

**THE
MACARONI
JOURNAL**

**Volume XXIV
Number 7**

November, 1942

NOVEMBER, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Speed-up and Slow-down

Old-timers who used to complain that Speed would ruin the human race are now convinced that it will be its salvation—viewed from the production angle.

Orders from headquarters are to the effect that the farmer, the laborer, the factory worker and the businessman must speed up the production of all necessary things and slow down on all nonessentials.

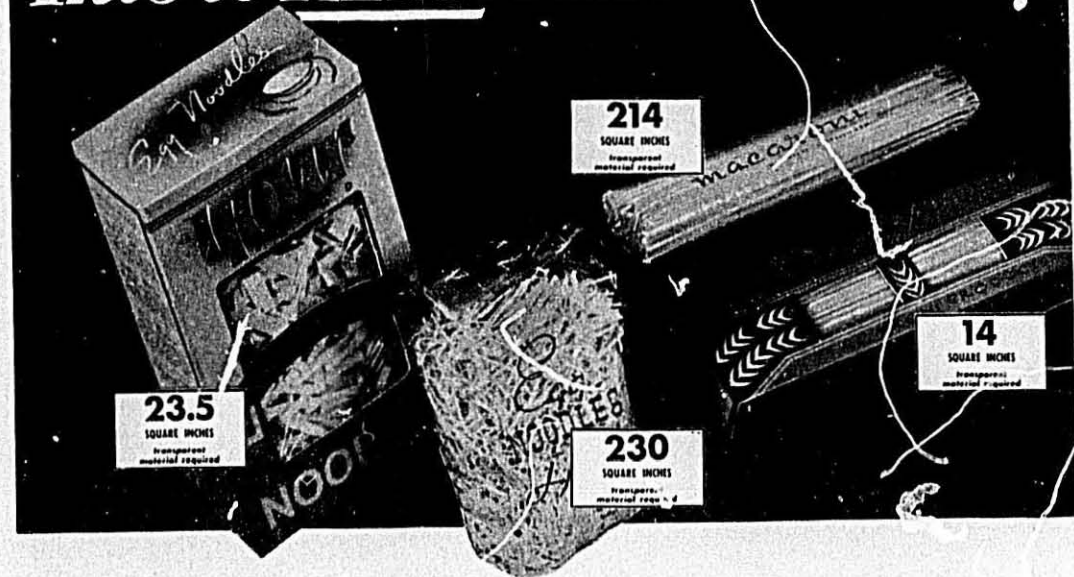
Macaroni-Noodle manufacturers are cooperating.

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV
NUMBER 7

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Transparent packaging materials are essential to the war effort. But the Government recognizes that they combine visibility (and saleability!) with genuine protection for foods.

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Ease Squeeze on Egg Noodle Prices

Office of Price Administration Announces New Maximum Price Regulations in Keeping with Its Studied Policy

Two Sectional Meetings of Macaroni-Noodle Manufacturers Scheduled for Joint Study of New Regulations

Acting to ease a squeeze which has been sufficiently severe to hamper production, the Office of Price Administration, on November 10, 1942, put into effect a new pricing formula which will provide for a substantial part, but not all, of the increased production costs of seven seasonal and 13 miscellaneous commodities, including egg noodles.

The new Maximum Price Regulation—No. 262—(Seasonal and Miscellaneous Food Commodities), effective November 14, 1942, is expected to insure continued production of the twenty articles listed in the order. The increased production costs will be passed along on the wholesale and retail levels. The twenty articles, however, account for only 1 per cent of the volume in the average grocery store.

The new regulation will become mandatory on all sales and deliveries beginning December 14. It replaces coverage under General Price Regulation which had set ceilings at March levels. Pertaining to egg noodles, the Order reads:

"Eggs are an important ingredient of egg noodles. Manufacturers usually buy a year's supply of frozen eggs during May and June. Egg costs since May and June, 1941, have advanced 38 per cent. This caused a minimum increase of 20 cents per dozen one-pound packages of Egg Noodles. This is often more than the small profit on this low-margin industry."

Copies of the Release covering the new Maximum Price Regulation, Number 262, were mailed to all members of the National Macaroni Manufacturers Association from the Washington office of the Association by

Washington Representative, E. R. Jacobs. Copies were also mailed as an Association complimentary service to practically all the leading nonmember firms throughout the country.

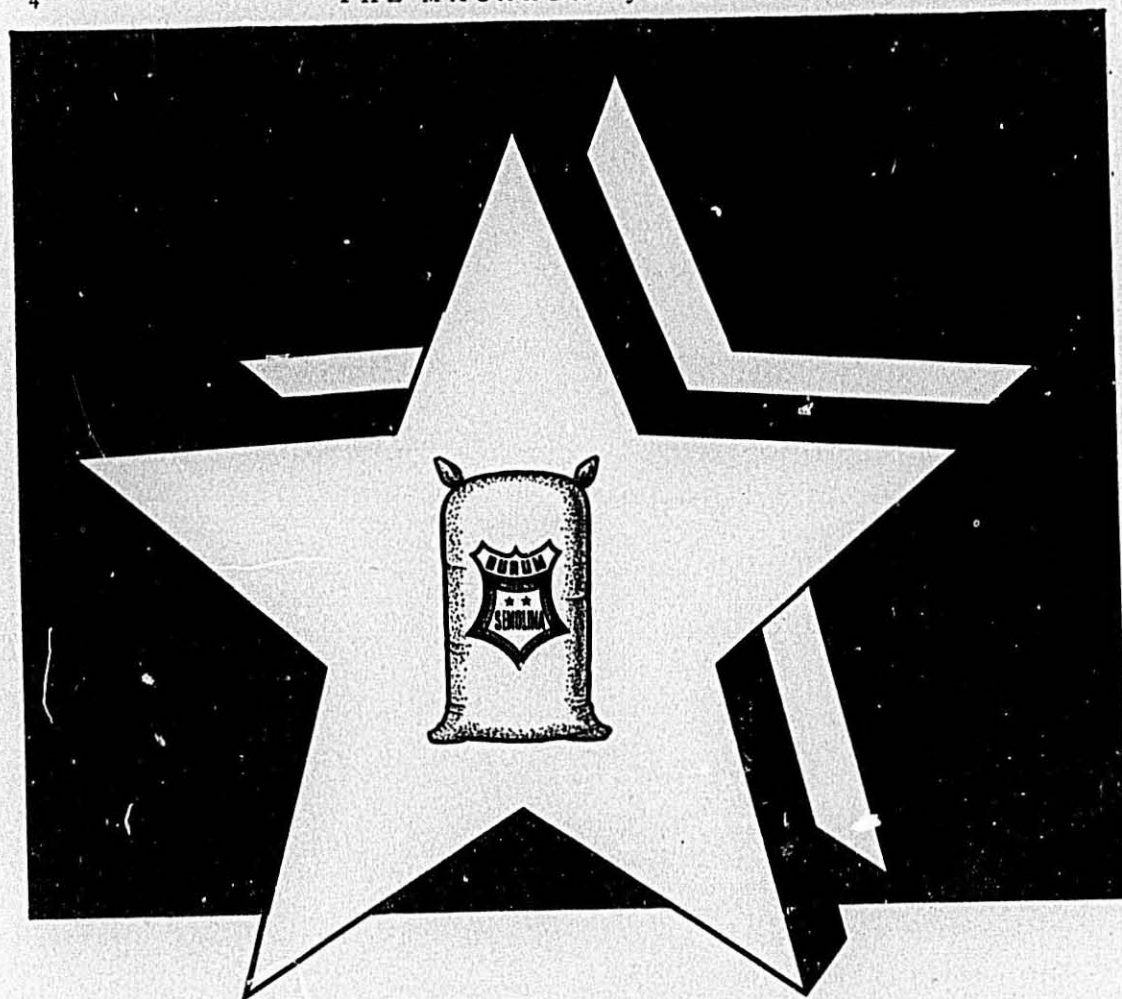
These were accompanied with a letter of explanation by Director Jacobs with emphasis on the need of getting full details from OPA officials who will be present at two special meetings called to study the new regulations.

A meeting for the Eastern manufacturers will be held at Hotel Commodore, New York City, starting at 10 a.m., Monday, November 16, 1942.

For the convenience of the Middle West manufacturers, a meeting is scheduled for November 18, 1942, at Hotel Morrison, Chicago, at 10 a.m.

"This is a short notice of meetings, but we know you want information quickly," says Director Jacobs, "so we are acting without consultation of your convenience, because we feel the matter is of such importance that you should be present."

These meetings will provide the Industry with an opportunity for presenting the matter of price relief on Plain Macaroni Products, a matter of serious, deep concern to the manufacturers of these products. With the Government ready to provide relief in necessary cases, proof that the industry is united in its demand will materially help the cause. Attendance at the two called meetings and interest in the new regulations otherwise shown may be the proof of interest which the OPA officials are expecting and which will probably be an influencing factor in further action requested or contemplated.



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

The MACARONI JOURNAL

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Industry's War Sacrifices

American business will be called upon to make great and even greater sacrifices as the war progresses. Macaroni-Noodle manufacturers will prove to the nation that they "can take it" because they are patriots, first.

Some of the sacrifices which representatives of this Industry have made so far were compulsory under such new laws as those recently passed by Congress concerning wages, taxes, price control, rationing and the mobilization of manpower.

Among the voluntary actions that have earned the Industry the nod of approval by those delegated with the job of preparing the nation for all-out war—action aimed at conserving foods and materials—was the unanimous decision arrived at by the representatives of the Italian-style producers at the June 1942 convention of the Industry. It was agreed to eliminate twenty-six of the more fanciful shapes for the duration.

Government authorities expressed their appreciation of this action; so did the jobbers and finally the consumers. However, it is hinted that more would probably be expected along this line of streamlining macaroni production.

Of the compulsory action, perhaps the most outstanding is price control, involving ceilings on prices at which finished products are sold. In some cases, particularly in egg noodles, this has worked a hardship and heavy losses. While there has been quite an insistent appeal for relief, there has been no loud wailing as might be made by less patriotic manufacturers.

With the steady rise in the cost of semolina and other basic ingredients, increased cost and scarcity of labor and supplies, plain macaroni products are feeling the pinch. These have increased materially, threatening to squeeze the producer between said steadily rising costs of raw materials, labor, taxes, etc., and the set ceilings. It is but natural that the industry should ask for relief that is imperative.

Chairman Donald M. Nelson of the War Production Board in a recent notice to business makes it quite clear that greater sacrifices must be suffered before relief is in sight. He gives a long-term view of what the people of this country must expect as the war effort is intensified. He said:

"Right now, approximately 40 per cent of the country's entire production is going for war. By the middle of next

year that proportion has got to be almost 60 per cent."

To be in step with this thinking, 40 per cent of the entire production of macaroni, spaghetti and egg noodles should be ear-marked for the food procurement division of the military. The macaroni industry is in step when the enormous shipments to army and navy are taken into consideration, as well as the increased sales to institutions and in areas of war plants.

"Now the only way in which 60 per cent of our production can go for war," says Mr. Nelson, "is by cutting out the production of every single, solitary item that is not absolutely essential to keep operating. No more luxuries, no more gadgets, no more comforts—nothing at all from mine or farm or factory except what is actually needed to keep our boys at their peak for fighting."

To the macaroni-noodle industry this means the elimination, either voluntary or compulsory, of many of the more or less fancy shapes—nonessentials—still made by some manufacturers. This is necessary, says Mr. Nelson, to conserve manpower, materials, and the conversion of metals in unnecessary dies and machines into more guns, tanks, ships and planes.

To consumers of these fancy shapes, this means a change in eating habits—greater use of the less fancy, but equally good and nutritious plain products. To most manufacturers this means that they will concentrate production to not more than a score of the more popular shapes.

"We haven't felt the pinch as yet," says Mr. Nelson, "because our shelves are full and production only partly restricted. We have been *living on our fat* so far in this war. Believe me, we aren't going to have an ounce of fat left in another year."

We feel sure that the Macaroni-Noodle Industry will prove to Mr. Nelson, to his War Production Board and to the nation that it "can take it," fighting. In an all-out war such as that which we are waging, no business can be "as usual." The unusual must be expected, and done. This industry will be found solidly behind the Government, even if it is necessary to turn every wheel for war needs.

For this industry, for all business, even for the rank and file of our citizenry, the future holds only a prospect of sacrifice and hardship until peace once more reigns throughout the world.

Experimental Durum Milling and Processing Equipment, With Further Quality Studies on North Dakota Durum Wheats

R. H. Harris and L. D. Sibbitt

North Dakota Agricultural Experiment Station, Fargo, North Dakota

Harris and Knowles (1940) published data obtained from quality studies conducted upon the 1938 crop of North Dakota durum wheat. The wheats had been milled and the semolina processed into macaroni at the Dominion Grain Research Laboratory at Winnipeg, Canada, because of lack of standard equipment at the North Dakota Station.² The apparatus needed to carry on investigations interpretable in terms of commercial practice has since been purchased, and is described in some detail in this report. The present paper also contains data derived from a continuation of preliminary work reported previously, and comprises material obtained from the milling and processing of wheats produced in the crop years 1939 and 1940. Cooking quality studies on the macaroni are planned for a later date, and will be published in due course.

Fifield (1934) and Fifield, Smith, and Hayes (1937) have discussed experimental equipment and methods for the manufacture of macaroni products, and have published results obtained from durum wheats grown in the hard red spring wheat region of the United States from 1932 to 1936. Binnington and Geddes (1936) described in detail experimental milling and processing apparatus for durum wheats, and presented a statistical basis for the evaluation of the results. Later Binnington and Geddes (1937) published data derived from a study of 34 samples of Canadian durum grown in 1934 and 1935. Significant differences in macaroni color and appearance were demonstrated among the samples. Further studies by Binnington and Geddes (1939) emphasized the point that macaroni quality cannot yet be predicted from any single analytical test applied to the wheat and that wheat carotene is valueless as an index of macaroni color, particularly for inter-varietal prediction.

