reviving wartime agencies in skeleton form; so that they could clamp down fast, when, as, and if the situation demanded.

For instance, there is a draft industry clause in the Selective Service Act under which the military could order a particular company to fill a contract or face seizure by the government. The firm would have to give the order right of way over everything else and a mandatory order would give the government the right to fix the price.

We will probably have some manpower controls when the selective service bill becomes operative and the 19 to 25s are taken in the army and navy.

I just mention these few because they are so self-evident. I cannot help but feel that men enter politics because they like power. Be they Democrats or Republicans, when they are good enough to get elected to the Grand Lodge at Washington, they seem to want to centralize the control of the business life of the nation.

I heard Dr. Gladfelter, who is Provost of Temple University, talk at an alumni banquet several weeks ago. Dr. Gladfelter told a story of a professor at Yale University being invited to make the commencement address and present the diplomas to the graduating class at Harvard. This was an extreme honor as no Yale man had ever before been invited to so perform at Harvard. When the Yale professor arrived at Cambridge he was told that an unusual thing was going to happen that day, as so many unusual things have happened at Harvard. He was informed that Harvard was going to graduate a horse. He was not to be alarmed, as the horse would appear last in the line of graduates when the diplomas were presented and he would come up the steps at the left, open his mouth to receive the diploma and march down the steps on the right like the rest of the graduating class. Sure enough when the Commencement

## Secretary-Treasurer's Report

M. J. Donna, Secretary-Treasurer



M. J. Donna

How time flies!  
When I made my first report in St. Louis, Mo., on June 10, 1919, to the macaroni-noodle manufacturers in convention assembled, little did I dream that twenty-nine years later I would still be with you to make my thirtieth consecutive report—to a similar assembly. So, a little reminiscing is permissible.

I first assumed the office of permanent Secretary of the National Association on March 1, 1919, with still one month more to finish my job as the pay-roll clerk for the State of Illinois, a position which I held during World War I.

Less than two months later my duties were enlarged to include the managing and editing of THE NEW MACARONI JOURNAL, the first issue of which I had the pleasure to prepare for publication and for mailing on May 15, 1919. It was then that my title was changed to Secretary and Editor, with resultant additional obligations.

Our national organization was formed at Pittsburgh, Pa., on April 19, 1904. Thomas H. Toomey of A. Zerega's Sons, Brooklyn, N. Y., was its first elected president and Edwin C. Forbes of Cleveland, Ohio, its first Secretary. The organization bore the name of "The National Association of Macaroni and Noodle Manufacturers of America." At the St. Louis convention in 1919, the name was shortened to its present one.

First Secretary Edwin C. Forbes also was editor of the *Macaroni and Noodle Manufacturers' Journal*, a private house organ of The Pfaffman Egg Noodle Company, Cleveland,

Ohio, which publication was turned over to the National Association by its owners, the late Fred Becker, for merging with the NEW MACARONI JOURNAL, May 15, 1919. It was launched on that date as the official organ of the present association and it has since been recognized as the Industry's spokesman.

Fred Becker of The Pfaffman Egg Noodle Company, Cleveland, who generously donated his house organ to the Association, and who was our organization's first Treasurer, was re-elected year after year until he resigned in June, 1927, after serving for 23 successive years as the watchdog of the treasury. He was succeeded by the late Lawrence Cuneo of Connellsville, Pa., who served for two years, resigning in 1929. Then the offices of Secretary and Treasurer were merged, my title enlarged to that of Secretary-Treasurer and JOURNAL Editor.

At the St. Louis convention, exactly 29 years ago to the day, June 10, 1919, I gave due credit for my becoming connected with the macaroni industry to Henry D. Rossi, Sr., president of Peter Rossi & Sons, Braidwood, Illinois. He had been thoughtful enough to recommend me for the position of permanent secretary. I also gave due credit to President James T. Williams of The Creamette Co., Minneapolis, Minnesota, who was then president of the Association, for appointing me to the position which I have held for a full generation. I take this opportunity to again thank both of them for their kindness, with equal thanks to the rank and file of the Association for tolerating me through the years.

Man's humanity to Man. That is what we are offering to the rest of the world. Probably that is the reason than Toynbee forecasts what he does. The Italians voted against Communism. We fought the recent war against Hitlerism and the Japanese conquest of weaker nations. We always seem to fight against something.

If ever there has been a misused word it has been democracy. I heard a definition of democracy one time that has always stuck in my mind. I like it. Democracy—competitive co-operation. Isn't that good? Competitive co-operation. That can be the National Macaroni Manufacturers Association. That is why we need an association. I pointed out to you that we are going to continue to have strong centralized Washington controls over many phases of business life. We have to have representation of our interests there—to present our side of the case whatever it may be.

We all believe in democracy—competitive co-operation. That is what an association is.

Have you ever gone to the post office to mail a package for your wife? I have been stuck a good many times, I thought, but when I got to the post office and saw the large number of people that were mailing packages to some relative or friends in Europe I didn't feel so stuck. I never saw one of them irritable because they had to wait in line; they were doing something for somebody. They were all in good humor. You can't help but feel good when you are doing something for someone, sharing your good fortune with those less fortunate. I don't think the election in Italy went the way it did because we made a show of military power. I think the election in Italy went the way it did because the letters from the United States and the parcels of food and clothing, from individuals to individuals, plus the bounteous contribution of food by our own government, swayed those people to voting against Communism.

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

Making Macaroni  
Show  
Its TRUE COLORS



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

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

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

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



General Mills, Inc.

DURUM DEPARTMENT  
CENTRAL DIVISION CHICAGO 4, ILLINOIS

(Continued on Page 10)



**Secretary-Treasurer's Report**

(Continued from Page 8)

**Historical**

Since its organization in Pittsburgh, Pa., April 18, 1904, the National Association has sponsored 44 conventions, including this one. Fifteen were managed by my predecessor, 1904-1919, and the remaining 29 by your servant.

The macaroni-noodle makers favor Chicago as a convention city. Thirteen national conferences have been held in that city in the past forty-four years. Other convention cities and the number of meetings held in each are:

- Niagara Falls, 6
- New York, 6
- Minneapolis, 4
- Cleveland, 3

Two (2) each in Pittsburgh, St. Louis, Detroit and Atlantic City; one (1) each in Memphis, Milwaukee, Cedar Point, Brooklyn and French Lick.

So much for reminiscing and historical facts. Now for some current facts and figures.

**Present Membership**

On June 27, 1948, at French Lick, I reported the Association's membership as follows:

	Active	Associate	Total
In good standing			
June 27, 1947.....	104	21	125
Reinstated from delinquents.....	2	0	2
Admitted since last Conventior.....	2	1	3
Total.....	108	22	130
Dropped during convention year.....	6	1	7

Members in good standing, June 7, 1948.....102 21 123

As required by our laws, we are carrying on our books the names of 10 firms that have neither resigned nor paid their 1948 Association dues.

It may interest you to know that of the 102 active members in good standing are four Canadian and one English Member, namely:

- Catelli Macaroni Products, Ltd., Montreal, Canada.
- Charbonneau, Ltd., Montreal, Canada.
- Constant Macaroni Products, St. Boniface, Canada.
- The Creamette Co. of Canada, Winnipeg.
- Nourishment (York) Ltd., York, England.

**Finances**

Association Funds Reported June 27, 1947.....	\$38,332.60
Govt. Bonds Purchased Feb. 28, 1946—cost.....	\$14,800.00
Govt. Bonds Purchased May 31, 1947—cost.....	7,400.00
Total Bond holdings at cost when purchased.....	\$22,200.00
Cash in First National Bank, Wilmington, Ill., June 27, 1947.....	14,132.60
Total Bonds and Cash reported June 27, 1947.....	\$38,332.60
Income from all sources, June 27, 1947 to May 31, 1948.....	34,340.92
Total to be accounted for.....	\$70,673.52
Expended June 27, 1947 to May 31, 1948.....	28,825.32
Net worth of Association Funds, Bonds investment and cash.....	\$41,848.20
In U. S. Bonds, cost value.....	\$22,200.00
Cash in Bank May 31, 1948.....	19,648.20

**The Macaroni Journal**

THE MACARONI JOURNAL, as the Official Organ of the National Association, continues to serve as the "Voice" of the Macaroni Industry and remains the only known publication of its kind.

It is enjoying a gradual increase in the number of paid subscribers and in satisfied advertisers, with a corresponding increase in influence and responsibility.

During the past year it has been printed under difficulties that annoyingly delayed the printing schedule, but with adjustments under way, future issues should soon return to the regular printing date—the 15th of the month. The understanding of readers and advertisers is marvelous, and appreciated.

Our 29th Anniversary Edition, April, 1948, was up to the high standards of previous feature editions. Besides covering the domestic manufacturers almost 100 per cent, the Anniversary issue went to subscribers in more than a score of foreign countries. We take this opportunity to thank every one who in any way aided in making that historic edition a success.

Despite continually increasing costs, the JOURNAL maintains its earning capacity, bringing to the Association coffers a tidy sum yearly.

**Industry Roster**

For six months I have been trying to compile a complete Industry Roster of the leading firms in the U.S.A. in line with a practical suggestion made to the Association last December. The writer said: "We often have considerable difficulty in finding the correct name of the important firms in our industry, correct name of their leading executive or executives, their title and address, phone number, etc., and feel sure that there are other interested agencies and individuals in the same predicament. It would seem most practical for the Association to prepare an Official Roster of the Industry for whatever good it may accomplish. Most other Industries have such lists—why not the Macaroni Industry?"

Exactly 158 firms have supplied the necessary information on forms supplied them in answer to four appeals. They may constitute the "Leading

Firms" in that they usually lead in co-operating for the Industry's good, but they are not the complete list expected.

We promised to supply a copy of the Complete Roster to all who collaborate by supplying the information requested. If any of the delinquent firms are represented at this convention, we suggest that the executive stop at the registration desk to fill out one of the report forms. We hope to have the list ready soon. However, it will contain the names only of firms that have supplied the information.

**The Business Barometer**

On instructions by the Board of Directors, the Business Barometer went on a monthly basis starting January, 1948. A report form is sent monthly to all member firms with the request that each fill in the form covering the markets in which each sells, and return the completed form as soon after the first of the following month as possible. Very little time is required to fill out the report and a three cent stamp will carry it to my office where the findings of each reporting member are compiled in an over-all Business Barometer that is sent ONLY to co-operating firms by the 10th of the month.

As it gives them definite information about price and other trends in their own trading areas, in their section of the country, and countrywise, too, we wonder why more members do not co-operate. Of the 97 active member firms in the U. S., about 45 to 55 returns are received monthly, though not always from the same ones. If a minimum of 75 firms would co-operate monthly, the value of the information would greatly increase.

I have a few copies of the June 1 Business Barometer, the same as the compilations that were sent this week to co-operating members. Those of you who would like to see this Monthly Business Barometer may have a copy.

We will welcome any suggestions to improve our Business Barometer Service—a more regular co-operation, too.

**Salesmen's Salaries and Commissions Survey**

Another example of the helpful service rendered by the National Association was the Salesmen's Salaries and Commissions Survey conducted in November-December, 1947, and its compilation sent to the member-firms that aided in its compilation.

It was a compilation of facts reported by 60 firms on salaries and commissions paid their retail and jobber salesmen, and other relative data. The returns were considered in groups according to natural trading areas. While a larger number of members may have collaborated profitably, the

(Continued on Page 12)

When You **ENRICH** Macaroni and Noodle Products



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

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

**B-E-T-S\* TABLETS**

OFFER THESE ADVANTAGES

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

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

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



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

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

**VEXTRAM\***

OFFERS THESE ADVANTAGES

1. ACCURACY— The original starch base carrier—freer flowing—better feeding—better dispersion.
2. ECONOMY— Minimum vitamin potency loss—mechanically added.
3. EASE— Just set feeder at rate of two ounces of VEXTRAM for each 100 pounds of semolina.

USE Roccal POWERFUL SANITIZING AGENT

Address Inquiries to: Special Markets—Industrial Division WINTHROP-STEARN'S Inc. 170 Varick Street, New York 13, N. Y. \*Trade Mark Reg. U. S. Pat. Off.

### Secretary-Treasurer's Report

(Continued from Page 10)

results were informative and helpful, judging by the comments received. The unanimous suggestion was that similar surveys should be made as changing conditions warrant.

#### Promoting Public Relations

I feel so keenly about two privileges accorded me during the past year that I must impose on your patience a little longer. As many of you recall, there was great fear a few years ago that the durum wheat available would hardly be sufficient to keep the presses busy in the summer of 1946. A tardy but determined movement was started to cultivate the good will of the durum wheat farmers on whose crops the industry was so dependent.

To improve the durum grower-macaroni maker friendly relations, the National Association co-operated with the Greater North Dakota Association in sponsoring a durum wheat-macaroni products exhibit at the International Livestock, Grain and Hay Show in Chicago, November 29-December 6, 1947. The joint exhibit was a hit of the show. Not only our special interests were served and our relations enhanced, but thousands upon thousands of consumers were made to realize for the first time that macaroni-noodle products are exceptionally good wheat foods because they are made mostly from special wheats that give this food special characteristics and food qualities of their own.

In February, 1948, it was my pleasure to represent the National Association at the "Biggest Durum Show on Earth" at Langdon, North Dakota. There I contacted actual growers and men whose whole interest is growing durum for the macaroni trade.

As the result of these two promotions, the large majority of the durum growers now know the macaroni men's needs and the latter now have a better idea of the possibilities of increasing the quantity and quality of American-grown macaroni wheat. The money spent in these two public relations promotions is an investment in a better future for both growers and processors.

#### Conclusion

I wish to take this opportunity in the name of myself and staff to thank the manufacturers and allied generally, the Association members particularly for their many kindnesses and courtesies, their patience, consideration and helpfulness.

It has been a pleasure to work with President C. W. Wolfe, with Benjamin R. Jacobs, Director of Research, with the Directors of the Association, all committee chairmen—and all the Members of the National Association. Thanks for everything!

## Trends in Prices and Merchandising

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



Mrs. R. M. Kiefer

If you will permit me, I would like to review briefly a number of changes in our industry—which should be interesting to you.

First of all, this "big" business of retail food distribution—made up of many little businesses—has grown from slightly less than 8 billion dollars in 1933 to more than 28 billion dollars in 1947—and it is predicted to be more than \$32 billions in 1948.

Our annual consumption has increased greatly in many commodities and reduced in others. For example—canned baby foods have grown from 6 million cases in 1937 to 50 million cases in 1947. Meat consumption has gone up from 128 pounds per capita in 1939 to 156 pounds in 1947, and a projected 144 pounds in 1948. Within the past quarter century consumption of citrus fruits has increased 350 per cent, while the consumption of potatoes and grain products is down 30 per cent.

During that same period of time, consumers' buying habits have changed too. Before the war 88 per cent of the customers bought their food needs in 3 or less stores, but now only 72 per cent are doing so. That means that 28 per cent of our consumers are "shoppers" in many stores.

Today, women between the ages of 18 and 30 years—who comprise only 1/10 of the total population—spend nearly 80 per cent of all money spent in food stores. In fact, they spend more than 50 per cent of all monies spent in all types of retail establishments.

Now let's look for a moment at the independent retail food stores of the country—those people whom we represent at NARGUS. First of all, they represent 65 per cent of the total food business—or \$20,800,000,000. That is a very sizeable amount of business, I'm sure we will agree. And lest we are inclined to shrug off any portion of this volume, let's look at the total business done by small stores—very small establishments—who do less than \$10,000 per year volume. Believe it or not, their volume reaches the grand total of \$816,000,000.

These independent retail grocers serve on the average of 248 customers a day, each day their stores are in operation. Nine per cent of them serve more than 500 customers a day, and three per cent serve more than 1,000 customers a day!

But to demonstrate the responsibility of these merchants, did you know that 51.5 per cent of them own their own buildings? In other words, they are property owners and taxpayers in the community where they operate their businesses.

In all stores prices have advanced materially, as you so well know, but there are many reasons for this advance, and very little, if any, of the increase is established by the retailer. For example—his net profit historically, over a large number of years, has averaged somewhere between 1 and 3 per cent—and only in rare cases is that figure different today than it was a year, five years, or ten years ago.

You know some of the reasons why prices are up—for the costs of the basic commodities are up. For example:

Cocoa is up 220%  
Cartons — up 42%  
Bag cloth — up 50%  
Milk cans — up 100%

and these advances have all taken place in less than eight years. You are better acquainted with increases in cost in your own lines than we are. The Bureau of Labor Statistics reports that the average wage paid to packing-house workers for example was \$28 to \$35 before the war—and is now \$55 per week.

And now let's get down to some other figures. When I was born—and I won't tell you how many years

(Continued on Page 14)

T S M

No. 8

### "FOR MACARONI"

In Paris when you tip a cab driver, he calls it a *pourboire* ... literally, in order to drink. In sunny Naples your cabbie likely will descend from his horse-drawn vehicle, smile and say, "For macaroni".

And likely as not he's referring to his horse.

The custom of nicknaming cab horses "macaroni" began when during great Italian festivals, the studs were decked out in flowers and wreaths, to which a crowning touch was added ... a long pheasant feather fastened atop the bridle.

This was superb, elegant, "macaroni"!

Macaroni, a word of many meanings...a food of many delights.

"Superb", "elegant", well describes the Macaroni made from high quality King Midas Semolina—it does make a difference.

### KING MIDAS FLOUR MILLS

Minneapolis  Minnesota



### Trends in Prices and Merchandising

(Continued from Page 12)

ago it was—our family operated a grocery store. Our deliveryman earned \$1 a day—he worked from 5 a.m. to 8 p.m.—got his chewing tobacco free—and had to take care of the team. The butcher, with his leather cuffs and his cap, earned \$12 a week, and got his meat and lard free. And the price of round steak was 12½¢ a pound.

Today (except for the West Coast where scales are higher) drivers get \$52.50 a week for a 40 hour week, with hospitalization insurance, a percentage off on their food purchases, and are not required to care for their car. The butchers get \$73.50 a week for a 42 hour week—and no meat and lard—but a percentage off on their purchases. And the price of good round steak is 95¢ a pound.

Remember, please, that a lot of costs have gone up during that time in addition to the labor costs in the store. The cost of livestock has increased materially as well as the cost of land, feed and labor in the production of this same livestock. The cost of processing has advanced, along with increased costs in transportation, containers, machinery, tools. And then we have added other costs such as expensive display rooms, advertising, promotions, etc., etc.

But would you want to go back to those good old days? Of course you wouldn't—and neither would any of us.

And let's look at a few more comparisons.

In 1929 the cost of Government was 4 billion dollars—or a per capita cost of \$31. In 1946 it had gone up to 45 billion dollars—or \$316 per person. During that same time the cost of food in 1929 was 20 billion dollars—or \$162 each, and in 1946 it had gone up to 43 billion or \$302 each. In other words, in 17 years the cost of Government has multiplied ten times, while in the same period of time the cost of food is less than double.

And there is no question but that some prices have advanced entirely too much, and must come down. They will, too as economic conditions in the country settle down a bit!

And now let us look at the merchandising picture for a few moments. More than 50 per cent of all the stores in the country plan to remodel and re-arrange their stores, so they can do a better job of display and merchandising. Sixty-seven and eight-tenths per cent of the stores undertake to do some kind of advertising, and another 6.2 per cent of them expect to do some form of advertising in the future. All aggressive operators are planning for more and larger display space, with attractive and inviting displays—well priced, accessible to the

customer—making it easy for customers to shop.

So much for store statistics. And now let's look at the results of a recent survey among housewives, as to what they want from a retail food store and its personnel. These wants—in the order of their importance—are:

- Courtesy
- Quality of Product
- Cleanliness
- Easier Checking
- Good Stock arrangement and identification
- Reasonable Prices
- Well-known brands and products
- Better price marking.

There are only a few points under each of the headings which were stressed—and I think you are acquainted with most of them. Under courtesy there seems to be the all-inclusive word "politeness" to cover the situation.

Cleanliness refers to the floor, the window, the store, the shelves, the counters, and the individuals. And we must not forget a pleasant smell!

Easier checking covers many things such as proper bagging, making proper change, unloading baskets, and more carry-out service.

Good stock arrangement includes order, related items together, items all within easy reach, departments well identified, etc.

Peculiarly prices are by no means the first important item in any customer's mind—except, of course, when the price or prices are completely out of line and absolutely non-competitive. She wants plain pricing, on each item if possible, and particular identity of advertised items.

And I left quality of products, and well-known brands until last—though quality is woman's second preference of all her "wants" in the food store. For here is where you are of prime importance both to the retailer and his customer. There is nothing he can add to your packaged products, except his own integrity as an individual who handles the very best quality of any merchandise, commensurate with the desires of his customers and the limit of their pocketbooks! And whether you believe it or not, gentlemen, the retailer knows more about the pocketbook and its contents than you would ever guess. If not, watch him shake his head over the customer who buys half a dozen eggs, when he knows she has a large family and should have at least a dozen eggs. Or note the concern in his face when the child which the customer has brought along asks for oranges, only to hear the Mother say: "Hush dear, we have oranges in the ice box," and the little one come back with: "Why Mummy we haven't had oranges for weeks." And he knows the youngster is right, too! But the price is too high, the husband hasn't

been able to work for three weeks, and the children must have clothes for school!

