

**THE  
MACARONI  
JOURNAL**

**Volume XXIII  
Number 5**

**September, 1941**



SEPTEMBER, 1941

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Popular Meat-Wheat Favorite*



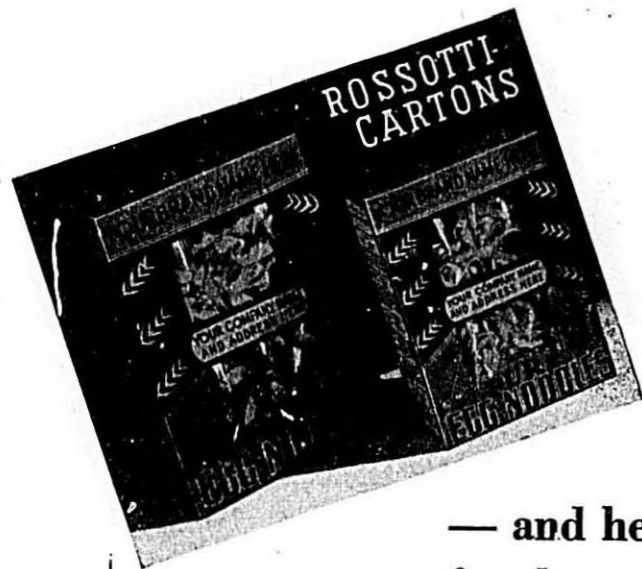
Tenderized Steaks With Egg Noodles

Official Organ  
National Macaroni Manufacturers Association  
Bradwood, Illinois

VOLUME XXIII  
NUMBER 5

Printed in U.S.A.





- *clean*
- *colorful*
- *compelling*

— and headed straight  
for the great American  
market-basket . . . .

**EIGHT**  
Conveniently Located  
**BRANCH OFFICES**

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**\*FAIR WARNING**

Prices are going up despite our stubborn efforts to hold them down. Order now for protection against inevitable further increases.

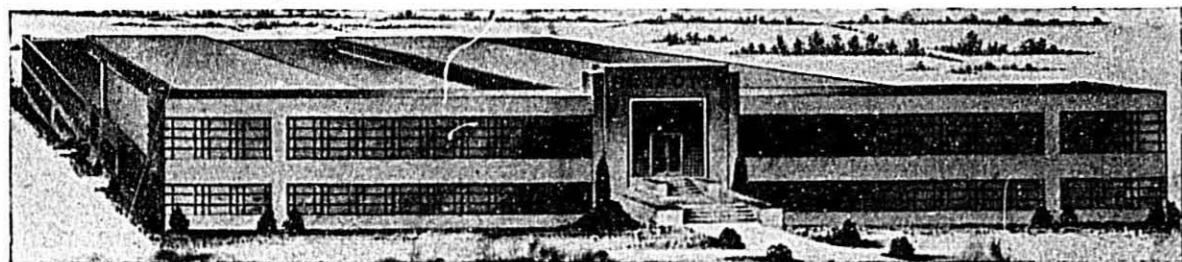
The skill of your package maker is quickly reflected at point of sale. Your product has to move off store shelves—so many units per hour—day in, day out. The frequency of this movement determines whether you are in business for love or profit.

If you are in business for profit, we suggest you make a bee-line for Rossotti.

Just give Rossotti the name of your brand and automatically you set in motion, in your behalf, one of the top-notch label and carton organizations in the country. With a knowledge born of two generations of superior craftsmanship, this company will create your package, just as you have always imagined it—compelling in design—crisp and clean to the touch—colorful—appetizing—convenient to display—easy to use—economical to buy.

Since 1898 Rossotti has been working toward one objective: to move your product off store shelves *fast*.

**ROSSOTTI LITHOGRAPHING CO. INC., North Bergen, N. J.**



## Call to Important Conference

All Friends of the Macaroni-Noodle Industry Invited to Attend a Special Meeting at Philadelphia, Pa.,  
September 22, 1941, to Consider Proposed Definitions of Standards of Identity  
by the Federal Food and Drug Administration

Harrisburg, Pa., September 8, 1941

**To All Macaroni and Noodle Manufacturers:**

You have received from Director of Research, B. R. Jacobs of the National Macaroni Manufacturers Association, a copy of the

**NOTICE OF PUBLIC HEARING**

to be held on Standards of Identity for Macaroni and Noodle Products, in Washington, D. C., at 10 A. M., Monday, September 29 1941—Room 1039, South Building on Independence Avenue between 12th and 14th Streets, S. W.

**A SPECIAL GENERAL MEETING**

of all Macaroni and Noodle Manufacturers is hereby called for 10 A. M., Monday, September 22, 1941, at the Benjamin Franklin Hotel, Philadelphia Pa.

The purpose of this meeting is to crystalize the opinions of all manufacturers so that we are united in what we agree should be our testimony as an Industry at the public hearing in Washington, D. C.

Please be present at our General Meeting.

Very truly yours,

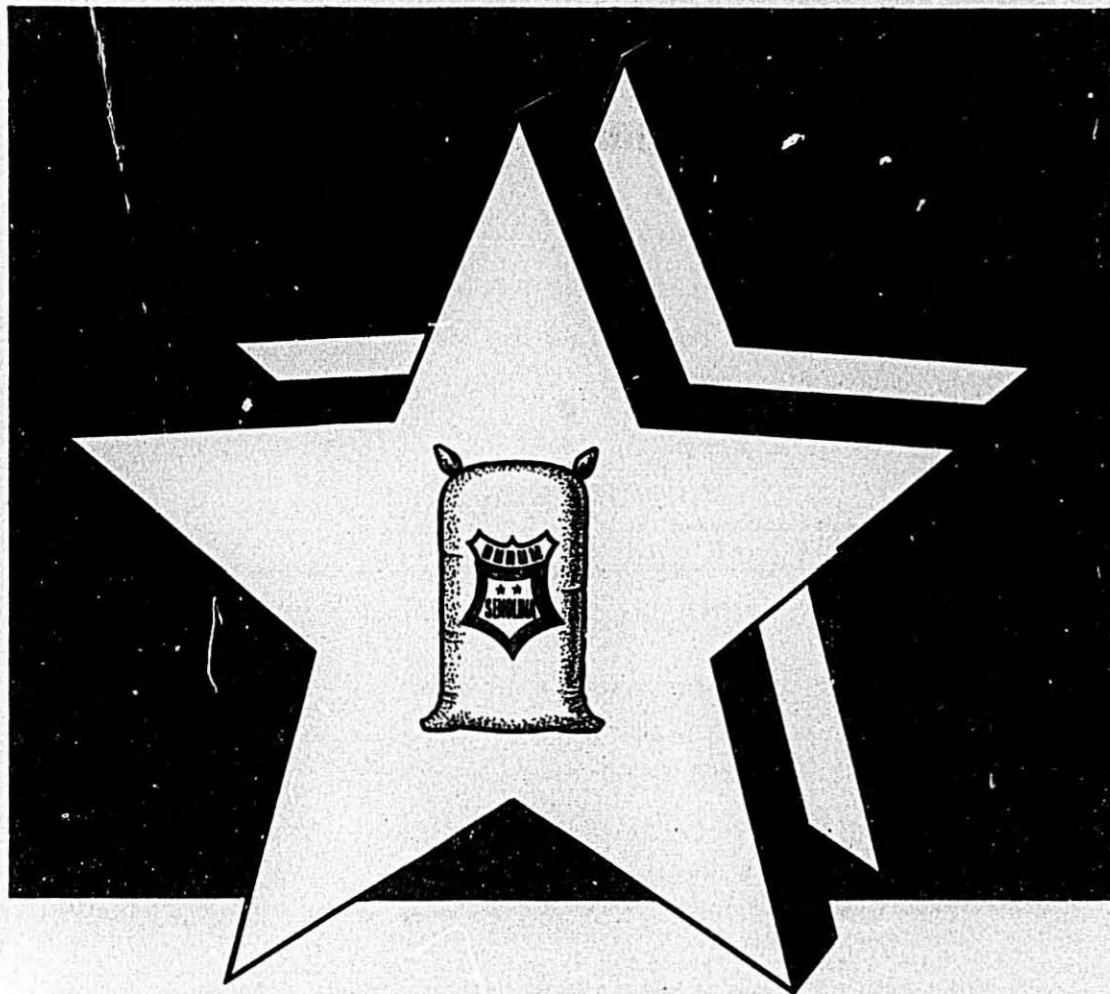
(Signed) C. W. WOLFE, *President*

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

P.S.—Notice this significant statement contained in the official announcement of the hearing as released by the Food and Drug Administration, September 3, 1941, and be prepared to offer helpful suggestions at our meeting in Philadelphia on September 22, 1941:

*Evidence also will be received upon the addition of vitamins and minerals to these foods (macaroni and noodle products), and upon the names of the products containing such added ingredients.*

A second subject for general discussion: "Elimination of Shapes and Sizes of Macaroni Products."



The Two Star Semolina brand has won the confidence and good will of the macaroni industry because it symbolizes those things that mean most—unvarying high quality dependable performance, and prompt, personal service.

# The MACARONI JOURNAL

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## What About Future Prices?

In the face of rising food prices due to the gigantic national defense program and the natural impetus it gives to business of all kinds, what should be done about the wholesale and retail prices of macaroni, spaghetti and egg noodles?

In the planned Government supervision of prices of all goods, those essential to defense and all others directly or indirectly affected, should the Macaroni-Noodle Industry anticipate any increased cost of production and distribution?

Is there anything that a macaroni or noodle manufacturer can do individually or that the industry should do collectively to minimize the effects of the pyramiding of taxes, national, state and local; to relieve the acute labor situation growing out of the enrollment of the youth of the nation into the armed forces or to contend with the ever-increasing cost of labor?

These and many other questions are sorely puzzling many manufacturers. Even some of the most rabid price-cutters in the macaroni-noodle business are showing some degree of worry, but still refuse to veer from their very harmful profit-slashing practices.

That something will be done by the Government seems quite evident. Either Congress will pass enabling legislation or the President will appoint special committees with such authority as provided by laws now in force, all with the objective of preventing undue price-hiking and to conserve supplies and materials or to insure a minimum return to farmers and other producers.

There is no question about the increase in the retail price of macaroni products following a forced stiffening of quotations by manufacturers, but the increase will be only moderate. It would be most injurious to the general interests of the trade if any great number of manufacturers would attempt to absorb increased production costs by the use of inferior raw materials or to resort to any other food-cheapening policy. Poor quality macaroni products will never build consumer acceptance to the degree that everyone hopes.

The Macaroni Industry is already feeling the effects of labor shortage, of higher wages, and of burdensome taxes, caused by the formation of the large peace-time army and navy and the need for supplying the armed forces with food, clothing, equipment, munitions, guns, ships and other essential defense items.

It must also be expected that heavy purchases under the Government Lend-Lease program will affect prices of raw materials and that priorities may long delay shipments of machinery to firms that find it necessary to maintain their plants in efficient production.

To prevent undue spiraling of prices and food profiteering, the Government has indicated the part it will play by the establishment of the Office of Price Administration and Civilian Supply. The new agency is headed by Director Leon Henderson. It combines several agencies that have been somewhat related to the objectives of the new price organization—the prevention of profiteering and unwarranted increases in consumer goods.

Director Henderson will have his associates study closely all cases where it appears that increased prices are brought about by hoarding or manipulation or speculation. In this connection, the new agency has been asked by some manufacturers to investigate the high cost of eggs for egg noodle manufacture. While the suppliers of frozen egg yolks and of powdered or flaked eggs maintain that eggs are not available, the Surplus Commodities Commission has publicly declared eggs to be a surplus commodity for the month of August.

The macaroni-noodle manufacturers are being warned, as are all other suppliers of raw materials and processed foods, that professional speculators will not be tolerated; neither will the price-cutter whose unfair tactics may be equally ruinous to the country's plan of stabilization of business, trade and employment.

If the macaroni-noodle manufacturers will watch their steps, will continue to produce a good quality product and to price it reasonably, there will be no need for government regulation and control. The American consumers will recognize this intent to be fair and reasonable, with the result that macaroni products are apt to gain more ready consumer preference.

The point being made is that if all the important firms that constitute the \$60,000,000 Macaroni-Noodle Industry of America will play fair in the matter of both price and quality, there will be no need for undue interference by any of the many Federal agencies. The Industry still maintains the right of self-control so long as it acts in the interest of the consumer and in cooperation with the program of defense.



## Report of the Director of Research for the Month of August

By Benjamin R. Jacobs

On August 29 the Food and Drugs Administration announced a hearing of Standards of Identity for macaroni and noodle products, which is to be held in Washington on September 29 at 10:00 a.m.

At this hearing the Food and Drugs Administration will propose Standards of Identity for our products. These proposed Standards of Identity are as follows:

### "Notice of Hearing"

Notice is hereby given that the Administrator of the Federal Security Agency, upon his own initiative and in accordance with the provisions of the Federal Food, Drugs, and Cosmetic Act, secs. 401 and 701, 21 U.S.C. secs. 341 and 371 (Supp. V. 1939) will hold a public hearing commencing at 10 o'clock on the morning of September 29, 1941, in Room 1039, South Building, Independence Avenue, between 12th and 14th Streets, S.W., Washington, D. C., for the purpose of receiving evidence upon the basis of which regulations may be promulgated fixing and establishing a definition and standard of identity for each of the foods named in the caption hereof.

