

**THE  
MACARONI  
JOURNAL**

**Volume XXVI  
Number 4**

**August, 1944**

AUGUST, 1944

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *The Durum Crop and Milling Skill*

August is durum harvest month. It is too early to know exactly the quality of the 1944 crop—but that's no longer the worry of the season.

The Macaroni Industry has confidence in the ability and skill of the durum millers to blend available grades into the most suitable raw materials for quality macaroni-making.

Proof of this confidence is the practice to contract for the crop-year needs many weeks in advance of the durum harvest. It is mutual faith growing out of years of trust and friendly relations.

Circle Organ  
National Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVI  
NUMBER 4



## The Wallflower that Became The Life of the Party . . . .

An outfit we know spent a fortune to win consumer acceptance. But sales did not respond. Why? Analysis showed the product was a wallflower—lost in the company of competing products that shouted

for attention!

We were called in for a new packaging job. We surveyed the market, and found that 11 competing products had greater eye appeal.

Then the Rossotti organization went to work. Did we simply design a more artistic package? We did not. We built one to compete practically on the dealer's shelf with those other products. Even new serving suggestions were worked out in the Rossotti kitchen. Nutrition value was emphasized on the label.

Was it a success? We don't know how much of the present greatly increased sales is due to market conditions and how much rightfully belongs to the Rossotti-created label. But we do know sales have increased steadily every month since. Today, this former wallflower is the life of the party.

What are your labeling and folding carton problems? Put them before a Rossotti consultant. For back of him is the Rossotti organization with one of the most modern plants in the country, where every safeguard—from color, which we grind ourselves, to weather, which we control—is devoted to your packaging requirements. And our "know-how" dates from 1898!

# Rossotti

SINCE 1898

**ROSSOTTI LITHOGRAPHING CO. INC. • NORTH BERGEN, N. J.**

New England Office: 200 Milk Street, Boston 9, Mass.

Mid-West Division: Rossotti Midwest Lithographing Corp., 520 N. Michigan Ave., Chicago 11, Ill.

West Coast Division: Rossotti West Coast Lithographing Corp., 255 California St., San Francisco 11, Calif.



## Death of Joseph J. Cuneo



Industry Leader and Associate Adviser

Passes Away in Prime of Life

Joseph James Cuneo, 49 years old, and one of the best-known manufacturers of macaroni products in America, died at 1:30 o'clock Wednesday afternoon, July 17, at Mercy Hospital, Pittsburgh, where he had been a patient since Easter Sunday. Death was not unexpected, as complications had set in despite every care by physicians and nurses.

He was a lifelong resident of Connellsville, Pa., and was the son of Mrs. Antoinette Cuneo of 237 East Crawford Avenue. Born December 23, 1894, in Connellsville, Pa., he was educated in the schools of his home city and after graduating from the high school there, attended St. Vincent College of his home city, and later graduated from Mount St. Mary's College at Emmittsburg, Maryland.

He became associated with the macaroni factory in Connellsville soon afterwards, and in 1932 assisted in the formation of La Premiata Macaroni Corporation in his home city, serving as general manager until his death. For years his firm and its predecessor have been affiliated with the National Macaroni Manufacturers Association; he represented his firm at all industry conventions since 1932. In 1936 he was first elected to the Board of Directors of the National Association, being elevated to the vice presidency of the organization in 1939. In 1940 he was unanimously chosen as President of the Association, serving in that capacity for one term. On retiring in June, 1941 he automatically became the Adviser of the Board and Association, a position which he held at the time of his death.

His brother, Lawrence E. Cuneo, who preceded him in death last May 4, also represented the Connellsville Macaroni Company in the Association Council, as director, and as national treasurer.

The late Joseph J. Cuneo was a fraternalist, civic leader and organizer. He was a past grand knight and district deputy of the Knights of Columbus and was also a member of the Kiwanis Club. He was associated with the National War Labor Board's Connellsville branch, being particularly concerned over the welfare of the employes in macaroni plants in the Pittsburgh area.

For thirty years, Mr. Cuneo was a member of the male choir of the Immaculate Conception Catholic Church, and was its director at the time of his death.

Surviving are his aged mother, also three sisters, Miss Jennie A. Cuneo, at home, Mrs. James DeOre of Connellsville, and Sister Marie Anita, St. Vincent Convent, Butler, Pa., and three brothers, Frank J., Raymond A., and William J.

The funeral was held Saturday, July 15, from the home to the Immaculate Conception Church where a solemn high mass of requiem was celebrated at 10 a.m. by Rev. Henry A. Geibel, pastor, as celebrant. Burial was in St. Joseph's cemetery.

The macaroni industry has lost an active leader and the National Association a loyal and staunch supporter. Expressive of the sympathy of the entire industry, the National Association offered a spiritual bouquet which brought the following note from the deceased's aged mother to the Secretary of the Association:

"Your kindness and sympathy will always be held in grateful remembrance. Our humble prayers and deepest gratitude to you and to the National Macaroni Manufacturers Association for your great kindness in remembering Joe so nobly.

Your spiritual bouquet will live with him forever, and we hope and feel that in return, his prayers for your lovely thought of him may bring you, all the members and their dear ones, many blessings. May God bless you always.

Mrs. Antoinette Cuneo and Family

The following Editorial from his home-town paper tells what his community thought of its prominent citizen:

"The death of Joseph James Cuneo, general manager, secretary and treasurer of La Premiata Macaroni Corporation, in Mercy Hospital, Pittsburgh Wednesday afternoon, removes from this city a man held valuable as a citizen and industrialist.

"Joe" Cuneo is regarded as being virtually responsible for the success of the macaroni corporation in recent years. He guided the plant through the years of depression, giving employment to a large number of workers and staying constantly on the job to find outlets for his products.

"Interested in Connellsville as his home town, he was always regarded as a booster. He remained backstage in most community activity, shunning the spotlight, but willing to subscribe to all projects that would advance civic life in this city."

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



# The MACARONI JOURNAL

Volume XXVI

August, 1944

Number 4

## Honeymoon Is Over

Nearly four score of the country's leading manufacturers of macaroni products enjoyed a well-earned business vacation in New York City last June, attending the annual conference of their trade. From reports and discussions heard during the two days' convention and through personal contacts with fellow manufacturers, they got the impression that the industry's "honeymoon" was over.

Starting shortly after the sneak attack on Hawaii by the Japs, December 7, 1941, the whole industry started on a honeymoon which lasted for nearly two years—too short as most honeymoons are. During that period practically every manufacturer enjoyed a profitable business with demands for their products so heavy that many found it necessary to prorrate their output to favored wholesalers and retailers.

Selling became mere play. Sales forces were reduced to a minimum. The big problem was to fill orders, not only for the immediate need of the armed forces and for civilian use, but rash orders placed to build stockpiles for which there was no apparent need.

Then along came rationing. For a time many felt that this meant a seventh heaven to the macaroni-noodle makers, because their products were not to be rationed. So the industry honeymoon continued its loving existence, until government buying was greatly curtailed, and distributors felt that the time had come to deplete their stockpiles, rather than to place orders for new goods. . . . Then many began to realize that rationing would not prove the blessing many had hoped it to be, because nearly all of the naturally accompanying foods were on the high-point list.

It was hoped that the setback would prove but a temporary one, so when it continued through the Fall of 1943 and the Winter of 1943-1944, they became resigned to the fact that once more the industry must depend on regular consumers; that production, too, would have to be reduced materially in keeping with normal demands.

The "honeymoon is over." It was grand while it lasted. It is reassuring that most manufacturers have not permitted themselves to be stampeded into cut-throat price-slashing, and know that such action will not produce repeat orders. They realize that they must earn orders on the basis of service and quality of products to merit them, and that quality goods, fairly and reasonably priced, will build an increasing clientele of satisfied customers and appreciative consumers.

## Education

Just how much truth is there to the oft-repeated statement of an ancient seer who is reputed to have said: "There's nothing new under the sun"?

In the light of this statement, it is interesting to review the proposal by leading manufacturers that conditions warrant something being done cooperatively to educate American consumers as to the true merits of macaroni, spaghetti and egg noodles as a grain food that should find its way to the American table more regularly in any of the many combinations in which this food can be tastily served.

That there is a current need for the proposed products promotion and consumer education campaign is taken for granted. Its present proponents do not claim that the idea is original with them. It, like many other problems of the trade, has been discussed for years.

Past experiences have taught the leaders that there is a double teaching job to be done, if the proposed activity is to succeed. The parallel job is to "teach the teachers." There are two elements in the industry that are seriously concerned in the proposal. First, there are the processors of macaroni products. Their very future depends on the success of the promotion, not as a "shot in the arm," but as a continuing educational campaign lasting from now on. Then there are the suppliers of raw materials who depend almost wholly on the industry for virtual existence, too.

Both these groups must convince themselves that there is a necessary job of educating to be done—an industry job—and that they are the teachers who must be self-taught before they attempt to teach the consumer. They must be fully sold on the idea, solidly behind any constructive plan which they should help to develop.

"Teaching the consumer" is no easy job. The National Macaroni Institute has been doing a splendid work, spasmodically of course, because of the limited funds at its command. For seven years it has kept alive the idea that to become successful teachers, self-education is a prerequisite. With just a little bit more of good fortune—based on clear thinking on the part of industry leaders, producers and suppliers, who must supply the leadership and the funds—much more will be accomplished in the coming years.

With the many interests fairly well solidified behind the proposal, there is every reason to feel that ways and means will be found for carrying on the educational campaign, not as a one-time or one-year job, but an ever-continuing obligation of every one truly concerned in the successful future of the industry.

# Report of the Washington Representative of the N.M.M.A.

Read at the Annual Convention of the Association, June 16, 1944,  
Hotel New Yorker, New York City

Here are the highlights of the work done by the Washington Office of the Association in its contacts with the Government Agencies in the interest of the Industry.

In the past year it has been necessary to have almost daily contact with one or more Government Agencies as matters are always coming up that require our attention and if not taken care of immediately the Industry is not considered. We are fortunate enough to have a Macaroni Industry Advisory Committee and all matters developing in other agencies are referred to this Committee, particularly those that have to do with the ingredients, material and manpower which are available to the Industry.

