

**THE
MACARONI
JOURNAL**

**Volume XXIV
Number 2**

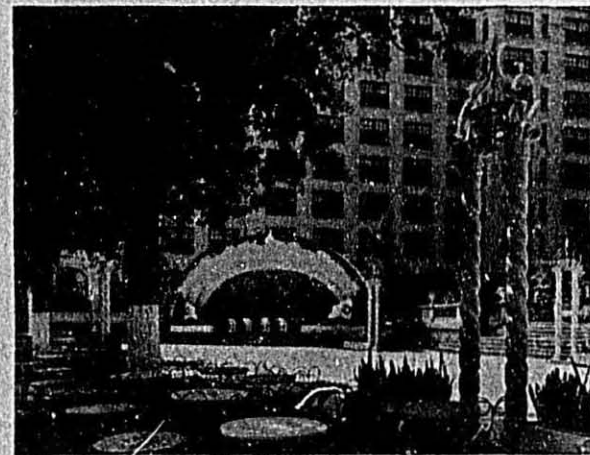
June, 1942

JUNE, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Plan Mutual Welfare



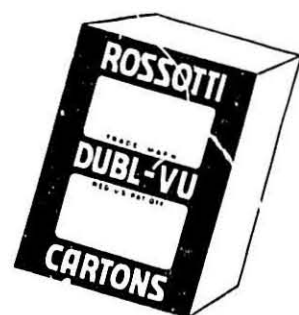
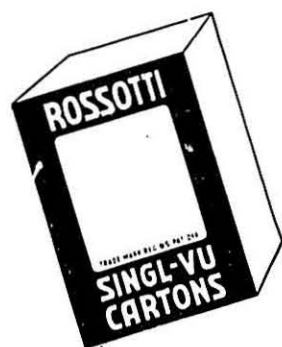
The Beach Walk of the Edgewater Beach Hotel,
Convention Headquarters

Progressive Macaroni-Noodle Manufacturers will gather in Chicago June 22 and 23, 1942, in a most important war-time conference to hear authoritative speakers representing our government and in the spirit of self-protection and all-out aid to the nation, plan ways and means of carrying on helpfully in this grave emergency.

Official Organ
National Macaroni Manufacturers Association
Bradwood, Illinois

VOLUME XXIV
NUMBER 2

Printed in U.S.A.



TRADE-MARKS to remember!

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Program

Thirty-Ninth Annual Convention National Macaroni Manufacturers Association

Edgewater Beach Hotel, Chicago

June 22 and 23, 1942

Monday, June 22

(In Michigan Room)

Morning

- 8:30 a.m. **Registration** (In Foyer)
Fee—Ten Dollars—Covers Badge, Luncheon, Banquet, Cocktail, Guest and Entertainment Tickets
- 10:00 a.m. **Patriotic Ceremonies**
Posting of Colors—Singing
Directed by—Frank Traficanti
Presidential Greetings—C. W. Wolfe
Welcome—Vice President A. Irving Grass
- 10:10 a.m.—**Formal Opening of Convention**
President C. W. Wolfe, Presiding
- Appointment of Committees**
Reports—Program Committee
Credentials Committee
- 10:40 a.m. **Officers' Reports**
President—C. W. Wolfe
Secretary-Treasurer—M. J. Donna
Director of Research—S. R. Jacobs
- 11:20 a.m.—**The National Macaroni Institute**
Products Promotion and Consumer Education
- 11:45 a.m. **Government Buying and Current Standards**
Leader—Henry Mueller, Past President
Discussion
- 12:30 p.m. **Luncheon Recess**
- 12:30 p.m. **Founders' Reception and Luncheon**
In South Room—All Welcome

Afternoon

(In Michigan Room)

- 2:00 p.m. **Convention Reconvenes**
President C. W. Wolfe, Presiding
- Reports of Committees**
- 2:10 p.m. **War-time Shipping Regulations**
Speaker—Harry T. Gormley, Manager Defense Transportation Board
Discussion
- 2:45 p.m. **OPA Session—Price Ceilings**
Speaker—Philip R. Winebrener, Food Products Section, OPA
Question and Answer Period
- 5:00 p.m. **Adjournment**

Evening

- 6:00 p.m. **President's Honorary Reception**
In North Room—All Welcome
Tendered by Alfred and Charles Rosotti
Beach Walk Pleasures—Guests of Hotel and Association

Tuesday, June 23

(In Michigan Room)

Morning

- 9:00 a.m. **Registration** (In Foyer)
- 9:30 a.m. **Call to Order**
President C. W. Wolfe, Presiding
- Committee Reports**
- 9:45 a.m. **The War Production Board and Our Industry**
Speaker—Joseph Overlord, Regional Director, WPB (Priorities)
Discussion
- 10:30 a.m. **Report of Nominating Committee**
Election of 1942-1943 Board of Directors
- 10:45 a.m. **Round Table Conferences (Two)**
Subject: **Adjustment of Products and Packages to Wartime Needs**
Italian Style Items—In Berwyn Room
Chairman—C. J. Travis
American Style Items—In West Room
Chairman—C. W. Wolfe
- 12:30 a.m. **Luncheon Recess**
- 12:30 a.m. **Directors' Luncheon and Organization Meeting**
Election 1942-43 Officers—In Sheridan Room

Afternoon

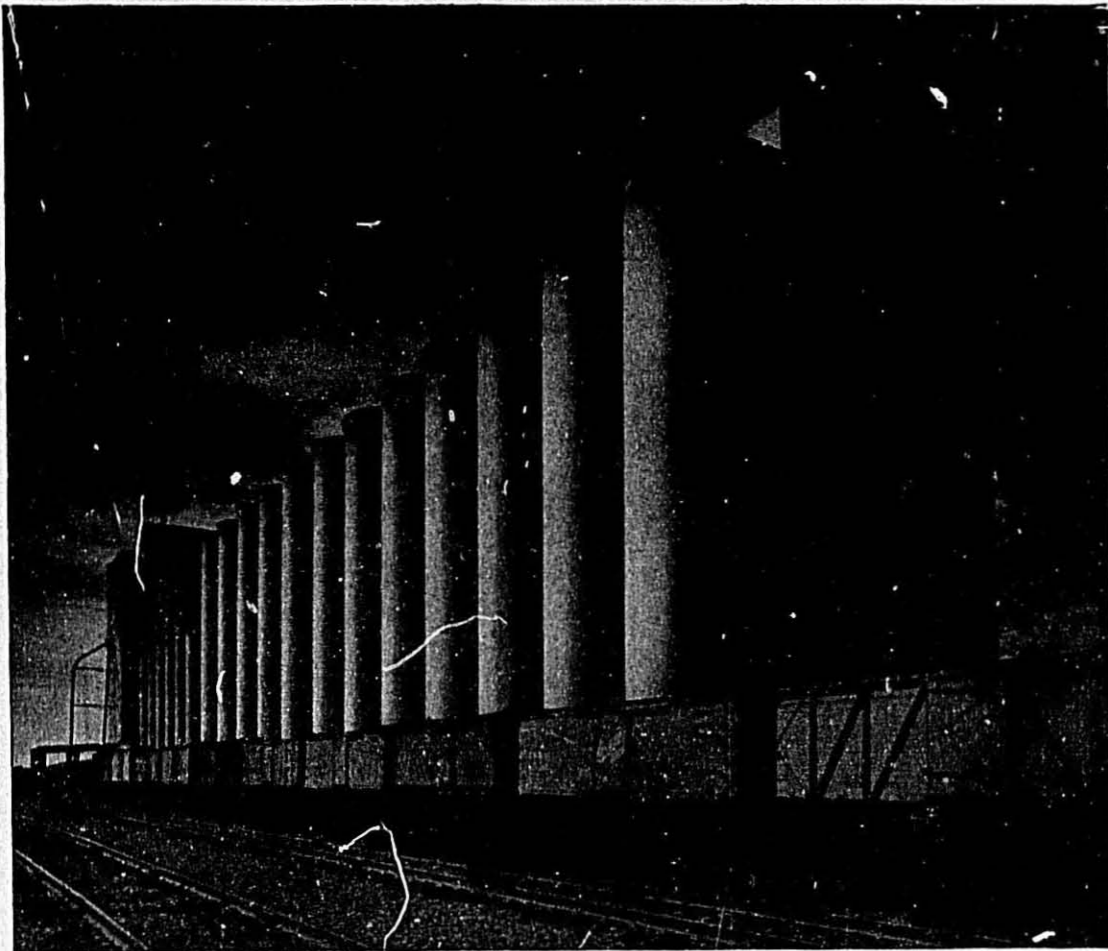
(In Michigan Room)

- 2:00 a.m. **Convention Reconvenes**
President C. W. Wolfe, Presiding
- 2:15 p.m. **Reports of Round Table Conference Chairmen**
Italian Style Items—C. J. Travis
American Style Items—C. W. Wolfe
Discussion
- 3:15 p.m. **Rating Committee Report**
Discussion
- 3:30 p.m. **Future Activities Committee Report**
Discussion
- 4:30 p.m. **Announcement of 1942-43 Officers Elected**
- 5:00 p.m. **Final Adjournment**

Evening

- 7:00 p.m. **Officers' Reception and Cocktail Party**
In West Lounge
- 8:00 p.m. **Association's Dinner-Dance and Entertainment**—In Ball Room

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



These huge elevators are your guarantee of
the choicest color and unvarying
quality of Two Star Semolina---always.



The MACARONI JOURNAL

Volume XXIV

JUNE, 1942

Number 2

Our Wartime Conference

When the leaders of the Macaroni Industry meet for their annual conclave in Chicago, June 22-23, 1942, our country will have been at war a little over six months. There have been many new, some unexpected, developments within this short period. For business, in fact for every phase of life as we know it, the general picture has changed materially since Pearl Harbor and the need for group study of changing conditions grows daily in importance.

Many manufacturers who are today important factors in our industry were in business during the last war, and they realize what war and its consequential regulations mean to business, because of their experiences then. Twenty-five years of peace have not dulled their memory of the trials and tribulations, necessary restrictions, optional substitutions and war-time control of business.

These "old timers" are now able to look back over their experiences under war conditions simulating those we are now undergoing, to recall errors of judgment and execution that proved so costly. And they are considerate enough of the industry's general welfare to obligingly warn present operators of the obstacles that must be surmounted in increasing numbers, and in enormity, as the needs of a fighting nation grow.

We are at war. The macaroni-noodle manufacturer is in the thick of it, almost as much as are the fighters, because it is their duty to provide good food to keep both fighters and civilians strong and healthy. Once more, after the lapse of a quarter century, the same trade organization, the National Macaroni Manufacturers Association, provides the opportunity for all interests to confer peacefully on problems that grow out of the compulsory swing from peace-time quibbles and squabbles to war-time harmony and action in food production and its economic distribution.

Nothing counts so much now as the winning of this war. Individualism must be subordinated to the industry's and the country's needs. The time is here when we must do more objective thinking, so as to properly realize that in this all-out effort our government wants the most efficient coördination and our industry needs the strongest, most inclusive organization we have ever known.

The trade association has a recognizable rôle to play in planning and promoting the industry's part in this emergency, so the fundamental of organized action must never be overlooked to the end that we are united and ready for whatever may develop within our trade or in its relation to business generally and our country's war program particularly.