The proposed definition and standards of identity, which are subject to adoption, rejection, amendment, or modification, in whole or in part, as the evidence of record at the hearing may require, are as follows:

No. 16,000 MACARONI—identity. (a) Macaroni is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these with water and with or without salt as seasoning, by forming the dough into units and drying the units. Such food contains not less than . . . per cent (to be fixed within the range of 87 per cent to 89 per cent) of total solids as determined by the method prescribed in "Official Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, page 235, under "Vacuum Oven Method—Official."

(b) Macaroni is in units which are tube shaped and are not more than 0.25 inch in outside diameter.

No. 16,001 SPAGHETTI—identity. Spaghetti is the food which conforms to the requirements for macaroni prescribed by section 16,000 (a), and is in units which are cord-shaped (not tubular) and are more than 0.06 inch but not more than 0.11 inch, in diameter.

No. 16,002 VERMICELLI—identity. Vermicelli is the food which conforms to the requirements for macaroni prescribed by No. 16,000 (a), is in units which are cord-shaped (not tubular) and are not more than 0.06 inch in diameter.

No. 16,003 MACARONI product—identity. Macaroni product is the food which conforms to the requirements for macaroni prescribed by 16,000 (a), and is in units which are of such shape and size that they do not conform to the shape and size of units prescribed for macaroni by No. 16,000 (b), or for spaghetti as prescribed by No. 16,001, or for vermicelli as prescribed by No. 16,002.

No. 16,010 NOODLES, egg noodles—identity. Noodles, egg noodles, is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these with liquid eggs, frozen eggs, dried eggs, egg yolks, frozen yolks, or dried yolks or any combination of two or more of these, with or without water, by forming the dough into ribbon-shaped units and drying the units. The dough may be seasoned with salt. Noodles contain not less than . . . per cent (to be fixed within the range of 87 per cent to 89 per cent) "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, page 235, under "Vacuum Oven Method—Official." The total solids of noodles contain not less than . . . per cent (to be fixed within the range of 5.5 per cent to 6.5 per cent) of egg solids.

No. 16,011 NOODLE product, egg noodle product, egg macaroni product—identity. Noodle product, egg noodle product, egg macaroni product, is the food which conforms to the definition and standard of identity prescribed for noodles by No. 16,010, except that it is in units which are not ribbon-shaped.

All interested persons are invited to attend the hearing, either in person or by representative, and to offer evidence relevant and material to the subject matter of the proposals, including evidence upon the addition of vitamins and minerals to the foods named in the caption hereof, and upon the names of the products, containing such added ingredients.

Alanson W. Willcox hereby is designated as presiding officer to conduct the hearing, in the place of the Administrator, with full authority to ad-

minister things appropriate to the conduct of the hearing.

The hearing will be conducted in accordance with the rules of practice provided for such hearings, as published in 21 Code of Federal Regulations, No. 2,701-2,715 (Supp. 1939).

In lieu of personal appearance, interested persons may offer affidavits by delivering the same to the presiding officer at Room 2242, South Building, Independence Avenue, between 12th and 14th Streets S.W., Washington, D. C., not later than the day of the opening of the hearing. Such affidavits must be submitted in quintuplicate, and, if relevant and material may be received and made a part of the record at the hearing, but the Administrator will consider the lack of opportunity for cross-examination in determining the weight to be given to statements made in affidavits. Every interested person will be permitted to examine the affidavits offered and to file counter-affidavits with the presiding officer.

Washington, D. C., August 27, 1941

PAUL V. McNUTT,

Federal Security Administrator

From the above proposals it will be noted that the only ingredients which may be used for macaroni products are semolina, durum flour, farina and flour in any combination and that salt may be used as a seasoning agent.

In these proposals it will also be noted that each type of product is placed within certain range of size and that in the case of spaghetti the product shall be cord-shaped and not tubular. There is, of course, a lot of spaghetti on the market which is tubular, and therefore, evidence must be submitted on this point, which in my estimation is a very important one to a number of manufacturers.

In the case of noodles, egg noodles and egg macaroni products the same farinaceous ingredients are permitted as for plain macaroni products with the addition of eggs in the form of liquid eggs or yolks; frozen eggs or yolks; dried eggs or yolks or any combination of two or more of these may be used. These products may also be seasoned with salt.

It will also be noted that the total solids in all of these products is fixed within the range of 87 per cent to 89 per cent. This means that the moisture permitted will be between 11 per cent and 13 per cent.

(Continued on Page 8)

**"CELLOPHANE" IS 'TOPS' IN MODERN MERCHANDISING"**

—says Megs Macaroni Co.

"'Cellophane' sells retailers as well as the public," says Mr. C.W. Wolfe of Megs Macaroni Co. "It not only gets preferred display for our Cavaliere Brand, but also gets our products into the hands of more consumers."

"Everybody seems to want the visibility of 'Cellophane' cellulose film along with its obvious protection from dust and handling. We consider it the very 'tops' in modern merchandising and the ideal protection for our food products."

Here's more proof that the public wants its food protected! In a recent survey, 94% of the women interviewed said, "We prefer food products protected by 'Cellophane'!" E. I. du Pont de Nemours & Co. (Inc.), "Cellophane" Division, Wilmington, Delaware.

**Cellophane**  
TRADE MARK  
**AMERICA'S GUIDE TO ADDED VALUE**

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



(Continued from Page 6)

The Industry should be prepared to offer evidence relative to the above subjects as well as evidence on the addition of vitamins and minerals and other optional ingredients to our products. We are prepared on some of these subjects.

The President of the Association, Mr. C. W. Wolfe, has called a meeting of the Industry for September 22 at 10:00 o'clock a.m. to be held at the Benjamin Franklin Hotel, Philadelphia, Pa., for the purpose of discussing these subjects thoroughly before the hearing is held in Washington.

Every manufacturer of macaroni and noodle products is invited to attend this meeting and to be prepared to state his views concerning these standards. This is very important as under the new Food, Drugs and Cosmetic Act these Standards of Identity become part of the law and can and will be enforced by the Food and Drugs Administration. Not only that but a number of states are also adopting the same Standards of Identity that are being adopted for the enforcement of the Federal Food, Drugs and Cosmetic Act and, therefore, manufacturers of our products even though they may not make interstate shipments will be subject to the provisions of these Standards of Identity.

### Adds New Storage Unit

King Midas Flour Mills, Minneapolis, Minn., announce the practical completion of the new 150,000-bushel storage unit at the Superior, Wis., King Midas Semolina Mill. It is of re-inforced concrete, and it is now in readiness for the heavy movement of the new-crop durum which is expected during September.

This last addition will give the King Midas Superior Mill a total grain storage capacity of 1,400,000 bushels, and will bring the company's total grain storage capacity to 2,750,000 bushels.

### Death of Sales Manager

Daniel E. Maxfield, Sales Engineer of Stakes & Smith Co., Philadelphia, Pa., manufacturers of packaging and filling machinery, passed away on September 1, 1941, after an illness of several months.

Mr. Maxfield was connected with the firm since 1919 and was well known to most of the macaroni-noodle manufacturing firms that maintain a modern packaging department.

## Practical Suggestions for Reducing Fire Losses

### Part Two—Fire Prevention

#### (A) Cleanliness

**General Order:** Maintain good order and cleanliness. This is the first step towards effective fire prevention.

**Shipping and Receiving Rooms:** Give particular attention to the shipping and receiving rooms; prevent the accumulation of excess packing materials and empty boxes.

**Care of Packing Materials:** Whenever excelsior, papers, straw or other combustible materials are used for packing, keep only a day's supply on hand at a time in a box or bin, lined with tin and provided with a counter-weighted door having a fusible link to insure automatic closing in case of fire.

**Care of Waste, Rags, etc.:** Use standard waste cans as receptacles for such materials as oily or soiled waste, rags or excelsior, employed in rubbing down oil finishes. Burn under the boilers all such materials as are past usefulness every day before closing.

Paint, varnish, and oil fillers usually contain linseed oil which will oxidize, heat, and set fire to rags, excelsior, or other similar combustibles used for rubbing down or wiping up these materials. Do not let such combustibles lie neglected for even an hour. Remove from the buildings daily to a safe place all combustible waste materials made in manufacturing unless it can be burned at once.

**Refuse Piles Near Buildings:** Do not permit the accumulation of any waste combustible materials near buildings, especially those of wooden construction. Shingles or other refuse from the building, waste papers, old lumber, and empty boxes are sometimes neglectfully allowed to accumulate in such places.

**The Danger of Grass and Weeds:** Keep dried grass, weeds, and brush cleared away from buildings, since a spark, match, or cigarette may ignite these and burn the building.

**Lockers and Dressing Rooms:** Provide metal lockers for the clothing of employes. These minimize the danger of a hot pipe in the street coat or a bunch of waste in the overalls pocket.

Locate dressing rooms in accessible places where fire can easily be controlled.

#### (B) Common Hazards

##### (Heat and Power)

**Removing Refuse:** Keep the boiler room free from accumulations of combustible refuse.

**Drying:** Never place any combustible material on boilers, ovens, or flues to dry.

**Flammable Materials:** Do not permit processes requiring use of flammable materials to be carried on where there are heating devices with open flame.

**Steam Pipes and Woodwork:** Where steam pipes pass through or close to woodwork, install them so as to maintain a clear space between the two and prevent lint and light combustibles from accumulating there.

**Discarding Stoves:** Do not use stoves. In practically any factory today the steam or hot air system can be extended to all parts.

**Testing with the Hand:** If the back of the hand cannot be held without discomfort in firm contact with woodwork exposed to heat of flues, boiler settings, or other heating devices, conditions are unsafe. Do not attempt to remedy by covering with metal, which simply transmits the heat and prevents the condition from being seen.

**Fuel Precautions:** Soft coal, in piles, often heats spontaneously to the ignition point. Never imbed wooden posts in it but support any building on brick piers or fireproofed iron columns.

Provide good ventilation in any coal storage building to prevent accumulation of gas.

Oil or shavings used as fuel should be stored as advised by the rules of the Underwriters.

**Lubrication:** For proper lubrication provide good oil and make the bearings readily accessible at all times; this will tend to prevent their neglect and to avoid accidents.

##### (Lighting)

**Lights Where Flammables Are Present:** Open lights or flame of any character should never be permitted for use in the presence of light combustible or volatile flammable materials, or where flammable dust is liable

(Continued on Page 10)

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

The  
Golden  
Touch

# King Midas Semolina

## Leads in Quality

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

**KING MIDAS FLOUR MILLS**  
MINNEAPOLIS, MINNESOTA





(Continued from Page 8)

to be present; incandescent electric lights in such localities should be of the keyless socket pattern and enclosed in wire guards, with operating switch located in an apartment separated from the flammables.

Whenever flammable vapors are present, special vapor-proof electric lamps are necessary; a careful arrangement of the location of all switches is also required.

**Electric Installation:** The use of the incandescent electric current for lighting is the safest means of illumination, when the equipment is installed in strict conformity with the "National Electric Code" and its integrity insured by proper supervision of the equipment. (This code is familiar to most electricians, but copies may be secured, when necessary, through application to the Insurance Department of the National Chamber.)

**Guarding Gas Lights:** Gas brackets must be rigid and guards provided for gas jets wherever it is possible for anything to swing or blow toward them. In such places, if the use of gas is unavoidable, it may even be necessary to enclose the jet completely.

**Gas Leaks:** If the odor of gas or other flammable vapors is detected, ventilate the place thoroughly before attempting to find the leak. Always use an electric hand flashlight for such investigations, instead of a lighted match or other flame. Shut off the gas, if possible, before beginning the search.

**Other Lighting Systems:** For the less commonly used and more dangerous lighting systems; that is, acetylene, gasoline gas, or kerosene oil pressure systems, the Underwriters have formulated rules for installation by which this work should be guided. (Copies of these rules may be secured through application to the National Board of Fire Underwriters, New York City.)

**Safety Matches:** If matches must be used, only those lighting on the prepared surface of the containing box or receptacle should be permitted.

**(c) Special Hazards**

**Isolating Dangerous Processes:** All specially hazardous and dangerous processes or devices which may serve to cause or promote fire, should, where possible, be carefully segregated and properly separated from communication with the plant in general, and also receive special consideration in relation to fire extinguishing appliances.

**(Oil)**

**The Main Supply of Oil:** If possible, keep oils outside of the main buildings in a separate oil house. Never keep the main supply of light flammable oils, such as gasoline, kerosene, benzol, acetone, or mixtures containing them, inside of the main build-

## Power Equipment and Electric Energy Consumption in U. S. Macaroni-Noodle Plants

The Sixteenth Decennial Census of the United States recorded several important statistical advances in the use of power in the manufacturing establishments of the nation, according to preliminary figures released April 6, 1941, by Acting Director Vergil D. Reed, Bureau of the Census, Department of Commerce.