The retailer must, of necessity, depend on you to put quality in that package—to back it up with your name—to advertise it so it has consumer acceptance. And don't let's kid ourselves about consumer demand, for you know as well as I do, your retailer can sell you or any other consumer off of any product, brand, or item—if he sets himself to the task. He does like products, however, that are well known, well advertised, on which he can make a profit—and these items will get his interest, his display effort, and some of his own advertising!

And here is a fact surprising to a lot of people. Among retail grocers throughout the country 79.9 per cent want recipe pamphlets for customers; 81.5 per cent want menu suggestions; 81.5 per cent are interested in methods of cooking; and 80.1 per cent are interested in food combinations. Compare this with 57.3 per cent of the retailers who say they rarely use the window display material furnished by suppliers, or use less than 25 per cent of it. To prove the sincerity of the retailers in thinking along these lines of direct service to customers, 30 per cent of the retailers said they would buy the recipe pamphlets, for instance!

And now let's look back at our customers—those women between the ages and 18 and 30 years—who spend nearly 80 per cent of all money spent in food stores. They, too, want, need and ask for suggestions—recipes, menus, methods of cooking, and food combinations. Many of them had no opportunity to learn food buying and preparation at home—among the new war brides particularly—and they welcome any and all suggestions along this line. And any suggestions in recipes, menus, cookery, and the like, must be practical, not just the roast beef, the fried chicken and the pineapple upsidedown cake. They must include suggestions on less expensive cuts of meats, the use of left-overs appetizingly, and food combinations of healthful foods, in season, when they are not priced "out of sight."

Remember, gentlemen, as you think in terms of a market for your products, that the retailer is in business to make money. Therefore he must have customers who will buy your products at a price which will earn him a reasonable net profit at least. Those customers and that retailer want good quality, in a well-advertised product, which fits into the budget of the customers. And remember, too, that your product is only one of three thousand in the average sized store (and upwards of 15,000 items in the larger store)—so keep in mind that the retailer needs good reasons from you for featuring, stocking, displaying and selling your commodity!

## Now the green light says Go! ...on St. Regis multiwalls!

With our new Kraft Center at Pensacola adding 250,000,000 multiwalls a year, people in the milling industry can go ahead and order practically all the St. Regis multiwall paper bags they want! Good news for all the industries depending upon St. Regis Packaging Systems for a more efficient sanitary and economical operation.

If your flour is being delivered in St. Regis valved multiwalls, you are getting the benefits of this modern method. Flour packed by St. Regis valve packers in strong, protective multiwall bags is never touched by human hand. It comes to you practically by pipeline! Straight from the millstream to your mixer!

Specify St. Regis paper bags—when you order your flour.

SALES SUBSIDIARY OF **SR** ST. REGIS PAPER COMPANY.  
**ST. REGIS SALES CORPORATION**  
230 PARK AVENUE • NEW YORK 17, N. Y.

NEW YORK 17: 230 Park Ave. • CHICAGO 1: 220 No. Michigan Ave. • BALTIMORE 2: 1925 O'Sullivan Bldg.  
SAN FRANCISCO 4: 1 Montgomery St. • ALLENTOWN, PA.: 847 Hamilton St. • OFFICES IN OTHER PRINCIPAL CITIES—IN CANADA: ST. REGIS PAPER CO. (CAN.) LTD., MONTREAL • HAMILTON • VANCOUVER





B. R. Jacobs

## Analyses and Inspections for Infestation

B. R. Jacobs, Director of Research, NMMA

average and 11.0 maximum insect fragments, and only showed 3.8 per cent of the total as having evidence of rodent infestation.

This gradual decrease in insect fragments and very noticeable decrease in rodent infestation is very encouraging and shows that the mills that supply us with our raw materials are doing an excellent job in improving the sanitary conditions of their plants.

A number of our plants do not sift their raw material before it enters into the mixer and, therefore, any insects or other foreign matter contained therein would be found in the finished macaroni product. Many plants use sifters which are provided with a stiff brush which does not remove the insects but merely grinds them down and materially increases the number of insect fragments as well as any other foreign matter contained in the raw materials.

Effort should be made by every plant to use sifters which will remove all foreign material larger in size than the largest granules of semolina. This would include all rodent pellets and insects or insect fragments which are large enough to be scalped.

The Food and Drugs Administration has been very active for the past two years in prosecuting manufacturers whose plants are not in a sanitary condition. In fact, the FDA is considerably more concerned about the sanitary condition of plants than it is about the presence of a few insect fragments in the product.

The process of keeping your plant in a sanitary condition is one of simple good housekeeping, using the same precautions for cleanliness in the plant that you use in your own home. Certainly the general public is entitled to expect clean food. A macaroni manufacturer haled into court on evidence that his plant is insanitary can expect very little sympathy from the court and jury, particularly with the type of evidence usually presented by the FDA.

I have obtained from the Government Departments a number of bulletins on rat-proofing, rat control, and the habits of rats, with methods of eliminating them by building them out, trapping them, and poisoning them. I am sending these out to all members of the Association. They are very instructive, and if you do not have the time yourself to read them, at least pass them on to your managing personnel so that they will get an idea

of the methods that may be used to eliminate rats and mice.

It is true that no plant alone can keep a whole neighborhood free of rodents, but everyone can keep his own plant as free as the best means of doing so will provide, and also each manufacturer can join in community rat-control campaigns which are carried on from time to time in every community.

Rats, as you know, are omnivorous. They eat everything, and they multiply very rapidly. Their litters vary from six to twenty-two, with an average of nine or ten in every litter, and they will breed as many as ten litters a year. It has been estimated that one pair of rats can multiply to 350 millions in three years, if we ignore the death rate. However, the rat population outnumbers by many times the human population of the United States, and this is particularly true in the communities where our plants are located and in the rural sections.

It has been stated by psychologists that we are the product of our environment. Through the generations man has changed his mode of living with changes in his environment. This refers particularly to his food habits. The rat has lived with man for thousands of years, and where we have one generation of human beings in about twenty years, we have 175 generations of rats in the same period adapting themselves to new modes of living and succeeding probably better than ourselves. It behooves us, therefore, to do everything in our power to keep after them continuously and by the most effective means.

Spend a little money and a lot of thought on this problem, as it is not only one of sanitation but it is also an economic problem. The rat is an expensive guest in your plant, as it destroys ten times more than it eats, and it eats plenty.

I thank you.

### Salt Lake City Plant Sold

Samuel Scarpelli, general manager of the Porter-Scarpelli Macaroni Company's plant at Salt Lake City, Utah, has announced the sale of his business to the Denver, Colorado, branch of The American Beauty Macaroni Company. The main plant at Portland, Oregon, will continue operations under the Porter-Scarpelli Macaroni Company management.

each and every Cloverbloom egg is . . .



# Individually Inspected

It's such painstaking care that safeguards the quality of Cloverbloom Frozen Egg Yolks . . . helps you make better noodles - noodles of superior flavor and finer texture.

From the selection of breakfast-fresh eggs to their quick-freezing, Armour guards this quality. Careful and continuing tests are made to keep Cloverbloom Egg Yolks free of shell and fibre - to maintain their deep color, their fine flavor, their solids content of 45% or more.



### That means better Noodles

When you use Cloverbloom Frozen Egg Yolks, you'll be sure of finest quality in your noodles. You'll save time and trouble, too, because Cloverbloom Frozen Egg Yolks are always ready to use, always uniform. Armour produces Cloverbloom frozen whole eggs, whites, sugared and salted yolks; spray-powdered whole eggs, whites, yolks, yolk blend, meringue and stabilizer.



**ARMOUR** CREAMERIES  
GENERAL OFFICES • CHICAGO 9, ILLINOIS

## Tests and Conclusions

Bert Nevins, of Bert Nevins, Inc.

Sixty millions of dollars were spent in 1947 by ninety associations on so-called public relations or promotional campaigns. Among them were meat, dairy, citrus fruits, cereal, candy, preserves, coffee, donuts, pretzels. As a matter of fact, there is hardly an industry that is not so organized. The American Bakers Association alone last year inaugurated a million and a half dollars on a three-year program.

All this proves that industry promotion is no longer on trial. It is a necessity. Competition is hitting food industries from all sides. I don't mean competition between your individual brand name and that of another. I mean competition from other food products—as well as industries outside the food field. For example, the Candy Council is promoting candy as a nutritious food—urging that it be served at mealtime as well as in-between meals.

Yes, every industry is bidding for the consumer dollar. Every fraction of a penny that other groups take away from the macaroni industry affects each and every one of you. To be sure, a great many people love and eat macaroni products. They've done it for years—but you just can't be complacent and sit back and say they're going to continue to do so—especially in the face of the barrage of propaganda and educational material being disseminated in favor of other foods.

Food habits are not easy to change. It took the citrus fruit people many years to make Americans orange juice-conscious or the canners to make us all advocates of tomato juice. But it was done. Even if this competition from without cannot make too great a dent in the adult population—especially with those who have been brought up on Italian foods handed down to them for many generations—what about the children of America?

Surely, through the excellent school programs which are an integral part of the public relations campaigns of many food industries, new food habits are being started among the youngsters of the country—habits that will stick with them all their lives and be passed on to their children. What is the macaroni industry doing about that?

I don't know what you're going to do—but I do know what your board of directors has done up to now.

Since last October, my organization has been handling some test projects for the macaroni industry to show what can be done in the way of publicity to promote all macaroni products. You see, my company, which has spe-

cialized in the field of publicity and public relations for the past 18 years, handles no advertising whatsoever. The tests were purely publicity ones.

When I first spoke to your board of directors at their regional meeting in Hershey, Pennsylvania, last September, I showed them what we have done for the donut industry for 10 years; for the pretzel and potato chips industries as well as how we represent other industries and national advertisers outside the food field. I pointed with pride to the fact that the best recommendation my organization can offer is that we have serviced the majority of our accounts for 10 and 11 consecutive years—which proves that we get continuous results. I also mentioned that our annual fees range between thirty and fifty thousand dollars plus expenses.

Jack Wolfe and your board listened intently and said it was all well and good—but that doesn't prove that we could be of service to your macaroni industry.

And so the test publicity projects were suggested, to show you manufacturers what could be done on a long-range program. Only the surface has been scratched but what has been accomplished proves the tremendous possibilities that do exist for worthwhile promotion of macaroni products.

The most important phase of our activities was the egg noodle recipe contest conducted over 161 women's radio programs throughout the country. These programs reached an estimated listening audience every day of 9,554,000 listeners. Announcements about the contest were made each and every day for a two-week period—and in many instances there were special spot announcements put on by the stations themselves to call attention to the program contests.

I'm going to pass out a complete list of these 161 programs so you can get an idea of the wide area they covered. On the list you'll notice the listening audience of each station, as estimated by the commentators themselves. In some instances the Hooper ratings of the programs are indicated. Also listed are the network affiliations of some stations.

Please remember that these daily announcements for a two-week period, with three exceptions, were made as part of the entertainment portion of the program and not as paid advertising commercials. The three exceptions in radio were with the women's programs on KOWH in Omaha, Nebraska, which has as a sponsor Gooch



Bert Nevins

Food Products Company and with the women's program on WHNC in New Haven and WNAB in Bridgeport which has as a sponsor the R. J. Grass Noodle Company. At these two macaroni manufacturers' suggestion the contest was conducted by them, as sponsors, with their brand names mentioned, because they were sponsoring the programs anyway. And as a result of the contests, these two manufacturers got many more plugs on the air than they ordinarily would have gotten for their regular paid time.

One other macaroni manufacturer, A. Palozzola & Company, used the contest on a food show tie-up with Penny Pruden's Pantry in Cincinnati, getting prominent mentions in newspaper ads and at homemakers' luncheons.

On the other 158 programs, no brand name was mentioned—but plenty of promotion was given to egg noodle products in general. Even though they weren't paid commercials, in each announcement the woman commentator said, "Go out and buy egg noodles and then make up a recipe." And this was repeated every day for a two-week period.

The commentators were enthusiastic in their praises for the contest. Many arranged for local chefs and home economists to act as judges. Others had the prize winning noodle recipes featured in store displays and on local hotel and restaurant menus—and still others ran paid advertisements in local newspapers—giving the contest a well-rounded promotional job. Recent letters tell us that some have even compiled printed booklets of the egg noodle recipes submitted in the contest which they are now offering over the air and distributing to their listeners, resulting in additional publicity for the industry.

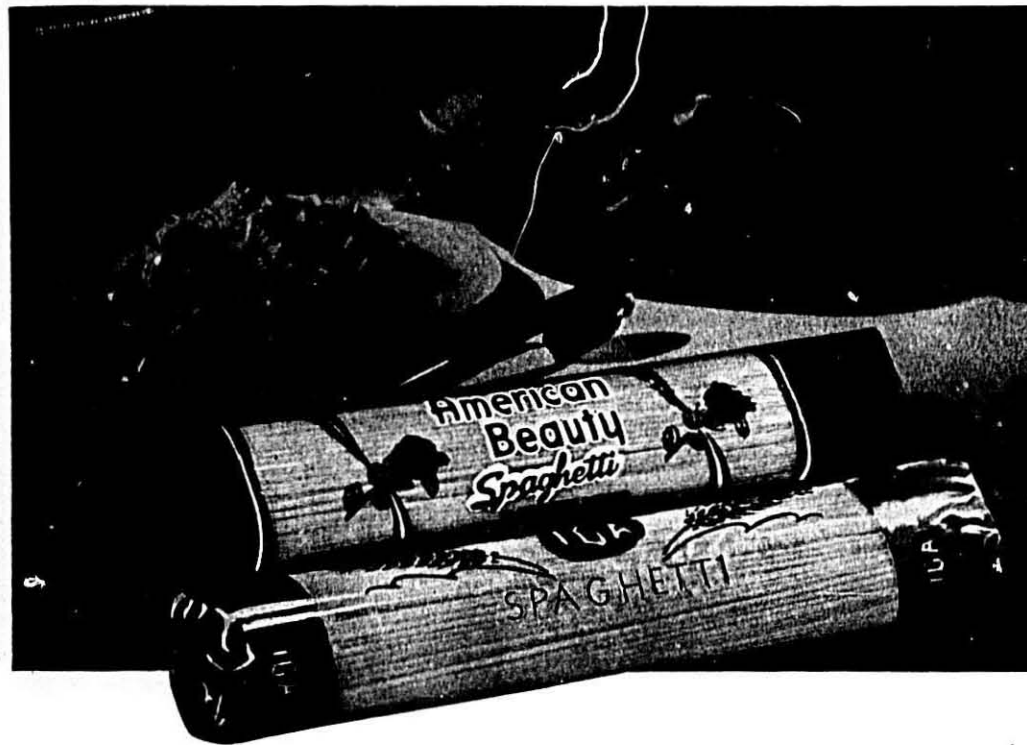
While we didn't get all the entries, a survey of the programs shows that a total of 25,000 entries were received. That means that at least 25,000 women

(Continued on Page 20)

June, 1948

THE MACARONI JOURNAL

19



## smart packaging

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### Tests and Conclusions

(Continued from Page 18)

went out and bought boxes of egg noodles to try some recipes for the contest—not counting the millions more who heard the daily announcements about the nutritional qualities of egg noodles and the important part it plays in helping a housewife keep down her budget. Surely some of those millions were sufficiently impressed to buy and try egg noodles even though they didn't enter the contest.

Now all this sales impetus, claimed here, may not have shown up in your returns. First of all, many of the programs conducted the contest during Lent when you ordinarily have an increase and so you undoubtedly attributed whatever increase you may have had to the seasonal spurt. The other contests which were conducted after Lent came at a time when buying was at a very low ebb because of market conditions and that, coupled with the Jewish holidays when noodles are supplanted by other products in Jewish areas had a tendency to keep sales figures down.

This is not an alibi—because it is only logical to assume that if 25,000 women took the trouble to sit down and write a letter to their favorite women's commentator, after hearing announcements about egg noodles 14 days in a row, they certainly went out and bought the product. Whether they bought your product or the next fellow's I don't know—but I do know that sales were made as a result of the radio contest promotion.

In these publicity tests that have been made—concentration has been given to see that each and every macaroni manufacturer benefited equally and that's what should be done on any industry-wide long-range program. With the radio contest promotion, the announcements were localized—the programs were all over the country in 44 different states in nearly every marketing area.

With the Spaghetti Eating School project, which was the first attempted, even though the event itself was held in New York City—the publicity was nation wide and stories appeared in the South, Middle West and Far West, educating the public in proper ways of eating spaghetti and, what's more important, stressing the beneficial qualities of the product insofar as nutrition and conservation are concerned.

I believe you all saw the flash sheets that were sent to you by Mr. Donna, highlighting some of the more important publicity breaks throughout the country on the spaghetti school. All three wire services, the Associated Press, United Press, and International News Service, released stories about the school and spaghetti to a total of 2,789 daily newspapers and over 3,000 weekly newspapers. Editorials were

written about the school in over 200 big metropolitan newspapers, all praising the idea, and papers like the *St. Louis Globe Democrat* and many others published full-page pictures.

Then, too, there were two full rotogravure pages in the *Buffalo Courier Express* and full pages in the *St. Paul Pioneer Press*, the *Detroit News*, the *Philadelphia Inquirer*, the *Seattle Times* and about 50 others with a combined circulation of 4½ million readers.

An on-the-spot wire recording was made at the school and broadcast coast to coast on the Mutual Network. The well-known Kenneth Banghardt reported the spaghetti eaters' progress on the National Broadcasting Company Network. The very popular Arthur Godfrey discussed the school and spaghetti eating on CBS. The school instructor was guest on the CBS program "Missus Goes A Shopping" and on Mutual's "Daily Dilemma." Walter Kiernan, WJZ commentator, talked about spaghetti in connection with the school on ABC, as did also Alan Prescott, Henry La Cosset and many, many others. In all a total of 10 hours of radio time on all four major networks and thousands of independent stations publicized the school and through it the nutritional value of spaghetti products.

Then, still on the spaghetti school test project, we were successful in getting the *American Magazine*, which has over two and one-half million circulation, to devote an entire page to the school. If this page were to be purchased at the current advertising rate of the *American Magazine*, that one page alone would cost \$5,500.00. Now we have never, nor do we intend now, to sell publicity instead of advertising. Both work together, but for the basis of studying the value of a publicity program it is often interesting to figure what the publicity would cost if you were to pay the regular advertising rates.

In addition to the *American Magazine*, *Look Magazine*, with a circulation of 1,386,000, and a readership of 4,158,000, also thought enough of the idea to lead off its department "It Happened Here" with a picture on the Spaghetti Eating School. The equivalent space in advertising would cost \$1,359.

Through newspapers, network radio and national magazines the story of the Spaghetti Eating School was brought to the attention of at least 70 million persons—more than half the population of the country. How many of these went out and bought a box of spaghetti is hard to tell. But I do know that through the newspaper, and the radio and the national magazines all 70 million were reminded of the nutritional qualities and other benefits of spaghetti.

The Spaghetti Eating School attracted so much interest that many letters have been received by your insti-

tute from cooking schools, government officials, high schools, department stores, asking that classes of the Spaghetti Eating School be held in their territory. Some of you manufacturers have even asked how to put on a similar event in your own territories. One of the activities of a long-term program would be to conduct spaghetti eating classes throughout the country.

In connection with the egg noodle promotion we discovered that 1948 is the 400th anniversary of the origin of egg noodles and using that theme we got a lot of additional publicity for egg noodles aside from the contests in news columns, editorials, syndicated columns and in America's second largest news magazine, *Pathfinder*, with 1,300,000 circulation. A total of 780,266 lines of newspaper and magazine space was devoted to stories about the anniversary of the birth of the egg noodle and its nutritional qualities as well as its advantages as a meat extender. We were working on the egg noodle campaign at the time of your midwinter meetings in New York and so we arranged for Jack Wolfe to appear on the popular Dorothy and Dick radio program over WOR and in addition there were other radio tie-ups similar to what was done on the spaghetti drive.

Originally it was planned to execute a publicity test for macaroni also, and while we did release an announcement to over 1,400 women's radio programs on macaroni by itself, the remainder of the program had to be deferred.

As I mentioned at the beginning, the surface hardly has been scratched insofar as publicity is concerned for spaghetti, egg noodles and macaroni. All we attempted to do in this test program was to show what can be done to promote macaroni products through publicity. To be sure, food recipes play an important part of any campaign of this kind, but that fine work is being done for you so ably by Mrs. Clara Gebhardt Snyder of the Wheat Flour Institute, as well as by M. J. Donna through his syndication of recipe mats, that we didn't attempt to perform that function.

Educational material to schools and home economists plays an equally important part in an industry-wide campaign. So does co-operative advertising if your budget can permit it.

