

**THE  
MACARONI  
JOURNAL**

**Volume XXVIII  
Number 2**

**June, 1946**

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JUNE, 1946

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

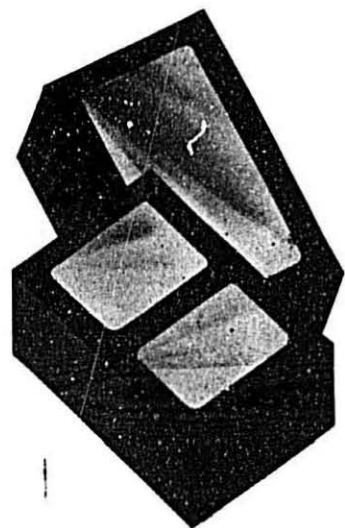
## *The Industry Responds*

When emergencies arise, the National Macaroni Manufacturers Association usually serves as the nucleus around which the Macaroni-Noodle Industry rallies for united action.

If advance requests for rooms at the convention and other hotels in Minneapolis are any criterion, the attendance at the industry conference there on July 17-19, should be a record-breaker.

Indication are the leaders in the trade, both Association members and non-members, will answer the call to conference because of the current semolina scarcity, the nation's heavy demand for wheat to feed the hungry in many lands and the need for some united action to insure heavier macaroni wheat crops in the future. These are problems that few in the business can afford to ignore.

Pretty  
as a  
Picture



Yes sir, she's pretty as a picture—and a prospective customer too! Show her what a pretty picture your products are. With ROSSOTTI SINGL-VU and DUBL-VU CARTONS customers can see your product—and no package durability is lost! Your package will have the advantage of transparency without sacrificing the essential sturdiness necessary for shipment and handling by grocer or customer. SINGL-VU and DUBL-VU CARTONS are rigidly strong and show your product to its best advantage.

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Special tests of your products are conducted in our modern testing kitchen to reveal nutritional, serving and selling features for your products.

THE ROSSOTTI CONSULTANTS are at your service to solve your packaging or labeling problems for you. Contact our nearest branch. Let us show you how your package can be made "Pretty as a Picture."

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## Tentative Outline of Program Macaroni-Noodle Industry Conference

Hotel Nicollet, Minneapolis

July 17-19, 1946

### Wednesday, July 17

#### Morning Session

8:00 a.m. Registration  
10:00 a.m. Opening Ceremonies  
10:15 a.m. Formal Opening of Conference—President C. W. Wolfe, Presiding  
Welcome—Hon. Hubert H. Humphrey, Mayor of Minneapolis  
Response—James T. Williams, Past President, National Macaroni Manufacturers Association  
Appointment of Committees  
Reports of Credential and Program Committees  
President's Message—C. W. Wolfe  
Secretary-Treasurer's Report—M. J. Donna  
Research Director's Report—B. R. Jacobs

#### 12:00 Noon Recess

Group Luncheon—In Minnesota Terrace  
Guests—Conventioners and their ladies  
Host—Rossotti Lithographing Co., North Bergen, N. J.

#### Afternoon Session—2 to 5 P. M.

2:00 p.m. Conference Reconvenes—President C. W. Wolfe, Presiding  
Report of Committees

#### THE DURUM PANEL

Presiding, C. L. Norris, Chairman Association Activities  
Subject: More Quality Durum for Better Semolina  
Speakers Representing—  
Durum Wheat Growers  
Semolina Millers  
North Dakota Agricultural College  
U. S. Bureau of Plant Industry  
Northwest Crop Improvement Association  
Macaroni-Noodle Manufacturers  
Presentation of Introductory Statements  
Inter-Panel Discussion  
Audience Participation

5:00 p.m. Adjournment

#### Evening—7:30 P. M. to 1:00 A. M.

7:30 p.m. Banquet, Entertainment and Dance—Lafayette Club, Lake Minnetonka  
Hosts—The Durum Millers

### Thursday, July 18

#### Morning Session—10 to 12:15

10:00 a.m. Call to Order—President C. W. Wolfe, Presiding  
Reports of Committees  
Association-Industry-Government Relations  
—B. R. Jacobs, Washington, D. C.

#### PROMOTIONAL AND EDUCATIONAL PANEL

Presiding—Albert S. Ravarino  
Subject: Products Promotion and Consumer Education  
Durum Millers—Wm. Steinke  
Durum Wheat Division—Mary Albright Jackson  
National Macaroni Institute—M. J. Donna

11:40 a.m. Election of Association Directors

#### 12:15 p.m. Noon Recess

(Directors' Meeting—Election of Association Officers)

#### Afternoon Session—2 to 5 P. M.

2:00 p.m. Conference Reconvenes—President C. W. Wolfe, Presiding  
Reports of Committees  
General Discussion of Current Industry Affairs  
Leaders of Discussion to be announced later

4:30 p.m. Announcement of Association Officers Elected

Announcement of 1947 Convention

5:00 p.m. Final Adjournment

#### Evening—6:30 P. M. to 12:30 A. M.

6:30 p.m. Reception and Cocktail Party  
Host—Clermont Machine Co., Brooklyn, N. Y.

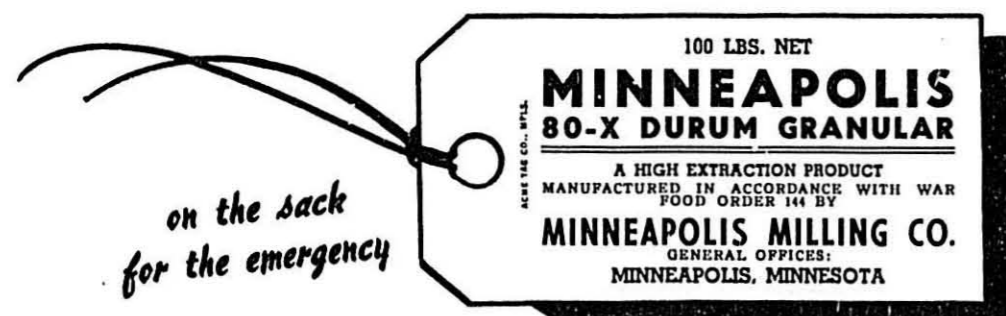
7:30 p.m. Annual Dinner Party  
Host—National Macaroni Manufacturers Association

9:30 p.m. Floor Show and Dance  
Host—Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

### Friday, July 19

Visiting Semolina Mills—Ad Lib.  
Hosts—The Durum Mills

Entertainment—The Minneapolis Aquatennial Spectacle—Floats, Displays, Fireworks



Regardless of conditions or circumstances Minneapolis Milling Company's Durum Products are unexcelled. Until we are again permitted to mill and deliver the old reliable **TWO STAR SEMOLINA** and our other brands that our many customers know so well and depend upon, we will mill **80-X DURUM GRANULAR** and **80-X DURUM FLOUR**. These products will be of the highest quality possible to mill under present government restrictions.

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINNESOTA

# The MACARONI JOURNAL

Volume XXVIII

June, 1946

Number 2

## Over and Over Again

For the first time in over two years, the executives of the 300 and more plants that constitute the macaroni-noodle industry of America will be privileged to meet in friendly conference to study together the conditions currently confronting their business and to plan united action to solve their common problems.

In official calls to conference it has been repeated "*Over and Over Again*," that all such affairs, though sponsored by the National Manufacturers Association, are verily industry meetings, open alike to all manufacturers and allied seriously concerned in the present and future welfare of the macaroni-noodle industry.

Also in connection with such calls to conference, it has been the pleasure of the National Association to invite "*Over and Over Again*" all non-members to attend and to lend their full support to all the industry activities agreed upon, not as an obligation but as a means of presenting a more solid front in seeking to attain the objectives set by the conferences of which they should be a part.

The phrase "*Over and Over Again*" is not a new combination of words, nor is it a new thought. It is merely a new way of saying "You play ball with me and I'll play ball with you," or "You tickle me and I'll tickle you." In business, the language is "You co-operate with us and we'll co-operate with you."

To some individuals the phrase means little, but to the leaders, to the successful operators in the trade, as to the leaders in all other business, it is sensible reasoning. It means organized action. Every progressive and successful industry has its national organization, composed of friendly and considerate members who know that working together as a group there is more likelihood of success than with individuals working alone.

That thinking is the basic reason for the oft-repeated invitation to all macaroni-noodle manufacturers to at-

tend their annual or occasional conferences. That thought prompted the call issued to the entire industry by the National Association for the 1946 Industry conference in Minneapolis, July 17-19, where it is expected to mould the thinking of the group into united action to meet the conditions, favorable or unfavorable, that confront both the individual and the group.

In business, conditions are ever-changing. Not many months ago, every processor in the macaroni industry had more business than he wanted. It was then a question of where to get the labor and the time to fill piled-up orders. At the moment, there is little change in demand, but a serious question of where to get the necessary raw materials with which to operate a plant at all. Then it was a question of supplying a demand; now it is one of getting supplies.

The fighting war between nations is over, for many years, it is hoped, but the war between foods and for food is at its height, with prospects that it will get even worse before it definitely improves. This problem and other equally serious ones will be studied at the July conference where it is hoped to have the fullest co-operation of many who have not heretofore attended, without obligation, thus manifesting their intent to support such activities as may be agreed upon for the general welfare of both the individual and the group.

Finally, let us repeat "*Over and Over Again*" for the sake of any who may hesitate, that never before has there been a greater need for closer co-operation between all elements that constitute the macaroni-noodle industry than at present; that never before has it been so essential for more manufacturers to work in unison along agreed lines to solve some or all of the vexing problems that confront all operators and suppliers; that the time and place for doing all of this is the first postwar conference in Minneapolis, July 17-19.

# CALL TO INDUSTRY CONFERENCE

It has been truthfully said that man was not made to live alone, nor business to function apart, because things that concern the group equally affect the individual.

Every producer of macaroni-spaghetti-egg noodles is equally and seriously affected by conditions that prevail in business today. In line with the above thought, it would seem better to meet those conditions in phalanxes, rather than singly.

To plan the proper defense against all threats every one interested in improving conditions that currently confront the Macaroni-Noodle Industry is invited to attend the Industry Conference in Minneapolis, July 17-19, 1946.

This thought is beautifully expressed in the poem below which is recommended for re-reading with the above invitation in mind.

## "THE HOUSE BY THE SIDE OF THE ROAD"

By Sam Walter Foss

There are hermit souls that live withdrawn  
In the peace of their self-content;  
There are souls, like stars, that dwell apart,  
In a fellowless firmament;  
There are pioneer souls that blaze their paths  
Where highways never ran;  
But let me live by the side of the road  
And be a friend to man.

Let me live in a house by the side of the road,  
Where the race of men go by—  
The men who are good and the men who are bad,  
As good and as bad as I.  
I would not sit in the scorn's seat,  
Or hurl the cynic's ban;  
Let me live in a house by the side of the road  
And be a friend to man.

I see from my house by the side of the road,  
By the side of the highway of life,  
The men who press with the ardor of hope,  
The men who are faint with the strife.  
But I turn not away from their smiles nor their tears—  
Both parts of an infinite plan;  
Let me live in my house by the side of the road  
And be a friend to man.

I know there are brook-gladdened meadows ahead  
And mountains of wearisome height;  
That the road passes on through the long afternoon  
And stretches away to the night.  
But still I rejoice when the travelers rejoice,  
And weep with the strangers that moan,  
Nor live in my house by the side of the road  
Like a man who dwells alone.

Let me live in my house by the side of the road  
Where the race of men go by—  
They are good, they are bad, they are weak, they are strong,  
Wise, foolish—so am I.  
Then why should I sit in the scorn's seat  
Or hurl the cynic's ban?—  
Let me live in my house by the side of the road  
And be a friend to man.

## Macaroni-Noodle Products Enrichment Approved

FDA Permits Manufacturers to Enrich  
Products, If Desired

On May 14, 1946, the Food and Drugs Administration, Washington, D. C., announced proposed orders on the enrichment of macaroni and noodle products, approving almost fully the proposal submitted by the National Macaroni Manufacturers Association several years ago. Under the order, enrichment of macaroni, spaghetti, egg noodles and kindred types of this grain food is not mandatory, but permission is granted those who wish to enrich to do so, and sets up regulations governing terms to be used in labeling such enriched products.

The order, as promulgated, and as published in the *Federal Register* of May 14, 1946, is published in full for the information and record of all manufacturers. There follows herewith, some clarifications by Washington Representative, B. R. Jacobs, who has been much interested in the proposal.

"The proposal for enrichment," says Jacobs, "includes all macaroni products of whatever shape or size, including all noodle products, egg noodle products and egg macaroni products.

"It does NOT include whole wheat macaroni products, wheat and soya products, milk macaroni products or vegetable macaroni products of any shape or size."

TO ENRICH OR NOT TO ENRICH IS THE QUESTION. Since the enrichment of macaroni-noodles is not compulsory, only those who choose to do so will be interested in the kind and quantity of the enrichment ingredients approved by FDA or in the correct terms set up by it for labeling such enriched food, as fully set up in the order, reproduced, in full below:

FEDERAL SECURITY AGENCY  
Food and Drug Administration  
[Docket No. FDC-33 (a)]  
Macaroni-Noodle Products  
Use of Vitamins, etc.

In the matter of fixing and establishing a definition and standard of identity for each of the following foods: enriched macaroni, enriched spaghetti, enriched vermicelli, enriched noodles; and of the amendment of the definitions and standards of identity for macaroni, spaghetti, vermicelli, macaroni products, noodles, egg noodles, noodle products, egg macaroni, and related foods, named in Alimentary Pastes Order (9 F.R. 14881), to permit use of vitamins, minerals, wheat germ, and dehydrated yeast, as optional ingredients.

**Proposed order.** It is proposed that, by virtue of the authority vested in the Federal Security Administrator by provisions of the Federal Food, Drug, and Cosmetic Act; the Reorganization Act of 1939; and Reorganization Plans No. 1; and upon the basis of evidence of record of the hearing duly held pursuant to the notice issued on December 27, 1944, the following order be made:

**Findings of fact.** 1. The average per capita consumption of macaroni and noodle products in the United States is small, although these foods are widely distributed. However, persons of Italian antecedents consume such foods in much greater quantities than the national average. Macaroni and noodle products constitute a staple food for these persons.

2. Surveys showing the amounts and kinds of food purchased by families of different income levels indicate that the diets of many persons in the United States are deficient in one or more of these vitamins and minerals required as added ingredients in enriched flour and bread. Inadequate diets occur most frequently among families in the low income brackets. The consumption of enriched flour and enriched bread has not entirely overcome these deficiencies.

3. Persons of Italian antecedents frequently live in urban communities and many are in the lower income brackets. These persons constitute a significant population group in the United States.

4. Food Surveys in certain urban communities containing large numbers of persons of Italian antecedents disclose that the diets of consumers in the lower income brackets are deficient in most of the vitamins and minerals added to enriched flour, that these consumers use much larger amounts of macaroni and noodle products than the national average, and their diet would be materially improved by the enrichment of macaroni and noodle products.

5. Persons of Italian antecedents consume large quantities of bread. The type of bread preferred by these persons is frequently unenriched.

6. There is a tendency for persons who eat macaroni and noodle products to consume correspondingly less of other cereal foods, which are inexpensive sources of energy, including bread.

7. Some macaroni and noodle products containing miscellaneous additions of vitamins and iron, or ingredients of high vitamin and mineral content, have been manufactured and sold. Such additions have led to representations designed to promote the sale of these products which have resulted in the confusion of many consumers as to the benefits which they could expect to receive from these products.

8. In preparing macaroni and noodle products for consumption they are generally boiled in excessive quantities of water and the remaining water discarded. This causes

a loss to the consumer of a large proportion of the water-soluble constituents, particularly the water-soluble vitamins and minerals.

9. In preparing enriched macaroni products for consumption the losses of water-soluble vitamins and minerals vary, depending on time of cooking, amount of water used, whether blanched, etc., but reasonable estimates of such losses are as follows:

Thiamine .....	50%.
Riboflavin .....	30%.
Niacin .....	40%.
Iron (metallic) .....	very small or none.
Vitamin D .....	very small or none.
Calcium .....	very small or none.

10. The record contains no specific evidence of losses of vitamins and minerals in the cooking of enriched noodle products. However, since noodle products are similar in composition to macaroni products, and are cooked in the same manner, there is adequate basis for concluding that the cooking losses are approximately the same.

11. In order to prevent consumer confusion and probable deception, macaroni products or noodle products known as "enriched" should have the same required and optional enriching ingredients as enriched flour. The minimum amounts of such ingredients in enriched macaroni products and in enriched noodle products should be adequate to compensate for cooking losses and reasonable maximum limits should be prescribed to maintain the identity of these foods. Maximum limits 25 per cent higher than minimum requirements are reasonable for the purpose of maintaining identity.