Milling and Processing Equipment

The milling equipment consists of a two-stand Allis-Chalmers experimental mill, equipped with one bolter and

Reprinted from *Cereal Chemistry*, Vol. XIX, No. 3, May, 1942.

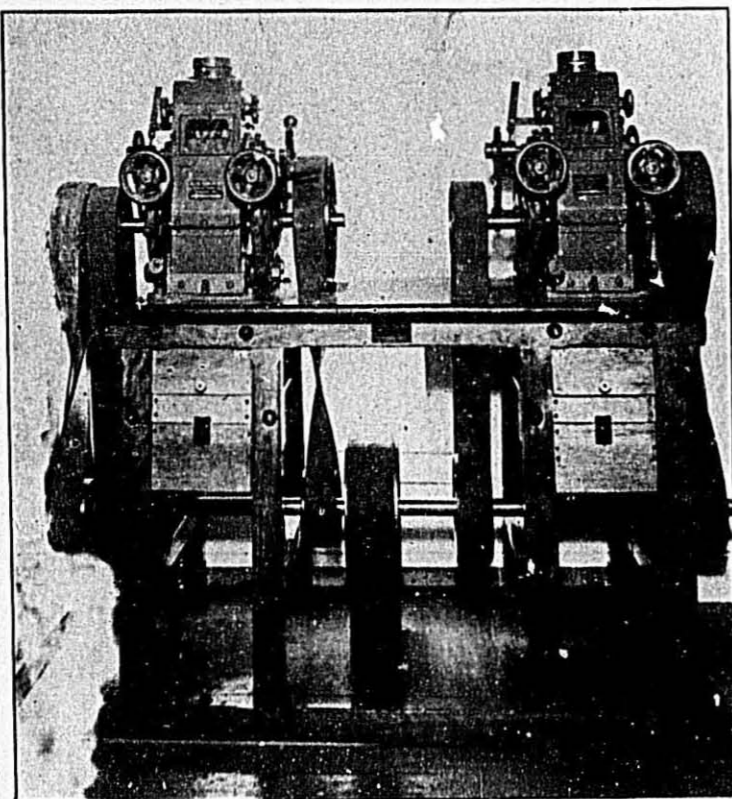


Fig. 1. Experimental Durum Wheat Mill.

a small-scale purifier. The mill is provided with 19th middlings cut rolls (6 x 6 inch), one stand fitted with No. 16 and the other with No. 24 corrugations, both sets with 3/4-inch spiral and running dull to dull. A photograph of the mill is shown in Figure 1. The purifier is a modified form of a Minneapolis commercial-type machine which was scaled down to laboratory dimensions by the removal of a screw conveyor in the base and the traveling brush attachment for cleaning the sieve. The sieve was also removed and a more suitable one (6 inches in working width) substituted to prevent portions of the sieve running bare when

operating. The main sieve is divided into four portions consisting of sizes 50GG, 40GG, 34GG, and 28GG and is activated by a 3-horsepower electric motor. Three compartments were installed in the base of the purifier to receive the purified semolina and a suitable fan was housed at the rear top to furnish needed aspiration. The air current can be varied in intensity by levers placed outside the housing which regulate the size of the openings of the air channels from the fan chamber to the purifier proper. A dust collector was located in the basement of the building and the exhaust was piped

(Continued on page 8)

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

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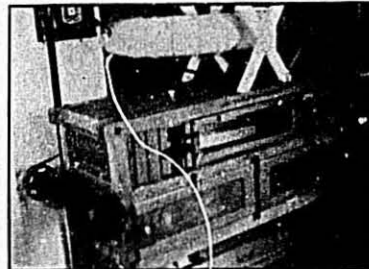


Fig. 2. Experimental Purifier Used in Durum Wheat Milling.

to it. This machine is represented in Figure 2.

The macaroni processing apparatus consists of a mixer, kneader, and press mounted on a common table and driven by a 1½-horsepower motor. The setup closely resembles the one described by Fifield (1934) and Binnington and Geddes (1936) and is shown in Figure 3. Limit switches stop the motor at either end of the press travel, and a small motor-driven propeller mounted on the jacket insures proper agitation of the oil bath surrounding the press chamber, which has a thermostatic temperature control.

The drying cabinet is modeled after the one described in detail by Binnington and Geddes (1936) with the exception that no refrigerating unit was included to aid in removing moisture from the air within the cabinet. A small vent in the system is opened gradually to permit the moisture-laden air to escape. The interior of the drier is lined with thin sheet copper and a suitable set of louvers with handles projecting outside the cabinet was installed at either end of the drying chamber.

A Fenwall thermostat is used to control the temperature through a 192-watt heater. The control bulb of this instrument, placed in the air-flow coming directly from the humidifying and heating chambers, proved very satisfactory for holding the temperature at a constant level during drying.

A variable resistance boiler of the type described by Binnington and Geddes is employed as a source of humidity. A vacuum-tube relay is used to control the input of current to the boiler. This relay is connected to the wet-bulb pen of the Taylor temperature recorder, and functions by permitting the electric current to pass directly to the carbon electrodes of the boiler when it is necessary to raise the humidity of the cabinet. When the cabinet humidity has reached the desired point the current is shunted to the boiler through a resistance lamp bank. Under these conditions sufficient heat is generated by the reduced current to maintain the water in the boiler just below the boiling point.

Suitable charts were constructed to control the relative humidity at the proper levels during the drying period. The drier is shown in Figure 4.

Milling Technique

Cleaned wheat is used for the milling tests and the milling samples are weighed to give 3,000 g of wheat on a 13.5% moisture basis. Sixteen hours

macaroni. The 30-inch lengths of macaroni are suspended over wooden rods and surface-dried at room temperature in an air current from a fan. The material is then placed in the drying cabinet where it is sweated for a minimum period of one hour at 90° F. and 95% relative humidity. The drying of the macaroni is performed in the cabinet, which is fitted with de-

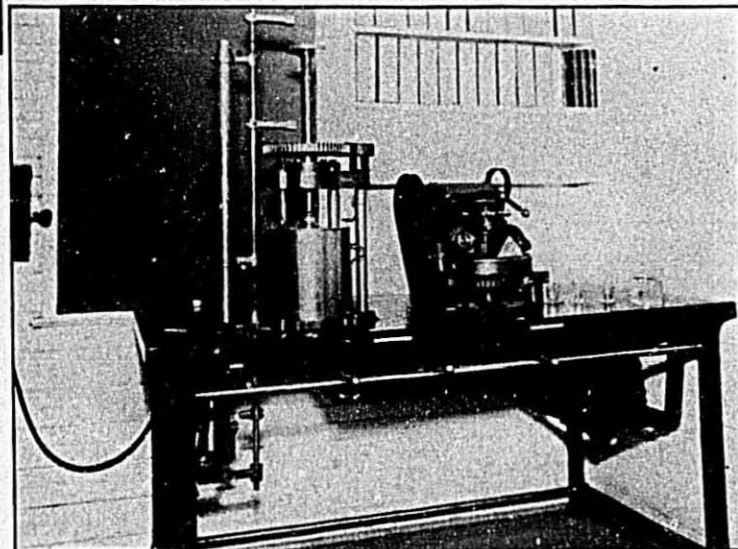


Fig. 3. Experimental Macaroni Processing Unit.

before milling sufficient water is added to bring the moisture content to 13.5%. At the end of the conditioning period the sample is scoured and the moisture raised to 15.5% ninety minutes prior to milling. The mill laboratory temperature is held at approximately 70° F. and the relative humidity at about 60%.

Processing Technique

The major operations included in macaroni processing are mixing, kneading, pressing, fanning, and drying. The laboratory is maintained at 55% to 60% relative humidity while the processing is being done. The press temperature is held at 92° F. A special macaroni die is used which is substantially thicker than the customary experimental dies and has its center rod held firmly by three knife-edge supports instead of one, as is usual in experimental dies. This arrangement prevents possible displacement of the center rod during pressing with resultant variations in macaroni wall thickness. In processing, 600 g of semolina on a 13.5% moisture basis is used. Sufficient water is added to form a stiff dough, the semolina and water are then mixed, and kneaded to optimum consistency. The dough is permitted to rest for ten minutes at press temperature before being pressed into

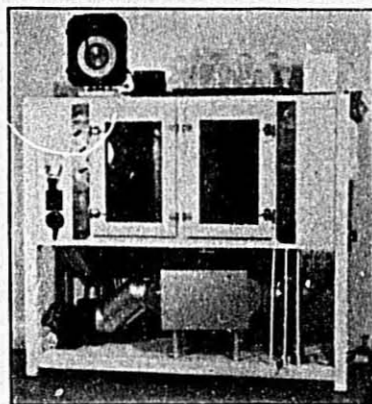


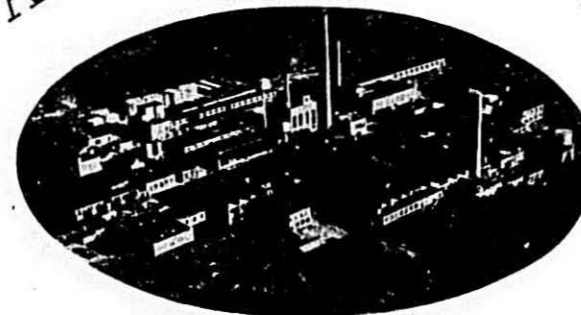
Fig. 4. Experimental Drying Cabinet with Temperature and Humidity Control Equipment. Relay and Lamp Resistance Bank Shown at Top of Drier.

vides for accurately and automatically controlling the temperature and humidity.

The apparatus and methods employed closely resemble those used in commercial semolina and macaroni manufacture. Drying is done at a constant temperature and under a falling humidity gradient as represented

(Continued on page 10)

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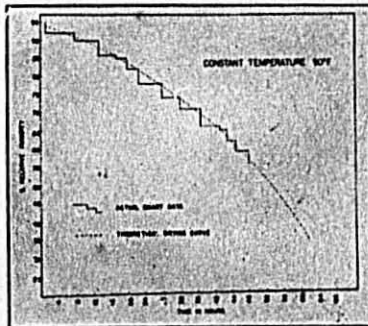


Fig. 5. Time-humidity Gradient Used in the Experimental Drying of Macaroni.

in Figure 5. The visual color score of the macaroni was determined under a mercury fluorescent lamp.

Material

Thirty-two samples of durum wheat grown at Fargo and Langdon* were experimentally milled and the semolina processed by the equipment described, using the standardized techniques developed by Binnington and Geddes (1936). The moisture and protein contents of the wheat and semolina were determined, as well as the number of specks per ten square inches of semolina. It is somewhat unfortunate that only wheat of the 1940 crop was available at Langdon as the district is noted for high-quality durum production, but the quality suffered severely from damage caused by fungus attacks and other injurious factors which were favored by unfavorable weather conditions during July, August, and September, as pointed out by Harris and Sibbitt (1941). The results obtained on the Langdon wheats are markedly lower as a result of the effect of these conditions. Fargo lies southeast of the area of best-quality durum production for macaroni purposes, and the plots at this station escaped substantial damage in 1940.

Discussion of Data

A number of varieties were included in these series of wheats to cover fairly well the field of quality. Several of the varieties, such as Pentad, Golden Ball, and Monad, are well known to be unsuitable for the production of quality macaroni. Other varieties are under test with the view of introducing them for general production in the durum area of the state if found superior in agronomic and macaroni-quality characteristics to the durums that are now being grown. These varieties are denoted by numbers as they have not yet been named. Mindum and Kubanka have proved to be fairly satisfactory in agronomic and quality factors and are the varieties which are at present in general production. The test weight per bushel varies from

*The varieties from this station were grown in cooperation with the Division of Cereal Crops and Diseases, Bureau of Plant Industry, U. S. Department of Agriculture.

64.6 to 60.8 lbs. The grade varies from No. 1 Hard Amber Durum to No. 5 Hard Amber Durum, the lower grades being found without exception in the Langdon series.

The effect of fungus infections in 1940 is evident in the damaged-kernel percentages. The light kernel damage classification contained the kernels which showed tip discoloration without visible damage in the crease or other parts of the kernel. The evidence of this form of damage can be almost entirely removed by rubbing the infected part of the kernel. The heavy-damage classification comprised kernels with more of the surface, in-

ticeable, varying from 2.0 to 9.0 at Fargo, 1939; from 2.0 to 8.0 for Fargo, 1940; and from 2.0 to 5.0 for Langdon, 1940. In addition, the Langdon samples were more or less brown and pale in color and would be unsatisfactory for commercial grade long goods.

Figure 6 presents the Fargo 1939 color scores, while Figure 7 presents similar results for 1940. The Langdon results for 1940 are presented in Figure 8. It will be noticed that Mindum was first in the group in color rating at Fargo in both years. At the Langdon station, on the other hand, Kubanka was first in 1940. Ld 104 was

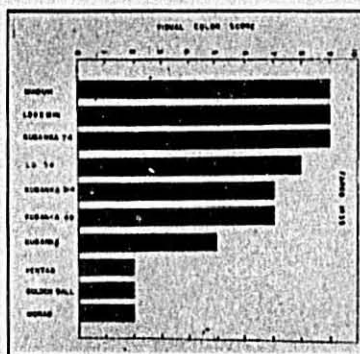


Fig. 6. Visual Color Score of Macaroni Processed from Durum Wheat Grown at Fargo in 1939.