Industries of the United States engaged in manufacturing reported a prime-mover installation at the close of 1939, aggregating 21,266,557 horsepower, a gain of 1,111,160 horsepower,

or 5.5 per cent, during the decade; and also reported 29,887,966 horsepower for electric motors driven by purchased energy, a gain of 31.2 per cent over 22,775,664 horsepower reported for such motors ten years before.

Many interesting facts are recorded in the voluminous report on power equipment and energy used in all establishments, but we present herewith those portions of the report that directly concern the macaroni-noodle manufacturing industry. Here are a few enlightening details:

### Power and Energy Consumption in U. S. Macaroni Industry

Number of establishments in Macaroni-Noodle Industry.....	328
Number reporting power equipment in 1939 Census.....	327
<b>Prime Motors</b>	
Aggregate horsepower of all prime movers used.....	2,011
<b>Steam Engines</b>	
—Number.....	7
(Driving Generators 4, non-Driving Generators 3)	
—Horsepower.....	724
(Driving Generators 664, non-Driving Generators 60)	
Steam Turbines.....	0
<b>Diesel and semi-Diesel Engines</b>	
—Number.....	6
(Driving Generators 4, non-Driving Generators 2)	
—Horsepower.....	500
(Driving Generators 350, non-Driving Generators 150)	
<b>Other Integral Combustion Engines</b>	
—Number.....	6
(Driving Generators 4, non-Driving Generators 2)	
—Horsepower.....	277
(Driving Generators 250, non-Driving Generators 27)	
<b>Hydro-Turbine and Water Wheels</b>	
—Number.....	4
(Driving Generators 4, non-Driving Generators 0)	
—Horsepower.....	510
(Driving Generators 510, non-Driving Generators 0)	
Horsepower of Prime Movers Ordinarily Idle.....	52
<b>Generators</b>	
Total Kilowatt Rating of all Generators.....	1,171
<b>Driven by</b>	
Steam Engines.....	460
Steam Turbines.....	0
Diesel and semi-Diesel Engines.....	150
Other Integral Combustion Engines.....	226
Hydro-Turbines and Water Wheels.....	295
Kilowatt Rating of Generators Ordinarily Idle.....	22
<b>Electric Motors</b>	
Aggregate Horsepower.....	27,604
<b>Driven by Purchased Energy</b>	
—Number.....	8,157
—Horsepower.....	26,093
<b>Driven by Plant Energy</b>	
—Number.....	398
—Horsepower.....	1,511
<b>Electric Energy (Kilowatt Hours)</b>	
Generated in Plant.....	752,744
Sold.....	0
Purchased.....	40,073,740

ings except in nominal quantities as necessary to the processes.

**Lighting the Oil House:** Illuminate the oil house safely and so brightly that there will never be a temptation for an employe to light a match in order to see while drawing oil.

**Isolating Flammable Solvents:** Cut off, by means of a standard fire wall, the place where any process is carried

on using flammable solvents. These are always dangerous.

**Drip Pans:** Catch oil drip in metal pans; never use sawdust or other combustible materials to absorb it. Excellent oil cabinets are made to drip back into the main tank.

**Pails of Sand:** Keep pails of sand for use in case of fire where inflammable liquids are used.

## The Salads You Serve\*

By Oscar Vogl

To the Italians belongs the credit of naming the salad. The word is taken from "Salare" meaning to salt. Salad making is as old as is the history of culture. The earliest records show that it was served before Christ. It was Daniel the Prophet who reported that the great Nebuchadnezzar, King of Babylon (561-604 B. C.), "ate grass like an ox."

The early Greeks, called the most cultured people of their time, served salads as one of their most popular dishes. The jealous Romans who constantly tried to imitate and excel the Greeks, called these cold dishes "Salagma" which later became the Italian "Salata" and the French "Salade."

### French Chefs Become Leaders

Due to their creative ability as culinary artists the French chefs soon became known as the most famed salad makers of the world. By combining originality with artistic decorations they helped to glorify this splendid dish.

During the French Revolution the Chevalier Gasidet was forced to seek refuge in England, where he accumulated a handsome fortune through his ability to mix delicious salads. His services were sought after by the nobility. In true showmanship fashion he added considerable dignity to his profession by always appearing in full gala costume, sword by his side, when putting the finishing touches on his famous salads.

### Simple to Make Yet Easily Spoiled

Alexander Dumas, by no means a poor judge of food, was very fond of his salad and could mix it as thrillingly as some of his romances.

While seemingly a simple dish, a salad can be easily spoiled and tests a chef's ability in no small way. With a little practice much can be accomplished, while no dish will have such ample reward for all efforts invested in it.

It is indeed proof of the old Latin saying: *Nihil tam parvum est quod non gloriam parere possit*—"No service is too small to be properly rewarded."

### What a Good Salad Should Be Like

A good salad should tickle the tongue without burning it, refresh the throat without irritating it and incite the stomach without overloading it. Such a salad is ideal and makes a good partner to any meat dish. It is a splendid addition to the menu, adding

\*Reprinted from National Food Distributors' Journal, March, 1941.

charm to the meal and giving pleasure to the diner.

### Success Depends on the Dressing

Most important in the making of a salad is the dressing. There are many varieties of dressing, some are ready for use and can be purchased in any grocery store. Most particular insist on mixing their own.

There are two important ingredients necessary for the preparation of a good salad dressing—olive oil and vinegar. There are some people who still have a dislike for olive oil and try substitutes in its stead, but whenever a taste for this delicious and wholesome food has been cultivated it becomes a necessity and never will be left from the salad. It not only prevents fermentation of raw vegetables or fruits but also acts as an antidote to flatulency.

Olive oil indeed may be called the soul of the salad. While there are many makes and brands and each one claims to be the best, it should be kept in mind that a strictly pure virgin olive oil is to be preferred.

This is an oil of the first pressing and may be extracted from the French, Italian, Spanish or California Olives, this being a matter of individual preference. Great care should be taken to keep the oil from becoming rancid.

The vinegar to be used should be pure, wholesome, made from sound materials and be strong enough and yet not so harsh that it will predominate.

Americans usually prefer the old-fashioned cider vinegar. Our English cousins are partial to the malt vinegar, while the French usually mix their dressings with wine vinegar or a distilled vinegar flavored with the aroma of some plant like the Estragon or Tarragon.

Dressings may be mixed several hours in advance but should only be added just before serving.

### A Little Garlic Added is Relished by Some

The secret of the salad bowl could reveal many manipulations that tantalize the palate and baffle the uninitiated. Garlic flavor is one of those much guarded and oft discussed items. Those who condemn it most vehemently often partake of it and praise it unconsciously. To use it cautiously with the artistic sense of knowing just how, when, where and how much, is indeed the secret of science of a good salad mixer. This likewise applies to

the addition of sauces, cheese, seeds, nuts and many many other items that may make the dish or spoil it.

### At Last a Word of Advice

The leaves of the plants to be used for a salad should be used dried to such an extent that they readily absorb dressings poured over them. This will materially add to the enjoyment of this splendid dish. According to an old Spanish proverb, there are four persons needed to make a good salad: "A spendthrift to throw in the oil, a miser to drop in the vinegar, a lawyer to administer the seasoning and a madman to stir the whole together."

Whatever we may say about the American cuisine, when it comes to serving salads we have developed the art in this country to the Nth degree, in fact, we may lay claim to being the champion salad makers of our age. Whereas on the European continent the salad remains still a side dish, America has raised it to the position of a course, while many reducing-diets-chasing matrons have even elevated it to a complete meal.

When Gary Henry was Steward of the famous Waldorf Astoria he confided to me that much of his success was due to his ability to properly name his salads. Whenever a celebrity was registered at his hotel, Gary would feature on the menu a salad named after that person. Invariably he was sought after and not only thanked profusely for the courtesy, but complimented on the dish and invariably asked for the recipe. Thus, he served salads to influence people and make friends. You can do likewise my dear reader.

### Five Rules for Good Salad Making

1. The vegetables should be young, freshly cut, and in good condition.
2. They should not be allowed to remain in water very long. They should be rinsed and dried at once.
3. Do not prepare your salad too long in advance of serving.
4. Arrange your salad dishes attractively to present a tempting appearance when served.
5. Under no circumstance add your salad dressing until just before serving.

The good folks in Charleston, South Carolina, surely like their rice. Reported consumption is over 100 pounds per person annually—against a national average of about 5 pounds.

### Quenching

Of course, you have all heard of the Irish woman who was convinced that her son doesn't drink. "Sure, and isn't he always very thirsty in the mornings."



## Selection and Development of Salesmen

Excerpts from an article by Frederic A. Williams,  
President of Canon Mills, in Executive Service  
Bulletin of Metropolitan Life Insurance Company

I belong to a small group composed of executives of large companies which meets twice annually for the discussion of sales matters. The exchange of ideas on sales methods, advertising plans, and, particularly, the training of salesmen are subjects which have always interested me more than any other aspect of business. To seek out a young man who aspires to a selling career, give him the necessary training, provide him with the opportunity, and have him make good—that is indeed a thing of beauty and a joy forever.

Too seldom is it realized that merely having a good product is not enough to bring success. The "mouse trap" must be right, of course, but in these modern times its quality alone will not cause the "world to make a beaten path to the maker's door." The important thing in selling today is the human factor. It is people who buy things, and of course we require people to sell them. What kind of people?

It seems to me that a thing too often overlooked is the importance of young men in business organizations, and particularly in the sales department. We no longer hire any salesmen, as such. Instead we are constantly on the lookout for ambitious young men, preferably without experience. When employing a man, rarely do we have in mind only his fitness for a particular job. Rather, we try to estimate his potentialities for development and endeavor to visualize what will be his capacity five, ten, or even twenty years hence.

There was a time when we thought it was necessary to employ salesmen with wide acquaintanceships; those who knew the buyers, had a following, contacts, and so on, but we now feel convinced that the value of those things can be greatly magnified—for our business, at least. We argue that, given the right material, a lack of experience is of little consequence, and for our purpose is more likely an advantage. If we can find a man who has brains, ambition, and personality, he can be trained in our methods more readily than one who has a lot to unlearn. I think it was Josh Billings who said that "It's not so much what they don't know, but what they know that ain't so!"

### No Set Rules For Selections

I think it safe to say that four out of five of our recruits will make good

or will come reasonably near to measuring up to our expectations. We hold to no particular theories in the selection of men, and above all we eschew the various scientific methods one occasionally hears about. We have no interest in his horoscope, the color of his eyes or hair, nor is it regarded as important whether his nose is long or short. Neither is it of interest whether his ears are close to his head or set wide to catch the breeze.

Any man of presentable appearance seeking a position above the rank of clerk can obtain an interview with one of our executives, who, if favorably impressed, will have him meet three or four others.

Our first concern is to determine whether the young man is merely seeking any sort of job or whether he really wants to work for Canon, and why. We are not the only employers who have learned that many young fellows merely yearn for success, hope to achieve it by some short cut, and consequently are incapable of the self-denial, hard work, and determination needed to succeed, despite the inevitable temporary setbacks.

We lay stress on health and a pleasing personality, and look with favor on a sense of humor, knowing there will be many occasions when a salesman will need it. If, while being interviewed, the young man allows his gaze to be diverted by one or more of the comely young women who go in and out of the office, it will not be held against him—perhaps will score a point. We have long since abandoned hope of discovering geniuses.

It is self-evident that the mere giving of a job to a man is not enough. There is no point in employing a chap, however bright he may be, and allowing him to drift. Without a definite objective he will likely fall into bad habits, or at least lose the high hopes with which he went to work. If after some months or longer he desponds and departs, the company has lost its investment in him and, more important, has wasted the precious time which could have been spent in training someone to be retained permanently.

### Pay Salary At Start

Roughly, therefore, the procedure is to determine as far as possible what work the man is best qualified to do, based on his temperament, personality,

etc., and then place him directly under an experienced man in that department. A monthly salary is paid at the start and, where feasible, he is placed on a commission basis when assigned to a definite territory. Generally speaking, we are unwilling to turn them loose upon an unsuspecting public inside of two years.

Our endeavor is to send our men out so well equipped that they will have faith in themselves rather than in Santa Claus. They are urged to give thought to their personal appearance and are reminded, should occasion require, that a soiled shirt or the need of a haircut may not deprive them of the order, but certainly it won't help them any. They are told that neither men nor enterprises become great through chicanery or by knocking competitors, that they should sell by understatement rather than by exaggeration, and should constantly strive to raise the standards of themselves and the company which employs them.

Naturally we insist that they know their merchandise. We try to give them tasks or territories which are congenial, for we desire them to like their jobs, and above all we want them to be interested in the company and to feel that they have a part in its progress. It cannot be too greatly stressed that salesmen, with their countless contacts with the public, are the company's chief spokesmen. So, if we send them forth well equipped to give service, imbued with confidence in their company and its wares, and if, in addition, they are caused to feel that the company has a sincere interest in their welfare, then quite possibly their optimism will prove to be contagious and we can reasonably hope to win the approval of our distributors.

Someone spoke a parable when he said that "a company is known by the men it keeps."