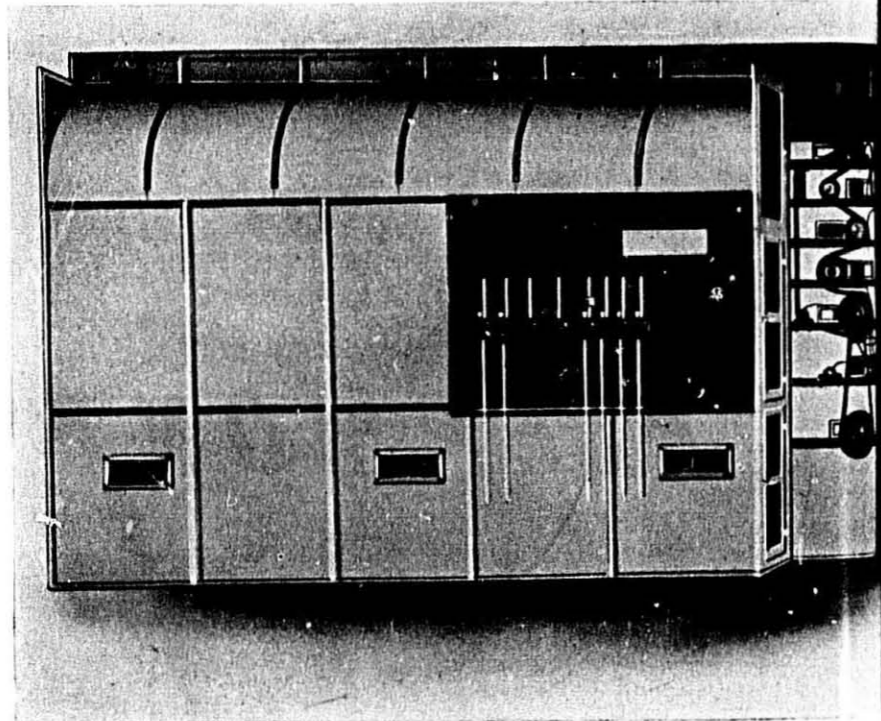
All we've done is to give you a taste of what can be done—Now we hope you will permit us to serve you the entire meal. Thank you.

### Budget Pack Buys Rauli Plant

Budget Pack, Inc. of Los Angeles, recently acquired the Rauli Macaroni Company plant and business in the same city, and will continue selling the two lines separately.

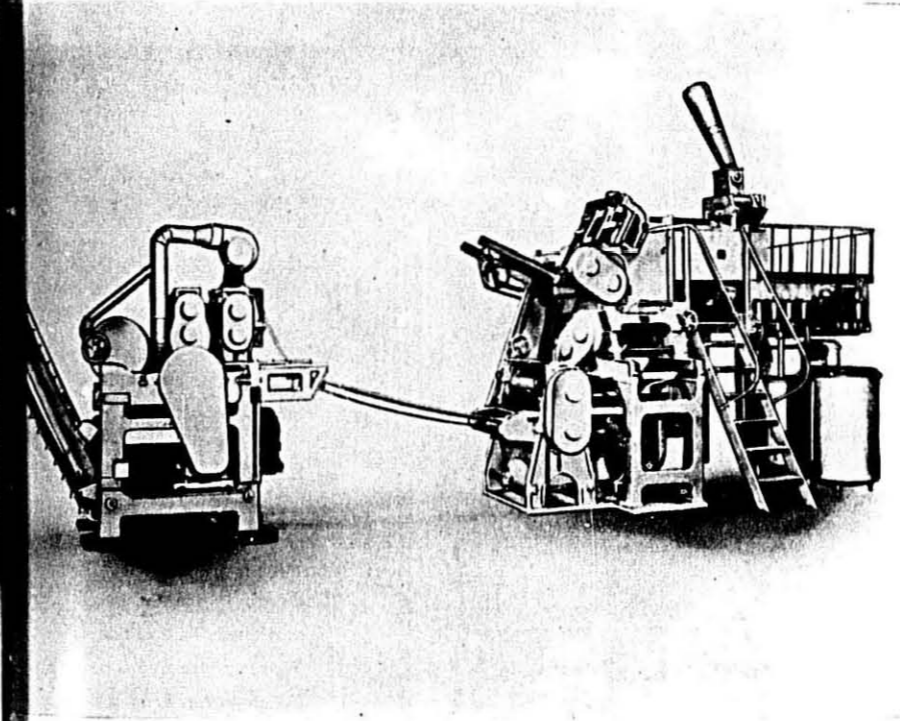
# Watch For CLERMONT'S Newest Developments

# THE *New Look* IN NOODLE SETUPS *Modern & Efficiency* WITH "CLERMONT"



The machines shown above are the CLERMONT SHEET FORMER WITH APPARATUS, CLERMONT HIGH SPEED NOODLE CUTTER and the preliminary drying unit of the CLERMONT CONTINUOUS NOODLE DRYER. Space limitations prevents showing the finish drying unit. Then, too, the Finish Dryer may be placed wherever most convenient and suitable to a manufacturer's plant—on floor above or below, alongside of the setup pictured or in a further continuous line.

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



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

This setup can be had for production of 600, 1,000 or 1,600 pounds per hour. Labor cut to the bone. Irrespective of the output selected, **ONE MAN DOES THE JOB!**

**GET IN TOUCH WITH US AND WE'LL SHOW YOU MANY MORE ADVANTAGES**

**CLERMONT MACHINE COMPANY, Inc.**

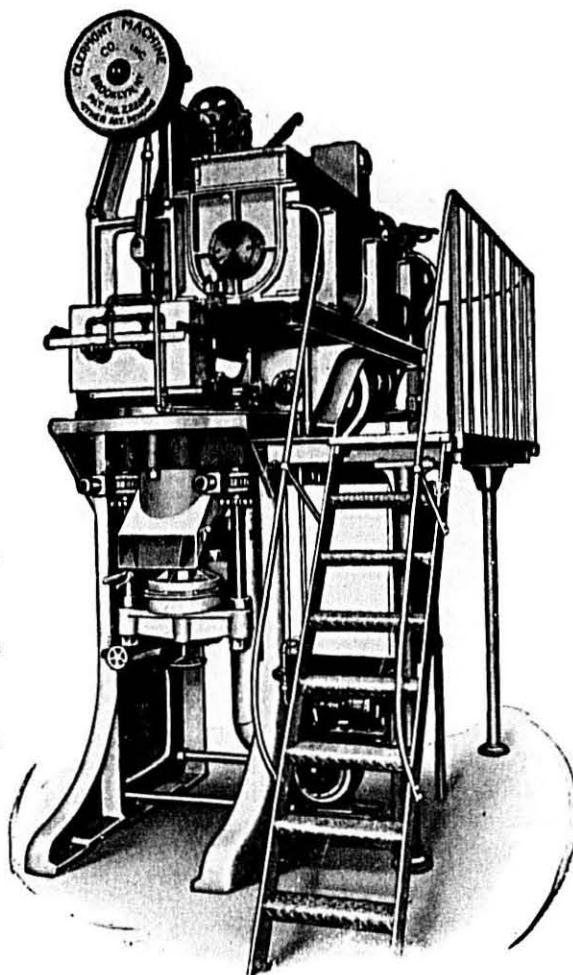
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## Cooperation Between Industry and Government

Exemplified in the Bread Staling Project at the  
American Institute of Baking

Dr. Wm. S. Bradley, American Institute of Baking, Chicago

In 1946 the 79th Congress passed Public Law 733, which is commonly known as the Agricultural Research and Marketing Act. The purpose of this Act was "to provide for further research into basic laws and principles relating to agriculture and to improve and facilitate the marketing and distribution of agricultural products." Part of the law, of great interest to you as manufacturers of a cereal product and to us as members of the baking industry, is quoted from Section 1 of this Act:

"Section 1. It is hereby declared to be the policy of the Congress to promote the efficient production and utilization of products of the soil as essential to the health and welfare of our people and to promote a sound and prosperous agriculture and rural life as indispensable to the maintenance of maximum employment and national prosperity. It is also the intent of Congress to assure agriculture a position in research equal to that of industry which will aid in maintaining an equitable balance between agriculture and other sections of our economy. For the attainment of these objectives, the Secretary of Agriculture is authorized and directed to conduct and to stimulate research into the laws and principles underlying the basic problems of agriculture in its broadest aspects, including but not limited to: Research relating to the improvement of the quality of, and the development of new and improved methods of the production, marketing, distribution, processing, and utilization of plant and animal commodities at all stages from the original producer through the ultimate consumer."

The wording of this Act is of interest, for Congress has provided funds not only to stimulate research on basic problems of agriculture but also on problems of agriculture in its broadest aspects. Congress provided that such research be conducted not only on the problems of production and marketing which face the farmer alone but also on problems which face the processors of plant and animal commodities and on problems concerning the products of the food processors through to the ultimate consumer. It is evident that Congress realized that consumption of agricultural products by the public was sometimes limited by production or marketing problems of the food processor.

You will be interested no doubt in learning how this Act has worked out



Dr. Wm. S. Bradley

in practice in the baking industry, which has many problems similar to those of your industry.

The baking industry is the "Number One" industrial user of flour, eggs, milk, and edible fats among all of the food processors. These ingredients produced on the farm or from farm products constitute a large proportion of the farmers' production and their value a large proportion of the farmers' income. It is apparent that the agricultural economy may be affected by the ability of the baking industry to create a better market for its products through their improvement. Because of the interdependence of the baking industry and the farmer and because of the importance of bakery products in nutrition (after all, bread is the Staff of Life), broad problems affecting large segments of the baking industry should be investigated with the view to their solution.

The administration of the funds provided by the Research and Marketing Act was delegated to the Secretary of Agriculture. In order to best utilize these funds, he has sought the advice of producers and processors most familiar with the problems pertaining to the various agricultural products. The Bakery Section of the Grain Branch of the Production and Marketing Administration has sought the advice of a Bakery Advisory Committee consisting of technical men in the baking industry. This Committee determined that one of the problems most vexing to the baking industry and in greatest need of solution is the prob-

lem of staling of bakery products, has broken the problem down into various phases and has offered suggested approaches to a solution.

All bakery products are perishable. Except for biscuits and crackers, none of the products of the baker has the shelf-life of macaroni, spaghetti, noodles, and related products, in which you are interested. The shelf-life of bakery products is limited by a process known to the housewife and the baker as staling. Staling begins the moment a bakery product is taken from the oven to cool before wrapping. This process continues until the bakery product is consumed or discarded. Staling is made manifest by changes in the firmness of the loaf, by changes in the texture of the cut slice, and by changes in flavor. All of these changes decrease the consumer acceptance of bakery products and therefore adversely affect sales. They cause the retailer to seek the return of unsold items to the baker. Stale returns represent an economic loss.

As a result of the consideration given the problem by the Department of Agriculture, a contract has been made with the American Institute of Baking to study at least one phase of bakery product staling. The contract under which the Institute is operating requires a study of the temperatures to which bakery products are subjected during their normal handling and delivery to the retail stores during storage in the retail stores and in the home, and correlation of these findings with the effect of temperature upon the staling of bakery products.

Staling of bakery products creates a waste which is particularly objectionable at this time when food is so badly needed in war-devastated countries. There is no way of determining how great an effect staling has on the quantity of bakery products eaten. It is well known, however, from the experience of all of us that a loaf of bread still warm from the oven is consumed with greater zeal than the same bread after it has been kept in the bread box a day or two.

The change in the firmness of the loaf can be detected by the housewife at the time of purchase. It is a custom, which in many respects is unfortunate, for the housewife to squeeze the loaf of bread she contemplates buying in order to determine whether it is soft and therefore fresh. The change in texture of the cut slice is apparent to



the housewife as she spreads butter on the bread, for the bread crumbles, sticks to the butter to produce holes and an unsightly appearance of the buttered slice. This is due to the crumb becoming hard and crumbly so that it feels dry to the touch even though it may have lost no moisture. The change in flavor is noticed only after the bread is introduced into the mouth and is sufficiently great so as to discourage many people from taking a second slice of the same bread.

It is generally considered by the public that staling is caused by a loss of moisture from the loaf, but it has been determined from laboratory experiments that staling is unrelated to such moisture loss; in fact, bread which is sealed in a can will stale as rapidly as bread which is protected only with the usual wrapping material. Most bread wrappers used today are made of moisture-proof materials so that only an insignificant amount of moisture is lost from the bread during its usual shelf-life. The physical changes which accompany staling appear to be caused by a chemical change within the loaf itself. There is evidence that at least part of these changes are caused by a reversion of the starch of the flour used.

The rate at which bread stales is greatly affected by the temperature and, contrary to popular concept, the lower the temperature the faster the rate of staling except when the temperature is reduced to the point where the moisture in the bread will freeze. Bread may be kept fresh indefinitely at a temperature of approximately 165° F. It stales very rapidly at ordinary ice box temperatures, 40° to 50° F. When quick frozen and stored at 30° below zero F., bread will remain fresh and palatable for months; in fact, when such bread is thawed, it is indistinguishable from the fresh baked product.

Because temperature has such a great effect upon rate of staling and because temperature can be controlled, it is obvious why the Government decided to give first consideration to this phase of the staling study. It appears to be the phase of the study most likely to yield recommendations which, if put into effect, would minimize the bread staling problem.

I thought perhaps you might be interested in the manner in which the Laboratories investigate a problem of this kind and so I will endeavor to explain briefly our approach to the problem and our plans for the future.

Whenever a new problem confronts a chemist, he consults the literature to determine what results have been published along similar lines of investigation. Sometimes he finds that previous workers have investigated the problem and have already reached a solution. In this case, a few experiments may confirm the previous work so that the problem may be considered solved. However, it is necessary to perform

## Domestic and Export Demands

E. O. Pollock

Chief, Commodity Research Division

Grain Branch Production and Marketing Administration U.S.D.A., Washington



E. O. Pollock

United States production of macaroni is now approximately 50 per cent higher than prewar production and the production during the first quarter of 1948 was about 1/3 higher than for the same quarter of any of the last 3 years.

Domestic consumption of macaroni in the United States during 1934-41 was about 650 million pounds per year. It is now up about 1/3, or approximately 875 million pounds per year.

The first consideration of the macaroni industry should be to take care of the domestic demand. This requires about 800 million pounds of macaroni out of the current high production of 1.4 billion pounds. We do not know at this time what the prospects are for this year's crop of durum wheat. The prospective carry-over of less than 5 million bushels on July 1 would probably be adequate if we have a normal

crop this year. About 7 per cent of the wheat milled in the United States is used for macaroni, which is included in the diets of a large segment of our population.

The Department of Agriculture has sponsored the exportation of about 9 million bushels of durum wheat as grain and grain equivalent, including semolina and macaroni. All of this exportation was accomplished during the present fiscal year and most of the exports were completed prior to January 1 when durum wheat prices were below spring wheat prices. There is a good demand at this time for United States durum wheat and semolina for export to Italy and Greece, but prices and lack of information as to this year's crop of durum wheat make it necessary for us to be cautious regarding commitments for exports at this time.

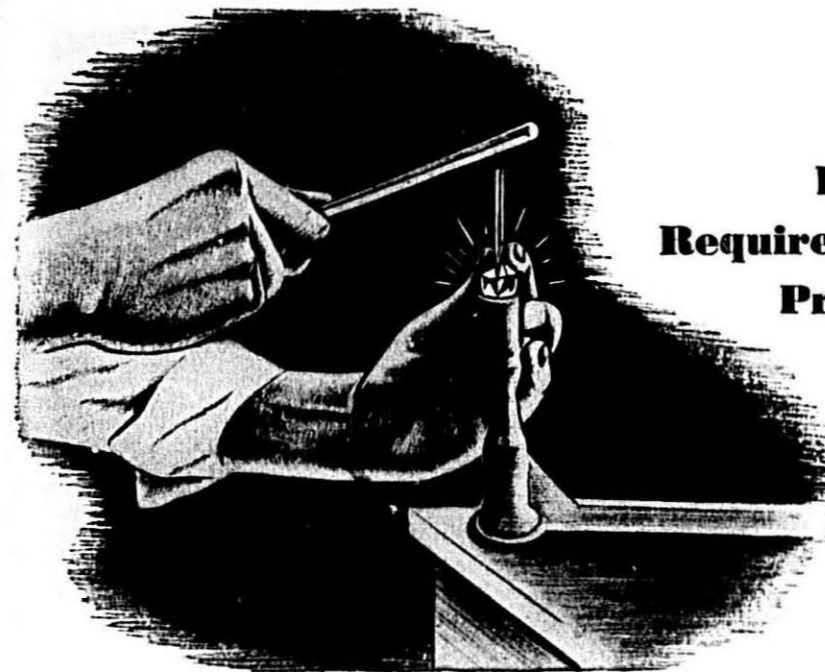
Other laboratories known to be

studying bread staling have been contacted so that ideas may be exchanged and duplication of efforts avoided. This work is also being continued with a view toward soliciting and compiling unpublished data from every laboratory in this country that may have studied this problem.

Methods of determining staling are being studied critically so that we may be certain to adopt only the best method or methods in our staling studies which are to be initiated shortly.

During the coldest weather of the

(Continued on Page 54)



## Enrichment Requires Skill and Precision too

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

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

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

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

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

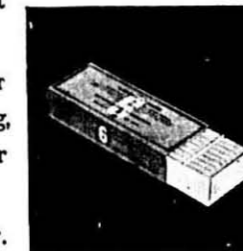
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BELLEVILLE 9, NEW JERSEY



NA Feeder for  
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N-Richment-A Type 6 Wafers



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

## The Durum Wheat Millers' Program for Macaroni Products

Clara Gebhard Snyder

The most promising field for increasing consumption of macaroni products is among that large group of consumers who now eat only limited amounts of these foods. This is the group at which the Durum Wheat Products Division of the Wheat Flour Institute directs most of its publicity and educational activities.

Every publicity program has a basic plan. The thinking behind the Institute program recognizes the fact that homemakers want help in meal planning and food preparation. About any food they need to know how to buy, how to use it, how to cook it, how to serve it, and what its food value is. Consequently, the information that goes out from the Institute aims to give information about one or several of these points.

Another approach to publicity about any food is to answer the three or four basic questions that every consumer consciously or unconsciously asks about every food. These questions are:

1. Will I like it?
2. Is it good for me?
3. Is it fattening?
4. Can I afford it?

Usually the questions are asked in that order. Certainly, "Will I like it?" always comes first, but the others come along, too, in one order or another.

Because macaroni, spaghetti, and noodles are made of that basic food, wheat, the answers to each of the preceding questions is favorable. In that fact lies opportunity for the macaroni industry.

The first question, "Will I like it?" is always answered in the affirmative if the food is nicely prepared and served. Macaroni products make the foundation for such a great variety of delicious dishes, and they combine so well with so many different foods, that this question can always be answered with an enthusiastic "Yes!"

The answer to the second question, "Is it good for me?" is also an emphatic, "Yes!" Not only do macaroni foods supply energy-giving carbohydrates, but they also supply protein, so necessary to health. It is true that wheat proteins need proteins from animal sources to improve their food value. But macaroni products are almost never eaten alone. They are combined with cheese, with meats or seafood or poultry, or with milk, and the result is a protein combination of excellent food value.



Clara Gebhard Snyder

In connection with food value perhaps it is well to point out that there is no need to be afraid of that word "carbohydrate." This is the energy-giving member of the food family. It is just as necessary and important to good nutrition as are proteins, vitamins, minerals, and all the other nutrients.

The question, "Is it fattening?" is one which seems to concern a lot of persons. Men are just as much concerned about controlling their weight as are women—maybe even more. Folks generally need to be told again and again that no single food is fattening; that the total intake of all foods must be such as to supply the proper amount of fuel value (calories) as well as necessary nutrients for health and weight maintenance. These facts must be presented over and over, for folks have many erroneous ideas about weight control.

The fourth question, "Can I afford it?" can be answered with a gratifyingly emphatic "Yes!!!" There is a wonderful economy story to tell about macaroni products. That is especially important now when homemakers everywhere are seriously concerned about their food budgets.

The Institute answers these questions each month via the press, radio, magazines, and other publicity channels. Each month photographs showing tempting durum wheat product dishes are sent to about 300 newspapers all over the country. The photographs are accompanied by recipes and a short "story" giving cookery and food value information.

Similar releases, without photographs, are sent each month to some 1,600 radio broadcasters in charge of programs for homemakers.

To reach those in the educational field—both in schools and in adult education—the Institute sends out monthly a bulletin called *Durum Wheat Notes*. This bulletin goes to about 23,000 teachers of home economics and others who are engaged in education in one form or another. It carries tested menus and recipes, cooking helps, and information about nutrition.

As the school lunch program has grown, there have been more and more opportunities to do educational work in this field. Present plans are to supply a special recipe service to school lunch managers. These recipes make use of the foods supplied to schools by PMA. This year, for example, PMA is supplying large quantities of non-fat dry milk solids, egg powder, and dried fruits of all kinds. All of these foods combine with macaroni, spaghetti, and noodles to make a great variety of delicious dishes that children like. Moreover, macaroni products can be helpful to the school lunch manager in meeting federal specifications for the school lunch. These specifications must be met so that the school is eligible to receive the surplus foods PMA supplies. One of those requirements, for example, is that each lunch, to be rated Type A, must supply 2 grams of protein. That means that the main dish must include meat, sea food, cheese, poultry, or eggs. These are the more expensive foods. But food value of the meal can be kept up while costs are kept down by combining macaroni products with these foods to make dishes that are popular with school youngsters.