### Wage Stabilization

A few months ago the Wage and Hour Division of the U. S. Department of Labor issued a report concerning minimum wage rates for Bakeries, etc. The Macaroni and Noodle Industry is included under the definition of Bakeries. The recommendations made by the Division were as follows:

"Wages at the rate of not less than 40c an hour shall be paid under Section 6 of the Fair Labor Standards Act of 1938 by every employer to each employe in the Bakery, Beverage, Macaroni, Noodle and Miscellaneous Food Industries who is engaged in commerce or in the production of goods for commerce."

The above recommendation was based on investigation by the committee and was passed by unanimous vote. It was further determined by the Committee that extra costs will not be affected by the establishment of the recommended minimum wage rate to an extent which will substantially curtail employment or cause material dislocation in the industry as now carried on.

The above minimum of 40c is not a basic rate but is a net rate which takes into account any incentive or other pay which brings the hourly rate up to a minimum of 40c.

This regulation was the result of a meeting of the Wage and Hour Division held in New York and which I attended representing the Macaroni manufacturers.

The Washington office of the Association obtained a summary of General



B. R. Jacobs

Order No. 31 issued by the War Labor Board regarding its wage stabilization program. This Board has jurisdiction over wages, salaries of \$5,000 or less and salaries of \$5,000 or less paid to executive, administrative and professional employes represented by a duly recognized or certified labor organization. As you know, the Treasury Department has jurisdiction over all salaries in excess of \$5,000 and over the salaries of executive, administrative and professional employes not represented by a duly recognized or certified labor organization, regardless of amount of compensation.

This program was presented to the Macaroni Industry in the October, 1943, issue of THE MACARONI JOURNAL, and stated in detail the procedure to be followed in giving raises or promotions, with or without Board approval, for any reason, including merit and length of service, as well as other conditions.

The December issue of THE JOURNAL contained a very comprehensive summary of the Christmas bonus, which the industry could have used in considering bonuses to its employes. This summary was based on the best information that could be obtained from the WLB and the Treasury Department, and was based on what employers did regarding bonuses in 1941 and 1942.

The Government agencies involved do not expect employers to change their system of giving bonuses merely

because they made more profits in 1943 than they did in previous years, but any bonus was legitimate provided it followed along the lines of previous bonuses—not necessarily in the amount paid but in the ratio of the present salary to the bonus given. In other words, if an employe was receiving a certain salary in 1941 and 1942 and his bonus was 10 per cent of his salary, then in 1943 the bonus could still remain 10 per cent even though the salary had been materially increased.

More recently the Commissioner of Internal Revenue has clarified the new salary stabilization policy which covered payments by employers of commissions, bonuses, and other percentage type compensation to employes, and extended the policy to cover 1943 as well as 1944 and subsequent years. The new policy for 1944 has recently been announced and the formal regulations embodying the changes have been drafted but the new policy became effective some months ago.

Since most 1943 payments have already been made, the Commissioner advised employers that they may make supplementary payments to adjust the 1943 payments to the new policy.

The new policy permits the employer to pay, without the formality of approval, any percentage type compensation earned by employes under a contract or established policy of the employer, provided no change has been made in the percentage, method of computation, or the employe's base salary since the beginning of the salary stabilization program. (October 3, 1942, in the case of salaries under \$5,000 per year, and October 27, 1942, in the case of salaries under \$5,000 which are under the jurisdiction of the Internal Revenue.)

These percentage types of compensation include commissions, bonuses, and similar types of payments which are based on a percentage of sales, salary, profits, volume, new business or similar factors.

### Manpower

The Office of Emergency Management of the War Manpower Commission has made a survey to determine to what extent the utilization of manpower can be improved. It requested

(Continued on Page 8)

● 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 Washington Representative

(Continued from Page 6)

me to make a survey of the macaroni and noodle industry to help with this problem. Inquiry among a few New York manufacturers has not been productive of any results and, therefore, I have refrained from sending out a questionnaire on this subject.

The Commission was particularly interested in determining (1) changes in performance and operation of machines to reduce the number of workers necessary to carry on operations.

(2) Changes in machines or devices which may be effected and which would result in a reduced number of workers to perform the same functions.

(3) The extent to which women, handicapped, or part-time workers can or have taken over jobs formerly held by men or full-time workers and the extent to which youngsters, oldsters, full or part-time, have been employed and the results that have been accomplished.

(4) The extent to which absenteeism and turnover has been reduced and the means that have been used to bring this about.

It is very evident that a comprehensive reply to the above would be most helpful to the industry, but most of the manufacturers contacted seem to believe that they are already greatly handicapped by other industries who are paying higher salaries and that the grade of employes that are mostly obtainable are not the kind which can be utilized permanently and from which curtailment of any of the above functions can be expected.

#### Deferment of Employees

On April 15 the Washington office sent out Bulletin No. 147 requesting information concerning deferment of male employes between the ages of 25 and 30 years, and also between the ages of 31 and 36 years.

I want to congratulate the manufacturers and say that I received more replies on this circular than I have ever received on any circular that the Washington office has sent out. It is true that many of the returned questionnaires stated that the manufacturer had no employes that he desired to defer but some of the manufacturers showed as many as fifteen employes which should be deferred because they were essential to the carrying on of the business.

#### Amendment to MPR No. 326

The Office of Price Administration (OPA) issued an amendment to Maximum Price Regulation No. 326 which reads as follows:

"(d) On or before March 1, 1944, or within ten days after his first sale of an item for which he determines

a maximum price under 1440.3 (a), file with the nearest district office of the Office of Price Administration a statement showing (1) the maximum price so determined, and (2) if such price is the maximum price of a comparable commodity produced by him, the variety, type, brand (if any), container size and style of that comparable commodity, or, if such price is the maximum price of a comparable commodity produced by his most closely competitive producer, the name of that competitive producer and the variety, type, brand (if any), container size and style of that comparable commodity; and This amendment shall become effective February 21, 1944."

This refers particularly to new products or to old products under new weights, style or package, variety or brand, placed on the market.

#### Machinery Under L-292

A new procedure has been adopted by the War Production Board concerning filing of applications for machinery which are prohibited under L-292. This new procedure consists of instructions that have been sent by the Washington headquarters to all Regional Offices to the effect that all denials representing machinery of a value of \$25,000.00 or more, shall be referred to the Washington Office after the first appeal and all applications for machinery or material of less than \$25,000.00 shall be referred to the Washington Office after the second appeal.

Manufacturers of macaroni and noodle products who really are in need of machines and who are persistent enough to keep pounding away after their applications are denied by district offices need not be discouraged as final appeals can be made to Washington.

#### Eggs

The War Food Administration last winter issued an invitation for bids for one and one-half million pounds of dehydrated whole eggs which it had in storage in various warehouses scattered throughout the country. It also announced it had seven million crates of shell eggs in storage which it was anxious to sell. There is no doubt that the government-purchasing agencies purchased eggs far beyond their requirements and that these purchases have had the effect of not only creating a scarcity but of raising prices.

The Washington office of the Association informed manufacturers of this opportunity to buy eggs but apparently no one was interested as I was later informed by the FDA that manufacturers had not made any bids. A recent statement in the papers indicates that the government received \$2,100 for eggs which it purchased at a cost of more than \$300,000. In other words, the government realized less than one per cent of the cost.

### Government Purchases of Macaroni Products

The War Food Administration announced recently the following purchases of macaroni products: United States Macaroni Company, Spokane, Washington, Type I, Class I Elbow Macaroni, 24 one-pound packages, 30,000 pounds at 9.1c per pound; and the same firm, Elbow Macaroni, 72,240 pounds at 8.85c per pound. Golden Grain Macaroni, Seattle, Washington, Elbow Macaroni, 30,000 pounds at 9.5c per pound; and Cocar, Incorporated, Rochester, New York, 25-pound units in bags, 46,625 pounds at 7.75c per pound.

#### Containers

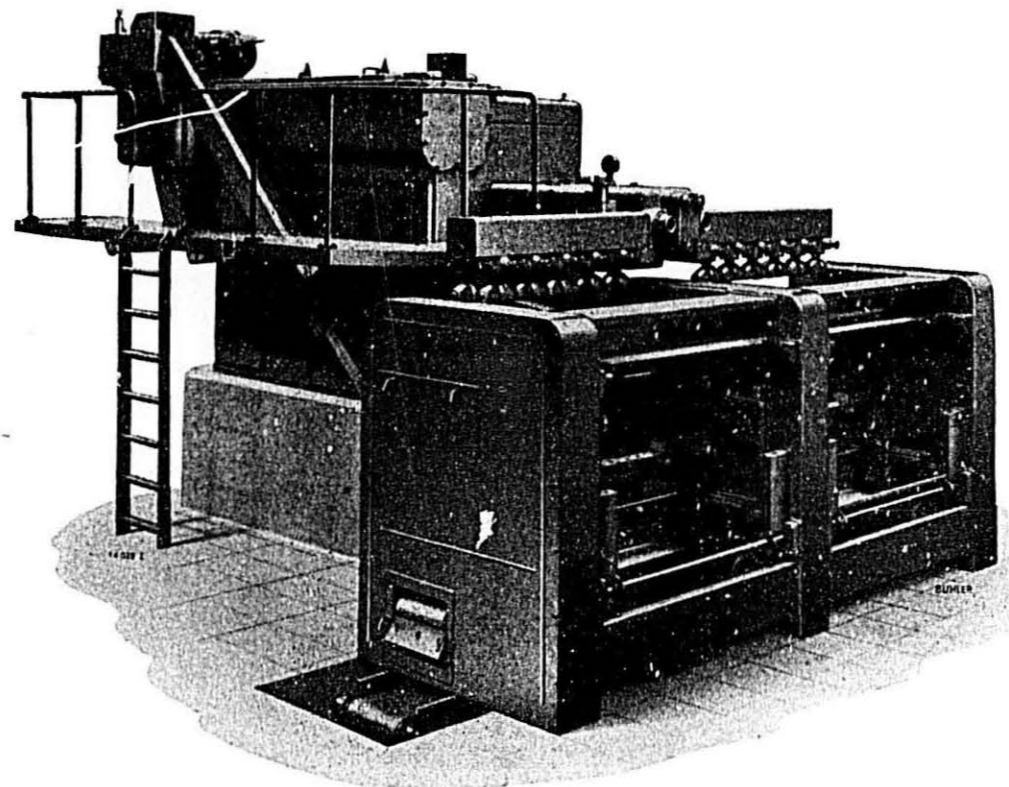
The subject of containers is one which has been up with the War Food Administration and the War Production Board for many months. Last October a meeting was held in Washington between officials of the Chemical Division of the War Production Board and the Government Chairman of the Advisory Committee of the Macaroni Industry, Mr. Bushman, Mr. Wolfe, and myself. At this meeting it was decided to submit to the WPB and Mr. Bushman, information concerning the use of cellophane and similar packaging materials and the effect of any restrictions on the macaroni industry. Investigation showed that the macaroni industry would need approximately three million pounds of packaging materials if the industry produced eleven hundred million pounds of macaroni and noodle products in 1944. This estimate may now be trimmed down as it is very likely that the industry will not produce more than seven hundred fifty million pounds of macaroni and noodle products.