12. The uniform distribution in macaroni and noodle products of the ingredients used to enrich flour presents no manufacturing difficulties, when harmless carriers are used to achieve such distribution. Little loss of the enriching ingredients occurs in the manufacturing of enriched macaroni and noodle products.

13. The approximate cost of vitamins and minerals which must be added in the preparation of enriched macaroni and enriched noodle products to compensate for reasonable cooking losses is 5.4 cents per 100 pounds based on the wholesale prices of these substances at the time of hearing. Ample supplies of the necessary vitamins and minerals are available.

14. Partially defatted wheat germ is a suitable ingredient for enriching macaroni products and noodle products within the limits prescribed therefor in the definition and standard of identity for enriched flour.

15. The record contains no evidence of protein deficiency in the diet of persons in the United States, and no evidence showing any need for a special macaroni product or special noodle product containing additional protein derived from wheat germ or yeast. Dried yeast, due to its high content of the vitamin thiamine and niacin, is suitable for use as an ingredient for supplying all or part of the required amounts of such vitamins in enriched macaroni products and enriched noodle products.

**Conclusions.** Based on the foregoing findings of fact it is concluded that:

(a) To amend the definitions and standards of identity for macaroni products, milk macaroni products, whole wheat macaroni products, wheat and soya macaroni products, vegetable macaroni products, noodle products, wheat and soya noodle products, and vegetable noodle products, so as to permit the use of vitamins, minerals, wheat germ and dehydrated yeast as optional ingredients in each of these foods, will not promote

(Continued on Page 10)

# IN BEHALF OF THE MACARONI INDUSTRY!



● The advertisement shown on the opposite page was run by General Mills, Inc. in the April 6 issue of the DAKOTA FARMER, a publication which reaches a large proportion of the wheat farmers in North Dakota. Its aim is to call attention of durum wheat farmers to the need for planting more durum wheat this spring.

We recognize, as we know our macaroni manufacturer customers do, the serious implications of a continued durum wheat shortage for the macaroni industry. As one of the principal suppliers for this industry, we take this occasion to demonstrate what General Mills is doing to encourage farmers in the natural durum wheat growing areas to increase their plantings of durum. We hope this appeal will help make available increased tonnage of raw material for Semolina milling so that the macaroni industry can be adequately supplied, and so that consumer use of the vital basic foods, macaroni and spaghetti, can be sustained.



April 6, 1946

DAKOTA FARMER

## PLANT DURUM WHEAT!

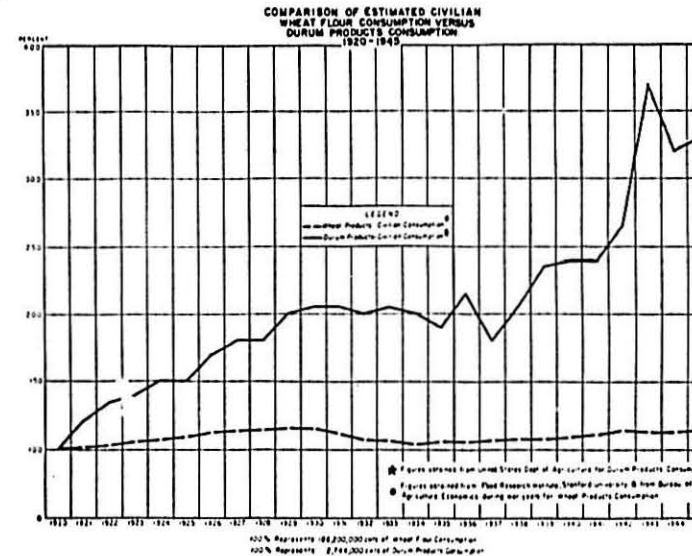
### Why?

A farmer wants to plant a crop that will produce to best advantage on his acres. He wants to sell that crop at a fair price. He wants assurance that

his crop will also yield stability for the future. A farmer takes a risk on sun and rain and the choice of his crops.

### Why Plant Durum?

- Because it has produced more bushels per acre over a period of years in the adaptable counties of North Dakota, and produces better than other spring wheat in dry years.
- Because it is less susceptible to sawfly damage than hard spring wheat.
- Because soil and weather conditions in certain areas of the Northwest are ideally suited for durum production.
- Because varieties like Mindum, Carleton and Stewart have been proven in Dakota soil. (These specially-developed varieties have yielded significantly well during the past five years.)
- Because for the past year durum has sold almost consistently at the ceiling price, whereas considerable amounts of other wheat have sold below ceiling prices.
- Because the durum industry does not anticipate a post-war decrease in demand for its products.



The macaroni industry, built on good durum wheat, has successfully eliminated the use of other wheat flour substitutions which in the past resulted in an inferior product.

The farmer, by planting a substantial acreage in durum, contributes to this stable industry—an industry which has improved its product, broadened its market, and enlarged its output.

The macaroni industry, which has put its products on the dining tables of America in remarkably increased volume the past eight years, is dependent upon good durum wheat. The industry has kept pace with new developments in plant machinery, has improved its products, while harvested acreage in durum has *dwindled*! Only record acre yields of the crop the past five years have thus far delayed the crisis which the industry now faces.

But, though the macaroni industry faces shut-downs for lack of durum wheat, figures show that during the past 25 years consumption of durum products has increased proportionately at a far greater rate than consumption of bread wheat flour!

The story of increased durum products consumption is told on the graph above. What isn't told is the vital fact that *durum wheat production has not been keeping pace with the rising curve of civilian consumption!*

The macaroni industry needs at least 3,000,000 acres planted in durum wheat this spring. Past average yields would not provide nearly enough durum if based upon last year's harvested acreage. Farmers are urged to increase their durum acreage to meet this vital need.

**General Mills, Inc.**  
MINNEAPOLIS, MINN.

### Macaroni-Noodle Products Enrichment Approved

(Continued from Page 7)

honesty and fair dealing in the interest of consumers.

(b) To establish definitions and standards of identity for enriched macaroni products and enriched noodle products will promote honesty and fair dealing in the interest of consumers.

Therefore, it is ordered, That the definitions and standards of identity for macaroni products, milk macaroni products, whole wheat macaroni products, wheat and soy macaroni products, vegetable macaroni products, noodle products, wheat and soy noodle products, and vegetable noodle products, be not amended to provide for vitamins, minerals, wheat germ, and dehydrated yeast as optional ingredients in such foods.

It is further ordered, That the following regulations fixing and establishing definitions and standards of identity for enriched macaroni products and enriched noodle products be and are hereby promulgated:

§ 16.9 Enriched macaroni products; identity; label statement of optional ingredients. (a) Enriched macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by § 16.1 (a) and (f), except that:

(1) Each such food contains in each pound not less than 4 mgs and not more than 5 mgs of thiamine, not less than 1.7 mgs and not more than 2.2 mgs of riboflavin, not less than 27 mgs and not more than 34 mgs of niacin or niacin amide, and not less than 13 mgs and not more than 16.5 mgs of iron (Fe);

(2) Each such food may also contain as an optional ingredient added vitamin D in such quantity that each pound of the finished food contains not less than 250 U.S.P. units and not more than 1,000 U.S.P. units of vitamin D;

(3) Each such food may also contain as an optional ingredient added calcium in such quantity that each pound of the finished food contains not less than 500 mgs and not more than 625 mgs of calcium (Ca);

(4) Each such food may also contain as an optional ingredient partly defatted wheat germ but the amount thereof does not exceed 5% of the weight of the finished food;

(5) Each such food may be supplied, wholly or in part, with the prescribed quantity of any substance referred to in subparagraphs (1), (2), and (3) of this paragraph through the use of dried yeast, partly defatted wheat germ, enriched farina or enriched flour, or through the direct additions of any of the substances prescribed in subparagraphs (1), (2), and (3).

Iron and calcium may be added only in forms which are harmless and assimilable. The substances referred to in subparagraphs (1) and (2) of this paragraph may be added in a harmless carrier which does not impair the enriched macaroni product, such carrier being used only in the quantity reasonably necessary to effect an intimate and uniform distribution of such substances in the finished enriched macaroni product.

(b) Enriched macaroni is the enriched macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by § 16.1 (b).

(c) Enriched spaghetti is the enriched macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by § 16.1 (c).

(d) Enriched vermicelli is the enriched macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by § 16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "enriched macaroni product"; or alternately, the name is "enriched macaroni," "enriched spaghetti," or "enriched vermicelli," as the case may be, when the units of the food comply with the requirements of paragraphs (b), (c), or (d) respectively, of this section.

§ 16.10 Enriched noodle products; identity; label statement of optional ingredients. (a) Enriched noodle products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for noodle products by § 16.6 (a) and (g), except that:

(1) Each such food contains in each pound not less than 4 mgs and not more than 5 mgs of thiamine, not less than 1.7 mgs and not more than 2.2 mgs of riboflavin, not less than 27 mgs and not more than 34 mgs of niacin or niacin amide, and not less than 13 mgs and not more than 16.5 mgs of iron (Fe);

(2) Each such food may also contain as an optional ingredient added vitamin D in such quantity that each pound of the finished food contains not less than 250 U. S. P. units and not more than 1000 U. S. P. units of vitamin D;

(3) Each such food may also contain as an optional ingredient added calcium in such quantity that each pound of the finished food contains not less than 500 mgs and not more than 625 mgs of calcium (Ca);

(4) Each such food may also contain as an optional ingredient partly defatted wheat germ but the amount thereof does not exceed 5% of the weight of the finished food;

(5) Each such food may be supplied, wholly or in part, with the prescribed quantity of any substance referred to in subparagraphs (1), (2), and (3) of this paragraph through the use of dried yeast, partly defatted wheat germ, enriched farina or enriched flour, or through the direct additions of any of the substances prescribed in subparagraphs (1), (2), and (3).

Iron and calcium may be added only in forms which are harmless and assimilable. The substances referred to in subparagraphs (1) and (2) of this paragraph may be added in a harmless carrier which does not impair the enriched noodle product, such carrier being used only in the quantity reasonably necessary to effect an intimate and uniform distribution of such substances in the finished enriched noodle product.

(b) Enriched noodles, enriched egg noodles, are the enriched noodle products the units of which conform to the specifications of shape and size prescribed for noodles in § 16.6 (b).

(c) Enriched egg macaroni is the enriched noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni in § 16.6 (c).

(d) Enriched egg spaghetti is the enriched noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti in § 16.6 (d).

(e) Enriched egg vermicelli is the enriched noodle product the units of which conform to the specifications of shape and size prescribed in § 16.6 (e).

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "Enriched Noodle Product" or "Enriched Egg Noodle Product"; or alternately, the name is "Enriched Noodles," "Enriched Egg Noodles," "Enriched Egg Macaroni," "Enriched Egg Spaghetti," or "Enriched Egg Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraphs (b), (c), (d), or (e) respectively, of this section.

Any interested person whose appearance was filed at the hearings may, within twenty days from the date of publication of this proposed order in the *Federal Register*, file with the Hearing Clerk of the Federal Security Agency, Office of the General Counsel, Room 3257, Social Security Building, 4th Street and Independence Avenue, S.W., Washington, D. C., written exceptions thereto. Exceptions shall point out with particularity the alleged errors in the proposed order, and shall contain specific references to the pages of the transcript of the testimony or to the exhibits on which each exception is based. Such exceptions may be accompanied with a memorandum or brief in support thereof. Exceptions and accompanying memoranda or briefs should be submitted in quintuplicate.

Washington, D. C., May 10, 1946.  
[SEAL] WATSON B. MILLER,  
Administrator.

[F. R. Doc. 46-8022; Filed, May 13, 1946; 11:55 a. m.]

### Higher Liquid, Frozen and Dried Egg Production

April, 1946

The production of liquid egg during April totaled 155,541,000 pounds. Of this amount 93,523,000 pounds were frozen, 60,294,000 were dried and 1,724,000 pounds were used for immediate consumption. Total production was about 9 per cent larger than the quantity of egg produced in April last year.

The production of dried egg in April totaled 20,924,000 pounds compared with 15,846,000 pounds in April a year ago. Production consisted of 18,805,000 pounds of whole egg, 337,000 pounds of dried albumen and 1,782,000 pounds of dried yolk. Dried egg production for the first four months of this year totaled 46,972,000 pounds compared with 64,330,000 pounds during the same period last year and 111,639,000 pounds during the period in 1944.

The freezing of liquid egg during April continued on a very high level. The production of 93,523,000 pounds of frozen egg during April was the largest of record for that month, exceeding the previous high output of April, 1944, by 4,523,000 pounds. The quantity of frozen egg produced during the first four months of this year—223,402,000 pounds—was also the largest of record for that period exceeding 1944, the previous high by 9,333,000 pounds. Storage holdings of frozen egg on May 1 totaled 200,009,000 pounds compared with 169,526,000 pounds on May 1, 1945, and 163,790,000 pounds for the (1941-45) average.

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# No Gluten Regulations for Macaroni Products

The Food and Drugs Administration Refuses to Prescribe a Definition of Standards of Identity for Gluten Macaroni Products

While the Food and Drugs Administration in its order published in the *Federal Register*, May 14, 1946, has refused to set up a special Definition of Standards of Identity for gluten macaroni products, believing that it would not be beneficial to the consumer, it does permit the addition of gluten in specific cases. However, manufacturers that do so will not be permitted to declare its use on the label.

Commenting on the new order, the National Association's Director of Research, B. R. Jacobs of Washington, D. C., says: "The FDA will not permit the use of gluten in our products where the percentage is increased to 18 or 20 per cent, or to any other percentage above 13. Neither will it permit the designation of macaroni products as 'Gluten Macaroni Products,' with or without the percentage of gluten contents declared on the label."

For the information of the manufacturers interested in adding gluten for any purpose whatsoever, the FDA order is reproduced herewith in full:

## FEDERAL SECURITY AGENCY Food and Drug Administration [Docket No. FDC 33 (b)] Macaroni-Noodle Products Use of Gluten

In the matter of amending the definitions and standards of identity for macaroni products, milk macaroni products, whole wheat macaroni products, wheat and soy macaroni products, vegetable macaroni products, noodle products, wheat and soy noodle products, and vegetable noodle products so as to permit the use of gluten in such products as an optional ingredient, and fixing and establishing a definition and standard of identity for gluten macaroni products.

**Proposed order.** It is proposed that, by virtue of the authority vested in the Federal Security Administrator by the provisions of the Federal Food, Drug, and Cosmetics Act ( §§ 401, 701, 52 Stat. 1046, 1055; 21 U.S.C. 341, 371, 1940 ed.); the Reorganization Act of 1939 (53 Stat. 561, 5 U.S.C. 133) and Reorganization Plans No. 1 (53 Stat. 1423, 4 F.R. 2727) and No. 1V (54 Stat. 1234, 5 F.R. 2421); and upon the basis of evidence of record at the hearing duly held pursuant to the notice issued on September 15, 1945 (10 F.R. 11818, the following order be made:

**Findings of fact.** 1. Wheat gluten is composed of two proteins, gliadin and glutenin. The commercially prepared gluten product

used in the United States for increasing the gluten content of macaroni-noodle products is made by washing the starch from flour and drying the remaining sticky mass at a low temperature. The resulting product contains approximately 30 per cent protein and is commonly known as "gum gluten."

2. Macaroni-noodle products to which gum gluten is added, with resulting increase in the protein content for which representations are made, fall into two general groups, one in which the gluten content of the finished product is increased to 18 or 20 per cent, the other in which the gluten content is increased to approximately 40 per cent.

3. Macaroni-noodle products containing sufficient added gum gluten to raise their gluten content to approximately 40 per cent are known as "gluten macaroni," "gluten spaghetti," etc., and are sold almost entirely in stores of the type usually referred to as "health food stores." These pastes are consumed principally by persons suffering from diabetes or persons on so-called reducing diets. When thoroughly cooked such macaroni-noodle products are not unpalatable but their taste, appearance, and other physical properties differ considerably from those of ordinary macaroni products, and more time is required for their cooking. Recently, soy flour has been used in some of these foods in lieu of a part of the gum gluten ordinarily added.

4. Macaroni-noodle products containing added gum gluten in amounts sufficient to bring the total gluten content of the finished product to around 18 or 20 per cent are also generally known as "gluten macaroni," "gluten spaghetti," etc. Recently such designations as "18 per cent gluten macaroni" and "20 per cent gluten macaroni" have been used. These foods, when manufactured primarily for persons of Italian antecedents, are sometimes sold under the Italian name of "pastina glutinata." This type of macaroni-noodle products does not differ to a marked degree in taste or appearance from ordinary macaroni products manufactured from semolina although it requires slightly more cooking time. The sale of such foods has been largely promoted by representations that they are low in starch, are non-fattening, that they can replace other foods as sources of protein in the diet, or that they serve some other special purpose in the diet.

5. The addition of gum gluten to macaroni-noodle products in amounts sufficient to raise the total gluten content to 18 or 20 per cent, or to approximately 40 per cent, results in a substantial increase in the cost of these foods. Such increased cost is passed on to the consumer. The sale of such foods is quite small in comparison with ordinary macaroni products containing no added gluten.