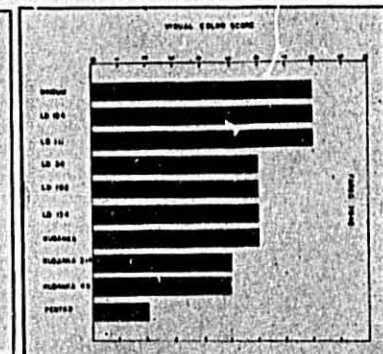


Fig. 7. Visual Color Score of Macaroni Processed from Durum Wheat Grown at Fargo in 1940.

cluding the crease, showing injury. Total kernel damage is the sum of light and heavy kernel damage. Some variability in wheat protein among the samples is evident, especially in the 1939 Fargo series. These differences must be ascribed to differential varietal responses to environmental conditions of soil and climate. The semolina protein is less variable. The yields of unpurified and purified semolina are both given in the table, the latter values of course being much lower than the former as a result of removal of bran and fibrous material during purification. The number of specks was greatly reduced by purification, while the color was correspondingly improved.

The absorption and quality ratings of the semolina and macaroni: The number of specks in the semolina is greatly increased in the 1940 Langdon samples, but on the other hand a noticeable amount of damage on the 1940 Fargo wheats was not reflected in increased semolina speckiness. This was no doubt owing to the fact that the damage had not penetrated through the bran to damage markedly the milling quality of the kernel. The absorptions are fairly consistent and do not appear to have been greatly affected by the unfavorable weather conditions at Langdon. A marked range in color score of macaroni is no-

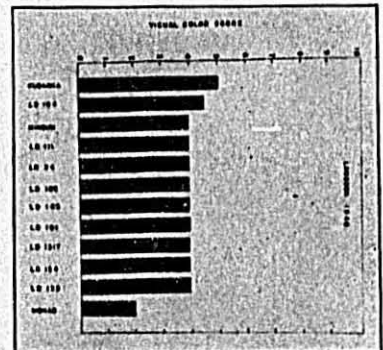


Fig. 8. Visual Color Score of Macaroni Processed from Durum Wheat Grown at Langdon in 1940.

also high, being equal to Mindum at Fargo and second to Kubanka at Langdon, while Ld 111 was in the first classification at Fargo and third in Langdon. These two varieties were not included in the 1939 Fargo samples. Ld 34, which was second highest in Fargo in 1938 (Harris and Knowles, 1940), was second in Fargo in 1939 and also in the second group in 1940. Monad, Golden Ball, and Pentad were at the foot of the list wherever grown in 1938, 1939, and 1940. This result is in agreement with

(Continued on page 12)

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their accepted quality rating. No doubt the results obtained from the 1940 samples grown at Langdon have been vitiated as a result of wheat damage. It is also probable that the Fargo values were also adversely affected to some extent, although the visual damage was very much smaller.

Wheat protein and semolina protein were very significantly correlated as would be expected by anyone familiar with durum wheat technology. Wheat protein and semolina absorption were also significantly and positively correlated. This is an interesting relationship, as it shows that semolina milled from relatively high-protein durum wheat will take more water to produce a dough of standard consistency. Test weight per bushel was not related to purified semolina yield in the results obtained in this study but was significantly related to yield of unpurified semolina. It is probable that the relatively large number of durum varieties included in the study materially decreased the correlation between test weight and semolina yield. The yield of purified semolina was positively correlated with the yield of unpurified semolina. This relationship, however, was not of sufficient magnitude to permit the prediction of one variable from the knowledge of another. The relationship between the semolina speckiness and visual macaroni score was also determined, although these were subjective measurements. A significant negative correlation was found between these variables, but the magnitude of this correlation was not sufficiently great to be of marked utility in predicting one variable from a knowledge of the other.

Summary and Conclusions

Milling and processing equipment for durum wheat at the North Dakota Experiment Station has been described in some detail, and the techniques employed in the quality evaluation of 32 samples of durum wheat outlined.

The equipment consists of a two-stand Allis-Chalmers experimental mill fitted with suitable rolls, a macaroni processing unit comprising a mixer, kneader, and press, the latter fitted with a device for accurately controlling the press temperature, and a drying cabinet equipped with accessories which enable a time-humidity gradient to be established during the drying period. A time-humidity gradient chart showing the various relative humidities obtained during the drying period is described.

Thirty-two samples of durum wheat grown at Langdon and Fargo in 1939 and 1940 were milled and processed by the equipment and methods described in this paper. These samples included varieties which have been shown to have satisfactory quality performance as well as new varieties now under examination with the purpose

of possible release later for general production, provided the agronomic and macaroni-making qualities are satisfactory. A few undesirable varieties were also examined to obtain data in comparison with the other wheat studied.

The results of the 1940 wheats grown at Langdon were markedly affected by damage caused by unfavorable weather conditions preceding and during harvest. Injury from various forms of blight, bacterial infections, weathering, etc., was reflected in kernel discoloration, semolina speckiness, and visual color score of macaroni.

Mindum was in the first group for macaroni color in Fargo for both seasons, while Kubanka was among the first in 1940. Ld 104 was another variety which had relatively high macaroni color scores at both stations while the second new wheat, Ld 111, was next. Both wheats showed excellent promise.

Wheat and semolina protein were highly correlated, with wheat protein, being related to a lesser degree with semolina absorption. Test weight per

bushel was positively related to yield of unpurified semolina but not with yield of purified semolina. Semolina speckiness was inversely related to macaroni color scores.

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1941 Blight and other damage of wheat in 1940. (1) Effect on macaroni-making quality. *N. D. Agr. Exp. Sta. Bul.* 296.

Meat Rationing Spurs Macaroni Advertising

It cannot be said that advertising of macaroni products is overdone. Compared with equally common foods, such as bread, meat, crackers, cereals and such, the total annual expenditure for display space in newspapers and magazines and for radio time is rather infinitesimal. However, leading manufacturers were not slow in sensing their opportunity when the Government requested that consumers practice some self-denial in meat consumption while the meat rationing regulations are being readied for announcement before January 1, 1943.

In addition to the products promotion and consumer education campaign being conducted in a very small way by the National Macaroni Institute, about a dozen of the leading firms have turned to radio, newspapers and magazines for broadcasting messages about their particular brands. Oddly enough, most of the firms that do brand advertising to any degree have been liberal supporters of the Institute's general promotion plans.

The campaign being sponsored by the Institute and which is supported by manufacturers and allies concerned in its success, will be launched about November 1 to take advantage of the voluntary rationing days remaining in the current year and compulsory rationing of meats starting January 1, 1943.

Of the brand advertisers, some are recent entries. Newspapers have noted this new trend and have commented freely on the new interest in brand promotion by leading manufacturers and distributors. Among a few of the many comments that appeared in the press recently, with no attempt to render a complete list of all manufacturers who are doing such fine and needed promotional work, are:

—The *New York Herald-Tribune*, New York City October 30, 1942:

Under the heading "As We Go Munching," Margaret Fishback makes her suggestions poetically to Secretary Wickard's recommendation that before the meat rationing system becomes effective the people should voluntarily reduce their meat diet.

"When short of meat, here's what to do—
Have chicken pie or lobster stew.
And if you're also short of cash,
Try cheese soufflé and lentil hash.
Spaghetti, too, for lunch or supper
is dandy as a filler-upper. . ."

—*Radio Daily Times*, New York City, October 7:

De Martini Macaroni Co., Brooklyn, N. Y. is using radio, having placed its contract direct with WOV of New York and other Eastern stations. It includes six weekly, five-minute programs plugging its brands.

—*New York World-Telegram*, New York City, October 8, 1942:

The C. F. Mueller Co. of Jersey City, N. J., is planning a newspaper campaign, slated to start within the month. Copy features the use of its products with cheese, vegetables, cheaper cuts of meats and left-overs. Currently the firm is using two radio programs.

A. Goodman & Sons, Inc., of New York City are featuring egg noodles and dehydrated soup in two radio programs and in spot announcements, emphasizing the use of noodles either in dishes that require meat or with left-over meats.

V. La Rosa & Sons, Brooklyn, N. Y., is launching its first major newspaper advertising campaign. Copy using the strip technique featuring an animated rose that plays the role of savior to meal-hurried women appears every Thursday on the food pages of most of the leading newspapers in the East. Radio, sectional magazines, car cards in transit systems are also being used.

Broadcasting and Advertising, Washington, D. C., October 12, 1942:

Paramount Macaroni Manufacturing Company, Brooklyn, N. Y., radio advertiser for the past twelve years, continues to sponsor half-hour programs on WELI, WPEN, WMBC and WEVD, and will add a 6-weekly program on WOV, New York through the J. Franklyn Viola agency of New York City.

—*Butcher and Grocery Clerks Journal*, Oak Park, Ill. October, 1942:

With prepared spaghetti fast disappearing from grocers' shelves as a result of Government canning restrictions, the Emm-an-Cee Company, Chicago, is launching its most aggressive advertising campaign for its M & C Sphagetti Dinner, which package contains separate containers of dry spaghetti, sauce and cheese, for home preparation.

—*Broadcasting & Advertising* (St. Louis Correspondent), October, 1942:

I. J. Grass Noodle Company, Chicago, Ill., is using announcements on participating programs in New York for his dehydrated soup; also in Schenectady, Indianapolis and Denver. (Note this: "However, the point of view has been advanced that products identification can be secured through the women's pages of the newspapers at a somewhat smaller cost than spot radio.")

—*New York World-Telegram*, October 8, 1942:

Other companies initiating meat replacement campaigns include the Van Camp Sea Food Company.

The Foulds Milling Co., Chicago, is using musical Sonovox announcements in eight cities.

Eastern Semolina Mills in Voluntary Bankruptcy

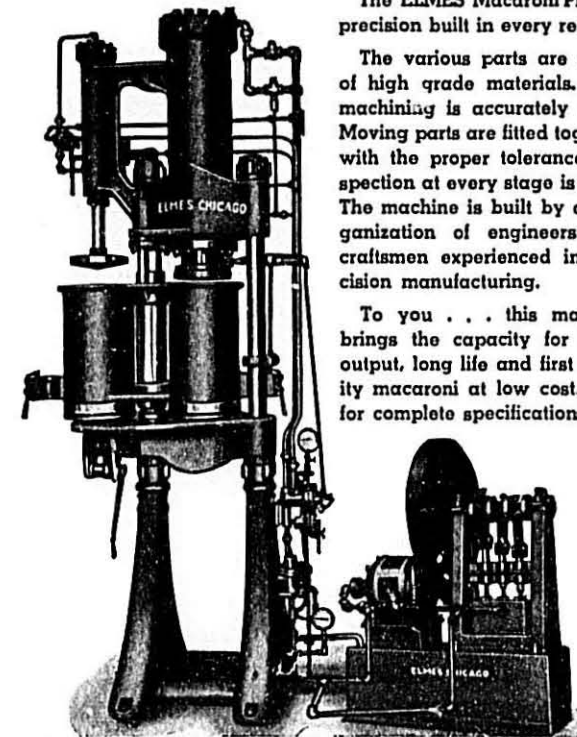
The Eastern Semolina Mills, Inc., with mills at Baldwinsville, N. Y., and Churchville, N. Y., and offices at 80 Board Street, New York City on September 15, 1942, asked for a meeting of Creditors in an action of voluntary bankruptcy. President Seymour Oppenheimer of the milling firm and his Directors decided to close the mill and the requested meeting was held before Judge Ben Wiles at Syracuse, New York, on October 1.

According to Howard P. Mitchel,

sales manager of the concern, there are "no operating or maintenance bills unpaid, so the creditors are practically confined to the debenture holders of which Dr. Oppenheimer owned some 85 per cent, the mortgagee and the wheat supplier.

The milling firm was organized about five years ago and converted the flour mill at Baldwinsville into one of the most modern semolina mills. Colburn Foulds was its first active head, resigning last year. Mr. Mitchell will remain with the firm to wind up the sale of the property, machinery and supplies.

A PRECISION BUILT MACARONI PRESS



The ELMES Macaroni Press is precision built in every respect.

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

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

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

Report of Director of Research for October

By Benjamin R. Jacobs

The Washington Office has been particularly interested during the month of October in assisting the Conservation Division of the War Production Board in collecting dies which may be available as scrap.

The present policy of the WPB concerning approval for dies will require a manufacturer to turn in a die of equivalent weight and material to the die maker before he can purchase a new die.

The dies that are being requested by the WPB as available for scrap are those that are not in use for any reason, or that are obsolete, broken, or worn out. All these dies should be turned in as it is necessary to cooperate with the WPB in gathering this most critical material to be used in the war effort.

When this article reaches you there will be another questionnaire sent concerning the amount of scrap metals that you have turned in, as well as an appeal for all the scrap that you may have available to turn in. We want to make a record for the macaroni industry. This, it is believed, will help us materially in getting our requests for priority approved. We must all remember that during the war we are only allowed the loan of this material and whenever the Government needs it more than we do we are going to have to relinquish it. So it is up to every manufacturer to be a good sport and a patriotic American and seek out all material that can be made available to Uncle Sam.

The questionnaire and circular letter follow:

Washington, D. C.
November 9, 1942

TO ALL MEMBERS:

The Conservation Division of the War Production Board has suggested to me to make a survey of obsolete, broken, or worn out dies which may be available for the war effort.

If you have dies which have not been used for three months and which you will not use in the next three months, they should be scrapped and made available to our Government.

All broken or worn out dies should also be made available.

The materials from which dies are made are the most critical metals that the Government needs in the manufacture of planes, tanks, and other implements of war.

Delegate to some responsible employe in your organization the job of seeking out all available dies that can be scrapped, and turn them over to a

die manufacturer. He will pay you the best prices as scrap.

Please indicate below the poundage of dies that are available as scrap in your possession, and send it to me to either of the above addresses.