As might be expected, the entire program for the war-time conference June 22 and 23 will place due emphasis on specific war-time problems and activities. As no manufacturer is immune from the effects of the nation's efforts to win this war and afterwards help set up an honorable peace, it would seem like a deliberate neglect of one's own business to willingly absent himself from this timely conference—to fail to lend his thinking, his experience and his personal leadership to the task of making easier the lot of this industry for the duration.

Conditions are changing—the scene is shifting. Can we adjust ourselves to the opportunities ahead? The war effort calls for more conservatism—more substitution—more simplification—more coördination. How can we best do this as a unit? What is the Macaroni Association's place in this emergency? How does the present setup fit the all-out war program? What part must each manufacturer play individually, and with fellow manufacturers collectively, in order that the Industry may play its proper part, as a whole?

Answers to these and many other perplexing questions will be sought at the Chicago convention in June through an interchange of ideas, opinions and suggestions. Your thinking is needed yes, wanted.

With the help of the representatives of the leading, progressive firms in the business, it is the hope of the sponsors that at the coming conference a satisfactory method will be found for coördinating all our efforts for self-protection, for more effective and economical ways of enhancing the relationship between manufacturers, with distributors and Government agencies.

All of this adds up to the conclusion that it would seem almost imperative that operators in our trade attend this conference in Chicago, June 22 and 23. It would be much better, of course, if they did so as supporting members of the National Association that makes possible this timely, friendly and hopeful conference.

Government Helps Build—Not Destroy

Plenty of Good Food Makes Good Fighters
for Victory

A country at war is entirely different from a country at peace. In peacetime, American business was permitted to operate with more liberties than were business in almost any other country—but within certain legal restrictions. However, under war conditions, every industry, every individual, worker or consumer must be regulated, more or less, for the common good. Each must surrender special privileges; all must cooperate in an approved way to produce the greatest amount of mutual good while helping the nation wage a successful, quick and decisive war.

To the question that is in many minds—"Will the Government destroy my business as a war measure?", the answer is emphatically no. The Government does not intend to let any business down, and that goes for the macaroni-noodle industry. Of course, this is predicated on the readiness of an industry or of an individual to do everything that is possible to help itself or himself under the necessarily strict war restrictions.

The Government wants to help business because it realizes that while guns, planes, ships and tanks are essential war needs, they are of little value without well-fed, vigorous fighters to use them. So, while armament may be the nation's first need, food is practically on a par with it in importance.

Faced with war regulations, material restrictions, price control and possible further rationing, macaroni-noodle manufacturers need fear no destructive action on the part of any Government agency. True, this industry, like others, is facing a crucial period when unity of purpose and action is the greatest current need. By working hand in hand, the leaders of the trade will be able to solve all their problems in a way that will brighten the future of the whole industry.

The macaroni-noodle industry has a useful place in the production of a good food for maintaining the health and vigor of both fighters and civilians. It produces an inexpensive, but very nutritious food for all classes. It is part of a woven pattern of unity that involves such elements as the durum wheat grower (an important farming group), the milling

trade, agencies of distribution, and the consumer. Our Government has always been friendly to the farmer, and particularly to the durum grower because it was through the United States Department of Agriculture that this, among the finest of wheats, was encouraged less than a half century ago.

The Government help proved a blessing to farmers in a large area where durum growing is practical. If it lets down the durum farmer, it definitely injures a \$75,000,000 industry that processes the fine durum into an edible wheat food. Then, if it fails to help the manufacturers, both the durum farmers and consumers suffer. From this line of reasoning, it is safe to assume that the Government will aid all who are concerned in the production of this fine wheat food—all who show the right spirit.

Manufacturers will be called upon to make even greater sacrifices, if that is possible. They will be told, and convinced, that profits should be only secondary in importance until both the war and peace have been won.

Uncle Sam is really a good uncle, the kind of uncle that millions in other war-ravaged countries wish they had—yet he cannot solve all the problems of the macaroni-noodle industry; nor can the members thereof

solve them alone. Government agencies will have to be made to see the industry's needs and manufacturers will have to do their part, individually and collectively, in making the task of government help easier.

Reasoning that understanding will grow out of firsthand study of problems, representatives of some of the more important Government agencies will appear before the Industry Conference in Chicago this month to hear the industry's side of the case, and all interested manufacturers have been urged to be present to explain their problems, and through joint consideration of them, make it easier for the agencies to lay down fair rules for proper procedure, with both the industry's interest and the nation's welfare in mind.

Come what may, the macaroni-noodle manufacturer will be, first of all, patriotic—a true American willing to make every sacrifice in keeping with any studied plan to put our country on the solidest possible war footing while preserving for himself and for his industry many of the privileges he can still enjoy. So, let's show our Government that the industry, each and every operator, is behind it in practice as well as in spirit; then we can rest assured that the Government will not let us down. (Contributed).

Keep Workmen Fit and Healthy for Victory

Six high officials, Donald M. Nelson, Chairman of the War Production Board; Paul V. McNutt, Chairman of the War Manpower Commission; Robert P. Patterson, Under Secretary of War; James V. Forrestal, Under Secretary of the Navy; E. R. Stettinius, Jr., Lend-Lease Administrator, and E. S. Land, Chairman of the Maritime Commission, charged with increasing American war production have appealed to War Production Drive Committees to keep the American workman fit and healthy to save man hours for victory. Their statement follows:

Sick and injured war production workers lose 6,000,000 work days every month.

We must save as many of those lost days as we possibly can for the Production Drive.

Only healthy workers can put into the drive what it takes— vigor, staying-power, and the will to win.

It is your job to fight sickness and accidents. See to it that every medical and engineering means of prevention is provided in your plant. Make it a healthful working place.

Help the men and women in your plant to keep themselves healthy and on the job. You can do this by training them in health conservation and safety as carefully as you train them in efficiency.

Use your influence to see that your community has an active public health department; enough doctors, nurses and hospital beds to care for your workers and their families. Your Federal and State governments are doing their part. Make sure your community does its part.

CONVENTION OFFICIALS—1942



C. W. WOLFE
President

Presiding at the significant wartime convention will be C. W. Wolfe, chief executive of the Megs Macaroni Co., Harrisburg, Pa.

In addition to a deep-seated conviction that all Industry problems will be solved if a sufficient number of manufacturers will talk "cold turkey," he is equally convinced that Quality Macaroni is all that its friends claim it to be. The following verse expresses this feeling:

*"By millions it is eaten . . .
By poor folks and 'toncy'
The world's ideal food
Naught can beat 'MACARONI'!"*

Ready to take over at the beck of the president in whatever situation or need that may arise is the Association's vice president, A. Irving Grass, of I. J. Grass Noodle Company, Chicago.

An enthusiastic trade association booster, he lives and breathes egg noodles.

*Egg Noodles! ye Gods,
The whole wide world eats oodles!
Lord bless the great Genius
Who gave the world "NOODLES!"*



A. IRVING GRASS
Vice President

Like an experienced councilor, Joseph J. Cuneo, Connellsville, Pa., the Association's immediate past president, stands ready to advise to the limit of his ability and wide experience. He is sincere in that he both makes and eats spaghetti because:

*It builds strong, firm bodies . . .
And sick stomachs "fretty"
Are soothed by delicious,
Nutritious "SPAGHETTI."*



JOS. J. CUNEO
Adviser

PRESIDENTIAL ALUMNI

Those charged with the steering of the convention's course in the troublesome waters and war maelstrom, are assured of the help of experienced past presidents of the National Macaroni Manufacturers Association:



THOS. H. TOOMEY
1904-1905
The DeMartini Macaroni Co.
Brooklyn, N. Y.



FRANK J. THARINGER
1928-1930
Tharinger Macaroni Co.
Milwaukee, Wis.



GLENN G. HOSKINS
1933-1934
Hoskins Service
Chicago, Ill.



JAMES T. WILLIAMS
1917-1921
The Creamette Co.
Minneapolis, Minn.



FRANK L. ZERIGA
1930-1932
A Zeriga's Sons, Inc.
Brooklyn, N. Y.



LOUIS S. VAGNINO
1934-1936
Faust Macaroni Co.
St. Louis, Mo.
(Present Director)



HENRY MUELLER
1922-1928
C. E. Mueller Co.
Jersey City
(Present Director)



ALFONSO GIOIA
1932-1933
Alfonso Gioia & Sons
Rochester, N. Y.



PHILIP R. WINERBRENER
1936-1939
Deputy, Office of Price
Administration
Baltimore, Md.



J. H. DIAMOND
1939-1940
Gough Food Products Co.
Lincoln, Nebr.
(Present Director)

SUPPORTING DIRECTORS

Lined up solidly behind the officials responsible for the management of the 1942 convention in Chicago this month is the Association's Directorate, consisting of the following successful men, representing the leading production centers of the country, not including those of the West Coast, plus, Tenn., Samuel Onora Onora Macaroni Co., Rochester, N. Y.; Steve La Rosa, A. J. Rosa & Sons, Inc., N. Y.; A. J. Scarpelli, Potter Scarpelli Macaroni Co., Portland, Ore. (present 1942-1943) at the time.



GUY LAMOTTE
Pinto Macaroni Mfg. Co.
Lowell, Mass.



LOUIS J. RYAN
Pinto Macaroni Mfg. Co.
Lowell, Mass.



F. DE ROSSI
San Diego Macaroni Co.
San Diego, Calif.



PETER J. AVAROSO
Kennedy Macaroni Co.
Louisville, Ky.



AL RAVANO
Mound City Macaroni Co.
St. Louis, Mo.



AL S. WEISS
Weiss Noodle Co.
Cleveland, O.

ASSOCIATION EXECUTIVES



JOSEPH J. RYAN
1922-1942
Executive in Charge of
Headquarters of Convention
Manager



MOSES J. RYAN
1942-1942
Executive in Charge of
Headquarters of Convention
Manager
Editor of THE MACARONI
Managing Director of The National
Macaroni Institute

Very Existence of Food Industry Held at Stake

Willis Says Some Firms Already
Out of Business

"The very existence of the food and grocery product manufacturers is threatened today as a result of the war," Paul S. Willis, President of the Grocery Manufacturers of America, declared the morning of the opening of a two-day conference of his organization held at the Waldorf-Astoria Hotel.

The meetings featured informal panel discussions between representatives of government and industry, designed to clarify the role of the grocery field in the war effort.

The speaker said that the meeting comes at a crucial time just when manufacturers are face to face with the necessity of solving the most difficult problems in their history. These problems include raw materials, machinery, containers, price ceilings, readjustment of sales forces, transportation, shortages and priorities. Referring to the world-shaking six months since Pearl Harbor, he said that in that short period "we have undergone the greatest and most sudden change in the history of our industry."

"Today, our first job is to win the War. We are also face to face with the very difficult job of actually saving this industry," he told the manufacturers. "Your business problems are serious on all fronts. Heretofore, you never gave a great deal of consideration to your container—except that it carried your product, and you dressed it up with an attractive label. Now, however, you are confronted with the realization that the container is really the backbone of your business." In addition to containers, the other major factors which have aided the growth of the industry are threatened at the same time. They are the brand name, advertising, and sales forces.

"In the matter of the container it is clear that if you were using any of the critical materials, you are either going out of business—or you will have found a substitute. Recent restrictions have actually forced some grocery manufacturers right out of the field, and others may follow unless some relief is found."

He said that the identity of brand names is threatened by suggestions originating in some Washington quarters that one "Victory" brand be adopted. The future of advertising is also imperiled. He noted that while discussion of the subject is often "shushed," the new price ceiling order may hit hard at the entire advertising



PAUL S. WILLIS
President, Grocery Manufacturers
of America

field, since industry has been told to cut its expenses to the bone and eliminate all frills.