6. Notwithstanding the lower starch content of macaroni-noodle products containing 18 to 20 per cent or even 40 per cent of gluten, their dietary effect is but little different from that of ordinary macaroni products, since the body converts 50 to 60 per

cent of the gluten to carbohydrates. Persons suffering from diabetes derive little if any benefit from the use of these foods; representations concerning the reduced carbohydrate content may lead such persons to the mistaken belief that such foods may be freely eaten without exceeding their tolerances for carbohydrates. Persons on so-called reducing diets who consume these lower starch products in the belief that they are less fattening than ordinary macaroni products are also deceived since gluten has the same energy and fat-producing value as starch.

7. The protein content of flour is mainly gluten. Gluten alone will not adequately meet the protein needs of the body. To meet such needs gluten must be supplemented by proteins of animal origin or derived from oil-bearing seeds. The average diet of persons in the United States is not deficient in protein, and due to the wide consumption of products made from flour, a large part of such protein is gluten. Thus, no need exists for a specially prepared protein food where the increase of protein is accomplished by the addition of gum gluten, and from a dietary standpoint, little benefit will result from its consumption. The use of macaroni-noodle products containing added gum gluten for supplementing the protein content of the diet is irrational and uneconomical.

8. The preparation of macaroni-noodle products of various shapes is made possible by the peculiar sticky, gummy physical properties of gluten in flour, durum flour, farina, and semolina. In order to manufacture certain shapes without excessive breakage in drying, packing, and shipping, it is necessary that the gluten content of the finished product be approximately 13 per cent. In the last few years the protein content of many wheats grown in the United States has been decreasing so that much raw material used in macaroni-noodle products has contained less than 13 per cent gluten, thereby causing an increase in manufacturing difficulties. Some manufacturers of these foods have found that by adding small amounts of gluten to the dough some of these difficulties are overcome and loss is so reduced as to offset the cost of the added gum gluten.

**Conclusions.** On the basis of the foregoing findings of fact it is concluded that:

(a) It will not promote honesty and fair dealing in the interest of consumers to adopt a definition and standard of identity for gluten macaroni products.

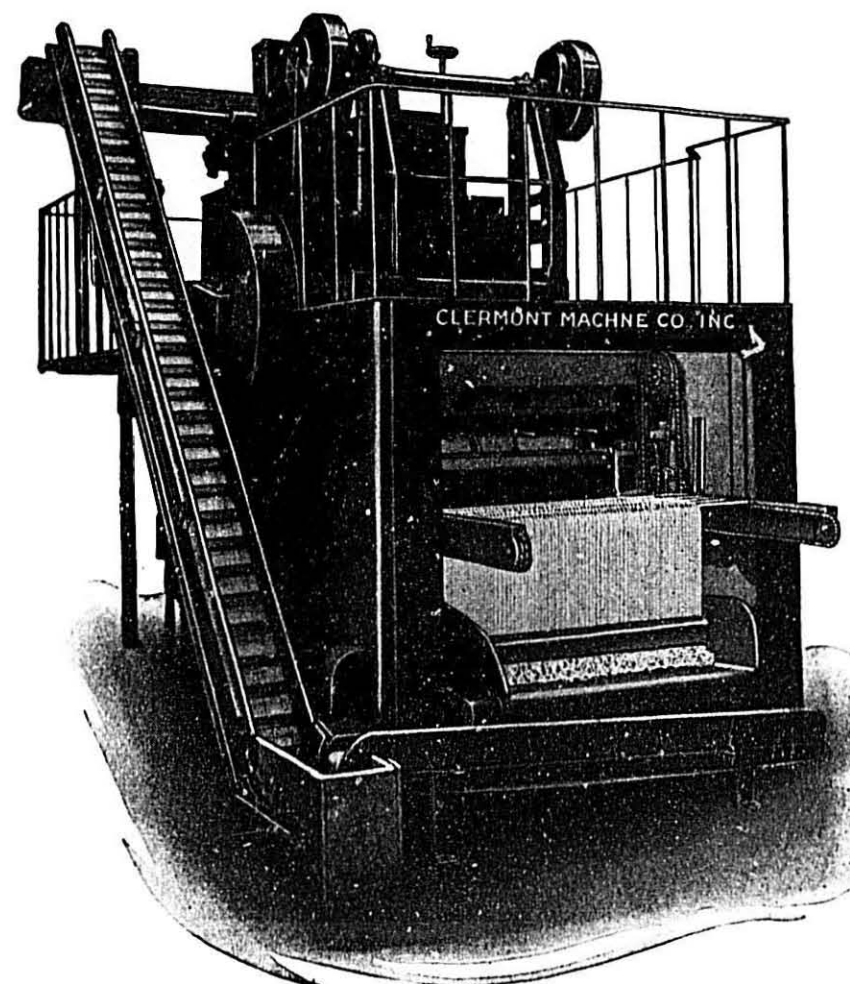
(b) It will not promote honesty and fair dealing in the interest of consumers to amend the definitions and standards of identity for macaroni products, milk macaroni products, whole wheat macaroni products, wheat and soy macaroni products, vegetable macaroni products, noodle products, wheat and soy noodle products, and vegetable noodle products to provide for the use of gluten as an optional ingredient so as to raise the gluten content of these products to 18 per cent or more.

(c) Amending the definitions and standards of identity for macaroni products, milk macaroni products, wheat and soy macaroni products, vegetable macaroni products, noodle products, wheat and soy noodle products, and vegetable noodle products for the optional use of gluten in amounts sufficient to supplement deficiencies of gluten in the raw materials so as to permit their more efficient manufacture into macaroni-noodle products will promote honesty and fair dealing in the interest of the consumer.

Therefore, it is ordered, That no definition and standard of identity for gluten macaroni products be promulgated.

(Continued on Page 14)

## CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



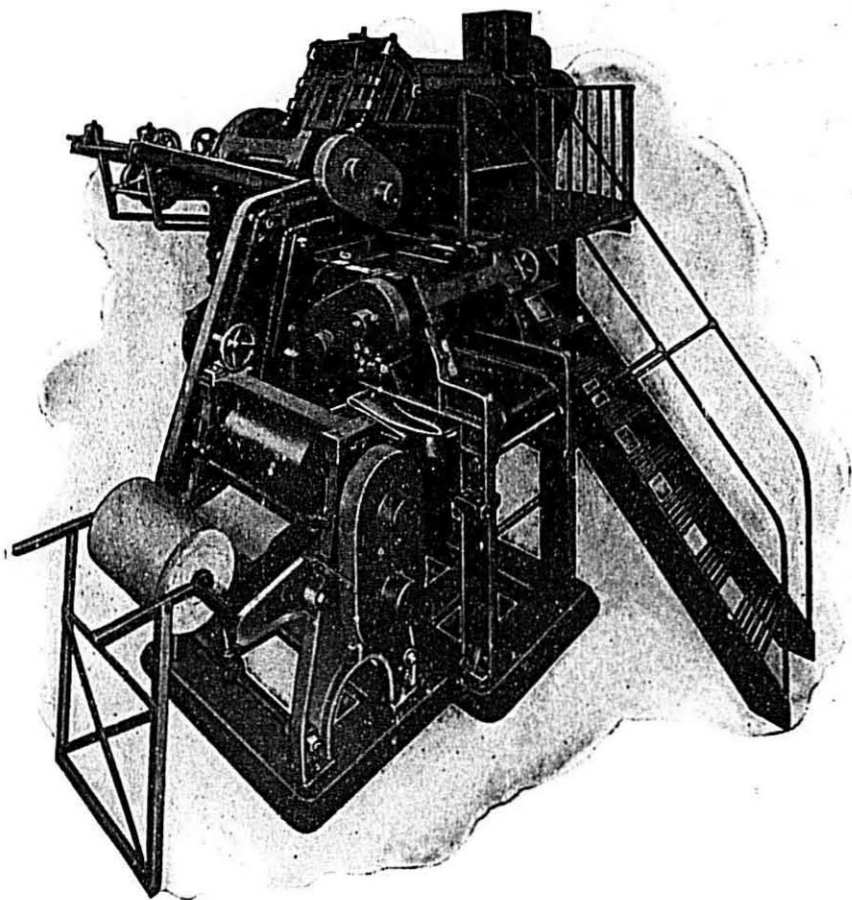
Patent Nos. 1,627,297  
2,223,079

Other Patents Pending

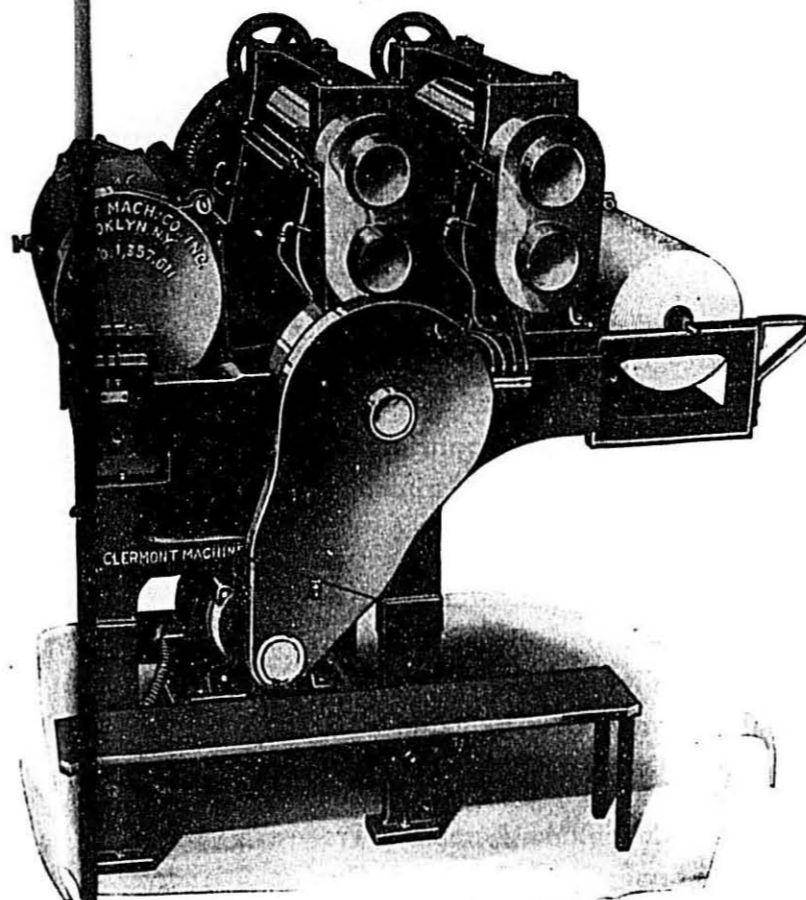


# CLERMONT

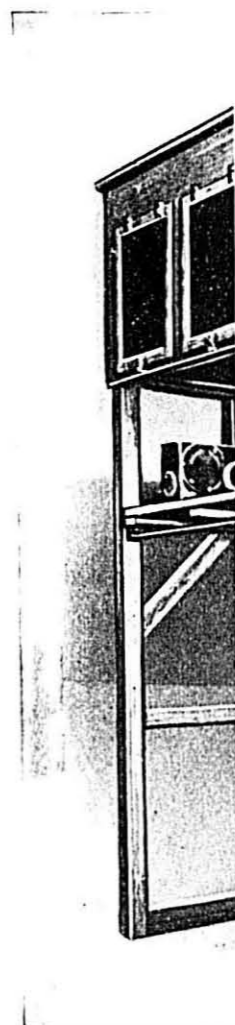
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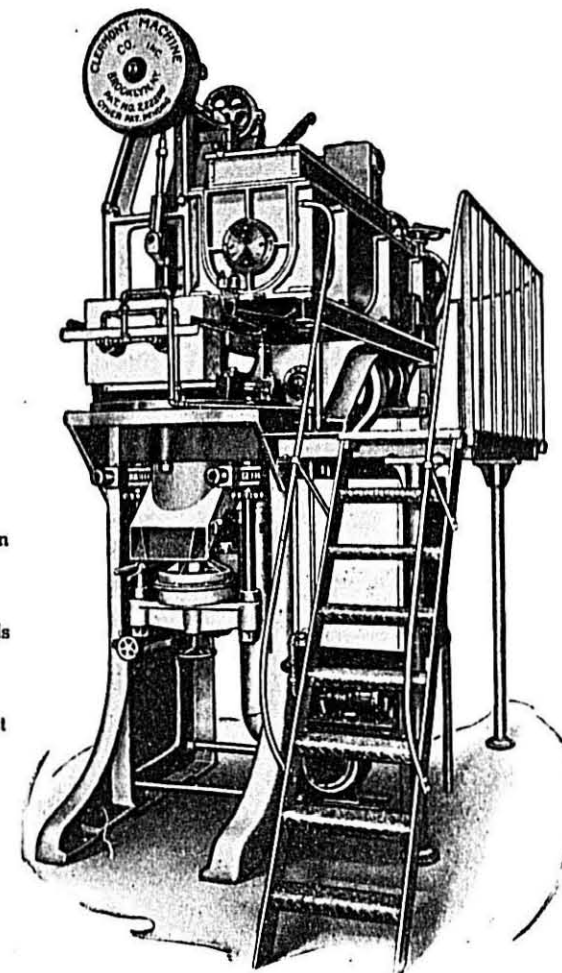
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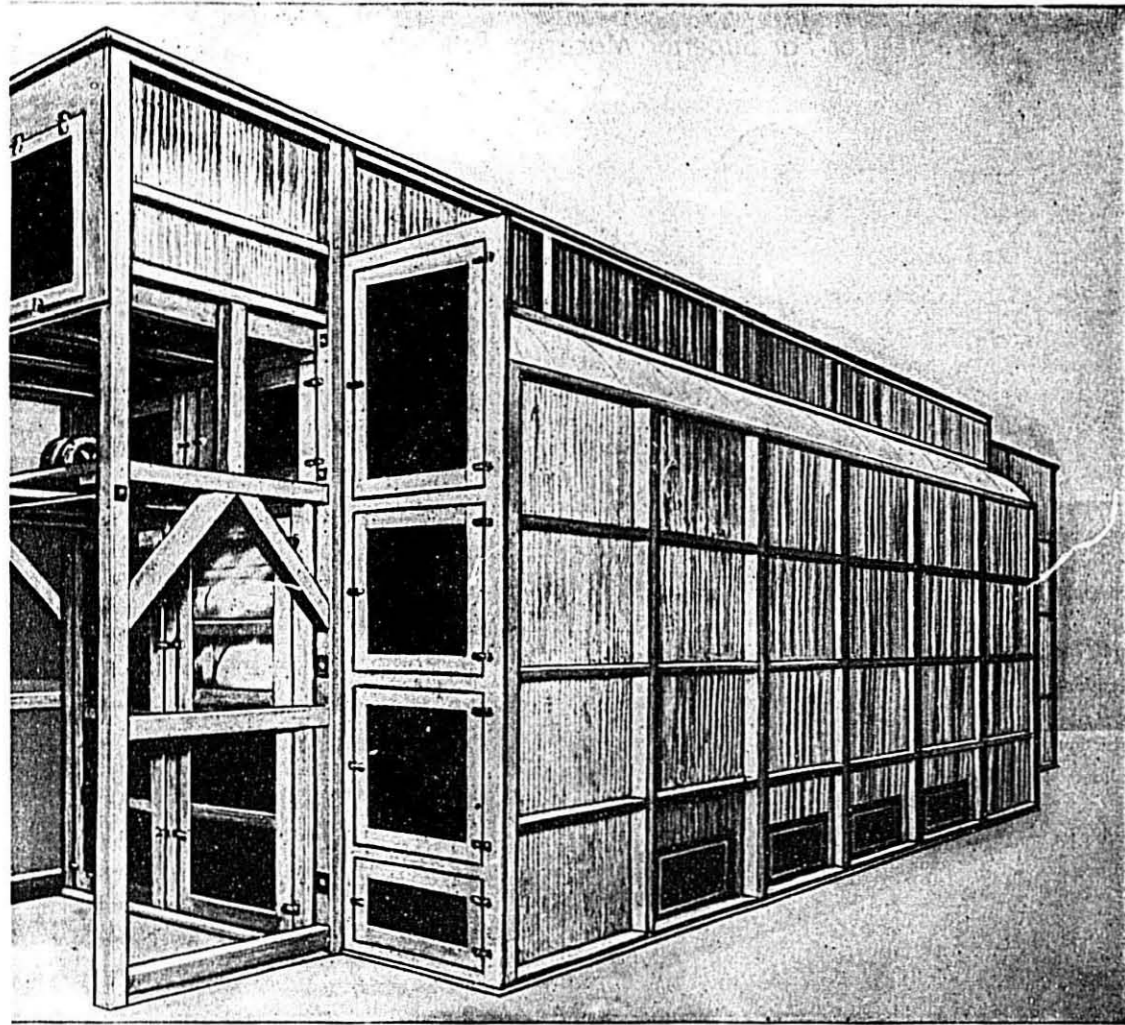
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**Driver:** The boss says Multiwalls keep weevils out.