Sincerely yours,

B. R. JACOBS,
Director of Research

.....Pounds
Dies available as scrap.....Pounds
(Sign)
(Name of manufacturer).....
(Address)

Washington, D. C.
November 9, 1942

TO ALL MANUFACTURERS:

As the war proceeds it is becoming every day more apparent that we will experience increased difficulties in obtaining the tools necessary for the production of our macaroni and noodle products. This has been made very evident to me as for some time I have been engaged in obtaining these for manufacturers.

We are particularly concerned regarding the availability of materials for the manufacture of dies. No macaroni plant can run without dies and these are made from the most critical metals that the government needs for the production of planes, tanks, and guns. It, therefore, occurred to me that it would soon become necessary to create a pool of this critical material from which we could draw for our needs.

I have had numerous conferences with officials from the War Production Board and each time I interview them concerning the release of this class of material I am reminded that the only reason why we can obtain it at all is because we turn in a certain amount to the foundries. Any amount that is allowed us may be considered only as a loan and, therefore, it becomes increasingly important for us to assure ourselves of a reserve from which we can draw.

As a result of these interviews the War Production Board has consented to have the macaroni manufacturers sell their surplus and obsolete dies directly to the die manufacturer, and the die manufacturer in turn can then sell these surplus and obsolete dies to any foundry who has been authorized by the Director General for operations on Form PD 76-c to receive and melt the scrap.

This procedure eliminates the dealer in scrap who has no interest beyond whatever small profit he may realize from the transaction.

However, the materials from which these dies are made are absolutely essential to our industry and, therefore, should proceed directly from you, through the die manufacturer, to the foundry, and avoid the probability of being lost in a heap of inferior metals.

At our recent convention a group of macaroni manufacturers went on record as willing to discontinue the manufacture of twenty-six sizes and shapes of macaroni products. When this was done it immediately made available approximately twenty-six obsolete dies which can be disposed of as scrap and in fact should be so disposed of if the following motto of the

Conservation Division of the War Production Board is adopted:

"IF IT HASN'T BEEN USED FOR THREE MONTHS, AND IF SOMEONE CAN'T PROVE THAT IT'S GOING TO BE USED FOR THE NEXT THREE—FIND A USE FOR IT—OR 'SCRAP' IT!"

I wish to quote the following paragraph from a letter on this subject just received from the War Production Board:

"Today, industry is offered the opportunity to voluntarily and wholeheartedly use the initiative of which it is capable, and the Government takes it for granted that they will make a realistic attempt to weigh the relative importance of their dies, tools, and other equipment in terms of potential value to the nation as scrap, against their value as existing tools."

This, to me, is an invitation to every macaroni manufacturer to make every possible effort to seek out all scrap of the critical materials from which dies are made (copper and manganese). It is also a suggestion that the Government has the power to requisition all material which is not actually in essential use.

I ask you, therefore, in the name of your Government, to make the utmost effort to voluntarily relinquish all dies that are not actually in use or that you will not find use for in the immediate future.

I suggest that you fill out the attached questionnaire concerning the amount of available material which you can turn over to the die maker and send it to me, so that I may be able to report it to the War Production Board as your contribution to the war effort.

Sincerely yours,

B. R. JACOBS,
Director of Research

Army-Navy "E" for Pillsbury

Springfield, Ill., Oct. 27—Selection of the Springfield Mill staff of Pillsbury Flour Mills Company to receive a joint Army-Navy "E" production award for outstanding performance in war work from the War Department, was announced today, according to notification received here by company officials.

The workers of the company's Springfield Mill were the first to receive this award, which has previously not been made to any other flour mill in the country, it was revealed.

"I am sure there could be no better news to send out today to all the Pillsbury men and women in the armed forces than the story of your efforts to help deliver the foods the Army and Navy want from us where and when they want them," Philip W. Pillsbury of Minneapolis, president of the company, said in announcing the "E" award to workers in the Springfield Mill.

November, 1942

THE MACARONI JOURNAL

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Gas Allotment Program

The country's 27,000,000 motorists can perform a patriotic service by beginning at once their individual roles in the mileage control program to save rubber, Leon Henderson, OPA Administrator, points out.

"Since announcement of details of the program, everyone knows the part he is called upon to play to reduce our use of rubber to keep within the limits of our supply," Mr. Henderson said. "There is no need to wait until the date when the program goes into effect. In fact motorists can save millions of pounds of rubber by doing voluntarily now, what they will be required to do after the mileage rationing program is instituted."

Anyone with more than five tires for each private passenger car that he owns should dispose of those excess tires as soon as he can make arrangements with his local Railway Express Agency to call for them. This can be done now.

Anyone who drives his car to and from work should get a car sharing club into operation immediately.

Every motorist should have his tires inspected to make sure he is not ruining his tire carcass before another tire or recap will be available to him.

Above all, every driver should stay under 35 miles an hour.

In addition to these voluntary steps, motorists will need to do specific things soon to get ready for the nationwide mileage rationing plan. These preliminary steps were outlined in chronological order by OPA:

1. Get rid of excess tires. If you have more than five tires for each passenger car that you own, pick out the best five, and sell or give the rest to the Government through your local Railway Express Agency. If this is not done before you apply for a mileage ration, your application will be denied.

2. Note the serial numbers on the five tires you are keeping. These numbers will be required on your application for a mileage ration.

(OPA today cautioned motorists to make sure they get the right numbers. Serial numbers on all tires are indented in the tire wall. They are never raised. If the indented serial numbers have been worn off, or for any reason obliterated, the brand name of the tire is to be substituted.)

3. On or about October 27 pick up a mileage ration blank from a nearby service station, tire shop or garage. Watch local newspaper and radio announcements for exact dates and places.

4. Fill out the application for a ration, as well as the tire inspection record sheet which will be part of the application form.

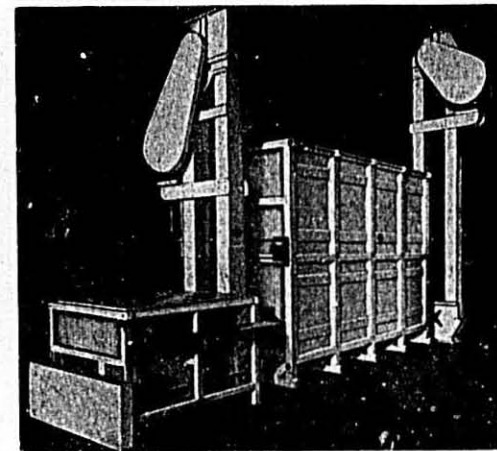
5. Take the filled-out application to a schoolhouse on registration dates to

begin on November 9. A registrar will receive the application, and if you have certified that you have no more than five tires for the car for which you are seeking a ration the registrar will issue you a basic "A" ration book. Registration probably will extend over a period of three days in most places, but, if necessary, local War Price and Rationing Boards may continue registration through November 16.

6. Keep the tire inspection record which the registrar, or the local rationing board will detach from your mil-

age ration application. You will need this sheet when you get the periodic tire inspections required under the rationing plan. It will be your record to prove that you have had the inspections made, and that your tires have been declared in good condition, and will be one of the requirements for renewal of rations.

Too generally there's a lot to be said on both sides only because we like to make conversation.



THESE MACHINES ARE AVAILABLE ON PREFERENCE RATINGS OF A-9 OR BETTER

REPAIRS — A-10, P100

GOVERNMENT REGULATION

CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER

In these wartimes the Government and the armed forces have first call upon our manufacturing facilities. As far as possible under the necessary regulations we are serving our many customers in the macaroni and noodle industries.

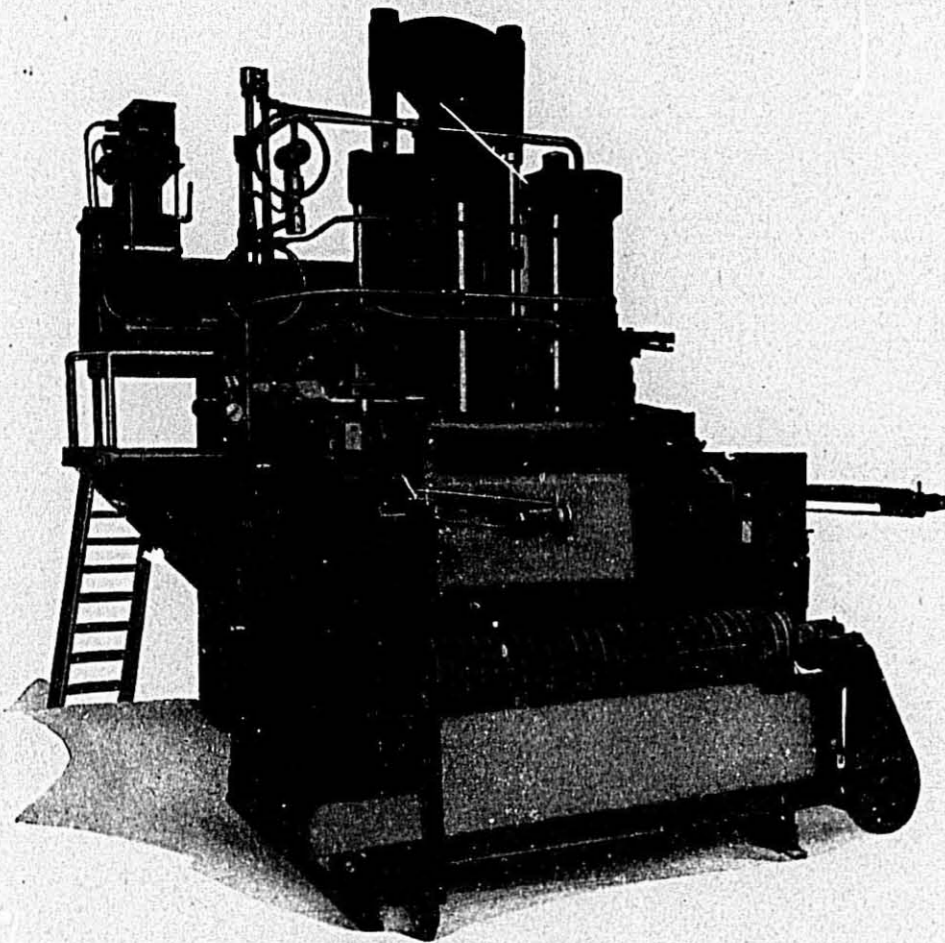
MAINTENANCE — REPAIR

To date we have never failed in prompt service to our customers on parts necessary to keep your Champion equipment operating efficiently and we will see that we protect you in this way.

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

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

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.

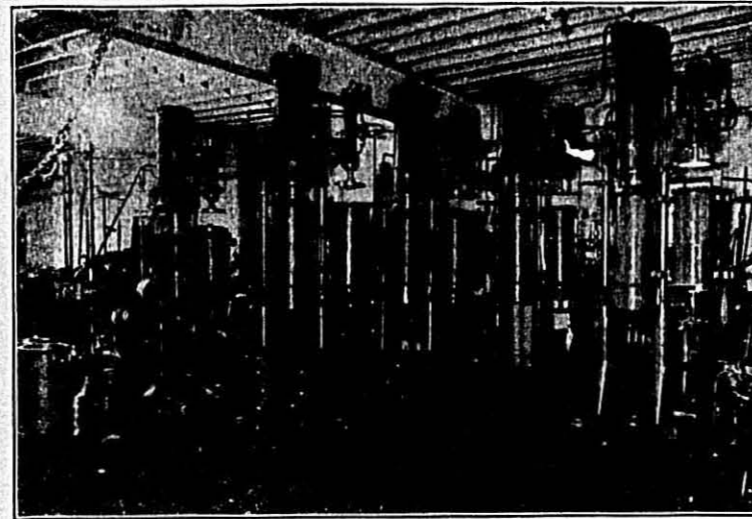
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

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.



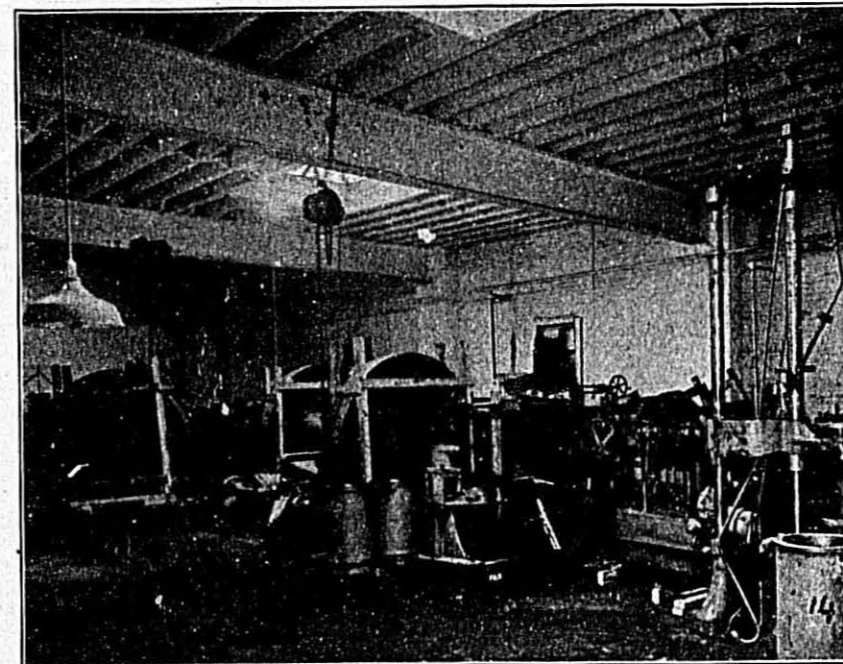
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

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

Order Freezes Salaries and Wages

WLB Issues "Questions and Answers" in Clarification

In this bulletin we shall try to answer the questions most often asked about the adjustment of wages and salaries by the National War Labor Board under the Executive Order No. 9250 of October 3, 1942. The Board has jurisdiction over the adjustment of all wages. It has jurisdiction over the adjustment of salaries up to \$5,000 a year, except for those supervisory or professional employees who are not represented by recognized unions. The Commissioner of Internal Revenue has jurisdiction over the adjustment of all other salaries.