Investigation so far discloses that it will require not less than ten times the weight of other packaging material to perform the same function that cellophane performs now, assuming that the substitute packaging material consists of an inner sheet, a chipboard package, an outer wrapper and that the product is packed in either 8-ounce or one-pound packages. It has also been shown that users of cellophane cannot go out and buy other wrapping material as the manufacturers of these products already have more customers than they can take care of and are not taking new business.

Our questionnaire on this subject brought in 75 replies. Of these 62 used cellophane and 13 did not. The users of cellophane used 1,353,000 pounds in 1942 and 1,500,000 pounds in 1943. Forty-one of the 62 users of cellophane have no facilities at present for making a change and the same number would need additional machinery if the change is necessary. Forty-

(Continued on Page 10)

# BUHLER



CONTINUOUS PASTE GOODS PRESS  
WITH  
FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1944

## 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.

### Report of Washington Representative

(Continued from Page 8)

two of the 62 would need additional labor.

There would be nothing saved by making the change from cellophane to other packaging material as the basic material (wood pulp) is the same regardless of the packaging material used. It also appeared very evident that manufacturers of macaroni and noodle products would be placed in a very critical position if cellophane were prohibited because other packaging material could not be used without additional packaging machinery which at present requires from eight months to a year to obtain after approval has been obtained from the WPB for manufacturing same, and in addition, the labor situation being as critical as it is, it is difficult or impossible to obtain.

Since this hearing several other conferences have been held with practically no results, and you are all now acquainted with L-317 which limits the packaging material which has been used by macaroni and noodle manufacturers in 1944 to 90 per cent of that used in the same period in 1942.

Since packaging material is so critical, efforts are being made by at least one government agency to reduce our 90 per cent allotment still further. This has taken the form of a questionnaire which I sent out on April 8 as Bulletin No. 144.

This questionnaire provides as follows:

- (a) Bulk macaroni products shall be packaged in containers, minimum net weight 18 pounds.
- (b) Bulk egg noodles shall be packaged in containers, minimum net weight 9 pounds.
- (c) Packaged macaroni products between 6 ounces and one pound shall be packaged 48 units to the case.
- (d) Packaged macaroni products of more than one pound shall be packed not less than 49 pounds net weight to the case.
- (e) Packaged noodles shall be packed not less than 18 pounds net weight to the case.

The above proposal has not as yet taken definite form but it shows the thinking in the various government agencies concerning further curtailment of our allotments.

#### Export of Macaroni Products

Since business has been so slow in the past few months a number of macaroni manufacturers have tried to stimulate their business by accepting export business. This, however, has been largely restricted because of the difficulty of obtaining export licenses.

I am advised by one of the Government Agencies that it has on hand applications for more than 400 tons of

macaroni products and that the available shipping space is only for 100 tons for the third quarter of 1944. It is evident, therefore, that these manufacturers cannot deliver the products that they have sold. Export licenses are controlled entirely by the foreign governments where goods are shipped. Allotments of shipping space and tonnage are made by our government but it is left entirely to the foreign governments to determine how this space shall be used. If the foreign government feels that it prefers machinery rather than food it can use its space for that purpose, and regardless of whether or not export licenses have been approved for foods, food will not move. It is, therefore, evident that until more shipping space is available our industry cannot sell much macaroni to foreign governments.

There is another Office of Foreign Economic Administration which is called the Bureau of Supplies which also has its fingers in the pie. This office determines allotments of food products which, in its opinion, should go to the various neutral countries and even when shipping space is available the allotment assigned by this office must be accepted. So it is evident that more than one agency must be contacted and approval obtained before shipments of our products can go abroad. It is my suggestion that manufacturers who have orders for foreign shipment should not prepare the order if it requires special packaging until all of these agencies have been cleared and assurance obtained that the shipment can be made, otherwise during the summer months manufacturers will suffer losses through infestation and probably other means.

### Container Situation Critical

Packaging materials of all kinds, says the Office of Civilian Requirements, War Production Board, from heavy shipping containers to lightweight wrapping papers and bags, are at present one of the most serious civilian shortages. Civilians are sacrificing a considerable measure of their accustomed convenience—in retail wrapping and in the packaging of their goods before it reaches the store—to the urgent necessity for military packaging.

Approximately one-half of our packaging materials produced are carrying supplies to our armed forces overseas. The scope of this program is well beyond easy imagining when it is realized that a jeep requires one-third of its weight in packaging material, and that a cargo trailer must be protected, in shipment, by packaging that amounts to more than half of its weight. Every item shipped by the services, from heavy ordnance to food

and blood plasma, must be suitably packaged.

While this unprecedented military demand is placed on our production of packaging, domestic movement of goods is at least 40 per cent greater than during the years just before the war, and domestic demand for packaging is in proportion to that increase. Packaging materials are being manufactured to the very limit of raw materials, manpower and factory capacity. This year's packaging output in metal, glass, wood and paper will be the greatest in our history. But the country is still unable to meet the combined total of military and civilian demand. As military requirements cannot be cut, civilian requirements must be.

Paper packaging goods are now in the most stringent supply situation. But, except in isolated instances, no other packaging material is sufficiently plentiful to contribute relief in the paper field. The Office of Civilian Requirements cannot reasonably ask for a larger proportion of packaging materials, but must maintain civilian distribution through the most equitable use of quantity available.

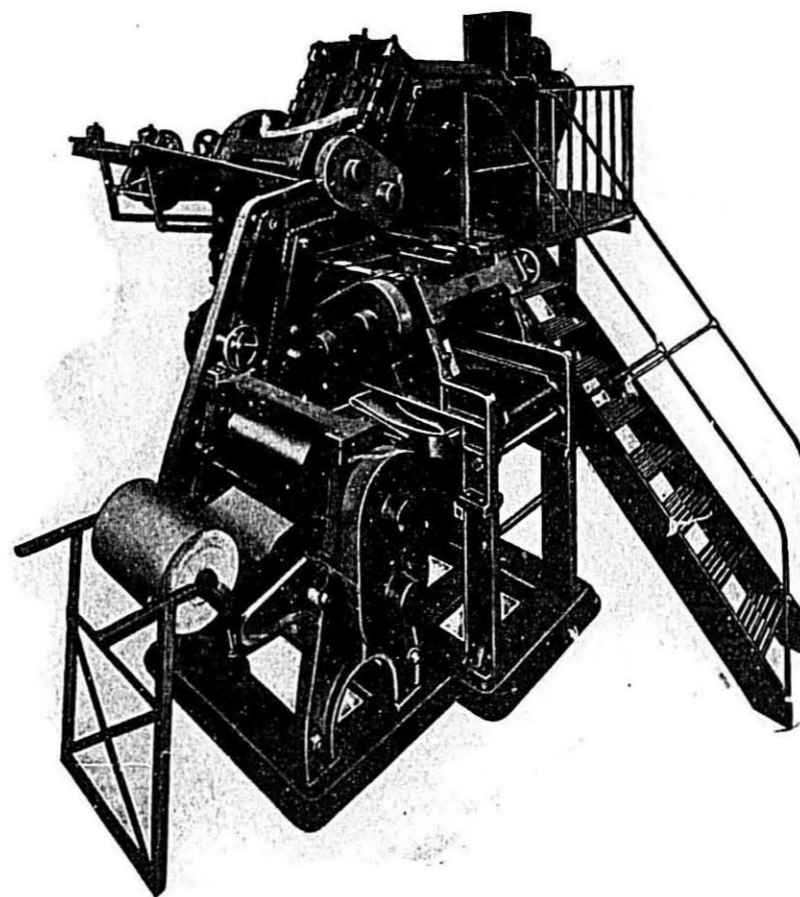
This is being accomplished partly through voluntary conservation, partly through the assignment of quotas. In general, the voluntary system applies to use of wrapping paper and lighter weight boxes, the quota system to heavy shipping cartons made of containerboard.

Containerboard is the tightest item in the tight field of packaging materials. It is not board at all, in the sense that board popularly suggests lumber, but the corrugated or solid fibre stock from which shipping cartons are made. Containerboard is manufactured from new wood pulp, combined when possible with waste-paper, which is salvaged wood pulp from worn-out cartons. Wood pulp production is even with last year, and may go above it. But, with lumber workers and logging equipment both short and inventories of wood pulp exhausted, there cannot possibly be enough wood pulp to meet the military packaging program plus the recent rate of civilian demand for shipping cartons.

To bring civilian demand approximately in line with supply, new shipping carton quotas for nearly every classification of product are designed to cut carton demand about 25 per cent. However, this cut by no means represents a comparable reduction in actual usage. Competition for available cartons has been so great that, without quotas, cartons were unobtainable for many products, even though no regulation prevented their purchase. Now every shipper, whatever his product, knows exactly what percentage of base period new carton use he is permitted, and should be able to obtain his specified proportion.