One of the ways to take this kind of help to school lunch managers is by means of workshops and lectures. A series of colored slides is being prepared to show to these workshop groups. The slides will show how to cook macaroni products, and how to serve them.

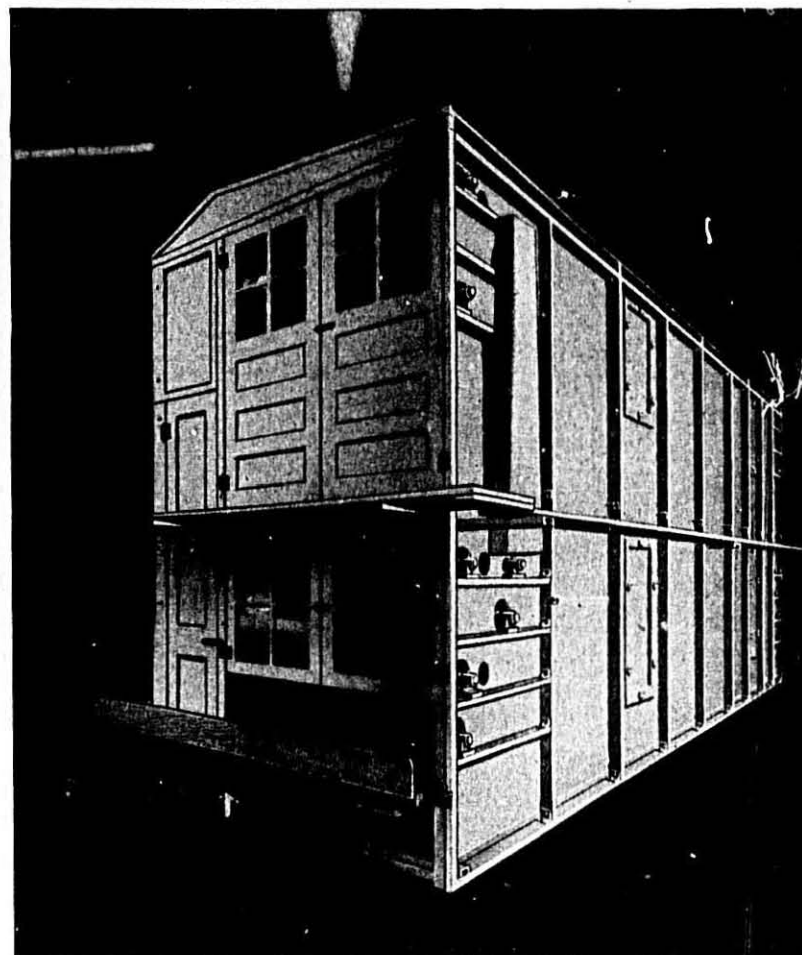
All of the educational and publicity releases of the Durum Products Division of the Wheat Flour Institute are basic. They are quite modest. Certainly they are not dramatic. But we believe they are sound, and the response of the folks we have tried to reach has been gratifying, and would, I believe, be most pleasing to the macaroni industry.

June, 1948

THE MACARONI JOURNAL

29

## Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

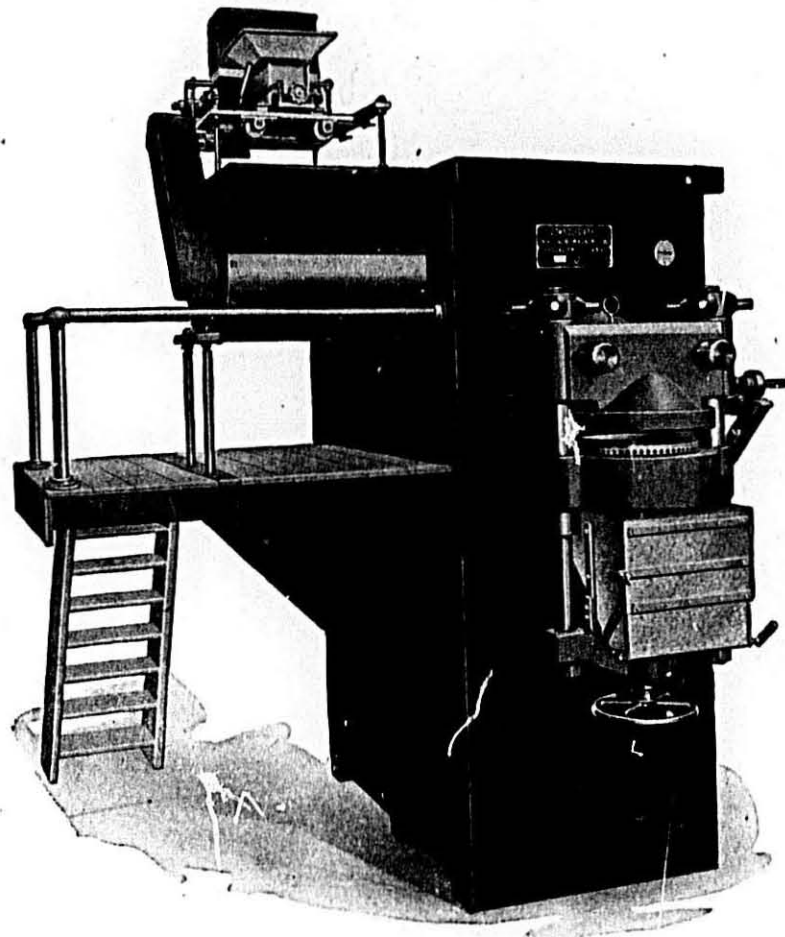
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**CONTINUOUS AUTOMATIC PRESS FOR SHORT CUTS**

Model SCP

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

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

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

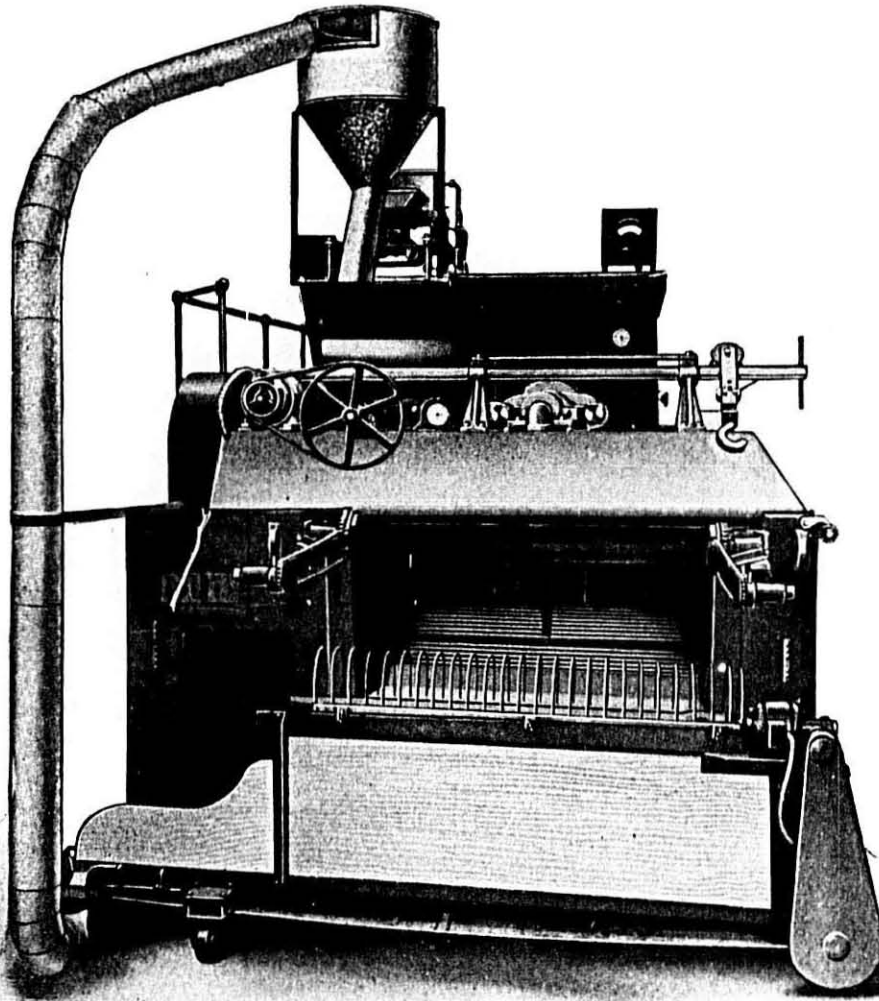
Production, not less than 1,000 pounds of dried products per hour.

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

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

*Write for Particulars and Prices*

## Consolidated Macaroni Machine Corp.



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

Model ADS

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

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

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

Can be arranged with cutting apparatus for short pastes also.

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

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

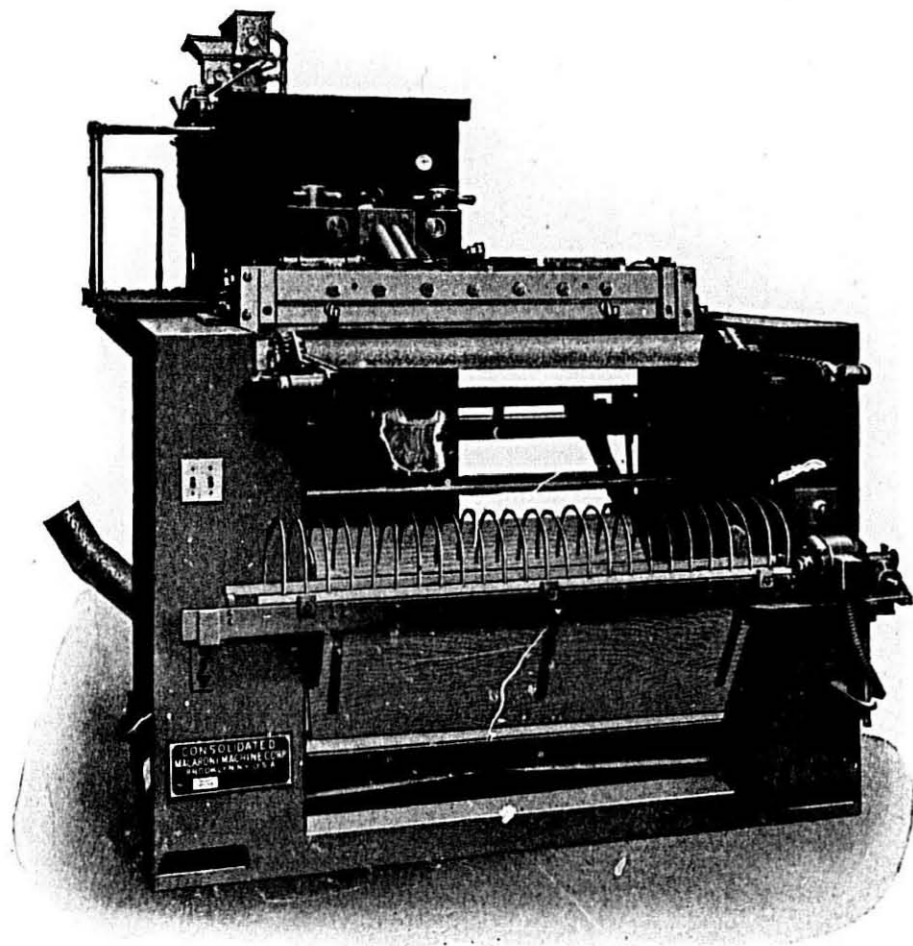
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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*Write for Particulars and Prices*

## Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

*From Bin to Sticks without handling.*

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

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

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small

plants which have space for only one continuous press that can produce both long and short cut products. Production of this machine is 1,000 to 1,100 pounds of short goods, and 900 to 1,000 pounds of long goods per hour.

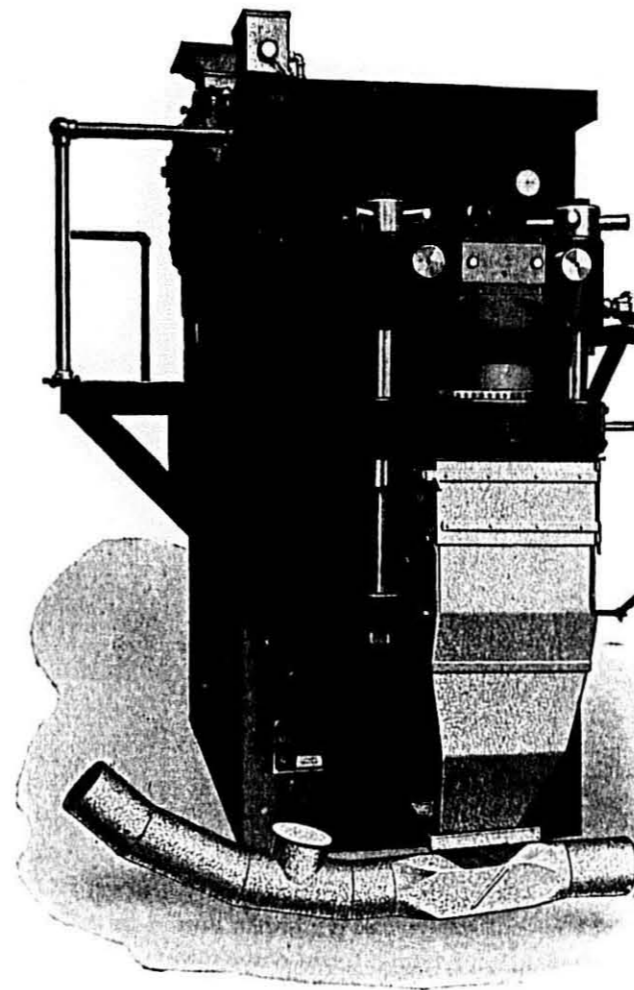
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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Address All Communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

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

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

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

This product is a revelation.

It is outstanding in quality, appearance and texture.

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

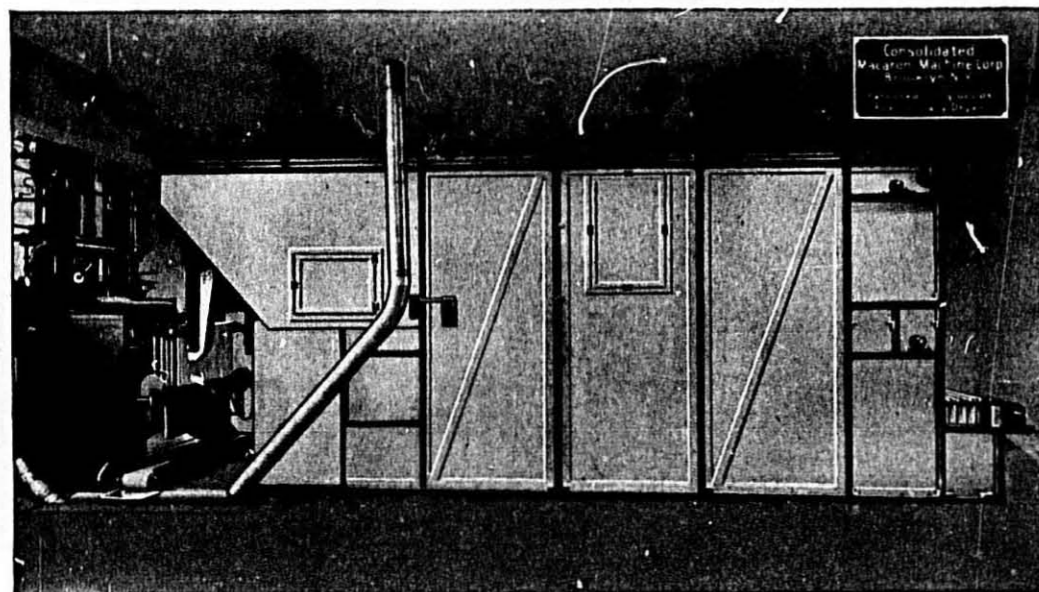
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



### LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

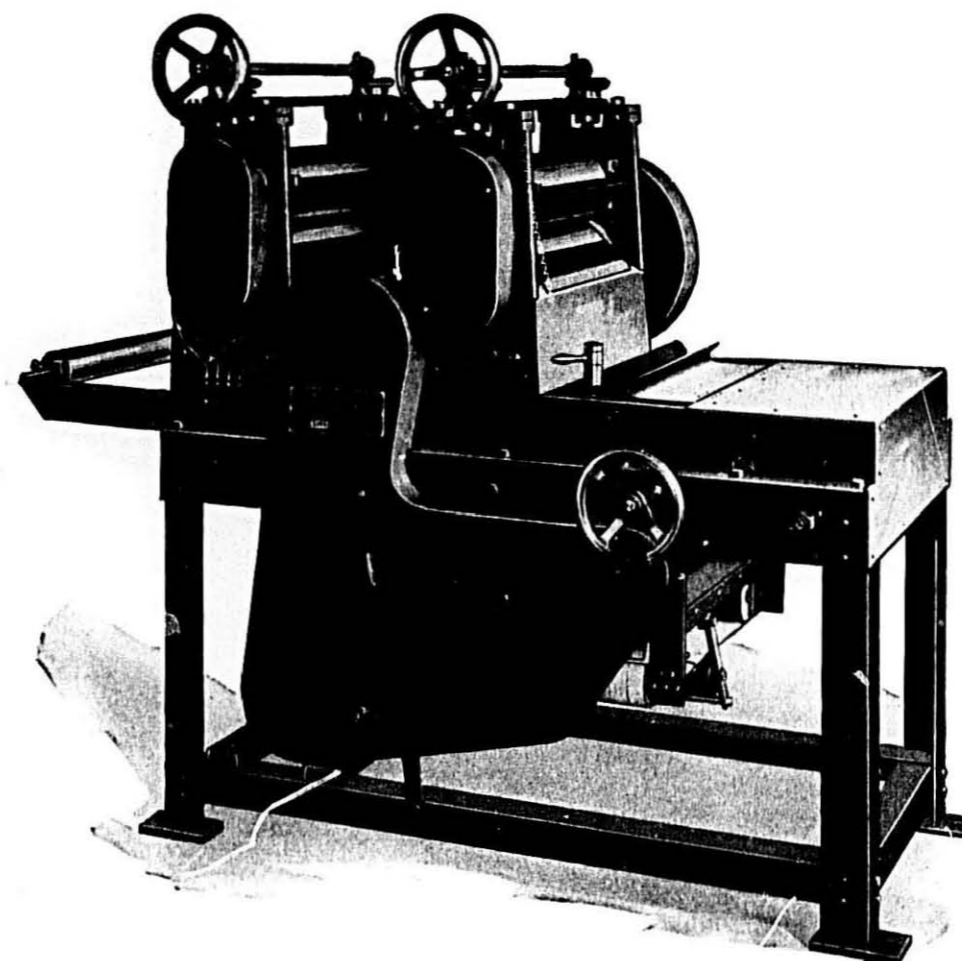
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

*Practical and expedient. Fully automatic in all respects.*

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

## Consolidated Macaroni Machine Corp.



### GANGED NOODLE CUTTER

Model GNC

*Double Calibrating Brake*

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

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

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

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

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

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

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

*Write for Particulars and Prices*

# A Farmer's Viewpoint on the Production of Durum

B. F. Groom, Chairman Board of Directors  
Greater North Dakota Association  
Fargo, North Dakota



B. F. Groom

My mission here today is to give you people the considered opinion of durum growers in North Dakota as I understand them. Also my own notions, which some of you may consider rather screwy, but they do present conclusions that I have reached after growing durum for over 40 years.

My farms are located at Langdon, in Cavalier County, which last year, according to data from our federal statistician, planted 173 thousand acres of durum with an average yield of 18.2 bushels per acre, and a total production of 3,149,000 bushels. That, I believe, is the record for high production of any county in the United States. That county joins Walsh, Towner and Ramsey, which are three of the top counties in acreage and production yields. We are in the area of high production and high quality durum. Since 1904, when I saw my first field of durum grown as a commercial crop on a farm near Langdon, durum acreage rapidly replaced bread wheat acreage. Now in that section of the state durum accounts for from 75 to 90 per cent of all wheat acreage.

The durum growing industry, as we know it today in this country, didn't just happen. About 1900, M. A. Carleton, then Cerealist for the U.S.D.A., was sent by the Department to northern Europe, and especially to go into Russia, in search of plants and seeds that might be suitable to areas of somewhat similar climatic condition in this country. He brought back many new collections, including a number of durum wheats as well as other spring wheats, also oats, barley, rye, millet and other crops. Some of his durum introductions, together with the interest in the possibilities of the crop which he and others helped to bring about, have, in the years gone by, played a large part in the agriculture of my state, as it has in the industry which you represent.

A few years later, or in 1903, Dean H. L. Bolley of our Agricultural College, was sent to Russia to study flax and wheat production, including durum, and he too brought back with him a considerable collection of new plants and seeds, including durums, for observation and testing in this area.