This bulletin refers only to wages, and to the class of salaries over which the War Labor Board has jurisdiction.

Q. Does the Executive Order freeze wages and salaries?

A. No. But adjustments in wages can be made after October 3, and in salaries after October 27 only if approved by the National War Labor Board.

Q. Under what conditions will the War Labor Board approve increases?

A. To "correct maladjustments or inequalities, to eliminate substandards of living, to correct gross inequities, or to aid in the effective prosecution of the war."

Q. Are all employers covered by these requirements?

A. No, employers who have 8 or less workers may make increases without approval of the War Labor Board.

Q. Is an employer exempt if he has a number of establishments, each of which employs eight or less persons?

A. No. If the total number of persons in all of his establishments is more than eight, then he is not exempt.

Q. Can an employer grant individual wage or salary increases without WLB approval?

A. Yes, but only if the increases are in accordance with the terms of a wage or salary agreement or wage or salary rate schedules. Even then, these increases cannot be granted unless they are the result of one of the following:

- (1) Individual promotions or reclassifications.
- (2) Individual merit increases within established rate ranges.
- (3) Operation of an established plan of wage or salary increases based on length of service.
- (4) Increased productivity under piecework or incentive plans.
- (5) Operation of an apprentice or trainee system.

Q. Can an employer allow these individual increases to raise his costs and cause his prices to go up?

A. No. No employer will be allowed by the Government to use these increases either to get a price increase or to resist an otherwise justifiable reduction in his price ceiling.

Q. What about piece rates? Suppose an employer set a piece rate before or after October 3 which, when tried out in practice, did not give the employees the normal earnings prevailing in that plant for that type of job. Can he adjust this rate so as to yield the normal and expected amount?

A. Yes.

Q. The Executive Order of October 3 states that there shall be "no increases in wage rates" unless they are approved by the WLB. Can an employer get around this by hiring a new worker at higher wages than he is paying his present employees?

A. No, he cannot hire a new worker at more than the established rate in the plant for the job.

Q. What about new jobs or new plants, where there are no established wage rates?

A. In such a case, the employer cannot, without WLB approval, pay more than the wage rates prevailing for similar jobs in the area.

Q. What about increases in wage rates granted before October 3?

A. Unless the WLB later decides to review them, all wage increases put into effect on or before October 3 do not need WLB approval. Such increases must have been agreed to in writing or formally communicated to the employees on or before October 3. They must also have been made applicable to work done prior to October 3.

Q. Let's take a specific case. A manufacturer made a written agreement with the union in his plant on October 3 for an increase of 4c an hour for his employees, retroactive to September 20. Does he have to have this increase approved by the WLB before putting it in his workers' pay envelopes?

A. No.

Q. But suppose, in the case just put, the workers didn't actually get the check till the next pay-day, say October 10?

A. The increase does not have to be approved. The men started earning the money, and the increase was in effect on October 3.

Q. What about increases in wage rates which were agreed to before October 3, but which do not go into effect until some future date? Do they need WLB approval?

A. Yes, if they are payment for work done after October 3. The typical case is that of a contract made before October 3 providing that at some future date the workers will be granted an automatic increase tied to the increase in the cost of living which has occurred in the meantime. Such future increases must be approved by the WLB. This is also true of arbitration awards handed down after October 3, even if the agreement to arbitrate was made before that date.

Q. What about salary increases? After what date do they need WLB approval?

A. Increases in salaries after October 27 must be approved by the WLB, unless otherwise exempted.

Q. Are the exemptions in the case of salaries the same as in the case of wages?

A. Yes.

Q. Does an employer who is not engaged in war production have to submit wage and salary increases to the WLB for approval?

A. Yes. There is no distinction made in the Executive Order between war work and non-war work.

Q. What about municipal, state, or federal government employees?

A. Wage and salary increases for all government employees are subject to regulation under the Executive Order of October 3 unless the amount of such salary or wages is fixed by statute.

Q. If wage or salary increases are made in the form of war bonds or stamps, do

these increases need to be approved by the WLB?

A. Yes. It makes no difference whether the increases are granted in cash or in war bonds or stamps or any form of remuneration whatsoever.

Q. What is the difference between wages and salaries?

A. The term "salary" means all forms of compensation computed on a weekly, monthly, annual or other comparable basis, except a wage basis. The term "wages" means all forms of compensation computed on an hourly, daily, piecework or other comparable basis.

Q. Are bonuses, gifts, loans, fees and commissions, when given as compensation for personal services, included in wages and salaries?

A. Yes.

Q. Can wages or salaries be decreased?

A. No decreases in wages or salaries for any particular work may be made below the highest rate paid for this work between January 1 and September 15, 1942 without approval by WLB.

Q. On what basis can the WLB approve such decreases?

A. Only to correct gross inequities and to aid in the effective prosecution of the war.

Q. What are the penalties for violations?

A. If any wage or salary payment is made in violation of the regulations, the entire amount of the payment shall be disregarded by all agencies of the government in determining the costs or expenses of any employer for the purpose of any law or regulation, including the Emergency Price Control Act of 1942, or any maximum price regulation thereof. The amount will also be disregarded for the purpose of calculating deductions under the revenue laws of the United States, or for the purpose of determining costs or expenses of any contract made by or on behalf of the United States. The amount to be disregarded in the case of increases in violation of the regulations is the amount of the wage or salary paid or accrued and not merely the amount of the increase.

Q. If an employer, for example, increased the wages of all his workers 5 cents an hour without approval by the WLB, would he be able to deduct any of the wages of those workers when he calculates the amount of his income tax?

A. No.

Q. Are there any further penalties?

A. Yes, any person or corporation who willfully violates any of the regulations is subject to a fine of up to \$1,000 or a year in jail, or both.

Save Fat for War

Did you know that one-third to one-half cup of fat per week from the drippings in the cooking of each family in the United States would provide, in a year, from three to five hundred million pounds of waste fats which, in turn, would provide from thirty-five to fifty-million pounds of glycerine?

This question, sent in a memo to *The American Weekly* several months ago, resulted in a full-page article, entitled, "Out of the FRYING PAN INTO THE FIRING LINE," which appeared in the November 15 issue of that publication which claims to have the greatest circulation in the world. This article is typical of the articles it has been publishing, having to do with the scenes behind the war.

"Save your Fat to Slap the Jap."

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



Liquid and Dried Egg Production

September, 1942

Production of dried eggs in September totaled 20,936,198 pounds compared with 3,653,573 pounds in September, 1941. Frozen egg production totaled 3,050,000 pounds compared with 2,845,000 pounds in September last year. The amount of liquid eggs produced for immediate consumption totaled 910,000 pounds compared with 1,473,000 pounds a year ago.

Large quantities of liquid egg produced from frozen eggs and storage shell eggs are now being used for drying to supplement the liquid produced from fresh shell eggs. Approximately 64 per cent of the dried egg produced in September was dried from liquid obtained from frozen eggs and storage

shell eggs—27,240,000 pounds of frozen eggs and 621,000 cases of storage shell eggs were used.

Storage holdings of frozen eggs on October 1 totaled 234,868,000 pounds compared with 178,438,000 pounds on October 1, 1941, and 137,831,000 pounds, the (1937-41) average. Reports from egg driers show 1,687,000 cases of shell and 67,481,000 pounds of frozen eggs ear-marked for drying against commitments on dried egg contracts for delivery to the Federal Surplus Commodities Corporation.

The Agricultural Marketing Administration accepted offers on 9,909,810 pounds of dried eggs in September. Offers accepted October 1 to October 22 totaled 5,234,657 pounds. Since the first of the year, the Government has accepted offers on 199,731,867 pounds of dried eggs.

FROZEN EGG PRODUCTION 1940-42

Month	1940 Pounds	1941 Pounds	1942 Pounds
January	707,000	915,000	3,075,000
February	733,000	814,000	13,626,000
March	29,481,000	39,386,000	42,686,000
April	44,029,000	46,826,000	59,001,000
May	53,662,000	53,303,000	57,090,000
June	41,283,000	46,560,000	52,750,000
July	12,749,000	16,555,000	17,755,000
August	5,115,000	9,848,000	5,636,000
September	1,249,000	2,845,000	3,050,000
October	249,000	1,951,000	
November	216,000	588,000	
December	105,000	265,000	
Total	189,578,000	237,182,000	

Asks Damages for Plumber's Forgetfulness

That old joke about the plumber forgetting his tools has heretofore always been at the expense of the employer, but if a macaroni manufacturer gains his point, the joke will turn on the plumber. Here's the story from the October 12, 1942, issue of the *Norristown, (Pa.) Times Herald*:

Claims Plumber Forgot to Replace Sprinkler Head in Macaroni Plant

A plumber forgot to replace a sprinkler head in a sprinkling system to which he was making repairs at the V. Arena and Sons, Inc., macaroni and spaghetti factory, East Main Street, on March 21, 1941, resulting in \$287.40 worth of damage to 3,420 pounds of spaghetti, it is alleged in a statement of claim filed today in the office of Prothonotary Earl H. Bechtel, by Attorney Raymond Pearlstone.

The Arena company named as defendant A. Hunsicker, Lafayette and Knox Streets, Norristown, alleging an agent or employe of the defendant while repairing the sprinkling system on the third floor of the factory "negligently" failed to place a sprinkler head. As a result the area was flooded with water, it is claimed.

The statement alleges as a result of the forgetfulness, 1,710 pounds of egg spaghetti valued at \$179.55 and a similar amount of another brand of spaghetti valued at \$76.95 was damaged as were 300 boxes valued at \$63, making a total of \$319.50. Out of the resulting havoc \$32.10 worth of material was salvaged so a total of \$287.40 is now claimed from Hunsicker.

Roasting Poultry the Modern Way

Added Suggestion—Use Macaroni Stuffing As a Delicious Change

Dinner may be quicker and simpler this Thanksgiving if you and your family are deep in war work. But you will want to make the meal satisfying and attractive enough to carry the theme note of the day and, as far as you can, feature at least some of the traditional Thanksgiving day dishes, observes *The Market Basket* for November, released by the Bureau of Home Economics—U. S. Dept. of Agriculture.

This year there's the added reason for building your dinner around a turkey or some other tasty bird. Using poultry helps to spare the meat—the kind of meat that can be shipped to the boys at the front and to our allies. And if you cook the Thanksgiving bird the modern way—with the heat moderate most of the time—you will spare the bird, too. That is, you will not shrink and dry out the bird—you will have more and juicier meat to serve, home economists of the U. S. Department of Agriculture point out.

The turkey supply looks bright. It is expected to be a little larger than last year and only a little less than the record year of 1940. There will be ample supply of roasting chickens, too—as many as last year, and perhaps more. And young duck, guinea, and goose, where available, are still other roasting possibilities.

Roast Poultry a Favorite

Roasting is a time-honored way of serving up the Thanksgiving bird, and justly so. Roast fowl looks good and tastes good. And this year—again the meat-sharing thought—the stuffing does its bit nobly by stretching the good poultry flavor, so that the bird goes farther in use.

In this connection, the suggestion made some years ago by Alberta M. Goudiss, founder of the Forecast Radio School of Cookery and Editor of the *Forecast* magazine is timely, since she recommends macaroni for stuffing as a change from bread because of its flavor-absorbing qualities, its digestibility and the perfect blending of the ingredients.

"For that Thanksgiving turkey," I'm going to give you a recipe you'll love. It's macaroni stuffing. To make it takes only a few minutes, for the cooking of macaroni is nearly completed at the factory. In fact all you have to do to make it tender, thoroughly cooked and easily digested, is to drop it in boiling salted water for 9 to 12 minutes. Actually, in making the stuffing I don't boil the macaroni even that long, for some cooking takes place while the bird is roasting in the oven.

Here is exactly how it is made:

½ pound macaroni
4 tablespoons shortening
2 eggs
4 or 6 small onions, chopped fine
2 teaspoons paprika
2 teaspoons salt
2 teaspoons poultry seasoning

Cook the macaroni in boiling salted water for 6 to 8 minutes. (I use 4 quarts of water and one tablespoon of salt. I also usually add one tablespoon of shortening for additional flavor.) Drain the macaroni thoroughly, and add tablespoons of melted shortening. Then add the eggs, the finely chopped onion, and the seasonings. This recipe makes one quart; for a 12 pound turkey you will need 3 quarts and more for a larger one.

When stuffing the turkey put the dressing in loosely, rather than pack-

ing it in tightly, as we do a bread stuffing. If you make such a stuffing for this year's Thanksgiving dinner you will find that it will become a favorite in your household. It is so unusual and tempting that all the family relish it. And, as for our own opinion, we homemakers don't mind the fact that it is so easily made.

This stuffing is not compact and heavy, as most stuffings are, but instead has a very desirable lightness and texture. It is most easily digested also, as macaroni is almost predigested during the process of manufacture. This ease of digestion is aided by the fact that, although exceptionally rich in nutrition, macaroni is not a heavy food. It supplies a great deal of carbohydrates, a large amount of mineral matter and some valuable protein, without being too heavy in the latter. And as a flavor food to blend with the turkey and cranberries, you'll find macaroni stuffing delightful."

OPA Food Price Division Formed

Price Administrator Leon Henderson, on Oct. 15, announced creation of the Food Price Division in the Office of Price Administration and named A. C. Hoffman as its Director. For the past six months, Mr. Hoffman has been Price Executive of the Food and Food Products Branch, which now is included in the new division.

Under the direction of the Administrator, the new Division is charged with the formulation, initiation, and administration of food price regulations. The responsibilities also will include price research and analysis, the conduct of industry, relations necessary to the formulation and administration of commodity price regulations assigned to the Division, the processing of petitions for amendment, applications for adjustments, and protests, as well as the examination and evaluation of complaints and proposals relative to such food commodities.