**Baker:** That's right, and rats can't

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**Baker:** They're easy to open too . . . and flour doesn't stick to the clean Kraft paper when you empty them.

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*6 Reasons  
Why Bakers  
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- 1 *Sanitary.* Multiwalls provide maximum protection against infestation and contamination.
- 2 *Full Weight.* These paper bags prevent sifrage or retention losses . . . you get all the flour you pay for.
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- 5 *Easy to Open.* Multiwall Bags are quickly opened . . . quickly and easily emptied too.
- 6 *Moisture Resistant.* These sturdy bags protect your flour from dampness in transit and in storage.



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### No Gluten Regulations for Macaroni Products

(Continued from Page 12)

It is further ordered, That the definition and standard of identity for whole wheat macaroni products be not amended to provide for gluten as an optional ingredient of this food, and that the definitions and standards of identity for macaroni products, milk macaroni products, wheat and soy macaroni products, vegetable macaroni products, noodle products, wheat and soy noodle products and vegetable noodle products, be amended as follows:

Section 16.1 (a), last line of first paragraph, strike "(4)" and insert "(5)" therefor. Add the following new subparagraph after subparagraph (4):

(5) Gum gluten, in such quantity that the protein content of the finished food is not more than 13 per cent by weight.

Section 16.2 (a) (2), add the following sentence at the end thereof: "When the optional ingredient gum gluten (§ 16.1 (a) (5)) is added, the quantity is such that the protein derived therefrom, together with the protein derived from semolina, durum flour, farina, flour, or any combination of these used, does not exceed 13 per cent of the weight of the finished food."

Section 16.3 (a) (2) is amended to read: (2) None of the optional ingredients permitted by § 16.1 (a) (1), (2), and (5) is used.

Section 16.4 (a) (2), add the following new sentence at the end thereof: "When the optional ingredient gum gluten (§ 16.1 (a) (5)) is added, the quantity is such that the protein derived therefrom, together with the protein derived from semolina, durum flour, farina, flour or any combination of

these used, does not exceed 13 per cent of the weight of the finished food."

Section 16.5 (a) (2), add the following new sentence at the end thereof: "When the optional ingredient gum gluten (§ 16.1 (a) (5)) is added, the quantity is such that the protein derived therefrom, together with the protein derived from the semolina, durum flour, farina, flour or any combination of these used, does not exceed 13 per cent of the weight of the finished food."

Section 16.6 (a), last line of first paragraph strike "(2)" and substitute "to (3), inclusive." Add the following new subparagraph after subparagraph (2):

(3) Gum gluten, in such quantity that the protein derived therefrom, together with the protein derived from semolina, durum flour, farina, flour or any combination of these used, does not exceed 13 per cent of the weight of the finished food.

Any interested person whose appearance was filed at the hearing may, within twenty days from the date of publication of this proposed order in the *Federal Register*, filed with the Hearing Clerk of the Federal Security Agency Office of the General Counsel, Room 3257 Social Security Building, 4th Street and Independence Avenue, SW, Washington, D. C., written exceptions thereto. Exceptions shall point out with particularity the alleged errors in the proposed order, and shall contain specific references to the pages of the transcript of the testimony or to the exhibits on which each exception is based. Such exceptions may be accompanied with a memorandum or brief in support thereof. Exceptions and accompanying memoranda or briefs should be submitted in quintuplicate.

Washington, D. C., May 10, 1946.

[SEAL] WATSON B. MILLER,  
Administrator.  
[F. R. Doc. 46-8021; Filed, May 13, 1946;  
11:55 a. m.]

## F.D.A. Is 40 Years Old

Meeting to Commemorate Fortieth  
Anniversary of Original Federal  
Food and Drugs Act of 1906,  
to Be Held in New York  
City on June 25, 1946

The Federal Food and Drugs Act of June 30, 1906, as amended, was a fundamental law of great historic importance. For it was our first national food and drug law, in a basic sense; it had a profound social and economic significance, for protection of the public health and improvement in the food and drug order; and it was strongly revised in the modern Federal Food, Drug, and Cosmetic Act of June 25, 1938, as amended. That Act broadly prohibits the adulteration and misbranding of these products; and it is supplemented by a prohibition of their false advertisement in the Federal Trade Commission Act. Therefore and in short: the 1906 Act instituted our existing national food, drug and

cosmetic law, which ordains that its products shall be safe and fit for use, true and valuable in composition, and sold on the basis of an informing label and freedom from any misrepresentation whatsoever. A statement having the force that such products include the primary articles essential to the life and health of man.

This meeting to commemorate the fortieth anniversary of the original 1906 Act is, manifestly indicated, because that event is an historic landmark in the social and economic progress of our country. It is also designed to discuss the basic significance of the national food, drug and cosmetic law, which the aforesaid Act instituted; and to make an appropriate public

tribute to this law. And it will undoubtedly be the most important meeting yet held on such law. Consequently the proceedings of this meeting will be published in a special commemoration book, as well as in the *Food, Drug and Cosmetic Law Quarterly*, for general dissemination and permanent record. Moreover, they will be broadcast by radio, to the available extent.

Charles Wesley Dunn, outstanding authority on laws governing food production and distribution and author of the program, will be chairman of the meeting to be held in the Meeting Hall of the Association of the Bar of the City of New York at 42 West 44th Street in New York City.

### Grain Exports in May

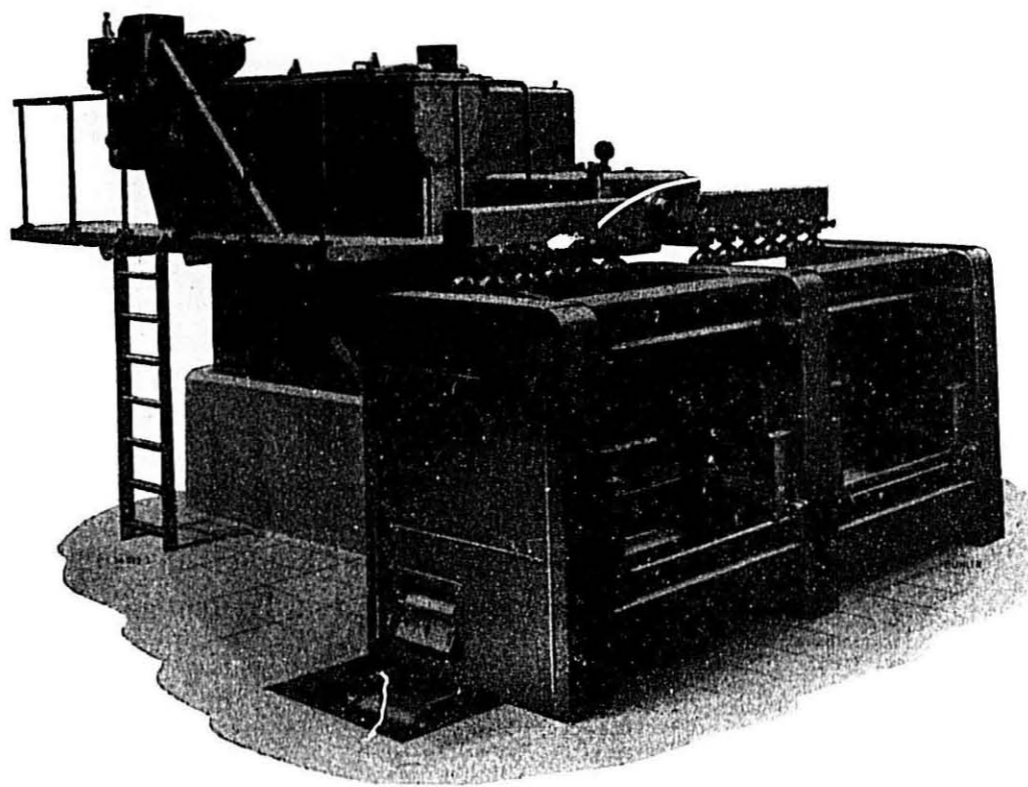
Exports of U. S. grain and grain products totaled an estimated 363,000 long tons during the last 11 days of May. This raised the total for the full month to 595,000 tons (22,222,000 bushels). The total for May included (in terms of whole grain equivalents): wheat 311,000 tons, flour 209,000 tons, corn 63,000 tons, corn products 12,000 tons.

Exports in May were reduced sharply below scheduled shipments by rail strikes and floods, Department of Agriculture officials said. A heavy concentration of shipping schedules during the last 11 days of the month brought the projected total to 840,000 long tons for the month, but strikes and floods interfered and approximately 250,000 tons of "May" shipments had to be carried over into June.

Exports of more than 1,500,000 tons have been scheduled for June. Shipment of this volume would raise the total exports for the period January 1 through June 30, 1946, to more than 5,400,000 tons (about 200 million bushels). Added to the shipments during the last six months of 1945, this would bring total exports for the marketing year to close to 400 million bushels. While the heavy volume of June exports has been definitely scheduled, shipment of the full amount will require continuous flow of grain and grain products up to the limit of capacity.

Exports of United States grain and grain products during the first five months of 1946 totaled 3,885,000 long tons (145,235,000 bushels). In addition about 188,000 long tons of Canadian wheat milled in bond in the U. S. was shipped, making total shipments from the U. S. during the five months of 4,073,000 tons. The total included: wheat 2,692,000 tons; flour 1,303,000 tons; corn 65,000 tons; corn products 13,000 tons.

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

By Benjamin R. Jacobs

The following is a digest of the proposal on enrichment of macaroni and noodle products made by the Food and Drugs Administration and appearing in the May 14, 1946, issue of the *Federal Register*. This has been copied in the *JOURNAL* and readers who are not interested in all the details may get full information from this abstract.

Recently the Food and Drugs Administration announced proposed orders on the enrichment of macaroni and noodle products and on the use of gluten in macaroni products.

These proposals are *NOT* mandatory but are merely permissive and, therefore, no macaroni or noodle manufacturer will be required to enrich his products.

The proposal for enrichment includes the following:

(1) All plain macaroni products of whatever shape or size,

(2) All noodle products, egg noodle products and egg macaroni products of whatever shape or size.

It does *NOT* include whole wheat macaroni products, wheat and soy macaroni products, milk macaroni products or vegetable macaroni products in any shape or size.

If macaroni and egg noodle products are enriched the following are the proposed requirements:

	Minimum	Maximum
Vitamin B-1 (Thiamine)	4.0 mgms.	5.0 mgms.
Vitamin B-2 (Riboflavin)	1.7 mgms.	2.2 mgms.
Niacin or Niacin Amide	27.0 mgms.	34.0 mgms.
Iron (Fe)	13.0 mgms.	16.5 mgms.

The following are optional ingredients:

Vitamin D U.S.P. Units	250.0	1,000.0
Partly defatted Wheat Germ	Not more than 5.0%	
Dried Yeast	Not more than 5.0%	
Enriched Flour and/or enriched Farina		

Partly defatted wheat germ, dried yeast, enriched flour, and enriched farina are permitted as optional ingredients because they constitute sources of additional vitamins and minerals.

The names of each of these foods, for which a Definition and Standard of Identity is prescribed, are as follows:

"Enriched Macaroni Products"  
"Enriched Macaroni"  
"Enriched Spaghetti"  
"Enriched Vermicelli"

"Enriched Egg Macaroni"  
"Enriched Egg Spaghetti"  
"Enriched Egg Vermicelli"

"Enriched Noodle Products"  
"Enriched Noodles"  
"Enriched Egg Noodle Products"  
"Enriched Egg Noodles"

Full details of the enrichment proposal will follow as soon as the complete Order can be printed.

### Proposed Order Concerning the Use of Gluten in Macaroni and Noodle Products

The Food and Drugs Administration has refused to prescribe a Definition and Standard of Identity for Gluten Macaroni Products. It is, however, permitting the use of gluten in all of our products, except whole wheat macaroni products, in quantities to provide up to 13 per cent of gluten by

weight of the finished product when this gluten is derived from semolina, durum flour, farina, flour, or any combination of these with added gluten.

The added gluten may *NOT* be declared on the label.

The Food and Drugs Administration will *not* permit the use of gluten in our products where the percentage is increased to 18 per cent or 20 per cent or to any other percentage above 13 per cent. Neither will it permit the designation of macaroni products as "Gluten Macaroni Products," with or without the percentage of gluten content, declared on the label.

## Governor Edward J. Thye of Minnesota to Address Macaroni Convention

Macaroni-noodle manufacturers and representatives of the allied trades who will attend the first postwar conference of the Industry and the annual convention of the National Macaroni Manufacturers Association in Minneapolis, Minnesota, July 17-19, 1946, will have the pleasure of listening to a speech by Honorable Edward J. Thye, Governor of Minnesota. He will address the gathering in the Minnesota Terrace of Hotel Nicollet at 2:30 p. m. Thursday, July 18.

In a letter to the Secretary of the National Macaroni Manufacturers Association, who is in charge of the program arrangements for the meeting, Carl L. Veicht, Secretary to the Governor, advises that Governor Thye is pleased to re-arrange previous engagements to enable him to accept the invitation of the macaroni men placed through Walter F. Villume of Minnesota Macaroni Co., Saint Paul, Minn.

The subject of the Governor's talk is not ready for announcement, but it will deal with conditions presently confronting industry, and the public generally. Association officials are naturally pleased with the decision of Governor Thye to address the Industry conference, particularly at a time when the durum-growing Northwest looms so prominently in the affairs of the macaroni-noodle industry that must



Governor Edward J. Thye

look to Minnesota and North Dakota for increased production of the wheat from which the indispensable semolina is milled for quality macaroni products.

Long stalks of asparagus can be cooked tender their entire length if stood loosely in boiling water in the bottom section of a double boiler, with the upper section inverted to cover the tips; the steam cooks the tips.

June, 1946

THE MACARONI JOURNAL

17

**New, Faster Delivery  
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Illustrating the versatility of Model A-3901-12 CECO Adjustable Carton Sealers are the variety of carton sizes and shapes which one machine can seal.

Here is good news for every concern with a packaging bottleneck. Delivery dates for CECO Adjustable Carton Sealers now on order are being advanced considerably.

The recent acquisition of long awaited labor-saving machine tools has enabled us to increase our production materially. We are beginning to reduce our tremendous backlog of orders to a point where we can offer much better deliveries than heretofore. And the latest model CECO Sealers are built to new high standards of quality.

Send for our new bulletin describing important time- and labor-saving features just incorporated in the CECO Adjustable Carton Sealer.

### Features--

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## Price Relief or Price Release

Inaction by Government Officials to Industry's Request for Relief

Irks Association Officials

At the Winter Meeting of the National Macaroni Manufacturers Association, three officials representing Government bodies concerned in the control of food pricing and regulation of food distribution, were invited to address the conference in the light of an apparent shortage of durum wheat and the prospects of this increasing menace to the regular and profitable operations of macaroni-noodle plants.

At the conference, every phase of the semolina situation and its effect on semolina production and manufacturing costs was discussed with the government officials. Among the government officials who addressed the Winter Meeting and heard the macaroni men's side of the case were Mr. J. F. Gilmour of the Grocery Speciality section, OPA Price Ceiling and Subsidies Head, Mr. M. C. Gille, Head of the Emergency Specialty Section, and H. P. Shapiro, Chief Counsel of the OPA.

A committee was appointed by President Wolfe to confer with the officials during the meeting, and later in Washington when the committee of Association manufacturers presented the case of the entire industry. This special committee sought relief, not only in a larger assignment of raw materials in a market situation made no less tense by government buying for export, but also in higher price ceilings to cover increased production costs.

The Association representatives had reason to feel that their case would be given proper consideration. After five months had passed and nothing had been done, the committee made public its plans for relief so as to avoid blame for the inaction. The side of the macaroni manufacturers in the case is fully explained in a letter to Mr. J. F. Gilmour, Office of Price Administration, Washington, D. C., on June 6, 1946, by President C. W. Wolfe of the National Macaroni Manufacturers Association. Bluntly this official demands that the OPA either grant commensurate relief in prices or the abolishment of all price controls. President Wolfe's letter of June 6 to J. F. Gilmour, Grocery Specialty Section, OPA, follows:

"When Horace Gioia and myself, together with our accountants, met you, Mr. Gille, and Mr. Walker, on April 1, we represented that this industry was operating at 75 per cent of 1945 operation.

"Ten weeks have passed since that time. Today those firms that are operating are operating at 40 per cent of capacity with some firms entirely closed down for the

last two weeks and with no shipments of flour to them in sight.

"Prior to May 8, durum wheat as it was received was allocated to the various durum mills. Since that date, all durum wheat has been purchased by the Commodity Credit Corporation and has been put into terminal elevators. Here are the figures on durum receipts.