A radical curtailment in the activities of sales forces may be expected as a result of the curtailment of tires, gasoline and transportation and by allotment selling.

"Of all the difficult problems business is facing, the one which is most perplexing is the order dealing with price ceilings. The food industry will feel the effects of this order, as presently interpreted, perhaps more seriously than any other industry. And the principal reason for that is that this industry has operated on such a very narrow margin—depending on efficiency, economy, and volume of business for its results."

"The manufacturers began to draw on their higher cost materials toward the latter part of 1941. With these increased costs in mind, they should have raised their prices. But they elected, instead, to postpone any price increases in order to cooperate with the government and to give the public the continued benefit of low prices."

Although higher prices were announced on many foods early this year, they nevertheless gave the distributors a chance to place orders at prices prevailing prior to the announced advances. They did this in order to give the trade an opportunity to pass along to the public the benefit of these lower prices. As a consequence, the selection of March, 1942, prices as a basis for ceiling levels was most unfortunate from industry's point of view. The selection of the

March prices found distributors with price listings which reflected 1941 costs, and such prices in many instances were lower than manufacturers' listings in the same month. The result of this situation is that the grocery manufacturing industry is practically at a standstill. In some instances, distributors are asking manufacturers to take back shipments of merchandise, which was invoiced at March list prices, because the distributors' costs on such goods exceeds their permissible resale price.

At every stage of the intricate journey which food must take from the field to the dining room table, numerous obstacles exist. This situation is not alone a serious one for manufacturers, but it is equally serious for the distributors. And unless some fair adjustment is worked out, the effect will be that hundreds of grocers will be forced out of business. The only possible practical way of removing these obstacles, he said, is for Government and industry to make a sincere joint effort to cooperate for the common good.

Booklet on "Plant Efficiency"

A booklet on plant efficiency has been published by the Division of Information, War Production Board, and is now available for distribution, on request.

The booklet is called "PLANT EFFICIENCY—Ideas and Suggestions on Increasing Efficiency in Smaller Plants."

It is in simple terms and is designed primarily for smaller war plants or for plants which are just getting into war production and which might be able to increase production by a study of efficiency procedures.

Chapters in the booklet deal with "Good Lighting—Better Work"; "Cutting Down Accidents"; "Adapting Old Machines to New Jobs"; "Maintenance and Repair"; "Longer Life for Cutting Tools"; "Getting the Most out of Machine Tools"; "Production Lines Geared for War"; "Meeting Government Standards"; "Training Workers Quickly"; "Swing Shifts"; "Keeping Track of Orders, Production, and Materials"; "Plant Protection"; "Pooling Facilities"; "A Word on Priorities"; and "Getting Into War Work."

Copies may be obtained from regional and local offices of the War Production Board, located in 120 cities; from local offices of the Division of Information, Office for Emergency Management; or by writing to the Division of Information, Office for Emergency Management, in Washington.



The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all round ability* to produce products



with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the *re-buying* action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?", Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

MACARONI—Its Place in Wartime Menus

Novel and Easy Cooking Methods Recommended for Retaining and Conserving All Essential Minerals and Vitamins in Cooked Macaroni Products

THE NATIONAL MACARONI INSTITUTE is cooperating fully and effectively from the industry's standpoint, with the national nutrition campaign being sponsored by our Government in its efforts to prevent unnecessary waste, and to conserve our supply of good foods for consumption by a strong, vigorous fighting force and an equally healthy and determined citizenry at home.

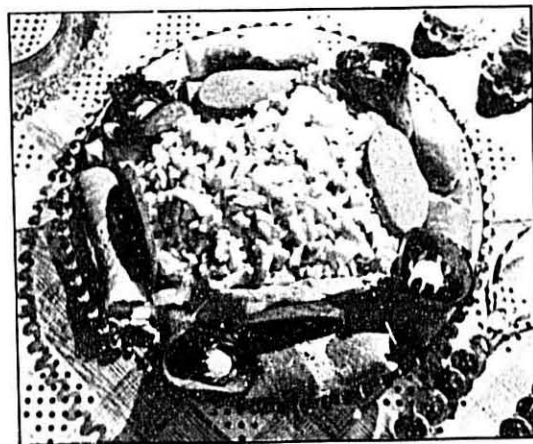
With limited funds voluntarily contributed by a small group of manufacturers and allied who are keenly interested in creating an ever-increasing clientele of macaroni-spaghetti-egg noodle consumers among civilians and fighters alike, the Institute has been doing a worthwhile job of products promotion and consumer education.

Macaroni products are universally recognized as energy foods suitable for the cooler seasons, but they are equally delicious and desirable for our summer-time food needs, particularly when they are properly prepared in the many combinations to which they are naturally adaptable. To acquaint American consumers with the facts bearing on the latter claim, the following message has been broadcast nationally by the Institute, as a wartime, summer-time service to the most food-conscious people of the world:

In planning war-time menus, there are many needs to be considered—the nutritive quality of the food, its vitamin content, its cost, quality appearance and ease of preparation.

Well up on the list of essential war-time foods, and one that meets all these important requirements, is the macaroni family which includes not only macaroni, but spaghetti and egg noodles. This energy trio, as these foods have so appropriately been called, give to every homemaker economy in cost and preparation, delicious flavor and standard products of high quality that have universal appeal.

It is true, of course, that no food is so good that your family will want to see it on the table day after day in the same form, but when serving macaroni, spaghetti or egg noodles remember there are innumerable ways in which it can be prepared. Familiarity with the possibilities of combining macaroni products in recipes with various dairy products, meats, fish, cheese, eggs and vegetables will be an asset to any thrifty homemaker. They not only insure wholesome, low cost meals, but also make possible the conversion of leftovers into attractive, appetizing dishes.



Macaroni Elbow Salad

To make a summer meal that's positively alluring, and extra nutritious too, American Homemakers are invited to plan this Macaroni Salad with assorted cold cuts. It's the kind of a meal that makes meal planning a joy instead of a chore.

Since everyone is becoming more and more conscious of food values these days and what they do for us, it is important that homemakers discover the correct way to prepare macaroni products so as to insure the full retention of all those natural vitamins and minerals they contain, and which you may have been boiling out, then pouring down the drain. Macaroni, spaghetti and egg noodles are cereal foods and contain natural vitamins, but some of these are soluble in water, so when you boil these foods in quantities of water, then drain, you lose much of the vitamin content.

To overcome this, follow this simple trick: 4 cup boiling water is sufficient to cook 1/2 lb. spaghetti, macaroni or egg noodles. The time required will be about 15 minutes, and by that time all the water will be absorbed. These amounts may vary slightly because of the different types of cooking utensils used and the size and shape of the macaroni products, but by trying this new idea several times you can make it work. Remember to keep the water boiling throughout the cooking period and stir frequently.

Macaroni products store well and can, therefore, always be on hand. Keep a good supply of them in your cupboard—there's plenty of variety in this line—elbow style macaroni and spaghetti, the shells, the straight, and any number of special shapes. They're good in souffles too. Be sure to try the new method of cooking macaroni products recommended in the following recipes and save for your family the important vitamins and minerals they need in their diets. You'll discover that all these recipes are especially appropriate for this time of year.

Macaroni Elbow Salad

- 1/2 lb. elbow macaroni
- 1 tsp. salt
- 4 c. boiling water

Cook elbow macaroni in boiling water until all water is absorbed and the macaroni is tender, but a little chewy in consistency. Stir frequently. Cool, then chill thoroughly and combine with the following salad ingredients:

- 1/2 c. small cubes cheese (optional) (American-Swiss or Roquefort type)
- 1 c. diced celery
- 2 hard-boiled eggs, diced
- 1 tsp. minced pimiento
- 1 tsp. minced onion
- 1 tsp. minced green pepper
- Salt and pepper to taste.
- Mayonnaise or salad dressing.

Toss salad ingredients with enough salad dressing to blend well. Then arrange on service plate with assorted cold cuts. Serves 8 to 10.

June, 1942

THE MACARONI JOURNAL

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It's a feather in your cap to serve thrifty foods with glamour, and an easy way to do it is to prepare this new and different meat loaf noodle pie.

Meat Loaf Noodle Pie

- 1/4 lb. beef or veal, ground
- 1/4 lb. pork ground
- 1/2 c. milk
- 1/2 c. bread crumbs
- Mixed onion, if desired
- 1 egg
- Salt and pepper to taste

Combine the meat loaf ingredients and mix thoroughly. Press mixture in a thick layer on to the sides and bottom of a pie plate. Place in oven at 350° F. and bake 40 to 50 minutes.

Then fill center with 1/2 lb. of egg noodles that have been cooked by the following method to insure the retention of valuable minerals and vitamins.

To 4 cups boiling water, salted, add 1/2 lb. medium cut noodles. Boil until all water is absorbed and noodles are tender. This will take about 10 minutes. Stir frequently during this cooking period to keep noodles from sticking to pan. After the noodles are placed in the center of the meat loaf pie, dot top with butter and return to oven for a few minutes before serving. Serve this dish in pie-shaped cuts, and a tomato, cheese or mixed vegetable sauce makes a fitting accompaniment for this meal. Serves 6 to 8.

Economically speaking, Macaroni Products are tops as "Penny Stretchers." Left-overs become glorified when served with this fine wheat food, plain shaped or fancy. Left-over roast or chicken will blend tastily in dishes to meet either the usual demands of economy and variety, or the exceptional demands of utmost food satisfaction.

Chicken and Shell Macaroni Casserole

A blessing to any war-time food budget is this Shell Macaroni Casserole. Other fancy shapes or plain macaroni products are equally suitable. It's a grand way to use up left-over chicken or meat and in a manner that is taste-thrilling as well as nutritious.

- 1/2 lb. shell macaroni
- 4 c. boiling water
- 1/2 tsp. salt
- Cook the macaroni in the boiling salted water until all water is absorbed and the macaroni is tender. This will take about 15 minutes and will insure the retention of valuable nutrients.
- 1 c. cooked chicken, veal or pork cut in small pieces
- 1 c. celery, diced
- 2 tb. pimiento, cut fine
- 1 c. mushrooms, cooked tender in butter (optional)
- 1 c. broken walnut kernels
- 2 c. white sauce (Mellin's) made all or part chicken or meat stock
- Salt and pepper to taste

Bake 30 to 40 minutes at 350° F. Serves 6 to 8.



Chicken and Shell Macaroni Casserole

A blessing to any war-time food budget is this casserole that calls for any left-over meats with any fancy-shape macaroni. It's grand, provides taste thrill and much nutrition, at little cost in time, labor or money.

Try adding the following to your approved batch of recipes and you'll never regret either your decision or action:

Braised Short Ribs With Butter Crumb Spaghetti

For a memorable and nourishing evening meal that will be a credit to your food budget and a flavor treat for your family, serve this delectable combination of braised short ribs with spaghetti, topped with buttered bread crumbs.

- 1/2 lb. elbow spaghetti
- 1 tsp. salt
- 4 c. boiling water

Add the spaghetti to the boiling salted water and cook until all water is absorbed and spaghetti is tender. This will take about 15 minutes. Stir frequently. This method of cooking will insure the retention of valuable food values contained in the spaghetti. Place in serving dish and sprinkle over spaghetti 1/2 c. bread crumbs combined with 4 tbsps. melted butter. Browned slightly.