The Food Price Division will have six branches: an Economic Analysis Branch, an Administrative Services Branch, and four Commodity Branches. Each Commodity Branch, in turn, will be divided into Sections under which the various food commodities will be grouped. The four Commodity Branches and the commodities included in each are as follows: (1) Grocery Products Branch, including canned and frozen fruits and vegetables, fresh and dried fruits and vegetables, packaged specialties, imported foods, and beverage products; (2) Meats, Fish, Fats and Oils Branch; (3) Sugar, Tobacco and Dairy Products Branch; and (4) Cereals, Feeds, and Agricultural Chemicals Branch.

Mr. Hoffman, prior to his association with OPA, was a Principal Economist in the Bureau of Agricultural Economics of the U. S. Department of Agriculture.

James P. Cavin was named Divisional Economist and will act in the capacity of associate director.

Geoffrey Baker will head the Grocery Products Branch.

Charles M. Elkinton heads the Meats, Fish, Fats and Oils Branch.

Charles H. Fleischer heads the Dairy Products.

John K. Westberg heads the Cereals, Feeds and Agricultural Chemicals Branch.

J. Howard Miller heads the Administrative Services Branch.

Your Meat Allotment

The Food Requirements Committee suggests weekly meat allotments for children under the Government's voluntary Share-the-Meat program.

Children under six years of age may receive weekly ¼ pound of beef, pork, veal, lamb or mutton.

For each child between the age of six and twelve, an allotment of 1½ pounds weekly of the same meats was approved by the committee.

The committee also announced that sausages are to be included in the 2½ pounds of meat to which every adult is asked to limit himself. Poultry, liver, tongue, sweetbreads, kidneys, brains, tripe, hearts, knuckles and fish are not included.

Think of them as hardening experiences rather than as hard experiences.

Durum Yield at Record High

The indicated production of durum wheat as per estimate given in the October 1 release of the Crop Reporting Board of the U. S. Department of Agriculture was 43,546 bushels or about 4 per cent in excess of the high production of 1941. Although the yield reported at that stage of harvesting has raised the volume of production or is higher than the estimate of the previous month in at least half of the spring wheat states, the states of the northern plains still have considerable unthreshed wheat in the fields. This made the appraisal of yield at harvest more difficult than usual at the reporting date.

In addition, some lowering of quality was evident from the observed weather damage to wheat already combined or threshed and from the amount of shrinkage and spoilage in shocks.

The production of all wheat is indicated to be 984,000,000 bushels, an increase of 2,000,000 over the previous estimate. This production compares with 945,937,000 bushels in 1941 and the 10-year (1930-39) average of 747,507,000 bushels.

This year's crop is the second largest in history. The total production of spring wheat indicated by yield and harvest have indicated 286,338,000

bushels, or about 4 per cent above last year's crop of 274,644,000 bushels. The yield of all spring wheat of 20.2 bushels an acre has established a high record for the United States and is above last year's yield of 16.9 bushels and the 10-year average of 10.5 bushels by a wide margin. It is a bumper yield in many of the spring wheat states but there is no single state with a record high yield. The record for the United States is a result of the combination of near-record yield for most of the important states. The estimated yield per acre of durum wheat is 20.1 bushels as compared with 16.4 bushels in 1941 and a 10-year average of 9.3. According to the October 1 report approximately 2,164,000 acres of durum wheat have been harvested, this being about 85 per cent of the acreage planted with durum in 1941.

the company—in the Pillsbury Family—as soon as you can get this business over with."

"We've begun planning for your return," Pillsbury said in his Christmas letter. "We've already set up a reserve fund to make sure there won't be any delay in putting you back to work. We're counting on you to help us go ahead when the War is won."

"The greetings of the Christmas season are difficult to put into words—especially in a year like this," Pillsbury continued. "It's not a plum pudding Christmas for any of us this year, with stockings hung up for gifts—even if all of us will be thinking back to some boyhood Christmas like that. And yet, in all our world the idea of Christmas is again the hope of the ages—and of the future—that men will some day live together without fighting."

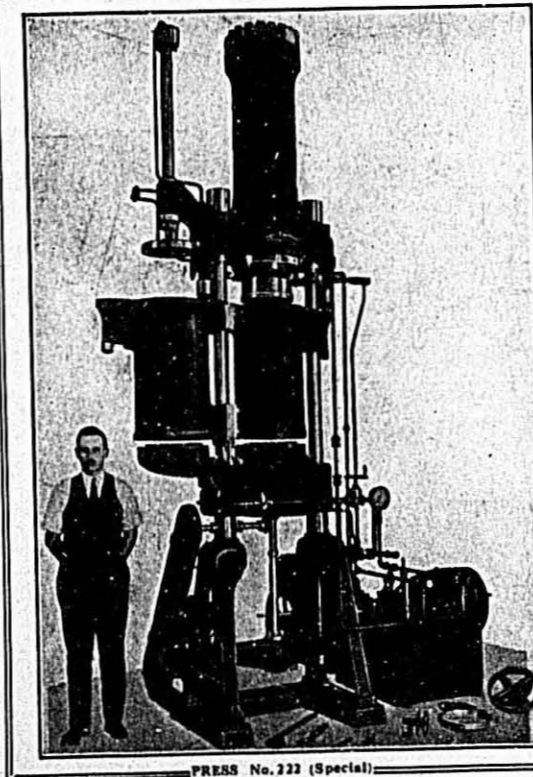
Breakers Ahead

Fear is expressed in Washington that a bigger army will drain U. S. labor to low levels; and that U. S. labor will drain the workers from farms; and that a scarcity of farm workers will bog down farmers who own farms; and that the general public will have to go on diets because of the shortage of foodstuffs in the markets. All kinds of plans are being devised in Washington to steer clear of "breakers ahead."

Christmas Checks and Greetings

Pillsbury to Remember Employees on Leave for Military Service

Men and women now in military service on leave from Pillsbury Flour Mills Company will receive the company's traditional Christmas check and Christmas greeting—and along with it a reminder from Philip W. Pillsbury, President, "that we want you back in



John J. Cavagnaro

Engineers
and Machinists

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

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All Limits Are Off

Patriotic macaroni-noodle manufacturers sensed early in this war that their plant facilities would go all-out in producing food to feed a fighting nation. Handicapped by wartime regulations and labor shortage, they are cooperating splendidly in the war effort.

It took a war to remove the limitations a lot of us had put on our ability and our business objectives.

For a long time we had jogged along in the groove, waxing satisfied and fat. Kaiser Bill jarred us nearly a quarter of a century ago, and for two years we had all the signs of a nation aroused to the accomplishment of Herculean tasks. Postwar reactions were followed by what looked like the money millennium but turned out to be the financial crack o' doom. We took it on the jaw, right and left hooks; we sagged and buckled and a lot of us passed out and had to be restored with eau de bankruptcy.

The theory that a great and glorious people had found ways to meet depression on its home grounds and lick the stuffing out of it blew up like a modern Mississippi Bubble and the summer of our self-satisfaction turned to a winter of short commons.

We wriggled under the lash of commentators, soap-box statesmen and business writers who said we couldn't take it—and were right as to some of us who never admitted it.

We hesitated when War again looked our way. We'd seen a war and we didn't like it. We became disciples of optimism, isolationism and "What the hell is it to us?" We thought we could help along the war without getting near enough to get our fingers burnt. So we did help it. We sold manufactured war material to the European nations and scrap to the sons of Nippon. We said it wouldn't make any difference because weren't we 3,000 and 5,000 miles away from it all and how could they drag us in if we wouldn't come in?

Sounded reasonable enough. Just as reasonable as the idea that we knew how to keep from having a depression. But something went wrong with our signals. We got double-crossed at the crossroads and criss-crossed at Christmas. December seventh, with the holiday trade at its peak, our scrap-iron sent to Japan began coming back home and with no "Don't open till Christmas" labels.

That was the crowning insult; blowing up Pearl Harbor with scrap from Sag Harbor. We turned over in our sleep, listened again for what had sounded like guns. Like the daughter of the skipper of the Hesperus, we

said to Uncle Sam, "Oh, father, I hear the sound of guns. O say what may it be?"

And before long we learned we had not been dreaming. Guns. The nerve of those Japs, just when we were listening to the "Excuse, please," of an embassy from Hirohito, the darling of the gods?

We remembered that Theodore Roosevelt, when war aroused him, had said the greatest war cry of all was "Let's go!" And we got up and went—some to recruiting centers, some to defense plants, some to our own factories to turn automobile, refrigerator, radio making tools into tools for making planes, subs, jeeps, peeps and Tommy-guns.

But still we were thinking in terms of what our machines had been doing, how many factory hours we had been using, how much raw material we had been buying, how much profit we had been making. Our hands and our factories were going to war, but our brains were still hampered by the bonds of brotherly love—which is a "must" as between allies and a "must not" as between ruthless enemies in wartime—and by the thought of what our stockholders would say.

We told ourselves, as we thought of what we ought to be doing, "The sky is the limit." And the sky and all the forces that use it as a highway and a battleground have proved that statement right. The bounds of ground and water activity no longer limit our war action. The sky is the limit and the limit in the sky has not been reached. With Glenn Martin 70-ton bombers taking to the air, capable of flying to Europe and back, non-stop, we might be justified in thinking the limit is about reached in the sky, but who dares prophesy we shall not, during this war, see cargo planes half a dozen times as big as a Glenn Martin bomber ferrying war materials to foreign shores?

It was not by accepting a limit that the makers of the huge bombers achieved the 70-ton Mars. The sky may be fixed as the limit, but there is the stratosphere above that.

In other words, there really isn't any limit and we shall have to keep that in mind as we go ahead to put forth war efforts that will take us to the very peak of our personal and mechanical possibilities.

What is it that is constantly building bigger and faster armored planes; ditto surface warships, ditto submarines, ditto tanks?

It is limitless ambition, ambition with the lid blown off and steaming ahead with no stopping place in sight or in mind.

I don't mean riderless activity running wild, headed for nowhere, and liable to reach just that destination. I mean never setting a mental limit on what is to be done or thinking in terms of so far and no farther. I mean, whenever a peak of quality or volume has been reached, going right on farther without even pausing to take a bow or to pat one's self on the back.

It is amazing how much farther one can go by just keeping on. How many times have you ever done the very utmost you could do? Probably none. How many businessmen do you know who have gone the absolute limit of their latent capacity? Probably none. One can always go a step farther. One can always increase production by one unit. "He done his damndest; angels could do no more," has been said of many men, but always after they were dead.

Soldiers have to go on after they have gone as far as they can. It may use up their last ounce of strength. It may send them down to crawl on hands and knees. But that last long mile or that last few yards may be just what is needed to turn defeat into victory.

And that one ounce more of production effort; that last added B.T.U.; that last added volt; that last added foot-pound; that last increase in R.P.M. or M.P.H.; that just one more kick of the pedal, is what we must put into our efforts to help win the war.

After the last war the soldiers went to shout sarcastically, "Who won the war?" and to respond with equal sarcasm, "The shipyards," "The navy," "The S.O.S.," "The farmerettes," "The Red Cross," "The Y.M.C.A.," or some other service that had been touted so loudly by its supporters. The fighting men knew they had won the war and claims of other factors did not register with them.

It is not to be said now or at any time that captains of industry, dollar-a-year men, civilian defense workers, air raid spotters, defense plant workers or bond buyers will win this war. We know it will be won by the fighting men. But we admit the fighting men can hardly win without the help of these other factors, nor even with their help unless every man Jack of the noncombatants preaches that the sky is the limit of endeavor, and then practices what he preaches.

If This Is Forgetting

Big subject of conversation in Washington recently was the President's secret trip to the Pacific Coast. Public events move so fast nowadays that discussion has turned upon other surprising and confusing topics.

Use Waterways—Eastman

Declaring that "everything possible must be done to prepare for the increased load which is coming upon the railroads," Director Joseph B. Eastman of the Office of Defense Transportation urged shippers and all government agencies to utilize water carriers where possible.

In a circular to all government agencies, Mr. Eastman said that the railroads are carrying a freight traffic load which is running about 30 per cent ahead of 1941 as measured by ton miles.

"Our estimates look forward to a continuing increase in rail tonnage through 1943 as a result of the war production program and changes in the character of the movement of traffic," he said.

Emphasizing the difficulties of obtaining materials for expansion of railroad facilities to handle the heavier load, Mr. Eastman expressed the opinion that "any allocation of material for new freight cars and locomotives will be based on the premise that other available means of transportation will be fully utilized."

He said the Nation's inland barge lines and a number of inland water carriers operating along the Atlantic and Gulf intracoastal waterways "are not being fully utilized" at present.

"It therefore becomes necessary," he said, "that I urge not only shippers, but also governmental agencies, to instruct full utilization of water carriers where possible, thereby relieving the railroads and the truck lines of their burden."

The largest single plant in the War Production Drive is the Newport News Shipbuilding and Drydock Co., employing 27,000 men; the smallest is the Armstrong Manufacturing Co. plant at Portland, Ore., which employs 19.

Noodles Will Help

Noodles will probably never be credited with winning the war as the welcome sign puts it, but good foods like noodles and other macaroni products will help keep good fighters in trim and their supporters on the home front in better spirit.

Macaroni and Noodle manufacturers are a rather modest sort. They have a fine, nutritious food that just fits the existing conditions. They know they have it, but modestly refrain from telling the fine story which consumers are anxious to hear. Others are doing a good job of it, as cartoonist, George Lichty, visualizes it in the accompanying cartoon reproduced by courtesy of the Chicago Times Syndicate:



"Last year we had a bubble dancer . . . this year the entertainment committee decided to strike a more sober note with a demonstration by a lady riveter."