To promote durum, a tract of 160 acres of land was bought and paid for by Cavalier county and businessmen of the community. This was given to the state. In about 1908 a sub-experiment station was established at

Langdon. This, in time, became the plant-breeding headquarters for state and federal agronomists to promote durum production. The durum collections of Carleton and Bolley, together with other introductions, were tested widely, not only by the experiment stations in our state, but by other wheat states. Out of these many introductions tested at Langdon, E. D. Stewart, first manager of the station, found *Karla* and *Aranutka* proved most valuable from the standpoint of production and milling quality. Farmers secured seed for plots and were shortly shipping carloads of seed durum to many counties over the state. That development very shortly fixed a rather definite area which is now commonly referred to as the durum area in North Dakota. In connection with that program, I want to tell you that some very efficient work in plant breeding and testing new strains of durum has been done at that little sub-station at Langdon, by Dr. Glenn Smith and Victor Sturlaugson, manager of the station and president of the State Durum Show, who have directed this work.

All of you familiar with durum production know that the most of the durum is grown in approximately 20 counties in the northeastern and central part of North Dakota. The area extends from the Canadian border to as far south as the main line of the Northern Pacific railroad. In other sections of the state more or less durum is grown on farms which commonly seed bread wheat, rye and other crops. This practice often results in admixtures to such an extent that the durum, as I understand, can never qualify for the production of a high quality semolina product.

The Department of Agriculture is

authority for the statement that 93 per cent of our national production comes from North Dakota. As I check the figures of our agricultural statistician at Fargo, I am convinced that about 90 per cent of the real high quality durum comes from this restricted area of about 20 counties.

Recognizing this condition, which has obtained to a greater or lesser degree since 1904 when I saw the first field of durum growing in North Dakota, and during the 20 odd years I directed agricultural programs for the Greater North Dakota Association, I spent many thousands of dollars through sales crews sent out to farm meetings, seed sales, prizes, exhibits, publicity and every other avenue I could think of to sell the worth-while idea of high quality durum. In later years I was greatly assisted by the agricultural departments of our railroads, pure seed growers, college and extension men, also men from the inspection department of the markets at Duluth and Minneapolis, and later by your organization.

Some real and substantial progress has been made, but the job is not half done. I don't know what can be done that has not been done to some extent to curtail the seedling of durum on farms polluted with shattered barley, rye and bread wheat. Up in the area of my farms where I can't raise corn, I have found that a ration of 25% durum, 50% barley and 25% oats is about as good a hog ration as I have ever found. However, when Mr. Farmer takes his mixture of 80 to 90 per cent durum and something else to a local elevator and gets paid a pretty high grade durum price for it you have the hog feed program knocked into a cocked hat. That very thing happens regularly. The buyer wants the business and buys on a margin wide enough to protect him on his entire bin of durum. The only thing that gives the elevator boys a real scare is when they have made an evening purchase of red durum for dark northern spring.

Neither the Greater North Dakota Association nor the combined co-operating agencies can greatly boast on accomplishment in changing human nature. Altogether too many farmers are indifferent and unappreciative of the worth and profitable returns from good pure seed. Then they are equally indifferent to the land on which durum is seeded to avoid admixtures. Durum

(Continued on Page 38)

**ENRICHMENT BY WAFER**

**MERCK**  
Enrichment Wafers  
for all varieties of  
Macaroni Products  
Macaroni, Spaghetti, Noodles,  
Pastina, etc.

Each Water Container:  
Thiamine Hydrochloride (Vitamin B1) 400 mg.  
Riboflavin (Vitamin B2) 170 mg.  
Niacin 2900 mg.  
Iron 1100 mg.  
The balance is starch and other ingredients.  
1.4 Oz. Per 1/2 Pint

**ENRICHMENT BY MIXTURE**

**No. 32P-VITAMIN MIXTURE**  
For the Enrichment of All Varieties of Macaroni Products Such As  
Macaroni, Spaghetti, Noodles, Pastina, etc.

Each ounce contains:  
400 mg. Thiamine (Vitamin B1)  
170 mg. Riboflavin (Vitamin B2)  
2900 mg. Niacin

1100 mg. Iron  
The balance is starch  
1.4 Oz. Per 1/2 Pint

Minimum Federal Requirements for Enriched Macaroni Products per pound:  
4.0 mg. Thiamine  
1.7 mg. Riboflavin  
27.8 mg. Niacin  
13.0 mg. Iron

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

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

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

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

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Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.

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A Guaranty of Purity and Reliability

### A Farmer's Viewpoint

(Continued from Page 36)

frequently yields satisfactorily when grown after barley. Admixtures are certain to follow that practice, but the temptation is too strong for many to resist. The combine has helped a lot in overcoming mixtures from old threshing machines and bundle racks, but it is not a complete solution.

The local elevator agents are out for volume business and must try and satisfy and hold their farmer patrons. It's tough for them to pay the real price for quality stuff and then cut down on some lot of off-grade stuff. They just don't do it. During the past years of durum shortage the most of the elevators paid the farmer about the same price for whatever he classed and dumped as durum. That practice just does not help improve quality. Too often high-quality stuff does not get the price it should and low-grade stuff is overpaid. The buyers just have to buy so that they can level off on the whole lot. Then, of course, lack of bins for various grades is a serious handicap.

The farms in the best durum section of our state are large. They will average close to 500 acres and with a high percentage of tillable land. They are rather largely out of the corn belt and small grain crops are the major source of crop income. The livestock population in that area is greatly reduced. Those farmers have never carried as much livestock on their farms as they should. These farms are highly mechanized. On account of the character of the soil and topography of the country, they are ideal for heavy power machinery. The use of power equipment has almost entirely displaced horse-drawn equipment. There is a definite trend to larger acreage and heavier machinery, as additional quarter sections are added to a former home unit. The same manpower using heavier equipment will handle the additional acreage and do a better tillage job than was done by small operators with outmoded equipment.

In this area at the present time we have hundreds of farms without housing facilities, or year-round occupants, but farmed by fellows living in town. In the spring they go out and with the power machinery get the crop seeded in a hurry, then later do a little summer tillage work, then, with combines and trucks, harvest and market the crop in a few days and farming for the season is over. The fall plowing is often done at night with the tractors that pull the combines in the daytime. Last fall, from a slight elevation on one of my farms, I counted 27 tractor plows operating at midnight on farms in the neighborhood.

While that type of farming is generally deplored, it has proven so good financially, that no one has a better

program to offer to check the present trend. As Grover Cleveland once said, "We face a condition, not a theory."

We are operating in a short-season area, of somewhat less than 100 frost-free days during the growing season. That is somewhat offset by the long hours of sunshine during the northern summer months. Time for seeding and producing a crop has got to be given careful consideration by those large-scale operators. These durum growers have got to give just as careful consideration to their farm plans and cropping programs as you gentlemen do in your business.

This year very little durum was seeded before May 10. That is late. That means that the full growing season will be required to produce a frost-free crop. The durum growers recognize that. As they can grow bread wheat, they know that bread wheats mature and can be harvested in from 8 to 15 days shorter season. It was an inducement to put a part of the so-called wheat crop into bread wheats instead of durum.

The government flax program by which \$6.00 per bushel is guaranteed, is also a great inducement to cut wheats and seed flax.

\$1.00 oats and \$2.00 barley, which can be very safely seeded up to the first day of June and harvested two weeks before wheat or durum, is also a most important factor in determining the acreage that the average farmer seeded to durum.

I know that you men of the grain trade and milling industry get all the reports on farmers' intentions to plant. I assume you manufacturers of macaroni products also try to evaluate prospects by studying those reports. May I suggest that you do not take those too seriously. Up in the durum country this year the farmers were shoveling out of snowbanks when the sign-up meetings with intentions to plant were held. I can assure you that by May 10, when the seeding season really got under way, a lot of those original intentions to plant had been revised according to seasonal and weather conditions prevailing at seeding time. No information has been given out as to whether this very late season materially reduced durum acreage or not. However, I am sure that the acreage has not been increased on account of weather conditions.

This year seed investment for durum is very much higher than bread wheats, oats, flax or barley. We also know that harvesting costs will run 25 per cent higher than for bread wheat, oats, flax or barley. In years past we felt that the bushel yield of durum per acre when grown in the good durum area, as compared to bread wheat, was sufficient to overcome that increased production cost. At this time that hardly applies, for while we have sev-

eral very excellent yielding varieties of durum, the varieties of bread wheat have been so greatly improved that there is not the difference in per acre yield that we once knew.

Before coming down here, I discussed with Dr. T. E. Stoa of our Agricultural College, the question of crop losses from plant disease, with special reference to durum and bread wheat. Our heaviest durum losses come through root rot, stem rust, black point, argot and head blight. With our bread wheats we have black rust, more severe than with durum, leaf rust, smut, saw fly and grasshopper damage.

Weather conditions beyond our control are responsible for the most of these crop disease losses, but new resistant varieties and seed treatment have largely overcome much of this loss, and on the whole, there is not now much difference between losses on bread wheat and durum.

I also contacted R. M. Stangler, Manager of the North Dakota Mill and Elevator at Grand Forks, North Dakota, as they are now milling durum. I asked for information as to the relative value of wheat and durum as milled and this is what he tells me:

"In making a comparison in the output of mill products from spring bread wheat and durum, we must bear in mind that spring wheat No. 1 grade will vary from 58 pounds to 60 pounds. On the other hand, No. 1 durum will run 61 pounds to 63 pounds. Using 59 pounds spring bread wheat as a basis and 72 per cent flour recovery, a bushel of spring wheat will produce 43 pounds of flour of which about 33 pounds is short patent and 10 pounds clear flour and a resultant 16 pounds of millfeed.

"A bushel of durum wheat, 61 pound test weight, will produce about 43 pounds semolina and flour of which 36½ pounds will be semolina and 6½ pounds durum clear. The offal feed of spring bread wheat and durum wheat have the same value."

Some of the most discouraging factors incident to more and better durum stems from the marketing situation. Out in those small prairie towns every elevator buyer has to handle bread wheat, durum, flax, rye, barley and oats. Every one of these crops has several quality grades. That means bins are not available for all grades of all grains. Some of every kind and every grade is marketed every day during the marketing season. The buyer has his daily card price for all grades. That doesn't mean much to him when he has a dozen bins and twenty grades of grain to handle. Right there the good grower gets penalized, for he does not get the high quality price and premium that commonly goes with quality in the terminal. Good growers could beat that problem if they could get cars in which to ship their own

(Continued on Page 40)

## Simplicity of Adjustable

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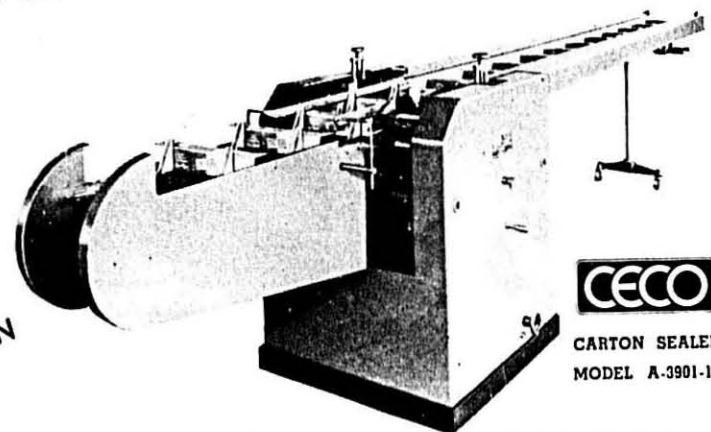
*Lower*  
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*Lower*  
**MAINTENANCE**

A Ceco Adjustable Carton Sealer gives you more package production capacity per dollar invested because of its extreme simplicity and flexibility. Simultaneously seals both ends of any size carton from 3" to 12" deep, from 30 to 120 per minute. No special experience is required for operation. No complicated gadgets to get out of order. An inexperienced operator can maintain and adjust machine setting for different size cartons without special tools. Get details of this flexible, low cost, high production machine today.

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SAVANNAH • TORONTO

### A Farmer's Viewpoint

(Continued from Page 38)

grain, but they cannot get cars in this period of car shortage. I checked the Langdon station on the 1946 crop and out of 474 cars of grain shipped, not a single farmer got a car in which to ship his own grain. That situation does not lend encouragement to better production. To a very large extent, the farmer is to blame. They nearly all have trucks and when harvest starts the trucks start the crop to market. The elevators are plugged in about four days. A truck that will handle from 150-250 bushels at a load and make six trips a day puts grain in the elevator at a different rate than formerly, when teams took a whole day to market one load of 75 bushels. The elevator buyer is helpless and the railroads can never be expected to haul the entire crop in a few weeks' time. Some of you may recall Edwin Traynor, of Starkweather, North Dakota, who appeared with me on your program two years ago. Mr. Traynor is the largest grower of durum in North Dakota and he owns his elevator and ships his own grain. He has frequently told me that his elevator was what enabled him to get premiums in full amount on his grain. Most growers are not so efficiently equipped. Occasionally, and in short crop years, we can get a special bin and get a carload handled for us. That is most helpful and I have found it profitable.

In short crop years and when marketings are light, country buyers can do a much better job of grading and pay accordingly. Then the growers of low quality durum complain. They know that durum that carries admixtures and is off grade for various reasons is penalized more than comparable bread wheats. However, that system is fundamentally correct. If we really want high quality durum for the manufacture of superior products, the high quality durum must receive a high premium. The other stuff will have to get the price it merits. If there is a substantial difference it will continually improve the quality of the entire crop. So long as anything called durum can be sold at about the same price, there is no chance to make substantial headway in the crop improvement effort.

If in your business you can afford to pay a fancy price for a fancy product, and sell it at a price that will yield the essential profit, you have the foundation for a sound durum improvement program. If, on the other hand, you send your buyers out to buy something you can use as cheap as you can and then be ready to undersell a competitor, your business is not going to go far in encouraging a better durum program, which I assume is an objective of this meeting.

The farmer is going to ponder over all of the problems directly concerning him and grow the crop that he thinks will make him the most money. If you, through your business policies and publicity avenues, can show the fellows up in that durum country that there is a good demand for high quality durum at premium prices, the program can show substantial gains year by year—with due allowances for the uncertainties of the weather and its effect on the crop.

In conclusion I suggest that to further this program the following merits consideration:

1. Pay a price for high quality durum that will make it more profitable to grow in proven durum areas than other crops.
2. Continue improved seed pro-

grams indefinitely to acquaint growers with new varieties and commercial demands.

3. Timely information through all available publicity channels to convince growers of the reason for high premiums and severe cuts in prices in the markets.

4. Sell the consumer on the worth and food quality of the product, to increase consumption demand. And now, on behalf of the organization I represent, The Greater North Dakota Association, and the durum growers of our state, I do want to very sincerely thank you for the time given to tell you our side of this story. Judging from the groups represented here, I am sure all have a common interest in this undertaking which, for durum, is a real "cradle to grave" project.

## Miller's Federation's Long Range Program

Herman Steen, Vice President



Herman Steen

I know from discussions with durum millers and leading macaroni manufacturers that your Association is concerned with a problem similar to ours—increased consumption of your products through any or all of the many channels of publicity and promotion. Therefore you are interested in what we are attempting to solve—that problem as it affects users of flour.

A series of educational meetings on a nation-wide scale are being under-

The speaker spoke extemporaneously. Here are excerpts that give the gist of a most interesting talk.—Editor.

taken by the Millers' National Federation in connection with the Millers' Long-Range Program to increase flour consumption. There will be 18 meetings altogether, the first having been held May 25 in Memphis—the last to be held June 29 in Chicago. Every section of the Country will by that time have been blanketed.

The purpose of these meetings is to acquaint mill sales departments with both the objective and working plan of the program. To these meetings are also invited bakers, and all others interested in the distribution of flour. To those meetings held so far there has been enthusiastic response. It has not only been from millers and bakers, those most interested in the sale of "end products." It has been equally enthusiastic from representatives of farm organizations, grain men, allied trades; all seeing in the long-range program the springboard from which each can profit.

The meetings are opened by explaining the background of the program's development. Our theme centers around reduced per capita consumption which has fallen from 220 lbs. to 137 lbs. in 40 years. The need to reverse this trend is obvious. Two years ago the groundwork was laid for a study of the subject to recommend remedial methods. This study culminated in the Long Range Program. It has been guided by a committee of millers headed by Joe Beaven with the expert professional help of Stewart,

(Continued on Page 42)



"It's easy to shop when you use your eyes!"

Surveys show that shoppers of any age like to buy products in transparent packages.

They can see for themselves that they're getting exactly what they want. They also see a lot that suggests extra impulse purchases. This makes the Cellophane package an important part of an effective sales program.

**Du Pont Cellophane**

shows what it protects  
protects what it shows  
... at low cost!



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

Write for your copy of "Extra Sales Point," a new study on buying habits in service food stores. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Div., Wilmington 98, Del.



### Miller's Federation's Long Range Program

(Continued from Page 40)

Dougall and Associates. Its details are now worked out. It remains only to inform all those most deeply interested what these details are and how each individual can play his part to take advantage of the broad national undertaking.

At the current series of meetings our Lloyd Ellinwood is in charge of explaining these details which he does in masterly fashion. Outstanding is the fact that nothing haphazard plays a part in the program. Originally a committee of advertising experts, headed by Samuel Gale, determined the over-all course to follow. Then 4 per cent of the \$2,500,000 promotion fund was set aside for preliminary research to determine the fundamental reasons for the decline in flour consumption. A broad survey showed "apathy toward bread and flour products," "ignorance of their nutritional value" and "misunderstanding of the place cereal products should fill in the diet."

To correct these the program was dedicated.

Dissemination of factual information must be the keynote. To this end doctors, biochemists, nutritionists, educators, etc., will be given material which bears the American Medical Association stamp of approval. The term "enrichment" with its full significance will be explained until those who mold public opinion on dietetics are thoroughly conversant with the value of enriched flour in the diet.

The same theme will be carried to the general public—nutritional value first, then appetite appeal. The theme which will feature all advertising will be "66 Way Nourishment"—six banners, each of which stresses a vital nutritional point. A four-color picture of flour products will create appetite appeal. The most prominent national magazines will all carry the message. Supplemental use will be made of Sunday editions of newspapers having mass circulation and a special program will be carried out in the South to blanket that section with appropriate advertising via the media of magazines and newspapers.

Tie-in material will be furnished to millers, bakers, grocers—anyone interested in promoting the campaign.

Newspapers and radio stations will receive timely news items.

The program is not a temporary one. It is "long range."

It should be possible to increase per capita consumption 14 per cent. Toward that end the millers and their allied friends have set their goal.

## Better Eggs for Better Egg Noodles

Dr. O. J. Kahlenberg

Director of Research, National Egg Products Association



Dr. O. J. Kahlenberg

There is an axiom in food processing that the quality of the end product can never exceed the quality of the starting materials. I would like to tell you a few things about the 5.5 per cent by weight of egg solids or egg yolk solids required for the noodle product.

I am not a noodle manufacturer and have not had sufficient experience with the effect of eggs on the production and keeping qualities of egg noodles. I am sure, however, that you individually know what kind of noodles you can expect from high quality as compared with low quality eggs.

Generally eggs are used for their functional values which are not found in other products.

It is my understanding that you look to the egg solids primarily for binding power, flavor, color and food value; if eggs were used for their food value alone they would be relatively expensive. I know it is a matter of economics whether you use frozen whole eggs, frozen yolks, dried whole eggs or dried yolk.

Improved breaking techniques and equipment developed during the war should make it possible for every company to produce a high quality egg product. Because such information and facilities are available to all, there is little excuse for anyone to put a poor product on the market.

Modern egg breakers and driers are putting up products of such uniform and dependable quality today that their products have been universally accepted in the food industries. Reliable packers know that there is "no substitute for quality." He would not attempt to use anything but the best eggs for freezing. He would make all efforts to handle them with the best known sanitary methods under constant bacteriological and chemical control. A

reputable packer can be depended upon to give you the colored yolks you want according to your specification and he will guarantee the solids, bacteria, E-Coli, yeast and mold counts.

We know that some of your frozen yolk specifications require a 45 per cent solid yolk, not more than 200,000 bacteria per gram, not over 100 yeast and mold count per gram, and not more than 1,000 E-Coli per gram. Reputable packers can and will give you the quality product you want.

Improvements made since 1939 in drying techniques, equipment, quality control, gas-packing, handling and storing are so great that dried whole eggs and yolks are also highly acceptable in food products.

We know that the color and composition of eggs vary with the season and in different sections of the country. The Government recognized this difference in composition when they allowed a tolerance of 1.5 per cent fat for lend-lease purchases of dried whole eggs manufactured during the months of December, January and February. Solids of individual eggs tested in Nov. 1946, were found by a Government Laboratory to vary from 22.7 per cent to 27.3 per cent and from 8.6 to 12.4 per cent fat.

I am giving you these figures to show you that eggs are not uniform in solids and fat at all times of the year. It is said that the most uniform composition of an egg is in the early spring because at this time of the year the evaporation through the shell is slow and eggs coming to the breaking room will contain more water than later in the summer when high temperatures will have accelerated evaporation.