Cumulative Minneapolis receipts as of 6/1/46.....	7,955,500 bu.
Cumulative Minneapolis receipts 5/8/46.....	7,555,900 bu.
Minneapolis receipts between 5/8-6/1/46.....	399,600 bu.

Cumulative Duluth receipts as of 5/31/46.....	6,820,000 bu.
Cumulative Duluth receipts 5/8/46.....	5,610,000 bu.
Duluth receipts between 5/8-5/31/46.....	1,210,000 bu.

Grand Forks receipts estimated.....	400,000 bu.
Total durum receipts since 5/8/46.....	1,610,000 bu.

"Twenty-five per cent of the 1,610,000 bushels or 400,000 bushels has been allotted to the mills and ground into flour and shipped to macaroni firms. Twenty per

cent of the 1,610,000 bushels or 300,000 bushels has been allotted to the mills and is in transit to them.

"This leaves a balance of 900,000 bushels of durum wheat yet to be allotted to the durum mills. This small amount if allotted could be milled and shipped out to macaroni manufacturers by June 30.

"It was said at our meeting which you attended in February at Seaview Country Club, repeated by Mr. Gioia and myself when we saw you in Washington on April 1, repeated to Mr. Gille and Mr. Walker at our meeting in New York on May 1, and now said again, that the macaroni manufacturers plants will be closed down for the months of July, August, and September with no production at all.

"You are already familiar with all the arguments we have presented to you as to the financial stability of by far the largest segment of our industry; that the macaroni industry is genuinely small business, with no one firm considered big business in the sense that firms are considered big business.

"It is not fair to be considering price relief from the basis of past earnings in previous years as against 1946. The taxes have been paid on the previous years earnings. Government has got its share. This is 1946 and conditions have changed for our industry and you should face today's facts.

"Either grant immediate price relief to the products of our industry or remove them from price control altogether."

## Stange Company Plans New Plant

Plans for the construction of a new plant and general office building for the William J. Stange Company of Chicago on a new site in Maywood, a western suburb of the city, have been announced by W. B. Durling, president of the company.

The Austin Company, engineers and builders are designing the plant, which will represent an investment of more than half a million dollars. Construction will be started as soon as conditions in the construction industry permit. Ultimately it will house the firm's seasoning and anti-oxidant departments.

Approximately 100,000 square feet of floor space will be provided in all, with controlled conditions in principal processing departments. The mixing and grinding rooms, where many new types of processing equipment developed by Stange engineers, will be installed, will have complete temperature and humidity control to eliminate all the variable factors in the production of Stange seasonings and N.D.G.A. anti-oxidant. This will insure the delivery of free-flowing products, regardless of weather conditions. Glazed tile will be used extensively throughout the interior in the interest of cleanliness,



Plant of Wm. J. Stange Co.

with special germicidal lamps to insure purity of product.

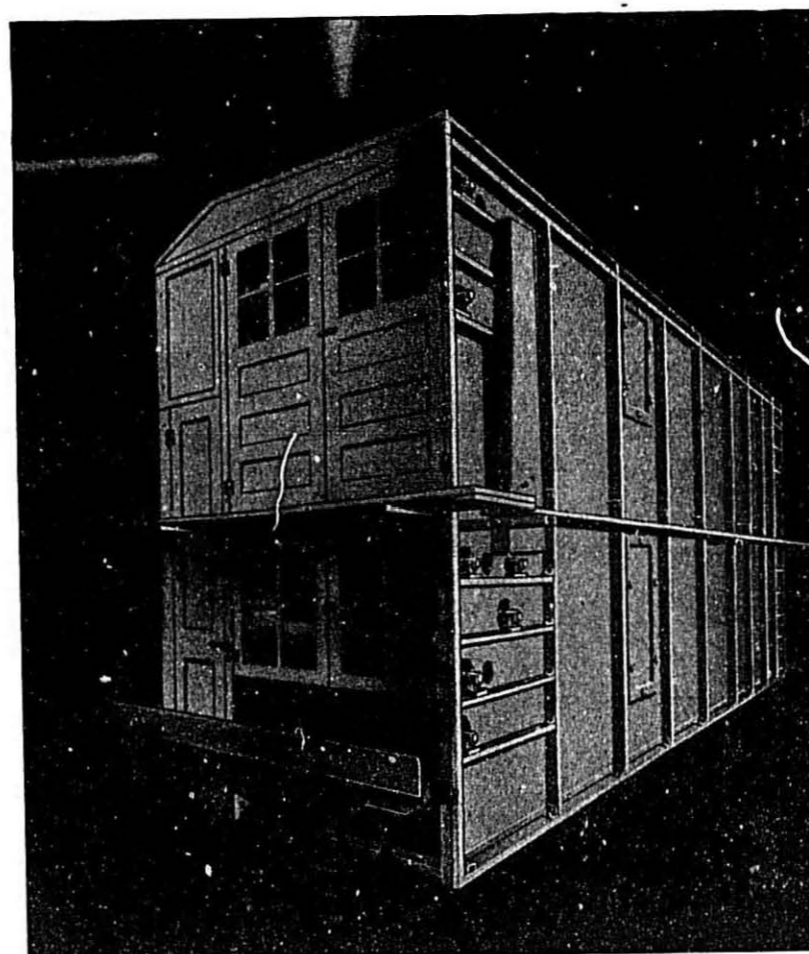
In addition to serving as executive headquarters of the Stange organization and the Nordigard Corp., a Stange affiliate, the office building will house experimental kitchens and research laboratories. These facilities will be made available to Stange customers for use in connection with the development of new products and the improvement of old ones.

June, 1946

THE MACARONI JOURNAL

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## Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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

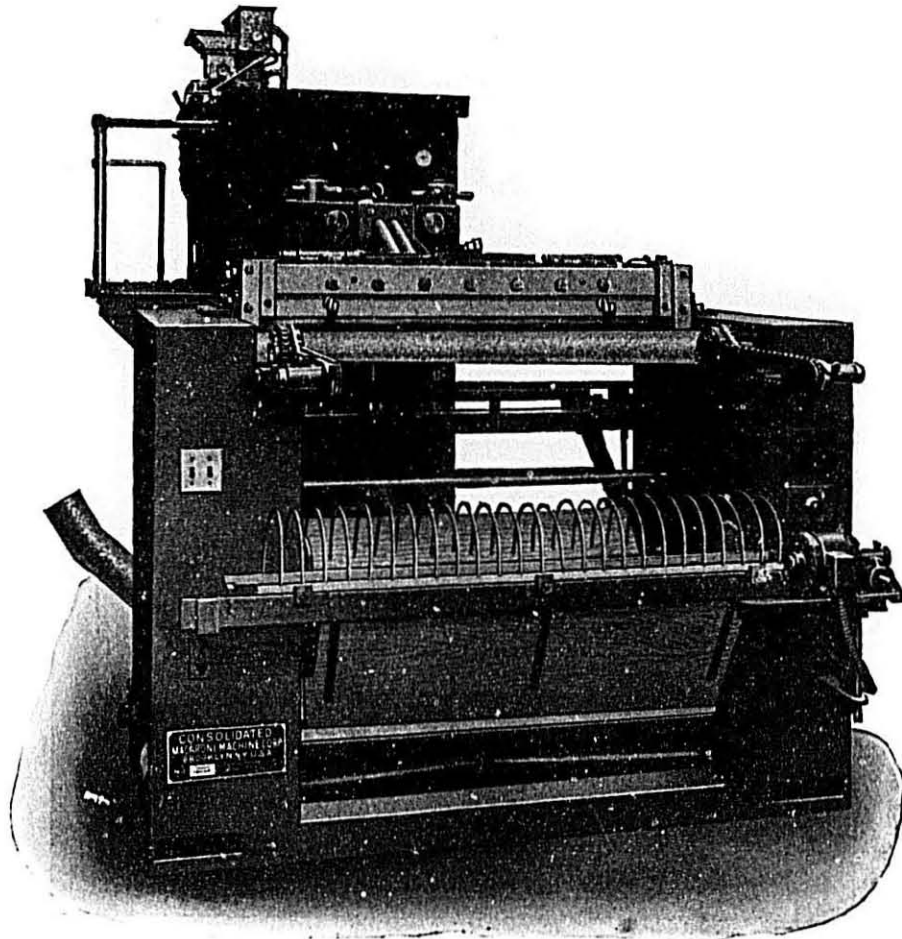
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



### CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model CAFS

*From Bin to Sticks without handling.*

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

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

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small plants which have space for only one continuous press that can produce both long and short cut products.

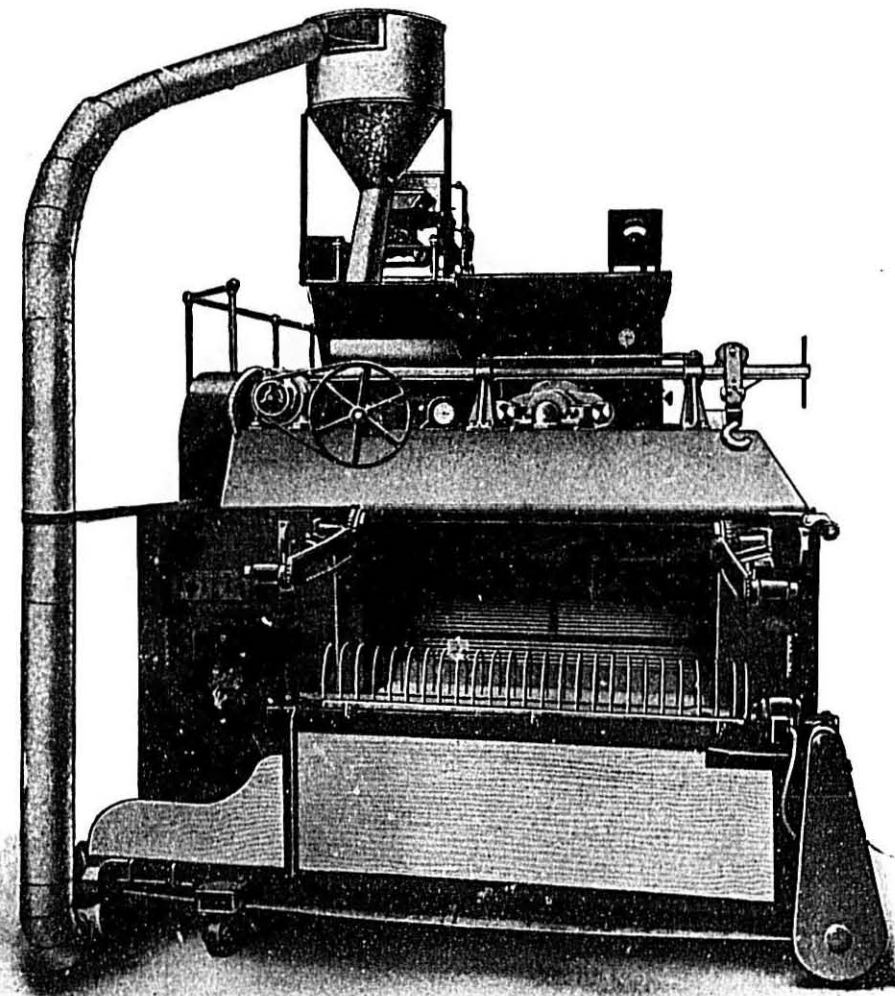
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



### CONTINUOUS PRESS FOR LONG GOODS

Model ADS

*From Bins to Sticks Without Handling*

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

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

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

Trimming reduced to less than 7%.

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

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

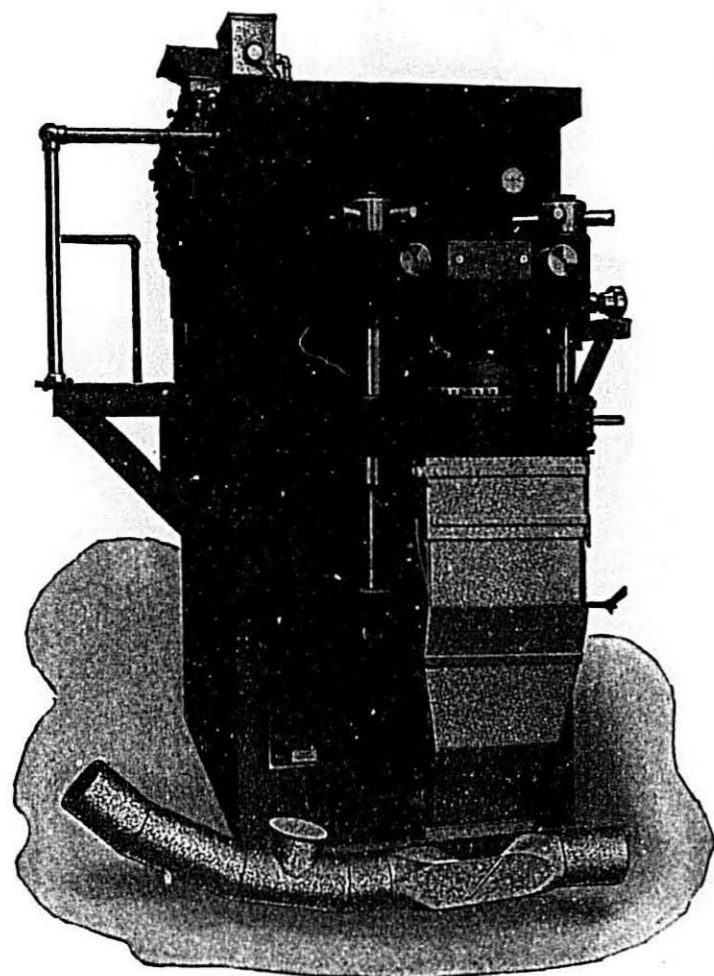
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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

Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS**  
Model ASCP

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

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

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

This product is a revelation.

It is outstanding in quality, appearance and texture.

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

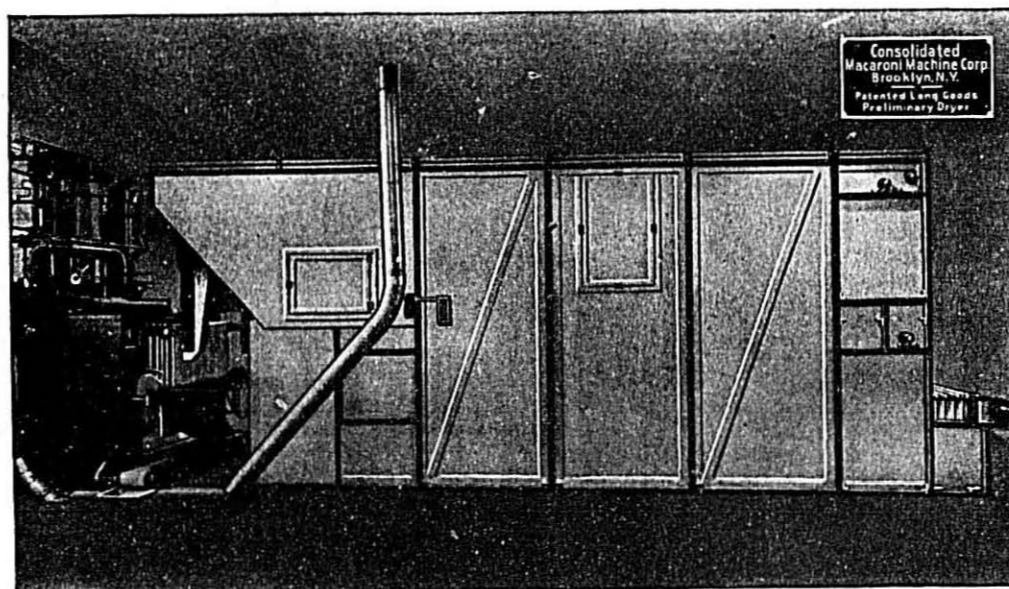
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**LONG GOODS PRELIMINARY DRYER**  
Model PLC

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

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

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

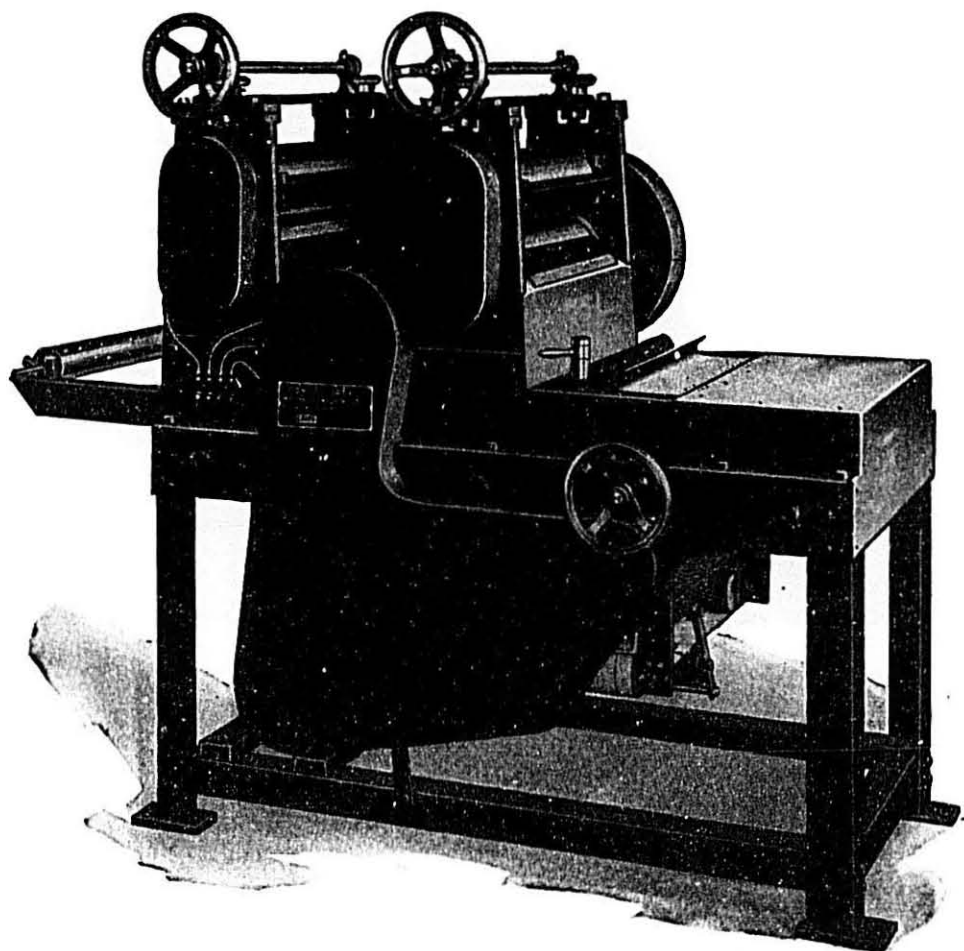
When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks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

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

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



## Consolidated Macaroni Machine Corp.



**GANGED NOODLE CUTTER**  
Model GNC

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

### Durum News

In its first release to the Macaroni Industry, the Amber Milling Division of Farmers Union Grain Terminal Association has the following to say about the 1946 durum wheat crop:

**Growth:** As of May 28, the durum is four to six inches high. Fields look good.

**Moisture:** Only scattered local showers—last week's general rains did not reach the durum territory. Subsoil moisture will carry the crop another ten days to two weeks.