### Amendment of Tomato Catsup Standard Denied

The Federal Security Administrator has just issued an order denying amendment of the standard of identity for tomato catsup. The proposed amendment, which was advocated by the Cannery League of California on behalf of its members and considered at a public hearing in September, 1940, would have permitted the use of benzoate of soda in this food.

In issuing the order, the Administrator stated this conclusion was reached from testimony presented at the hearing showing that permission to use benzoate of soda would promote production of catsup of less than the usual concentration and acidity and would not promote honesty and fair dealing in the interest of the consumer.

## Studying "Food Spoilage"

A broad research program aimed at reducing the nation's food bill by curbing spoilage losses is under way in the recently established Du Pont Food Research Laboratory here.

Molds and bacteria which attack foods levy a toll estimated as exceeding \$100,000,000 a year. Improved modern packaging and refrigeration reduced spoilage but "much remains to be accomplished," chemists here said.

"Complete success of the program to control these destructive forces would add materially to the nation's food resources. Losses sustained in storage from mold and similar causes equal the production of many thousands of acres of food-growing land."

Mold spores, commonly present in the air, settle on foods to start growth under favorable moisture and temperature conditions. The number of spores in the air varies during the year, being highest during the summer. The most fastidious housekeeping, it was said, fails to eliminate danger of mold development.

Work thus far at the Food Research Laboratory has resulted in the regular use of propionates—naturally present in small amounts in many food products—as mold "inhibitors" by the baking and dairy industries. These effectively slow up the growth of molds and lengthen the period of wholesomeness and appetizing appeal.

Extremely favorable results in thus retarding mold growth have encouraged efforts to widen the scope of the study. The Food Laboratory is equipped to study both the microbiology and chemistry of food products. One unit is an experimental bakery in which bread, cakes and pies are produced under precise scientific control. From the baking and dairy industries, studies with propionates have spread to quite different materials, such as macaroni-noodle products, beverages, tobacco, dried fruits, and farmers' ensilage.

Other divisions of the company submit many chemicals to the Laboratory for evaluation in various food uses. From these, other materials, as effective for their purpose as are the propionates, may be developed.

## Wooden Box Boom

Because of the requirements of the National Defense and the need for protective packaging of foods for the service men, the wooden box business for packaging macaroni products seems to be experiencing a boom. The Decatur Box and Basket Company has reestablished its sales offices

at the Stark Bldg., Louisville, Ky., in order to be in a better position to fill mounting orders. It is in charge of Ralph H. Barter, Sales Manager, who feels that in his new location he will be in closer touch with the trade and with the trends. The company's box-making mill is at Decatur, Alabama.

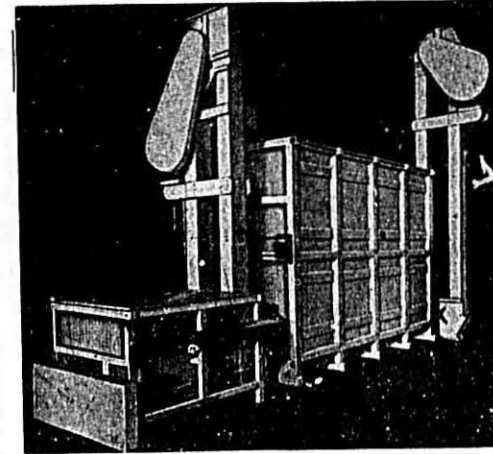
## New Sales Manager

The John F. Jelke Company, manufacturers of "Good Luck Fresh

Foods" recently announced that James M. Elliott has entered their organization as General Sales Manager. He is well known to the food trade, including the macaroni-noodle industry in the Central States, and brings to the firm a wealth of successful experience on nationally advertised packaged products.

James T. Jensen was made manager of the newly created Merchandising Department to spend more time "in the field" and George T. Wruck continues as head of the Advertising Department as Advertising Manager.

## CONTROL PRODUCTION COSTS WITH MODERN EQUIPMENT THIS CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER—



**SAVES**  
valuable time

**SAVES**  
heavy lifting

**SAVES**  
flour, improves products

**SAVES**  
expensive die replacements

**SAVES**  
on up-keep costs

CHAMPION Equipment is designed to bring new economies into the production of macaroni and noodle products and to improve quality.

For example, the Champion Semolina Blender, illustrated above, automatically blends, sifts and aerates the flour and removes all foreign substances . . . reduces the necessity of frequently replacing expensive dies, as clean flour helps prevent scorching . . . is sanitary and sturdily built for life-time service at low maintenance cost. Priced low and sold on Easy Time Payments, placing it within reach of every manufacturer. We invite correspondence and our engineers will cooperate in the solution of your production problems . . . no obligation.

## CHAMPION MACHINERY CO. JOLIET, ILL.

Also, makers of

- Dough Mixers
  - Noodle Brakes
  - Weighing Hoppers
  - Water Meters
- All Automatic and Accurate in operation.

Gentlemen: Please send me complete information regarding your CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER, sizes, prices, terms and tell me about your Easy Time Payment Plan. Am also interested in information relative to the equipment checked at the left of this coupon.

NAME .....

COMPANY .....

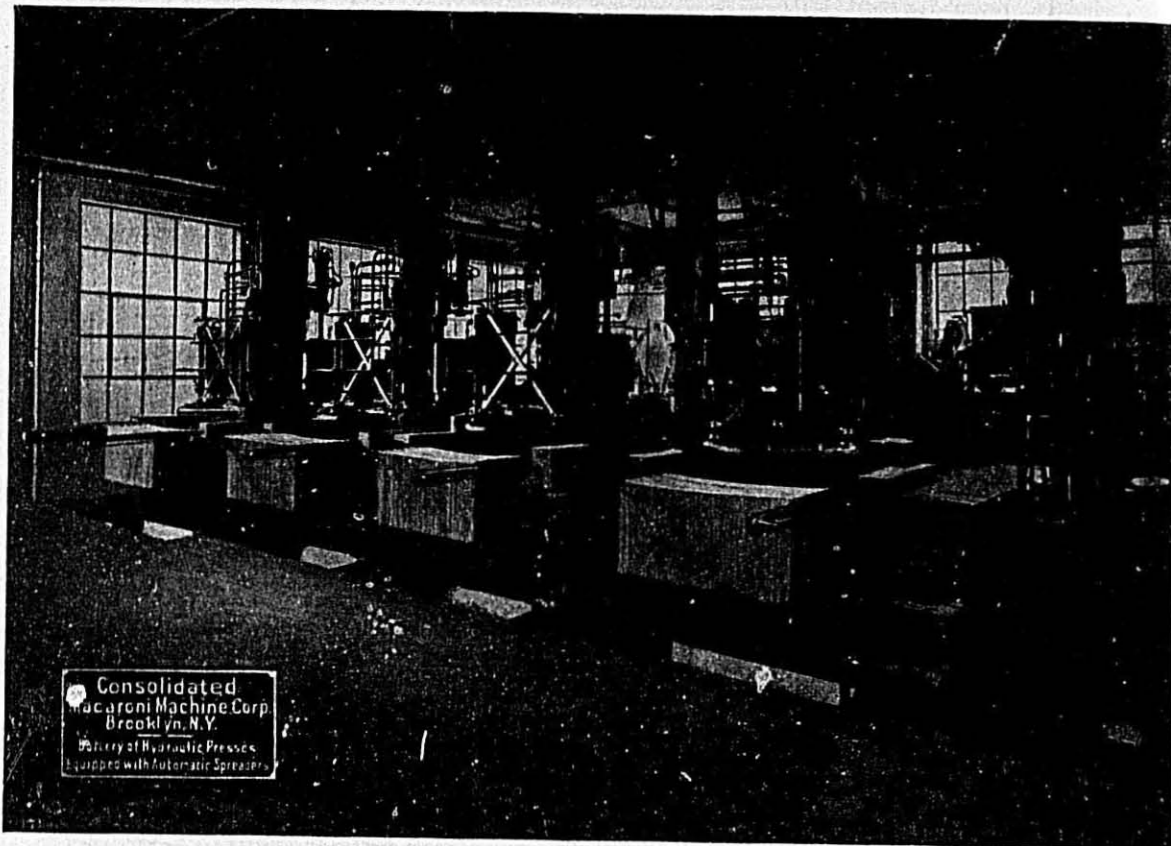
ADDRESS .....

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

CLIP & MAIL THIS COUPON FOR DETAILS



## Consolidated Macaroni Machine Corp.



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

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

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

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

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

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

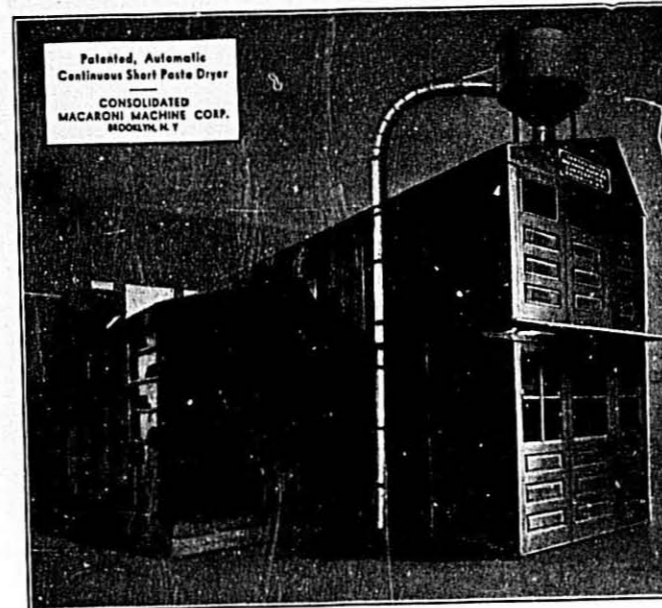
hygienic; product practically untouched by human hands.

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

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

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

## Consolidated Macaroni Machine Corp.



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

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

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

### Specialists for Thirty Years

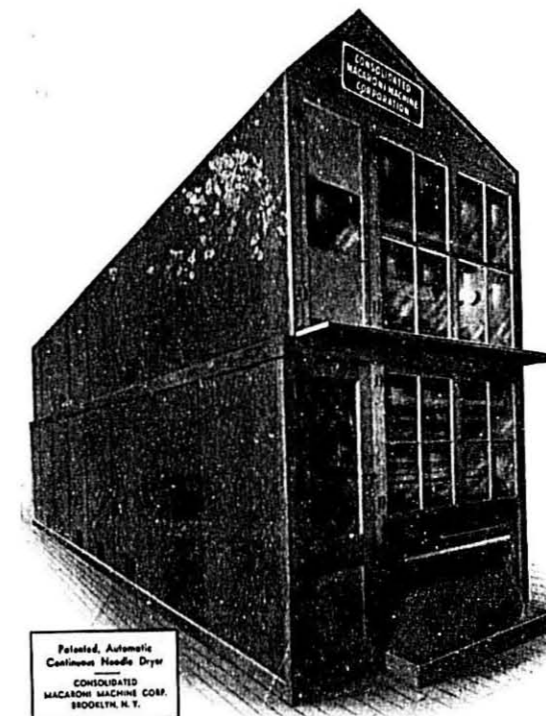
- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles  
For Short Pastes

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

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

Address all communications to 156 Sixth Street





# it's a masterpiece! created for You!

by **Betty Crocker!**



Remember the date  
**Sept. 26**

and make your plans **NOW** to tie in with Betty Crocker's Broadcast of her famous . . .  
**AMERICAN RING OF PLENTY!**

