

**THE  
MACARONI  
JOURNAL**

**Volume XXVI  
Number 2**

**June, 1944**

JUNE, 1944

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Conference Headquarters*  
*June 15-16, 1944*



Hotel New Yorker  
New York City

Head Office  
Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVI  
NUMBER 2

# Good Packaging

SELLS YOUR PRODUCT *in the store*



All the studied theories of design, merchandising and consumer-acceptance come to nought unless your package sells in the store.

The drawing board is no proving ground for a package. The real test comes at point-of-purchase. There, subject to Mrs. Housewife's cool, shrewd scrutiny, your package reveals whether it has the stuff of which winners are made. A worthy product, housed in a smart package, drops into market baskets with cheerful regularity.

In its forty-six years of service to the food industries, Rossotti has helped launch many big-name products on successful careers. Today, as ever, we can be depended upon to deliver the finest Labels, Package Wrappers and Folding Cartons

that can be manufactured from the pick of available materials.

Our regular accounts have first call on our facilities, of course. Nevertheless we suggest you consult us on your packaging problems and plans with a view to postwar development. Your inquiry will receive individual attention.

## Rossotti

LITHOGRAPHING CO., Inc., NORTH BERGEN, N. J.  
"BETTER MERCHANDISING THRU PACKAGING"

## Program for Wartime Conference

### Macaroni-Noodle Industry of America

Hotel New Yorker, New York City

June 15 and 16, 1944

#### Thursday, June 15

##### Morning Session—Grand Ballroom

9:00 a.m. Registration—Foyer of Grand Ballroom  
\$10 Registration Fee entitles Registrant to Badge, admission to General Sessions, tickets to Dinner-Dance, entertainment and to all other social functions.

10:00 a.m. Opening Ceremonies.....Patriotic  
President C. W. Wolle, Presiding

10:15 a.m. Formal Opening of Conference  
Welcome.....Frank L. Zerega, Past President  
Appointment of Committees  
Officers' Reports:  
Secretary-Treasurer.....M. J. Donna  
Washington Representative.....  
Benjamin R. Jacobs

President's Message.....C. W. Wolle  
Discussions  
Announcements

12:01 p.m. Noon Recess

##### Afternoon Session

2:01 p.m. Conference Reconvenes.....  
Pres. C. W. Wolle, Presiding

Reports of Committees  
Macaroni Products Promotion Session.....  
Fred Mueller, Presiding

The National Macaroni Institute.....  
M. J. Donna, Managing Director

Address—"Publicizing Macaroni Products"  
.....Mrs. Virge B. Clarahan  
Peddleton Dudley & Associates—New York City

Report on Directors—Durum Millers Conference  
Discussion

3:30 p.m. Members Forum.....President C. W. Wolle,  
Presiding

Subjects for Discussion:  
a—Eggs—Availability and Refrigeration  
Limitations  
b—Containers—Limitations Order No. 317  
c—"Slack-filled Packages" Hearing Reports  
d—Priorities and Delinquencies  
e—Export Regulations

5:00 p.m. Adjournment

##### Evening—In North Room

6:00 p.m. Reception, Cocktail Party and Buffet Dinner  
Honoring M. J. Donna's 25 Years of Association Service

Sponsored by Albert and Charles Rossotti,  
Executives of Rossotti Lithographing Co.,  
North Bergen, N. J.

#### Friday, June 16

##### Morning Session—Grand Ballroom

9:30 a.m. Registration (continued)  
10:00 a.m. General Session.....President C. W. Wolle,  
Presiding

Reports of Committees  
Report of Director of Research.....  
Benjamin R. Jacobs

11:00 a.m. The Government Panel

Address—"War Foods".....F. D. Cronin  
Regional Director, War  
Food Administration

Address—"Fighting With Food".....  
Lt. Col. J. W. Fraser  
Chief Central Subsistence Branch  
Quartermaster Depot, Chicago

Address—"Army Demands on Macaroni  
Products"—Lt. Robert R. Mickus, Subsistence  
Research & Development  
Laboratory, Quartermaster Depot,  
Chicago.

Address—"Macaroni Purchases for Armed  
Services".....James I. Driscoll  
Macaroni Buyer, Quartermaster  
Depot, Chicago

Question and Answer Period

11:45 a.m. Election of 1944-1945 Board of Directors

12:00 noon Recess  
(Directors' Luncheon Meeting—East Room)  
(Election 1944-1945 Officers)

##### Afternoon Session

2:00 p.m. General Meeting.....President C. W. Wolle  
Presiding

Reports of Committees  
Future Association Activities  
Open Forum on Industry Needs and Plans  
Report on Election of 1944-45 Association  
Officers

4:00 p.m. Final Adjournment

##### Evening

6:30 to 7:30 p.m. Reception and Cocktail Party—In  
North Room

Compliments of Clermont Machine Co.,  
Brooklyn, C. Surico, President, John  
Amato, Manager

7:45 p.m. Grand March to Grand Ballroom

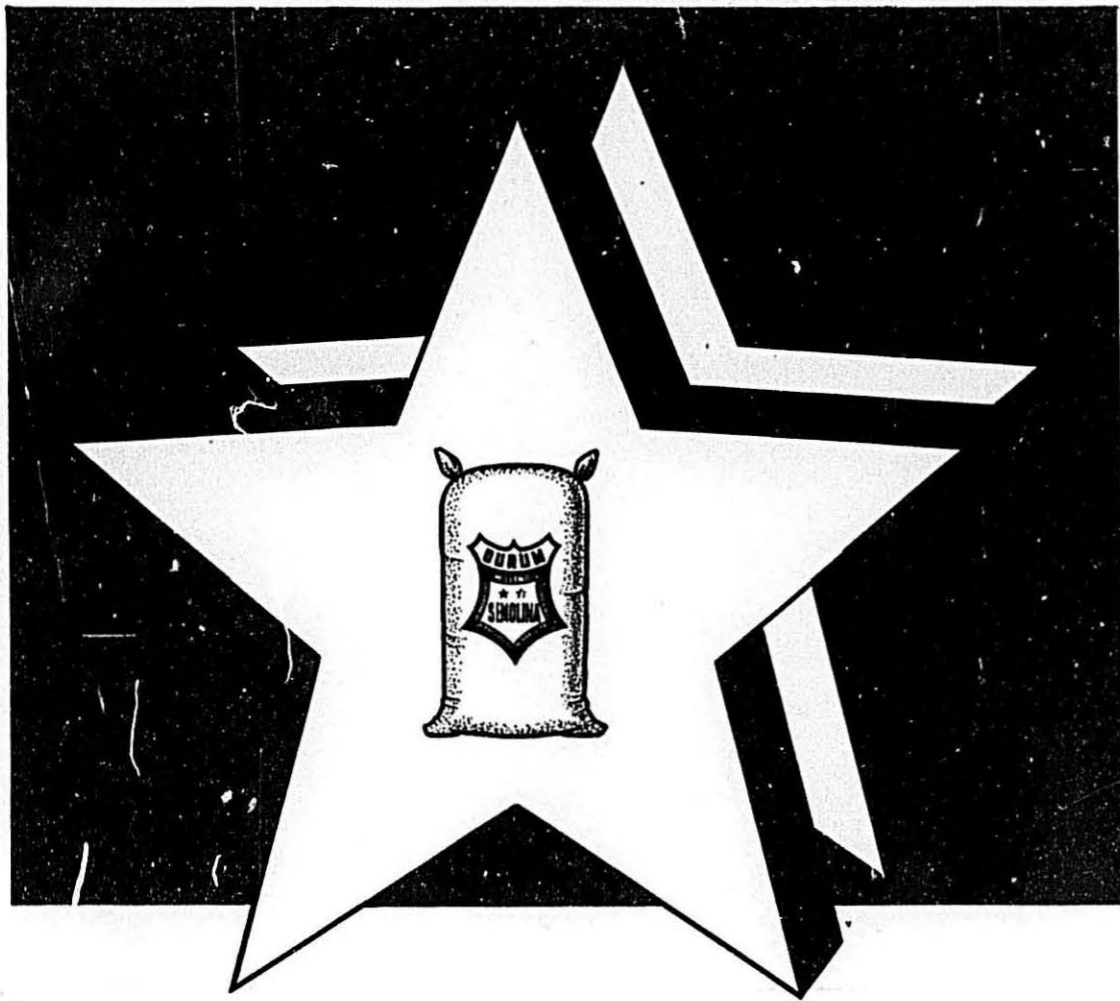
8:00 p.m. Association's Annual Dinner Party  
Dinner and Dancing  
Floor Show and Music  
Compliments of Consolidated Macaroni  
Machine Corp., Brooklyn, C. Ambrette,  
President, N. J. Cavagnaro, Secretary

#### Saturday, June 17

9:30 a.m. Golf Tournament—Englewood Golf Club,  
across George Washington Bridge in  
Jersey

Sponsored and directed jointly by Consolidated  
Macaroni Machine Corporation,  
Brooklyn, and Rossotti Lithographing  
Company, North Bergen. Directors: C.  
Ambrette, N. J. Cavagnaro, Alfred Rossotti,  
Charles C. Rossotti

Open to all golfing enthusiasts among manufacturers and allied. Please register with any of the directors



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

Volume XXVI

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## What About Tomorrow?

Shortly after this issue of the Official Organ of the National Macaroni Manufacturers Association goes to press, the leading manufacturers of macaroni, spaghetti and egg noodles in the United States and Canada will gather in New York City in one of the most momentous conferences ever held by the Industry in America. As usual, this get-together will be sponsored by the National Association which has always provided the nucleus for necessary meetings.

Foremost in the minds of those who assemble in the country's largest production and consumption center will be the question—"What about our Industry's tomorrow?" Even those who for any good reason are unable to be present at the 1944 wartime conference, June 15 and 16, will be mulling the same question over in their own minds, while anxiously awaiting the conclusions and suggestions of the conferees.

The Macaroni-Noodle Industry is hardly enjoying its full share of the prosperous conditions that generally prevail—surely not to the degree that producers had expected in an era of food rationing, of heavy buying for civilian use, for the armed services, for succoring those in occupied lands and for lend lease.

At this year's conclave, the conferees will recall the high hopes that dominated the thinking and the action at the 1943 conference. At that time practically every macaroni press and every noodle brake hummed busily producing continuously to fill a seemingly never-ending demand. But they had hardly settled down to the routine of filling orders as well as they could, after their return from last year's meeting, when something happened that completely changed the picture. For reasons best known to itself the Government greatly reduced its purchases of macaroni products, and retailers began complaining that this food was moving too slowly to be profitable.

Many attributed the slump to the usual summer trend, but when it continued throughout the Fall with no improvement, they began to be seriously concerned. By the time the industry leaders had reconvened for the mid-year meeting last January, it was no longer a question, with many, of where to find products with which to fill piled-up orders, but where to get orders to fill. Never before had the industry experienced so radical a change in such short time.

What caused the sudden change? With no thought of

anticipating the conclusions of the conferees, here are a few facts worth considering: Macaroni, spaghetti and egg noodles are still economical, substantial and nutritious products. The food was plentiful, and generally speaking, was perhaps of even a higher quality than usual, because when presses are being rushed it is found easier to produce the better grades. The food was point-free, others were rationed; but the demand was not there. Why?

It was the conclusions of many that point-rationing was the real cause of the slump experienced by so many last Fall and Winter, and the effects of which are still felt in many quarters. While macaroni and other types of this grain food was on a point-free basis, many of the fine foods that customarily are served with macaroni were drastically rationed. Seldom is macaroni eaten alone. The most simple recipe calls for buttered noodles, macaroni with milk, this latter combination being about the only point-free serving known.

There is no better accompanying food than macaroni. When served with meat, the housewife was called upon to surrender as many as 13 of her valuable red points for the better cuts, and correspondingly high points for the less favored varieties. If cheese were used, as many as 13 points were needed per pound, not overlooking the fact that many of the types usually favored in macaroni-cheese dishes were not to be found in many markets. Butter was a "point-an-ounce" and other shortening equally high-pointed. Tomatoes were also on the high-point list until it was found necessary to place them on a point-free list this spring to move last year's pack.

So while this food was not in itself rationed, it suffered severely from high-point rationing of other foods. The Office of Price Administration is now planning its rationing program for the new fiscal year. Perhaps in its announcement of the new point rationing program will be found the answer to the question—"What about the Industry's Tomorrow?"

In the meantime, out of the multitude of suggestions made at this year's conference may come one or more that will serve to relieve the adverse conditions from which the industry has suffered too long and action recommended that will prevent the re-occurrence of the unfavorable market experience at a time when everyone expected to be operating profitably.

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

By Benjamin R. Jacobs

The following is a résumé of an interview between Food and Drugs Administration officials and a group of macaroni and noodle manufacturers which took place for the purpose of discussing slack-filled packages.

This interview was held in the South Building, U. S. Department of Agriculture Building, Washington, D. C. Mr. S. C. Rowe, Food and Drugs Administration, presided. Mr. J. K. Kirk, Food and Drugs Administration, attended. Others who attended were:

Mr. Fred Mueller, C. F. Mueller Company, Jersey City, N. J.

Mr. Charles C. Rossotti, Rossotti Lithographing Company, North Bergen, N. J.

Mr. C. L. Rumberger, H. J. Heinz Company, Pittsburgh, Pa.

Mr. C. W. Wolfe, President, National Macaroni Manufacturers Association, and owner of Megs Macaroni Company, Harrisburg, Pa.

Mr. Charles J. Travis, Keystone Macaroni Company, Lebanon, Pa.

Mr. Ed. Z. Vermylen, A. Zerega's Sons, Inc., Brooklyn, N. Y.

Mr. E. Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.

Mr. B. R. Jacobs, Director of Research, National Macaroni Manufacturers Association, Washington, D. C.

Mr. Wolfe was spokesman for the group concerning the progress that has been made in eliminating slack-filled packages.

He stated that since 1940 when the Industry entered into an arrangement with the Food and Drugs Administration concerning the elimination of slack filled packages, that the Industry has eliminated probably 85 per cent of the slack-filled packages.

He stated that the Industry was in sympathy with the FDA and was willing to cooperate wholeheartedly with it. However, certain restrictions have been placed on the Industry concerning the availability of packaging equipment and material as well as very severe restrictions concerning labor and, therefore, the Industry has not been able to comply fully. It may be that some manufacturers are still considerably below the minimum requirements of fill-of-container and in these cases there is no doubt that the FDA is justified in having cases against these particular violations.

Regarding the restrictions on packaging equipment, reference is made to



the orders of the WPB, particularly Limitation Order 83. In regard to the limitation on packaging material, reference is made to WPB Order L-317 and its amendments which limit the use of packaging material to 90 per cent of that used in 1942. The amount of packaging material used in 1942 represents roughly 70 per cent of that used in 1943. It therefore, can be seen that the Industry is laboring under a considerable handicap which in itself will correct many of these violations because of the necessity of using containers with the greatest economy. Mr. Wolfe further stated that one of the greatest causes of slack-fill in containers is the irregular thickness of the numerous sizes and shapes that are manufactured. This irregularity of thickness of wall is due largely to the inability of manufacturers to obtain repairs on dies. As the holes in the dies wear the product becomes thicker and, therefore, heavier per unit of volume.

Mr. Wolfe requested that the FDA consider a uniform minimum requirement of 80 per cent fill for all macaroni and noodle products instead of the present requirement of 80 per cent fill for long goods and not less than 85 per cent fill for free-flowing goods. He also stated that in long goods one-half inch should be allowed at the end of the container which would permit filling without breakage. The reason for this last request was gone into in detail by Mr. C. F. Mueller, representing the C. F. Mueller Company of Jersey City, New Jersey, and appears in the following statement by Mr. Mueller:

Mr. Mueller explained the difficulty they have in filling their cartons with

long cut products. Their package is similar to the package used by the National Biscuit Company for their Uneeda Biscuits. It has an inside lining which is folded into the container and interlocked at the ends when the shell is formed. It is filled from the top. The weighing and filling are done by hand and as the product is placed in the boxes plenty end space is required to prevent breakage. This is the reason for requesting one-half inch on the end of the boxes in this type of product, this half-inch to be deducted from the volume of the container before calculating the percentage fill. The one-half inch at the end of the container will represent about 5 per cent of the volume of the average empty container without the lining and it will be less than that in containers that are more than 10 inches long.

Mr. Travis (Keystone Macaroni Company) showed some of his packages and stated that his firm had made considerable changes since 1940 when changes were requested. He gave figures showing slack-fill in a number of his products, particularly those involved in citations at which he appeared in Philadelphia before Mr. Brinton. One set of his packages was from 74 per cent to 86 per cent fill. His present package equipment does not permit the change in size and if he is to shorten his package, which was suggested by Mr. Rowe, they would not fit the machine and new machinery cannot be obtained. However, the amount of product represented in the slack-filled cases referred to is not more than 5 per cent of the total output.

The following is Mr. Ronzoni's (Ronzoni Macaroni Company, Inc.) statement:

"We manufacture many shapes and sizes of macaroni as shown on our macaroni style sheet, many of which represent only a small part of our production.

"When originally setting up packages for these products the services of the machine manufacturers was employed and certain tolerances for machine packaging were required, especially with the larger size macaroni which is not free-flowing.

"We have a set of four different carton sizes to handle the present remaining shapes which we now manufacture. (Note—many of the large

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● Your product is a "natural" for meeting the needs of Mrs. America today. Just point out the advantages of macaroni as a wartime food—be sure your product is good macaroni—and Mrs. America will do the rest!

## A FOUR-TIME HIT FOR WAR-TIME!



**NOT RATIONED!** Get the consumer to think of macaroni as one of her standbys in war-time. Here's a food that is point-free, and may be used in many ways to extend a variety of scarce foods. Ask your General Mills man for recipes prepared by Betty Crocker and her staff.



**EASY ON WARTIME BUDGETS!** The "little woman with the purse strings" is spending her money carefully. She'll appreciate the real economy of macaroni. Give her quality value for her money. And show her how macaroni helps to make a simple meal satisfying, at little cost.