**Freeze:** Recent freezing weather in the Dakotas caused no apparent damage to durum fields.

**Durum Supply:** Farmers emptied their bins for the Mercy Wheat program. When the last of Commodity Credit Corporation's durum is distributed to the mills, there will be little or no durum wheat available until new crop.

Again we remind you: Duramber Fancy No. 1 Semolina, Pisa No. 1 Semolina, Abo Fancy Durum Patent *Will Be Back!*—when a hungry world is fed.

AMBER MILLING.

### Doughboy Industries' Office Destroyed

Fire which it is presumed was started by lightning completely destroyed the general offices of Doughboy Industries, Inc., manufacturers of the famous Doughboy Sealers and other packaging machines used in packaging macaroni and other foods. A cereal plant, the printing plant and several warehouses near by, also were consumed in the flames during the storm that struck New Richmond, Wis., during the night of Sunday, June 9.

The fire was discovered by the watchmen at about 12:30 a.m., who immediately turned in an alarm, but the frame buildings burned quickly despite rain. The loss is estimated at about \$200,000. The office force is temporarily located in the grade school auditorium pending the erection of a new office building, plans for which had been drawn but construction delayed because of material scarcities. The production plant was undamaged and machines are being built and shipped with no serious delays.

### H. H. Dutz Acquires Experimental Kitchen

Henri H. Dutz has recently acquired Meta Given's Experimental Kitchen and Home Economics Business located at 154 East Erie Street, Chicago 11. Mr. Dutz took over the management

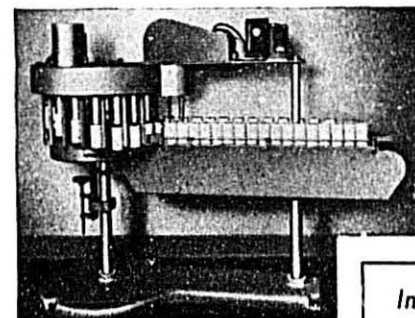
of this well established food and equipment service June 1. He has retained Miss Given's entire staff of trained assistants and Miss Given will continue to remain with the organization for a limited time serving in an advisory capacity.

Mr. Dutz is well prepared to operate this business. From the standpoint of special training, skills and experience, he is well fitted to direct experimental as well as artistic food work. During World War II he was consultant attached to the Office of the Quartermaster General in Washington as well as consultant to the Q.M.C. Subsistence Research and Development Laboratory in Chicago. Here he worked on the development of various food products and the use of dehydrated foods for Army and Navy

rations. Prior to these connections Mr. Dutz spent several years with Swift and Company working on meat products and shortenings.

### Ignore Export Inquiries

Very little if any attention is being paid to inquiries for export macaroni and spaghetti by manufacturers who normally are interested in supplying foreign demands. Scarcity of raw materials and a desire to favor domestic buyers are given as reasons for this attitude. This position is taken despite some lucrative offerings by exporters who are loaded down with orders from nearly all of the macaroni-buying countries.



#### In Process

PACKOMATIC'S TELESCOPING FILLER for bottom sealed cartons, rectangular and square cans, jars and canisters. We invite your inquiries—send us samples for recommendation.

## AVOID WASTE with PACKOMATIC FILLER

It is just as simple in construction and operation as it looks to be—just as effective a package filler as it is simple—PACKOMATIC'S Telescoping Volumetric Filler.

Packers of free and non-free flowing products—such as cleansers, bowl cleansers, flake lye, drain pipe openers, chemical cleaners, soot removers, coffee concentrate, baking powder, cereals, soap powder, etc.—will want the facts and data on this new member of the PACKOMATIC family.

Designed for filling cylindrical containers, paper and metal cans—also rectangular cartons—PACKOMATIC'S Telescoping Volumetric Filler helps avoid waste and annoying dust . . . because packages are raised onto the filling tubes, then lowered in one smooth, continuous and effective operation.

PACKOMATIC'S Telescoping Volumetric Filler fills up to 100 packages per minute . . . can be built on special order for higher speeds. Unit requires minimum of floor space . . . minimum of attention.

Submit your carton-filling and case-stacking specifications to PACKOMATIC for check and suggestion. Contact the PACKOMATIC office nearest you—or send details and product samples to Joliet. No obligation to buy.

#### TYPICAL PACKOMATIC EQUIPMENT

Case Sealers • Case Impinters • Carton Sealers • Volumetric Fillers • Net Weight Scales • Carton Making Machines • Dating (Coding Devices) • Paper Can Tube Cutters • Paper Can Tube Gluers • Can Shrinkers • Paper Can Cappers

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

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

## Keeping Warehouse Employees Fit in Hot Weather

By Ernest A. Dench

"If it isn't the heat, it's the cold—or the rain," complained a veteran employer about the tendency of some employees to report sick at frequent intervals, or wanting to quit in mid-morning or mid-afternoon. "One man less when I need him most upsets the work schedule. I don't know how much of this condition is faked and how much of it is real."

A factual approach to the problem may disclose poor ventilation, windows, skylights or open doors with too much sunlight glare—and heat! These are causes for which the employer is to blame in many cases.

On the other hand, the employe may himself be a contributing cause to his poor health, mental or physical. This may be personal carelessness in the use of leisure and sleeping hours. The employe should, when there's a lot of heat and humidity generated by nature, get a minimum of eight hours in bed, take frequent baths and showers, wear clean, light-weight clothing, indulge in mild (not too energetic) forms of sport to keep sweat down to a minimum, and insist on open (but screened) windows in his home.

The employe who dresses *rightly*, can endure high temperatures better than the employe who dresses *wrongly*. The *right* way is to do physical labor in a shirt or undershirt. What the considerate employer has to guard against is the tendency of employes to run to the other extreme—stripped to the waist. The average employe, in his ignorance, is not aware that the body is cooled by moisture of sweat-saturated clothing.

Some workers suffer from skin irritation when they expose too much of their bodies to direct sunlight. It attacks the arms when the sleeves are rolled up all the way, or when the garment is sleeveless. Wool is preferable to cotton, since it readily absorbs moisture, and prevents chills. Head coverage for outdoor work is best with a broad-brimmed hat of some type.

Another cause—one not so often suspected—of summer slackness on the job, is the footwear worn. Instead of wearing the same pair of shoes each working day, the warehouse worker should have two pairs to put on alternative days. Perspiration then has more of a chance to dry out in the interim. There's nothing so soothing, on a hot morning, than to lace up a pair of clean, *dry* shoes. It is also good shoe leather insurance, since each pair will last longer without cracking.

**Eating and Drinking:** Much of the available advice on what to eat and

drink in hot weather is to "go light." In work requiring considerable physical activity, this advice is harmful. Such workers still need their three heavy meals daily. The only climatic concession is that the meals should be heavy not only in bulk, but in Vitamin C content. The latter is derived from salads, fruits and fruit juices. Milk is also a good pick-up. Noticeable among workers is the hot weather trend to eat and drink *oftener* in smaller amounts rather than consume regular meals of normal bulk. There should be, to offset this, pick-up or snack sessions to ensure the full intake the body needs.

**Heat Fatigue** is also caused by failure to take salt except that contained in food during meals.

Dr. John P. Russell, California State Department of Health, has defined sweat as a dilute liquid containing from 0.1 to 0.5 per cent sodium chloride. Unless this sodium chloride in the body is replaced, heat sickness in some form or another is bound to occur. Either salt or salt tablets will furnish this sodium chloride. Further assistance can be rendered by eating and drinking the right foods. For example, there is 0.3 per cent of sodium chloride in milk. Meat also contains it.

Workers prone to perspire freely are inclined to drink more water than is good for their systems, causing cramps, et cetera. Remedy is a salt tablet dissolved in each glass of water. Equally satisfactory is common salt, a dosage of from one-quarter per cent to one per cent in each glass of water. From three to four dosages during an eight-hour working day are sufficient in normal cases.

Causes of heat fatigue and exhaustion are more common among new, inexperienced workers. It is because the body has to have more time to allow for the adjustment to a different working environment. That's why, at first a man on hot, heavy work will not sweat like a veteran. A few days later the heat-regulating mechanism of his body will be churning up the sweat the way it should.

Two types of salt tablets are available. One is the size of an aspirin tablet, containing ten grains of salt. Dosage should vary with the employe's type of work. If light physical activity, four to five tablets daily. If medium manual labor, eight to twelve tablets. If a heavy, hot job, twelve to fifteen tablets. A day here is meant of eight hours.

The other type of salt tablet has seventy per cent salt and thirty per cent glucose. It is claimed that this increased caloric content produces a pick-up reaction.

Going back to the first type of salt tablet, its advantage over ordinary table salt is that it does not affect the taste of the water. On the other hand, some men engaged on strenuous physical work report that ordinary salt-flavored water is palatable and refreshing.

The trick in using ordinary table salt in drinking water is to pre-salt the cooler *correctly*. This is one teaspoonful to a gallon of water. Risk in allowing employes to salt each tumbler full as needed is they will forget directions and douse water too heavily with salt. Naturally, it will not be palatable.

Some employes of one large shipping organization complained that salt tablets from the dispensing machine near the drinking fountains caused nausea. When the matter was investigated, it was discovered employes were swallowing the salt tablets just like candy—and without benefit of water!

**Window Protection:** Uncovered windows in the warehouse light and heat to the extent of eighty-five per cent.

Outside covering to reduce the heat is considerably more effective than an inside covering. Canvas awning painted in aluminum leads all others, since it ensures the light and heat transmitted being reduced from eighty-five per cent to twenty-two per cent. Trailing behind, by six per cent (or twenty-eight per cent of light and heat transmitted) is the plain canvas awning.

Now for the inside coverings. The ordinary roller shade, if fully drawn, accomplishes a reduction from eighty-five per cent to forty-five per cent of light and heat transmitted. The venetian blind is second, in reducing the light and heat transmitted, from eighty-five per cent to fifty-eight per cent.

**Ventilation:** Foul air in the warehouse or elsewhere can be converted into fresh air by fans worked in conjunction with radiators or other cooling devices. All such methods are improvements over ordinary portable fans of the prewar type, which produce draughts—and colds.

(All Rights Reserved)

Drafts, sudden temperature drops, sex, age, and working posture all determine the number and severity of colds a person may have.

June, 1946

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## A NEW AUTOMATIC WEIGHER FOR *Long Cuts!*



For production, efficiency and economy in your macaroni packaging set-up, investigate the Sarioni Automatic Weigher.

This machine is engineered and produced exclusively for the macaroni industry and will handle all types of Long Cut macaroni and spaghetti. It fits into any type of packaging line and will pace the production at its most critical point.

You'll find it eliminates the human element; gets consistent production with less worker fatigue; eliminates the need for operational training. A Sarioni Weighing Machine in your plant will soon pay its initial cost thru savings on labor alone.

We invite your inquiries.

LIOTTA SALES CORP.

17 E. 42ND ST.

NEW YORK 17, N. Y.

### Durum Crops Need Rain

North Dakota is looking forward to a good crop of durum wheat next August if the growing area gets needed rain. That is the report made by Chairman B. E. Groom of the Board of Directors of the Greater North Dakota Association at Fargo.

As of June 13 he reports from Fargo: "I have been at my farms at Langdon, North Dakota since April 1, and have a fine crop of durum seeded and growing. It looked most promising up to last week. We need rain very badly at this moment in the entire durum area of North Dakota. Much of the state has a fair amount of moisture, but the northeast quarter of the state, which is the durum area, is very dry right now, and must have rain to make an average crop.

It is 208 miles from here to my farms, and in driving back to my office from the farms last Tuesday (June 11), I noted that all through the durum area the crop seems to be at a standstill, but durum does take a lot of weather punishment. Our oats, barley, and flax are being damaged much more than the durum."

Durum Grower Groom will be a member of the Panel that will discuss

the general subject of "More Quality Durum for Better Semolina" at the convention of the macaroni industry in Minneapolis the afternoon of July 17.

### Crowded Elevators Prompt Delivery Deferments

The U. S. Department of Agriculture has announced that farmers will be permitted to sign contracts through May 25 for sale of wheat to Commodity Credit Corporation under the 30 cents a bushel plan where country elevators are blocked with delivery deferred only until elevators are open.

Officials of the USDA stated that this is not an extension of the bonus payment plan which expires on May 25, and that there will be no extension of the plan. The bonus has been offered to stimulate early delivery of wheat, needed now for immediate shipment to hunger areas abroad. The special delivery deferment will cover those limited cases where farmers have been ready to deliver wheat but were prevented from doing so by temporarily blocked local receiving points. A very heavy flow of wheat from farms in recent days has overtaxed facilities at many points. Farmers must deliver wheat immediately when

the receiving facilities are open, in order to qualify for the 30 cent bonus.

### Doughboy Sealers

Macaroni-Noodle manufacturers are finding both the Rotary Sealer—Model 46 and the Magnetic Sealer—Model 52, manufactured and distributed by Doughboy Industries, Inc. New Richmond, Wis., most helpful in the complex package sealing problems.

They will seal all materials that can be sealed with heat and pressure, are adjustable to right- and left-hand operation, and have interchangeable sealing rolls. They handle with equal satisfaction, cellophane and pliofilm materials, double wall laminated cellophane, heat-sealing papers, triple laminated foil paper, waxed papers, paper labels and other heat-sealing materials.

Doughboy Sealers are built simply and sturdily, with the best materials available and by expert workmen, with all modern improvements and refinements, making them versatile and easy to operate.

Truck tires made from selected varieties of cotton gave 300% more mileage in recent tests than those made from regular commercial cotton.



## LEADS IN QUALITY NOW, AS ALWAYS

Through the years the name King Midas has always been associated with "highest quality." And regardless of the circumstances or conditions, King Midas is determined to maintain this reputation.

That's why, now as always, King Midas leads in quality.

### KING MIDAS FLOUR MILLS

MINNEAPOLIS 15, MINNESOTA



## Make 1946 A NEW PROFIT YEAR

*You can do so with . . .*

## MODERN CHAMPION EQUIPMENT

In the event you are planning to install one of the latest types of Automatic Continuous Presses or Automatic Sheet Forming Machines, CHAMPION ENGINEERS have developed new Combinations of Flour Handling Equipment to take care of the continuous flow of flour required by these new machines.

CHAMPION has already made many installations of this new type Flour Handling Unit.

Let us explain these new combinations, a postal card will bring you Data and sample Blue Prints—no obligation.