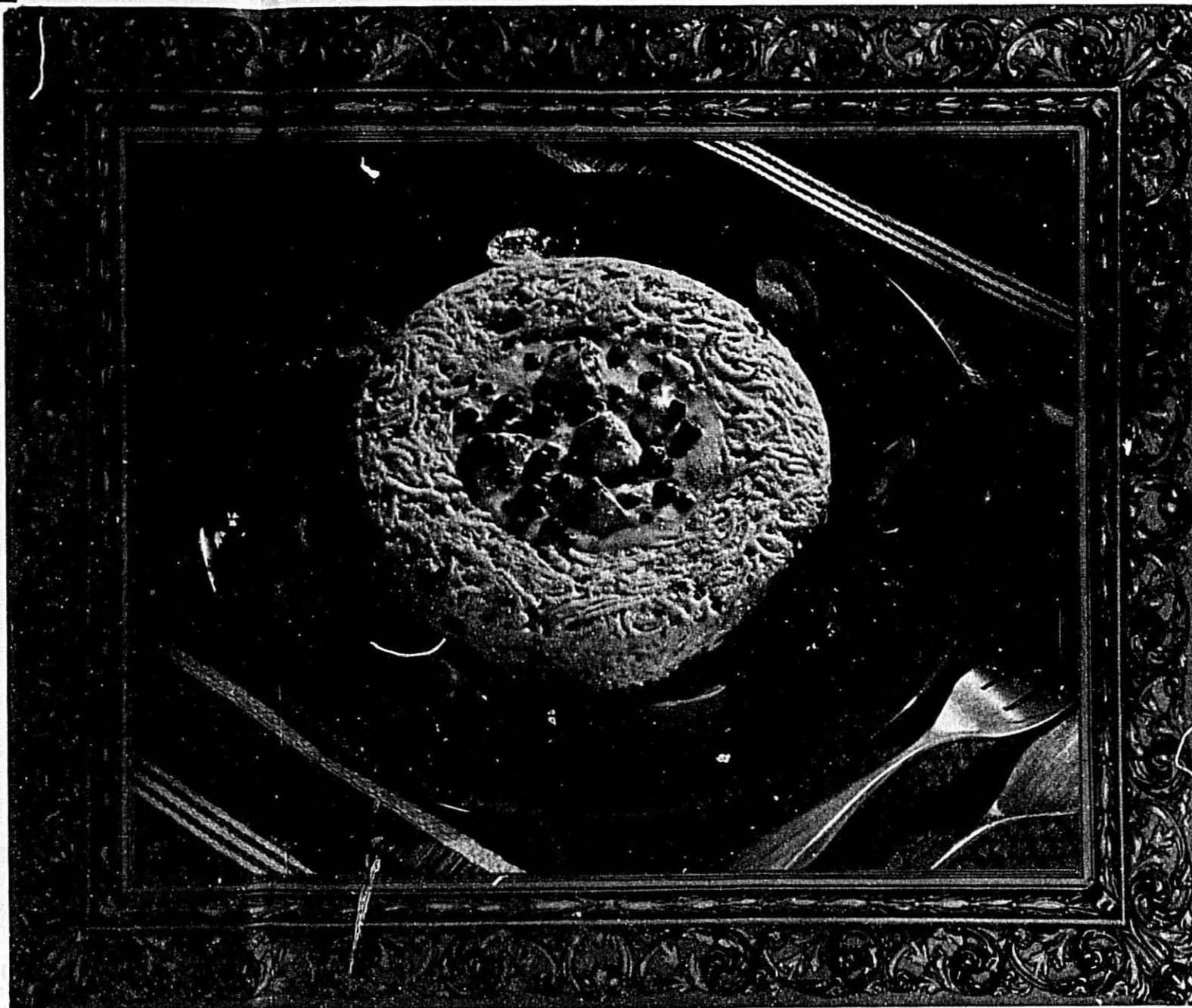


The kids are back in school. There's a tang in the air that braces appetites . . . calls for more substantial foods. It's the beginning of the heavy one-dish meal and casserole season. Your distribution figures jump. Sales increase with the coming of fall.

It is time to tie in with Betty Crocker's American RING OF PLENTY broadcast! Lay your plans *now* in time to capitalize to the fullest extent on the power of Betty Crocker September 26th. Read details opposite about the special American

RING OF PLENTY recipe slips available at no cost for distribution through trade channels in conjunction with store displays of your spaghetti brands.

Use this announcement to steam up your sales organization, your jobbers, and retailers. Urge wholesalers to coordinate your brand of spaghetti and their fastest moving tuna fish into window displays with special signs featuring Betty Crocker's recipe and broadcast the week of September 22nd! Reprint the facts presented here in bulletins and letters. Plan definitely to tie in with Betty Crocker's coast-to-coast special sale featuring American RING OF PLENTY. Your tie-in efforts will pay you well!



## **FREE!** Recipes for your trade!

American RING OF PLENTY recipe slips are available to you at no cost. See your General Mills representative and talk over plans for using these in direct tie-up with the September 26th Betty Crocker broadcast.

And remember, too, that in addition to the September 26th broadcast, over 62 radio stations from coast-to-coast, Betty Crocker will feature American RING OF PLENTY in over 400 newspapers reaching a total readership of more than 1,600,000 during the week of September 29th. Her "Kitchen Clinic" column is a regular syndicated feature in these newspapers. Can you afford to let this opportunity for profit go by the boards during "American RING OF PLENTY Week"?

**General Mills, Inc. Durum Department Chicago, Ill.**





## Our Guarantees of Freedom

Statement on Improving Relations Between  
Capital, Labor and the Public

By Albert W. Hawkes, President,  
Chamber of Commerce of the United States

In the interest of promoting national unity, the Chamber of Commerce of the United States accepts its share of the responsibility to point out, from time to time, those things which cause discord and disunity among our people. It is our purpose to do this in a fair, forthright and constructive way, with no intention to be antagonistically critical. At the moment, public attention is focused upon an issue that has no place in our national defense industries and which seriously interferes with harmony and progress. This is the issue of the closed shop or any equivalent thereof, regardless of what it may be called. The issue is whether or not men and women are to be free to seek work and continue their employment in safety and security under the laws of our country. Right now great industries, important to our national defense, are standing idle because of this issue.

We are deeply interested in the welfare of all labor, whether union or non-union. Our members believe that the best interests of labor and labor leaders and our entire people and their economy is based upon the preservation of individual freedom to the fullest extent compatible with the welfare of all. We are interested in supporting labor in every fair and lawful request it makes to develop good working conditions, equity in wages and the division of the fruits of common and cooperative effort. We stand for a fair balance between the different contributing groups of our free enterprise system.

### Harmony and Progress

In the interests of harmony and progress toward this goal and the preservation of our American way of life, we urge all labor leaders and labor itself to eliminate the closed shop as one of their main objectives. The closed shop or any equivalent thereof is un-American and monopolistic and interferes with the individual freedom granted to our people under the Constitution of the United States. Any man should be able to work lawfully when, where and how he pleases; and any man, company or corporation should be able to hire anyone to work in a lawful pursuit. This should be so whether the individual belongs or does not belong to any lawful union.

If labor leaders follow such a high-grade, American course, they will develop a public opinion and a public following that will bring to labor bene-

fits it can not hope to obtain in any other way. Then the product of labor unions—which is membership with all lawful benefits to workers—will hold millions of men now members and attract into such unions many not now members.

### Avoid Excesses

Past or present abuses of labor by some employers is no justification in the public mind for the abuse of all employers by any of labor, labor leaders or labor unions. As is true of any monopoly in business or labor, it makes those in power indifferent, careless and unmindful of the public interest and welfare. Labor and management must both watch their step to avoid excesses in their partisan zeal. We should all invoke intelligent self-interest and restraint in the hope of making real progress and sustaining all real gain.

If the people as a whole permit any group to define or limit the scope of action or the rights of any other group of American citizens in a different way than their rights are established by law, then we will cease to be a free people.

The right to work is equally sacred with the right to quit work or strike. Unless both are fully supported by capital and labor and the public, there is little hope of free men remaining free. Remember, free men must be fair men if they are to successfully continue living in freedom under our representative democracy and its form of government. Neither capital nor labor should ever take the law into its own hands in an effort to stop any man from doing that which a free man has a right to do under the Constitution of the United States.

### Off The Grass

A. Irving Grass of the I. J. Grass Noodle Company and Vice President of the National Macaroni Manufacturers Association, is passably fair at repartee as the following will prove:

He was being quizzed, kiddingly, by a fellow manufacturer about his office technique.

"Do you pace up and down the floor when you are dictating to your stenographer?" asked his friend.

"Heck, no! She'd fall off my lap if I did."

Pineapples sometimes weigh as much as twenty pounds.

## Timely Topics by S. M. Noodler

### The Sunshine of Your Smile

When God created man in his own image, He gave him the power to smile with the use of only thirteen facial muscles, but He made it necessary for him to use sixty-five muscles for a frown.

There is an old Oriental proverb, "Luck hovers around the house of smiles."

We pay our money to see screen and stage favorites smile. We feel good will toward the visiting diplomat and his wife, toward the athlete, the author, the aviator, the scientist, when newspaper pictures show them smiling. We fall for the politician who smiles at us. We even warm up to the salesman who comes to us with a smile.

We like to go into a store habitually kept cheerful by the smiles of salespeople. We incline to favor the physician, the clergyman, the dentist, yes, the bill collector, with a smiling greeting for us in a business meeting.

There are people who smile as we meet them casually on the street, send us on feeling happier. We will cross the street to meet one who will have a smile for us—and we will cross the street to avoid the person with a chronic frown.

If we expect whatever influence may come from our personal magnetism, our individuality, to be of use in our efforts to build up business or professional success, we must tame our facial muscles and teach them to smile whenever a smile will count—and that is very often.

I know there are people whose reaction to this sort of doctrine is "Phooey on Pollyanna!" But in my observation those are not people who practice the art of the smile and it may be questioned whether they are people who are welcomed wherever they go.

A hard-headed Wall Street broker once told me, after hearing me eulogize the smile, "A smile is the greatest thing in the world," and he meant it. He may have exaggerated, but I think he was not too far from the truth.

### Member of A.G.M.A.

The Associated Grocery Manufacturers of America with headquarters in New York City announces the election of V. LaRosa & Sons, Macaroni manufacturers of Brooklyn, N. Y., to membership. The firm will be officially represented at conferences of AGMA by Philip LaBella.

## A Commoner Speaks

By Wm. H. Kobbe, Kobbe Laboratories,  
Inc., New York City

Of the 130 million people in the United States, I for one do not have to eat spaghetti. No other country has the variety and abundance of food products that are available here. From the "sand dabs" of California to the "Shish Kebab" of Armenia, is a matter of whim or choice.

But I like spaghetti and know how to cook it and how to prepare a number of sauces; however, I have had difficulty in finding what I consider a really good product. I have tried most of the widely advertised brands with no success. They lack flavor, become mushy with very little cooking, and taste like flour.

Before the present war certain brands from Italy had a clean, grain-like flavor and remained firm ("adenta") even when cooked for fifteen minutes. The strands were slippery rather than mushy.

I am not hard to please but to me spaghetti with a fine sauce is a luxury rather than just an inexpensive food. Discriminating people will gladly pay any reasonable price for a superior product. They are not interested in premiums or radio advertising claims, but they do want good spaghetti.

Now I don't know what the trouble is nor do I know the difference between semolina and durum, if any. Possibly our climate is not conducive to the growing of the best variety of wheat for spaghetti manufacture.

This is the day and age of pure food laws and nation-wide enlightenment on the subject of vitamins, nutrition and diet. A pretty package does not increase the percentage of butter fat in a dairy product, for example, and people today are studying food products labels as never before.

Of those in the Macaroni Industry who are cutting each other's throats, it might be well for them to remember that a dissatisfied public can do the same job, quicker and more effectively.

As an outsider my attitude may be due to inexperience, lack of knowledge. If so, please be assured that I shall welcome being set right. I am a chemist by profession and write this simply as an inquisitive consumer who wishes to know where one can purchase a really good spaghetti. I will more than appreciate this courtesy.

Do we need official standards for macaroni products? Join the discussion at special meeting at Philadelphia, Sept. 22, 1941, at the Benjamin Franklin Hotel.

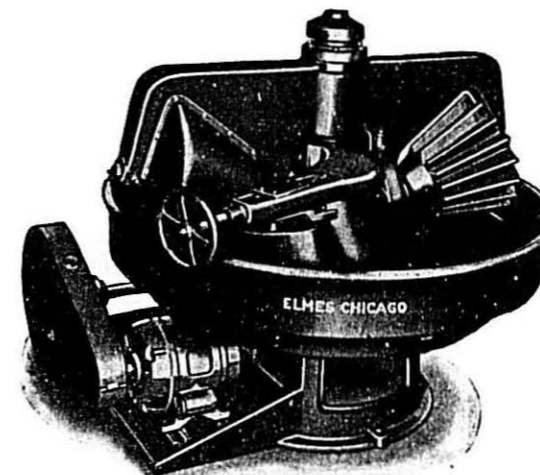
## Grass Noodle Co. Gets 100% Non-Injury Award

The National Safety Council, concerned in reducing the hazards in food and other industries by education and the compilation of the experiences of others for the guidance of its members, announces that the I. J. Grass Noodle Company of Chicago, has been placed on the Council's honor roll of companies having 100 per cent non-injury record for 1940.

The statistician of the National Safety Council is not able to furnish the actual accident experience of either the noodle business or the macaroni business because an insufficient number of firms in the Macaroni-Noodle Industry are members, though such figures might serve to make operators more accident conscious.

Mr. A. Irving Grass of the honored firm is vice president of the National Macaroni Manufacturers Association and is rightfully proud of the safety record of his plant and the safety work carried on by his employees.

## Save Three Ways with an ELMES Kneader



**SAVE** on purchase cost, save on operating cost, save on upkeep—that's what you do and why you're ahead when you have a tried and tested Elmes Kneader.

Here's one machine that helps you make high grade products at a profit. Write for complete Specification Sheet.

Also Manufactured in Canada  
WILLIAMS & WILSON, LTD.,  
Distributors

**You Save 3 Ways**

- 1 Rugged design to last a long time in hard service—durability saves per annum investment.
- 2 First-quality anti-friction construction. Easy operation saves on power and mechanical cost.
- 3 Easy to clean, easy to adjust, takes but small space, saves time and room.

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



## Macaroni Products "In the Army Now"

By Betty Crocker

Nationally Known Cooking Authority

"They're in the army now!" . . . macaroni and spaghetti products. Army nutritionists are including them several times a month in menus for our soldiers.