**CONVENIENT, QUICK TO PREPARE!** The convenience of your product is one of its best assets today, so why not emphasize it in your selling? Point out that macaroni is always ready to cook, cooks quickly, and may be cooked either on top of the stove or in the oven. Also, suggest macaroni one-dish meals as convenient to serve at odd hours.



**IT'S AN ENERGY FOOD!** Most homemakers realize that folks need extra food energy to keep up with their wartime activities. Nutritionists say, "Get 35-40% of the day's food energy from cereal foods." Tell the consumer that macaroni is an energy-rich cereal food, should be included in menus frequently.



**GENERAL MILLS, INC. Durum Department**  
CENTRAL DIVISION • CHICAGO, ILL.

The entire industry knows and respects the unyielding quality standards of Gold Medal "Press-tested" Semolina. Count on it to give your products something extra in quality, uniformity, and consumer satisfaction. Mrs. America wants quality!

### Report of Director of Research

(Continued from Page 6)

shapes, hard to pack, have been eliminated within the last three years.)

"The various macaroni shapes are packed in the smallest size carton the macaroni product can fit. The most important shapes fit tight and some others do not. Changes have been made whenever possible to pack sizes which originally were in a larger carton to smaller size carton.

"In selecting the proper size carton consideration had to be given to the fact that size of macaroni varies at the press while being made. Hardness or softness of dough, or cutting attachment set by employe changes the length of cut of macaroni causing finished product to vary in size which in turn changes the space necessary for fill of product.

"It is not practical to pack various weights in order to fill packages which do not fill the entire space. To do this we would have to pack 10 different weights. This would cause much confusion with many prices and consumers would not know what they were buying.

"We now pack all our line in one pound net package and all are one price whether they buy a small size macaroni or a large size macaroni."

Mr. Rossotti (Rossotti Lithographing Company) stated that these manufacturers were unable to change their packages due to their machinery set-up. He stated that these products could be divided into two groups; one representing 60 per cent to 70 per cent of the items and the other the remainder. The largest amount fit snugly in the packages and the balance, due to irregularity in products, could not be made to conform at all times. It was shown that the macaroni industry has eliminated 26 types and sizes of short and long goods and that this was done in cooperation with the WPB to salvage the manganese bronze from which these dies are made. Further elimination of several sizes and shapes is going on.

Mr. Rumberger (Heinz Company, Pittsburgh, Pa.) stated that they use Peters machines for packaging and that they have gone as far as possible in making adjustments. If they are required to go further they will simply have to go out of business so far as dry macaroni products are concerned.

Mr. Rowe discussed with the manufacturers the advisability of declaring on the label the presence of crooks in packages of long cut goods. The manufacturers stated that this could not be done because of the variations in the proportion of crooks to the total number of strands. These are never uniform, could never average more than 50 per cent and in many instances packages would be free from crooks while the label showed their presence.

Mr. Ed. Vermeylen (A. Zerega's Sons, Inc., Brooklyn, N. Y.) gave an explanation of their method of drying their long cut goods. This is the French method which involves the drying in trays rather than on sticks. The product is seldom straight and therefore, usually irregular, offering difficulties in packaging which are not encountered in the packaging of Italian goods dried on sticks. Mr. Vermeylen stated further as follows:

"We have made some rather interesting experiments with the cubic space occupied by elbows made from a new die and elbows made from a die that had been in service several months. In addition to this angle, we had some of the elbows cut a little longer and some a little shorter, so as to show the effect this would have on the cubic space occupied by the product. We have several pounds of each of these samples, and if you would like to have a pound or two of each, with which to conduct tests, we will be glad to send them to you.

"Of course, our measurements may not be exactly according to Hoyle (we did not use the method suggested by the Food and Drugs Division) but we believe they are more or less accurate. We took a container and put in it 8 ozs. of the long cut "new die" elbow and it filled the container 75 per cent. We then put in the same container 8 ozs. of shorter "new die" elbow and it filled the container to only 65 per cent. We then put 8 ozs. of long "older die" elbow and it filled the container 68 per cent and then we put in 8 ozs. of the shorter "older die" elbow, which filled the container only 56 per cent.

"On this basis, if we filled a package or container 100 per cent full with long "new die" elbow, so full that we could not squeeze another elbow into it, the package would be only 81 per cent full if we put the same weight of shorter "older die" elbow in it. You know the difficulty of controlling the thickness of the shell, and by the same token, the difficulty of controlling the length of the elbow, and it occurs to us that these exhibits would help substantiate the claim of the Association for an increase in slack-fill allowance on free flowing goods to 20 per cent as compared to the present 15 per cent basis.

"Please bear in mind that the old die we used is not in any sense of the word a die that is not in actual use today and which is not perfectly satisfactory from the standpoint of cooking. We did not want to take an exceptionally old die because we wanted to make the comparison for our own information and not for the purpose of beclouding the issue.

"We think we are in pretty good shape on all items with the exception of our 8 oz. wax paper lined wrapped packages of macaroni, spaghetti and elbow macaroni. Both the macaroni and spaghetti are filled in such a way

as to comply with the regulations, at least in our estimation, but the elbow macaroni is definitely slack-filled according to the regulations.

"However, we are up against it when it comes to getting packaging equipment for a different size package, although we will positively rectify this situation as soon as packaging machinery is available. To make the change right now would be an almost unsurmountable difficulty, and you know how upsetting it would be to our merchandising plans if we were required to pack an ounce or two extra in this package and sell it at a different price from the rest of the line.

"We specialize in the packing of private label merchandise, and not more than 10 per cent of our output goes out under our own label. Therefore, our problem is vastly more complicated than that of a manufacturer who packs only one brand.

"Beginning in 1941, we changed several packages needing adjustment, samples of which we gave to Mr. Cragin, and which included our 8 oz. and 1 lb. cello window cartons and our 6 oz. Elbow macaroni, et cetera cartons for the Southern territory. The only remaining packages on which we had difficulty were the 8 oz. thin spaghetti and the 8 oz. elbow macaroni in the so-called biscuit package, i.e., the waxed paper lined, wrapped package. At that time we decided to first experiment with the new shape biscuit style packages shipped out of Libertyville, Illinois, for our Chicago office, because fewer brands were involved and if the new size was not satisfactory, the loss would be far less than if we first made the change in Brooklyn. The reason for this was that whereas perhaps only 10 brands were involved in the middle west, over a hundred were involved in Brooklyn.

"Please bear in mind that to make a special size package for elbow macaroni requires special zinc etchings or plates amounting to anywhere from \$150.00 to \$250.00 per brand, so that changing 100 brands would require an expenditure of from \$15,000 to \$20,000 for the plates, without counting another \$15,000 for a new packaging unit to include a forming machine, a closing machine and a wrapping machine.

"By the time this change had been made in the middle west and the brands involved had been printed, et cetera, we were frozen in Brooklyn in respect to new packaging equipment, because of the war and we had no choice but to continue 'as is.'

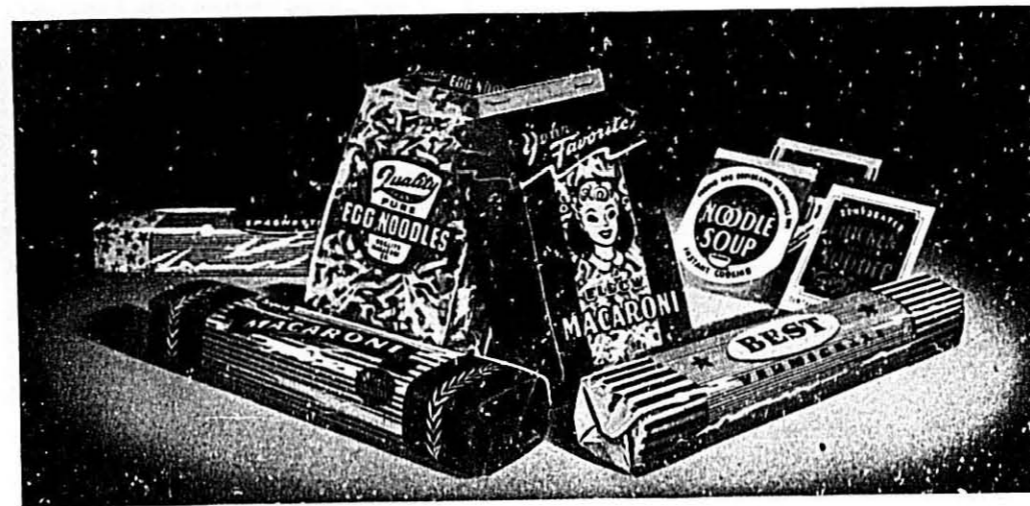
"We are reconciled to the very serious (for us) loss involved in this change, and our Board of Directors has approved the purchase of the necessary equipment as soon as obtainable, but our hands are tied by circumstances beyond our control.

"Our reason for first making the

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## YOU CAN'T BEAT

# Eye Appeal!



To those who would build soundly now for the future, the need for aggressive merchandising effort and planning was never greater. Nor was there ever a time when such effort is so fruitful in establishing reputations and prestige for the years ahead.

The time to plan the new packages you will want in the postwar period is now . . . so that you will be prepared to fight for and win sales when competition returns and the consumer . . . the seller . . . is once again playing the tune.

Printed Cellophane, Pliofilm, Glassine, Aluminum Foil, Coated and Laminated Papers, in all forms including Sheet Wraps, Rolls, Pouches, or Specialty Bags. \* Revelation Bread Wraps, Specialty Folding and Window Cartons, Counter Displays, Simplex Pie and Cake Units.



SALES OFFICES IN: SAN FRANCISCO CHICAGO • NEW YORK PHILADELPHIA • LOS ANGELES BOSTON • ATLANTA • ST. LOUIS MINNEAPOLIS • CLEVELAND CINCINNATI • PITTSBURGH • DALLAS INDIANAPOLIS • GRAND RAPIDS

### Report of Director of Research

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test of the new size in the middle west was because it gave us a chance to test both the factory and consumer reaction to the shape, et cetera, at a minimum expense before we plunged into a \$30,000 or more expenditure in Brooklyn, with the possibility that the size or shape might not be right even then.

"Please bear in mind that our problem is just a hundred times more serious than that of the manufacturer who has only one brand and whose plate expense is a total of only \$150.00 to \$250.00 as compared to our expense of \$15,000 to \$20,000.

"Our hope is that the Department will grant us a moratorium on this 8 oz. elbow macaroni until we can obtain the equipment to make the change, which we undertake to do as soon as permitted.

"In respect to the 8 oz. Filigree Thin Spaghetti complained of, we have no alternative but to discontinue the packing of this item as the sale is so small that it would be simply fantastic to think of making special wrappers for each brand, to say nothing of the cost of special packing machinery.

"To confirm the fact that 'Thin Spaghetti' was a small seller with us, we are leaving with you a 'blank' Filigree wrapper which we formerly imprinted with the words 'thin spaghetti' when we received orders for this product. In other words, there was not enough volume to warrant printing 'thin spaghetti' wrappers even when they were the same size as macaroni and spaghetti.

"We told Mr. Cragin that we had discontinued packing 8 oz. thin spaghetti under private brands, so perhaps it is superfluous to state that it is unfortunate for us and for our customers that a ruling of this type plays right square into the hands of big

business and places a heavy burden on the unadvertised brands distributed by wholesale grocers who cannot offer a full line, simply because their volume is not large enough to warrant special packages for each item."

The subject of slack-filled packages is one which must demand the attention of all macaroni and noodle manufacturers even in these difficult times as the Food and Drugs Administration expects compliance with its rulings and the provisions of the Food and Drugs Act. They claim that there is nothing else left for them to do. They do not intend to quibble about unimportant violations but they are positively against permitting macaroni and noodle products to be packed 40 per cent or 50 per cent filled such as they have recently found on the market.

This subject is of vital importance and will be thoroughly discussed at our convention in New York City on June 15 and 16.

## 14 Alien Patents Available

Macaroni Manufacturers May Obtain License from Government for Use of Seized Patents

Chief Howland H. Sargeant of the Division of Patent Administration, Alien Property Custodian, Washington, D. C., in a personal letter to Secretary M. J. Donna of the National Macaroni Manufacturers Association asks cooperation in making known to interested manufacturers of macaroni, vermicelli and similar type goods, that among the 45,000 patents and patent applications seized by the Alien Property Custodian from our enemies and residents of occupied countries, are fourteen relating to the manufacture of macaroni products.

"We believe that some of these patents may have considerable merit and are therefore calling them to your attention, so that your members may derive some benefit from them. Copies of the patents may be purchased only from the Commissioner of Patents, U. S. Patent Office, Washington, D.C., for 10c each. A complete library of vested patents is available for public inspection in the office of the Alien Property Custodian, Field Building, Chicago.

"Among patents available are: U. S. Patent No. 2,305,309 (Class 34-225), Apparatus for solidifying and drying Alimentary Pastes, issued December 15, 1942, claims that the problems of consolidating and desiccating paste in tiers of long rods are solved by special devices which effect a vertical and mixed ventilation and that waste of material and labor is eliminated. Other patents are on driers, continuous production presses and machines for

the manufacture of Alimentary Pastes. "Many patents are available for licensing on a non-exclusive royalty-free basis for the life of the patents, for a fee of \$15 per patent, payable upon making application for license. Instructions for preparing license applications are available from this office or through the Secretary's Office of the National Macaroni Manufacturers Association, Braidwood, Illinois.

"Will you kindly give these patents and process for obtaining them space in your publication, THE MACARONI JOURNAL? Your cooperation is invited. Interested manufacturers may obtain detailed information either through your office or by writing direct to the

Division of Patent Administration, Alien Property Custodian, Washington 25, D. C."

Here's a list of Vested Patents seized by the Alien Property Custodian, relating to the manufacture of macaroni, vermicelli and similar type goods.

In addition there is available an index of patents vested in the Alien Property Custodian, showing a number of such patents in each Patent Office Class, and a foreword to abstracts of chemical and processing industry patents. Included among these are many relating to food and cereal chemistry which may be of interest to macaroni-noodle makers.

Patent No.	Class and Sub-class	Title of Invention
1,976,280	34-46	Drying Machine
1,674,326	34-223	Drying Apparatus
1,844,152	107-7	Machine for Forming Hanks from Threads of Food Pastes.
1,959,569	107-8	Machine for Automatic Continuous Production of Alimentary Pastes.
1,772,995	107-14	Machine for Making Dough Ware.
1,790,368	107-14	Continuous production press for Alimentary Paste Industry.
2,026,667	107-14	Machine for preparing Paste.
2,242,364	107-14	Machine for Manufacturing Macaroni Automatically.
2,025,705	99-85	Manufacture of Mill Products for Alimentary Purposes and of Paste Goods and Baked Products from such Milled Goods.
2,257,695	107-14	Worm Press for Manufacture of Alimentary Pastes.
1,994,854	107-20	Paste Strips Machine.
1,900,607	107-20	Machine for Feeding Plastic Materials such as Dough through dies or like apertures.
2,073,567	107-30	Automatic Machine for Manufacture of Alimentary Paste.
2,305,309	94-34	Apparatus for Solidifying and Drying Alimentary Pastes.

# Uniformity in Color, in Protein and in Flavor

are the high points of the products found in these brands:

**Duramber**  
Fancy No. 1 Semolina

**Pisa**  
No. 1 Semolina

**Abo**  
Fancy Durum Patent

**Torino**  
Durum Patent

These are milled from the product of the greatest durum area of the United States. High grade durum gives only high quality semolina and flour.

Manufactured by

**Amber Milling Division of**

# FARMERS UNION GRAIN TERMINAL ASSOCIATION

Offices: St. Paul, Minn.

Mills: Rush City, Minn.

## Deferment of Essential Employees

Like thousands of other manufacturers and trade and industrial associations many macaroni and noodle firms have asked the War Production Board for advice and assistance in making requests for the deferments of essential employees, particularly those under 26 years of age. The various steps to be taken by an employer in dealing with Selective Service procedures have been outlined by WPB's Office of Manpower Requirements in the following summary.

### Advice to Employers Regarding Selective Service Procedures

"These procedures, which are outlined below, should be observed by an employer who finds it necessary to request occupational deferment for key employees. It must be emphasized that the War Production Board cannot undertake to assist in urgent cases until all local avenues of relief have been exhausted. It should also be remembered that an occupational deferment is granted by the Selective Service for only one purpose—to allow time to train or obtain a replacement. The status of important cases is weakened if the employer has a record of presenting trivial cases or if the request for deferment of irreplaceable employees is accompanied by requests for consideration of employees whose essentiality is doubtful.

### Bases for Occupational Deferment

"Instructions issued to State Selective Service Directors and Local Boards by the National Selective Service Headquarters specify in considerable detail the types of cases in which the Local Boards must give careful consideration to requests for occupational deferment. The bases for occupational deferment are as follows:

"1. *Essential Occupations.* Selective Service has adopted as a guide to deferment consideration the activities and occupations which have been listed by the War Manpower Commission as essential. The list of essential activities embraces virtually all of the manufacturing industries contributing directly to the war program and a great many activities necessary to the civilian economy. For each of these activities a selected list of essential occupations is specified. Employment in an essential occupation and industry does not lead automatically to draft deferment; it merely establishes a presumption that temporary deferment may be considered while the employer trains or seeks a replacement.

"2. *Critical Occupations.* (Ages 26-37) Certain occupations have been listed by the War Manpower Commission as critical in recognition of the importance of these jobs in war production. To be considered critical, an occupation must be one in which a shortage exists and one of a highly skilled nature, requiring an extensive period of training. Local Boards have been instructed to give special consideration to requests for deferment of men employed in critical occupations in any of the activities classed as essential.