Prepare short ribs by browning in hot fat, then adding a little water and simmering covered until the meat is tender. Season to taste. The butter crumb spaghetti is ideal to serve with pot roast of beef, pork roast or chops and wieners and sauerkraut.



Meat Loaf Noodle Pie

In war or in peace, it's ever a feather in housewives' caps to serve thrifty food with glamour. Here's a new and easy way to prepare a new but different dish—a meat loaf—egg noodle pie. It's just the kind of a meal to tempt a hungry man or satisfy the eager appetites that youngsters bring home from school or play.



Braised Short Ribs with Butter Crumb Spaghetti

For a memorable and nourishing evening meal that will be a credit to the family food budget and a flavor treat to the entire family, mamma or the cook will find it most satisfying to serve this delectable wheat-meat combination.

Postpone Price-Listing Date

Extension from June 1 to July 1 of the time within which retail storekeepers must file price lists on cost-of-living items with local War Price and Rationing Boards was announced May 15 by Price administrator Leon Henderson.

The General Maximum Price Regulation became effective Monday, May 18, 1942, on sales at retail and establishes an absolute ceiling over practically everything that Americans use, wear and eat. The only exceptions of common interest are a limited number of foods. Certain of the millions of articles covered by the ceiling have been designated as "cost-of-living" commodities and, as such, are accorded special treatment for the information of the buying public.

As issued on April 28, the Regulation required each retail store to display publicly its ceiling prices for every "cost-of-living" item beginning May 18 and to file a list of these items with an OPA War Price and Rationing Board by June 1.

The amendment does not change the May 18 posting requirement, but does extend the price list filing date from June 1 to July 1. This has been done to relieve somewhat the burden of physical work that the Regulation imposes on retailers, especially small merchants, whose stock may contain hundreds, and even thousands, of items.

In announcing the amendment, Mr. Henderson again emphasized the over-all character of the price regulation.

"Whether an article is listed in the Regulation as a 'cost-of-living' commodity or not it is covered by the general ceiling unless it has been specially excluded or is controlled through a separate OPA regulation," he said. There are only a few exceptions of common interest. These are: fresh fruits, fresh vegetables, eggs, poultry, butter, cheese, evaporated milk, flour, mutton, lamb, fresh fish and seafood, dried prunes, dried beans, and nuts.

Aside from these, every single thing that is sold over the counters of the nation's 1,900,000 retail stores will be subject to government price control beginning Monday, May 18, 1942.

The amended price-posting order provides that—"On or before July 1, 1942, every person offering to sell cost-of-living commodities at retail shall file with the appropriate War Price and Rationing Board of the Office of Price Administration a statement showing his maximum price for each such commodity, together with an appropriate description or identification of it. Such statement shall be kept up to date by such per-

son by filing on the first day of every succeeding month a statement of his maximum price for any cost-of-living commodity newly offered for sale during the previous month, together with an appropriate description or identification of the commodity.

Canned Fish for Armed Forces

The War Production Board today ordered canners to set aside for the Government their entire 1942 pack of salmon, sardines, Atlantic herring, and mackerel. The purpose of the order is to assure ample supplies of these fish for the armed forces and Lend-Lease.

The order, M-86-b, is a companion to the previously issued M-86 and M-86-a which required canners to set aside for the Government certain percentages of their 1942 pack of fruits and vegetables.

Lawrence Hopkinson, in charge of fishery products for the WPB, said that today's order does not mean that none of the 1942 pack of fish covered by the order will be available for civilians. He said the estimated 1942 salmon pack is 5,400,000 cases of which only about 2,500,000 cases are expected to be required this year for the armed forces and Lend-Lease. He estimated that Lend-Lease will require from 50 to 66 per cent of the 1942 pack of sardines, Atlantic herring and mackerel, probably leaving the balance for civilians. None of the canned sardines, herring and mackerel are to be set aside for the armed forces, provided there is an adequate supply of canned salmon.

"Because of uncertainty as to the supply and the demand it was thought best to require that the entire pack of these fish be set aside, then if the full supply is not needed for military and Lend-Lease requirements, it can be released for civilian purposes," Mr. Hopkinson said.

The order requires canners to set aside their entire pack of salmon, pilchard (including sardines), Atlantic sea herring and mackerel packed any time from March 1, 1942, to February 28, 1943.

AGMA Changes Its Name to Grocery Manufacturers of America

In recent months AGMA—the Associated Grocery Manufacturers of America—has had dealings with OPA, WPB, FSA, SMA, BLS, FTC, COI, OFF, FBI, FCA, FDA, FWA, GPO, NYA, OADR, OCD, OEM, OLLA, PWA, USDA, USIS, and ODHWS. While grocery manufacturers do not mind making alphabet soup, they see no reason for being in it themselves;—and so today, to end the resultant confusion, the name of

the association was changed to the Grocery Manufacturers of America, Inc.

Paul S. Willis, president of the group, pointed out that the new name does not lend itself to contraction. "When we were known as AGMA," Mr. Willis said, "those four letters were always pronounced as one word, and gave no hint of our function to the public. As a result, we got all kinds of requests—ranging from pleas for advice on how to remove warts to orders for photographic equipment. The new name has the virtue of telling just what and who are—the Grocery Manufacturers of America. And I defy anyone to take the letters G, M, and A and make one word out of them—without sneezing!"

\$3,000,000 A Day For Lend-Lease Food

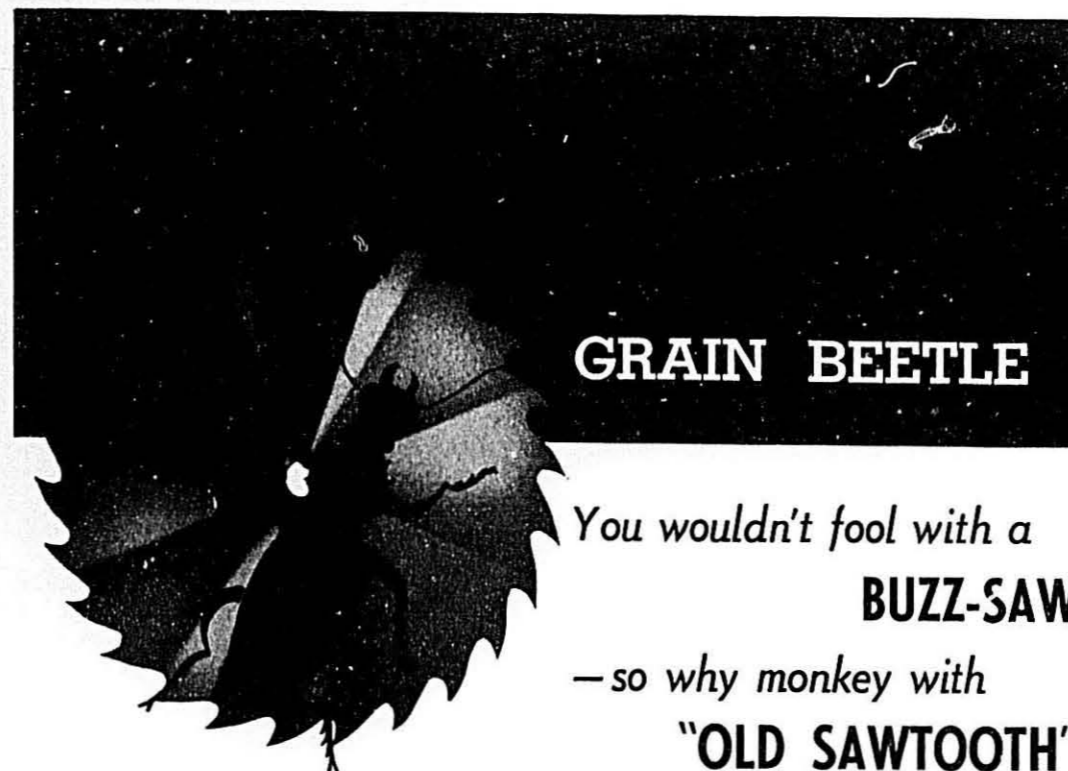
"The job of the Agricultural Marketing Administration, in charge of food supply activities in connection with the Lend-Lease program, is to narrow the gap between the farm and the battlefields of Democracy," says Roy F. Hendrickson, head of this U. S. Department of Agriculture agency. "We are geared," he says, "to speedy and economical purchase and distribution of food. During a 12-month period we have bought, under the Lend-Lease Act, more than 3 million dollars worth of farm products a day for the United Nations.

"The big problems are time and space. Time—getting our food products to their destination as quickly as we can. Space—making the best use of the very precious rail and shipping facilities. Time and space problems are being licked."

How the beauty parlor goes to war: The iron that used to go into a single hair dryer is enough for six hand grenades.

RATIONING MEANS A FAIR SHARE

Your ration book is an insurance policy. It guarantees that you will receive YOUR FAIR SHARE of the total supply of commodities on the "scarcity list."



GRAIN BEETLE

You wouldn't fool with a
BUZZ-SAW
—so why monkey with
"OLD SAWTOOTH"

—he can do untold damage to the *unwary* MACARONI MANUFACTURER

This imp of Satan infests everything from Macaroni Products to dried fruits, and sacks and boxes offer little if any protection against him. He is able to get into cracks and crevices so small that even a whisper could not enter. You will know him when you see him (*and you'll see him*) by the six sawtooth projections on each side of his Thorax. Approximately three-sixteenths of an inch long and dark, chocolate-brown in color, he makes up for his small stature by the untold damage he can wreak. Females lay from forty-five to two-hundred and eighty-five eggs each, which hatch in about four or five days to larvae. The larvae crawl around for approximately two weeks, feeding as they go, then construct cocoon-like coverings from which emerge the adults. Average life span is from six to eight months, though in certain cases they have been known to live for more than three years.

Regular sweeping, proper stacking and good ventilation all aid in the prevention of this pest but if you would have *absolute* control, it takes a good, strong Food Insecticide to do a complete job. By "Strong" we mean one that has been tested and rated by the only universally accepted system—THE PEET-GRADY METHOD. By "Food Insecticide" we mean only one which will not contaminate the fine flavor of Macaroni Products.