## CLERMO

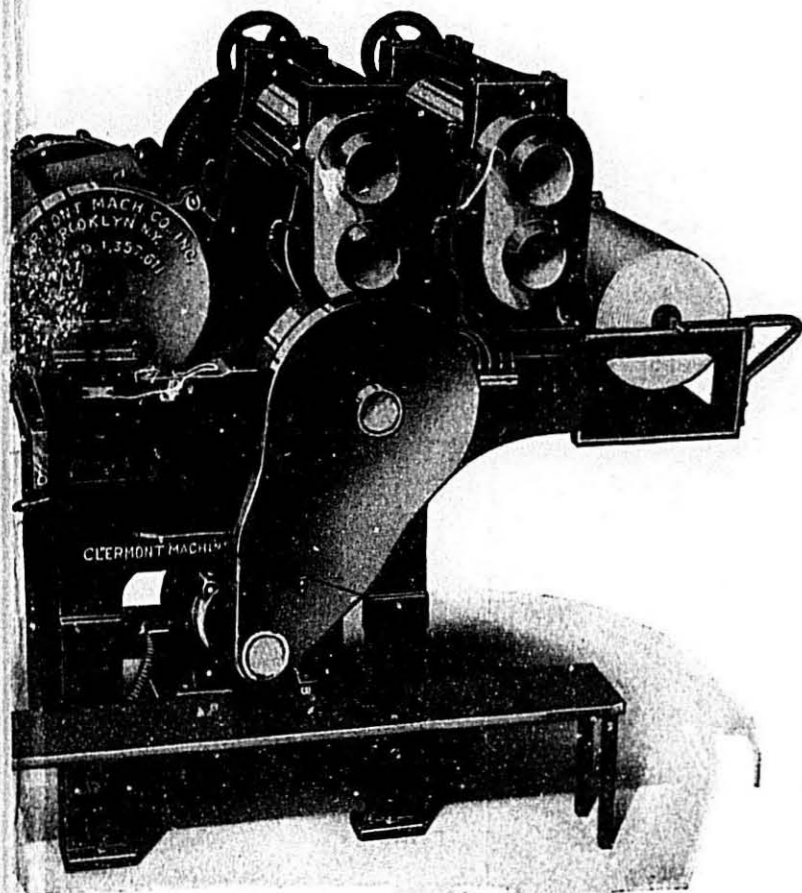
PRESENTS ITS GREATEST CON  
THE RAW MATERIAL TO THE



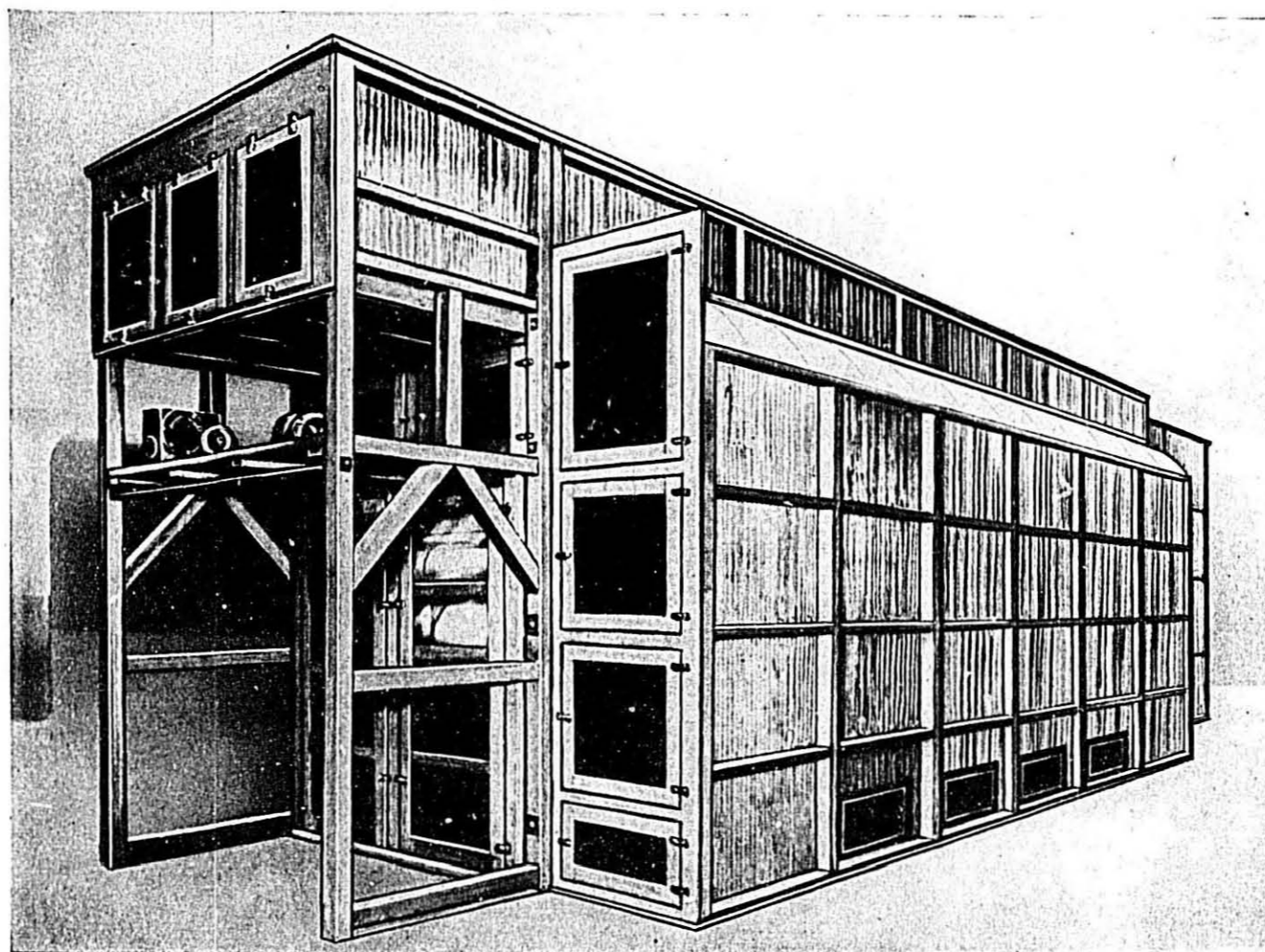
AUTOMATIC SHEET FORMING MACHINE

## CLERMONT, CELEBRATING ITS 25th ANNIVERSARY,

ITS CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE MACHINES CONVERTS  
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

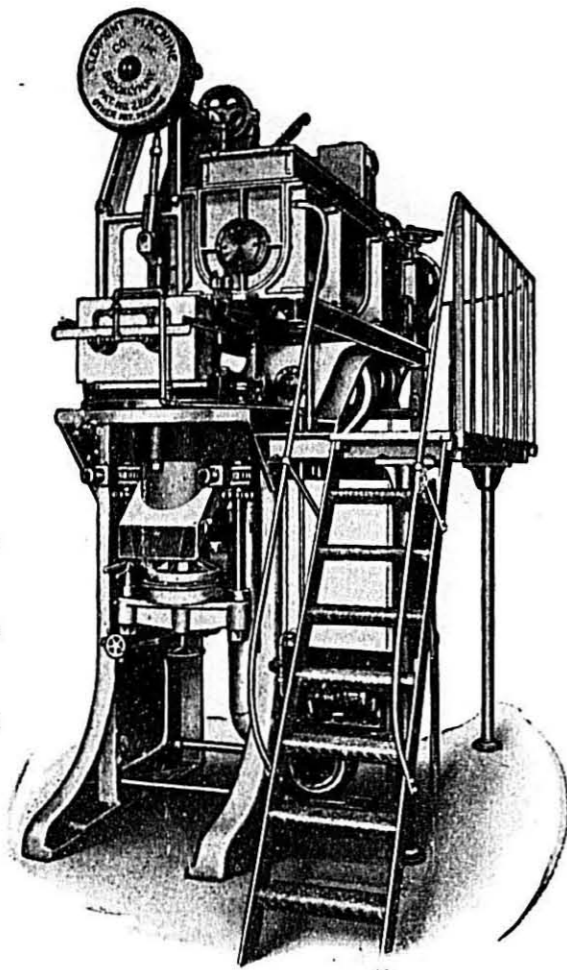


## CLERMONT, CELEBRATING ITS 25th ANNIVERSARY

*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

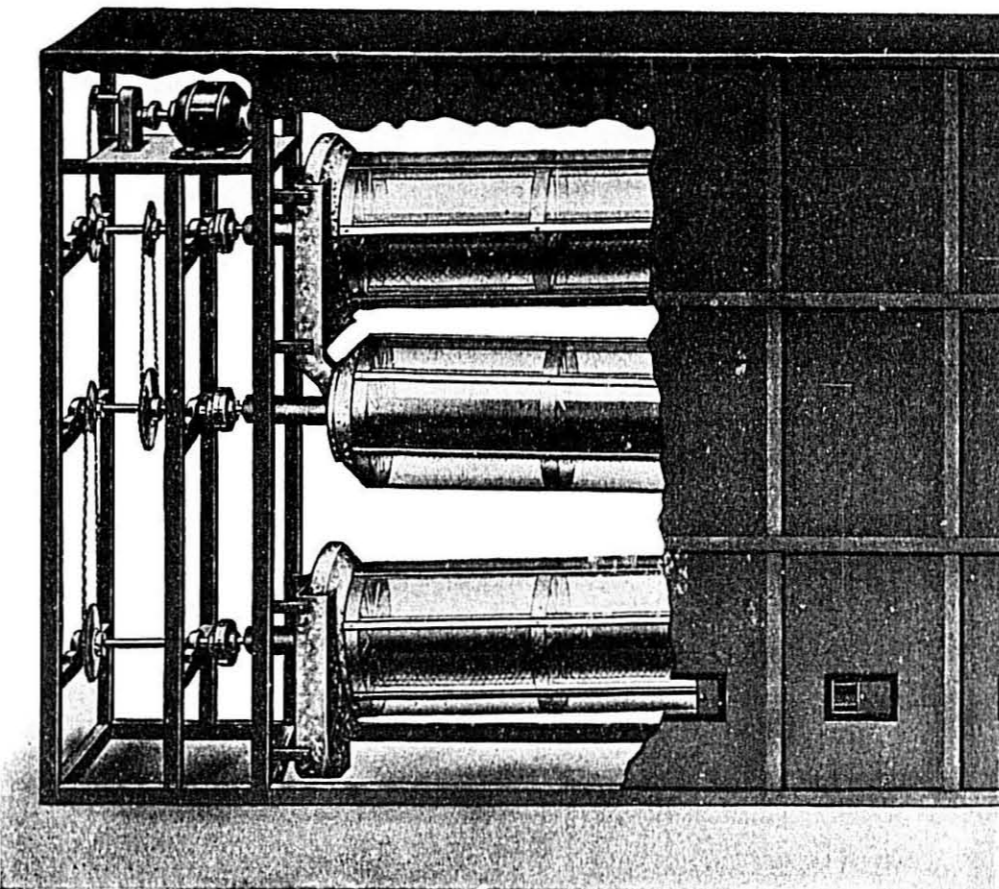
Has no cylinder, no pis-  
ton, no screw, no worm.