HOLDING FIRST PLACE

MALDARI Macaroni Dies have held first place in the field for over 39 years. The leading macaroni plants of the world today are using Maldari Insuperable Dies.

It will pay you to use Maldari Dies in your business. A better, smoother, finished product will help to increase your sales.

F. MALDARI & BROS., INC.

Makers of

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178-180 Grand Street

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

Processors Blamed for Planned "Fishermen's Harvest"

Packers of frozen, pickled, smoked, salt and canned fish—buying their halibut and salmon at exorbitantly high prices in mistaken anticipation of a 15 per cent increase shortly in the Office of Price Administration's ceiling on the processed article—are in for a rude disappointment, Price Administrator Leon Henderson warned.

OPA's policy on all processed fish is firmly represented by Mr. Henderson to be as follows:

(1) There will be no increase in the present March, 1942, ceilings on processed fish.

(2) The ceiling on processed fish will continue for the length of the General Maximum Price Regulation under which it is covered. It will not terminate within 60 days, as some trade rumors have suggested—possibly the wish being father to the thought.

(3) Individual applications of fish processors for relief, on grounds that they have incurred losses through sales at the March ceilings because of higher raw material costs, will be rejected by OPA.

"The practice, now prevalent among processors, of paying more for fresh fish than the processed ceilings warrant is a dangerous one." "Failure to cease such activities can result in only one end—namely, heavy losses to bidders.

Says Food Scandal Looms Unless Government Acts

Grocery Industry's Problems to be Discussed at Fall Meeting, Willis Declares

The deadliest possible blow to the United Nations' War Effort—a major food shortage—is a certainty unless immediate steps are taken to coordinate the nation's system of food production and distribution, Paul S. Willis, president of the Grocery Manufacturers of America, declared recently.

"A scandal far greater than the rubber situation looms in the near future, and it can be averted only if immediate, official recognition is given to the problems of this industry by America's war leaders."

These problems, greater in number and complexity than any the food processing field has ever faced, will be discussed in detail at the 34th Annual Meeting of the Grocery Manufacturers of America which will be held on November 18, 19, and 20 at the Waldorf-Astoria in New York.

The difficulties which Government and industry must face, and which will occupy prominent places on the

agenda of the three-day meeting, include taxation, government planning, transportation and storage, labor, the farm problem, the rubber shortage, manpower, lend-lease shipments, advertising expenditures and nutrition.

Theme of the meeting will be "Winning the War with Food." The entire program will be based on the realization that "food in the field is not food on the table." The industry has recognized this fact, he declared, but not until a food administrator is appointed to oversee all phases of food production and distribution will the nation be secure from the possibility of a grave food shortage.

The Committee in charge of arranging the program of the Fall Meeting includes William Robbins of General Foods, Inc.; Frank Montgomery of National Biscuit Company; B. C. Ohlandt of Grocery Store Products Company; A. W. Ramsdell of The Borden Company; Walter R. Barry of General Mills, Inc.; A. E. Phillips of White Rock Mineral Springs Co.; William T. Mohan of Scott Paper Co.; and Hanford Main of Loose-Wiles Biscuit Co.

Conserving Manpower

An attack on the problem of reducing the 24,000,000 man hours lost monthly on the production front will be launched through a national industrial nutrition program, says Paul W. McNutt, Administrator, Office of Defense Health and Welfare Services, and chairman of War Manpower Commission.

Aimed at conservation of manpower as well as increased production, the industrial nutrition program will move forward on three fronts: industry, homes and communities.

"At least 80,000,000 working days can be saved this year if war workers keep fit. That means 14,000 more bombers, 10 dreadnaughts, 33,000 tanks to help us win the war," declared Mr. McNutt in emphasizing the importance of the industrial nutrition program.

The U. S. Public Health Service will cooperate with the Office of Defense Health and Welfare Services in carrying forward the national industrial nutrition program.

This service will provide practical recommendations to both government owned plants and private industries to meet specific industrial nutrition problems which may affect production by increasing absences and accidents. Requests which have already been received from private industries indicate their interest in the possibility of cutting down lost man-hours of production and accidents through solving some of the problems of industrial nutrition.

Macaroni - Noodles Trade Mark Bureau

A review of Macaroni-Noodle Trade Marks registered or passed for early registration

This Bureau of the National Macaroni Manufacturers Association offers to all manufacturers a FREE ADVISORY SERVICE on Trade Mark Registrations through the National Trade Mark Company, Washington, D. C.

A small fee will be charged nonmembers for an advanced search of the registration records to determine the registrability of any Trade Mark that one contemplates adopting and registering. In addition to a free advanced search, Association Members will receive preferred rates for all registration services.

All Trade Marks should be registered, if possible. None should be adopted until proper search is made. Address all communications on this subject to

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Trade Mark Applications

Aida

The trade mark of G. Rossano & Bros., Inc., New York, N. Y. Application for this trade mark was filed on April 24, 1942, for use on macaroni. The owner claims use since 1927.

Realm

The trade mark of Household Products Co., Chicago, Ill. Application for this trade mark was filed on May 27, 1942, for use on prepared spaghetti. The owner claims use since November 28, 1932.

Count Pulaski

The trade mark of George S. Bunn, doing business as Pulaski Candy & Grocery Co., Pulaski, Va. Application was filed on January 24, 1940, for use on canned spaghetti. The applicant claims use since December 11, 1939.

Small Farmers Achieve Record On Egg Production

According to the U. S. Department of Agriculture, farmers enrolled in the Farm Security Administration program in Alabama, Georgia, Florida and South Carolina are now producing 500,000 dozen eggs weekly. Many of these farmers formerly did not produce enough eggs for themselves, let alone any contribution to the national total.

In the Spring of 1941, 56,000 of the borrower-families in these four States, bought 5,000,000 baby chicks as a part of FSA's program to step up food production among low-income farmers. The chicks are now in full egg production and the farmers have learned so well how to handle and feed them that they are buying approximately 8,000,000 more baby chicks this year.

A REAL HONEST-TO-GOODNESS VALUE. YOU CAN'T GO WRONG ON CAPITAL NO. 1 SEMOLINA



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis Mills: St. Paul

65 Grams of Spaghetti Daily

According to a correspondent who recently arrived in the United States in the exchange arrangement sponsored by officials of the United States, Germany and Italy, Italy is having a trying time to feed its own people while contributing food to the Germans as she is required to do under the alliance that exists between these two European nations.

"The slogan of the Axis is that the army must eat first. Hence, hungry civilians who can't pay bootleg prices, grouse."

Premier Mussolini succeeded four years ago in making Italy practically self-sufficient in 1936-37, when as a result of his plea Italy produced over 80 per cent of its wheat needs. In those days the Italians ate as much wheat bread and spaghetti as they wanted.

"Now with the self-sufficiency program in full force, there is severe rationing. Figuring 500 grams to the Italian pound, each Italian is allowed only 65 grams of uncooked spaghetti and from 150 to 450 grams of bread.

"The spaghetti is anything but the bright lucent yellow or cream as was the pre-war product. It is dark in color, the result of an admixture of corn meal, potato flour, bran and other ingredients.

"The worst sufferers from the wheat scarcity, as well as the scarcity of meat and other foods, are the urban working classes who must live strictly on rations because they cannot buy luxuries or trade on the black market, to which the middle and upper classes turn for relief. The best off are the peasants who raise their own food and keep plenty for themselves.

"The black market flourishes with rationed and imported goods commanding enormous prices. Butter, for instance, is \$10 a kilo, olive oil \$5 a kilo and coffee \$40 a kilo on the black market."

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.



(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

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

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.

F. W. Kreider Dead

Frank W. Kreider of Lebanon, Pa., passed away at his home on October 14, 1942, after a prolonged illness. Up to a few years ago, he was a member of the Keystone Macaroni Manufacturing Co. and frequently represented his firm at regional and national meetings of the industry.

He was born and lived all his life in the vicinity of Lebanon, Pa., where he was very prominent in business, holding offices with the Farmer's Trust Company, the Lebanon National Bank and the North Side Bank and Trust Company.

In 1930, he joined with Joseph Duerris in the organization and incorporation of the Keystone Macaroni Company, becoming an active official. He was interested in several musical organizations in Lebanon and sang with the choir of the First Reformed Church, where he also had charge of a Sunday School Class.

Surviving are his wife Effie and three children—Christine E., Carl F., and Robert E., all at home. Funeral services were held October 17, at 2:00 p.m. in the Rockland Funeral Home, Lebanon, the Rev. Paul C. Shumaker, First Reformed Church, officiating. Burial was in Quentin Cemetery, Lebanon.

Biddy Is On the Job

Biddy is doing her job. Her task is to supply all wartime requirements for eggs. Those needs are mounting. Total requirements for 1942 are expected to reach about 54 billion eggs according to U. S. Department of Agriculture estimates. Biddy is ahead of schedule.

Within a few months there will be about 115 egg drying plants operating in the United States. These plants will be capable of turning out about 400 million pounds of dried egg powder in a year. Biddy supplies the raw material, and that means 14,400,000,000 eggs for this job alone, so that the Agricultural Marketing Administration, buying the products for Lend-Lease and for our armed forces, will be assured of an adequate supply.

This is a hint of what may be needed in egg production in 1943—one which says nothing about needs at home which have been increased by our war effort, and probably will be greater than ever next year.

The poultry keeper's job, the Department points out, is to feed Biddy, and feed her well. Proper feeding will do more than any other one thing to help her.

Secretary Wickard has called on the poultry industry to help out in the meat shortage by growing 200 million extra chickens in the fall and winter season. This goal can be reached if a million farmers, using existing brooder houses and equipment normally idle,

FLOUR OUTPUT CONTINUES TO GAIN

Although a poor month for sales, October was a good month from the viewpoint of production of flour. The total was the best for that month in any year since 1931, when flour consumption began to go into its depression tailspin. It was the superior total, too, of any month since September, 1939, when Germany invaded Poland and there was a rush to get possession of flour.

Since flour production has been running about 3 per cent better than a year ago since the beginning of the crop year, it may be an indication that actual consumption is on the upswing, as is the case with most foods that are not rationed.

Mills reporting to *The Northwestern Miller* made 6,945,198 bbls. of flour in October a gain of better than 6 per cent over a year ago. These mills account for about 65 per cent of total flour output of the United States. Production last year amounted to 6,509,534 bbls. and two years ago it was 6,235,857.

Most sections recorded increases over last year. The gain in the Southwest was 260,000 bbls., Buffalo section 99,000, Northwest 95,000, Southeast 19,000, and western part of the central states section 80,000. In two areas there was a loss of volume compared with last year. The Pacific Coast dropped off 66,000, no doubt a reflection of export market losses, and the eastern section of the central states declined 47,000, perhaps partly due to scarcer wheat supplies there.

Durum mills also did a better business in October this year than last. Output amounted to 447,124 bbls., against 399,354 in 1941.

A detailed table appears below:

TOTAL MONTHLY PRODUCTION OF DURUM PRODUCTS†					
(Reported by mills producing 65 per cent of the flour manufactured in the U. S.)					
	October, 1942	Previous month	1941	October, 1940	1939
Northwest	*1,697,652	1,510,109	1,602,480	1,214,435	1,470,123
Southwest	2,691,991	2,421,342	2,433,107	2,288,249	2,334,965
Buffalo	990,495	913,772	891,998	932,275	1,006,681
Central West—Eastern Div.	576,662	588,168	623,779	606,553	487,708
Western Division	353,103	295,126	273,007	274,250	295,816
Southeast	*126,159	119,376	107,751	139,581	131,217
North Pacific Coast	509,136	488,132	577,312	780,514	610,967
Totals	6,945,198	6,336,025	6,509,534	6,235,857	6,337,477

*Partly estimated.

TOTAL MONTHLY PRODUCTION OF DURUM PRODUCTS†		
October, 1942	September, 1942	October, 1941
447,124	330,644	399,354

†Nine mills.

—Published through the courtesy of *The Northwestern Miller*.

raise an average of 200 chickens each this winter.

This number of extra chickens marketed at an average weight of 3 pounds will require more than a million tons of feed, but an abundance of feed wheat is available—also soybean and peanut meals to add to the usual supply of feeds. Feed manufacturers can utilize these in their products together with the necessary alfalfa meal, bone meal, and other mineral and vitamin constituents of good poultry diets.

Commercial poultry meat producers already have proved that, with suitable feed and good care, fall and winter chicks will live and grow as well as chicks from spring hatches.

Handbook on Plant Cleaning

The Magnus Chemical Co., Inc., manufacturers of food plant cleaning materials, industrial soaps and allied products, has just issued a new 42-page, illustrated handbook for food processing plants. It is entitled the "Food Plant Cleaning Handbook."

The handbook discusses in detail the cleaning problems connected with practically all the divisions of the food producing and packaging industry, with the exception of the dairy and bakery industries. There are separate Magnus Instruction Handbooks for these two industries.

The cleaning problems of each food

industry are thoroughly covered, including equipment cleaning, floor and wall cleaning, lime scale removal and machinery cleaning.

The handbook also contains special section on Hand Cleaning in food plants, Eliminating Sludge in Fuel Oil Tanks and Window Cleaning.

The Food Plant Cleaning Handbook is well illustrated with photos of actual cleaning operations.

Copies of the Food Plant Cleaning Handbook can be obtained by writing to the Magnus Chemical Company, Inc., Dept. F. Garwood, N. J.

"There's a Reason"

The reason assigned by the Office of Price Administration for restricting deliveries by packers of beef, pork, lamb and mutton to civilians is that these meats are to be conserved for the armed forces and for Allied Nations. So, if your tummy craves meat, you may take satisfaction in the fact that a soldier somewhere is eating your share of steaks and chops.

If you have fuel oil trouble you are "comforted" by the rationing authorities who assure "fair and effective curtailment of supplies to private homes."