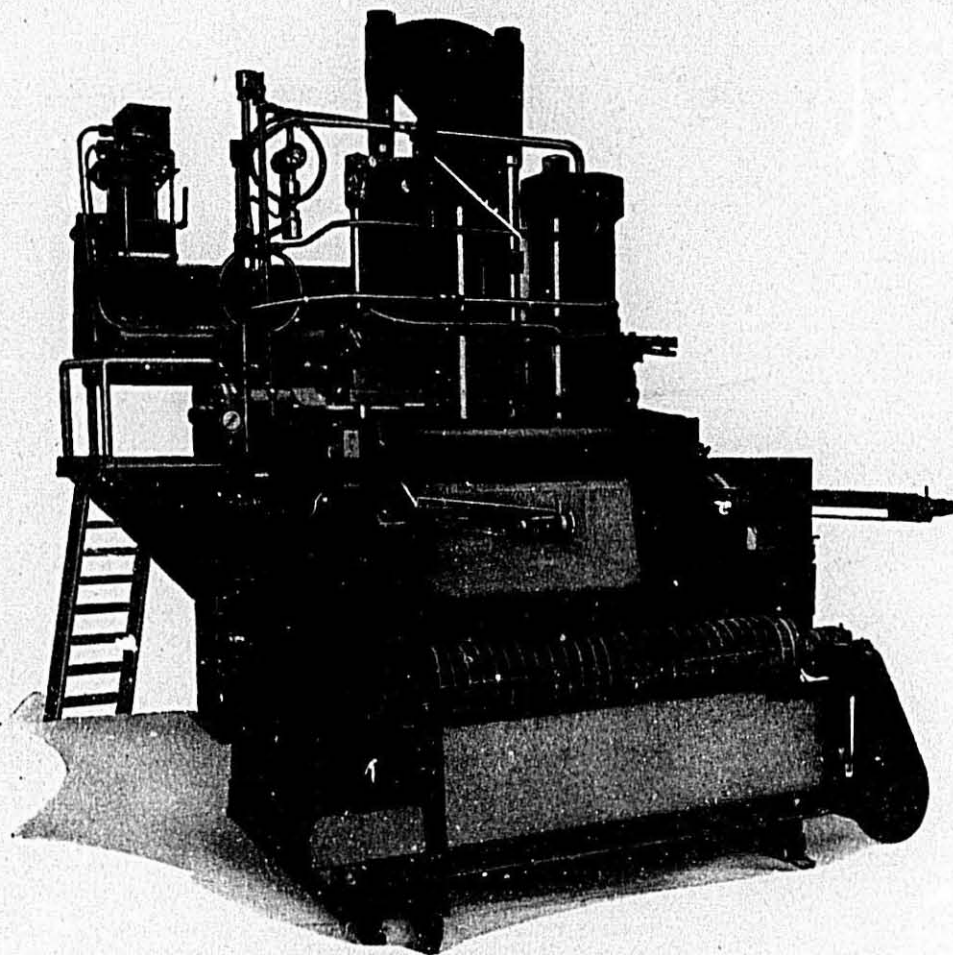
HIT THIS BUG AND HIT HIM HARD!

Use that Super Activated Pyrethrum Contact Spray—

MILLO-Cide
LINE OF FOOD INSECTICIDES

This is the second of a series of three advertisements dealing with insects and pests plaguing the Macaroni Manufacturer.

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

The only continuous Press that is fully Automatic in all its operations.

From the time the raw material is fed into the receiving compartment until it is spread on the sticks, no handling or attention is necessary as all operations are continuous and automatic.

Not an experiment, but a reality. Produces all forms of paste with equal facility. The paste produced is superior in quality and appearance.

Manufacturing costs greatly reduced.

Sanitary, hygienic. Product untouched by human hands.

Production from 900 to 1,000 pounds net per hour. Trimmings reduced to a minimum, due to method of extrusion as pressure is equal over whole face of die.

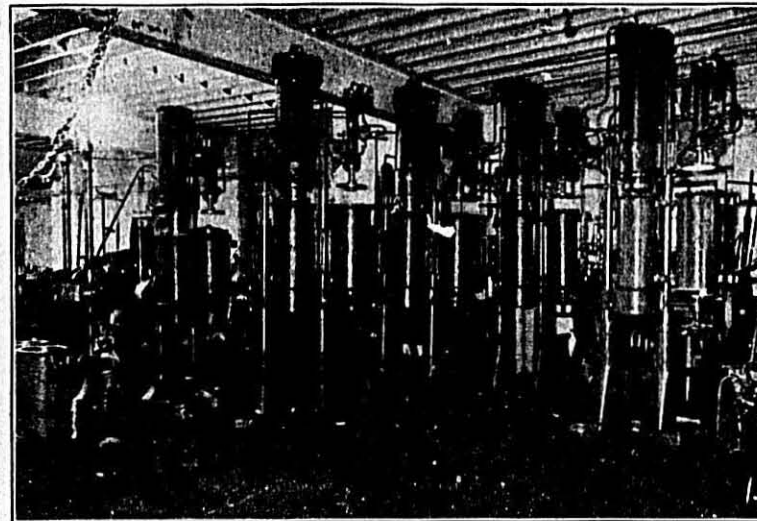
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



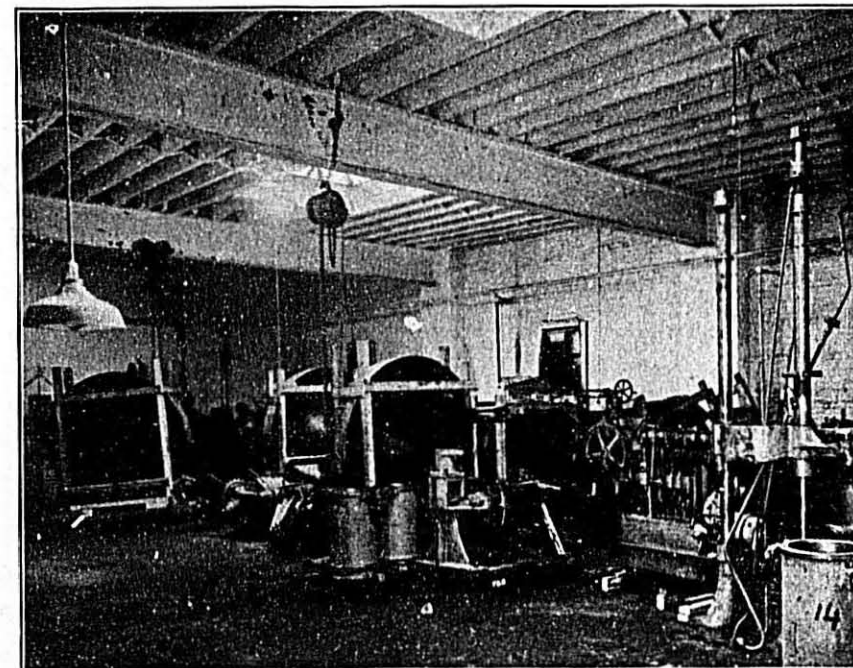
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

REBUILT

Presses, Kneaders and Mixers

Photograph of Mixers Kneaders Presses being rebuilt in our plant.

All rebuilt machines carry full guarantee as our new machines.



Write for particulars

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

Address all communications to 156 Sixth Street

Report of the Director of Research for the Month of May

By Benjamin R. Jacobs

The April issue of THE MACARONI JOURNAL contained material obtained from various manufacturers of containers which are desired by the Government Purchasing Agencies for the packaging of macaroni products.

Claims are made that these materials are waterproof and will insure the delivery of macaroni products in good order regardless of the conditions to which the product may be subjected in transit or after reaching its final destination.

In this article I am presenting another set of packaging materials which have been submitted for tests. All of these products have been submitted to the Navy Department, Bureau of Supplies and Accounts, for tests to assist the Navy in formulating final specifications for the packaging of macaroni products. The following material was obtained from Shellmar Products Co. and consists of four types of material furnished in pouch form. The specifications of these follow:

1. Two walls of 300 moisture-proof heat sealing, anchored, regenerated cellulose laminated together and heat sealed on three sides into a pouch.
2. A duplex pouch each wall formed of two sheets of 300 moisture-proof heat sealing, anchored, transparent, regenerated cellulose, heat sealed on three sides into a pouch.
3. A duplex pouch heat sealed on three sides each wall formed of two sheets of 450 moisture-proof heat sealing, anchored, transparent, regenerated cellulose.
4. Single pouch heat sealed on three sides made of 450 moisture-proof heat sealing anchored, transparent, regenerated cellulose laminated to 35 lb. opaque Glassine.

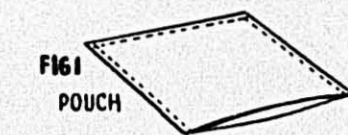


FIG 1
POUCH

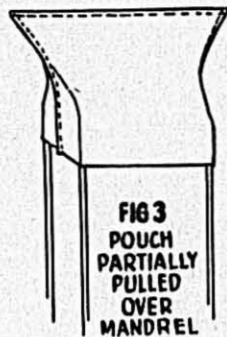
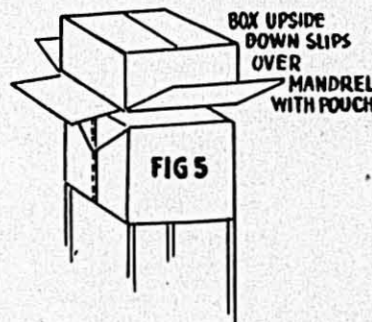


FIG 3
POUCH PARTIALLY PULLED OVER MANDREL



BOX UPSIDE DOWN SLIPS OVER MANDREL WITH POUCH

FIG 5



FIG 2
MANDREL- WOOD OR WIRE FRAME

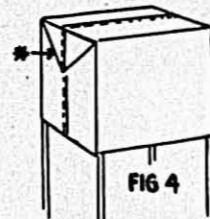


FIG 4
POUCH COMPLETELY FORMED OVER MANDREL WITH DOG EARS FOLDED AS INDICATED *

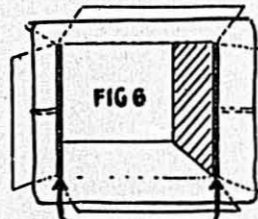


FIG 6
PLACE CHIPBOARD END PIECES INSIDE POUCH, TO PROTECT POUCH MATERIAL FROM PUNCTURE.

Cellophane will cost \$121.19 in 1 M quantities; \$104.83 in 3 M and \$98.40 in 5 M quantities.

The method of handling these pouches and of inserting them into boxes is to draw the pouch over a mandrel or form of wood or wire smaller than the inside of the carton, folding down the flap and then placing the carton over the pouch from the mandrel. The bottom of the carton should be previously sealed at the time that it is placed on the mandrel. The pouch and the carton should then be withdrawn together and pieces of chip

board inserted at both ends to prevent puncture by the sharp points of the macaroni products. The macaroni product can then be loaded into the package and the side seals of the pouch caught and pulled out by the loader. The top of the bag can then be heat sealed either by insertion into heat sealing jaws as manufactured by the Wrapade Machine Company of Newark, the Amco Company of Long Island City, the Stay Warm Company of Ravenna, Ohio, or the Heat Seal It Company of Philadelphia, Pa. There are also various others supplying such

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HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND

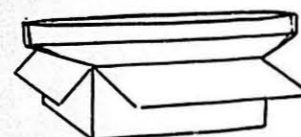


FIG 7
BOX FILLED AND POUCH TOP FOLDED READY FOR HEAT SEALING.

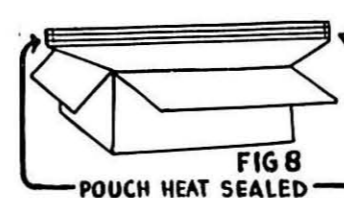


FIG 8
POUCH HEAT SEALED ALONG TOP AS INDICATED

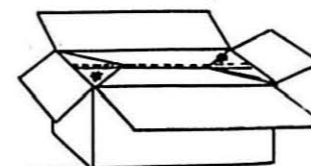


FIG 9
BOX READY FOR COMPLETE CLOSURE WITH POUCH HEAT SEALED AND DOG EARS FOLDED AS INDICATED *

equipment. However, in the event that such equipment is not available it is perfectly feasible to make a good seal of the top by placing a flat board across the top and using either a flat iron or a roller iron to effect the seal of the pouch top against the board.

A diagram of the proposed mandrel and the successive steps in the packaging procedure illustrate the manner in which the packaging is accomplished.