"If the employer feels reasonably certain that an employee, age 26 through 37, who has been classified in 1-A is qualified for and actually engaged in a critical occupation, he may file an affidavit to that effect with the Local Board. (See reference below to procedures for requesting deferment of employees, ages 18 through 25 years.) The case will then be treated in the following manner:

- "1. If the Local Board is satisfied that the registrant is qualified for a critical occupation but is not entitled to deferment on the basis of his present job, the matter must be referred to the local office of the United States Employment Service for investigation.
- "2. After such reference, the Order to Report for Induction will not be issued for 30 days or until the United States Employment Service reports on the case.
- "3. Within the 30-day period, the United States Employment Service office will investigate the registrant's duties and qualifications and may either certify to the Local Board that the man is employed in a critical job or arrange for the transfer of the man to another employer where his qualifications are fully utilized in a critical job.
- "4. If the Local Board receives no notification from the United States Employment Service, it may reclassify the registrant into a class available for service.
- "5. Upon receipt of certification that the registrant is at present employing his highest skills in a critical job, the Local Board will reconsider his classification.

"3. *Contributory Occupations.* In order to reduce turnover and to provide specified periods of deferment for men currently disqualified for any military service or qualified for limited military service only, Selective Service has provided for consideration

for occupational classification for registrants ages 18 and over who by reason of their occupation are making a contribution in war production or in support of the war program.

"At present registrants disqualified for military service by reason of physical disability are placed in Class IV-F. Such registrants may now be classified in Class II-A (F) or II-B (F) if they are 'making a contribution' in support of the war program or in war production. Registrants found qualified for limited service only and currently being placed in Class I-A (L) subject to call at any time when needed, may now be considered for classification in Class II-A (L) or II-B (L) if they are 'making a contribution' in support of the war program or in war production.

"Request for such deferment is made by filing an up-to-date Form 42 or 42A or other evidence of occupational need, regardless of the registrant's age, and noting on the face of the request the words 'Qualified for limited military service only' or 'Disqualified for any military service,' as the case may be. Registrants so deferred thus acquire a greater stability in their employment than if left in a physically deferred classification subject to recall by the Armed Forces at any time.

"4. *Age Factor and Consideration for Fathers.* (a) Registrants 18 through 25. No deferment may be granted on occupational grounds except when recommendation is made in each individual case by the State Director or the Director of Selective Service (see below), whether non-father or father.

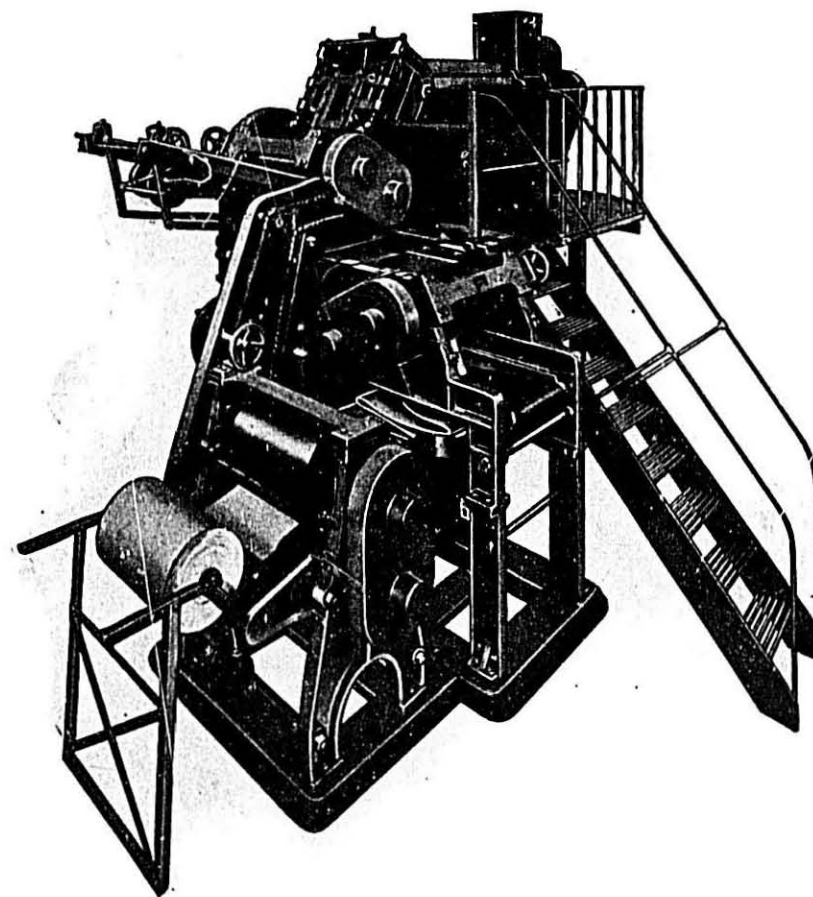
"(b) For registrants ages 26 through 29 the requirements of a 'necessary man' will be strictly applied, although fathers normally will be accorded occupational deferment in preference to nonfathers.

"(c) For registrants ages 30 and over the 'necessary man' requirements will be applied less strictly and fathers will be accorded more liberal consideration for occupational deferment than fathers under 30 and nonfathers, if all other factors are equal.

"5. *Other Occupations in Essential Activities.* Local Boards may grant deferment to unskilled workers in essential activities if it can be demonstrated that the local labor shortage is so acute that serious disruption of war production may be created by the withdrawal of such employees in large numbers.

(Continued on Page 14)

All Manufacturers, Allies and Friends Are Cordially  
Invited to Attend  
Our Cocktail Party and Reception  
Friday Evening (6:30 to 7:30) June 16, 1944  
Immediately Preceding the Annual  
Dinner Dance sponsored by the National Macaroni Manufacturers Association at Hotel New Yorker, New York City  
Honoring  
1st—The 1944 Wartime Conference of the Macaroni-Noodle Industry of America.  
2nd—The 25th or Silver Anniversary of our firm.  
C. SURICO, President  
Clermont Machine Co.



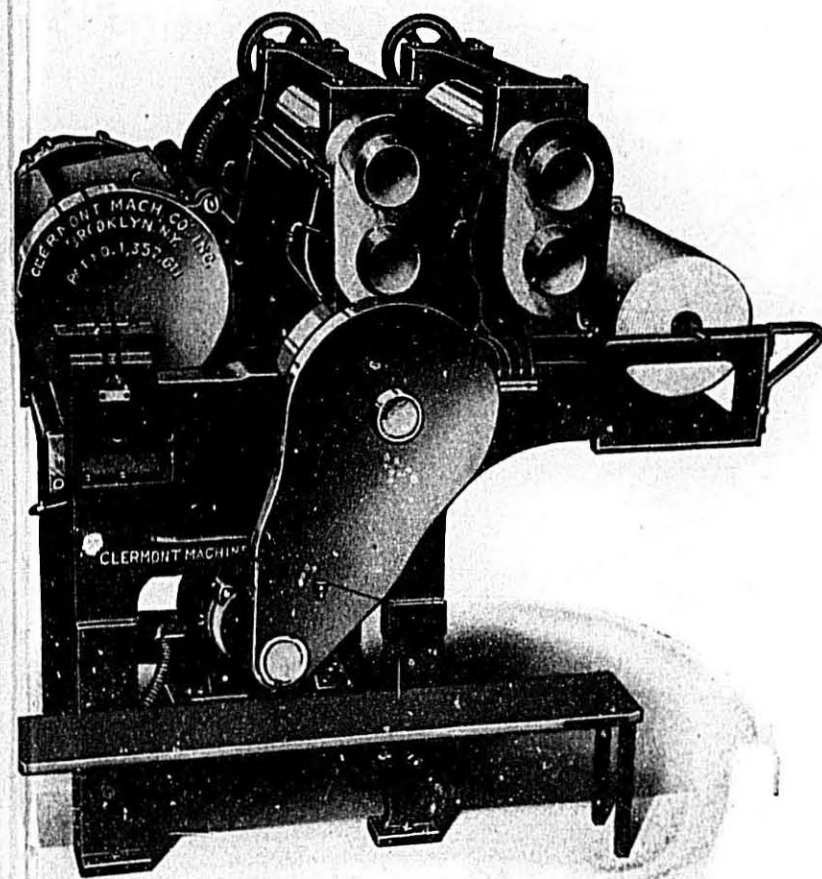
AUTOMATIC SHEET FORMING MACHINE

PRESENTS ITS GREATEST  
THE RAW MATERIAL TO T

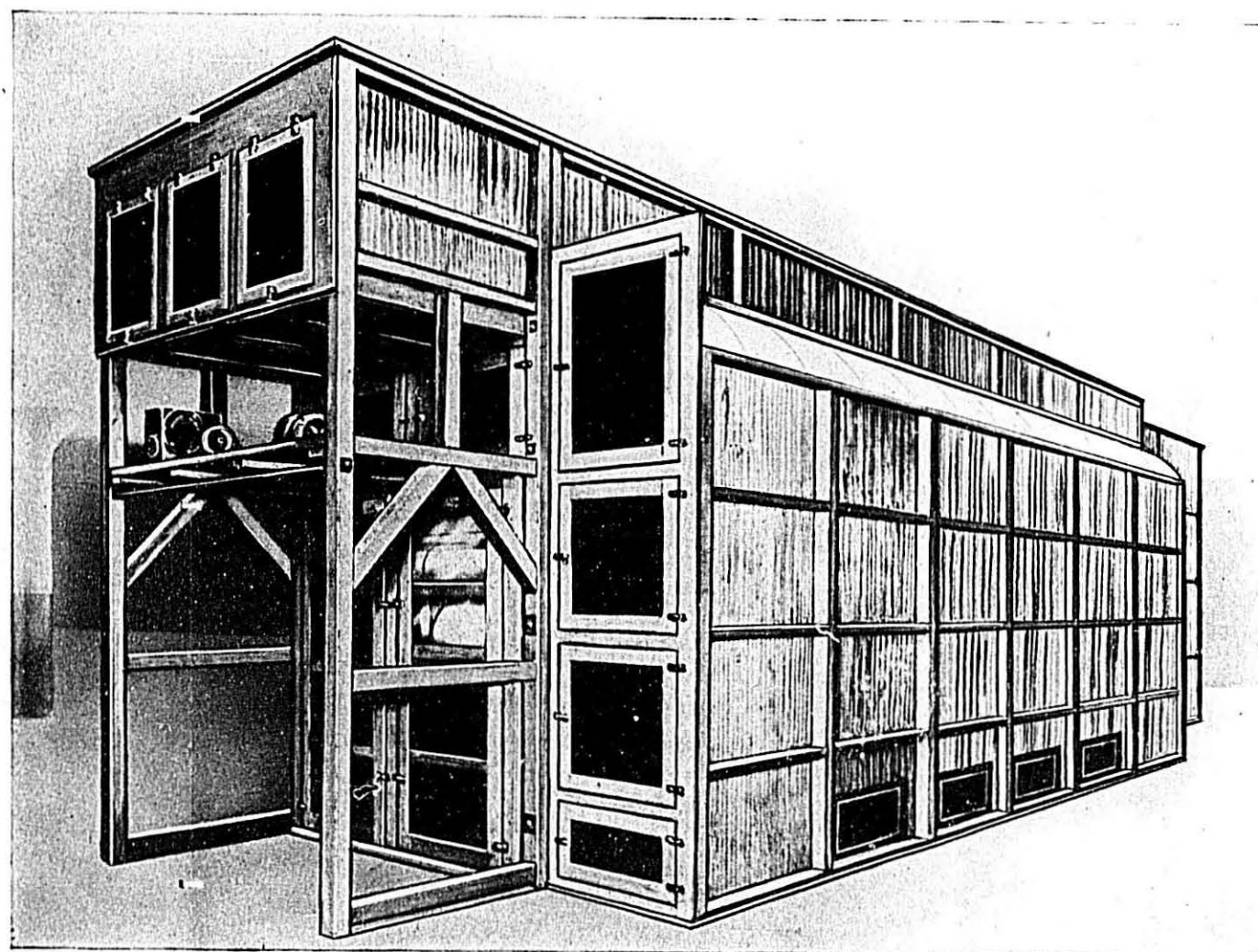


## CLERMONT, CELEBRATING ITS 25th ANNIVERSARY,

ITS GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE MACHINES CONVERTS  
RAW MATERIALS INTO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS AUTOMATIC PROCESS



HIGH-SPEED NOODLE CUTTER



CONTINUOUS AUTOMATIC NOODLE DRYER

Write for detailed information to

**CLERMONT MACHINE COMPANY, INC.**

266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

*We'll be seeing you at our Silver Anniversary Cocktail Party at Hotel New Yorker, New York City—Friday, June 16, from 6:30 to 7:30 p. m., immediately preceding the annual banquet of the National Macaroni Manufacturers Association.*

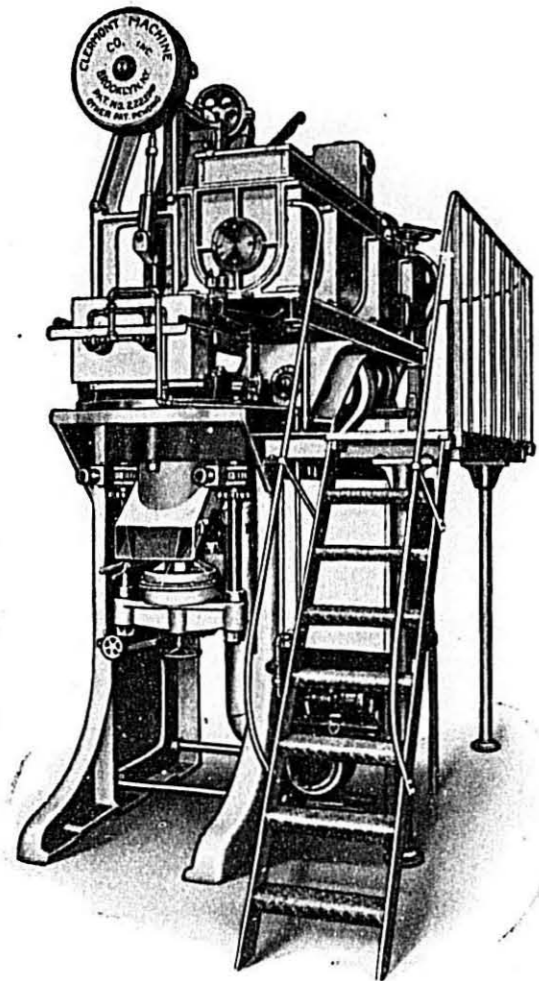
C. SURICO, President  
Clermont Machine Co.

## CLERMONT, CELEBRATING ITS 25

*Presenting the Greatest Contribution  
to the Macaroni Industry*

### CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

*For Far Superior Macaroni Products*



Ingeniously Designed

Accurately Built

Simple and Efficient in  
Operation

Production—1200 pounds  
per hour

Suitable for long and short  
cut goods

Brand new revolutionary  
method

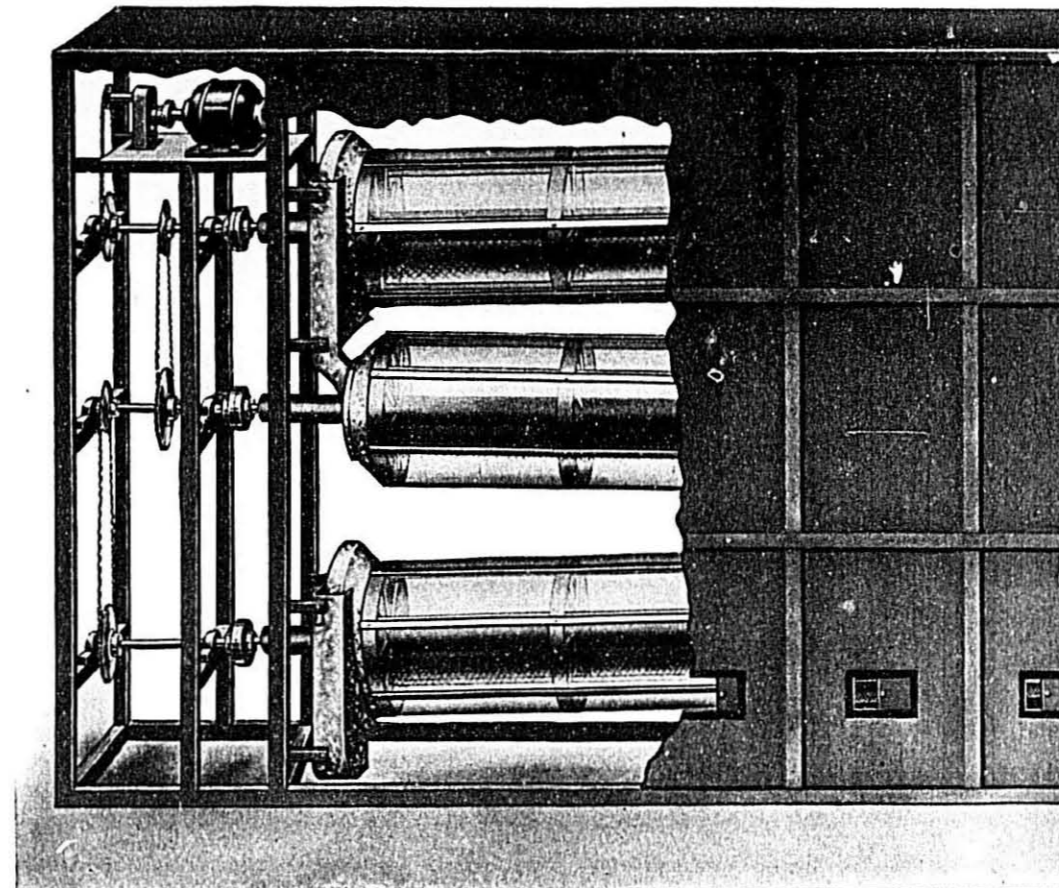
Has no cylinder, no pis-  
ton, no screw, no worm.

Equipped with rollers, the  
dough is worked out in  
thin sheet to a maximum  
density producing a prod-  
uct of strong, smooth, bril-  
liant, yellow color, uni-  
form in shape, free from  
specks and white streaks.