## CHAMPION MACHINERY CO.

JOIET

Established 1893

ILLINOIS

### Name Changed

The name of Coaltofer Conveyor Company (Not Inc.), 310 S. Michigan Ave., Chicago, has been changed to Material Movement Industries effective May 15. According to Horton Conrad, Managing Partner, the name was changed to more accurately portray the breadth of the company's equipment and activities in the material-handling field.

Material Movement Industries manufactures electric and gasoline engine-driven portable conveyors for handling bulk and packaged materials. They are sold under the trade names Tote-All and Coaltofer Portable Conveyors.

### Changes in Du Pont Officers

The retirement of Jasper E. Crane as a vice president and member of the Executive Committee of E. I. du Pont de Nemours & Company, effective May 31, and the selection of Dr. Crawford H. Greenewalt, assistant general manager of the company's Pigments Department, to succeed him were announced by the Board of Directors. The retirement of James B. Eliason as a vice president and treasurer of the company, effective immediately, and the selection of Walter J. Beadle, first assistant treasurer, as his successor, were also announced.

Mr. Crane and Mr. Eliason will continue as members of the Board of Directors. Mr. Eliason will also retain his membership on the Finance Committee.

Dr. Greenewalt, who was already a director of the company, was elected a vice president by the Board. Mr. Beadle was elected a vice president of the company and a member of the Board. It was voted at the meeting to increase the number of directors from thirty-five to thirty-six.

### Gets Certificate of Achievement

The United States Navy Certificate of Achievement has been awarded to Pack-Rite Machines, division of Techtmann Industries, Milwaukee, Wis., manufacturers of heat-sealing and packaging machines. Many of these machines are giving satisfactory service in the leading macaroni-noodle plants in this country, and in foreign lands, too.

### A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	885,655
March	741,624	795,998	692,246	963,387
April	672,899	823,981	608,947	793,866
May	379,861	992,675	704,071	750,963
June		859,867	656,214	723,733
July		751,280	716,957	648,356
August		694,782	889,515	758,903
September		883,662	895,478	713,349
October		1,101,092	919,226	791,054
November		1,116,434	965,527	839,778
December			921,851	801,847

Includes Semolina milled for and sold to United States Government.

### Crop Year Production

July 1, 1945—June 1, 1946	9,021,486
July 1, 1944—June 2, 1945	9,751,326

*We Will Celebrate  
and So Will You!*

Plenty of things to gripe and grouse about? Sure—we must extract 80 per cent of the durum wheat, instead of the former 72. We are "milled" as to the amount we grind and, at that, we have "difficulty" in getting the grain to grind.

You manufacturers have your difficulties and "grin and bear it"—as we do!

None of that stops us all from recognizing one thing. That is that we are living in the best and finest nation in the world today. We are proud to be Americans and to acknowledge it by a fitting recognition of this Nation's Birthday—July 4.

This Land of Ours is, at the moment, traveling through the wilderness from an era of plenty to another of even greater plenty—a sort of Promised Land. We will win through mainly because we believe that is our Destiny.

Strong in that faith, let us bow our heads as the Flag goes by, for it is the pillar of cloud by day and the pillar of fire by night that leads us out of our difficulties.

We who make the Semolina and Flour you like and you who process it into spaghetti, macaroni and noodles, will see that good day come.

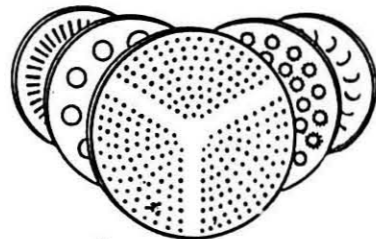
**FARMERS UNION GRAIN  
TERMINAL ASSOCIATION**

Amber Milling Division  
1923 University Ave. St. Paul 4, Minn.

## STAR DIES WHY?

Because the Following Results Are Assured

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



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

### Chef Baltera's Spaghetti Sauce

The macaroni manufacturers of the country will be particularly interested in the sauce recipe given herewith, because many have had the pleasure of tasting it on spaghetti dishes served them during the past meetings and conventions of the industry at the Edgewater Beach Hotel, Chicago, Ill.

"Chef Baltera" of the famous hostelry was especially pleased with the favorable comments by the manufacturers who are considered the connoisseurs of good sauces, and, in sending the recipe, said: "I was glad they enjoyed my Spaghetti Sauce, and pleased to send you the recipe."

#### The Sauce

Veal, beef, onion, fresh and canned tomatoes, garlic, rosemary leaf, salt, pepper, sugar, cayenne-pepper, fresh mushrooms.

2 medium onions—chop fine.  
1 toe of garlic—chop fine.  
½ lb. sliced mushrooms  
1 No. 2 can tomatoes  
2 fresh tomatoes—chop fine  
1 pint of beef or chicken broth

Saute ½ pound ground veal and ½ pound ground beef until light brown. Add mushrooms and cook for 5 min-

utes. Add garlic, rosemary leaf, fresh tomatoes and one sprinkle of sugar. Add chicken or beef broth, canned tomatoes, salt and pepper and boil slowly for ½ hour.

Cook spaghetti, macaroni or egg noodles according to directions, but don't overcook. Drain and place on large platter. Pour sauce over it and serve hot.

### Wheat Exports for First 10 Days in May

Exports of U. S. wheat and flour equivalent during the first ten days of May totaled an estimated 3,920,000 bushels (105,000 long tons), according to the U. S. Department of Agriculture.

These figures cover actual shipments from ports. They do not reflect as yet the accelerated movement of grain in recent weeks from farm to local elevators as a result of the bonus payments and price ceiling increases. This movement will be reflected in increased exports during the next few weeks. Exports during the period ahead will also include some corn and other coarse grains.

Exports of wheat and flour equivalent so far during the marketing year (beginning last July 1) have totaled 321,000,000 bushels, the largest ex-

port movement of record for a like period. Of this total, 195,000,000 bushels were exported during the first six months of the year, and the remaining 126,000,000 bushels (3,374,000 long tons) during the period from January through May 10.

### All-Purpose Addressing Brush

The new pocket Cado Flo-Master Fountainbrush. No larger than ordinary fountain pen, with valve control that eliminates leaking, flooding and sweating. Made of satin-finished aluminum consisting of only three unit parts. Designed to be used only with Cado Flor-Dri colors that are instant drying, waterproof, freezeproof and smearproof. Use on any surface, wax paper, cellophane, glass, metal, all kinds of coated papers, aluminum foil and pliolite coated surfaces. Combines the features of crayon ink pencils. Rapidly being adopted as a new marking and identification medium by the food industry.

Attractively packaged in a wide selection of complete units to fit the many varying requirements for identification marking. It is manufactured and distributed by Cushman & Denison Mfg. Co., 133 West 23rd Street, Industrial Department, New York 11, New York.

## 80-X Durum Granular and 80-X Durum Flour

*High Extraction Products*

Milled according to government restrictions

but still,

*"You command the best when you demand  
Commander Durum Products."*

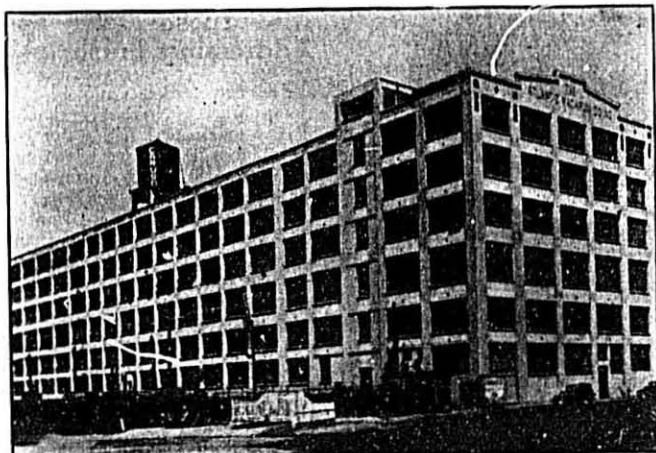
**COMMANDER MILLING COMPANY**  
MINNEAPOLIS, MINNESOTA

### Airline Foods Corporation Acquires Atlantic Macaroni Company, Inc.

Airline Foods Corporation, New York, N. Y., has announced the acquisition of the Atlantic Macaroni Com-

pany, Inc. The new plant and principal offices are located in its own modern six-story building, a floor-space area of approximately 240,000 square feet, which with dock facilities occupies the entire block at 43-82 Vernon Blvd., Long Island City.

Plans are now in process for the further development and expansion of



Atlantic Macaroni Company

pany, Inc., one of the largest and best-known manufacturers of macaroni products, and makers of the famous Caruso brand products. This brand was the favorite of Enrico Caruso himself, who gave the company written permission to use his name and picture as long as the fine flavor and outstanding quality of the products were maintained.

The half-century-old Atlantic Macaroni Co., Inc., manufactures over eighty different varieties of macaroni, spaghetti and egg noodles, in addition to dehydrated soup mixes, spaghetti sauce, and similar products. Fine macaroni products bearing this company's famous label, which features Enrico Caruso's name and picture as a registered trademark, are sold throughout the United States, and are exported in quantity to Central America, the West Indies, Africa, Portugal, and Ireland.

this entire line and its markets as soon as conditions permit. Other well-known companies of Airline Foods Corporation are Max Ams, Inc., manufacturers of famous Airline Prune Juice, Airline Honey, and other products; Wallace, Burton & Davis Co., wholesale grocers; the Goodwin Preserving Co. of Louisville, Ky., makers of jams, jellies and preserves; and Lippincott Fine Foods, packers of Lippincott Olives.

### Spaghetti: Only On Special Order

The President's Famine Emergency Committee has acted to intensify the wheat conservation program in public eating places by asking that restaurant managers agree among themselves in each community to "serve no

bread or other wheat products unless specifically requested" by their customers.

In a memorandum to all local Famine Emergency Committees, Walter F. Straub, director of the Office of Emergency Food Program, pointed out that the wheat conservation drive in public eating places has not been as successful as might be expected and he asked the committees to meet with restaurant managers in their community with the purpose of reaching an agreement to serve no bread or wheat products except upon request.

### Adjustable Carton Sealers

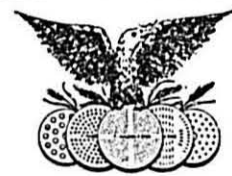
An attractive bulletin describing important new features incorporated in the latest models of Ceco Adjustable Carton Sealers has just been published by Container Equipment Corporation, Newark 4, N. J. The company also announces that, with the recent acquisition of new labor-saving machine tools, it has increased production and begun to reduce its large backlog of orders. Delivery schedules have been improved materially.

### New Customers Plentiful

There is no lack of customers for any kind of macaroni products according to reports from macaroni products manufacturers in every section of the country. Distributors of this food are "shopping around," hoping to find a manufacturer with unsold stocks. Shutdowns among the durum mills, many of which are producing but a day or two a week due to shortage of durum, are reflected in similar shutdowns of macaroni-noodle plants in all parts of the country. Those that are still operating are being flooded with orders, even by many would-be customers that have never before done any business with the firms approached. Prices are being maintained at ceilings despite the pressure.

## DONATO MALDARI

SUCCESSOR TO  
F. MALDARI & BROS., Inc.



TRADE MARK

178-180 Grand Street

New York 13, N. Y.

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

## Capital Quality . . . Unvarying As Always

Under Restrictions of WFO 144

Be Assured of the Best

with

# CAPMILCO DURUM GRANULAR FLOUR

## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

### Seek Increased Macaroni Ceilings

OPA Officials Being Asked for Needed Relief

A special committee of the National Macaroni Manufacturers Association, headed by President C. W. Wolfe, will go to Washington, D. C., Wednesday, June 19, to consult with officials of OPA in the matter of increased ceilings on macaroni, spaghetti and egg noodle products to offset increased cost due to production slow-downs, higher wages, costlier materials and other increased expenses of doing business under existing conditions.

The committee, consisting of President Wolfe, Horace Gioia of Gioia Macaroni Co., Rochester, N. Y., C. Fred Mueller of the C. F. Mueller Co., Jersey City, N. J., and Albert Ravarino of Ravarino & Freschi, Inc., St. Louis, Mo., hopes to have the entire industry as a solid "pressure group" to fully impress OPA with the need for the relief sought.

In addition to the strong letter to Mr. J. F. Gilmour, of the Grocery Specialty Section of OPA, appearing elsewhere in this issue, President Wolfe is seeking the co-operation of Association Members in a strong appeal which reads in part as follows:

"The bakers were allowed to reduce the size of their loaves 10 per cent (to save wheat), and this week were grant-

ed a 1c a loaf increase in price. OPA did not check 1945 earnings and all that 'stuff' for the multitudinous number of bakers in this country of all sizes.

"OPA was pressured. If you, Mr. Macaroni-Noodle manufacturer, feel that you are entitled to a price increase of 2c a pound like the bakers got—WIRE YOUR CONGRESSMEN—WIRE YOUR U. S. SENATORS. (The U. S. Senate is discussing OPA extension now, over the week end of June 15-17.) Let us see if the macaroni industry has a voice. The cereal people got their increases last week.

"Use your own language to tell your story and don't try to get it in 10 words. Spend some money on the telegrams you send. You are fighting for dollars. As our Committee meets with OPA on June 19, have your telegrams off not later than the 15th, 16th or 17th of June, if you expect us to accomplish anything on top of your pressure."

### Higher Bread Prices

Effective June 12, 1946, consumers are paying one cent more per pound for bread and one cent a dozen more for bread-type rolls because of an increase in ceilings granted by OPA. The increase does not apply to rye bread because of a recent increase of two cents a pound allowed on that type.

Before the cut in the volume of their

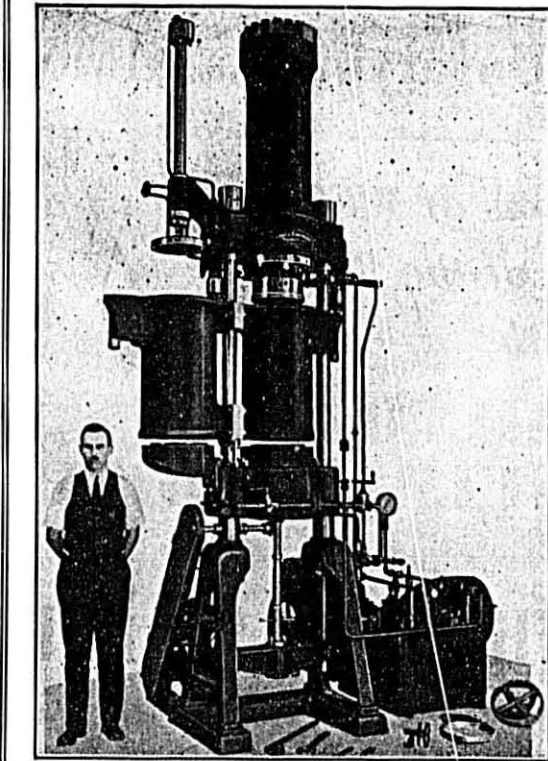
output due to flour scarcities, bakers were able to sell loaves of bread at a small profit per loaf under OPA order of April 26 reducing wheat quotas for domestic use to 75 per cent of their use during corresponding months of 1945, by spreading their costs over sales of a large number of loaves of bread. As most costs remain constant, the effects of substantially decreased volume is to increase costs of producing each loaf. Thus, bakers previously able to absorb increased material and labor costs because they were selling more bread, are no longer in a position to continue selling to consumers at prices frozen at March, 1942, levels. —(Editor's note: This reflects exactly the position of the macaroni-noodle manufacturers whose appeal for raises in ceiling prices have as yet gone unheeded.)

### Death of Frank LaRosa

Frank LaRosa, Chairman of the Board of Directors of V. LaRosa & Sons, Inc., Brooklyn, New York, died on Sunday evening, June 10, 1946.

He was 56 years of age, and for many years was connected with the macaroni manufacturing firm which he helped to found and foster.

The funeral services were held on Thursday, June 13, with a Requiem Mass at 10:30 a.m. in St. Thomas of Aquinas in Brooklyn; burial was in St. John's Cemetery.



PRESS No. 227 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery

Since 1881

Presses  
Kneaders  
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Moulds

All Sizes Up To Largest in Use

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

### Aid the Hungry for Humanity's Sake

H. J. Heinz II, president of H. J. Heinz Company, Pittsburgh, who left recently on his second trip to England since the end of the war, asserted that his recent cross-country tours and the widespread response to Heinz newspaper advertisements urging aid to Europe have convinced him that the great majority of Americans are eager to do their full share in helping to feed hungry millions abroad.

He added, however, that many Americans still are unaware of the necessary food conservation steps they, as individuals, should take. These steps, he explained, have not yet been made sufficiently clear or repeated often enough.

"I further believe," said Mr. Heinz, "that most people in this country are not thoroughly familiar with the reasons why we must help to feed Europe."

Calling for a better explanation of these reasons by the nation's leaders, Mr. Heinz declared that America should help not merely for humanitarian reasons. "We must help if we are to insure the world's future peace and stability, because hunger is a poor foundation for the peaceful and prosperous world we are trying to build.