The National Manufacturers' Association is holding its convention at the Edgewater Beach Hotel in Chicago, June 22 and 23. Many subjects of vital interest to the Industry will be discussed. Among them are; (1) hearing held in Washington last November on Standards of Identity in macaroni products; (2) the changes which have been made in the Federal Specifications as well as in various Government Purchasing Agencies for the purchase

of macaroni and noodles and recommendations which have been made to the Specifications Board for further changes in these specifications; (3) the specifications for water-proof containers for the packaging of macaroni products, particularly for export; (4) Government regulations of vital im-

portance to the Industry concerning restrictions under the War Production Board with particular reference to priorities and limitations on deliveries; (5) regulations of Office of Price Control which may seriously affect the merchandising of macaroni products. Every member of the Industry is affected by these Government regulations and restrictions and should attend this convention, being prepared to ask questions. If the answers cannot be supplied at the moment they will be forthcoming immediately after.

Amber Milling Co. Moves To Offices in Saint Paul

The offices of the Amber Milling Co. have been moved from the Chamber of Commerce, Minneapolis, to 1923 University Avenue, Saint Paul, which is the headquarters of the Farmers Union Grain Terminal Association. The latter organization has been financing the operations of the Amber company for the last year, and has closed the Minneapolis office as a matter of economy.

J. F. Diefenbach is chairman of the board of the Amber Milling Co. with J. M. Waber, Saint Paul, president and manager; D. C. Spence, secretary-treasurer, and E. W. Kuhn, in charge of traffic.

Food Production to Be Controlled

Secretary of Agriculture to Direct
Food Allocation

Early this month came the announcement which macaroni-noodle manufacturers and other food producers have been expecting—a Government order and an enforcing bureau to study the military, civilian and foreign food needs, with authority to allocate and to regulate. Both agencies, the War Production Board and the Office of Price Administration, will be involved in the enforcement of the new regulation.

Just how will the average operator in this industry fare under the order? That is a fair question—one that concerns everyone in the business. Naturally every operator will be affected one way or another. Some of the plants with high production costs may even be put out of business. The announcement says:

On June 5, 1942, the War Production Board Chairman, Donald M. Nelson, created a food requirements committee under the chairmanship of Secretary of Agriculture Claude R. Wickard to control the production and allocation of all civilian and military food supplies.

Establishment of the new nine-member committee, within the War Production Board, is expected to be followed in a few days by announcement of a combined British-American food board, with Wickard as the top American representative.

The new committee will determine civilian, military and foreign food requirements, Nelson announced, and has authority to speed up or curtail domestic output of foods "as well as the importation of foods and agricultural materials from which foods are derived."

The new agency will chart government policies "affecting the eating habits of every man and woman in the country," the WPB chairman said, but food rationing will continue to be administered by the OPA. Decisions of the food requirements committee will be final, subject to approval of the WPB.

The Committee

Besides Wickard, the committee consists of L. S. Stinebower, state department; Brig. Gen. Carl A. Hardigg, war department; Rear Admiral W. B. Young, navy; W. B. Parker, board of economic warfare; Dr. John Orchard, office of lend-lease administration; Roland S. Vaile, division of civilian supply of WPB; Douglas C. Townson, division of industry opera-

tions of WPB, and T. L. Daniels, materials division of WPB.

Actual operations of the food committee will be carried on by existing agencies to the agriculture department.

The agriculture department will report on the progress of domestic food output and, after consulting with the BEW and the state department on the

imports of foods. The army and navy will report their requirements and the civilian supply division will prepare lists of foods essential for home consumption. The industry operations division will report on stocks of non-food materials, such as cotton and rubber. The BEW and Lend-Lease will estimate the food needs of the Allied nations.

WPB's industry operations division will be responsible for the later stages of food production, such as baking and the manufacture of confectionery and soft drinks; the materials division will have charge of processing of nonfood items like soap, derived from agricultural materials which are a source of food.

Liquid and Dried Egg Production April, 1942

The production of 94,100,000 pounds of liquid eggs by commercial egg breaking plants during April was larger than the production during April last year by 41,308,000 pounds or 78 per cent. The plants reported that 59,001,000 pounds were frozen compared with 46,826,000 pounds in April last year and 2,541,000 pounds were used for immediate consumption compared with 2,776,000 pounds a year earlier. From the remaining 32,558,000 pounds, plus the eggs broken out by strictly egg drying plants, 21,714,358 pounds of dried eggs were produced compared with 3,517,965 pounds in April, 1941.

Government purchases continue to dominate the dried egg industry. Practically all of the dried eggs produced in April were in the whole form and were sold to the Government for Lend-Lease uses. The production of

dried albumen was 72 per cent less than the total produced in April last year and the production of yolk 10 per cent less. The Agricultural Marketing Administration accepted offers on 56,831,605 pounds of dried egg in April. Offers accepted May 1 to May 14, totaled 16,746,380 pounds.

Large quantities of frozen and shell eggs apparently are being stored to be used later in the year for drying eggs. Storage stocks of frozen eggs on May 1 totaled 159,176,000 pounds compared with 99,531,000 pounds on May 1 last year and 94,382,000 pounds, the May 1 (1937-41) average. Stocks of shell-egg on May 1 totaled 4,650,000 cases compared with 3,031,000 cases on May 1 last year and 3,468,000 cases, the May 1 (1937-41) average. Out of a total of 11,196,304 pounds of dried eggs on hand on May 1 only 350,049 pounds remained unsold.

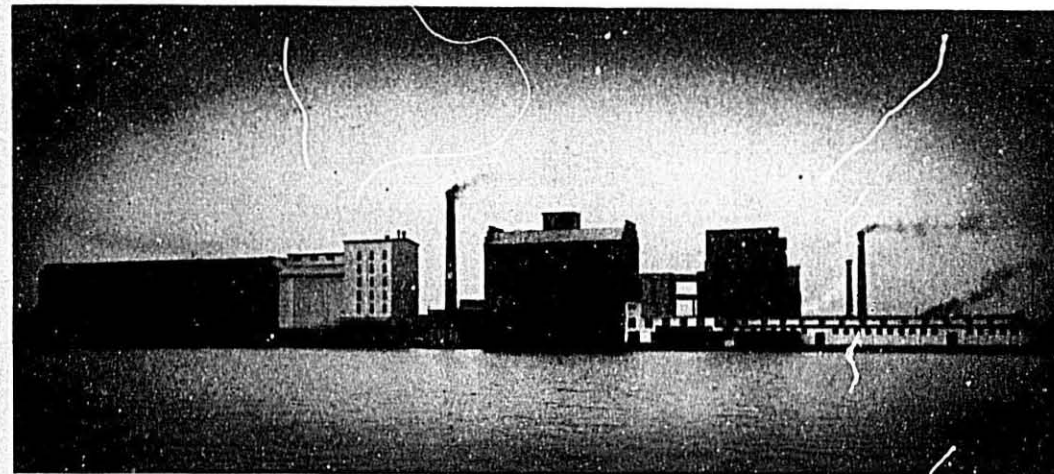
Liquid Egg Production, April 1941-42

Commodity	April 1941	April 1942	Per Cent Change in 1942
	<i>Thous. pounds</i>		
Whole eggs	13,620	43,286	+218
Mixed eggs (emulsions, also with sugar salt, etc.)	7,074	12,233	+ 73
Egg whites (all descriptions)	17,844	22,302	+ 25
Egg yolks packed—			
Without salt, sugar, etc.	4,751	6,587	+ 39
With sugar	8,183	7,904	- 3
With salt	1,320	1,788	+ 35
All yolk emulsions, including glycerine
TOTAL	52,792	94,100	+ 78

Dried Egg Production, April 1941-42

Commodity	April 1941	April 1942	Per cent change in 1942
	<i>Pounds</i>		
Whole	243,497	19,609,258	+7,953
Albumen	1,031,979	290,652	-72
Yolks	2,242,489	1,814,448	-19
TOTAL	3,517,965	21,714,358	+517

Firms reporting—59



King Midas Superior Mill, located at the head of the Great Lakes, is devoted exclusively to the milling of Semolina and Durum Products. ★

WHY SHOULD OUR STORAGE BINS BE IMPORTANT TO YOU!

They are important to you. They're important to every user of King Midas Semolina—because they are a major factor in maintaining the uniform quality which you have a right to expect in King Midas Durum Products.

1,500,000 bushels storage capacity at our Superior mill, plus ownership of hundreds of strategically located country elevators, enables us to buy and store the finest

durum wheat from year to year. By drawing wheat from a large number of different tanks we are able to develop and maintain the proper mixes which are essential to uniform quality.

We have the facilities—and what's more important—we have the determination to make every barrel of King Midas the finest Semolina available to the macaroni manufacturer.

King Midas
SEMOLINA

WORTH ALL IT COSTS

KING MIDAS FLOUR MILLS MINNEAPOLIS, MINNESOTA

Will Advertise to the Limit

Discussing the matter of policy with regard to advertising and merchandising under war conditions, the *World-Telegram* of New York quotes Mr. C. F. Mueller of the C. F. Mueller Company, Jersey City, as follows:

C. F. Mueller of C. F. Mueller Co., speaking on sales policy, asserted his company proposes to sell, advertise and merchandise its products to the limit which the emergency permits. He recognized that shortages have cut down the number of products available to grocers, and declared it the duty of manufacturers whose output does not require critical materials to supply retailers with as great a supply of their products as possible.

New Sales Manager

Eastern Semolina Mills, Inc. of New York City and Baldwinsville, New York recently announced the ap-



HOWARD P. MITCHELL

pointment of Howard P. Mitchell as its Sales Manager with offices in Baldwinsville. Mr. Mitchell is well

FLOUR PRODUCTION HIGHER IN MAY

Flour production increased during May 109,354 barrels over the previous month but was 468,634 barrels lower than during the same month of 1941, according to reports received by *The Northwestern Miller* from plants representing 65 per cent of the total national output.

Total production during May was compiled at 5,328,007 barrels, compared with 5,208,653 barrels during the previous month and 5,796,642 barrels during the same month a year previous.

Northwestern production, set at 1,173,438 barrels for May, registered an increase of 46,330 barrels over the output of the previous month, but the total was 37,145 barrels below the 1941 figure for the same month.

In the Southwest, production totaled 2,108,657 barrels during May, 89,485 barrels higher than the output during the previous month but 47,088 barrels below the figure for the same month last year.

Buffalo mills reported 814,703 barrels produced during May, 36,820 barrels above the output of the previous month but 3,106 barrels below the figure for the same month a year previous.

Production of durum products by nine reporting mills totaled 266,893 barrels during May, compared with 269,545 barrels during the previous month and 231,631 barrels during the same month in 1941.

A detailed table appears below:

	TOTAL MONTHLY FLOUR PRODUCTION (Reported by mills producing 65 per cent of the flour manufactured in the U. S.)				
	May, 1942	Previous month	1941	May, 1941	1939
Northwest	1,173,438	1,127,108	1,210,583	1,261,555	1,215,919
Southwest	2,108,657	2,019,172	2,155,745	1,965,616	1,931,218
Buffalo	814,703	777,883	817,809	818,352	847,392
Central West—Eastern Div.	398,430	397,012	553,774	513,992	473,975
Western Division	2,8614	232,310	230,031	251,889	264,076
Southeast	89,904	82,340	105,644	120,410	141,287
North Pacific Coast	494,251	572,828	723,056	601,498	757,965
Totals	5,328,007	5,208,653	5,796,642	5,533,312	5,631,832

TOTAL MONTHLY PRODUCTION OF DURUM PRODUCTS				
May, 1942	April, 1942	May, 1941		
266,893	269,545	231,631		

known to the macaroni-noodle trade, especially in the East and Middle-west, having been associated with the Durum Wheat Industry and Semolina for a quarter of a century. His last connection was with Washburn Crosby Co., in Chicago. Prior to that he was with the same firm at Buffalo and New York city branches.