### INTRODUCING THE

FOR SHORT CUT NOODLES AND SMALL SOUP PASTE

CONTINUOUS IN OPER  
COMPLETE DRYING PROC  
CAPACITY—MADE IN SIZES FROM



## CLERMONT MACHINE COMPANY INC.

266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

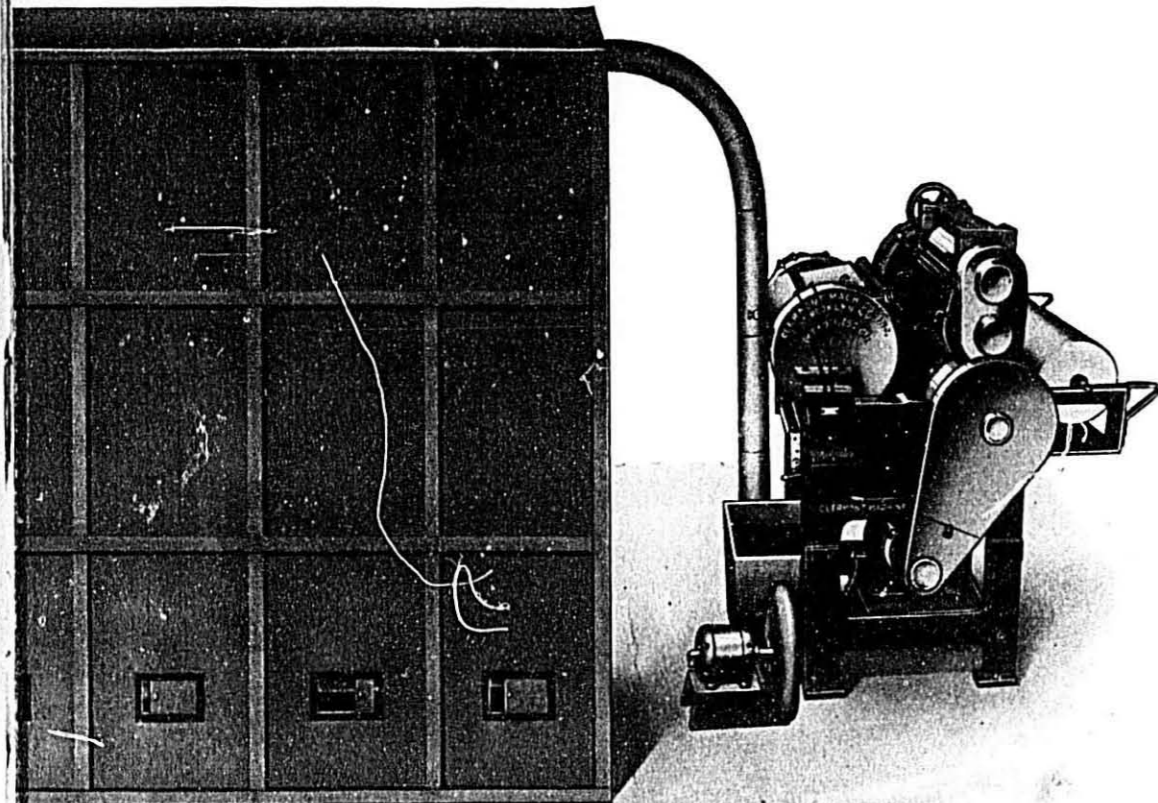
## THE TUMBLER DRYER

S, SUCH AS ALPHABETS, PASTINE AND SIMILAR PRODUCTS

ATION—FULLY AUTOMATIC

CESS—FROM 1½ TO 2 HOURS

M 500 TO 1000 POUNDS PER HOUR



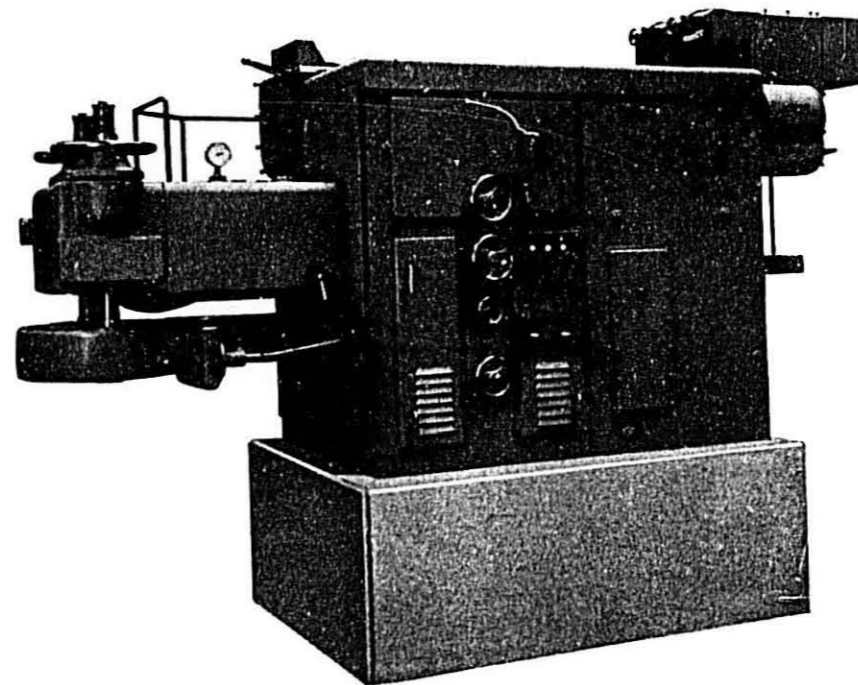
June, 1944

THE MACARONI JOURNAL

13

## THE MODERN PRESS FOR THE MODERN PLANT

MACARONI—SPAGHETTI—NOODLES—SOUP PACKAGE GOODS, ETC.



### Continuous Paste Goods Press

Type TPJ

For Long Goods  
For Short Goods  
Fully Automatic

—  
1000 Pounds  
Capacity  
Per Hour

1860



1944

Thorough Mixing  
All Working Parts  
Completely Enclosed

—  
Ask for  
Literature  
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## BUHLER BROTHERS

INCORPORATED

NEW YORK

OFFICE:  
60 BEAVER STREET  
NEW YORK 4, N. Y.

ASSEMBLY PLANT  
611 WEST 43RD STREET  
NEW YORK 18, N. Y.

### Deferment of Essential Employes

(Continued from Page 12)

#### Special Procedures Affecting Registrants Under 26 Years Of Age

"Selective Service policy prohibits the deferment of young men 18 through 25 years of age, on occupational grounds, except when their necessity and irreplaceability is certified as to each individual by the State Director of Selective Service. The State Director's certification will be given only on presentation of irrefutable evidence of the irreplaceability of the registrant in an activity considered highly critical to the prosecution of the war.

"Advice regarding the filing of Forms 42A Special may be obtained from the War Production Board District Managers. The WPB District Manager will not endorse requests for the deferment of registrants under 22 years of age. Any employer whose operations are closely connected with a major war production program and whose production will be seriously curtailed if key employes under 26 are withdrawn should consult his WPB District Manager.

#### Local Board Procedures

"1. *Requests for Deferment.* The employer who wishes to request occupational deferment for an employe should file an Affidavit—Occupational Classification. In the case of men, 26 years of age and over, use the Selective Service Form 42A, which is filed with the Local Board.

"In completing these affidavits, the employer should set forth the exact nature of the employe's duty; the company's efforts to train replacements; the degree of training, skill, and experience required; and efforts made to obtain acceptable substitutes or trainees, through the U. S. Employment Service and other employment agencies. The employer should supply evidence that every other man in the plant has been upgraded to the fullest possible extent and cannot be used on the job in question, and that it is impossible to break down the duties of the job so that less skilled workers could take over.

"These forms may be accompanied by references to any official releases or regulations, such as the list of essential activities, the list of critical occupations, and endorsements by a regional War Manpower Commission Director which would validate the company's claim to essentiality.

"After the employer has filed the affidavit he is entitled to notice of the subsequent classification action taken by the Board.

"2. *Appeals.* If the request for occupational deferment is denied and the employer is notified that the employe has been retained in Class 1-A, the employer may file an appeal within 10 days after the date of the notice. Any registrant is entitled to request personal hearing if he so desires and if it is felt that the written evidence before the board may not be complete. If the Local Board then reclassifies the registrant out of Class 1-A, the appeal is automatically dropped.

"The appeal is filed with the Local Board. The employer should consult the Board regarding the forms and procedures to be used.

"Attached to each Local Board is a government Appeal Agent whose duties are to appeal from any classification of the Local Board which, in his opinion, should be reviewed by the Board of Appeal, and to suggest to the Local Board a reopening of any case where the interests of justice require. It may be helpful for employers to consult the Appeal Agent in preparing an appeal.

"In the event the Appeal Board affirms the Local Board decision and the employer is convinced that grounds exist for further consideration, the case may be brought to the State Director of the Selective Service by the employer with a request for review to determine whether the case should be reopened by the Local Board for reconsideration, or whether appeal to the President by the State Director is warranted. Occupational advisers attached to each State Director's headquarters are available to review occupational cases and advise registrants and employers of their rights as well as their responsibilities.

"In the event the State Director declines either to request the Local Board to reconsider or to take a Presidential appeal and the employer has reason to believe the case has not received thorough consideration by the Local and State Selective Service Agencies, then he may send the case to the Director of Selective Service, Major General Lewis B. Hershey, 21st and C Streets, Northwest, Washington, D. C., with a request for review. If the assistance of the War Production Board is desired, a copy of the material in the case should be sent to the appropriate Industry Division or to the Office of Manpower Requirements. In all such cases, prompt action is necessary and the following information must be supplied:

- "(1) Employee's Selective Service classification, date of such classification, previous occupational classification, if any, age and marital status.
- "(2) Date of appeal and the vote, split or unanimous, of the Appeal Board.

"(3) Employee's occupation and detailed description of his duties, including skills and previous training.

"(4) The date of induction, if order to report has been issued.

"(5) The date of referral to the State Director and the date of his decision.

"(6) Complete explanation of employer's effort to train, upgrade, or obtain a replacement. It is the employer's responsibility to exhaust every possible effort to replace men liable for military service under the law.

"It is important to remember that the mere fact that an employer has made his request to the State or National Director for reconsideration or for Presidential appeal does not in itself stay induction. It is therefore necessary to keep in contact with the State Director to insure that no undue delays occur.

#### Replacement Schedules

"A Replacement Schedule is a reciprocal agreement between Selective Service and the employer that workers will be released at a stipulated rate intended to enable the company to effect replacements without a serious dislocation of its operations. Use of the Replacement Schedule is voluntary, but only those firms whose activities are essential to the war effort may participate. The State Headquarters Occupational Advisory Staff should be consulted to determine whether the Replacement Schedule Plan can be applied to the employer's activity.

"The Replacement Schedule consists of three parts:

- "(1) The Replacement Summary (Form 318), which lists the jobs within each plant, showing for each the total number of workers, both male and female, and an analysis of the availability of male workers for service in the armed forces.
- "(2) The Replacement List (Form 319), which shows the individuals by name who are to be released to the draft and the month or period, at the end of which they are scheduled for release.
- "(3) The Replacement Schedule title sheet (Form 320), which summarizes the number of workers by age groups and indicates the number of releases by months.

"Detailed instructions for the preparation and filing of Replacement Schedules are contained in Local Board Memorandum No. 158. Copies

(Continued on Page 18)

## "I Know a Thing or Two About Macaroni!"



I see macaroni growing "in the raw" on my farm in North Dakota. I've turned out a lot of mighty fine durum wheat during the past 15 years or so. Now, I'm no macaroni expert, but being a Durum grower, I think I can tell good macaroni when I see and taste it. The better color and flavor that comes from using a high quality durum shows up in the macaroni every time.

I pride myself on knowing and raising good wheat. Year after year, I've been told the King Midas folks buy the very best quality durum in the territory. From what I know they're mighty fussy about the color of the durum they buy—and that's why I swell up like a pouter pidgeon when I find out they've bought mine. Sure hope my crop this year meets King Midas standards, too.

#### Best Wishes for a Successful Convention



# SEMOLINA

..... Seal small and large cartons .....  
 in small or large quantities - **ECONOMICALLY**

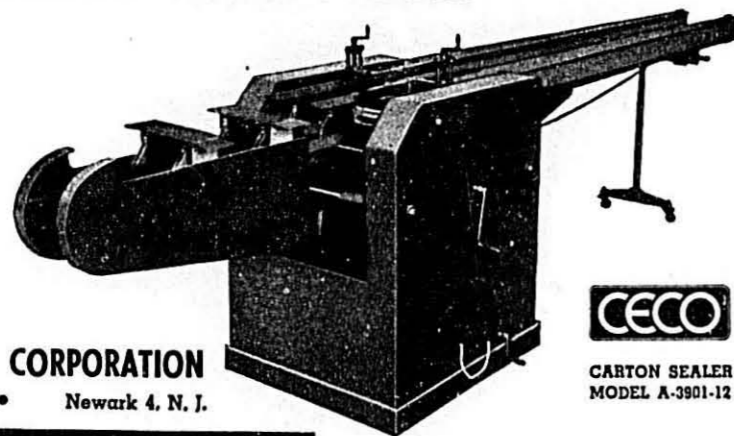
The smallest manufacturer can enjoy the same benefits of mechanical carton sealing as the large concern, with a CECO Adjustable Carton Sealer. This machine is instantly adjustable, without special tools, for any size package. It is so simple in construction and operation that even an unskilled operator can maintain it. Let us send you facts and figures which show what a CECO Adjustable Carton Sealer can do for you.



### ADJUSTABLE CARTON SEALER

#### Features--

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes better-looking cartons




CARTON SEALER  
MODEL A-3901-12

#### CONTAINER EQUIPMENT CORPORATION

210 Riverside Avenue • Newark 4, N. J.

## Chicagoans are Guinea Pigs in Tests to Find Postwar Food Tastes

Agriculture Department Studies Reactions of 450 Families as to Price and Palatability

*Macaroni-Noodle Products Are Not Included in the Survey*

Some 450 Chicago families are acting as guinea pigs for the Department of Agriculture in a series of tests on America's probable food tastes in the postwar period.

The Department is collecting material for a planning guide for the food processing industry. Taste, price, quality reaction, and probable postwar demand of the Chicago consumers will be studied. Dehydrated food tests already have been completed, but results have not yet been tabulated. Still to come are surveys on frozen and canned foods. The entire study will be completed in about a month, according to the Washington Bureau of *The Wall Street Journal*.

The Department's food experts expect the survey will show that consumers generally prefer to buy foods fresh when they are in season, because they are cheaper than processed foods. However, they see increasing competition for the canning industry from frozen foods processors. Many con-

sumers will be willing to pay higher prices for frozen foods, they think, because of the latter's higher palatability and nutritional value.

The value of an educational program to promote more widespread use of dehydrated foods in the postwar years will also be tested. Present prospects are, say Department spokesmen, that U. S. consumer demand will not replace present large purchases for lend lease. Disposal of dehydration plants is expected to be a difficult problem, since they are not easily convertible to other uses. The dehydrated food survey at present suggests that the principal objection of housewives to this type of food is the necessity of soaking it from 20 minutes to an hour before cooking.

Officials foresee, however, some institutional demand for dehydrated potatoes, particularly where peeling is a problem. They also look for housewives to accept dehydrated onions be-

cause of the distasteful process of peeling the fresh vegetable.

Demand for canned tomatoes will remain high, marketing experts predict, because prices generally remain higher for fresh than canned tomatoes throughout the year. They also point out that the vitamin content of canned tomatoes is higher than that of the hot-house product, because the canned tomatoes usually are vine ripened in the sun before processing.

The material gathered from the 450-family Chicago sampling will be made available to the food trade for planning its postwar market development.

The Agriculture Department, through its agents, is furnishing the "guinea pig families" with free samples of the products being tested, along with instructions for preparation. In some cases, demonstrations are held.

Housewives are asked to furnish the following information: Difficulties in preparation; general willingness to prepare such products; specific objections in terms of low vitamin content, time, trouble and palatability; specific objections by other members of the family; reactions of children, old persons and heavy workers, and at a stated price, how much of this product would be purchased for the family.

**Did You Buy  
That Extra Bond?**

Welcomes the **NATIONAL MACARONI MANUFACTURERS ASS'N.**



Manhattan takes this opportunity to extend greetings to the convening members and guests of the National Macaroni Manufacturers Association. For this year's meeting, with so many vitally important issues up for consideration, we of Manhattan will gather with you in friendly force. Our executive, technical and service staffs will be on hand to exchange ideas on Adhesives... to offer suggestions—and to help whenever possible in solving some of the tough packaging problems that are sure to arise. Your visit, therefore, to Manhattan's meeting room headquarters in the Hotel New Yorker, N. Y. C., is cordially invited. The dates, as you know, are June 15th and June 16th.



**MANHATTAN PASTE & GLUE CO. INC.**  
*Lion Brand Adhesives*

Chicago  
 Philadelphia  
 Rochester  
 St. Louis  
 Columbus, O.

125 GREENPOST AVENUE, BROOKLYN, N. Y.

### New Sales Manager

V. Viviano & Bros. Macaroni Manufacturing Co. St. Louis, Mo., announces the appointment of Harry G. Kline to have complete charge of its sales organization. The firm is one of the oldest in St. Louis and enjoys a large business in the Mississippi valley.

The new sales manager assumed his duties early last month. He is planning to represent his firm at the 1944 conference of the macaroni industry to become acquainted with representatives of other firms.

Mr. Kline is well known in the St. Louis area having been connected with the food distribution field as a broker and organization official for years. He served as Secretary of the St. Louis Association of Manufacturers Representatives in 1935 and 1936, became its president in 1937 and a member of the Board in 1938.

In 1939 he served as Secretary of the Jobbing Salesmen's Association; also Secretary of the St. Louis Grocery Trade Council. He was appointed as chairman of the Speakers Committee of the latter organization in 1940.

then Secretary of the St. Louis Food Brokers' Association in 1941, at the same time serving on the Department of Agriculture's Surplus Food Committee, leaving his position as District Food Rationing Officer of OPA in the St. Louis area to take over his position as salesmanager for the macaroni firm.

### In Brooklyn

Frank Voilleo, flour broker, announces the removal of his office to 532 Sixty-fifth Street, Brooklyn 20, N. Y., on April 10, 1944. Prior to that date he had offices at Beaver Street, New York City.