It would be my recommendation that you not merely buy frozen yolks or dried yolks but that you buy these products under specifications. Then check your eggs both chemically and bacteriologically by your own laboratory or an unbiased laboratory of national reputation.

The exact shade of yellow in the yolk depends upon the amount of yellow corn and green feed in the ration of the bird—the more yellow pigments, the yellower the yolk. The more red pigments such as obtained from pimento and chili pepper, the redder the yolk. If a small quantity of cottonseed meal is fed, the color of the freshly laid egg

(Continued on Page 44)

HOW **OCOMA** W



### OCOMA CONTROL ASSURES YOUR PRODUCT

## "Right" Color...Plus Finer Texture!

Laboratory and processing standards are high for OCOMA eggs—assurance of meeting your own high manufacturing specifications for making noodles that are deeper in color and finer in texture!

Only the finest spring-laid eggs are gathered and processed at 11 grain belt plants for OCOMA Frozen Egg Yolk packs. Skilled workers break and separate each egg . . . eliminate all shell and fibre. Each egg is carefully select-

ed for "color-true" dark egg yolks—the kind that gives your product buying-appeal on the grocer's shelf!

Uniform quality of OCOMA Frozen Eggs is guaranteed through strict laboratory control and U. S. Government inspection of each batch. Quick frozen at the peak of freshness, OCOMA Dark Egg Yolks meet your highest quality standards for noodles with rich egg flavor, finer texture, and "right" color always!

### CONTRACT NOW FOR YOUR YEAR-ROUND OR SPOT SHIPMENT NEEDS OF OCOMA YOLKS

You can assure high quality for your product by contracting now for a supply of OCOMA egg yolks . . . FROZEN or DRY pack. As an extra service to you, OCOMA also will contract to pack frozen egg yolks to your own particular color specifications. For full information on fulfilling your OCOMA Dark Egg Yolk needs:

WRITE EGG DEPARTMENT I



- UNIFORM DEEP COLOR
- GUARANTEED 45% SOLIDS
- LOW BACTERIA COUNT
- FREE FROM SHELL AND FIBRE
- HIGH IN FAT CONTENT
- FROZEN STRICTLY FRESH

**OCOMA** **McIntire Creamery & Produce Company**  
 GENERAL OFFICE—OMAHA, NEBRASKA  
 2228 Grand Ave. • 276 Federal Cold Stor. Co. • 95 Gasport Street  
 NEW YORK CITY 14

### Better Eggs for Better Egg Noodles

(Continued from Page 42)

is normal but after the eggs have been stored for some time the yolks may acquire an olive green or brown color. If 30 per cent cottonseed meal is fed, eggs are obtained which have dark-colored or spotted yolks. Feeding of acorns (especially from White or Black Oak) also gives a green colored yolk.

How do you measure the color of the yolk you receive? Everyone that buys eggs seems to have his own standards. The seller has his own standards too! I think you will enjoy what one of our members wrote me recently on yolk color. His consulting chemist reported some color results as follows: "The sample shows 2.5 according to our standard which is 5.0 in customer A's standard and 4 in customer B's specification. It is about 4 on the color paddle." The member wrote "to his scientific mind this may all be very clear but to us ordinary laymen it's a muddle."

I know you will all agree that there is considerable confusion with reference to color standards of yolk color.

The demand for commercially packed egg yolk of a definite color designation has brought about the immediate need of a rapid method of determining the amount of pigment present in a sample of egg yolk. One of the purposes of this report is to present such a method to food manufacturers who use egg products.

In the development of the method consideration was taken of accepted color procedures which have been in operation by some companies for at least 10 years. Essentially the method recommended is a modification of a procedure for determining yolk color outlined by Turner and Conquest (*U. S. Egg and Poultry Magazine*, Vol. 45, 1939, pp. 668-670), and in addition has been adapted to a photometer. The guesswork of color determinations due to individual differences in eyesight is entirely eliminated; the photoelectric colorimeter gives rapid, accurate and dependable results. I would very much like to meet with the Technical Committee of your association to demonstrate the simplicity of the method.

To calibrate the instrument, a number of solutions of known potassium dichromate concentrations are prepared and their transmittancies read in the photometer. These photometer readings when plotted on a semi-logarithmic scale against the known concentrations of dichromate on a linear scale yield an analytical (calibration) curve against which the yolk acetone filtrate may be compared. The yolk acetone filtrate is prepared by weighing 2.5 grams of mixed liquid or frozen yolk, adding a total of 97.5 ml. acetone and filtering out the proteinaceous mat-

ter. It is necessary to first add small quantities of C.P. acetone (2.5 ml.), gently break up the lumps of yolk with a glass rod and stir until smooth. Large quantities of acetone at this stage will cause hard lumps and make pigment extraction difficult. Next add the remaining acetone (95 ml.) and continue stirring until the pigment of the yolk has been entirely extracted from the yolk protein. The yolk-acetone mixture is filtered through a Whatman No. 4 filter paper into a clean glass bottle or tube. Stopper the bottle so that the acetone will not evaporate.

A portion of the clear filtrate is transferred to a tubular absorption cell and a transmittancy reading is made with the photometer. The color number of the yolk is then obtained directly from the calibration curve by means of the dichromate standards. If a 2.5 gram sample of yolk is used, a No. 1 color represents 0.01 per cent dichromate, a No. 2 color 0.015 per cent dichromate, a No. 3 color 0.02 per cent dichromate, et cetera. This is the same nomenclature some of you have been using except with the Nessler tubes it is necessary to use 5.0 grams for visual examination. With a 5.0 gram sample a No. 1 color represents 0.02 per cent dichromate, a No. 2 color 0.03 per cent dichromate, et cetera.

This study of yolk includes the position and intensity of absorption bands of egg yolk pigments extracted from the yolk with acetone. We checked yolks from Kansas, Indiana, Kentucky, Missouri, Texas, Nebraska, Illinois and Iowa and found them to have the same type spectral absorption bands. Dried yolk also had similar absorption bands. We did this to make sure that the instrument covered yolk colors from different sections of the country so that the method could be used universally.

In checking dried whole egg and dried yolk for color some samples were placed in the oven at 100° C. We learned that with time the color was either bleached or lost. The purpose of this experiment was to warn our dried egg and dried yolk manufacturers to use extra precautions not to overexpose the yolk to high temperatures. Our research did not cover the effect of this bleaching of yolk color in noodle manufacturing. It is my understanding that in the making of noodles you seldom exceed a temperature of 135° F.

Here are two samples of yolk, one was frozen and the other was not. The apparent visual color indicates that the thawed frozen yolk is lighter than the plain unfrozen yolk. Yet according to the photometer reading of the yolk-acetone filtrate the color number is No. 3 in both cases. During freezing and storage of yolk there are certain physicochemical changes that take place which make the product more opaque. It is thought the freezing precipitates or gels the lecitho-proteins

of the yolk. A loss of some of the translucency of the yolk during freezing naturally makes it appear lighter in color after it has been thawed. Work at Armour & Company ten years ago showed that there was actually little pigment lost in frozen yolks during storage periods of 12 months when checked colorimetrically. The degree of change which takes place during freezing is dependent in part upon the temperature and holding times used.

Here are five samples of yolk to which 10 per cent sugar, 10 per cent salt and 1 per cent  $\text{NH}_4\text{OH}$ , 1 per cent NAF, 1 per cent Acetic Acid are added. They were all prepared from the same control shown here. I think you will agree that there is an apparent visual difference. Yet, when the NEPA color procedure was used on the yolk-acetone filtrate, they all had the same color number. The color was No. 3 in all cases.

I am calling these apparent visual changes to your attention because some of you are using color paddles and may be misled by visual examination.

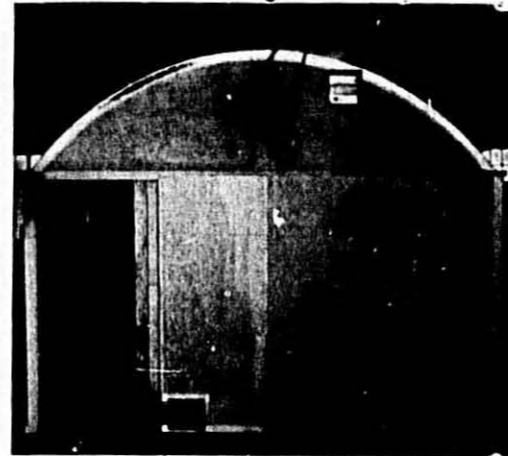
Mr. W. Loy, a member of our Technical Committee and Chief Chemist of Wilson and Company, gave me the following relationship between p.p.m. carotene and NEPA yolk color. The standard consists of 90 per cent beta and 10 per cent alpha carotene.

NEPA Yolk Color	P.P.M. Carotene
No. 1	40
No. 2	70
No. 3	90
No. 4	120
No. 5	150
No. 6	180

Not so many years ago it was generally believed that there was a relationship between color of shell and color of yolk. It was thought that all eggs with brown shell had orange yolks, while white-shelled eggs had pale yolks. It is now known that the color of the shell is determined by the breed. Meat breeds (Plymouth Rock, Rhode Island Reds, Wyandottes) lay eggs with brown shells while Mediterranean breeds (Leghorns, Minorcas) lay eggs with white shells. Either type may lay eggs with light or dark yolks.

Another one of our major research projects is on "Methods of Eliminating the Economic Loss of Dirty Eggs." We have been studying the bacteriological effect of one of the quaternary ammonium compounds in egg washing under actual plant operation. Preliminary tests were conducted in a tank type egg washer with sanitizing detergents containing a quaternary compound and a rinse made up of the same chemical quaternary. Bacteriological spot plates were made on the surface of the shells covering an area  $\frac{1}{2}$ " x 3" or 10 sq. cm. This is about 1/7 of the total area of the egg shell surface. Similar plates were opened at the same

(Continued on Page 46)



Exterior View—Lazzaro Drying Room

*Less Jilks!*

## SPEED DRYING

with

## Lazzaro Drying Rooms

### FRANK LAZZARO DRYING MACHINES

Executive Offices  
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**HERE'S REAL Flexibility  
IN  
MACARONI PACKAGING**



Whatever your packaging job, Triangle experience and Triangle equipment can help you do it better, faster and cheaper. Here's an example: The Triangle Electric Tri-Pak Vibratory Feed Weigher with synchronized conveyor illustrated was built for Horowitz and Margareten, New York City, for completely automatic packaging of short cut macaroni products in amounts ranging from as little as 3 oz. to as much as 16 oz. per package, at speeds from 24 to 35 packages per minute. Check these features: no operators . . . extreme accuracy . . . high speed . . . quick, easy changeover from one package or one product to another . . . no breakage of product . . . enclosed against dust . . . visual weight controls. For cost-cutting packaging, submit your problem to Triangle. Write for literature.

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915 N. SPAULDING AVENUE, CHICAGO 51

SALES OFFICES: New York, Pittsburgh, San Francisco, Los Angeles, Memphis and Jacksonville. Branch Factory: Los Angeles.

### Better Eggs for Better Egg Noodles

(Continued from Page 44)

time and exposed to the air in order to obtain a comparable count of air-borne bacteria in that particular area of the plant.

When dirty eggs were checked by this spot plate procedure the number of bacteria was too high to count. Then we took so-called un-washed clean eggs and found bacteria to range from 28 to 96 (ave. 63) colonies in this small area of 10 square cm. When dirty eggs were washed with cold water for 5 minutes, spot plate tests on the same size area showed the number of bacteria was too numerous to count. Dirty eggs were washed in a tank type egg washer with a sanitizing detergent containing a quaternary ammonium compound and a rinse made up of a germicide of the same quaternary ammonium compound. This project went on for one week not under laboratory conditions but under actual plant operations. We checked the wash tank water and the rinse water every 2 hours each day and also made spot plate tests on the surface of the eggs selected at random. Under the conditions of this experiment both the wash and rinse waters were effective at the end of 8 hours, and out of 32 eggs examined we found an average of 5 colonies per 10 sq. cm. surface.

You may ask why all this work on dirty eggs! Well, 5 per cent of all eggs produced are wasted because of mishandling on the farm or while en route to the consumer. In 1947 there were 150 million cases of eggs produced. The actual figures of the USDA were 4,623,000,000 dozens of eggs. If 10 per cent of the total production of eggs can be assumed to be "dirties," it would mean 15 million cases of dirty eggs annually. If reduction in market value is about \$2.00 per case the loss to the farmer and egg handlers amounts to 30 million dollars annually. The wide difference in price between "top grade" eggs and "dirties" should make proper washing of "dirties" a profitable operation for everyone handling eggs. Marketing dirty eggs also has a depressing effect on consumer demands. There is the more important reason of safeguarding public health by properly washing dirty eggs. One cannot disregard the frequent reports in the literature about the variety of Salmonella found in shell, frozen and powdered eggs. Some authorities allege that chickens are an important reservoir for dissemination of disease. The time may come when all eggs will have to be pasteurized before they are processed unless better care is taken of them.

The so-called "unwashed clean eggs" may have to be rinsed with some quaternary compound or other good germicide.

The use of the quaternaries for washing dirty eggs will obviously give you a much lower bacteria count egg meat. If the economic loss of dirty eggs can be eliminated the price of eggs would under normal conditions be reflected in lowered costs to the consumer.

We also have plans to do some exploratory work on eggs with ultrasonics or high frequency sound waves. We

are interested not only in the effect of sound waves on the destruction of bacteria but also the possible effect on the functional value of eggs and egg products.

I want to thank you again for the opportunity of presenting a few things that the National Egg Products Association is doing. We are anxious to help our 10 million dollar customer in every way possible.

## Committee Reports

### Auditing Committee

Association Officers and Members: Having studied the audit report prepared by Wolf & Co., C.P.A., and the income and expense accounting by Treasurer M. J. Donna, your Auditing Committee renders the following report:

Association Funds invested in U. S. Bonds, at cost value . . . . . \$22,200.00  
Cash in bank as of May 31, 1948 . . . . . 19,748.20

Financial Worth of Association Funds, May 31, 1948 . . . . . \$41,948.20

Accounts Receivable—(Mostly Unpaid Advertising) . . . . . \$ 2,725.50  
Accounts Payable—(Unearned Dues, Subscriptions in Advance and Tax withheld) Rent, etc. \$ 7,867.48

A copy of the certified audit by Wolf & Co. Dec. 31, 1947, and a copy of the balance sheet as of May 31, 1948, as prepared by the Treasurer, are attached as a part of this report.

Respectfully submitted,

ALBERT S. WEISS

Chairman

JOSEPH SCARFACI

JOHN VIVIANO

Report unanimously adopted by voice vote.

### Nominating Committee

To Members of 1948 Convention, NMMA:

In view of our present membership and the requirement of our bylaws regarding regional representation, beg leave to nominate the following Directors for the 1948-1949 term:

Region 1—  
Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.

Region 2—  
Peter LaRosa, V. LaRosa & Sons, Inc., Brooklyn, N. Y.  
C. Frederick Mueller, C. F. Mueller Company, Jersey City, N. J.  
C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.

Region 3—  
Horace Gioia, Gioia Macaroni Co., Rochester, N. Y.

Region 4—  
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.  
Charles Presto, Roma Macaroni Mfg. Co., Chicago, Ill.

Region 5—  
Peter J. Viviano, Delmonico Foods, Inc., Louisville, Ky.  
Thomas A. Cunco, Ronco Foods, Memphis, Tenn.

Region 6—  
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region 7—  
E. D. DeRocco, San Diego Macaroni Co., San Diego, Calif.

Region 8—  
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region 9—  
C. L. Norris, The Creamette Company, Minneapolis, Minn.

Directors at Large—  
Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.

\*Emanuele Ronzoni, Ronzoni Macaroni Co., Long Island City, N. Y.

\*Maurice L. Ryan, Quality Macaroni Co., St. Paul, Minn.

Frank Traficanti, Traficanti Brothers, Chicago, Ill.

Louis S. Vagnino, American Beauty Mac. Co., St. Louis, Mo.

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

\*After the unanimous adoption of the Resolution Committee's recommendation that the By-laws be changed to provide for the election of six instead of four Directors-at-Large, the names of Maurice Ryan and Emanuele Ronzoni were included in the committee report and all the nominees unanimously elected.

Respectfully submitted,

JOSEPH GIORDANO, Chairman

VINCENT J. CUNEO

D. PISCITELLO

JOHN P. ZEREGA, JR.

WM. FRESCHI

ARTHUR RUSSO

### Resolutions Committee

We, your Committee on Convention Resolutions, offer the following for your consideration and approval:

WHEREAS, those in charge of the convention program have arranged it

(Continued on Page 48)

## Try the New Improved Priority Durum Granular

Milled from the choicest durum wheat available

*A. L. Stanchfield, Incorporated*

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

Offices:  
500 Corn Exchange Bldg.  
Minneapolis, Minn.

Mills  
Minneapolis, Minn.

## modern CHAMPION FLOUR HANDLING EQUIPMENT

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

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

**CHAMPION MACHINERY CO.**  
JOLIET, ILLINOIS

Makers of Modern Equipment for the Macaroni and Noodle Industry.

THIS  
DATA  
YOURS  
FOR  
ASKING  
WRITE  
↓

### Committee Reports

(Continued from Page 45)

with our convenience, our enlightenment and our pleasure in mind, and presented it to our entire satisfaction, therefore be it

RESOLVED, that we extend to the Program Committee our vote of thanks.

WHEREAS, the fine array of speakers have given us much useful information at the expense of their own time and experience, therefore, be it

RESOLVED, that our special thanks and appreciation go to—

The Labor Relations Panel—Joseph Giordano of V. LaRosa & Sons, John P. Zerega, Jr. of A. Zerega's Sons, Inc., and Albert Ravarino of Ravarino & Freschi, Inc., St. Louis.

Mrs. Rose Marie Keifer, Secretary-Manager, National Association of Retail Grocers.

The Plant Sanitation Panel—R. R. Jacobs, Director of Research, and Milton Caroline, U. S. Fish and Wildlife Commission, Rodent Control Division, Purdue University.

The Publicity and Education Panel—Albert Ravarino, Chairman, Bert Nevins of Bert Nevins, Inc., New York; Wm. B. Bradley of American Institute of Baking, Chicago; Mrs. Clara Goddard, Director, Department of Foods and Nutrition, The Durum Millers' Institute, Millers' National Federation.

The Ingredient Panel—C. L. Norris, Chairman; B. E. Groom, Greater North Dakota Association, Fargo; Dr. O. J. Kahlenberg, Director of Research, National Egg Producers Association, Chicago, and Dr. Robert S. Harris, Professor of Biochemistry of Nutrition, Massachusetts Institute of Technology, Cambridge, Mass.

Herman Steen, V. P., Millers' National Federation, Chicago.

E. O. Pollock, Chief, Commodity Research Division, U. S. Department of Agriculture, Washington, D. C.

J. F. Pouchot, Textile Bag Manufacturers Association, Chicago.

WHEREAS, the Officers and Executives of the National Association, the Directors, Committee Chairmen and Members, and many other Members have contributed much to the success of this convention, therefore, be it

RESOLVED, that to each and all of them go our sincere appreciation.

WHEREAS, three Allied Members of the Association have sponsored delightful entertainment of all convention guests, and

WHEREAS, their social affairs were fully enjoyed by our members, our guests and their ladies, therefore, be it

RESOLVED, that special thanks be given to:

Rossotti Lithographing Co., North Bergen, N. J., for its delicious Spaghetti Buffet Supper and cordials;

Clermont Machine Co., Brooklyn, N. Y., for its friendly Reception, the cocktails and rarities;

Consolidated Macaroni Machine Corporation, Brooklyn, N. Y., for a very entertaining floor show and social dance.

WHEREAS, other allied, and Association Members, too, entertained the ladies or members in special affairs, or sponsored "Open House" entertainment, adding much, also, to the sociability of our convention, therefore, be it

RESOLVED, that the thanks of this gathering go to each and all who contributed in any way to the pleasures of our convention.

WHEREAS, the Durum Millers, through the Durum Wheat Institute of the Millers' National Federation, have continued their fine, planned promotion of Macaroni-Noodle Products, therefore, be it

RESOLVED, that the thanks of the Industry be extended to the Durum Millers and their organization for its fine promotional work.

WHEREAS, the National Macaroni Institute, through its Managing Director, M. J. Donna, continues its fine job of consumer education and products promotion, stretching dimes into dollars to help win greater consumer acceptance for macaroni-noodle products, therefore, be it

RESOLVED, that we congratulate the National Institute on its ambitious program, and Mr. Donna for his able management.

WHEREAS, there are still quite a number of good firms that for some unknown reason or reasons have not yet affiliated themselves with the National Association, and

WHEREAS, both would benefit from a stronger membership roll, therefore, be it

RESOLVED, that a joint effort be again made by Association Officers and Executives, Directors and lay members to present to the eligible firms the advantages of a more fully representative organization as a means of gaining the objectives of the National Macaroni Manufacturers Association and to obtain from the worth-while non-member firms a signed application to add their support to the Association's work to generally improve the conditions confronting the Industry.