The sale of used tires and tubes has been temporarily frozen and the explanation is that the shortage of "re-cappable carcasses" is the reason for the extension of tire rationing to used tires.

The Source of Our Supply

The finest Amber Durum grown in the United States is raised in what is known as the "Devils Lake (N. D.) Area." From more than 100 affiliated local elevators in this area come the Amber Durum which we grind into:

Pisa Duramber Abo

No. 1 Semolina Fancy No. 1 Patent Flour Semolina

We have first choice on the best of the Amber Durum. That may explain why consumer demand for our products continues to increase.

Amber Milling Division of FARMERS UNION GRAIN TERMINAL ASSOCIATION

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



THIS is more than a war of mechanical monsters clashing in the night! . . . more than a war of production.

It is a war for markets—*your* markets! The Axis wants your business—wants to destroy it once and for all.

With so much at stake, there is no doubt you will want to do everything you can to meet this Axis threat. Two ways are open: Speed production and put 10 per cent of your income into WAR BONDS! The only answer to enemy tanks and planes is more American tanks and planes—and your regular, month-by-month purchases of War Bonds will help supply them. Buy now and keep buying.

THE GOAL: 10% OF EVERYONE'S INCOME IN WAR BONDS

When you install the Pay-Roll War Savings Plan (approved by organized labor), you not only perform a service for your country but for your employees. Simple to install, the Plan provides for regular purchases of War Bonds through voluntary pay-roll allotments.

Write for details today! Treasury Department, Section R, 709 12th St. NW., Washington, D. C.



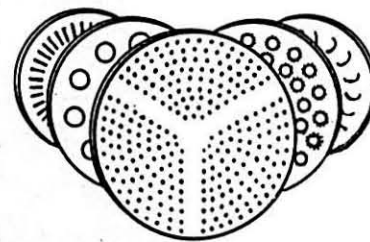
War Savings Bonds

This space is a contribution to Winning the War by

MACARONI JOURNAL

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.

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
Joseph J. Cuneo.....Adviser
M. J. Donna.....Editor and General Manager

SUBSCRIPTION RATES

United States & Canada.....\$1.50 per year in advance
Foreign Countries.....\$3.00 per year in advance
Single Copies.....15 Cents
Back Copies.....25 Cents

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 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 NOVEMBER, 1942 No. 7



"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."

KEEP GOING!

Go, sell and deliver as long as you can. To markets wherever you find 'em; Your efforts will never be wasted, old man. If courage and faith are behind 'em, You'll sell a bit less than before, we're aware; You'll even be slow to deliver; Don't face what you find, without turning a hair, And nary a sweat or a shiver. For show me a Yank who refuses to play His part, though it brings him privation—Who fails to support the American way When enemies threaten our nation!

RHEINHART KLEINER.

Meat is the Great Food Weapon

"The waistline of our civilian economy decreases as the chestline of our military economy increases," was a theme sentence in Secretary of Agriculture Wickard's recent address before the American Meat Institute. "At the beginning of this war," he said, "our food surpluses were such that some people wondered whether food would play the part that it had during

the first World War. Very quickly, it became evident that our surpluses were not surpluses but were vital reserves, and that the food story was the same as for other necessities—more, more, more. England turned to us for food. So did Russia. And if we had not been able to answer the call, Hitler might have triumphed long ago. Food is just as important today as it was during the first World War even if there are striking differences in the over-all pattern. In the last war, the demand was for wheat. In this war, meat is the great food weapon."

Many Items Discontinued

Machinery Conservation is Patriotic Action

The announcement of the trade given below is an excellent example of what the macaroni-noodle industry is doing in the way of conserving machines and manpower in line with the suggestion of various bureaus of the Government as a war measure. Ravarino & Freschi, Inc., St. Louis, Mo., joins with other leading manufacturers in voluntarily eliminating more than a score of the fancy shapes that are considered more "ornamental" than useful.

The Government has expressed its appreciation of this free-will action by macaroni makers, launched at the June convention of the National Association. Further recognition of this patriotic action is expected in a promised release by the Government aimed at having the "laggards" fall into line wholeheartedly and immediately. The announcement reads:

St. Louis, Mo., Nov., 1942

Gentlemen: Undoubtedly caused by scarcity, high prices and rationing of many other foods, our products are increasingly sought after for both military and civilian needs. To assist in increasing production facilities, numerous varieties are being discontinued, either because they are slow sellers or require excessive manufacturing effort and space. The following list of items will be available in bulk and packages as in the past:

Vermicelli	Attupatelli
Spaghettini	Ditali
Spaghetti	Ditalini
Foratini	Spezzicello
Perciatelli	Stars
Maccaroncelli	A.B.C.'s
Mezzani	Rosamarina
Ziti	Margheritina
Linguine	Elena Piccola
Tagliarini	Elena Large
Cavatoni	Fusilli
Rigatoni	Mostaccioli
Magliette (large)	Fidellini
Magliette Rigate	Fine Egg Noodles
Magliette (elbows)	Medium Egg Noodles
Cut Spaghetti	Wide Egg Noodles
Small Shells	Egg Bow Ties
Medium Shells	

We respectfully ask for your needed cooperation in assisting this program.

Very truly yours,
RAVARINO & FRESCHI, INC.

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 labelling of Macaroni and Noodle Products.

Vitamin Assays a Specialty.

Laboratory

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

For Sale

Used Machinery and Equipment in Good, Serviceable Shape

1—Cavasco, Cavagnaro & Ambrette 10" Horizontal, Hydraulic Press With Cutting Attachments.

1—Cavasco, Cavagnaro & Ambrette 12 1/2" Vertical Hydraulic Press.

1—Consolidated Macaroni Machine Corp. 1 1/2 Bbl. Mixer, belt drive.

1—Elmes Kneader, tight and loose pulley.

1—P. M. Walton Kneader, tight and loose pulley.

25—Bronze and Copper Dies, 12".

25—Bronze and Copper Dies, 10".

Steve Zusalacchi
1429 N. Van Buren St.
Milwaukee, Wis.

WANTED: Two or Three Nailing Machines, four-funnel size. Must be in good working condition. Write C. A. Colombi, Chief, Boy-ar-dee Quality Foods, Inc., Milton, Pa.

Can Story

The Agriculture Department says: "Every meal that Mrs. America prepares, both now and during the coming months, without opening a can of tinued food, saves a can for a time when no other supply is available." Can you beat that for a canned story?

An average chair contains enough hardwood to make the stock of a Garand rifle.

The Atlantic Charter

The President of the United States of America and the Prime Minister, Mr. Churchill, representing His Majesty's Government in the United Kingdom, being met together, deem it right to make known certain common principles in the national policies of their respective countries on which they base their hopes for a better future for the world.

- 1 Their countries seek no aggrandizement, territorial or other.
- 2 They desire to see no territorial changes that do not accord with the freely expressed wishes of the peoples concerned.
- 3 They respect the right of all peoples to choose the form of government under which they will live; and they wish to see sovereign rights and self-government restored to those who have been forcibly deprived of them.
- 4 They will endeavor, with due respect for their existing obligations, to further the enjoyment by all States, great or small, victor or vanquished, of access, on equal terms, to the trade and to the raw materials of the world which are needed for their economic prosperity.
- 5 They desire to bring about the fullest collaboration between all nations in the economic field with the object of securing, for all, improved labor standards, economic advancement and social security.
- 6 After the final destruction of the Nazi tyranny, they hope to see established a peace which will afford to all nations the means of dwelling in safety within their own boundaries, and which will afford assurance that all the men in all the lands may live out their lives in freedom from fear and want.
- 7 Such a peace should enable all men to traverse the high seas and oceans without hindrance.
- 8 They believe that all of the nations of the world, for realistic as well as spiritual reasons, must come to the abandonment of the use of force. Since no future peace can be maintained if land, sea or air armaments continue to be employed by nations which threaten, or may threaten, aggression outside of their frontiers, they believe, pending the establishment of a wider and permanent system of general security, that the disarmament of such nations is essential. They will likewise aid and encourage all other practicable measures which will lighten for peace-loving peoples the crushing burden of armaments.

FRANKLIN D. ROOSEVELT
WINSTON S. CHURCHILL

August 14, 1941.

Reproduced as a Reminder of the Expressed Aims of the United Nations in this Global War.—Editor.

<p>OUR PURPOSE:</p> <p>EDUCATE ELEVATE</p> <p>—</p> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE</p> <p>National Macaroni Manufacturers Association</p> <p>Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO:</p> <p>First-- INDUSTRY</p> <p>—</p> <p>Then-- MANUFACTURER</p>
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Industry Wins Price-Ceiling Relief

Manufacturers of egg noodles and other egg macaroni products are encouraged by the announcement of the Office of Price Administration that it had released "Maximum Price Regulations granting relief on Egg Noodles." The manufacturers of plain macaroni products have a right to feel that their appeal for help under conditions over which they have no control, will likewise get favorable consideration.

In war, "Concentration of Fire" is considered as a most effective means of attack. In business, it is also considered wise to concentrate its fire in attaining an objective.

The Macaroni-Noodle Industry apparently has great difficulty in "concentrating its fire" because of lack of unified action on the part of so many firms that should be volunteers in the Industry's army of defense. Too many choose to remain on the sidelines while their fellow manufacturers "carry the fight."

The National Macaroni Manufacturers Association that has concentrated its attention on obtaining the price-ceiling relief above referred to, has been consistently and insistently on the job since it was given a mandate by the Industry convention last June. In announcing OPA's action, President C. W. Wolfe of the National Association, and its Washington Representative, Benjamin R. Jacobs, advised that meetings be called at convenient centers to acquaint the greatest number of manufacturers with the details of the new regulations.

"The Office of Price Administration—OPA—has released Maximum Price Regulations granting relief on Egg Noodles. Please call meetings of all manufacturers, whether Association members or not, inviting them to attend to get first-hand information on new regulations."

Accordingly, two sectional meetings were called with notices from the Association Secretary's office to firms within convenient distances. The first meeting on November 16 will be held at Hotel Commodore, New York City, for the convenience of Eastern manufacturers and the other at Hotel Morrison, Chicago, on November 18, for the operators in the Middle West. Assurance was given by the Secretary to Association Members at a distance, that complete details of the new regulations would be sent them when obtained from OPA.

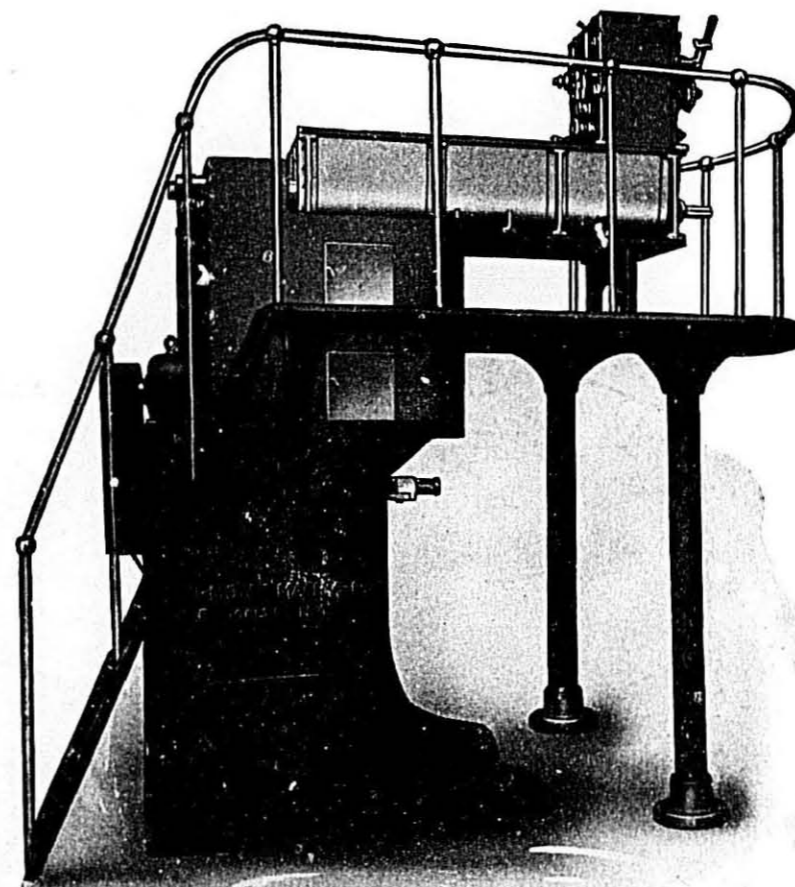
The noodle manufacturers have been squeezed between a big bulge upward in egg prices and a fixed ceiling on their finished noodles practically since the inception of the price-ceiling regulations. Many have been forced to restrict production. With the gradual, but constant rise in raw material and labor costs, higher taxes, et cetera, the makers of plain macaroni products are slowly assuming the former plight of the noodle makers. It is hoped that in addition to explaining the new regulations on egg noodle prices, that OPA officials in attendance at both these meetings may be induced to listen to a plea for relief on plain macaroni prices.

Success wins confidence. It is the hope of the leaders in the industry that manufacturers who have, for one reason or another, remained out of the Association fold will volunteer their application for membership as substantial proof of their appreciation of unselfish action taken by the organization that has been carrying on for the industry's betterment since its organization in 1904. The Secretary will be pleased to acknowledge any such message of good will. Let's concentrate our entire force behind protective and aggressive action which seems more than ever the order of the day. Mail your application now to make your membership effective as of January 1 without additional cost.—M. J. DONNA, Secretary.

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

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**NO! I'LL GO HUNGRY IF I
CAN'T GET SUPERLATIVO'S
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Cut-price competition isn't so much of a headache to the spaghetti manufacturer whose products are so good that people prefer them to other brands. Rely on Pillsbury's Durum Products for color, flavor, and cooking quality that will make people stick to your brand!

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