### Deferment of Essential Employees

(Continued from Page 14)

may be obtained by writing State Selective Service Headquarters.

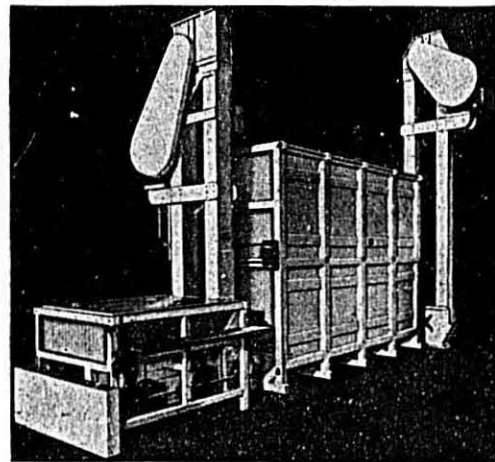
"Employers dealing with Labor-Management Committees will probably find it helpful to call upon the Committee for advice and assistance in the preparation of Replacement Schedules. While the State Selective Service Director is not required to give weight to the Committee recommendations, he will, no doubt, be favorably disposed toward those schedules in which it is evident that each case has received such careful consideration.

"The Replacement Schedule, even though approved by the State Director of Selective Service, does not deprive the Local Board of the authority, subject to the usual right of appeal, to grant or reject requests for occupational deferment. Certified affidavits (Form 42A), bearing the proper State Acceptance Number are, however, expected to be recognized by the Local Boards as evidence that the employer is attempting to release his employees in a systematic manner in accordance with Selective Service principles.

"If an employe for whom a request for deferment is being made receives an order to report for induction during the period when a replacement schedule is under consideration by the State Director, the following steps should be taken:

"(1) The registrant's Local Board should be notified by phone or telegram that a replacement schedule is pending and asked to suspend action until the State Director has acted on the schedule.

"(2) The State Director should be notified of the necessity for speedy action. If the State Director does not approve the entire schedule, he may be asked to intervene in behalf of the individual employe."



THIS CHAMPION FLOUR OUTFIT and SEMOLINA BLENDER illustrates one of the Champion modern, automatic and profit-making units—saves time, labor, flour and dies.

—after the last shot has been fired

# CHAMPION AUTOMATIC EQUIPMENT

with latest improvements, will enable you to introduce new economies and standards of produc-

tion that assure better profits and higher quality. Our Engineers will cooperate with you in

the solution of your Postwar modernization

problems. No obligation.

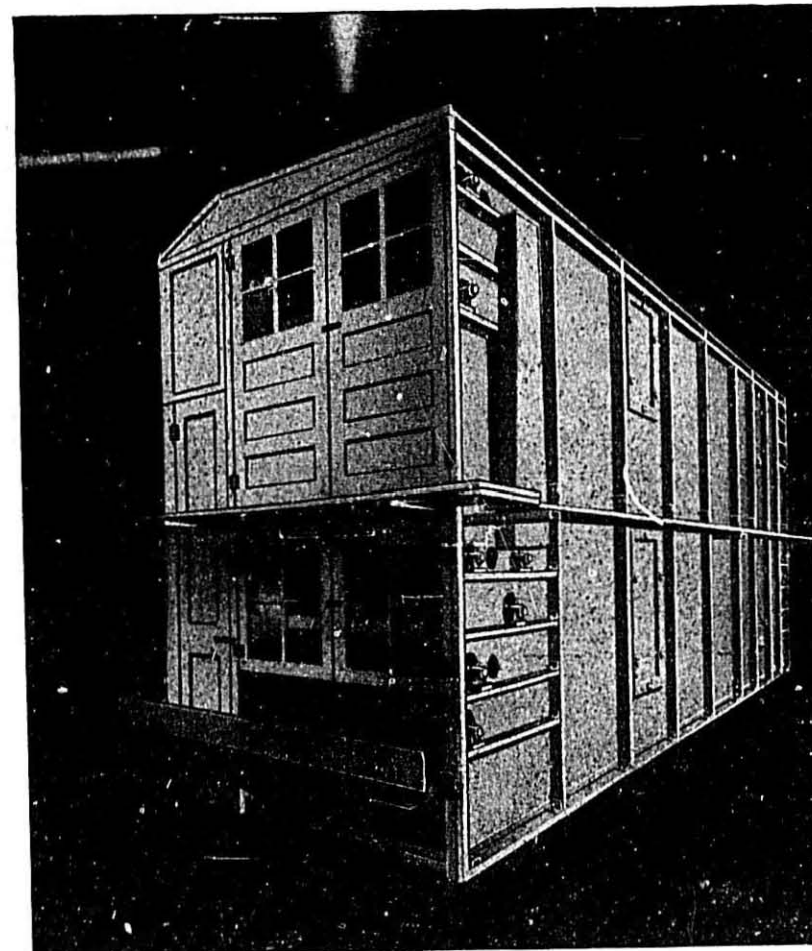
**CHAMPION MACHINERY CO.**  
JOLIET ILLINOIS (Established 1888)

Manufacturers of Flour Outfits, Semolina Blenders, Mixers, Weighing Hoppers, Water Meters, for Macaroni and Noodle Producers.

★ SPEED VICTORY ★ BUY MORE U. S. WAR BONDS ★

NOTE: We carry a complete line of replacement parts to maintain your present CHAMPIONS in A-1 working condition. Prompt Shipment.

## Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

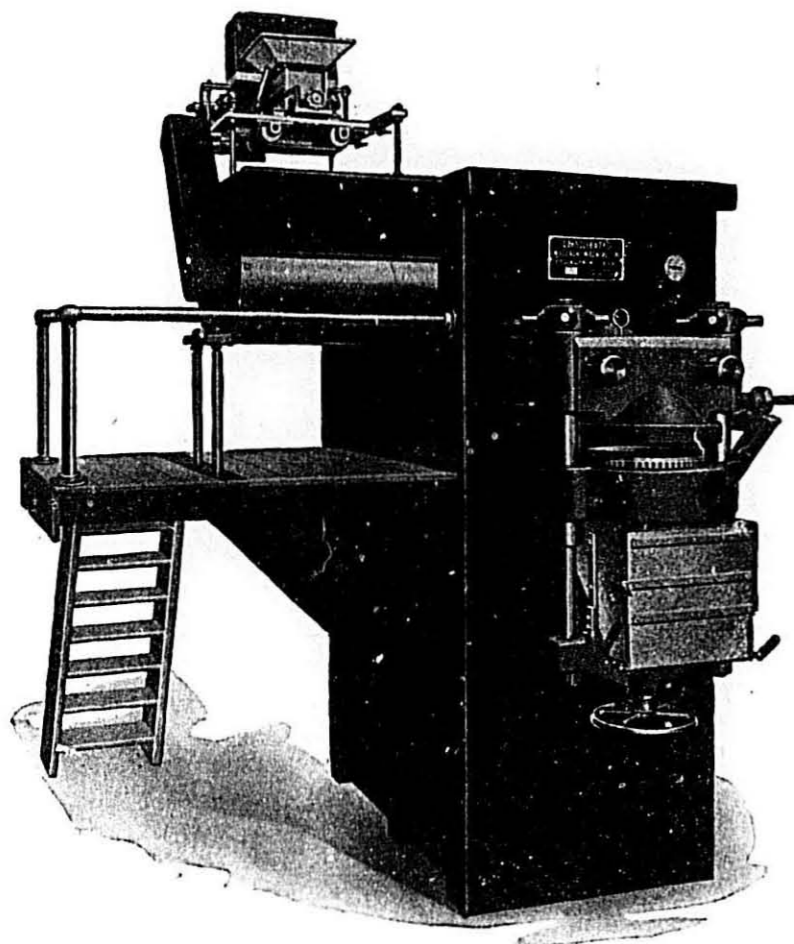
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE**

In addition to our Automatic Continuous Press for Long Pastes, we also manufacture a Continuous Press for the production of Short Pastes of all types and sizes.

The raw material and water is automatically fed by the blending device into the Mixer and no handling or attention is necessary as all operations are automatic and continuous.

Guaranteed production of not less than 1,000 pounds per hour. Finished goods uniform in length. It is sanitary and hygienic as the product is untouched by human hands.

This press is not an experiment. Already in operation in the plants of well-known manufacturers.

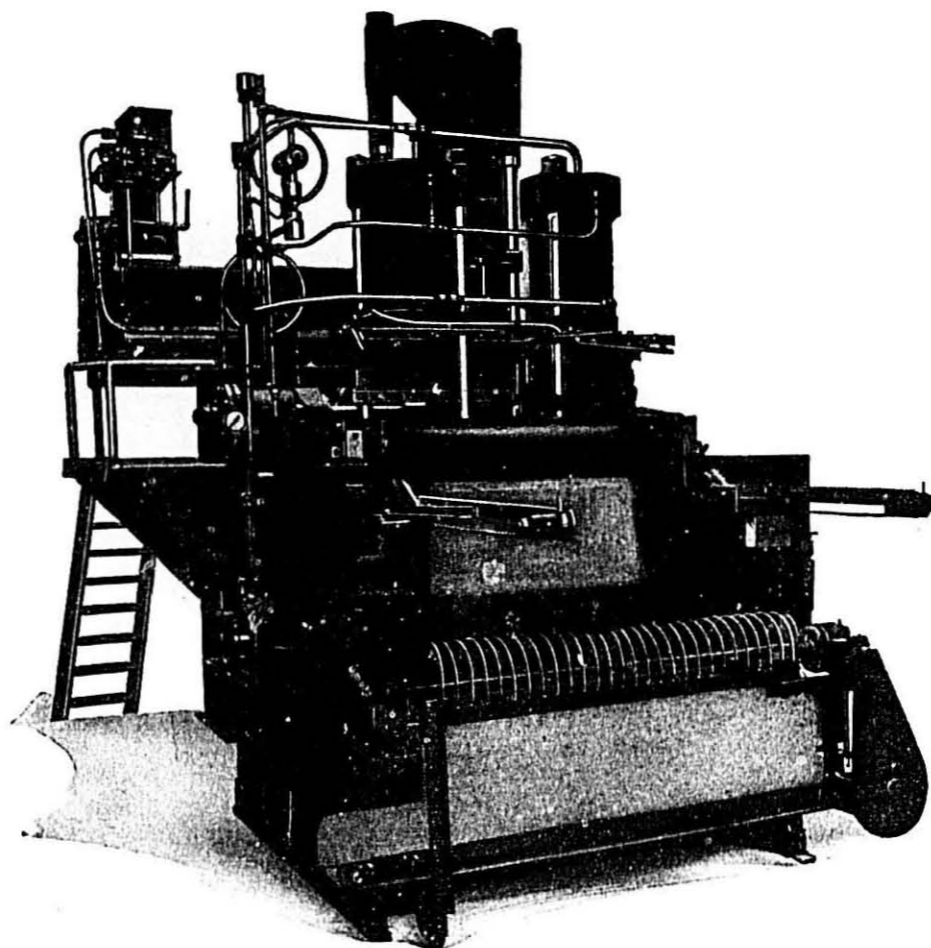
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

Due to Government Regulations, we are restricted in the construction of these machines for the duration, but same can be furnished with the proper priority.

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

Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**THE ULTIMATE PRESS.**

*From Bins to Sticks Without Handling*

The machine above shown is the only continuous press in the world which has a positive spreading attachment and is fully automatic in every respect.

Do not confuse this press with those being offered by several competitors. It is the only continuous press that is guaranteed to automatically spread macaroni, spaghetti or any form of long paste as soon as the machine is installed. No experiments necessary after installation.

In offering this machine to the trade, Consolidated adheres strictly to its policy of offering only equipment that has been

tried and proven in every particular. The purchaser is therefore assured that the machine will fulfill each and every claim as soon as it is put into operation.

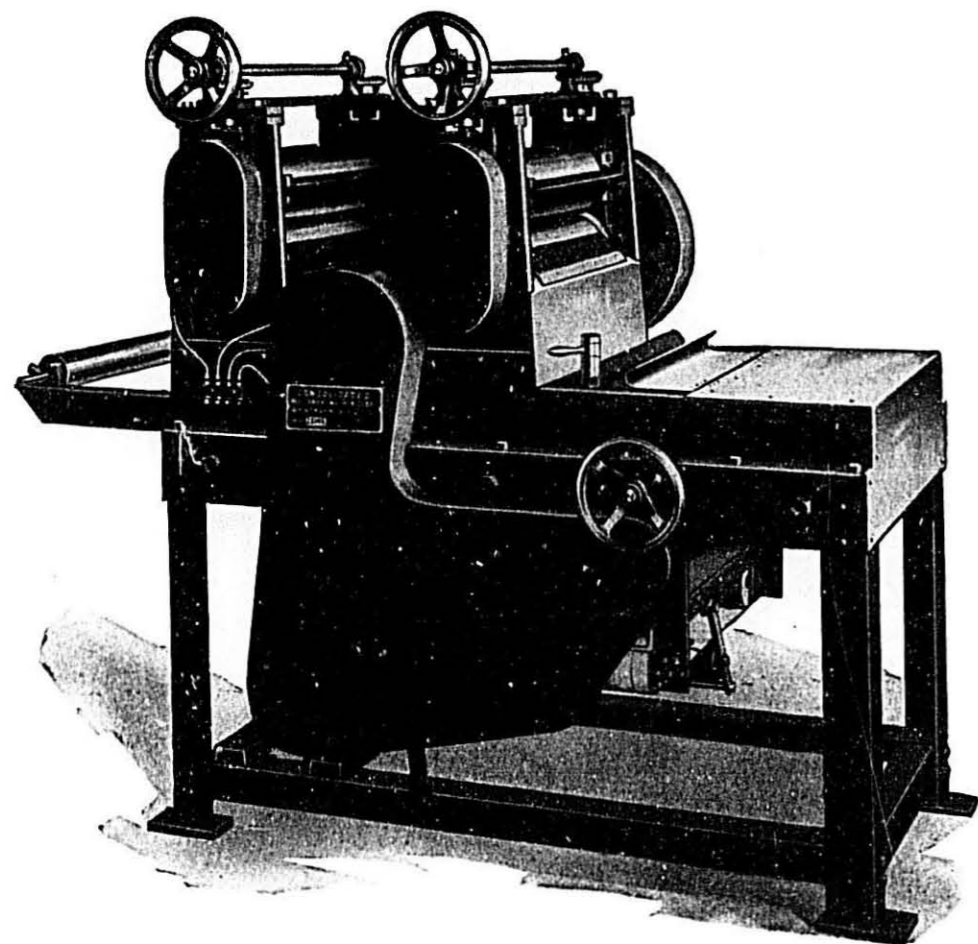
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct hydraulic pressure. Production from 900 to 1,000 pounds per hour. Recommended where long, continuous runs are required.

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.



**GANGED NOODLE CUTTER**  
*Double Calibrating Brake*

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

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

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

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

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

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

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

*Write for Particulars and Prices*

# Research



The Staley Chemical Research Building at Staley's main plant.

### How Soy Flour is Used in the Paste Goods Field

Spaghetti, macaroni and other paste goods, enriched with Staley's Soy Flour, have proved definitely successful. Richer in flavor, more satisfying, richer in body-building protein! Take advantage of the variety and product improvement offered by this amazing new ingredient. Write for full information today.

Soy flour has a wide range of uses in the food field. It is one of the world's richest—and most economical—sources of high-quality protein. In addition, it improves the taste, color, texture, and moisture retention properties of many kinds of food products.

The Staley Company has pioneered in soy flour experimentation, development, and research. It is the only company with a 22-year background of experience in the production of soybean products for the food trades.

There may be places in your formularies where soy flour could be effecting direct economies and improvements. It is our first interest to help you discover them. Our service men are equipped with knowledge and experience to discuss the advantages that soy flour can offer to users in your field. Your inquiries are invited.



A. E. Staley Mfg. Co.,  
Decatur, Ill.

Please send me your latest scientific findings regarding the uses of soy flour in the Paste Goods field, with special reference to .....

Name .....

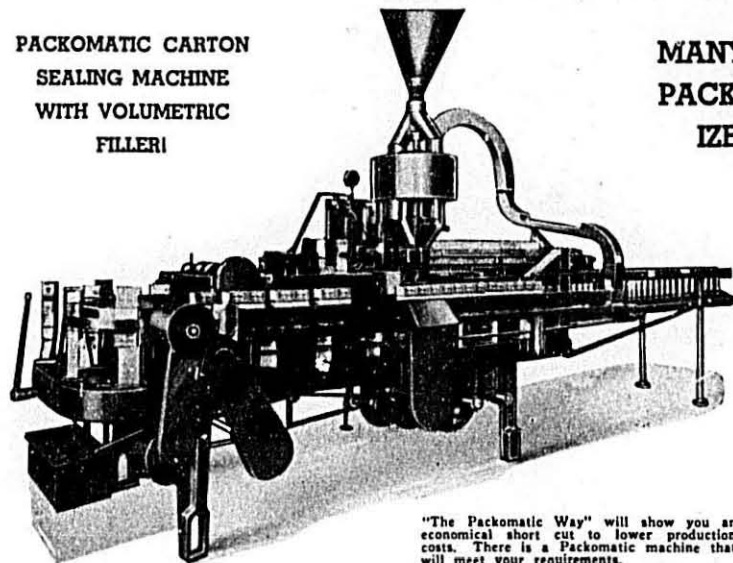
Address .....

City .....

State .....



**PACKOMATIC CARTON  
SEALING MACHINE  
WITH VOLUMETRIC  
FILLER**



"The Packomatic Way" will show you an economical short cut to lower production costs. There is a Packomatic machine that will meet your requirements.

**MANY LEADING MACARONI  
PACKERS HAVE STANDARD-  
IZED ON PACKOMATIC**

Many special new features have been developed in Packomatic Carton Filling and Sealing Machines to meet fast-moving War Food Production demands.

This machine is equipped with an Automatic Volumetric Filler, fills two cartons simultaneously. Or it may be equipped with an Automatic Multiple Bucket Scale for handling other types of products. Both bottom and top cartons sealed on the same unit. A compact floor space saving machine.