WHEREAS, THE MACARONI JOURNAL continues to be ably edited, well supported by the Suppliers of our many materials and services, and

WHEREAS, it is the generally recognized "VOICE" of our growing industry, therefore, be it

RESOLVED, that the diligence of its Managing Editor, M. J. Donna, and the good publishing job by the Bruce Publishing Company, St. Paul, Minn., be acclaimed with thanks and appreciation.

WHEREAS, The Board of Directors is of the opinion that the size of the Board should be increased by the election of two additional Directors-at-Large, therefore, be it

RESOLVED, that Section 1-A of our By-Laws be changed to effectuate the above suggestion.

WHEREAS, the National Macaroni Manufacturers Association in convention assembled in Chicago, June, 1948, has voted unanimously in favor of a nation-wide program of Industry and Products promotion through a campaign aimed at improving public relations and a readier consumer acceptance of macaroni-noodle products, and

WHEREAS, there are some very fine, progressive firms that for good reasons—either because of their capital structure or company policies, are not enrolled as members of the National Association, and

WHEREAS, some of the Allied Members of the Association and other Suppliers that are not members, have expressed a wish to be permitted to contribute to a fund for the expressed purpose, and

WHEREAS, it seems practical and reasonable to permit all such firms to support the program as planned through the National Macaroni Institute, therefore, be it

RESOLVED, that it be generally understood that it is our accepted policy to welcome the support of all interested processors and suppliers . . . that a copy of this resolution be sent all such firms to advise them of our policy, to welcome their co-operation in the promising activity, the benefits of which will increase in proportion to the support given it—a promotion whose benefits will radiate to all macaroni-noodle manufacturers irrespective of their location, their affiliation, or lack of same.

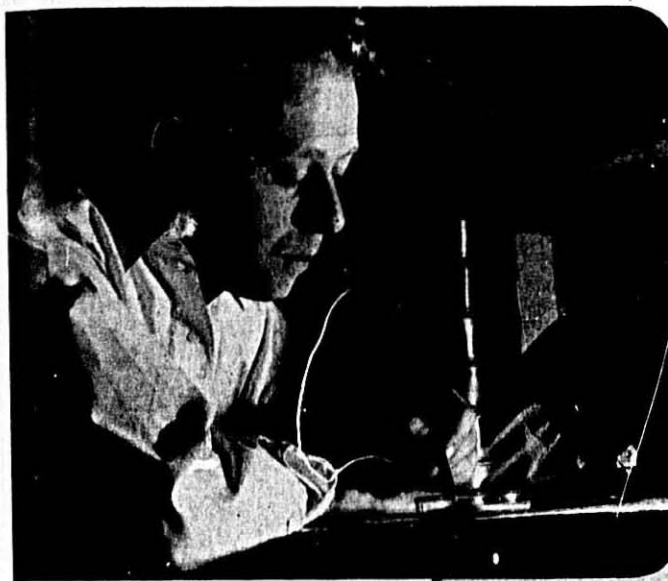
Respectfully Submitted,  
G. P. MERLINO, Chairman  
B. ARENA  
HENRY ROSSI, JR.

Report unanimously adopted by voice vote.

#### Committees

President Wolfe named the following Convention Committees and reaffirmed the following 1947-1948 Standing Committees:

(Continued on Page 50)



*dependability*  
**CAPITAL  
GRANULAR**

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



SERVING YOU BETTER FROM  
TWO CONVENIENT LOCATIONS

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DIVISION OF

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**MALDARI'S INSUPERABLE MACARONI DIES**  
with removable pins

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Makers of



Macaroni Dies

**DONATO MALDARI**

178-180 Grand Street, New York City

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

## Committees

(Continued from Page 48)

## 1948 Convention Committees

**Auditing**—(3) Albert S. Weiss, Chairman, Joseph Scarpaci, John Viviano.

**Resolutions**—(3) Guido J. Merlino, Chairman, B. Arena, Henry Rossi, Jr. **Nominating**—(7) Joseph Giordano, Chairman, John P. Zerega, Jr., Wm. Freschi, Arthur Russo, D. Piscitello, Peter J. Palazzolo, Vincent J. Cuneo.

## Standing Committees—1947-1948

**Executive**—(5) Peter LaRosa, Chairman, Steve Matalone, A. Irving Grass, J. H. Diamond, Peter J. Viviano.

**Standards**—(5) Louis S. Vagnino, Chairman, Emanuele Ronzoni, Louis Roncace, Joseph Sanacori, Horace Gioia.

**Finances and Association Income**—(5) C. L. Norris, Chairman, Peter LaRosa, Peter J. Viviano, J. H. Diamond, Joseph Pellegrino.

**Statistics**—(3) Joseph Pellegrino, Chairman, Charles Presto, Walter F. Villeneuve.

**Durum Growers' Relations**—(4) Maurice Ryan, Chairman, C. L. Norris, W. F. Villeneuve, Frank Traficanti.

**Labor and Welfare**—(3) Frank Traficanti, Chairman, Peter J. Palazzolo, John P. Zerega, Jr.

**Membership**—(3) A. Irving Grass, Chairman, Thomas A. Cuneo, Vincent J. Marino.

**Education and Publicity**—(3) Albert J. Ravarino, Chairman, E. Z. Vermynen, John Linthroth.

**Trade Practices**—(4) Peter J. Viviano, Chairman, Jack Prociuo, Peter Ross Viviano, Guido P. Merlino, Santo Garofolo.

**Association Activities**—(9) C. Frederick Mueller, General Chairman. (Other members are the chairmen of the standing committees.) Executive, Peter La Rosa; Standards, L. S. Vagnino; Finances and Association Income, C. L. Norris; Statistics, Joseph Pellegrino; Labor and Welfare, Frank Traficanti; Membership, A. Irving Grass; Education and Publicity, Albert J. Ravarino; Trade Practices, Peter J. Viviano.

## 1948 Convention Registrants

## Macaroni Manufacturers

American Beauty Mac. Co.—L. S. Vagnino, St. Louis, Mo.  
V. Arena & Sons, Inc.—B. Arena, Norristown, Pa.

Bay State Macaroni Mfg. Co.—Jos. Scarpaci, Everett, Mass.  
W. Boehm Company—Bernard W. Boehm, Pittsburgh, Pa.

Cardinale Macaroni Co.—Andrew Cardinale, Brooklyn, N. Y.  
Cassarino & Carpenteri Co.—Paul Cassarino, New Britain, Conn.  
Cassarino & Carpenteri Co.—Lucien Constant, St. Boniface, Man., Can.

Catelli Food Products, Ltd.—Frances Herba, Winnipeg, Man., Canada

Colonial Fusilli Mfg. Co.—Luigi Abbenante, Brooklyn, N. Y.  
Charbonneau Ltd.—L. J. Charbonneau, Montreal, Que., Canada  
Constant Macaroni Products—Lucien Constant, St. Boniface, Man., Can.

The Creamette Company—O. G. Koenig, Minneapolis, Minn.  
The Creamette Company—J. H. Linthroth, Minneapolis, Minn.  
The Creamette Company—C. F. Meyer, Chicago, Ill.  
The Creamette Company—C. L. Norris, Minneapolis, Minn.  
Crescent Mac. & Cracker Co.—C. B. Schmidt, Davenport, Iowa

DelMonico Foods, Inc.—Jos. T. Viviano, Louisville, Ky.  
DelMonico Foods, Inc.—Peter J. Viviano, Louisville, Ky.  
G. D. Del Rossi Co., Inc.—G. D. Del Rossi, Providence, R. I.  
DeMartini Macaroni Co.—Louis DeMartini, Brooklyn, N. Y.

El Paso Macaroni Co.—Ernest Ponce, El Paso, Texas

Googh Food Products Co.—J. H. Diamond, Lincoln, Neb.  
A. Goodman & Sons—Erich Cohn, Long Island City, N. Y.  
Golden Grain Mac. Co.—Thomas DeDomenico, San Francisco, Cal.  
Golden Grain Mac. Co.—Vincent DeDomenico, San Francisco, Cal.  
Golden Grain Mac. Co.—P. DeDomenico, Seattle, Washington

I. J. Grass Noodle Co.—A. I. Grass, Chicago, Ill.  
Indiana Mac. Co.—John Naddo, Indiana, Pa.  
Indiana Mac. Co.—R. J. Rezzolla, Indiana, Pa.

LaPremiata Mac. Co.—Vincent J. Cuneo, Connellsville, Pa.  
LaPremiata Mac. Co.—Jesse C. Stewart, Connellsville, Pa.  
LaRosa Mac. Co.—Paul Laido, Bronx, N. Y.  
V. LaRosa & Sons—Jos. Giordano, Brooklyn, N. Y.  
V. LaRosa & Sons—Jos. LaRosa, Brooklyn, N. Y.  
V. LaRosa & Sons—Peter LaRosa, Brooklyn, N. Y.  
V. LaRosa & Sons—Y. F. LaRosa, Brooklyn, N. Y.  
V. LaRosa & Sons—Y. P. LaRosa, Brooklyn, N. Y.  
V. LaRosa & Sons—V. S. LaRosa, Danielson, Conn.

Mega Macaroni Co.—C. W. Wolfe, Harrisburg, Pa.  
Milwaukee Mac. Co.—R. J. Conte, Milwaukee, Wis.  
Minnesota Macaroni Co.—W. F. Villeneuve, St. Paul, Minn.

Mission Macaroni Co.—Guido P. Merlino, Seattle, Wash.  
Monnd City Mac. Co.—Wm. Freschi, St. Louis, Mo.  
C. F. Mueller Co.—C. Fred Mueller, Jersey City, N. J.

National Macaroni Mfg. Co.—J. B. Filippone, Garfield, N. J.

Pacific Macaroni Co.—John Madonna, Seattle, Wash.  
Paramount Macaroni Mfg. Co.—Louis M. Coniglio, Brooklyn, N. Y.

Paramount Macaroni Mfg. Co.—Rosario Coniglio, Brooklyn, N. Y.  
Philadelphia Macaroni Co.—Louis Roncace, Philadelphia, Pa.  
Prociuo-Rossi Corp.—Jack A. Prociuo, Auburn, N. Y.

Quality Macaroni Co.—D. Piscitello, Rochester, N. Y.  
Quality Macaroni Co.—E. F. Lexow, St. Paul, Minn.  
Quality Macaroni Co.—Maurice L. Ryan, St. Paul, Minn.

Ravarino & Freschi, Inc.—Al J. Ravarino, St. Louis, Mo.  
Ronzoni Macaroni Co., Inc.—E. Ronzoni, Jr., Long Island City, N. Y.

Peter Rossi & Sons—Albert R. Rossi, Braidwood, Ill.  
Peter Rossi & Sons—Henry D. Rossi, Sr., Braidwood, Ill.  
Peter Rossi & Sons—Henry D. Rossi, Jr., Braidwood, Ill.  
Ronco Foods—Thomas A. Cuneo, Memphis, Tenn.  
A. Russo & Co., Inc.—Arthur Russo, Chicago, Ill.

Sanacori & Co.—John Sanacori, Brooklyn, N. Y.  
St. Louis Mac. Mfg. Co.—V. J. Marino, St. Louis, Mo.  
St. Louis Mac. Mfg. Co.—Antonio Ruttino, St. Louis, Mo.  
Skinner Mfg. Co.—H. V. Jeffrey, Omaha, Neb.  
Skinner Mfg. Co.—Lloyd E. Skinner, Omaha, Neb.

Traficanti Bros.—Frank Traficanti, Chicago, Ill.

Vingco Macaroni Prod. Co.—Sam T. Viviano, Carnegie, Pa.  
Viviano Bros. Mac. Co.—J. A. Viviano, Detroit, Mich.  
V. Viviano & Bros. Mac. Mfg. Co.—Paul Piccione, St. Louis, Mo.  
V. Viviano & Bros. Mac. Mfg. Co.—Miss Vita J. Viviano, St. Louis, Mo.

Weiss Noodle Co.—Albert S. Weiss, Cleveland, Ohio

A. Zerega's Sons, Inc.—John P. Zerega, Jr., Brooklyn, N. Y.

Catelli Food Products, Ltd.—Achille Bienvenu, Montreal, Canada  
Catelli Food Products, Ltd.—R. Desjardins, Montreal, Canada  
D'Amico Macaroni Co.—Carl D'Amico, Steger, Ill.  
I. J. Grass Noodle Co., Inc.—Sidney Grass, Chicago, Ill.  
LaVita Macaroni Co.—Renato P. Alghini, Chicago, Ill.  
New Mill Noodle Co.—Felike Basista, Chicago, Ill.  
Noody Products Co.—Leo Kahn, Toledo, Ohio  
Roma Macaroni Mfg. Co.—Charles Presto, Chicago, Ill.  
Schmidt Noodle Co.—Theodore Schmidt, Detroit, Mich.  
V. Viviano & Bros. Mac. Mfg. Co.—Peter Ross Viviano, St. Louis, Mo.

## Executives—N.M.M.A.

B. R. Jacobs, Director of Research, Washington, D. C.  
M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

## Allies

Amber Milling Division, GTA—J. F. Driscoll, Chicago, Ill.  
Amber Milling Division, GTA—J. M. Waber, St. Paul, Minn.  
Armour & Company—C. D. Wilbur, Chicago, Ill.

Buhler Brothers, Inc.—Frank Kaiser, New York, N. Y.  
Buhler Brothers, Inc.—Arthur Kohn, New York, N. Y.  
Buhler Brothers, Inc.—O. R. Schmalzer, New York, N. Y.

Capital Flour Mills—C. V. Dehner, Kansas City, Mo.  
Capital Flour Mills—George E. Hackbush, Chicago, Illinois  
Capital Flour Mills—J. J. McMahon, New York, N. Y.  
Capital Flour Mills—Paul M. Petersen, Minneapolis, Minn.  
Capital Flour Mills—Jack Spagnol, Pittsburgh, Pa.  
Capital Flour Mills—Louis A. Viviano, Plainfield, N. J.  
Capital Flour Mills Div.

International Milling Co.—Oreste Tardella, Chicago, Ill.  
Champion Machinery Co.—Frank A. Motta, Joliet, Illinois  
Champion Machinery Co.—Peter D. Motta, Joliet, Illinois  
Clermont Machine Co.—John Amato, Brooklyn, New York  
Commander Larabee Milling Co.—Thos. L. Brown, Minneapolis, Minn.

Commander Larabee Milling Co.—Beverly Dack, Seattle, Wash.  
Commander Larabee Milling Co.—C. M. Johnson, Minneapolis, Minn.

Commander-Larabee Milling Co.—Leon D. Minard, Chicago, Ill.  
Commander Larabee Milling Co.—John Di Vincenzo, Philadelphia, Pa.

Commander Larabee Milling Co.—Frank Voiello, Minneapolis, Minn.

Concord Electric Co.—Fred Marcellino, Brooklyn, N. Y.  
Consolidated Mac. Machine Co.—Conrad Ambrette, Brooklyn, N. Y.

Consolidated Mac. Machine Co.—Louis Ambrette, Brooklyn, N. Y.  
Consolidated Mac. Machine Co.—Paul Ambrette, Brooklyn, N. Y.  
Consolidated Mac. Machine Co.—Nat. Bontempi, Brooklyn, N. Y.

Consolidated Mac. Machine Co.—L. J. Cavagnaro, Jr., Brooklyn, N. Y.  
Consolidated Mac. Machine Co.—N. J. Cavagnaro, Sr., Brooklyn, N. Y.

Consolidated Mac. Machine Co.—Joseph DeFrancisci, Brooklyn, N. Y.

Conte & Son—James F. Conte, Brooklyn, N. Y.  
Crookston Milling Co.—E. F. Anderson, Crookston, Minn.  
Crookston Milling Co.—Ulysses DeStefano, New York, N. Y.

Crookston Milling Co.—H. C. Meining, Chicago, Ill.  
Crookston Milling Co.—W. E. Ousdahl, Reading, Pa.  
Crookston Milling Co.—E. E. Turnquist, Crookston, Minn.

DuPont Co., Cellophane Div.—R. M. McDonald, New York, N. Y.

F. L. Ferguson Co.—H. Lyle Greene, Joliet, Ill.

Fodera & Son, Inc.—Anonio Fodera, Brooklyn, N. Y.

Habel Armbruster Larsen Co.—Fred Larsen, Chicago, Illinois  
Hoffman La Roche—G. G. Van Patten, Chicago, Illinois  
Glen G. Hoskins Co.—G. G. Hoskins, Chicago, Illinois  
Glen G. Hoskins Co.—Charles M. Hoskins, Chicago, Illinois  
Glen G. Hoskins Co.—William G. Hoskins, Chicago, Illinois  
Glen G. Hoskins Co.—Robert M. Green, Chicago, Illinois

General Mills, Inc.—Harry I. Bailey, Chicago, Illinois  
General Mills, Inc.—A. E. McCarthy, Chicago, Illinois  
General Mills, Inc.—H. H. Raeder, Buffalo, N. Y.

Johnson Herbert & Co.—Frank T. Herbert, Chicago, Illinois  
Kiesewetter, Wetterau & Baker—Horace Hagedorn, New York, N. Y.

King Midas Flour Mills—W. J. Dougherty, Philadelphia, Pa.  
King Midas Flour Mills—W. F. Ewe, Minneapolis, Minn.  
King Midas Flour Mills—George L. Faber, Chicago, Illinois  
King Midas Flour Mills—W. M. Steinko, Minneapolis, Minn.

King Midas Flour Mills—W. H. Stokes, Jr., Pittsburgh, Pa.  
King Midas Flour Mills—Lester S. Swanson, Minneapolis, Minn.  
King Midas Flour Mills—David Wilson, New York, N. Y.  
H. H. King Flour Mills—Pat Crangle, Chicago, Ill.

H. H. King Flour Mills—William Fodera, Minneapolis, Minn.  
H. H. King Flour Mills—Arthur W. Quiggle, Minneapolis, Minn.

Kraft Foods Co.—Stephen F. Lump, Chicago, Ill.  
Kraft Foods Co.—J. W. Mull, Chicago, Ill.

Frank Lazzaro Drying Equipment—Frank Lazzaro, New York, N. Y.

Donato Maldari—Donato Maldari, New York, N. Y.  
Donato Maldari—C. Daniel Maldari, New York, N. Y.  
Marino Machine Works—Mr. Marino, Chicago, Illinois  
Merck & Co., Inc.—F. O. Church, Rahway, N. J.  
Merck & Co., Inc.—W. F. McDonald, Rahway, N. J.  
Merck & Co., Inc.—W. A. Rothermel, Chicago, Ill.  
Midland Chemical Labs, Inc.—J. F. Wombacher, Dubuque, Iowa  
Milprint, Inc.—J. B. Hopkins, Milwaukee, Wis.  
Minneapolis Milling Co.—T. J. Fergus, Chicago, Illinois

North Dakota Mill & Elevator—Miss Louise Hagen, Grand Forks, N. D.  
North Dakota Mill & Elevator—F. Edward Hay, Chicago, Illinois  
North Dakota Mill & Elevator—E. J. Thomas, Chicago, Illinois

Pillitteri Flour Co.—Joseph A. Pillitteri, Brooklyn, N. Y.  
Pillsbury Mills, Inc.—Pat Albano, Chicago, Illinois  
Pillsbury Mills, Inc.—C. C. Baker, Minneapolis, Minn.  
Pillsbury Mills, Inc.—R. C. Benson, Minneapolis, Minn.  
Pillsbury Mills, Inc.—Ted W. Black, Minneapolis, Minn.  
Pillsbury Mills, Inc.—John D. Davis, Cleveland, Ohio  
Pillsbury Mills, Inc.—Frank L. Fodera, New York, N. Y.  
Pillsbury Mills, Inc.—H. J. Patterson, Minneapolis, Minn.  
Pillsbury Mills, Inc.—Samuel Regalluto, Philadelphia, Pa.  
Pillsbury Mills, Inc.—Dean F. Thomas, Minneapolis, Minn.  
Pillsbury Mill, Inc.—Wm. J. Warner, Minneapolis, Minn.  
Pillsbury Mills, Inc.—Wayne Wilson, Chicago, Illinois

Richmond Mfg. Co.—Ed Ceeka, Lockport, N. Y.  
Rossotti Lithographing Co.—Alfred F. Rossotti, N. Bergen, N. J.  
Rossotti Lithographing Co.—Charles C. Rossotti, N. Bergen, N. J.

Sarioni Co., Inc.—Frank V. Liotta, New York, N. Y.  
St. Regis Paper Co.—Wm. R. Huck, New York, N. Y.  
St. Regis Paper Co.—J. A. Larigan, New York, N. Y.  
Sherman White & Company—G. A. Meyers, Ft. Wayne, Ind.  
A. L. Stanchfield, Inc.—Clifford W. Kutz, Minneapolis, Minn.  
A. L. Stanchfield, Inc.—Fred T. Whaley, Chicago, Illinois  
Star Macaroni Dies—Hugo Mandoline, New York, N. Y.