It is time to display the strength of democracy in peace."

Commenting on Secretary Wallace's plan to collect canned goods for shipment abroad, Mr. Heinz said: "While such food undoubtedly would help, canned goods cannot be regarded as nutritionally essential as the wheat, meat, fats and oils called for in President Truman's original food program. In the long run the foods mentioned in the president's plan are the most economical, most nourishing and easiest to ship."

### Trade-Mark Registration Granted

#### Italian-Delight

The trade-mark "Italian-Delight," used for dehydrated sauce for spaghetti, macaroni and beans by French-Kitchen Foods Corporation, doing business as Chatsworth Dehydrating Co., Chatsworth, California, was registered May 7, 1946, under registration number 420,795. The trade-mark has been used by the owner since January 1, 1944, was filed February 21, 1944, and published for opposition February 12, 1946. The mark consists of the words "Italian-Delight" in heavy type. The word "Italian" is disclaimed apart from its association with the word "Delight."

### Emmet J. Martin Elected President of Central Lions Club

Emmet J. Martin, secretary manager of the National Food Distributors' Association and editor of the *National Food Distributors' Journal*, has been elected president of the Central Lions Club, Chicago, Mother Club of the Lions.

Lions International, with 270,000 members in 14 countries, is headquartered at Chicago. Central Lions, the original of the present 5,000 clubs, has 300 business members. Upon being elected, Martin stated, "The Lions' motto is 'Liberty, Intelligence and the Safety of Our Nation.' There is every opportunity for civic organizations to further these principles in the present era." Martin, along with the other newly elected officers, will be installed on June 27.

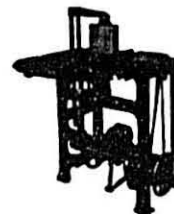
Martin, who was one of the founders of the National Food Distributors' Association, has been with it since it was organized in Cleveland, Ohio, on July 18, 1927. In the past nineteen years, the Association has become a prominent factor in the development of store-door delivery distribution. Membership in the Association is composed of more than 50,000 truck operators calling regularly on 250,000 grocery outlets.

*Eastern*  
**DURUM GRANULAR**  
*In Your Vicinity NOW!*

MILL AT BALDWINVILLE, N. Y.  
**ASSURES SPEEDY SERVICE-**  
an uniform, high quality Durum Products  
*Eastern Semolina Mills*  
DIVISION OF  
INTERNATIONAL MILLING COMPANY, Baldwinsville, N. Y.  
Four Mills at Buffalo, Des Moines, Detroit, Greenfield, New Prague,  
Pawnee City, Sioux City and Wabasha  
GENERAL OFFICES: MINNEAPOLIS, MINNESOTA

### CHECK THESE REASONS For Using Peters Packaging Equipment

When packaging macaroni, spaghetti and noodles,  
you can



PETERS JUNIOR  
CARTON FORMING  
AND LINING  
MACHINE (above) sets up  
35-40 cartons per min.,  
one operator.

PETERS JUNIOR  
CARTON FOLDING  
AND CLOSING  
MACHINE (right) closes  
35-40 cartons per min.,  
no operator.



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

*Be Wise!*

BUY DIES  
THAT LAST

**LOMBARDI  
DIES**

*Stainless Steel Dies  
Without Bronze Plugs*

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Guaranteed Smoothness  
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*Write for Information*

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**The MACARONI JOURNAL**

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

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

**PUBLICATION COMMITTEE**  
C. W. Wolfe.....President  
A. I. Grass.....Vice President  
M. J. Donna.....Editor and General Manager

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

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

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

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

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

Vol. XXVIII June, 1946 No. 2



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

**Closed Thursday Afternoons**

The headquarters office of the National Macaroni Manufacturers Association, Braidwood, Illinois, will be closed Thursday afternoons for the summer months.

**Summer Closing**

The Consolidated Macaroni Machine Corporation, 156-166 Sixth Street, Brooklyn 15, N. Y., has notified the trade that its plant and office will be closed on Saturdays during June, July and August.

**Out of Macaroni Business**

According to an announcement by F. Mercurio of Mercurio Brothers Spaghetti Manufacturing Co., 1012 N. Broadway, St. Louis, Mo., the firm is no longer in the macaroni business.

It will concentrate its efforts as Specialties Wholesale Distributors under the firm name of Mercurio Bros. Merchandise Co.

Some years ago this firm operated its own plant at the present location and later merged its production department in forming the Mound City Macaroni Co. of St. Louis, serving as a sales organization in the distribution of macaroni-noodle products made in the Mound City plant. It has now decided to cease selling macaroni products entirely.

**Wages and Labor Policies Survey**

Never before in the history of the country have all industries experienced so many and varied labor problems as has been the case during the first six months of 1946. Strikes have been rampant, demands of workers insistent and a general desire apparent to break all restraints and control.

Never has there been a more opportune moment for surveying the macaroni-noodle trade to find out trends, policies and wages that prevail. Acting on this assumption, the National Macaroni Institute, aided by a committee of the leading macaroni-noodle manufacturers interested in the idea, made a survey through the use of questionnaires sent to every known manufacturer.

While every plant has its own wage scale and particular wage policy, their is much that all have in common as evidenced from the replies received. Nearly one hundred of the leading firms are co-operating in the survey, which is to be summarized for release late in June for the many good uses the manufacturers can make of the deductions. Naturally the results of the survey will be reported only to those firms that were sufficiently interested to return their answered questionnaires for inclusion in the compilation.

It is unfortunate that every manufacturer in the business did not interest himself in the study. The firms that did co-operate, just a few less than 100, employ nearly 5,000 workers, and have a combined output of nearly 80 per cent of the production of macaroni and spaghetti of the country. The result of the survey is a summary of wage policies that currently prevail and of the wages being paid workers in various parts of the country. The summary will be very helpful for purposes of comparison and as a basis for determining what is fair and reasonable in the matter of wages.

The disease known as *latent mosaic* in potato plants usually has little effect on the appearance of the plant but may cut the yield 20% or less.

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

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

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

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

**WANTED:** 12½" Vertical Press for Removable die with hydraulic Packer. Box 33, c/o Macaroni Journal, Braidwood, Ill.

**FOR SALE:** Complete 20" Noodle equipment with wide, medium and fine cutters, priced low for quick disposal. Box No. 34, c/o Macaroni Journal, Braidwood, Illinois.

**FOR SALE:** 1 bbl. Mixer and one 45" pan Kneader, both with motor and gear drive, and in good condition. Box No. 32, c/o Macaroni Journal, Braidwood, Ill.

**WILL PURCHASE** 9" or 10" Hydraulic press with or without dies. Also some Kneaders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.

**WANTED:** Manufacturer outside U. S. will buy hydraulic press for short goods; also mixer. Box No. 35, c/o Macaroni Journal, Braidwood, Ill.

**Fire Retardant Property Of Paint Improved**

Aluminum powder added to priming coats improves the fire retardant properties of paint used in the interior of naval ships, Navy experience shows. The mixture used is obtained by adding 80% aluminum paste to the primer in the proportion of one pound of the paste to two of the primer.—*Science News Letter, June 8, 1946.*

# THE SELLING PARADE

A DIGEST OF  
SUCCESSFUL  
SELLING IDEAS

(REGISTERED)  
BY CHARLES B. ROTH

**Men or Merchandise?**

There's always been a lot of discussion about whether a man should know humanity or merchandise to be a good salesman. I've heard arguments one way and another, some sales executives holding that a man who knows people can quickly learn all he needs to know



about the goods he sells, some saying that the more a man knows about his goods the more successful he will be.

Well, during the next few years we'll see that tested out, because there will be so many new products that a salesman can't possibly know all of them thoroughly. He'll have to sell these new products often with incomplete knowledge of them.

Can salesmen meet this challenge? You know they can.

If a salesman once masters the art of humanity; if he knows how to influence people, he can turn his talents to new products or old with equal success.

If I were a sales manager hiring salesmen the first thing I would want to know is how well grounded a man is in human nature.

How many years has he had in meeting people of all kinds? I would ask. How much enthusiasm for people has he? How interesting does he find human problems?

If a salesman knows people, he can learn products.

**Number One Virtue**

Every time somebody speaks or writes about salesmanship, the thing he tries to do is narrow selling virtues down to one. That one he calls the "supreme virtue," or the "greatest at-

tribute," or the "secret of salesmanship."

Naturally, in an art as complex as selling, success comes from a variety of virtues and skills and attributes, and narrowing it down to one, it seems to me, is rather childish reasoning—over-simplification.

But of all the virtues salesmen can have, there is one that is easily first.

You have it on no less an authority than Ben Newberry, Dallas, president of the National Purchasing Agent's Association—and he qualifies as an expert, since he sees selling from the other side of the desk.

"All I want in a salesman is that he is honest," says Mr. Newberry. "If he's really honest, honest with me, honest with his company, he's a man I can tie to."

"He is almost sure to have all the other qualities you want in a good salesman. Yes, sir, you can put down honesty as my No. 1 qualification for a good salesman."

**Strategy Got Him Business**

He was selling expensive equipment purchased by controllers of large companies, and had run into hard going. There was much competition, and his firm was new. When he would call to see a man or for an appointment, he usually got nowhere.

So he decided he needed to use strategy.

He wrote the controllers of 50 leading firms and asked them what type equipment they intended to buy. In his letter he said he was writing to 49 other firms.

When he got the letters all in, they formed an interesting survey, one any controller would be glad to see. So he telephoned the secretaries of his fifty men, and suggested that if Mr. Blank would like to review the letters, he would be glad to bring them over.

How could Mr. Blank turn down an invitation of that kind? Most of the Mr. Blanks told him to come ahead, and out of the 50 he got ten nice contracts, and the promise of an equal number more.

The salesman, this goes to show,

who will think as he works, will always outsell the salesman who works and doesn't think.

**Forget Present Habits**

Emmett Salisbury, notable Minneapolis sales executive, believes that if salesmen are going to survive the first postwar years the one thing they have to do is to get over their present habits immediately.



Clear reasoning from this clear-thinking executive includes these ideas: "A salesman won't be able to toss a garment on the counter and say, 'There it is—take it before someone else grabs it.' We'll have to learn a lot of new salesmanship. Don't sell selling short—a trained salesman will be worth his weight in gold after the war."

As I have said on this page before, there will be tremendous casualty lists among salesmen once the going gets tough. To keep your name off the list, get over your easy, lush, wartime selling habits now.

America has now at least 300 companies packing frozen foods, 40,000 stores selling them, and 2,000,000 families using these fresh fruits, vegetables and other articles of diet.

A mile of neon tubing is included in New York's largest electric display.

**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**

National Macaroni Manufacturers  
Association  
Local and Sectional Macaroni Clubs

**OUR MOTTO:**

First—  
INDUSTRY

Then—  
MANUFACTURER

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Ralph Nevy, Cumberland Macaroni Mfg. Co., Cumberland, Md.

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Frank Traficanti, Traficanti Bros., Chicago, Ill.

Region No. 5  
Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

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J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7  
Ralph Rauli, Sunland Biscuit Co., Los Angeles, Calif.

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Albert Bavarino, Mound City Macaroni Co., St. Louis, Mo.  
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

*A Pair of Responsibles*

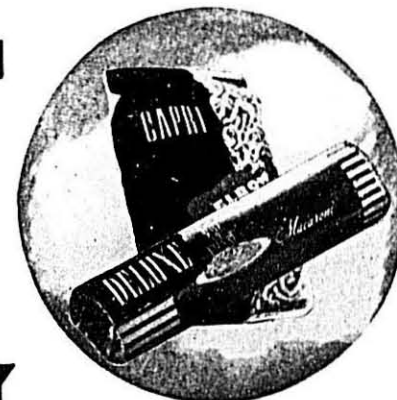
It takes more than a pair to make a convention, says a writer in discussing the convention-attending habit so prevalent among American businessmen. This is very true if reference is made to a pair of manufacturers, for instance, but hardly so if one is thinking about another kind of a pair—a pair of groups. In our own industry, for example, if the group of regular convention-goers is paired by an equal group of macaroni-noodle manufacturers who rarely attend, and both attend this year, the 1946 convention in Minneapolis, July 17-19, will be a worth-while affair, numerically speaking.

It all depends on what is meant by the word "pair." In discussing this a house magazine rightfully states that there is considerable misuse of the word. "The word 'pair' refers to two things used together, equal, or suited to each other. It is not a synonym of the word 'two.' We may say a pair of tongs, or a pair of lovers. A cow and a postage stamp are two objects,

but they are not a pair of anything. A pair of twins would mean four. A pair of trousers might be a misnomer, too, were it not for the fact that in that sense it is a holdover from early times when trousers consisted of two separate hoselike garments, one for each leg."

Trade conventions are coming in for more attention these days because of really serious conditions that confront convention-goers and their more backward competitors alike. With plants deprived of needed raw materials, many macaroni-noodle factories are closed down or running only on part time. Both groups are anxious to know the truth about scarcities, coming harvests and expected future deliveries of semolina. Both know that this subject will lead all others in convention discussion. This bespeaks a well-attended conference.

M. J. DONNA,  
Secretary-Treasurer



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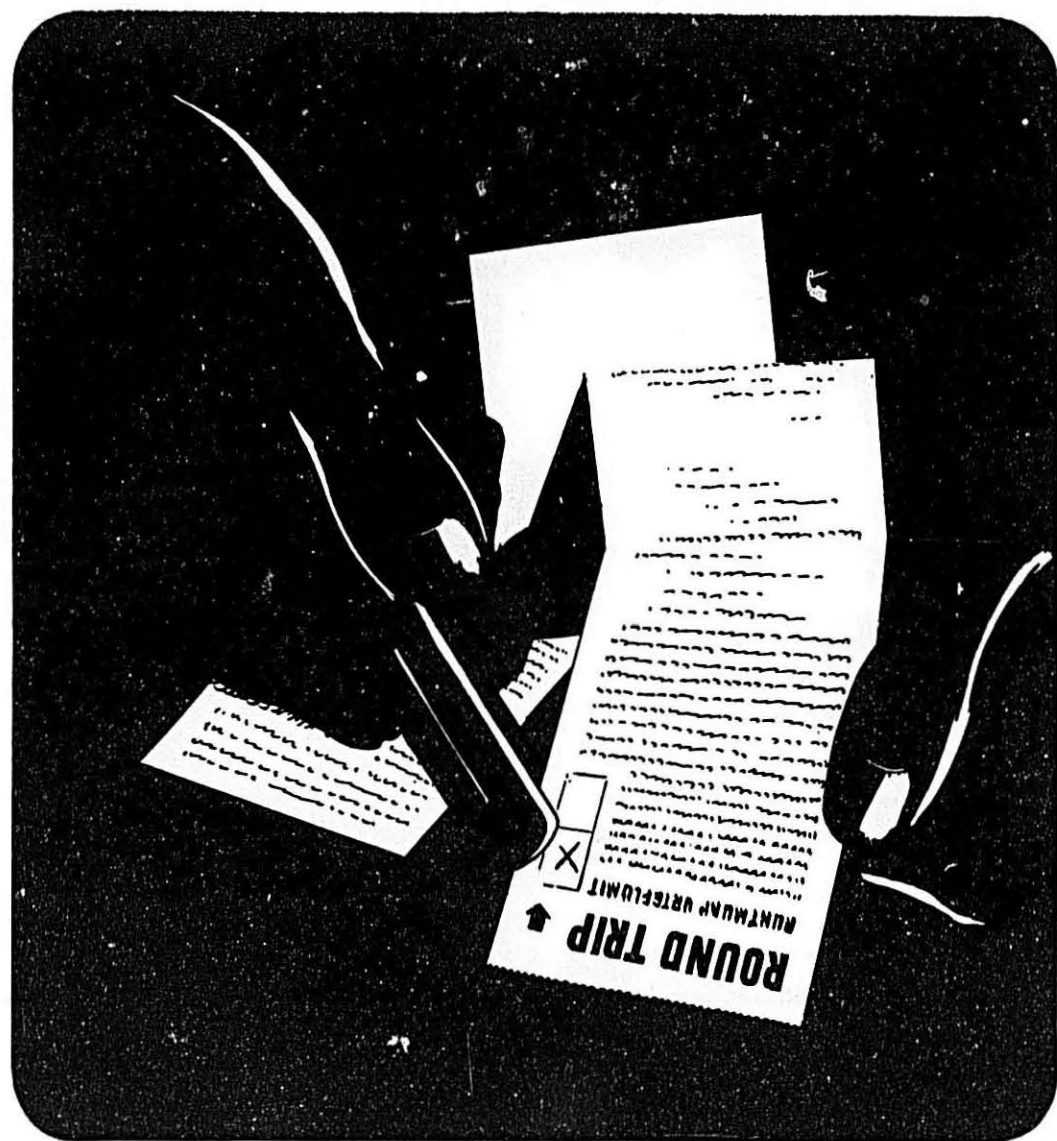
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