Brand new effective, smooth-running principles are used in operation of the Automatic Carton Feed synchronized with the Carton Sealer. No operator is required except to replenish carton supply magazine when necessary.

With the exception of carton feed, it is convertible for a wide range of carton sizes. Operates at speed of 60 or more per minute.

We can only supply equipment to essential industries who can furnish suitable priority. We are now accepting orders for postwar deliveries.

**PACKOMATIC  
PACKAGING MACHINERY**  
J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED IN ALL PRINCIPAL CITIES

**OTHER PACKOMATIC MACHINES**

Carton Sealing Machines  
Case Sealing Machines  
Case Printing Machines  
Net Weight Scales  
Volumetric Fillers  
Auger Packers  
Dating Machines

Serial Numberers  
Paper Can Tube Gluers  
Paper Can Shrinkers  
Paper Can Tube Cutters  
Paper Can Labelers  
And many others

**Suggest Government Survey on Cheese  
for Macaroni Products Dishes**

*Cheddar Not Suitable Substitute for Hard, Italian-Style  
Cheeses as Condiment for This Fine Wheat Food*

Mr. Erole Locatelli, chief Executive of Locatelli, Inc., one of the country's leading authorities on Italian-style grated cheese, has suggested to the Special Commodity Branch of the U. S. Department of Agriculture that now is the opportune time for making a survey to find out if in these days of scarcity and rationing, the consumption of other foods that require cheeses for flavoring might not be enhanced by more liberal regulations based on the findings of such a survey.

The suggestion is of special interest to macaroni manufacturers who find that rationing of cheese has seriously affected the consumption of macaroni, spaghetti and egg noodles. As Mr. Locatelli presents strong arguments in his own, rather individual, but effective style, his letter is reproduced in full herewith, because of the facts contained and the manner in which they are presented.

Mr. H. H. Shively,  
Special Commodity Branch,  
Department of Agriculture,  
South Building, Room 1223,  
Washington, D. C.

Dear Sir:

We understand that it is a function of your Department to investigate the merits and the usefulness of various food products in relation to their contribution to the war effort.

We also understand, in connection therewith, that you welcome the views expressed by people engaged in the food products line.

We have been in the cheese line for the last fifty years, both as domestic producers and importers, Italian-style hard grating cheese is the main item handled by us. May we be kindly permitted to submit our views on these special types of cheese and their contribution to the war effort?

The Italian style hard grating cheese of domestic production and imported from Argentina are:

Romano  
Sardo  
Reggiano-Parmesan  
Shrinz

All are derived from cow's milk under a more or less identical manufacturing process. In order that the cheese acquire the granular texture suitable for grating and develop its peculiar flavoring properties, an

April 6, 1944

extended period of seasoning and curing is required.

These types of cheese should not be considered as table cheese, since their consumption, as such, is negligible. Their main "raison d'être" is as condiment in the preparation of other foods, which are nourishing, palatable as well as economical.

Spaghetti and macaroni constitute almost the main daily meal for a large portion of our population. In its preparation, grating cheese is required by the most popular recipes.

We quote the characteristics and the food value prerogatives of Reggiano-Parmesan cheese (those of the other varieties: Romano, Sardo, Shrinz being similar) as enumerated by Prof. G. Fascetti, Director of the Dairy Institute in Italy, and a recognized authority in the field of dietetics:

"1. A highly strengthening and substantial food.

"2. A body builder, 93 per cent of the quantity eaten being assimilated by the human organism.

"3. Rich, not only in protein and fatty substances, but also in phosphorous and lime salts. It restores simultaneously the fibrous, nervous and bone tissues of fatigued organs.

"4. The right proportions in which protein, fat and mineral substances are associated make it an ideal food for those called to make great physical and mental exertions.

(Continued on Page 26)

**ITALIAN STYLE  
GRATING CHEESE**

**Their Food Values and Prerogatives**

(By Professor G. Fascetti, Director of Italy's Dairy Institute)



1. A highly strengthening substantial food.

2. A body builder—93% of quantity eaten being assimilated by the human organism.

3. Rich in protein, fatty substances, phosphorous and lime salts.

4. Ideal food for those called to make great physical and mental exertions.

5. ONE THIRD of one ounce, with an equal quantity of butter make an ideal condiment for a spaghetti or macaroni meal.

6. Such quantity of condiment supply the human body with calories equivalent to those developed by:

1½ EGGS, or  
3½ OUNCES  
of Veal.

**CONCORD CHEESE CORPORATION**

Fond Du Lac - (Wisconsin)

Manufacturers of the

**"C. C. C. Concord" Romano Cheese**

The Leading Brand

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

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**  
Minneapolis, Minnesota

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



"5. ONE-THIRD of one ounce of grated Reggiano cheese with an equal quantity of melted butter makes an ideal condiment for a dish of spaghetti, macaroni, ravioli, soup, etc. Such quantity of condiment will supply the human body with calories equivalent to those developed by 1½ eggs, or 3½ ounces of veal."

One generous meal consisting of ¼ lb. of spaghetti or macaroni, ½ ounce of genuine grating cheese and an equal quantity of butter or oleomargarine can be prepared for as little as 5 to 6 cents on the basis of prevailing retail prices.

What more economical and equally wholesome, appetizing and nourishing meal can be had for a cost of about 5 to 6 cents?

According to a recent report of the National Macaroni Manufacturers Association, the annual domestic production of spaghetti, macaroni and noodles is around 750 million pounds. Assuming that 50 per cent of it is spaghetti—the most popular member of the alimentary paste family—and requires grated cheese as an indispensable condiment, we would have 1,500,000,000 spaghetti meals or some 12 meals per capita. The cheese required as condiment would be 4 ounces per capita or a total of 30 million pounds.

Especially in these times of scarcity and rationing, where is another product that, in combination with spaghetti (and wheat is so plentiful), can substitute a meal offering so many advantages?

Evidently these facts must not have escaped the attention of the War Food Board, for all the Italian-style hard grating cheese produced in Argentina, and available for export, is now being bought for the U.N.-R.R.A. through the Anglo-American Purchasing Commission and is being shipped to the war zones and occupied territories in the Mediterranean basin.

It would seem to us a paradox not to

consider these cheeses as contributing to the war effort on the home front, when the very same types of cheese have become a prime necessity to the war effort on the battle front!

The local annual consumption of Italian-style grating cheese has been, for the last decade, around 30 million pounds. In pre-war days the bulk was imported from Italy, some 20 million pounds. Since the war, Argentina has taken the place of Italy; the domestic production integrating the required quantity.

How will this requirement be taken care of hereafter? Under Order FD-92 the domestic production is bound to decrease and Argentina's source of supply is closed.

It may be suggested that Cheddar cheese be used as a substitute. But will it answer the same purpose? Will it, in the same quantity, impart to a dish of spaghetti or macaroni the same prerogatives as the hard grating cheese mainly and especially produced for condiment? Besides, would it be economical to dry up Cheddar just to make it acquire a somewhat hard texture and be suitable for grating?

Obviously, there are many alimentary paste dishes which can be prepared with Cheddar: dishes au gratin. But what quantity and how many ration points they require!

These are our views, and may we offer the following suggestion: that the War Food Board, in conjunction with any other competent Department, should make

1. A survey of the domestic production of hard-type grating cheese to ascertain whether the present production of some 10/12 million pounds (approximately 1¼ to 1½ ounce per capita on about 4 pounds of cheese allocated) cannot be granted relief in the form of an increase under order FD-92.

2. A survey of the requirements of the

U.N.R.R.A. so as to ascertain whether some of the cheese, earmarked in Argentina for shipment to war zones and occupied territories, cannot be released for shipment to this country.

Apologizing for this lengthy letter, we remain,

Respectfully yours,  
LOCATELLI, INC.

"Need 'Nippy' Cheese," Says  
Williams

Mr. James T. Williams, president of Creamette Company, Minneapolis, Minn., and former president of the National Macaroni Manufacturers Association, sees eye to eye with Mr. Locatelli in the need for Government relief from the cheese situation growing out of restrictions. In a letter to Director of Research, B. R. Jacobs, Washington, D. C., he suggests a study of ways and means for making more "nippy" cheese available for macaroni dishes. His letter reads:

May 19, 1944

Mr. B. R. Jacobs,  
2026 Eye St. N. W.,  
Washington, D. C.

Dear Mr. Jacobs:

I am in receipt of your letter of May 16th, pertaining to the proposed meeting of the Industry's Advisory Council and the War Food Administration. In addition to the subjects you list for discussion, we would like to see the matter of making more cheese available for macaroni dishes discussed. It is our feeling that one of our most serious impediments at the present time is the lack of suitable supplies of

nippy cheese necessary in the preparation of our products. It is a well-known fact that practically no aging is being done by the manufacturers of cheddar cheese. This is due to the fact that there is no price differential between aged and green cheese. If cheese manufacturers would put out a package of dehydrated nippy cheese for the specific use of macaroni dishes, label it such and pack it in a puffed bag or some other satisfactory container, people would be eating more liberal quantities of macaroni products.

We feel that this is a serious matter and that all the factors which have a bearing on it, such as the amount of cheese the Government is to make available for civilian consumption, the price ceilings established on the various varieties of cheese, the availability of dehydration facilities on the part of the manufacturers, availability of proper packing material, etc., should all be investigated by yourself or someone designated by the committee prior to the proposed meeting of June 13th.

Very truly yours,  
THE CREAMETTE COMPANY  
By J. T. WILLIAMS  
President

#### Limburger Cheaper

A savings of approximately one and one-half million dollars to the consuming public should result from the specific dollars-and-cents ceiling prices established for limburger, munster, and brick cheese by the Office of Price Administration at all levels except through retail stores. Cheese is sold under a fixed percentage mark-up at retail.

This action, effective May 27, 1944, removes these types of cheese from the September 28-October 2, 1942 base "freeze" prices, and by placing them under specific dollars-and-cents ceilings brings their prices more into line with those already established for other dairy products.

The reductions effected at retail stores are estimated to be from 2 to 5 cents per pound retail on two of these products, but may be greater in some instances, depending on any retailer's present ceiling prices, which may be the highest prices a retailer may have charged for these types of cheese during the aforementioned base period. The retail price of limburger cheese remains approximately the same.

The new retail ceiling prices on these items in the highest-priced retail stores in three representative cities are approximately as follows:

Type	City	Cents Per Pound
Munster	New York	\$0.41
	Chicago	.39
	San Francisco	.42
Brick	New York	.40
	Chicago	.39
	San Francisco	.42
Limburger (1 and 2 pounds)	New York	.43
	Chicago	.42
	San Francisco	.44

Processed and other specialty cheese of these types are temporarily continued under "freeze" prices.

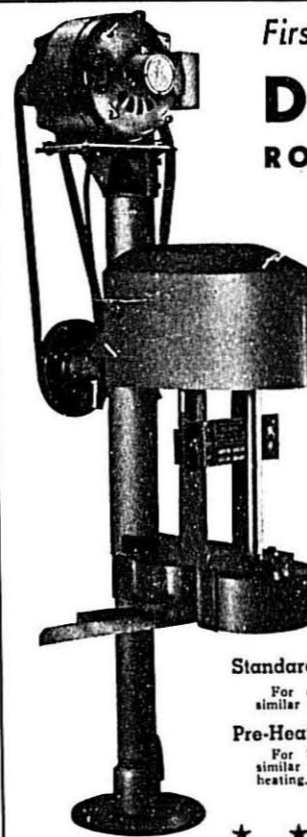
#### Reorganize National Foods, Inc.

Notice has been posted in the District Court of the United States for the Western District of Pennsylvania to the effect that on May 1, 1944, National Foods, Inc., Pittsburgh, Pa., did file a petition for re-organization under the provisions of Chapter X of the Acts of Congress relating to Bankruptcy. The petition was approved as properly filed under the provisions of said Act, and Milton Porter and Louis Shapiro were appointed Trus-

tees of the Debtor with authority to take possession of its estate and to operate its business as provided in said order.

The Trustees give notice that in accordance with the said Order of Court a hearing will be held in the United States District Court for Western Pennsylvania on June 14, at 10:00 o'clock, a.m. for the purpose of considering such matters as may be proper and pertinent.

National Foods, Inc., operates two macaroni plants, one in Pittsburgh and another in Reynoldsville, Pa.



First Choice of the Leaders  
**DOUGHBOY**  
ROTARY HOT KRIMP  
**SEALER**

Heat-Sealing—the most economical and attractive closure method—is quickly and dependably performed by the Doughboy Rotary Hot Krimp Sealer! It's the sealer all the big-name firms prefer—including dozens of macaroni manufacturers from coast to coast! 7 stages of heat available—all thermostatically controlled, enable the Doughboy to seal any type of heat-sealing material. Rotary Krimping wheels seal any size bag. A big-time, line production machine in every sense of the word. Promptly available on suitable priorities.

Seals 240 inches per minute!

LOOK at these  
LOW PRICES

Standard Model .....\$199.50

For cellophane, phtofilm and similar materials.

Pre-Heater Model .....\$235.00

For kraft-foil laminated and similar materials requiring pre-heating.

P.O.B. Factory

★ ★ Also NEW  
**DOUGHBOY TOGGLE-JAW SEALER**

A foot pedal operated heat-sealing machine with 8" sealing bars. Toggle-jaw action applies firm, vise-like pressure with but a feather touch on the foot pedal. Rheostat gives wide range of uniformly controlled temperature, to seal phtofilm, cellophane, etc. A fast, economical machine! Quickly available on suitable priorities. **\$139.50**



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**MACHINES**

Div. of Techtmann Industries, Inc.  
828 N. Broadway  
Broadway 3355  
Milwaukee, Wis.

CLIP AND MAIL FOR FULL DETAILS

PACK-RITE MACHINES  
828 N. Broadway  
Milwaukee, Wis. JMJ

Please send complete information on:  
 Doughboy Rotary Hot Krimp Sealer  
 Doughboy Toggle-Jaw Sealer

Attn. of .....  
Firm .....  
Address .....  
City ..... State .....

**Liquid, Frozen, and Dried Egg Production, April, 1944**

Egg breaking operations reported to the Bureau of Agricultural Economics continued at the high level of previous months. In April, 212,617,000 pounds of liquid egg were produced, the largest production of any month of record. Production was 14 per cent larger than the production of April, 1943. Production of liquid egg for the first 4 months of 1944 totaled 612,653,000 pounds compared with 473,018,000 pounds during the same period last year—an increase of 29 per cent. Of the total April production 120,282,000 pounds were dried, 89,000,000 pounds were frozen and 3,331,000 pounds were used for immediate consumption.

Dried egg production in April totaled 33,172,000 pounds, the largest production of any month of record. It was 12 per cent larger than in April last year, and 7 per cent above the previous high record production in March 1944. Production of dried egg during April consisted of 30,839,000 pounds of dried whole egg, 1,664,000 pounds of dried yolk and 669,000 pounds of dried albumen. Production of dried egg for the first 4 months of this year totaled 112,003,000 pounds compared with 86,323,000 pounds during the same period last year—an increase of 30 per cent. From January through May 15 of this year, the War Food Administration has accepted offers for 142,352,440 pounds of dried whole egg and 209,800 pounds of dried albumen.

The production of 89,000,000 pounds of frozen egg during April was 13 per cent larger than during April, 1943. Production for the first 4 months of this year totaled 214,069,000 pounds, compared with 153,934,000 pounds during the corresponding period last year—an increase of 39 per cent. Several firms reported a smaller production of frozen eggs during

April this year than during April, 1943, indicating that the production of frozen egg during the next few months may not continue at the high level of the past several months.

Storage holdings of frozen eggs on May 1 were the highest of record for that date. They totaled 218,077,000 pounds, compared with 172,279,000 pounds on May 1 last year, and 119,943,000 pounds, the May 1 (1938-42) average.

**WFA Heavy Semolina Buyer**

Contracts for large purchases of semolina by the government were listed in reports issued last month by the War Food Administration, according to the *Northwestern Miller*, which says:

War Food Administration purchase of 13,040,000 lbs. of semolina has been announced. Five vendors participated, with the Pillsbury Flour Mills Co. making the largest individual sale of 6,800,000 lbs., f.o.b. Minneapolis, at \$3.625 sack. Specifications call for 100-lb. sacks.

The King Midas Flour Mills, f.o.b. Superior, sold 2,800,000 lbs. at \$3.63. Amber Milling Division of the Farmers Union Grain Terminal Association closed the sale of 2,000,000 lbs. at \$3.71, f.o.b. Rush City, Minn. Capital Flour Mills, Inc., sold 740,000 lbs. at \$3.67, f.o.b. St. Paul, and General Mills, Inc., sold 700,000 lbs. at \$3.67, f.o.b. Minneapolis.

Approximately two million pounds of farina were sold by four vendors. Rodney Milling Co. led the list with 900,000 lbs., f.o.b. Kansas City, at \$3.57. Pillsbury Flour Mills Co. sold 500,000 lbs. at \$3.705, f.o.b. Springfield, Ill. Midland Flour Milling Co. sold 400,000 lbs. at \$3.53, f.o.b. North Kansas City, and the King Midas Flour Mills sold 160,000 lbs. at \$3.62, f.o.b. Minneapolis. The farina specifications called for packing in 100-lb. net 36x2.35 yard osnaburg.

**A CONTINUING TABLE OF SEMOLINA MILLING FACTS**

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

Month	Production in 100-pound Sacks			
	1944	1943	1942	1941
January	694,356	855,975	711,141	561,940
February	609,046	885,655	712,770	603,964
March	612,799	963,387	680,224	565,917
April	737,855	793,866	528,308	519,277
May	639,263	750,963	523,110	453,997
June		723,733	501,168	499,392
July		648,356	591,338	531,119
August		758,903	583,271	511,366
September		713,349	648,062	622,267
October		791,054	876,363	782,734
November		839,778	837,792	642,931
December		801,487	923,014	525,795

Includes Semolina milled for and sold to United States Government.