Textile Bag Mfrs. Ass'n—James F. Pouchot, Chicago, Illinois  
Triangle Package Machinery Co.—Rex A. Stone, Chicago, Illinois

Wallace & Tiernan Co., Inc.—J. L. Grabek, Newark, N. J.  
Wallace & Tiernan Co., Inc.—Don R. O'Hare, Chicago, Illinois  
Winthrop-Stearns, Inc.—Lyle P. Carmony, St. Louis, Mo.  
Winthrop-Stearns, Inc.—Louis Petta, New York, N. Y.  
Winthrop-Stearns, Inc.—Dr. R. C. Sherwood, New York, N. Y.

## Guest Speakers

William B. Bradley—American Institute of Baking, Chicago, Ill.  
Milton Caroline—U. S. Fish & Wildlife Service,  
University of Purdue, W. Lafayette, Ind.

B. E. Groom—Greater N. D. Association, Fargo, N. D.  
Dr. Robert S. Harris—Mass. Institute of Technology, Cambridge,  
Mass.

Dr. O. J. Kahlenberg—Nat'l Egg Products Assn., Chicago, Ill.  
Mrs. Rose Marie Keifer—Nat'l Assn. of Retail Grocers, Chicago,  
Ill.

Bert Nevins—Bert Nevins, Inc., New York, N. Y.  
E. O. Pollock—Commodities Research Division,  
U. S. Department of Agriculture, Washington, D. C.

J. F. Pouchot—Textile Bag Mfrs. Assn., Chicago, Ill.  
Mrs. Clara Gehlhard Snyder—Wheat Flour Institute, Chicago, Ill.  
Herman Steen—Millers' Nat'l Federation, Chicago, Ill.

## Reporters

Food Field Reporter—Clarence E. Sutton, Chicago, Ill.  
Il Progresso Italo American—Capt. Vincenzo Martinez, New  
York, N. Y.

Northwestern Miller—Don E. Rogers, Minneapolis, Minn.  
Northwestern Miller—S. O. Werner, Chicago, Ill.

## Economical - Political - Industrial

National Industries Service

### How to Handle Communism

J. E. Jones

Washington, D. C., June—The puzzle of how to manage the Communist party in operating "under cover" in the United States is the intent of the framers of the Mundt-Nixon Communist control bill. There has been an invasion of Washington by thousands of persons to oppose the above-named legislation. This Mundt-Nixon remedy was debated by Republican candidates Dewey and Stassen. Dewey was the winner.

He took the position that the Communists in this country should be "kept in sight, above ground." Stassen argued that they should be stamped out of existence by forceful measures by the Federal Government. Dewey proved that the authors of the anti-Communist control bill propose to handle Communists "out in the open." Stassen took the position that the Com-

munist should be kept under guard or perhaps locked up.

About the craziest approach there is to attack the Government is to get up a gang of weak-minded nit-wits to "march on Congress." After the first World War there were "bonus marchers," and all sorts of radicals who by their lack of understanding of the functions and duties of Congress regarding bonus legislation, actually prevented all action. These misguided men camped by the thousands in Washington, until they were driven out by the order of the President.

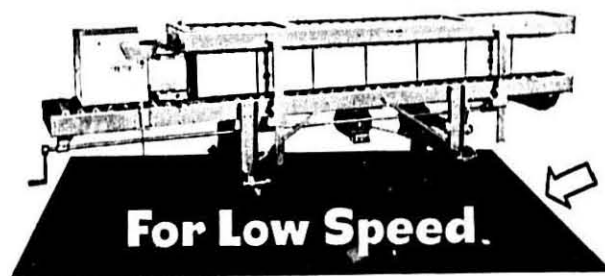
Now, whether you know it or not, the Mundt-Nixon bill was carefully considered by Congress and passed the House of Representatives by a vote of 319-58 in May. The Senate also favors the measure. The overwhelming majority for the Mundt-Nixon bill in the House shows very plainly that it is good legislation. Too good, in fact, to be killed by hastily formed committees and union officials, supporters of Henry Wallace, "marching on Washington."

### What's Happening in Washington?

The confusion in Government including the Administration and Legislative branches is very unfortunate. It is mostly because the American public has become confused and upset over the way the Government is being run. It is safe to challenge anyone to explain the foreign policy of the United States—even the Marshall Plan.

### Cordell Hull and His Fairies

The troubles of Government could be amplified by discussing continuation of the reciprocal trade agreement act which was Cordell Hull's free trade prescription. Imagine a Republican Congress falling for that kind of legislation, when they must know that the benefits of these trade agreements, as they have been administered over long years, always bring the United States out of the small end of the hole. Foreign traders gathered in money wasted by the United States.



For Low Speed



AND HIGH-SPEED  
PAPER SHIPPING CASE SEALING

**PACKOMATIC**  
PACKAGING MACHINERY  
J. L. FERGUSON CO., JULIET, ILL.

Chicago • New York • Boston • Philadelphia • Baltimore • Cleveland • Denver  
San Francisco • Los Angeles • Seattle • Portland • Tampa • Dallas • New Orleans

Whether your shipping case gluing and sealing operation is large or small, continuous or occasional, you will find PACKOMATIC case gluing and sealing equipment to help you.

Where total volume is small, or where small runs are handled periodically, PACKOMATIC's hand-glue, belt compression sealer is a preferred unit for the manual application of adhesive and compression sealing of cases. Equipment has feed table, glue pot and brush. Only one operator is required.

For large or continuous production requirements up to 3,000 cases per hour, PACKOMATIC's automatic Model D shipping case gluer with belt compression sealer will reduce costs in the handling of corrugated or heavy

solid fibre containers . . . is adaptable to practically any production requirement . . . built for varying operating speeds . . . highly flexible in the application of adhesive. A time, labor and money saver. Automatic.

For descriptive literature consult classified telephone directory for nearest PACKOMATIC office or write J. L. Ferguson Company, Route 52 at Republic Ave., Juliet, Illinois.

June, 1948

THE MACARONI JOURNAL

53

## Jacobs Cereal Products Laboratories Inc.

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

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

Benjamin R. Jacobs, Director  
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## A Profitable Way TO PACKAGE MACARONI PRODUCTS



PETERS JUNIOR CARTON FORMING AND CLOSING MACHINE (above) sets up 35-40 cartons per minute, requiring only one operator. Machine can be made adjustable to fit up several size cartons.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE (right) closes 35-40 cartons per minute, requiring one operator. Can also be made to close several different size cartons.

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

## The Home of STAINLESS STEEL



Now

STAINLESS STEEL  
DIES WITH  
STAINLESS STEEL  
PINS



SMOOTHNESS  
GUARANTEED  
100%—  
NO MORE  
REPAIRING



Write for Information

**LOMBARDI'S  
MACARONI  
DIES**

805 Yale Street, Los Angeles 12, Cal.

**Co-operation Between Industry and Government**

*(Continued from Page 26)*

past winter, chemists from our Laboratory have ridden bread trucks determining temperatures reached in the trucks and within the bread carried in the truck by means of recording thermometers. Soon we will duplicate this work in some of the hot spots of the South and Southwest so that we can record the other extreme of temperature to which bread is subjected in normal handling. Each temperature record is accompanied by a description of the bread truck in which the record was made so as to determine the value of various types of body construction in protecting the bread against extreme temperature changes.

As soon as we have satisfied ourselves that our methods of evaluating staling are satisfactory, we shall study the rate of staling of bread stored in the laboratory under various controlled conditions of temperature and humidity. We will then be able to predict the effect upon staling of temperatures encountered in commercial handling of bakery products.

As a result of this study we will be able to make recommendations to the baking industry that will enable the industry to deliver to the ultimate consumer fresher and more palatable prod-

ucts. Increased consumer acceptance should be evidenced by greater sales and, therefore, better utilization of agricultural products. We should be able to make recommendations to the retailers through their associations and to the housewife through consumer service groups that will further assure the retention of maximum palatability of bakery products to their ultimate consumption.

Through the investigation of this problem, both the Government and the baking industry realize more fully that the problems of the farmer and the food processor are not unrelated. We at the Institute regard this as an opportunity and responsibility to demonstrate what can be accomplished by the application of scientific technique to the solution of problems which are of broad interest to all segments of the baking industry for the benefit of the grain foods industry, for the farmers who are basic producers of our ingredients, for the consumer, and for the economic benefit of the country as a whole.

**Durum Acreage**

The late season in the north central durum area has altered crops plans, according to Henry O. Putnam of the North West Crop Improvement Association. Mindum has replaced some Stewart and Carleton because it is sev-

eral days earlier in maturity. Many of the fields have been flooded with low portions of some fields under water. May 24, Michigan, N. D., reported a 25 per cent reduction in durum acreage. Some of this land will be summer fallowed while some will be sowed in flax and barley.

An increase in durum acreage was reported in other sections where early sowing was possible. This area includes northeastern South Dakota and southern and central North Dakota.

This increase may not fully offset loss of acreage in better durum areas but it will materially assist in meeting the needs of durum mills and processors.

(For additional information on the durum wheat crop, read convention address of R. E. Groom, elsewhere in this issue. Editor.)

**Export Macaroni Co. Incorporated**

Announcement has been made of the formation of a new macaroni firm in Boston, known as the Export Macaroni Co. Inc., with offices at 181 Fulton St. It was incorporated March 8, 1948.

The capital structure consists of 200 common shares of a par value of \$100. The officers are: Charles A. Malien, President and Treasurer, and George H. Cook, clerk.

**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.

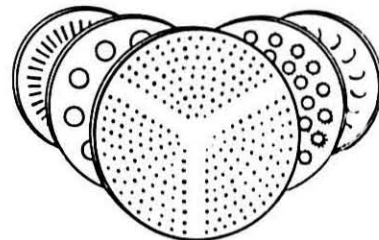
Amber Milling Division of  
**FARMERS UNION GRAIN TERMINAL ASSOCIATION**  
Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.



Make your macaroni products "blue ribbon winners" with transparent packaging. Printed bags and rolls by the Diaphane Corporation are first for . . .

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



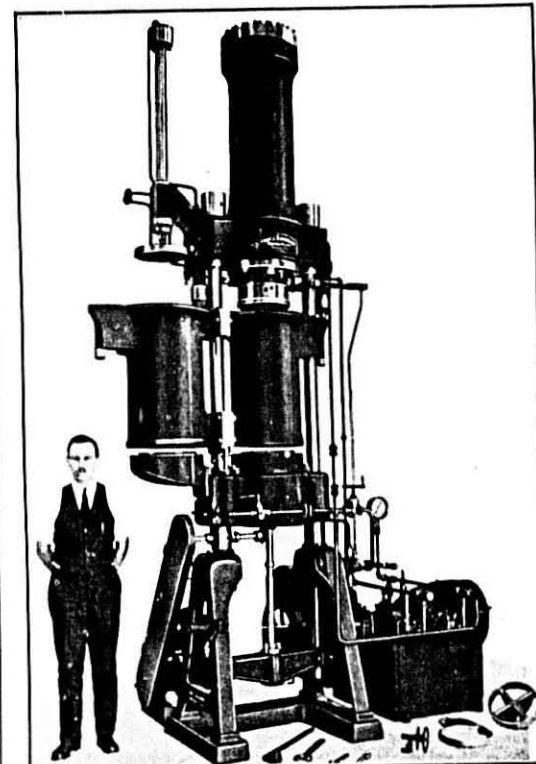
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All Sizes Up To Largest in Use

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### The MACARONI JOURNAL

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

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

#### PUBLICATION COMMITTEE

C. L. Norris.....President  
A. Irving Grass.....Vice President  
C. Frederick Mueller.....Vice President  
Albert Ravarino.....Vice President  
M. J. Donna.....Editor and General Manager

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#### SPECIAL NOTICE

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

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

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

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

#### ADVERTISING RATES

Display Advertising.....Rates on Application  
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Vol. XXX June, 1948 No. 2



"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."

### Special to Journal Readers

By A. Irving Grass, Vice President of NMMA and member of Publication Committee

For years my name has appeared in the masthead of this publication as a member of the Publication Committee which has been content to let our Managing Editor continue doing a fine job of management, with little help and no interference from the Committee that is supposedly in control of THE MACARONI JOURNAL publication.

However, an occasion has arisen for action in direct opposition to the wishes of the Managing Editor, M. J. Donna, your friend and mine. I recently ran across an article in his home county paper lauding his loyalty, true friendship and community spirit—an unsolicited bit of timely praising that came to him as a pleasant surprise last Easter Sunday morning.

On April 28, I wrote him as the Vice President of the National Macaroni Manufacturers Association of which he has been the Secretary for nearly thirty years, and also as a member of the Publication Committee authorizing him, yes forcing him to reprint the article referred to. Modest "M. J." (Modesto is his first name, you know) answered with a polite but definite refusal, saying something about not wishing to "blow his own horn."

Acting for the Publication Committee, and for the readers, I hope, I am assuming the personal responsibility of ordering the reproduction of the article in question despite the Editor's wishes to the contrary.

Incidentally, I learn that the author of the laudatory article, "Jack Thorne," is really the Managing Editor and Publisher of the Joliet Herald-News, Joliet, Illinois, the county-seat newspaper of Will County where the editorial offices of our JOURNAL and the National Association's headquarters (Braidwood, Illinois) have been located for 30 years.

Respectfully,  
A. IRVING GRASS,  
Vice Pres.—NMMA  
Member Journal Publication Committee

The article referred to follows:

#### I SEE BY THE PAPERS—

By Jack Thorne

The other day I met M. J. Donna, the smiling apostle of good will from Braidwood. M. J. has been a friend of mine for nearly thirty-five years. He's one of the nicest men I know and a great booster for his home community.

For many years M. J. was the Herald-News correspondent at Braidwood. He did the work for the love of his community. Later when the press of his work became too heavy he was forced to give up that work. But he's always been a newspaperman at heart and appreciative of the trials and troubles of The Fourth Estate.

M. J. has brought great fame to his home community. I think it will be next year that he will begin his thirtieth year as secretary and treasurer of the National Macaroni Manufacturers Association. The headquarters of the National Association have been in Braidwood since 1919.

In addition to his other duties, Mr. Donna is editor of the Association's trade paper, THE MACARONI JOURNAL, and managing Director of the National Macaroni Institute.

He is active in everything that brings progress to his community and this county. At one time Mr. Donna was Supreme Chief Ranger of the Foresters of America and has held important posts in local and national civic and fraternal organizations.

I like to call M. J. Donna my friend because he is a big hearted man whose contagious good humor and appreciation of the good qualities of everyone makes you feel buoyed and re-inforced in your faith in your fellow man.

Cheddar cheese was named for the village of Cheddar, England, but today more cheddar cheese is made in Wisconsin than ever was made in all of England.

### When? Now and Later!

"When are we going back to the Edgewater Beach Hotel?" That question has been asked by many during the past three or four years by manufacturers and allied alike. That there was justification for asking that question was proved by the big attendance to the 1948 convention of the National Macaroni Manufacturers Association June 10-11, when all previous attendance records were shattered.

Incidentally, in keeping with that "crying demand," arrangements have been made with the Edgewater Beach Hotel for the 45th conference of the Industry on June 27 and 28, 1949, and for tentative dates the latter part of June, 1950. So it is ON TO CHICAGO! in 1949 and 1950.

### Co-operation Appreciated

Glenn G. Hoskins and his staff prepared an official mimeographed list of those who registered for the convention and made it available to all who were interested in checking the attendance. This co-operation was helpful and is appreciated.

### Vagnino Elected President

From Denver, Colorado, comes the announcement of the election of Antonio S. Vagnino, general manager of the American Beauty Macaroni Company of that city as president of the Denver Association of Manufacturers Representatives at a recent group meeting.

Other officers include: Bob Bell (Mengen-Bell Brokerage) first vice president; M. R. Bradford (Libby, McNeil & Libby), second vice president; Numa James (Rocky Mountain News) Secretary and L. R. Rolfe (Western Outdoor Advertising) treasurer.

### The World-Telegram's Market Inventory

According to the survey sponsored by the World-Telegram covering the New York Market Merchandise Inventory for the first two weeks of April, 1948, as it concerns dry macaroni products (macaroni, spaghetti and egg noodles), the result was as follows:

Brands and Size	Avg. Units Sold Per Store	Total Units Sold	Per Cent Distribution
Total, all Brands:	335.1	67,023	25.5
Caruso ..	13.4	2,689	3.8
Goodman ..	34.4	6,872	9.9
Heinz ..	2	35	.05
La Rosa ..	136.3	27,259	39.5
Mueller ..	88.5	17,707	25.8
Ronzoni ..	59.9	11,989	17.0
Tenderoni ..	2.4	472	.7

WANTED—Macaroni production man with ample knowledge in mixing, manufacture, drying and packing macaroni goods. Excellent opportunity. Write Box 57, c/o Macaroni Journal, Braidwood, Illinois, stating age and experience.

**CARTOON CORNER**

SKETCHED FOR THE MACARONI JOURNAL BY ART ROSS

Boy, it's good!

MACARONI ICE CREAM IS NOW BEING SERVED!

I LOVE IT!

JERRY COLONA IS AN ENTHUSIASTIC SPAGHETTI FAN!

BESS MEYERSON, FORMER MISS AMERICA, EATS NOODLES. WHO WOULD DARE SAY SHE'S IN BAD SHAPE?

AND THAT REMINDS ME! MACARONI COMES IN 150 SHAPES! EVERYONE IS CHOCK FULL OF GOOD TASTE!

TELEVISION STATIONS NOW BROADCAST MACARONI RECIPES!

HERB VIGRAY, STAR OF OLD GOLD'S "SAD SACK" RAN A SPAGHETTI HOUSE IN INDIANA.



<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First— INDUSTRY</p> <hr/> <p>Then— MANUFACTURER</p>																																																
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## The Secretary's Message

### "Thanks" Says the Secretary

Thirty years ago, at Saint Louis, Missouri, it was my pleasure to plan and manage my first national Convention of the Macaroni-Noodle Industry with the appreciated assistance of James T. Williams of Minneapolis, the president of the Association during the years of the first World War. It was on March first, 1919, that I was appointed as permanent Secretary of the National Association and named managing editor of THE MACARONI JOURNAL that was launched in May of that year as the official organ of the Association. Since then it has become the recognized spokesman of the industry which has more than trebled in size, production and standing in the food world.

Since then it has been my pleasant duty to manage not only the annual conventions but many equally important mid-year or winter meetings, all with the welcomed help of successive Association Presidents and their staffs.

The planning and managing task has not grown easier

through the years. Our industry has expanded materially during the past three decades. The National Association has grown in size and purpose and the members are expecting more and more of the organization and its conventions.

The 1948 convention in Chicago, June 10-11, must have come up to the expectations of the leaders of the Industry, the big majority of whom were in attendance. Speakers ranged from college professors to farmers, who covered their respective assignments with credit to themselves and benefit to all who heard their messages.

As to my part in managing the 1948 conference, complaints were not too numerous, and when and if made, they did not reach my ears. Thanks for that and for every courtesy shown me at this very successful conference.

M. J. DONNA, Secretary.

CHECK ✓ AND CLIP THIS IMPORTANT DATA!

# a review OF enrichment requirements

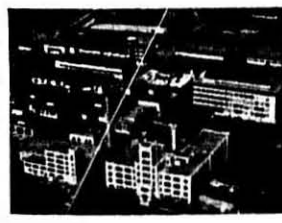
● The ready-reference table below summarizes the minimum and maximum levels of various vitamins and minerals required for the products listed, in accordance with Federal Standards of Identity or State laws. Additional copies of this table available on request.

Product	Thiamine Hydrochloride (B <sub>1</sub> )	Riboflavin (B <sub>2</sub> )	Niacin	Iron
Enriched BREAD, or other baked products	1.1-1.8	0.7-1.6	10.0-15.0	8.0-12.5
Enriched FLOUR*	2.0-2.5	1.2-1.5	16.0-20.0	13.0-16.5
Enriched FARINA	1.66	1.2	6.0	6.0
Enriched MACARONI**	4.0-5.0	1.7-2.2	27.0-34.0	13.0-16.5
Enriched CORN MEALS	2.0-3.0	1.2-1.8	16.0-24.0	13.0-26.0
Enriched CORN GRITS***	2.0-3.0	1.2-1.8	16.0-24.0	13.0-26.0

All figures represent milligrams per pound.

\*In enriched self-rising flour, at least 500 mg. of calcium per pound is also required.  
\*\*Levels allow for 30-50% losses in kitchen procedure.  
\*\*\*Levels must not fall below 85% of minimum figures after a specific rinsing test described in the Federal Standards of Identity.

Published in the interests of the Milling and Baking Industries by **'ROCHE'**  
Vitamin Division



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Aiming HIGH  
with your  
Spaghetti?



If you aim to keep sales of your macaroni products soaring, you're naturally concerned about two things:

- Getting more people to buy *your* brand regularly
- Getting them to serve macaroni, spaghetti, and noodles *more often*

Surest way to accomplish both these purposes is to maintain the finest possible cooking quality and eating quality in your products. Pillsbury's Durum Products are designed to help you do exactly that. You can depend on them anytime —all the time.

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