One of his first official acts after acquainting himself with his new duties will be to represent Eastern Semolina Mills, Inc., at the June conference of macaroni-noodle manufacturers in Chicago.

May 24, Mr. and Mrs. A. Irving Grass held a reception at their new home, 6850 Euclid Avenue, for their eldest daughter, Ilyne Joan Grass. Four hundred relatives and friends attended.

Her confirmation to the faith means that she had successfully completed ten years of Sunday school work. The honored guest was the recipient of many gifts and well-wishes, among them being a promise by the proud parents that she would be taken to the convention of the Macaroni-Noodle industry this month—a most appropriate graduation gift.

Confirmation Reception

In honor of her fifteenth birthday, May 22 1942, and of her confirmation at Temple Isaiah Israel, Chicago,



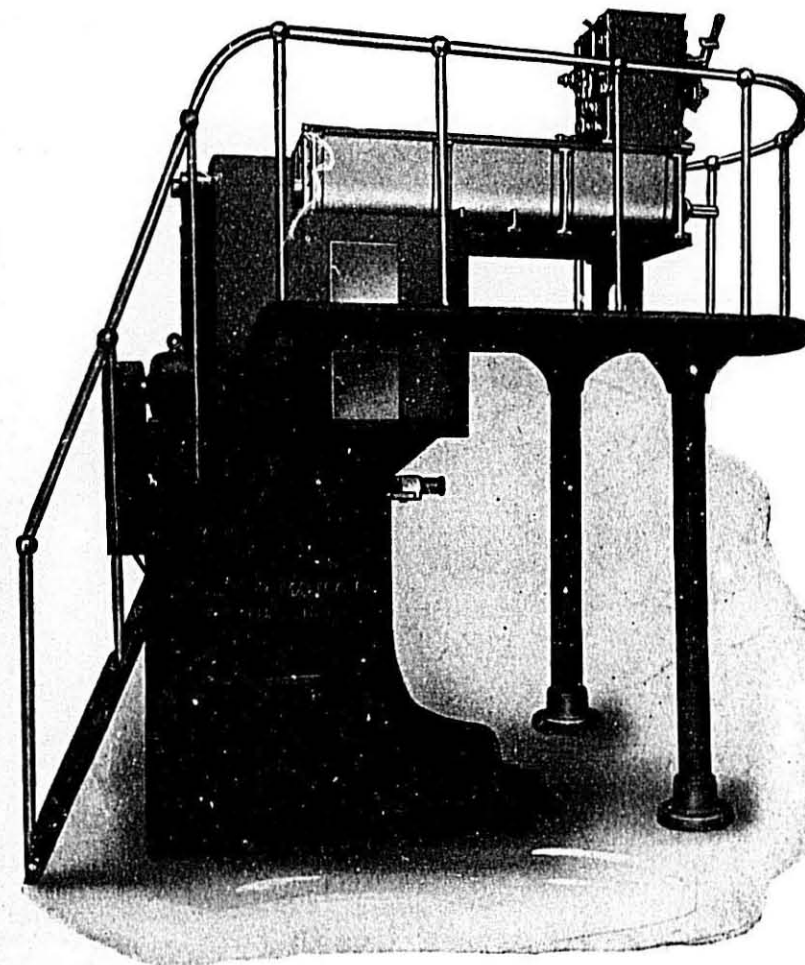
EASTERN SEMOLINA MILLS, INC.

Baldwinsville, N. Y.

FOR THE MACARONI OF TOMORROW

Clermont Introduces

**An Original Type of Continuous Automatic Macaroni Press
Has No Piston, No Cylinder, No Screw, No Worm**



Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

For Details Write to

CLERMONT MACHINE COMPANY, INC.
268 Wallabout Street
Brooklyn, New York

Former Manufacturer Dies

Joseph A. Brohel, 78, once a partner in the former firm of Anger-Brohel Company here, makers of spaghetti and other products and active in wholesale circles in the Rochester area, died May 26, 1942, at his home in Hackensack, N. J.

While here from about 1910 to 1914, Mr. Brohel was chairman of the wholesale trade group of the Chamber of Commerce of which he was also a trustee.

He was long active in Republican

politics in Bergen County, N. J., and his efforts, in large part, were credited in transforming the county to a Republican stronghold many years ago.

He leaves his wife, Sarah Parker Brohel; two sons, Joseph A., Jr., and Jesse S. Brohel; two daughters, Mrs. Chester B. Searle and Mrs. William Tyndall, and four grandchildren.

90c Amber Durum

In order that Durum growers may be encouraged to sow an increased acreage of Durum Wheat, the Can-

adian Wheat Board has announced the probable price for the 1942-1943 crop. The Board recommends that the basic price of No. 1 cw. Amber Durum Wheat be 90c a bushel, basis in store Fort William, Port Arthur and Vancouver. The price of the lower durum grades will be announced later.

A survey of the durum situation in Canada shows that the stocks of the better grades of this wheat that goes into the manufacture of macaroni products, principally, are much smaller than customary. For this reason, the advance price situation is given as encouragement for increased production.

Executive Retires

Frank Griswold Hall, President of Stein-Hall & Co., Inc., New York, and Stein, Hall Mfg. Co., Chicago, manufacturers and distributors of starches, dried egg products, and stabilizers, has announced the retirement of Louis E. Leverone as General Manager of the Chicago company.

Mr. Leverone, who has been associated with the company for 30 years, will continue as a Vice President, and at his request retires from the position of General Manager in order to devote most of his time to his many civic and other duties. He is President of the Illinois Chamber of Commerce and of the Northwestern University Settlement in Chicago, and is active in the Dartmouth Club and other organizations in that city.

D. M. Hawley, who was appointed Production Director for all Stein-Hall affiliated companies some time ago, has been elected General Manager and Vice President of the Chicago company, with Walter H. Hart as Assistant General Manager. Mr. Hart is also Secretary of the Chicago company.

Edward Butts, Jr., Sales Manager for the New York company, is now General Sales Manager for both the Chicago and New York companies.

J. P. Strasser, head of the Paper Department, has been appointed Assistant Sales Manager at Chicago.

Dr. Alexander Frieden continues as Technical Director for both companies at the New York office, and Jordan V. Bauer of the Chicago company has been appointed Assistant Technical Director.

Organized in 1866, Stein-Hall celebrated its 75th Anniversary last year. The 50th Anniversary of Mr. Hall's service was observed two years ago.



Sylvania* Cellophane

FOR CONSERVATION

TO-DAY effective packaging of perishables must more than ever avoid spoilage. Waste is sabotage.

Conservation is being accomplished now more than ever before with SYLVANIA cellophane.

Through its use manufacturers maintain their quality, and at the same time prevent waste resulting from staleness, loss of moisture, flavor, etc.

Ever expanding co-operation between manufacturers of perishable products and our sales and technical staffs is maintaining sales and avoiding waste.

Conserve with Sylvania Cellophane

IT MAKES WAR ON WASTE

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Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax

*"SYLVANIA" IS A REGISTERED TRADE MARK FOR CELLULOSE PRODUCTS MANUFACTURED BY SYLVANIA INDUSTRIAL CORPORATION



Now It Is More Important Than Ever
that you attend the **Convention of the Macaroni & Noodle Industry—June 22-23, 1942, at the Edgewater Beach Hotel, Chicago, Illinois.**

KEEP fully posted on Industry problems. **KEEP** abreast of current developments. **CONSULT** with your associates within the Industry.

Enjoy the restful atmosphere of this beautiful Hotel. We are confident that the time spent will be profitable to you and your business.

Champion Machinery Co.
Joliet, Illinois

Mfrs. of Mixers—Brakes—Flour Outfits—Weighing Hoppers and Water Meters.

A Message to the Macaroni and Noodle Manufacturers of America

Dear Friends:

In these difficult times, the value of co-operative effort in solving the many problems that arise from wartime conditions in your industry which is so vital to National Welfare, cannot be over-estimated. We know that you will do everything in your power to further your ability to serve our fighting as well as the civilian population.

We assure you we will do our utmost to co-operate with you in every way possible so that you may continue to progress in service to our people. We welcome this opportunity to express our best wishes for a beneficial and enjoyable conference.

Sincerely yours,

Capital Flour Mills, Inc.

Name New Advertising Firm

The Roman Macaroni Co. of Long Island, N. Y., and the Prince Macaroni Mfg. Co. of Lowell, Mass., have designated Director & Lane, 250 West Fifty-seventh Street, New York, to handle the preparation and placement of all their advertising. H. C. Rossi, account executive.

Know Your Weevil

In the interests of food conservation and at a time when such conservation is becoming so important, The Midland Chemical Laboratories, Inc., Dubuque, Iowa, manufacturers of the MILL-O-CIDE Line of Food Insecticides, are making available to the entire food industry a series of Entomology Cards depicting, among others, those insects plaguing Macaroni Manufacturers—their habitat, depredations and control measures.

It has been felt for many years that such a course, concise and written for the layman to understand, would have great value to Macaroni Manufacturers. They may be tacked up in various parts of the plant, kept on file or included in employes' training courses.

We have been informed that any

one desiring a complete set of these cards may have them free of charge by writing The Midland Chemical Laboratories, Inc., Division of Insecticides, Dubuque, Iowa.

Judge Stops Motor At Macaroni Plant

Circuit Judge Parks today gave the Perlita Macaroni Co., 2001 N. Tampania Ave., 30 days to cease operation of a noisy Diesel engine which he determined was a "public and private nuisance."

The Judge held in his order granting an injunction sought by neighbors of the plant, that the company could obtain operating power from the Tampa Electric Co. and that operation of the engine to create its own power was not essential.

Neighbors of the factory, Mrs. Gaetana Greco, and her daughter and son-in-law, Mr. and Mrs. Gui do Puleo, claimed that noises from the motor made their home all but uninhabitable, and that vibrations from it were causing five houses owned by Mrs. Greco to come apart.

During his hearing on the suit, Judge Parks personally visited the five houses to determine the effects of operation of the motor.—Tampa, Fla., Times, May 20, 1942.

Plight of the Spaghetti Cannors

Prepared spaghetti in cans will soon be a rarity. Last February the Conversion Section of the Food Branch of the War Production Board issued an order prohibiting the packing of this food in cans, forcing many processors to close down their canning departments or to change from prepared to dry-packed spaghetti. One spaghetti canner whose business was seriously affected by the order, according to an official of the food branch, went to the Conversion Board and reputedly said:

"Here is my plant. You have put me out of business. I freely give it to my government for use in war work; take it and do what you want with it. I only ask 8 per cent on my investment."

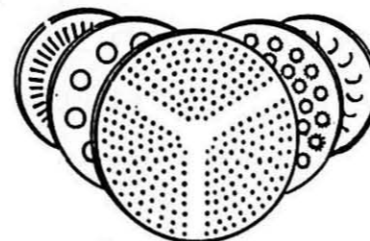
He was told that the Conversion Section of WPB doesn't operate plants and that they were in no position to guarantee any operator 8 per cent or 2 per cent or any other per cent.