**Serviceman Is Appreciative**

A "V"-mail letter from Ralph A. Maldari, son of Donato Maldari of macaroni dies fame, New York City, was received at headquarters office of THE MACARONI JOURNAL, that proves



two things: (1) that servicemen appreciate getting letters as well as the JOURNAL, and (2) that the mail does get through to the boys. The letter dated the 26th of April, postmarked England, says, in part:

Dear Mr. Donna:

The other day I was indeed surprised in receiving THE MACARONI JOURNAL containing my photo. I wish to express my sincerest thanks.

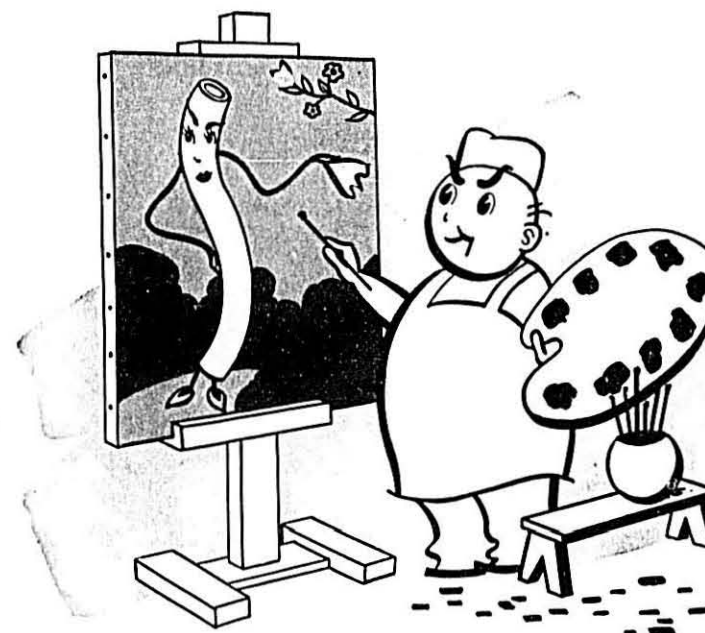
I perused THE JOURNAL with keen interest, since it was the first time in two years that I got hold of a copy. Note that the convention this year will take place in my home burg. Perhaps one of these years I shall again have the pleasure of attending the convention and will have the pleasure of renewing acquaintances and meeting you again personally.

Thanks again for your consideration. Cheerio and all the best!

Very sincerely,  
(Sgt.) RALPH A. MALDARI

**New Sales Director**

The Chicago Macaroni Company of New York, Inc., has announced the appointment of a new sales director in the person of Mr. Albert R. Purpura. He is well known throughout the food trade in the metropolitan area having been a pioneer in the canning of tomato paste and other tomato products. The company operates macaroni plants in New York and Chicago and canneries in California.



for RICH, FULL COLOR... high solids, use

**CLOVERBLOOM FROZEN YOLKS!**

What makes noodles sell fast? A rich, natural color! And you can get that color... plus smooth, fine texture... by switching to Cloverbloom Special Color and 45% Solids Yolks.

That's because Cloverbloom Yolks are carefully selected for their deep golden color and uniform solids content. Scientifically selected, too, because the eggs must measure up to severe standards for these qualities.

For instance, the Zeiss Refractometer must show the solids content to be at least 45%. Then scientific color guide standards

tell us if the yolks are good enough for the "Cloverbloom" trademark.

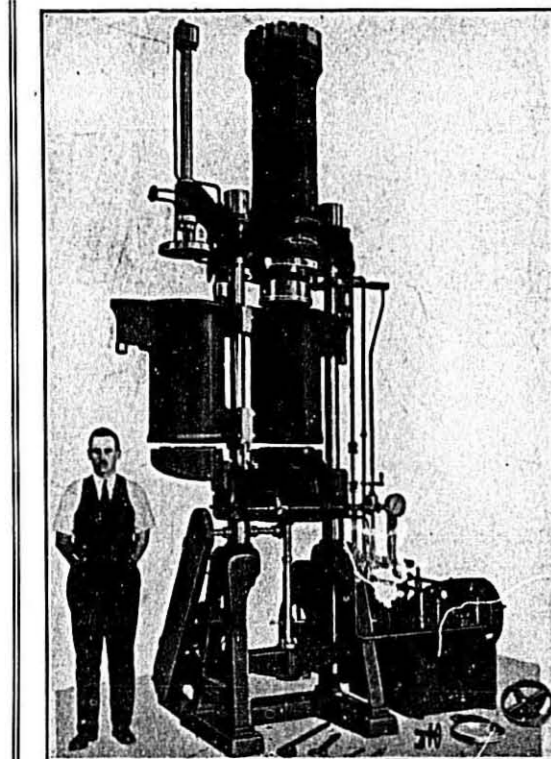
Armour uses only breakfast-fresh, quality shell eggs. They're graded, pre-cooled, candled and inspected... then broken in air-conditioned rooms by skilled operators. Every step is taken in conditions of complete sanitation.

Join the many noodle makers who have standardized on Cloverbloom Frozen Yolks. You'll notice, at once, that your noodles are richer looking, smoother textured. And that means profit for you.

**ARMOUR'S CLOVERBLOOM FROZEN YOLKS**

Special Color and 45% Solids

ARMOUR AND COMPANY \* CHICAGO 9, ILLINOIS



PRESS No. 222 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery

Since 1881

Presses  
Kneaders  
Mixers  
Cutters  
Brakes  
Mould Cleaners  
Moulds

All Sizes Up To Largest in Use

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

### Pioneer Noodle Maker Dead

Wendelin Boehm, Sr., founder of the W. Boehm Co., died at his home after a brief illness, Thursday evening, May 25, 1944, in his 86th year.



Born in Germany, he left his native land at the age of 20 and established his residence in the City of Pittsburgh where he spent the remainder of his life.

He engaged in the manufacture of egg noodles and macaroni products in the year 1882, trading as W. Boehm Co., and was active in the business until his death.

He is survived by four daughters and five sons, five of whom are active

in management of the plant, Bernard, owner and manager; Wendling, maintenance manager; Albert, production manager; Edith, office manager, and Mrs. Elsie Cohen, supervisor of girl employes. Also one sister.

Funeral services were held May 29, in St. Joseph's Church, Bloomfield, where he served as Trustee for 35 years. Burial was in Calvary Cemetery in the family plot.

### Crawford—Assistant Food Commissioner

Dr. Paul V. Dunbar, appointed Commissioner of Food and Drugs on May 6, has announced that Charles W. Crawford, who has been Assistant Commissioner of Food and Drugs since 1942, becomes the second ranking officer of the Food and Drug Administration. Mr. Crawford will take over many of the responsibilities formerly carried by Dr. Dunbar.

Mr. Crawford worked as an analyst at the Chicago and New Orleans stations for a little over a year before coming to Washington in May, 1918. In 1928, he was placed at the head of the newly-created Interstate Division and functioned in that position until July 1, 1939, when he was designated as Technical Advisor and as-

signed to the Office of the Chief of the Food and Drug Administration. Since 1938, he has devoted most of his time to work involved in the formulation of regulations and standards.

### Announce Birth of Son

Mr. and Mrs. Charles C. Rossotti of North Bergen, N. J., announce the birth of a son May 26. He was christened Jack Edward, and when he grows up, he'll be called plain "Jack," if the proud father has his way.

Mr. Rossotti, who is the Executive Vice President of Rossotti Lithographing Co., Inc., North Bergen, N. J., in announcing the blessed event said: "Pleased to advise that both mother and son are doing very nicely. With Charles, Jr., and Jack Edward, I have now a fine start for a good Rossotti baseball team." It's nice to be optimistic.

One railroad system salvaged over 1,000,000 pounds of discarded paper on its trains in one year.

Mexico City, now one of America's busiest air travel centers because of increased inter-American air transportation, is constructing a modern airport about twice the size of New York's LaGuardia Field.

### Trademarks Renewed

#### White Pearl

"White Pearl" for use on macaroni products, namely: macaroni, spaghetti, vermicelli, and egg noodles. Registered August 19, 1924, by Tharinger Macaroni Co., Milwaukee, Wis., a corporation of Wisconsin.

Renewed as of August 19, 1944. Number 188,234.

#### Mocoyolk

"Mocoyolk"—for frozen egg products, composed of egg yolks with edible glycerin added and frozen to preserve the yolk in original consistency. Registered March 18, 1924 by Morris Ovson Company.

Renewed March 18, 1944, No. 181,254, to Ovson Egg Company, Chicago, Illinois, a corporation of Delaware, successor.

#### Buttercups

No. 183,754—Buttercups for Alimentary Paste Food Products. Registered May 6, 1924 by A. Zerega's Sons. Renewed May 6, 1944, to A. Zerega's Sons, Inc., Brooklyn, N. Y., a corporation of New York, successor.

#### Butterflies

No. 183,755—Butterflies for Alimentary Paste Food Products. Registered May 6, 1924, by A. Zerega's Sons. Renewed May 6, 1944, to A. Zerega's Sons, Inc., Brooklyn, N. Y., a corporation of New York, successor.

#### Superba

No. 194,321—"Superba" and drawing, for canned spaghetti, et cetera. Registered May 20, 1924, by Superba Packing Co. Renewed May 20, 1944, to Superba Packing Co. Ltd., San Francisco, Calif., a corporation of California, successor.

#### "Tasty"

An Eastern client sought to register the trademark "Tasty."

A search of the records developed the following:

"Tasty"—has been registered for about everything in the food line, and is considered a descriptive mark, either to be disclaimed or registered under the 1920 Act.

"Tasty Cheese"—is registered by the Phoenix Cheese Company of New York City, No. 182,874, April 15, 1924, claiming use from April 1, 1912. This is under the 1920 Act, and is perpetual.

"Tasty Bends"—is registered for macaroni by the Tharinger Macaroni Co. of Milwaukee, Wis. No. 117,616, July 17, 1917, and renewed. In 1919 the Patent Office let this go under the 1905 Act.

"Hasty-Tasty"—is registered, (with "Tasty" disclaimed), for macaroni

and cheese, No. 361,622, October 25, 1938, use March 23, 1938, by Robilio & Cuneo, Memphis, Tenn.

It is also registered for bread, sauces, ice cream, potato chips, canned fruits and vegetables, meats, rice, et cetera. There are also some "Tasti" registrations for foods.

Recommendation: That client select something else as a trade mark.

### Living Costs Up 0.6 Per Cent

Prices of living essentials went up 0.6 per cent from March to April,

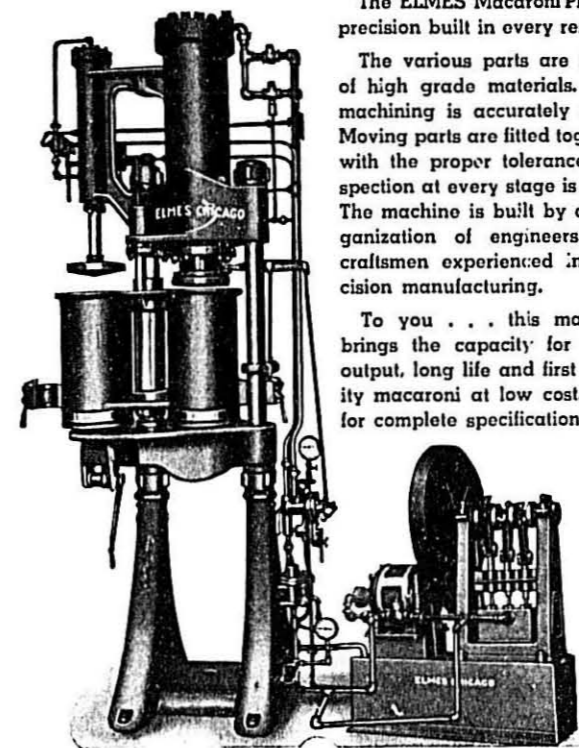
reports Secretary of Labor Frances Perkins saying:

"Half of this rise was due to the higher excise taxes effective April 1. Higher prices for food and furniture were the other principal reasons for the advance.

"Living costs in April were 23.5 per cent above January, 1941, and 26.3 per cent higher than in August, 1939.

"Retail food prices advanced 0.4 per cent during the month. Food prices are still 4.3 per cent lower than a year ago and 5.9 per cent below the peak last May.

## 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.

**Elmes** SINCE 1831  
CHARLES F. ELMES ENGINEERING WORKS  
OF AMERICAN STEEL FOUNDRIES  
213 North Morgan Street • Chicago, Illinois

## The Which and Why of the Insecticide Problem!

The following presents a seemingly formidable amount of reading matter, but if you would more fully understand the subject of INSECTICIDES and food infestation, we urge you to read every line.

Let us assume that you have infestation, want to do something about it, but are uncertain as to which type of insecticide to use and confused by the claims made by the various manufacturers.

The answers to the following questions should serve to clear this confusion:

### Question: WHAT ARE THE DIFFERENT TYPES OF INSECTICIDES?

There are three distinct types of insecticides:

(1) The Fumigant (or Gas Type) used to kill insects in grain bins, elevator legs, sacked foodstuffs or other places where deep penetration is necessary.

(2) The Contact Type. This type kills by contacting the insect. In this category fall all ordinary fly sprays and food insecticides. Hence, the confusion on the part of the buyer who does not understand why the cheaper fly spray can't be substituted for a FOOD insecticide.

(3) The Insect Powder Type. For the most part this type is used in the control of roaches and ants. It is likely to be made of a sodium fluoride powder which is poisonous to humans and dangerous when used around exposed foodstuffs in that insects may contact the poison and distribute particles of it over foods before dying.

### Question: DOES MIDLAND MANUFACTURE ALL THREE?

Yes, MIDLAND manufactures two fumigants: GAS-O-Cide for general use in bins, spouts, conveyors, cars, legs, on flour, and . . . GRAIN-O-Cide for use in stored whole grains only. (Note: GRAIN-O-Cide is the more powerful of the two fumigants but should not be used on flour or processed foods.)

Midland MILL-O-Cide contact spray for use in grocery warehouses, mills, macaroni plants, Army and Navy Food Depots, in fact any place that food is processed or stored.

Midland ANTI-Roach, the insect powder type, is used mainly in restaurants, taverns, public buildings, in fact wherever these particular pests are likely to be present. Should NOT be used around exposed foodstuff.

### Question: WHICH OF MIDLAND'S LINE OF INSECTICIDES ARE FOOD INSECTICIDES (absolutely safe for use around foodstuffs?)

Neither GAS-O-Cide nor MILL-O-Cide leave taint, odor or taste and do not harm in any way the cooking or baking characteristics of any food which they may contact.

### Question: WHY DO SOME OF THE COUNTRY'S LEADING HANDLERS OF GRAIN AND FOODSTUFFS INSIST ON A MIDLAND INSECTICIDE?

Because long ago Midland established its own quality standards—higher than the most uniformly accepted Double A PEET GRADY TEST—yes, even higher than U. S. GOVERNMENT SPECIFICATIONS. These standards have been maintained even in the face of present shortages of raw materials.

### Question: WHY IS IT TO MY ADVANTAGE TO USE MIDLAND GAS-O-Cide or MILL-O-Cide?

If you have no stocks of foodstuffs present and are only bothered by flies, there is no advantage—in fact any ordinary "fly spray" will do a job for you at less cost—BUT IF food is present and those harder-to-get-at and harder-to-kill weevil, beetle, moths, etc., are to be exterminated it is necessary to use a high-powered insecticide that is SAFE, not only to use ON foodstuffs, but to the user as well.

### Question: WHAT ASSURANCE WILL WE HAVE THAT THESE INSECTICIDES ARE AS REPRESENTED?

Order a trial drum at our expense; if, after you have used the insecticide as directed for 30 days and feel that you can afford to do without—return the unused portion and drum freight collect and your account will be credited with the full purchase price.

MIDLAND LABORATORIES  
DUBUQUE, IOWA, U. S. A.

## CAPITAL'S AA-1 SEMOLINA HAS EARNED ITS REPUTATION. WE INTEND TO MAINTAIN IT



## CAPITAL FLOUR MILLS, INC.

### James T. Williams, Jr., A Benedict

James T. Williams, Jr., the General Salesmanager of The Creamette Company, Minneapolis, Minn., before his entry into the United States army was home for a short furlough in April, and elected to do what so many other servicemen do on furloughs—get married—as disclosed in this brief announcement:

Mr. and Mrs. Robert Peter Schuldt announce the marriage of their daughter  
Dolores  
to

James T. Williams, Jr.  
Army of the United States  
on Saturday, the twenty-second of  
April  
Nineteen Hundred Forty-four  
Church of St. Anne  
Minneapolis, Minn.

The soldier-groom is the eldest son of former Association president, James T. Williams, Sr. Congratulations!—both Jims!

Carbolic acid, called phenol by chemists, was at one time used principally as a germicide; now its primary use is in making plastics, dyes and explosives.



### Exports Up

Exports of merchandise from the United States during the first three months of 1944, valued at \$3,437,000,000, exceeded by 41 per cent the corresponding total of \$2,438,000,000 for

the first quarter of 1943, according to figures released by the Bureau of the Census, Department of Commerce. The value of exports during the month of March, 1944, totaled \$1,159,000,000, representing an increase of 17 per cent over the \$988,000,000 total for March, 1943, and a 7 per cent increase over the \$1,086,000,000 figure for February, 1944. Exports have not fallen below the monthly billion-dollar mark since it was first reached in May, 1943. Export totals include lend-lease shipments, but exclude shipments to the United States armed forces abroad.

General imports of merchandise into the United States were valued at \$359,000,000 for March, 1944, almost equalling the December 1942 figure, which was the highest monthly general import total since 1929. Although the March, 1944, figure was well below the \$553,000,000 value for the record month of June 1920, it represented a 44 per cent increase over the March, 1943, total of \$249,000,000 and exceeded the \$313,000,000 February, 1944, figure by 15 per cent.

Imports for consumption for March 1944, valued at \$357,000,000, were 35 per cent greater than the total of \$264,000,000 for March, 1943, and exceeded the corresponding figure for February, 1944, \$304,000,000, by 18 per cent.