Rumor has it that certain foods no longer appear on army menus with such grim frequency as we're told they did in the past. Our soldiers now get an appetizing variety—including tempting, nutritious macaroni and spaghetti dishes. I'm sure they welcome these tasty foods with real enthusiasm.

It's good to know that the wonderful food values of macaroni products are contributing their share toward the vibrant health and efficiency that is our army's goal.

flecks of parsley and bits of scarlet pimento give it zestful color and flavor. For filling, the housewife can use whatever her taste and budget suggest. Creamed fish, or vegetables, or leftover meat and vegetables. It's a wonderful way to use up leftovers. And it's practically a meal in itself.

On the home front, as well as in the army, macaroni products are playing their part in national defense. My staff and I will continue doing all we can to tell women how they can use economical macaroni products to best advantage.

### Spaghetti for Defense

The Brooklyn Chamber of Commerce is rightly proud of the part its industries are playing in the fulfillment of the nation's defense program. In a recent statement released for publication its claims, among other accomplishments, that the Brooklyn macaroni-spaghetti-egg noodle factories produce "enough spaghetti in one day to feed the entire population of New York City for a whole week." Imagine, if you can, what this would mean in pounds consumed if even the millions of New Yorkers were taught to eat spaghetti and kindred products as frequently and in the quantities their health and body needs require!

Among the 300 other items referred to in the statement, there was pro-

duced in the period under review "more than \$1,000,000 worth of feather pillows, 250,000 pairs of goggles—a total in excess of \$700,000,000."

### Cited on Sauce Labeling

The Federal Trade Commission ordered M. J. & H. J. Meyer Co., Inc., 145 Hudson St., New York, to cease and desist from misrepresentations in the sale of Worcestershire sauce.

Commission findings are that the respondent corporation packaged and sold its table sauce in containers simulating in appearance and dress those long used by Lea & Perrins, Inc., in the bottling of "Lea & Perrins Worcestershire Sauce," made from the original English recipe and sold in bottles of distinctive mark, size and shape.

The respondent's product, according to findings, although designated as "Pride of England Worcestershire Sauce," is not of English origin but is manufactured in the United States.

The Commission order directs the respondent corporation to cease representing, through use of wrappers, containers or labels which simulate the distinctive wrappers, containers or labels used by Lea & Perrins, Inc., in marketing its Worcestershire sauce, or in any other manner, that the respondent's product is Worcestershire sauce manufactured and distributed by Lea & Perrins, Inc.

The respondent is further ordered to desist from using the words "Pride of England" or other words which designate English origin, in any way to describe Worcestershire sauce not made in England.

### AUGUST FLOUR PRODUCTION SLIPS BACK 290,000 BBLs. FROM LAST YEAR'S FIGURE

Flour production during August slipped almost 290,000 bbls. below that of the same month last year and dipped more than 160,000 bbls. under that of July. Tabulated reports to *The Northwestern Miller* from plants representing 65 per cent of the national production show that 5,605,572 bbls. of flour were made during August, compared with 5,893,537 bbls. last year and 5,767,252 bbls. the previous month.

Northwestern production showed a gain of 34,515 bbls. over the output of July, and southwestern figures dropped only slightly for the month. Buffalo output gained 43,274 bbls., however; and the eastern section of the Central West, including mills of Ohio, Indiana, and Michigan, registered an increase of 15,083 bbls. over the July output for that region.

Notable decrease for the month was by mills in the North Pacific Coast section, where output fell 240,309 bbls. under that of July. The loss was largely attributed to curtailment of operations during a 20-day strike of flour mill workers. A detailed table of the month's output, with comparisons, appears below.

#### TOTAL MONTHLY FLOUR PRODUCTION

(Reported by mills producing 65% of the flour manufactured in the U. S.)

	Previous month		August 1941		1938	
	August, 1941	1940	1940	1939	1939	1938
Northwest .....	1,249,528	1,215,013	1,330,772	1,366,657	1,375,396	1,375,396
Southwest .....	2,244,221	2,248,092	2,096,776	2,205,795	2,141,646	2,141,646
Buffalo .....	859,429	816,155	870,176	883,127	953,502	953,502
Central West—Eastern Div. . . . .	452,937	512,854	553,663	510,937	450,223	450,223
Western Division .....	222,831	227,164	273,227	322,775	312,523	312,523
Southeast .....	188,785	94,824	114,492	137,785	137,785	*407,627
North Pacific Coast .....	412,841	653,150	654,481	700,516	471,776	471,776
Totals .....	5,605,572	5,767,252	5,893,537	6,127,592	6,112,693	6,112,693

\*Includes Indiana, since 1938 under Central West, Eastern Division.  
†Partly estimated.

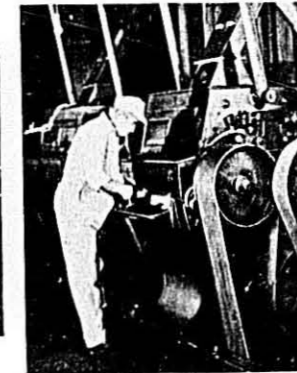
### "Ring of Plenty"

My staff and I checked through our correspondence recently, and decided that right now women would appreciate a spaghetti dish that could really go "high-hat." So we developed our "American Ring of Plenty," a dish that's easy on the budget, yet just right for a party food, too.

We're describing our "Ring of Plenty" over the radio on September 26, but we wish we had television, because the dish is so very attractive! (You can see a colored picture of it elsewhere in this issue.)

"Ring of Plenty" is a tender, custardy spaghetti ring. Bright, green

## It Takes Experience — to produce consistent high grade semolinas year in and year out.



These three millers of our staff have a combined milling experience of more than a century.

## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis Mills: St. Paul

### Macaroni—As Party Favors

Some people eat no fat; others eat no lean. Some housewives rarely serve macaroni products in their meals for the simple reason that they know very little about this fine wheat food and less about how it should be prepared; others frequently plan menus wherein macaroni, spaghetti or egg noodles are most prominent.

But there are other ways for using macaroni than as a food as it is primarily intended. Leave it to the ingenious women of America to attend to that. Why not try a macaroni centerpiece for your table when next you plan a party; or use macaroni as favors?

The idea was capitalized by a happy mother in a southern state when planning a birthday party for her little four year old daughter. Of course, raw macaroni was used; cooked macaroni would spoil everything.

For the centerpiece, she modelled a "thin man" out of the common shapes of macaroni—using a long stick of macaroni for the body. Elbow or short-cut macaroni made the arms and legs and shell macaroni was used for the head. All were painted red, white and blue to make a pretty table setting for the party.

Small models of the centerpiece

were placed at each guest's plate; also the name of each guest spelled out in letters from alphabet macaroni. A piece of cigar box wood was used for the foundation of the name plate. Selecting the proper letters from the alphabet macaroni (which might be boiled to increase their size and then thoroughly dried before using) she glued each letter in the guests' names to the wood and then shellacked both alphabets and wood making a neat and very unique party favor.

Armlets or bracelets that are attractive, but different, can easily be made out of elbow macaroni. For the smaller children use cut spaghetti, the kind that has a hole through the center. Merely string them on a cord and paint them the desired tint. Necklaces of shell macaroni are easily made and are at present quite a fad among high school folks.

### Washington Firms Amalgamated

### Fire Damages Los Angeles Plant

The plant of the Acme Macaroni & Cracker Company at 217 Market St., Los Angeles, Calif., locally known as the Italian Macaroni Company, was badly damaged by fire the morning of August 19, 1941. The damage is estimated at \$25,000. The loss was partially covered by insurance, according to William Minkoff, plant manager, who

believes that the fire was caused by an over-heated motor in one of the drying rooms.

The fire gutted the first and second floors of the macaroni factory, while the third floor was damaged by smoke and water, before the fire was gotten under control by nine companies of firemen who fought the blaze for nearly four hours. Two firemen were injured—one from a fall and another from broken glass—but not seriously.

Besides damaging the building, the production machines were put out of commission, the drying rooms destroyed and large quantities of raw materials and finished products were burned to a crisp. The future plans of the company have not yet been announced.

### Washington Firms Amalgamated

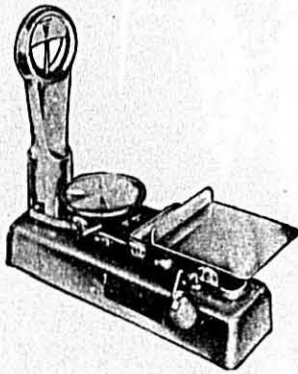
Two leading macaroni manufacturing firms of Seattle, Wash., have recently been consolidated according to an announcement by Joseph Merlino, former president of the Pacific Coast Macaroni Manufacturing Company, Inc. His firm is now a part of the Mission Macaroni Manufacturing Company, Inc. of 1102 Eighth Avenue, South, Seattle, Washington, of which Guido E. Merlino is general manager and chief executive.



## Scales That Can See Profits

By Mack Rapp, Sales Promotion  
Manager, Detecto Scales, Inc.

LOOK AROUND! You can see your place of business, your products, your machinery. They are tangible, something you can put your hands on. Now walk over to one of your production departments and try to pick up a handful of profits. Can't? That's



funny, because there must be profits. After all they are the real objective. Right? They are the real objective, yet profits remain invisible.

Modern merchandising methods have brought increased sales volume, but increased profits in the amount anticipated have not always followed. And because profits are something that you cannot put your hands on, this profit leakage may go on continuously—undetected.

Today the macaroni business is a highly developed service and every efficiency must be employed to meet high prices of materials and labor on one side, and competition on the other. But, it seems that oft times the one thing that does not receive the proper consideration is the weighing equipment. Yes, a scale—for a scale, the proper one, can actually make visible the profits that go slipping by unnoticed—unseen.

It is easy to count units of money, i. e., nickels, dimes, quarters, et cetera, but it is not easy to count merchandise when it passes through several stages of production. A scale translates merchandise into money—and determines whether or not you get your price and your profit.

You see your products cost you so much per pound to produce—you sell it for so much per pound—but you must depend on your scale to collect this price for you. Each ounce, each fraction of an ounce has a definite predetermined nominal value—and if your scale permits overweight—you are unknowingly giving away profits.

How well your scale does this job of earning proper profits for you depends entirely upon the profit-protecting features built into the scale you are using.

Inadequate scale equipment leads to false pricing—false profits. A poor piece of apparatus is comparable to an insatiable monster—yearning for more spaghetti, more macaroni—ever demanding to be fed more from your deserving profits. Daily overweights caused by faulty or improper equipment or inaccurate scale readings pile up ever mounting losses.

"How can this be eliminated?" you ask. Just give your scales "EYES" to see the slightest weight discrepancy. There are many splendid scales of the time-proven even balance principle on the market today. These scales are especially equipped with over and under dials and special pointers that immediately make visible the smallest fraction of an ounce. There are over and under attachments for heavy duty platform scales. Ingredient mixing—and final production weighting equipment with the required type commodity platters are made in this over and under style. These highly sensitive, super-accurate models have "EYES"—and can watch your profits for you.

The Macaroni Institute releases publicity from time to time to arouse curiosity, thus creating a desire for your products. It is then up to you to merchandise your products in such a way as to garner for yourself a rightful share of the increased benefits that will flow from this beneficial publicity.

But for more profits when cashing in on their worthy efforts—for more profits when you are selling macaroni, spaghetti, and noodles make sure your scales can detect the valuable fraction of an ounce.

### Durum Facts and Figures

Enormous Crops of Undetermined Quality

The 1941 Durum wheat crop has been harvested and all indications are that it will be ample for all purposes. While the peak of the movement from field to granary to market has probably been reached, it is too early to make any definite statement regarding the quality of the new crop. Preliminary examinations indicate that there are sufficient quantities of good color and other qualities to meet the needs of the semolina and durum flour buyers for macaroni making.

Current crop information is as follows: The 1940 harvest totaled 35,799,000 bushels. The carry-over as of July 1, 1940, was 18,668,000 bushels.

The total durum wheat available last year was 54,467,000 bushels.

The August 1, 1941, Government estimate on the 1941 durum wheat crop was 41,132,000 bushels. The carry-over on July 1, 1941, was 25,700,000 bushels. The total quantity available this year is estimated at 66,832,000 bushels.

As of August 15, 1941, the durum option was 36 cents a bushel higher than it was a year previous. At that price it was 15 cents under the new loan value. Cash premiums on that date were from 4 to 3 cents per bushel lower than they were on the same date last year.

If the actual harvest approaches the Government estimate for 1941, this year's crop will be the largest since 1930.

The total production of all wheats in the United States is expected to be in excess of 684,966,000 bushels—16 per cent larger than last year's crop and 20 per cent greater than the 10-year average.

Estimated production: Winter wheat—684,966,000 bushels; spring wheat, exclusive of durum, 224,855,000 bushels; durum wheat, 41,132,000 bushels.