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

FOR SHORT CUT NOODLES AND SMALL SOUP PA:

CONTINUOUS IN OI  
COMPLETE DRYING PF  
CAPACITY—MADE IN SIZES FI



## CLERMONT MACHINE COMPANY, INC

266-276 WALLABOUT STREET

BROOKLYN, NEW YOR

CROSBY,

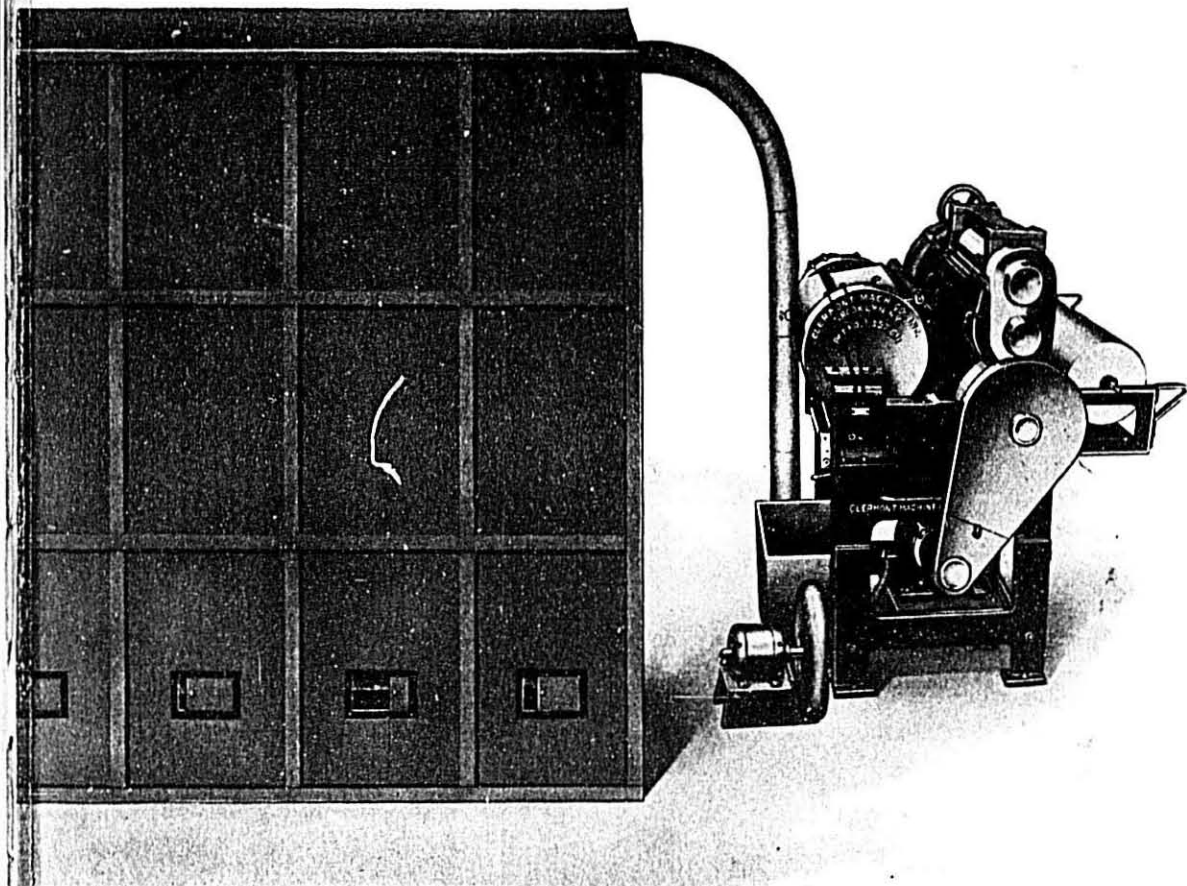
## THE TUMBLER DRYER

DRIES SUCH AS ALPHABETS, PASTINE AND SIMILAR PRODUCTS

OPERATION—FULLY AUTOMATIC

PROCESS—FROM 1½ TO 2 HOURS

FROM 500 TO 1000 POUNDS PER HOUR



August, 1944

THE MACARONI JOURNAL

11

## Serving 5,000 Meals in 5 Minutes

That's What Northern Ordnance Does

By W. F. Keepers

ORGANIZING a restaurant or cafeteria to feed some 5,000 persons in seven minutes' time would seem to be an impossible program to most people, but not to Northern Ordnance, Inc., of Minneapolis. This company has an unusual record of achievement in war work and has been awarded a number of citations for its accomplishments in the manufacture of gun mounts, hydraulic equipment and other essential war material. The company has grown rapidly during the past year or two and with its growth it has had many new problems to meet, not the least of which was that of providing adequate meals for the employees.

The plant is far removed from city proper and thus from established food facilities. It is out beyond the regular carlines and has its own streetcar system extending from the city lines to the plant.

When this plant was first built the employees carried their own lunches. This was all right for those who only ate one meal away from home, but with the increasing demand for war production many men worked long hours and sometimes were on the job through two meal periods. Most men will eat one cold lunch if necessary, but not many like to eat two. For efficient production they need warm nutritious meals.

With this in mind the management of the company decided to inaugurate its own in-plant feeding program. Through a period of trial the present plan has developed until today it does feed several thousand employees a good warm, nutritious meal in seven minutes or less.

All the food is prepared in a huge central kitchen where dozens of women prepare the food and load it onto "food wagons." These wagons are then taken to feeding stations throughout the plant convenient to the workers. Each wagon carries food for 55 to 60 workers. The wagons are manned by plant workers who serve the meals, collect the cash, and return the wagons to the central kitchen. The men and women who operate the wagons and serve the meals then eat in a splendid cafeteria which is conducted in connection with the feeding program.

This plan of operation, that is, tak-

In "Food Facts" published by the Wheat Flour Institute.

ing the food to the men, saves a lot of time and confusion. The lunch hour is only 30 minutes. Distances in this plant are great and if the workers had to leave their stations to go to a central dining room or cafeteria, it would take a good share of their rest period just making the trip. With the food brought to them, they eat in a leisurely way and have a chance for more rest than could be had with another plan.

The meals that are served are attractive and appetizing. The wagons are equipped with a hot plate in one end on which the pans of food are placed and remain hot until served. The other end of the wagon has a cold box with temperature controlled with dry ice. Ice creams and cold desserts are easily handled in this section of the wagon. Ample shelf space above the serving tables provides room for fruits, sandwiches, etc.

All food is sold at cost since the company does not operate the feeding program for profit. Food is served in paper containers with wooden forks and spoons which are then discarded, so there is little dish-washing to do.

At noon, the biggest meal of the day, 63 wagons now go out. Fewer are needed for other meals. More have been used during periods of peak employment.

The job of preparing all the food, loading it on wagons and getting it to the workers is a tremendous one but no bigger than that faced by R. E. Baker, general manager of the commissary, and J. N. Allen and Miss Frances Murphy, his assistants, who do the planning and buying. Housewives who worry about ration points have an easier problem than these folks do. They have to buy in car-load quantities. The problem of meat points is not too severe since they do serve chicken and turkey frequently. With canned goods, however, they try to buy as much as possible at the time foods are being packed, thus they use peak number of points in short periods, and as a result they are frequently short on these points for their regular buying.

The in-plant feeding program at Northern Ordnance, Inc., may not be the largest in the country. It is recognized as one of the best and one of the most efficient. This company actually does serve as many as 5,000 meals in seven minutes and does it day after day in an efficient manner.

## John Crosby Honored

On July 22, 1944, personal friends and business associates of John Crosby IV, paid him due tribute for fifty-five years of continuous service as a director of the Washburn-Crosby Company and General Mills, Inc. He was presented with a book of Letters from approximately two hundred business and personal friends from all parts of the nation.

John Crosby was born in Hampden, Maine. With his father he went to Minneapolis in 1877. He graduated from the Harvard Law School in 1893, and practiced law in Minneapolis, acting as the legal adviser of the Washburn-Crosby Company of which he had been made a director in 1889. It was not until 1910 that he became an officer of the firm, being appointed as Treasurer, a position he held until ascending to the Presidency in 1919. In 1925 he was made Chairman of the Board.

When Washburn-Crosby Company merged with General Mills, Inc., in 1928, he became a director of the latter company, a position he still maintains.

## Feed Wheat Sales Top 300,000,000 Bushels In Year

The War Food Administration reports that the Commodity Credit Corporation sold about 321,000,000 bushels of feed wheat during the 12 months ended June 30, 1944. Sales during the preceding fiscal year, 1942-43 totaled 275,000,000 bushels.

At the beginning of the last fiscal year the Corporation owned 205,000,000 bushels of wheat. These stocks were supplemented by purchases of 219,000,000 bushels of wheat. Stocks available for sale on June 30, 1944, totaled 99,000,000 bushels.

On June 30 the Corporation was holding 14,000,000 bushels as collateral for loans on farm-stored 1943 crop wheat. A year earlier 122,000,000 bushels of wheat were being held as collateral for loans. During the 1943 fiscal year farmers put 129,800,000 bushels of wheat under loan and of this, they redeemed 115,000,000 bushels. It is expected that considerably larger quantities of grain will be put under loan this year at the 90 per cent of parity rate recently announced by WFA. The loan rate averages about \$1.35 a bushel on farms.