## Winners of Pillsbury Awards

### Nation's Wheat Kings Honored

A special award was presented William Franzen of Mapes, North Dakota, for the best durum harvested in 1943, as judged by the Philip W. Pillsbury Committee on Agricultural awards in Chicago in April. Durum Champion Franzen won the honors given him by Mr. Philip W. Pillsbury, president of Pillsbury Flour Mills Company, Minneapolis, with a record crop of hard amber durum weighing 65.3 pounds per bushel.

The Committee of Judges that named the winners of the durum wheat and other grades of wheat consisted of Dr. Ralph Grim, Extension Agronomist, University of Minnesota; Prof. J. C. Hackelman of the University of Illinois, Prof. A. L. Clapp, Kansas State Agricultural College, and Prof. K. E. Benson, Purdue University.

Other winners to receive suitable prizes were Leo Lindstrom of Sterling, Colorado, who was named "The Wheat King of the United States" for producing the best bread grain in the country during the 1943 crop year. Peter Schirrick, Red Lake Falls, Minnesota, received the national reserve prize with heavy dark northern spring wheat which weighed 65.0 pounds per bushel; Edwin Simonson, Willite, Colorado, for hard white wheat, his crop averaging 64.8 pounds a bushel and Mark Chamberlain and sons, Wyoming, New York, whose soft white wheat weighed 58.8 pounds.

Mr. Lindstrom, the 1943 Wheat King, started growing Tenmarq wheat, a dark hard winter wheat, in 1936 on his 1,400 acre ranch near Sterling, Colo., on the table lands behind the irrigated districts. He usually has 500 acres of it, but due to a dry fall, he planted only 300 acres last fall. The awards for the various grades of

wheat are based on quality, not yield. The field from which Mr. Lindstrom's champion wheat was taken was hit by hail during the early summer of 1943, but produced a yield of 40 bushels to the acre, as against an average of 55 bushels the previous year.

### Dried Eggs

Dried eggs in the future will be bought by WFA from dryers on a "cost-plus" basis as a means of making certain that egg producers receive

WFA support prices from dryers for the shell eggs they process. Dryers were so advised last week in a wire by Lee Marshall, Director of Distribution. Under the new purchase plan Commodity Credit Corporation, instead of FSCC, will buy the dried eggs for WFA from dryers at prices which will yield them returns covering (1) cost of the shell eggs, (2) cost of operation, and (3) approximately 5 cents profit per pound of powder—which varies, however, with the quality of the product.

### Present Ambulance For Overseas Duty

On May 6, N. D. Isen and A. B. Kehr, principals of Enterprise Paper Co. and Paramount Paper Products Co., respectively, joined in presenting a new model field ambulance to the United States Army, in honor of their employees serving in the armed forces.

The ambulance, driven from the Army Ordnance Depot at Reading, Pa., by Corporal George Sell, of Cumberland, Md., was accepted for the Army by Colonel Samuel Creighton, U. S.

A., in a brief but inspiring speech which highlighted the impressive ceremony. Other speakers were Hon. John E. Sheridan, Member of Congress from the 4th Pennsylvania district, Sgt. Henry W. Kennedy, Bristol, Va., recently returned from action overseas; Mr. Isen and Mr. Kehr. The presentation was witnessed by employees of both companies and the families of those in service.

Two small metal plates, appropriately inscribed, were turned over to Col. Creighton for attachment to the ambulance before shipment overseas.



### 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



Macaroni Dies

178-180 Grand Street

New York City

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

## Greetings

To Macaroni-Noodle Manufacturers everywhere, and

## Welcome

To The Forty-First Annual Convention of the Industry at Hotel New Yorker, New York City, June 15 and 16, 1944.

At your CONVENIENCE and without interfering with your attendance to Convention Sessions

## You Are Cordially Invited

To Visit My New

## DRYING MACHINE DIVISION

formerly

BAROZZI DRYING MACHINE CO.

Plant and Office located at

9101 - 9109 Third Avenue, North Bergen, N. J.

See me at my Hotel Suite or at the Convention for arrangements for your trip to my new plant.

## FRANK LAZZARO

New York Plant  
MACARONI MACHINE DIVISION  
55-57 Grand Street  
New York, N. Y.

New Jersey Plant  
DRYING MACHINE DIVISION  
9101-9 Third Avenue  
North Bergen, N. J.

### Food Supply Ample, But—

Expressions of satisfaction with the current U. S. food supply for war and civilian requirements were tempered with a note of caution in a statement issued at Washington May, 5 by Judge Marvin Jones, War Food Administrator. The statement follows:

"Our food situation is good at this time. All along the line, farmers have produced above schedule. A remarkable job of hog production has made possible the temporary removal of pork from rationing, and at the same time we have plenty for our armed forces and fighting allies. Farmers and livestock producers of America have also made possible the temporary removal from rationing in the last few weeks of all meat except beef steaks and roasts, all frozen fruits and vegetables, all dried fruits, most of the important canned vegetables, lard, shortening, and salad cooking oils, and the point reduction of many other items—despite many hardships and shortages.

Today we have eggs in abundance—more than are needed at this time. The same is true of potatoes and early cabbage. Just now there is no serious shortage of food of any kind. Cattle are abundant, and as soon as movement into processing plants is suffi-

cient, everyone should be able to get a good supply of beef. Milk is not as plentiful as many other important foods. However, consumption of fluid milk is at the highest level ever known in this country. Hard work, determination and the ingenuity of American farmers make all this possible.

It must be pointed out, however, that a food supply is temporary and must be constantly replenished. As soon as produced it commences to disappear and is used up. The War Food Administration is currently buying 25 to 35 million pounds of pork each week for war needs, and 40 per cent of the major cuts of beef are being set aside for our armed forces. The great majority of food is consumed within a year from the time it is produced. Having plenty now does not necessarily mean having plenty later.

Too many people are prone to take the food supply for granted. It will be even harder to meet our needs this year than last year. Spring plantings have been delayed by unseasonable weather and too much rain. There are not as many people on farms as before the war, and many young men have gone into the armed forces and to factories attracted by higher pay and shorter hours. Farm machinery is wearing out. Demand for other needs has made it impossible to get all farm machinery needed to replace men who

have left the farms, and replace worn-out equipment.

Despite greatly increased food production and imports of all feed that transportation facilities permitted, there is still not enough feed for the number of livestock we now have. Livestock and poultry numbers must be adjusted to the available feed supplies.

This will necessitate marketing through this year of a greater number of cattle, hogs, and poultry, culling of dairy herds and getting rid of old and less productive cows, and leaving more feed for better producers. The balancing of livestock and feed supplies will be in the real interest of livestock producers themselves. They are the only ones who can accomplish it."

New Pan-American tomato, developed by the U. S. Department of Agriculture, is practically immune to fusarium wilt and resistant to nailhead spot; it is a cross between a wilt-resistant North American variety and the wild currant tomato of the Andes.

Pollution is thought to be the chief cause for the decline of shad in the Delaware River which prior to 1900 produced 15,000,000 pounds annually, but now yields from 100,000 to 150,000 pounds.

### 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. XXVI JUNE, 1944 No. 2



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

### Delivery Zone Number

**SPECIAL NOTICE TO ALL SUBSCRIBERS**

All subscribers located in cities where DELIVERY ZONE NUMBER is required, will do us, themselves and the United States Post Office, a favor if they will immediately make known the ZONE NUMBER to be made part of their mailing address.

The Post Office Department advises:

"The use of 'Zone Numbers' on letters and mailing slips for MACARONI JOURNAL will greatly expedite the delivery of your mail.

"Please request all Subscribers who have Zone Numbers to send same to you, and please use them on all mailing from your office.

Your cooperation, also, is asked in placing your delivery unit number in the return card on your envelopes and on letterheads."

UNITED STATES POST OFFICE.

### Journal Gets Around

An advertiser expresses pleasant surprise to note firsthand how widely THE MACARONI JOURNAL is distributed. It does get around, despite mailing hardships and restrictions. It is with pleasure that we quote the following:

Milwaukee, Wis.  
May 31, 1944

Macaroni Journal  
Braidwood, Ill.

Gentlemen:

We were very pleasantly surprised recently, to see how the MACARONI JOURNAL really gets around, as we received an inquiry to our advertisement in your publication, from Buenos Aires, Argentina.

We felt that you, too, would be interested in this type of response, and in case you would like it for your files, are enclosing the original coupon inquiry herewith. You may use this in any way you like, and can say for us that we are pleased with the results we have obtained from our MACARONI JOURNAL advertising.

Most cordially,  
PACK-RITE MACHINES,  
Div. of Techtmann Industries, Inc.  
(Signed) Ed. Beyerdorf,  
National Sales

### Wage-Hour Violation Charge

Three executives of the St. Louis Macaroni Manufacturing Co., 5125 Bischoff St., St. Louis, Mo., are awaiting hearings on Government charges of violating the wage-hour act by "falsely certifying employees of the firm were paid overtime wages of time and one-half for work in excess of 40 hours during a week."

Statement by the press of that city: Three officers of the St. Louis Macaroni Manufacturing Co., 5135 Bischoff St., surrendered to the U. S. marshal today on charges of violating the wage-hour act by falsely certifying employees of the firm were paid overtime wages of time and one-half for work in excess of 40 hours during a week.

The three—Antonio Ruttino, 6446 Scanlon av., president of the company; Vincent J. Marino, 7756 Morgan ave., University City, general manager, and Sam Garozzo, 5233 Elizabeth ave., treasurer — were released on \$1,000 bond each.

They were named in a criminal information issued by Samuel P. Chesney, counsel for the Department of Labor, who is acting in the case as a special assistant to the attorney general.

Statement by Vincent J. Marino, General Manager of the firm:

"Regarding the citation against us of violation of the Wage and Hour Act—charge was brought by a former employe who worked for us until 1942. He now claims that in 1941 he worked overtime for which he did not receive payment.

"All this is quite beyond our knowledge. Our policy has always been to

### Jacobs Cereal Products Laboratories INC.

156 Chambers Street  
New York 7, N. Y.  
Benjamin R. Jacobs  
Director

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

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

### RAVIOLI • NOODLE MACHINERY

NEW • SPAGHETTI • USED  
and Cheese Graters  
For the INDUSTRY • INSTITUTIONS etc.  
Models available in every price range



AURELIO TANZI ENGINEERING COMPANY  
430 JEFFERSON STREET, BROOKLYN, N. Y.

FOR SALE: Complete Egg Noodle Business, fine machinery. If you know the business, why work for others. Can operate in small place. O. K. Family Business. Address SPN c/o JOURNAL.

FOR SALE: Nationally Advertised Dog Food Mfg. Business. Buildings about modern, fully equipped. Large oven. No labor troubles. Only one-half cash. SMC O c/o JOURNAL.

give our employes and customers, alike, the fairest treatment possible. Our business has always been conducted in strict conformity with the rules and regulations, not only of the Wage and Hour Law, but also any other law governing honest business management."

### Hits Back With Food

Wounded 40 years ago by a Japanese bullet and hit by German shrapnel in World War I, Leonard Zoschenko, New Jersey farmer, is avenging his double grudge against the Axis by doubling his war food production, according to the U. S. Department of Agriculture.

He has done such a good job of poultry farming that recently he was named a "Hero of the Soil" for outstanding contribution to the war effort.

At one time this 68-year-old poultry farmer owned 35,000 acres of land in the rich Ukraine where he was born. In 1904-05 he served as a colonel in the Russian-Japanese war, and was wounded. Years after, during World War I, he joined the Russian forces as a general. He was hit by shrapnel. After the Revolution the family sailed for America to start life over.

Three years ago the Zoschenkos moved to an almost abandoned 20-acre poultry farm and began building it up. Last fall they had 1,000 laying hens and were shipping 600 eggs a day to the New York markets. They credit much of their success to a Farm Security loan and the farming guidance that accompanied the loan. They are now buying their place with the aid of a farm ownership loan.

### When Rationing Ends

In the farmyard, near the town of Risley, a large American flag flutters from a pole.

Lately we haven't heard much about selling and salesmanship. All we hear about are shortages and rationing and "maybe you can buy it after the war."

Someday, sometime, when the war is won, we are going to wake up and discover what it was that made life so dismal during the war. No one came to the door to sell us those things which we pretended we didn't want, but which we bought. Our favorite merchants didn't urge us—for our good, of course—to buy a new rug, or a new automobile, or a new refrigerator, or a new kitchen range. They couldn't—there weren't enough to go around.

We think we'll like it to get back to a more normal state of affairs. We think we'll like being customers again and having our merchants push us into buying the things we want from their well-stocked shelves.

Salesmanship isn't dead and, when the war is over and we get caught up with filling the rush orders, it will come back in a big way. A lot of young men and women are going into salesmanship. Which brings up the point of this piece. Recently in De-

troit, one of the world's greatest salesmen, R. H. Grant, retired as General Motors vice president in charge of sales. His associates took advantage of the occasion to collect his favorite sales maxims, some of which are original with him. Some of them will be of great help to the young generation of salesmen and sales managers who will go to work when the war is over. Here are the "Grantisms":

"Quote the price without a quiver."

"It's only the hours spent in the presence of the prospects that count."

"Carry an order blank in your night-shirt pocket in case you walk in your sleep."

"When you hire people who are smarter than you are, you prove you are smarter than they are."

"It's the spirit of a selling organization that counts."

"There is no substitute for firing-line experience."

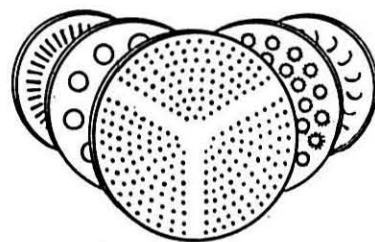
"Never say you have done a good job—that means you are through."

The happy day when the war is won and we can get back to selling can't come too soon. The customer deserves a break and we'll all like it when we have to sell—and advertise—to compete for his business.

Nylon outlasts natural pig bristle three to one, resists solvents, is not attacked by rats, mice or moths.

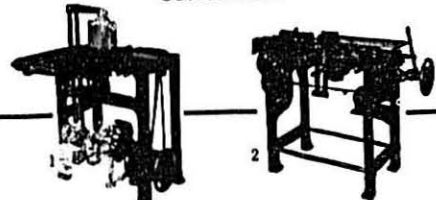
# STAR DIES WHY?

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.

It pays to keep your machines in first class operating condition



Continuous performance and maximum production are obtained when your machines are operating efficiently. No time is lost. Every minute counts. Inspect your machines regularly, keeping them clean, well oiled and greased.

- 1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop on to the conveyor belt where they are carried to be filled. Can be made adjustable.
- 2. This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable.

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

**OUR PURPOSE:**  
**EDUCATE**  
**ELEVATE**  
 —  
**ORGANIZE**  
**HARMONIZE**

**OUR OWN PAGE**  
**National Macaroni Manufacturers Association**  
 Local and Sectional Macaroni Clubs

**OUR MOTTO:**  
**First—**  
**INDUSTRY**  
 —  
**Then—**  
**MANUFACTURER**

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 Louis S. Yagino, Faust Macaroni Co., St. Louis, Mo.  
 Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio



*From the Secretary*

**AN OPEN LETTER OF APPRECIATION**

*To the Macaroni-Noodle Industry of America*

Greetings:

I deeply appreciate the patience, understanding and friendly consideration shown me during my long years of service to the Industry, and especially during the convention year just ended, by the Members of the National Macaroni Manufacturers Association, other manufacturers, JOURNAL advertisers and readers.

Because we are at war, there were many outside demands, many inner worries, yet all kept calm and considerate.

The National Association held its own in membership, gained in the respect of outsiders. THE MACARONI JOURNAL enjoyed an increase in the number of advertisers and readers. The Institute won increased financial support for its unselfish objectives. Taken as a whole, the past year was most satisfactory.

To members, readers, advertisers and contributors—thanks, sincerely. I would deem it a personal pleasure to manifest this appreciation of friendly relationship by a warm shake of hands at the 1944 conference in New York City, June 15-16.

Cordially,  
 M. J. DONNA  
 Secretary.



*"Delivering the Goods" for Victory!*

This photo taken "Somewhere in Italy" tells more about Multiwall Paper Bags than could be expressed in thousands of words. (1) The foodstuffs are right up where the fighting men need them; (2) kid gloves were not used to handle the bags; (3) not a single bag

has broken, not a speck of flour has been lost, despite abrasion from G.I. trench shoes.

"Foods Fights for Victory" would be a truthful caption for this unretouched photo of Multiwall Paper Bags containing flour.

\*Except for required changing of soldiers' faces.

Multiwall Paper Bags are required for industrial shipments of food products, chemicals, fertilizers, and construction materials — for domestic use and overseas to our armed forces and civilian populations of allied nations and occupied countries.

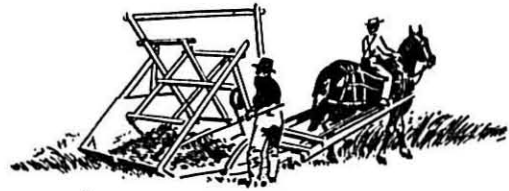


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Around 1900, farmers in the Northwest began growing durum wheat from seed brought from Russia.

American flour millers at that time had neither the equipment nor the experience to make proper use of this wheat. So John S. Pillsbury of Pillsbury Flour Mills Company went to Europe . . . studied the methods used

in milling fine semolina and durum flour . . . got detailed drawings of the best machinery.

Within a year after his return, the Pillsbury Company was producing semolina fully equal in quality to the best made in Europe. This enabled the comparatively small American macaroni industry to rapidly expand . . . and soon this industry was turning out fine American macaroni products using American milled semolina.

## An important milestone in the American MACARONI INDUSTRY

★ Such was Pillsbury's early contribution to the development of the great American macaroni industry. Today, quality-proved Pillsbury semolina and durum flour are helping macaroni manufacturers to maintain high standards of color, flavor, and cooking quality in their products.

### PILLSBURY'S DURUM PRODUCTS

Pillsbury's No. 1 Semolina  
Pillsbury's Fancy Durum Patent  
Pillsbury's Milano Semolina No. 1  
Pillsbury's Duraleno

**PILLSBURY FLOUR MILLS COMPANY**  
General Offices: Minneapolis, Minnesota