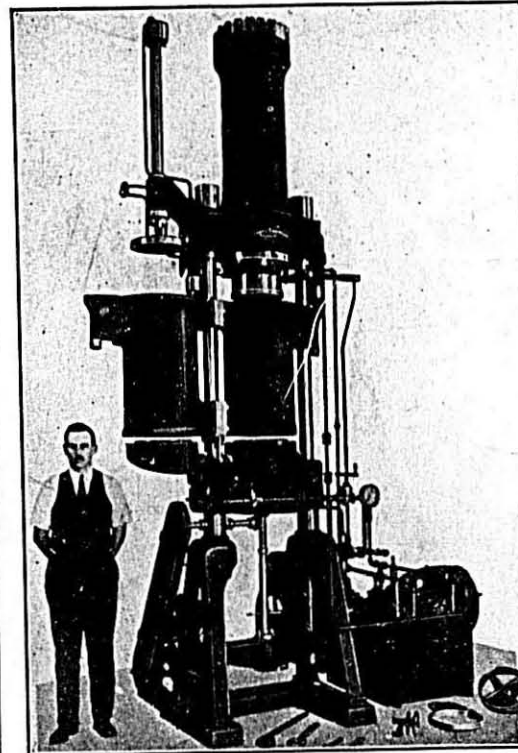
### Prince-Roman Consolidation

Announcement has been made of the consolidation of the manufacturing departments of the Roman Macaroni Company, Inc., of Long Island City, N. Y., and the Prince Macaroni Manufacturing Company of Lowell, Mass., which took place last month. Under the new arrangement, the plant of the Roman Macaroni Company at 3518-24 Thirty-Seventh St., Long Island City, N. Y., will be dismantled and all manufacturing activities will be carried on at the large plant of the Prince Macaroni Manufacturing Company at Lowell, Mass.

The Roman Macaroni Co., Inc., will continue in business exclusively as a distributing depot for goods manufactured by Prince. Mr. Joseph Pelligrino, former executive of the Roman company, has been made general sales manager of the Prince Company with headquarters at Lowell, Mass.

### Pompei Plant Damaged

A small fire in the plant of the Pompei Macaroni Factory at 2989 Folsom St., San Francisco, Calif., caused damage estimated at \$7,500 the last week in August. Mr. A. Bertucci is general manager of the factory.



PRESS No. 222 (Special)

## John J. Cavagnaro

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and Machinists

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

Specialty of  
Macaroni Machinery

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Amber  
MILLING COMPANY

EXCLUSIVE DURUM MILLERS

J. F. DIEFENBACH PRESIDENT MINNEAPOLIS P. H. HOY VICE PRESIDENT

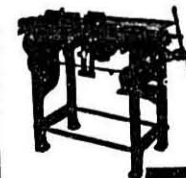
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... and WILL with these machines  
in your carton packaging department



Economy—Desired by most plants and obtained by those who mechanize their packaging line.

This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to the filling unit. Can be made adjustable to handle several carton sizes.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. After the cartons are filled, they are carried by conveyor belt to this machine which automatically closes them. Can also be made adjustable to handle several carton sizes.

Send us a sample of each size carton you are interested in handling on equipment and we will be pleased to promptly recommend equipment to meet your specific requirements.

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



### Italia Builds Annex

The Italia Macaroni Company has completed building its new addition to the old plant at 55 Norfolk St., Worcester, Mass., and is busy installing new machinery and the most modern equipment that will enable the firm to speed up production. The installation will feature a better production line making for fewer steps and motions for a smaller number of operators that will be needed to produce a greatly increased output of macaroni products of high quality. It is expected by the management to have the new unit in full operation the latter part of September.

### Eggs Are Plentiful (?)

While the manufacturers of egg noodles and other egg macaroni products are somewhat concerned over the availability of egg yolks, liquid and dried, for the current season, at anything like reasonable prices, the Government reports increased egg production even declaring shell eggs as a surplus commodity in certain markets.

In its report covering liquid and dried egg production for the first six months of the year, the U. S. Department of Agriculture states that "The production of liquid eggs continues high."

"Production in June, 1931, is estimated at 49,709,000 pounds, 10 per cent higher than in June last year. Production for the first six months of this year is estimated at 216,743,000 pounds compared with 189,747,000 pounds during the same period in 1940.

"Storage stocks of frozen eggs on July 1 totaled 178,367,000 pounds compared with 150,207,000 pounds on July 1, 1940. These are the largest stocks ever reported. From June 1 to July 1 stocks increased 36,364,000 pounds compared with 26,487,000

pounds during the same period a year ago—an increase of 33 per cent.

"The production of dried eggs in June was also large. Five firms reported a total production of 510,906 pounds compared with 155,756 pounds in June last year—an increase of 228 per cent."

Here is a statement that substantiates the present worries of noodle manufacturers who for varied reasons had not fully covered their full requirements for the season by early contracts. It reads: "The firms reporting stocks on July 1 showed that

out of a total of 1,818,938 pounds on hand, only 237,469 pounds remained unsold."

"Government purchases of frozen and dried eggs have been at a liberal rate. From May 15 through July 17, 1941, the Government has purchased 52,095,380 pounds of frozen eggs and 5,298,150 pounds of dried eggs."

Would you like to eliminate some of the very odd, slow selling shapes and sizes if your competitors agree to do so? Hear this discussion at Philadelphia meeting, Sept. 22, 1941.



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THE leading macaroni manufacturers of the world have learned to rely upon Maldari Insuperable Macaroni Dies because of their quality, workmanship and strength of our guarantee.

Improve your products with Maldari Dies.

## F. MALDARI & BROS., INC.

Makers of

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

**H**UNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**  
Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**



### "Ring of Plenty"— Tuna and Spaghetti

General Mills, Inc., Minneapolis, Minn., recently announced to the manufacturers of spaghetti and other macaroni products that on the morning of September 26, 1941, Betty Crocker, popular food authority, will broadcast another of her famous recipes over a nation-wide hookup of 26 radio stations. In her talk she will recommend the American "RING OF PLENTY"—a one-dish meal of spaghetti that can be prettied and fortified by bright green bits of parsley, vivid red pimentos, with tuna in creamy sauce.

Millions of listeners who follow Betty Crocker's radio broadcasts are expected to hear her description of the satisfying and inexpensive seasonal dish combining—"spaghetti, a product of America's amber waves of grain, with succulent tuna from the American fisheries, and butter, cheese, milk and eggs from America's fine dairies."

It is planned to release Betty Crocker's Spaghetti and Tuna recipe to the press and it is estimated that more than 400 newspapers with a combined circulation of over 1,600,000 will carry it during the week of September 26. This spaghetti publicity is timely. The children will be back in school and will come home with ravenous appetites that this recipe is sure to satisfy. The crisp fall weather will be turning the consumers' minds from the lighter foods that are preferred for the hot days of summer to the more substantial combinations that are called for naturally with the coming of the cooler months.

The coast-to-coast radio broadcast will be heard over the leading stations the morning of September 26, 1941.

Attend special meeting on Standards for Macaroni Products at Benjamin Franklin Hotel, Philadelphia, Pa., Monday, September 22, 1941.

### Automatically Cuts Roll Cellophane to Your Size Sheets

Saves  
14 to 24%



If you are using cellophane sheets for hand wrapping or other purposes, you will find the PETERS CELLOPHANE SHEETING AND STACKING MACHINE will save you 14 to 24% by enabling you to purchase roll stock cellophane rather than cut-to-size sheets.

Any width rolls from 2" to 24" wide can be handled and any length sheets from 3" to 28" can be cut.

No operator is required since the machine stops itself when the stacker table is filled with cut-to-size sheets.

Electric Eye available for spot registering printed cellophane. Also Slitting Attachment and Predetermining Counter can be furnished if required.

Ask us to send you complete information on this economical machine which is widely used in the macaroni industry. We will be pleased to promptly do so.

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



**Kurtz Leases  
Norristown Plant**

Kurtz Brothers Corporation, whose plant in Philadelphia was totally destroyed by fire last month, has leased the plant formerly operated by Ignazio Arena at Front and DeKalb Streets, Norristown, Pa., a suburb of Philadelphia. The lease covers the property and the macaroni machinery in the plant.

With the leasing of the Arena plant to Kurtz Brothers, the owner, whose plant also suffered from a big fire last year, plans to discontinue from the business of macaroni making in which he has been engaged for many years at 336 East Airy St., Norristown.

Another large and successful plant in Norristown is being operated by V.

Arena & Sons at 910 East Main Street. Samuel Aren is the leading executive of this firm and was formerly a Director of the National Macaroni Manufacturers Association.

The Kurtz Brothers, Robert and Max, in addition to renovating the old Arena plant, will erect several additions thereto, so as to make the plant one of the most complete and modern in their area of operation. While Kurtz Brothers have specialized in the manufacture of egg noodles they will produce a full line of the more popular shapes of macaroni products to supply accounts that have been on the books of the firm for many years.

Read again President Wolfe's "Call to Conference, Page 3, and plan to attend special meeting in Philadelphia on Sept. 22, 1941.

**No Sliced Bread  
In Canada**

To offset the loss caused by the removal of the wheat processing tax announced early in August by the War-time Prices and Trade Board of Canada, it issued an order on August 6, 1941, that hereafter the selling of sliced loaves of bread will be prohibited.

The order also prohibits the making of special bread deliveries and the use of multi-colored or double wrappers. The prime purpose of the prohibition, to which many bakers are objecting, is aimed at conserving materials in order to prevent an undue increase of bread prices in Canada.

The wheat processing tax in Canada, amounting to 15 cents a bushel, was abolished August 1.

**FOR DEFENSE**



**HE STANDS FOR SAFETY  
AND FREEDOM**

Every time you see the Minute Man—emblem of America arming for defense—think how good it is to live in the land where there still is liberty to defend.

Think, too, how YOU can help.  
Let the Minute Man remind you to do your part.  
Save and buy Defense Savings Bonds.  
They will help protect your homes and your families today.  
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**BUY  
★ UNITED STATES ★  
DEFENSE SAVINGS  
BONDS and STAMPS**

**ON SALE AT YOUR POST OFFICE OR BANK**

*This message is published by us in the interest of National Defense*

**National Macaroni  
Manufacturers Association**

**MR. MACARONI MANUFACTURER  
SANTA CLAUS IS DEAD  
AN OLD ADAGE**



**YOU  
GET  
WHAT  
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PAY**

**FOR  
NO  
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**EASTERN SEMOLINA MILLS, INC.**

MILLERS OF DURUM AND SEMOLINA FLOURS

Mills at Baldwinsville, New York and Churchville, New York Executive Office: 80 Broad Street, New York, New York

**Babbin Thermostatic Commercial  
Tempering Valve**

Babbin Hand Operated Thermostatic Tempering Valve is adapted for Commercial Bakers' and Macaroni Manufacturers' use, where a constant temperature is to be maintained for long periods.

**SINGLE HANDLE CONTROL—WITH SHUT-OFF**



With The Babbin Valve you get any temperature you desire. Temperature remains constant. By a simple turn of the handle on the valve you can set the temperature at any point between cold and 150° F.

**THE STRAINERS**

The mixer has built-in strainers on the cold and hot port, made of fine mesh, and can be cleaned without taking the mixer apart.

**OPERATING FEATURES**

1. One hand control. One shut-off.
2. The Commercial Mixer operates on temperature only, therefore pressure changes do not interfere with the operating of mixer.
3. Tempered water remains constant regardless of pressure changes or temperature.
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5. Set your control and observe temperature on mixing chamber thermometer.
6. Sturdy Bronze Construction.

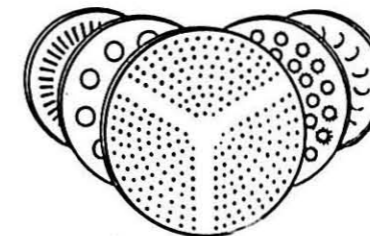
Can be used with any type of water meter.  
Send for Circular with prices.

**Babbin Inc.**

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WHY?**

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SMOOTH PRODUCTS—LESS REPAIRING  
LESS PITTING — LONGER LIFE**



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



## The MACARONI JOURNAL

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

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

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**COMMUNICATIONS**—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.  
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.  
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.  
**REMITTANCES**—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

**ADVERTISING RATES**  
Display Advertising.....Rates on Application  
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Vol. XXIII SEPTEMBER, 1941 No. 5

### Front Cover Illustration Egg Noodles with Cubed Steaks and Sharp Cheese-Spread Dressing

Housewives inclined to perform "flavor tricks" that will please the men folks of the family and satisfy the entire family, are urged to serve the following combination often: broiled tenderized cubed steaks, topped with a cream cheese dressing, and delicious buttered egg noodles. They will thus delight and please the folks with their culinary magic.

- 4 individual cubed steaks (about 1/4 lb. each).
- 4 tbsp. creamed Roquefort or other sharp spreading cheese.
- 2 tsp. Worcestershire sauce
- 1/2 pound Egg Noodles.

Cook egg noodles in boiling salted water until tender. Drain and place in pan beneath broiling rack. Cream the cheese and blend thoroughly with the Worcestershire sauce. Broil the steaks until nearly finished, with the pan of egg noodles on the rack below to catch the drippings from the broiling steaks. Spread on the partly broiled steaks the cheese dressing, season to taste with pepper and salt and then return to the broiler until cheese is melted and drips freely onto the egg noodles below the meat. Serve piping hot. Makes four ample portions of tasty meat-wheat-egg-cheese combination.