Officials stated that the sale of feed wheat during the past year was an important factor in maintaining high wartime production of meats, milk and eggs, as the wheat supplemented other grain stocks which in themselves would have been insufficient to make possible so large a production of livestock products.

## Our Industry Is Big--But Is It Big Enough for the Job Ahead?

Manufacturers will be interested in the following letter to Secretary M. J. Donna by a miller who sat in more as an observer at the 1944 convention in June. He said in part:

"As you know, my presence at the Convention was strictly that of an observer this year. I had no axe to grind, either as a seller or as a buyer. Hence, it gave me an opportunity to listen and to watch the proceedings with a more or less unbiased eye. My position seemed to give me a clearer vision than ever before of our fine industry.

"And the Macaroni Industry is fine and it is big. We know the approximate number of pounds of product that is produced throughout these United States. Yes, the Industry is big. I wonder if we know the approximate number of individuals or families that this Industry supports? Add to this the families of all the Allied tradesmen who are dependent on the Industry for all or part of their income and surely we would have an interesting total.

"How long will it continue big?  
"There is just one fight on its hands, which is to obtain and hold a fair share of the job of filling the 'stomach' of the people of the United States. Our fight is against all other foodstuffs that struggle to get themselves into the hands of the American housewife. It is the eternal daily struggle of filling the Nation's 'bread-basket.'

"For years, we who have been interested in increasing the consumption of Macaroni and Noodle products, have tried and hoped, to get the Industry together in a solidly massed attempt for better cooperation. The history of the Industry over the past twenty-odd years, shows many endeavors by one group or another, and usually the same few men, toward this goal of greater consumption. These attempts have failed or at least, have not reached their goal simply because the entire Industry was not cooperating in the movement. Because many manufacturers did not have sufficient vision to realize that 'in union there is strength.'

"It is necessary and very natural for every company to look to its own best interests. In these days of massed attacks against the individual company by Labor, by Government Agencies, by Food Faddists, and by competing foodstuffs, this Industry and every individual in it must realize how imperative it is for them to join wholeheartedly in creating a strong, powerful Association.

"One for all and all for one" is now a necessity and was never more clearly apparent. Anyone attempting to look into the postwar business world who cannot see this fact is to be pitied because he might as well close up shop right now.

"The only way that the Macaroni Industry can hold its present rate of production, to say nothing of increasing consumption, is to get in with both feet and fight for the Industry's portion of foodstuffs purchased by the housewife. Other foodstuffs are seeing to it that they get their portion through a steady flow of propaganda in magazines, newspapers and the radio. Is it possible that the Soyabean industry could

have come to the front so fast without advertising and publicity? If the Macaroni Industry doesn't follow suit, there is only one answer: a gradual but definite reduction in consumption.

"I was because of this thought, that I am keenly interested in Mr. Diamond's suggestion that each manufacturer personally assess himself 1/2¢ per barrel to go for promotion work. Of course, it won't pan out because only a certain few would do it. Therefore, I believe that it might not be unwise to make such an assessment a 'must' for each member of the Association. A substantial sum could be created for Advertising and Promotional work. This would be the only method that can give Macaroni Products their rightful portion of the Nation's food consumption.

"Each year as a Convention is over, we think how pleasant it was to spend a few hours with our old friends. But when we wonder what was actually accomplished with all that effort and expense, there remains just a big void. This year's convention was little different from normal in accomplishment. You worked hard. Jack Wolfe worked hard. The Directors worked hard. You are all to be congratulated and thanked for your efforts. But what satisfaction did any of you get for your efforts? Until such time as every macaroni and noodle manufacturer realizes the absolute necessity for cooperative effort, for cooperative advertising and promotion, and for cooperative handling of the Federal and State Departments, there is bound to be grief and a losing fight in consumption channels.

"I am a staunch believer in the really great possibilities of the Macaroni Industry for the postwar future. I should like some one to tell me how that bright future can be realized with each manufacturer going along in his own sweet way, pulling his little individual cart in the particular manner and method that he sees fit, at that particular moment.

"We are competing against BIG BUSINESS in other Associations, in other lines and other types of food. We must fight fire with fire. There is only one way to accomplish the goal and that is shoulder to shoulder, working for the good of the whole. Through such a method profit and satisfaction will be the reward of each Macaroni manufacturer.

"May your shadow never grow less, M. J., and thank you for your share in all these twenty-five years of endeavor for the Industry."

### Safe Ransacked

The Liberty Macaroni Co. offices at 119-121 Wilkeson St., Buffalo, N. Y., were ransacked the morning of July 9 by thieves who used a fire escape to reach an open window on the third floor. Joseph Lojaco, president of the firm, told police that a superficial search showed only minor loss—some change in the safe and some postage money—and otherwise no serious damage was done.

### Macaroni Trade Improving

Reports from many quarters are to the effect that business is slightly on the improve and that should the government purchases continue on a normal basis throughout the early Fall, and rationing of meats, cheese, butter and tomatoes remain at their present levels or lower, manufacturers will enjoy a better Fall business than they experienced a year ago.

The recent purchase of slightly more than 3 million pounds of high protein spaghetti by the War Food Administration had a strengthening influence on the market.

The durum millers state that shipping directors are fair, practically normal for this time of the year. There is but little buying of semolina now, as most of the manufacturers covered their immediate needs in the buying splurge last June. The buyers at that time are understood to have covered about 25 per cent of their needs. Others remained out of the market because they were processing previously-bought semolina on which they were paying carrying charges.

The Government has also been buying considerable semolina and farina. According to the *Northwestern Miller*, purchases were reported as follows:

Under Announcement Award-144, the War Food Administration on July 20 bought 11,200 sacks of semolina from the Capital Flour Mills, Inc., f.o.b. St. Paul, at \$3.65 sack. An aggregate of 60,000 sacks of durum semolina was recently awarded to three mills in the Northwest under Announcement Award-136.

The largest quantity went to the Minneapolis Milling Co., Minneapolis, which obtained 10,000 sacks at \$3.71, and a second lot of 15,000 sacks at \$3.71 for immediate delivery, f.o.b. Minneapolis.

King Midas Flour Mills, Minneapolis, obtained 20,000 sacks at \$3.79, packed in 100-lb. bags, f.o.b. Superior, Wis.

The Amber Milling Division of the Farmers' Union Grain Terminal Association at St. Paul, Minn., was awarded 15,000 sacks at \$3.78, packed in 100-lb. bags, f.o.b. Rush City, Minn.

The WFA also has been in the market for 6,000,000 lbs. of farina, seeking bids under announcement Award-148. Immediate delivery was specified for 2,000,000 lbs., with delivery for export to New York, Philadelphia, Baltimore, Norfolk, Charleston, and Savannah. All offers were to be received by July 25.

*Swordfish*, which sometimes grow to 12 feet in length, are tiny fish about an inch long when first hatched.



**C**HEMICALS powerful enough in explosive form to lay an enemy army low can't corrode, sift or fight their way through a sturdy Multiwall Paper Bag. That is but one reason why the finest industrial peacetime package has become the essential wartime container.



NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.  
BALTIMORE 2: 2401 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.

IN CANADA:  
BATES VALVE BAG CO., LTD.  
Montreal, Quebec  
Vancouver, British Columbia

Boston, Mass. Birmingham, Ala. Dallas, Tex. Denver, Colo.  
No. Kansas City, Mo. Los Angeles, Calif. New Orleans, La.  
Franklin, Va. Seattle, Wash. Nazareth, Pa. Toledo, Ohio

Multwall 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.

## Millers Entertain

Executives of the durum mills of the Northwest were hosts to a number of Directors of the National Macaroni Manufacturers Association and members of the Future Activities Committee of that organization, at a dinner at the Minnehaha Country Club in Minneapolis, Tuesday evening, July 18.

W. J. Warner of Pillsbury Flour Mills, served as master of ceremonies, representing, in addition to his own firm, eight other durum mills that supply the semolina needs of the industry, namely: Amber Milling Division, G.T.A., Capital Flour Mills, Crookston Milling Co., H. H. King Flour Mills Co., King Midas Flour Mills, General Mills, Inc., Commander-Larabee Milling Company and North Dakota Mill and Elevator Association.

Among the macaroni-noodle manufacturers who enjoyed the delicious dinner and delightful entertainment and hospitality of the durum millers were: C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa., President of the National Association; M. J. Donna, Secretary-Treasurer, Braidwood, Ill.; C. L. Norris of The Creamette Co., Minneapolis, Minn., Chairman Future Activities Committee; Frank Traficanti, Traficanti Brothers, Chicago, Ill.; C. Fred Mueller, C. F. Mueller Co., Jersey City, N. J.; A. Irving Grass, Vice President of National Association, I. J. Grass Noodle Co., Chicago, Ill.; Peter La Rosa, V. La Rosa & Sons, Brooklyn, N. Y.; also Joseph J. Giordano of the same firm; Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.; Al Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.; James T. Williams, Creamette Company, Minneapolis, Minn.; B. C. Ryden, Macaroni Division of Northern Illinois Cereal Products Co., and Joseph J. Freschi, Mound City Macaroni Co., St. Louis, Mo.

The occasion for the entertainment was the appearance of a group of Association officials in connection with a conference arranged at the 1944 convention in New York City between the durum millers, the members of the Future Activities Committee and Association Directors held that morning at Curtis Hotel, Minneapolis.

## New Macaroni Products Pricing Regulations

### Dried Groceries Pricing Problems Simplified

A new type of basic price regulation, designed to make simpler the operation of price control for processors, repackers, primary distributors and other intermediate sellers of packaged dry groceries, was issued by the Office

of Price Administration, effective June 21, 1944.

Known as Food Products Regulation No. 1, the new plan will be effective June 21, 1944. Five supplements covering macaroni and noodle products; processed beans and processed macaroni and noodle products; prepared flour mixes; pitted and macerated domestic dates and domestic date products; and packed citrus products, in sales prior to wholesale, were also issued today.