They merely help manufacturers or converters to help themselves. Every manufacturer has to do his own swimming, with a little coaching, when necessary, from the sidelines by WPB.

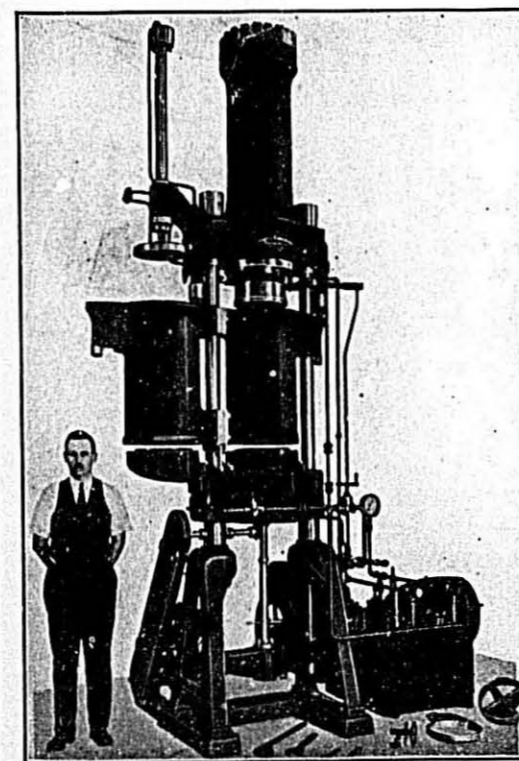
All most of us ask of life is to be its favorites.

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.



PRESS No. 222 (Special)

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EXTRA FANCY NO. 1 SEMOLINA

★

PISA

NO. 1 SEMOLINA

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ABO

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MILLING COMPANY
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OFFICES
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and Machinists

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Specialty of
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Presses
Kneaders
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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.

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

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

Vol. XXIV JUNE, 1942 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."

FOR SALE: one 10" Hydraulic Press, complete with pump and pipe, and equipped for long and short goods. First class condition. Price, \$600.00, F.O.B., New Orleans. Apply New Orleans Macaroni Mfg. Co., 1107 Dauphine St., New Orleans, La.

War Bonds As Gifts

Are you lucky? At least ten of the manufacturers and allied who attend the Chicago convention, June 22-23, will be lucky in more ways than expected, according to the advanced planning of the Consolidated Macaroni Machine Company, Brooklyn, N. Y., that annually does its part in promoting the conferences of the industry it so satisfactorily supplies. Mr. Conrad Ambrette makes the following announcement as an inducement to convention attendance and as a means of showing their appreciation of the fine business relations the firm has long enjoyed with the macaroni-noodle manufacturers of the country:

"At all past conventions, it has been our practice to distribute a personal gift to each registrant as an appreciative offering.

"During the past year, many changes have taken place, and it has become imperative to conserve various materials with which to carry on our war program.

"For this reason, and in order to assist our armed forces in their fight against the evil forces which are endeavoring to destroy those principles for which our forefathers so gallantly fought, we have decided to donate a number of War Bonds.

"These will be disposed of to the holders of lucky numbers—two bonds of fifty dollars and eight bonds of twenty-five dollars—at a drawing to be held during the banquet on Tuesday evening, June 23."

While interested manufacturers will need no added inducement, their concern over what is happening and what can be expected to happen to their business being sufficient to warrant a record-breaking attendance to the convention this year—nevertheless, this generous offering of this popular allied firm is interesting to all, and financially profitable to ten lucky fellows.

BUSINESS CARDS

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

National Cereal Products Laboratories

Benjamin R. Jacobs
 Director
 Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.
 Vitamin Assays a Specialty.
 Laboratory
 No. 158 Chambers St., New York, N. Y.
 Office
 No. 2026 Eye St. N.W., Washington, D.C.

*"Food is vigor—
 and vigor is
 Victory"*

Paul V. McNutt,
 Federal Security Administrator

SERVICE AND WORKMANSHIP

THE Maldari organization consists of men who are constantly studying ways and means for improving the manufacture of macaroni through the use of better Dies. Maldari Dies actually turn out a smoother, more beautiful finished product. Maldari service and workmanship will please you.

F. MALDARI & BROS., INC.

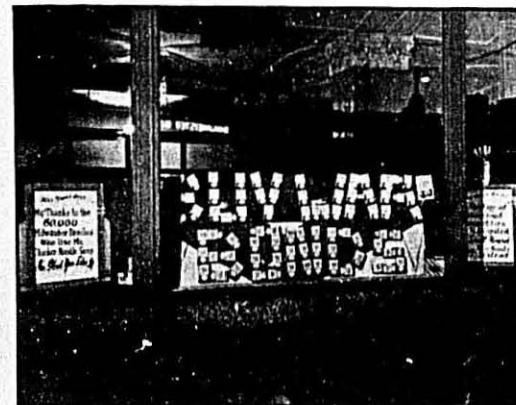


178-180 Grand Street

New York City

TRADE MARK

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



Prize Winning Noodle Display Window

Buy War Bonds

Wise retailers are capitalizing the popular slogan—"Buy War Bonds," as did the Milwaukee grocer whose window display won worthwhile praise and commendation in a contest staged by the I. J. Grass Noodle Co. of Chicago. The prize winning window display is shown herewith.

On a large board draped in the national colors and which formed the background of the display, packages of egg noodles were attached so as to spell out the message—"Buy War Bonds"—that attracted the attention of passers-by. At one side stands Uncle Sam with a placard bearing the message—"A shortage of basic food is anticipated. DON'T HOARD. Buy War Bonds instead."

MACHINES FOR SETTING UP AND CLOSING MACARONI AND SPAGHETTI CARTONS



(A) The PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable to set up several carton sizes.

Into this machine where they are automatically closed. Can also be made adjustable to close several carton sizes.

(B) The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring no operator. After the cartons are filled, they are conveyed

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

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

IT'S OUR JOB

To Help All Macaroni-Noodle Manufacturers

Solve Their Drying Problems

Years of Practical Experience — — Scores of Successful Installations

For Full Particulars Write to

BAROZZI DRYING MACHINE COMPANY

21-31 BENNETT STREET
 JERSEY CITY, N. J.

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1941-1942</p>		
<p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice president.....I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La. Premia Macaroni Corp., Connellville, Pa. B. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. P. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
<p>Region No. 1 G. La Marca, Prince Macaroni Mfg. Co., Lowell, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Trafcanti, Trafcanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.</p> <p>Region No. 8 A. F. Scarpelli, Porter-Scarpelli Mac. Co., Portland, Ore.</p> <p style="text-align: center;">At Large</p> <p>Thomas A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>	



A Message from the Secretary

Increased Interest in Trade Associations

War Conditions Make Businessmen More Conscious of the Need
for Closer Cooperation—More Coordination

Reports from sources that are usually most reliable are that Trade Associations are growing stronger, in memberships and potentially.

There are definite signs that this trend affects the Macaroni Industry because of recent enrollments and non-members' friendliness.

a—A New York manufacturer inquires: "Would you be so kind as to send us all particulars on how to become a member of your Association?"

b—A former member writes: "In a peeve we dropped our membership some years ago. Now we see our mistake and wish to re-join those who have consistently supported the Association through the years when its existence was not nearly as important as it is now."

c—A Westerner states: "Honestly, it took a war to teach me that I live in this country and should always have taken my place with fellow manufacturers. True, distance prevents my taking an active part in your conventions, but nothing should prevent me from paying my share of the cost of activities assumed by others."

d—A Member confesses: "Business has been tough, money scarce. While I have maintained my membership,

I have not been paying the proper scale of dues. Things are picking up now. Please put me in Class "B," instead of "D." Bill us for the difference."

e—An Eastern firm says: "We have been selfish and wrong in judging your Association for what it did or did not do—instead of considering its potentialities had we and others like us supported it fully as we should. Send application, please."

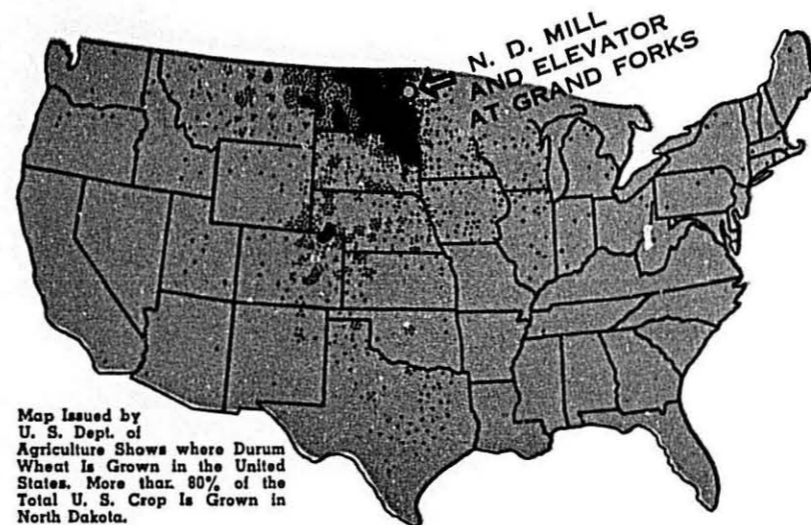
Whatever the reasons for this spontaneous realization of obligation, the results are encouraging. Perhaps they are due to the war regulations and the importance of the Chicago conference, June 22 and 23—some sessions of which will be closed to non-members—but we are taking the cue and renewing the oft-repeated invitation to all progressive firms to join the National Macaroni Manufacturers Association now. Drop a line to the headquarters office at Braidwood, Illinois, as your first step. The necessary action on the Association's part will follow immediately.

Two new members and three re-instatements was the April-May record.

M. J. DONNA, Secretary and Editor.

LET'S SAVE WORDS

Our Products Are the World's Finest



Map issued by U. S. Dept. of Agriculture Shows where Durum Wheat is Grown in the United States. More than 80% of the Total U. S. Crop is Grown in North Dakota.

PROOF The cream of the world's amber durum is grown right at our back door. From this quality wheat we manufacture

5

QUALITY DURUM PRODUCTS

CAVALIER NO. 1 FANCY SEMOLINA

STANDARD NO. 1 SEMOLINA — PERFECTO SEMOLINA

DURAKOTA DURUM PATENT — PEMBINA DURUM PATENT

DURUM DIVISION

NORTH DAKOTA MILL & ELEVATOR

R. M. STANGLER, General Manager

EVANS J. THOMAS, Mgr. Durum Division
Chicago, Ill.

GRAND FORKS, NORTH DAKOTA



New Pillsbury products control laboratory uses most advanced methods to guard quality of Durum Products

Always a leader in quality control, Pillsbury recently completed the most modern, best-equipped products control laboratory in the milling industry.

Here's what this laboratory does for your benefit:

- 1—Analyzes samples of durum wheat before purchase, grinds them, and makes them into spaghetti to test their quality.
- 2—Makes color tests every hour on samples of semolina and durum flour from the regular mill run. Analyzes every lot and shipment.
- 3—Puts a sample of each day's run through an actual "performance test" by making it into spaghetti, using commercial-type methods and equipment.

For uniform performance in your plant and uniform quality in your products, bank on Pillsbury's Durum Products!

**Pillsbury's No. 1 Semolina • Pillsbury's Fancy Durum Patent
Pillsbury's Milano Semolina No. 1 • Pillsbury's Durmaleno**

Pillsbury Flour Mills Company

General Offices: Minneapolis, Minnesota