### Welcome—New Members

The following firm has been enrolled as a member of the National Macaroni Manufacturers Association, on acceptance by the Board of Directors of application voluntarily offered: El Paso Macaroni Co. (Ernest Ponce), El Paso, Texas.

### "It's a Fact"

In an illustrated feature specially prepared for "Drugs Topics" of New York City, author Ralph Fuller incorporated a fact about macaroni and spaghetti in his August 25, 1941, release.

The fact was submitted by Clarence H. Lindsay of Los Angeles, Calif., and reads as follows:

"Macaroni and Spaghetti were once considered medicines and as such were sold only by doctors and drug stores."

### Macaroni Trade—April and May

There is a gradual reduction in the quantity of macaroni, spaghetti, egg noodles and similar products that reach or leave the ports of the United States according to figures compiled by the Bureau of Foreign and Domestic Commerce for the month of April and May, 1941.

The figures reveal this trend. While the importation of this food in April 1941 totaled 69,371 pounds with a value of \$6,700, the imports during May this year dropped to 38,899 pounds valued at \$3,792.

All told, the imports for the first five months of the year, January to May, inclusive, amounted to only 180,040 pounds with a total value of \$16,762.

Though the quantity of this food that now goes into export exceeds considerably the import figures, there has been a downward trend in this business also.

During the Month of April 1941, the American macaroni-noodle manufacturers and distributors shipped 386,819 pounds of their products to foreign ports. The value of these exports was \$22,086. For the month of May, this business had dropped to 253,699 pounds valued at \$17,506.

The macaroni-spaghetti-noodle export business for the first five months of 1941, January through May, totaled 1,383,107 pounds with a declared value of \$87,748.00.

This unfavorable trend is due to the lack of shipping facilities for foods that are bulky as are macaroni products. So the war takes its toll even from such a necessary food as macaroni, spaghetti and egg noodles.

### BUSINESS CARDS

# CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.  
JOLIET, ILLINOIS

### National Cereal Products Laboratories

Benjamin R. Jacobs  
Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

Vitamin Assays a Specialty.

Laboratory  
No. 158 Chambers St., New York, N. Y.  
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No. 2028 Eye St. N.W., Washington, D. C.

### \$500 Fine for "Deficient" Noodles

Evidence that the Federal authorities in the St. Louis area and the Missouri food officials are to give more than ordinary attention to the enforcement of the food laws governing macaroni-noodle products is seen in the recent decision of Federal Judge George H. Moore on May 10. He found the Italian Mercantile and Grocery Company, 5125 Bischoff Ave., St. Louis, guilty on two counts in an information charging the company with misbranding noodles by labeling them "pure egg noodles" when the egg content was not sufficient to meet the standard set by the Pure Food and Drug Act.

According to the newspapers of that city, Judge Moore showed some leniency by letting the company pay its fine in \$50 monthly installments on pleas of attorneys. This is the first action of this nature in many years in the St. Louis area and is considered a harbinger of stricter enforcement of all food laws.

"Too many shapes and sizes are a burden and are usually produced at heavy losses," says several manufacturers who would like to see many of them eliminated. Hear this discussion at the special meeting at the Benjamin Franklin Hotel, Philadelphia, Pa., on Monday, September 22, 1941.

# The Selling Parade

A Digest of Successful Selling Ideas

By Charles B. Roth

### How Alert Can You Be?

A sales manager was telling me something last night which I cannot get out of my mind; a serious charge against salesman and business men.

Said he: "There's only one reason why most of us don't make more money. I'll tell you what it is. We're mentally asleep. I asked him to give me some examples. "How old's your car?" he asked instead. "Two years." "When do you usually swap cars?" "Every two years." "Has the salesman who sold you your car been to see you?" "He has not." "Has any other salesman?" "No." "Don't you wonder why?" "Quite often." "Want me to tell you why?" "Yes."

"Those salesmen are not using their eyes, or their imagination, or their selling intelligence," said he. "If they were, they would perceive that you are or might be convinced to become a prospect for a new car. It's true of everything else you buy, now, isn't it?"

I had to say it was. I recollected that I had stopped by in August to ask a wood dealer if he would let me know what he had in the way of fireplace wood in October. "I sure will," he said. But October came, and November, and December, and January—and no wood dealer. Once I saw him and asked him how business was, and he told me it was rotten. Now I know why. He's asleep mentally, but if he'd wake up and the rest of us would, what an interesting world we'd live in!

### The Reporter's Eye

Within fifteen minutes after we called together on a crusty old gentleman who had the reputation of being a salesman-baiter, the man I was with and I and the crusty old gent were getting along like classmates. It was none of my doing. My companion opened him up, by making a casual remark about the subject which was life to the prospect. I have never seen a man expand so quickly. He kept us there for a full hour, and invited us back at any time. And yet every salesman in town knew that it couldn't be done.

So, as we were leaving the building I asked my companion how he had done it. "It was easy. I discovered where his interests lay. If you can discover that no prospect is very hard," he explained. "I know. But how did you discover it?" "See the plaque he had on the wall?" "Yes." "Read it?" "I noticed it but paid no particular attention." "You should have. That gave me the cue, and all a salesman needs is a cue."

This salesman was formerly a newspaper reporter and a reporter is a man who has to keep his eyes open all the time, because he gets stories from unexpected sources. He develops a roving, discerning eye, which we call "the eye of the reporter," an eye which sees everything.

If every salesman would develop such an eye, sales would mount very quickly and very much.

### Don't Kid Yourself

The late T. A. Dorgan ("Tad") New York cartoonist and humorist, was probably the greatest genius of his profession. But he was more than a cartoonist. He was a phrase-maker. Great though some of his catch-phrases have been, none is so incisive and true as his advice: "Don't kid yourself."

The only trouble is that nobody can help kidding himself, and all of us practice self-deception almost every day of our lives. Psychologists call it something else, something that sounds better than Tad's kidding yourself or my term, self-deception. They term it rationalization. What is rationalization? Merely excuses we find for ourselves for doing the things we do.

Now, if all of us rationalize, you may be sure that the prospects you call upon do, and that, therefore, if you understand the nature of the process, you can turn it to your advantage in selling.

When you call on a man and he gives you an excuse which you know is not true, the chances are he's rationalizing—kidding himself. If his motive is one of which he cannot be proud, he tends to emphasize some other motive—one which will reflect credit on himself.

The way you use this knowledge in selling is, first, not to be put off by what they tell you. They are kidding themselves and trying to kid you. Search until you find the motive. Then appeal directly to that. Second, give them a chance to rationalize to find in what you are selling some reason to be proud of themselves.

I know this sounds like abstruse psychological talk, but think it through for a little while and you'll see there is a world of selling philosophy in these sentences of mine.

### He Remembered Their Likes

Around one store where I often buy, there is a salesman who is always in demand. Customers wait for him, apparently glad of the privilege. And that's amazing in a way, because this salesman isn't a glamour boy, or a finished salesman.

I asked his boss why he was so successful, and the boss let me in on a secret which I believe every salesman should know.

Said the boss: "He has the best selling memory of any man I ever saw." "Selling memory—what's that?" "He remembers his customers' likes and dislikes."

"I see." "If he remembers that one man dislikes blue, he never antagonizes him by showing him blue. He shows him what he likes. If he finds out another customer resents salesmen who lay heavy hands on him as many clothing salesmen do, he's extremely light in touching that customer. If another resents sales talk, my salesman is laconic in his presentation," he continued.

Well, now I see why this salesman is so successful. He can't help being successful. Since salesmanship is almost entirely a matter of pleasing others, and since he who pleases us wins our friendship and he who displeases us loses it, it would seem to me to be one of the primary rules for making more sales—STUDY THE LIKES AND DISLIKES OF YOUR CUSTOMERS AND SELL THEM THE WAY THEY WANT TO BE SOLD.

Simple enough, isn't it? Why should anyone overlook it? Probably because it is so simple; one of those things we stumble over because it is there in plain sight.

### Start With One Thing

A great and popular American writer, a man who could crystallize in one sentence a large thought, has said that ideas were like boxcars going through a tunnel. If you string them along, one behind the other, they all go through in proper order; but if you try to push 'em through abreast, they get wrecked at the tunnel's mouth. He was writing about the art of convincing with words, and his advice was to give your listener, or reader, one idea at a time, only one.

A sales manager for a manufacturer tells me that one of his difficulties is to help his men get attention. "In our line are 5,000 items," he writes. "A man calls on a prospect. How's he going to get attention when he has so many things?"

I answered him by telling him the boxcar story, applied to his business in this way: "When your salesmen call, even though they have 4,999 other things, they should always make their approach around one item, which they select for that purpose. Let them hand that to the prospect, get his attention on it, and then when they have made one sale, they can introduce the other things they want to sell. But they must always start with one idea first. Otherwise—remember the two boxcars piled up at the tunnel's mouth."

This applies to all salesmen. It is easier to get attention on one item than on a whole line, and if a man learns how to get attention, sales are the easiest things in the world to make, because attention is the key to more sales.



<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — 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 — Then— MANUFACTURER</p>
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## The Right Underlying All Rights

Work, as we are learning at an oppressive cost of tuition, is the only assurance of national security, declares President A. W. Hawkes of the Chamber of Commerce of U. S. A. in a recent editorial in *The Nation's Business*.

It is supremely important now to focus attention on the fact that, although virtually everyone in business recognizes the right of anyone to cease work or to strike, there is a right under our form of government which is, and must continue to be, more fundamental than the right to strike. It is the right to work. This is man's God-given right.

Unless men and women who want to work and earn a living for themselves and their families can do so under peaceable conditions and without molestation, little of our boasted individual freedom is left. Anything that interferes with the right to work is thoroughly un-American. Our Government must assure its citizens not only peaceable working conditions, but safety to and from their homes, and peace and protection in their homes.

Our national defense preparation concerns the safety and protection of everyone in the United States and must

not be interrupted or delayed by any individual or interest for any reason within the control of the people.

If this program is interrupted, and local and state authorities cannot preserve peace and cannot maintain conditions which permit those who want to work to do so—then it becomes the first duty of the federal Government to protect them in this right. The Government should take whatever steps are necessary to insure the continuance of defense production by those who are willing to carry it on.

There are three vital rights of our citizens which must have the full protection of government:

1. *The right to work in any lawful occupation.*
2. *The right to refuse to work.*
3. *The right to the fruit of such labor—security in the ownership of property.*

The first duty of government is to preserve these rights through the maintenance of law and order, for they are all so closely interwoven that no one of them can be nullified without destroying the fabric of our form of government.

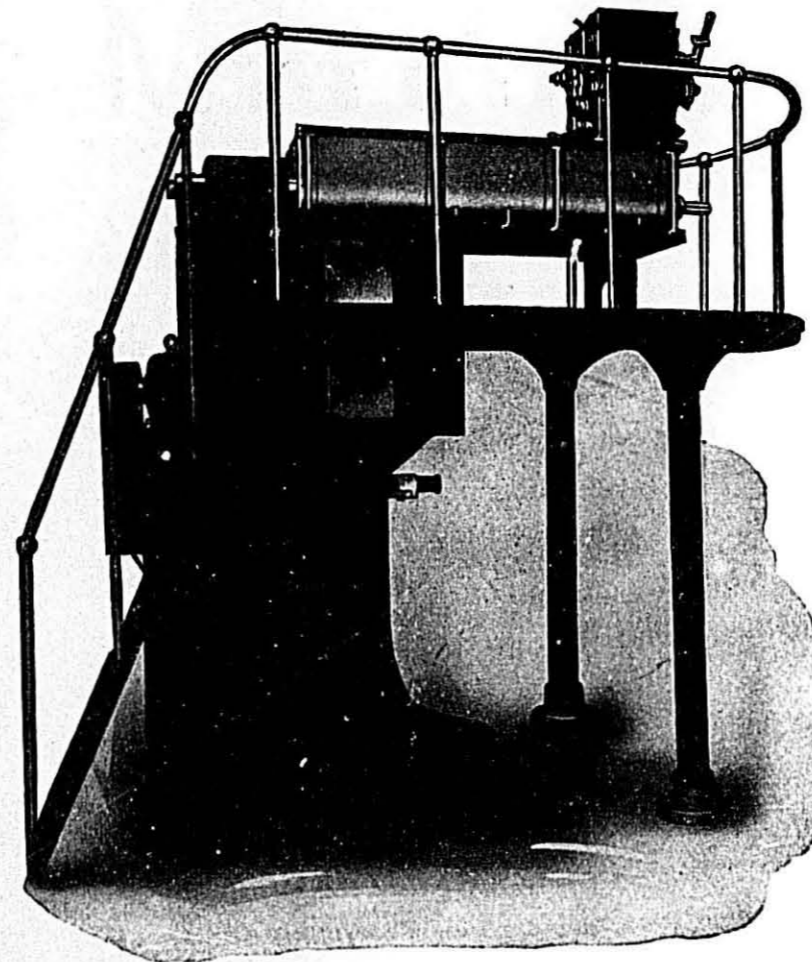
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