As soon as additional supplements can be prepared to replace present price regulations, most packaged dry groceries, including the 1944 pack of canned fruits and vegetables and frozen fruits and vegetables, will be controlled by Food Products Regulation No. 1.

The new plan differs from existing price regulations in that it collects into one document the common problems, such as definitions, general pricing provisions and a number of miscellaneous provisions, which occur frequently in the pricing of packaged dry groceries. These common problems are standardized so that they may be handled in the same manner regardless of which commodities they affect.

At the same time, supplements to the over-all regulation contain actual prices for each commodity and provide for separate pricing problems peculiar to that commodity. The supplements operate independently from the over-all regulation and may be amended without affecting Food Products Regulation No. 1.

Provisions of the basic regulation apply to each supplement only to the extent that the supplement specifically adopts the applicable provisions.

For example, today's supplement on pitted and macerated dates and domestic date products sets out such individual definitions as that for "domestic date products." It refers to Food Products Regulation No. 1 for such generally applicable definitions as that for "net delivered cost" and "distributor." The supplement spells out prices and gives pricing methods that are peculiar to date products, but incorporates from the basic regulation such general pricing methods as that providing for payment of brokers and maintenance of customary discounts and allowances. In the section devoted to miscellaneous provisions, the supplement incorporates 12 provisions from the over-all regulation, including such problems as adjustable pricing, export sales, storage and records that must be kept.

OPA said that the new regulation will:

1. Cut down the number of documents that sellers will have to handle in pricing their commodities.
2. Speed up action in getting changes in regulations out to the industry.

3. Together with its supplements, greatly reduce the total number of provisions under which the industries covered by the plan are now operating. Moreover, an individual seller can tailor the regulation to his own needs by combining with the basic regulation only those particular commodity supplements in which he is interested.

4. Provide automatic standardization of all basic provisions included. This will help to unify and coordinate OPA pricing techniques, keep each supplement automatically abreast of improvements in the basic regulation and facilitate general compliance with the basic provisions.

Part 1 of the new regulation includes 14 definitions for types of sellers, kinds of sales and other terms which are commonly used in the pricing of dry groceries.

Part 2 deals with 16 pricing provisions which recur frequently in dry grocery regulations. Included are provisions covering payment of brokers, units of sale and fractions of a cent, maximum prices for products in new container types or sizes, and treatment of federal and state taxes.

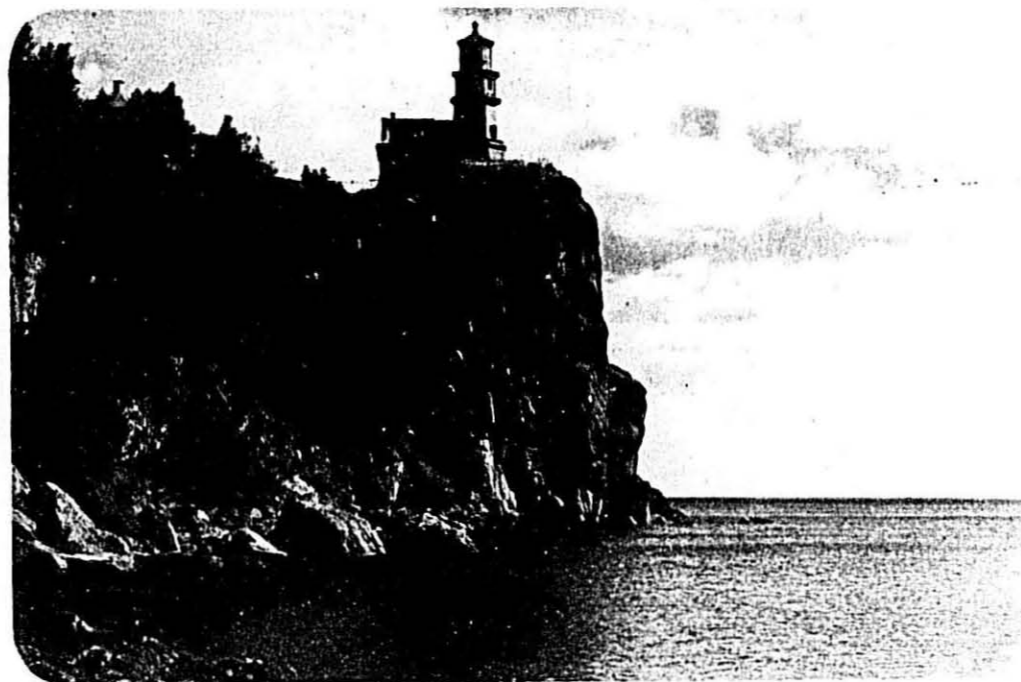
Part 3 spells out 16 miscellaneous provisions, including handling of weights, storage, export sales, records which must be kept, and adjustable pricing.

Officials of the Office of Price Administration stated that the issuance of supplements replacing existing price regulations is not to be considered as affecting the status of any pending protest, petition for amendment or other proposed action.

(Food Products Regulation No. 1—General Pricing Provisions for Certain Food Products [Group I]; Supplement No. 1—Macaroni Products and Noodle Products; Supplement No. 2—Processed Beans, Processed Macaroni Products and Processed Noodle Products; Supplement No. 3—Prepared Flour Mixes; Supplement No. 4—Pitted and Macerated Domestic Dates and Domestic Date Products [1943 crop and after]; Supplement No. 5—Packed Citrus Products of the 1944 and later packs, all effective June 21, 1944.)

## Plan Export Trade

Anticipating a world-wide export trade after the war and hoping to serve the limited inter-nation business that still exists, the Chicago Macaroni Company of New York announces the formation of an export division. According to Peter L. Morici, secretary of the company and head of the export department, the purpose of the plan is to supply not only macaroni products, but its well-known tomato products to established agencies. The company itself will engage in no direct export operations.



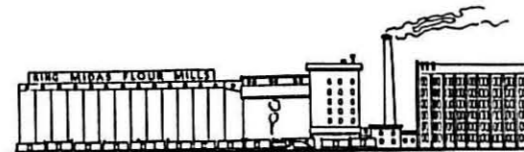
Photograph of Split Rock Lighthouse on Lake Superior

## This Cool Great Lakes Breeze Helps in Milling Better Semolina

In Superior, Wisconsin, home of King Midas' durum mill, it's cool the year round. Located at the head of the vast Great Lakes waterways system, Superior is characterized by cool breezes and low humidity, which have earned it the title of America's "Air Conditioned" city.

The cool weather in Superior is ideal for the storing and milling of durum wheat. It makes possible a higher degree of uniformity. It plays an important part in the preservation of color standards. It's one big reason why you can always depend on every shipment of King Midas Semolina to be of highest quality.

KING MIDAS FLOUR MILLS • MINNEAPOLIS, MINNESOTA



*King Midas* SEMOLINA

## From Wheat Field to Macaroni Products

A Fine Treatise by Pillsbury Flour Mills Company on Durum Wheat Culture, Semolina Milling, Macaroni Production and Consumption

The Durum Millers of America have played, and are still playing, an important part, in the development and advancement of the American macaroni, spaghetti, and egg noodle industry.

They not only supply the "cream of the durum crop" to the macaroni-noodle manufacturers of this country, but offer their elaborate experimental facilities to the operators to enable them to make the best products under changing harvest conditions.

The interest taken in the ultimate objective of the manufacturers by the durum millers is clearly shown in the beautifully-illustrated, well-written pamphlet just issued by Pillsbury Flour Mills Company entitled "From Wheat Field to Macaroni Products," copies of which have been widely distributed to the trade.

The story is convincingly told in plain language, with illustrative pictures and explanatory notes. Of special interest to the manufacturers are the pictures shown of the experimental plant wherein the new wheat crop is tested through its milling into new semolina and through its manufacture into finished macaroni products.

### Objective of the Booklet

The purpose for which the fine and timely booklet was prepared is explained in its introduction, which is, in part, as follows:

"The year 1944 brings two important anniversaries, which are not unrelated. There is the 40th anniversary of the establishment of the first national organization of macaroni manufacturers in this country and the 75th anniversary of Pillsbury Flour Mills Company.

Organization of the macaroni manufacturers was a natural result of a sudden expansion of the industry, which had previously been very small. That expansion was brought about by two developments: First, the introduction of durum wheat as an American farm crop; second, the equipping of American mills to grind the durum into top-quality semolina. In the second of those developments, Pillsbury played a leading part, as described on the following pages.

"Established in 1869, Pillsbury Mills Company has been, throughout its history, a pioneer in developing improved milling methods and scientific control of quality. Today the milling of durum products is an important part of our business; and so, in our 75th Anniversary Year, we present this booklet as a salute to an industry that we have been happy to serve for many years—the American Macaroni Industry."

## Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

## Registrations Not Subject to Opposition

### Goodwin's

The trade mark of Goodwin Preserving Company, Inc., Louisville, Kentucky, for use on peach fruit preserve and jellies, apple butter, and spaghetti. It was filed on June 2, 1943, claiming use since May 10, 1943, for spaghetti; since 1913 for preserves, jellies, and apple butter. The serial number of the trade mark is 461,096.

The mark consists merely of the name in heavy type, the first and last letters being in somewhat larger print than the rest. Its registered number is 408,324.

The announcement of the registration appeared in the August 1, 1944, copy of the *Official Gazette*.

### TRADE MARKS GRANTED

#### Mazurka

The trade mark of Louis Malani Foods, Chicago, Illinois, for Noodle Soup Mix with Chicken Fat. It was filed on June 12, 1944, claiming use since September 18, 1939, and bearing serial number 471,159.

The mark consists merely of the name in outlined large letters.

The announcement of the registration appeared in the July 25, 1944, copy of the *Official Gazette*.

### TRADE MARK REGISTRATIONS RENEWED

#### Gallieo

The trade mark of the Kansas City Macaroni & Importing Company, Kansas City, Missouri, a corporation of Missouri. The trade mark was registered on June 22, 1924, and renewed on June 22, 1944, bearing the serial number 186,497.

The announcement of the renewal appeared in the July 25, 1944, issue of the *Official Gazette*.

#### Flavory

The trade mark of the Foulds Milling Company, doing business as The National Macaroni Company, Chicago, Illinois, for use on macaroni, egg noodles, and plain noodles. It was registered July 29, 1924, bearing serial No. 187,199. Renewal was made July 29, 1944, to the Foulds Mill-

ing Company, Libertyville, Illinois, a corporation of Ohio.  
The announcement of the renewal appeared in the July 18, 1944, issue of the *Official Gazette*.

## Stocks of Wheat in Interior Mills, Elevators and Warehouses July 1, 1944

Stocks of old wheat in interior mills, elevators and warehouses on July 1, 1944, are estimated by the Crop Reporting Board at 29,712,000 bushels—lowest for this date since 1937. These July 1 stocks of old wheat are about 29 per cent of the 103,804,000 bushels stored in these positions a year earlier, about one-fifth of the record set on July 1, 1942, and less than two-thirds of the 8-year (1935-42) average.

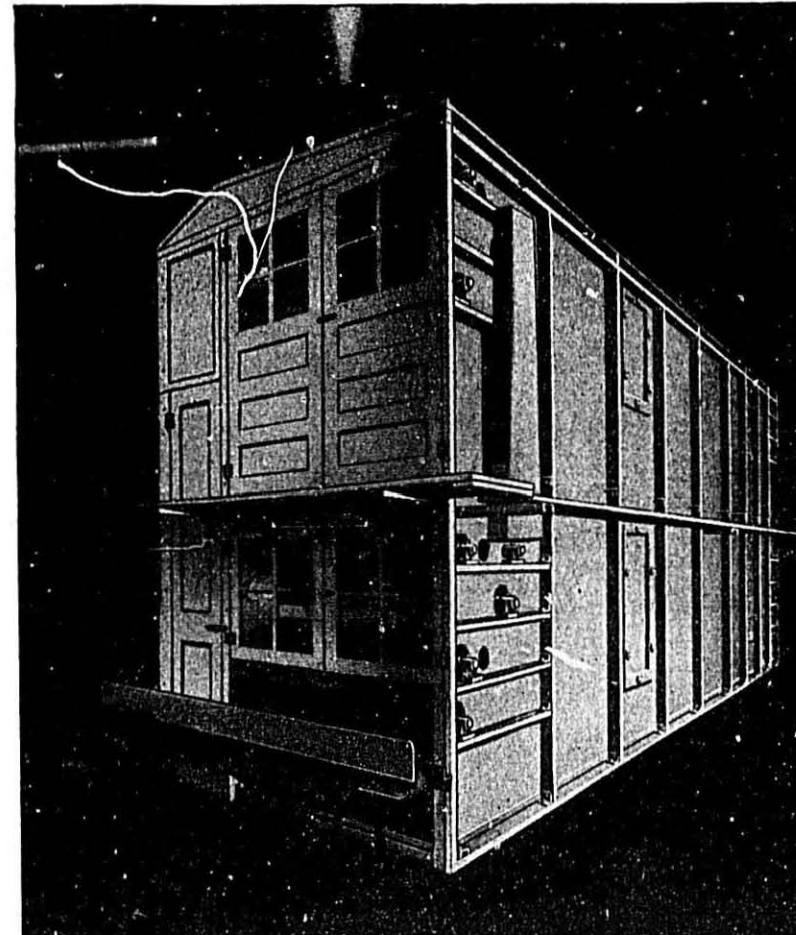
The usual positions are covered by this survey, which to avoid duplication does not include commercial wheat stocks at the 46 terminal markets reported by the Food Distribution Administration, those in merchant mills reported by the Bureau of the Census, nor wheat owned by Commodity Credit Corporation and stored in their own steel and wooden bins. Stocks of wheat in unusual locations, such as distilleries and feed plants where wheat had not been stored in significant quantities in previous years, were reported by operators of storage concerns and are included in these estimates.

Interstate movement of wheat, presumably for feeding purposes to some extent, have increased holdings of old wheat since April 1, 1944, in such states as New York, Indiana, Illinois, Wisconsin, Iowa, and Missouri, and maintained stocks near the April level in other adjacent states. In most Northeastern and East North Central states stocks are larger than on July 1, 1943. In most West North Central and Southwestern states stocks are well below those for this date in recent years, as storages apparently were cleared in anticipation of the prospective record new crop in these important hard red winter and spring wheat states. Disappearance since April 1 has been heavy in the West and Pacific Northwest to bring July 1 stocks to a relatively low level in that area.

Stocks of old wheat in interior mills, elevators and warehouses, together with stocks held on farms July 1, 1944, total 132,245,000 bushels, or about 45 per cent of the 296,140,000 bushels on July 1, 1943. The 8-year (1935-42) average is 121,216,000 bushels. Stocks of Durum are shown as follows:

	1935-42	1943	1944
Durum	9,032	19,263	8,493

# 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.

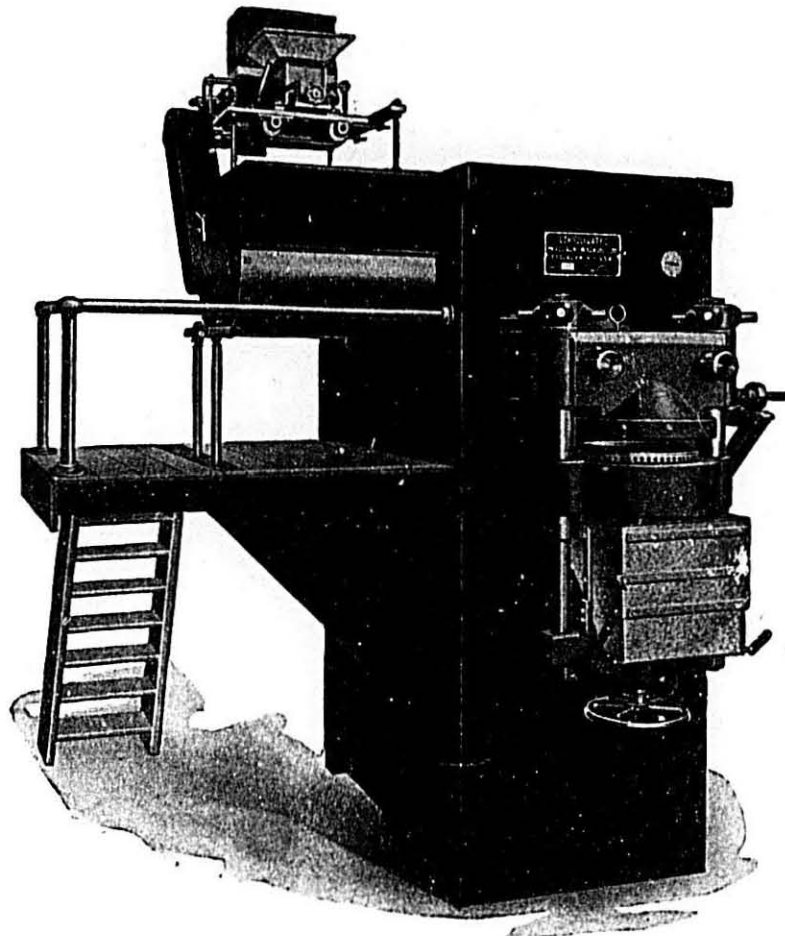
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

**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.

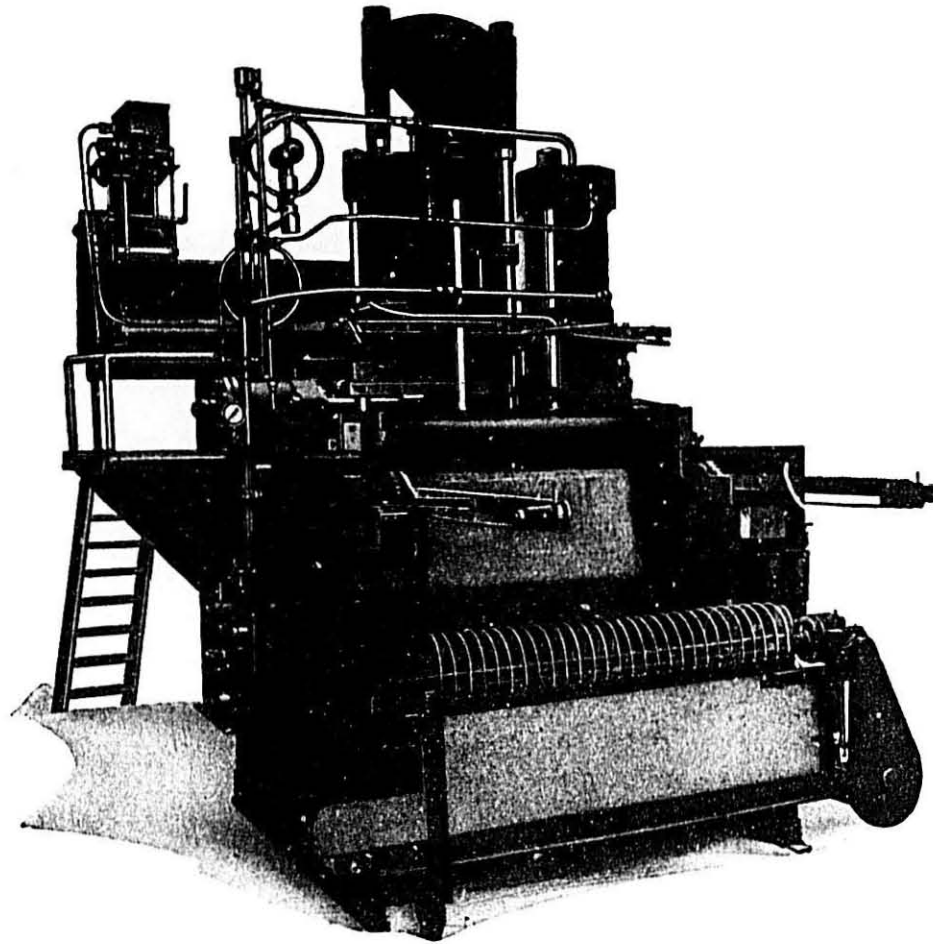
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

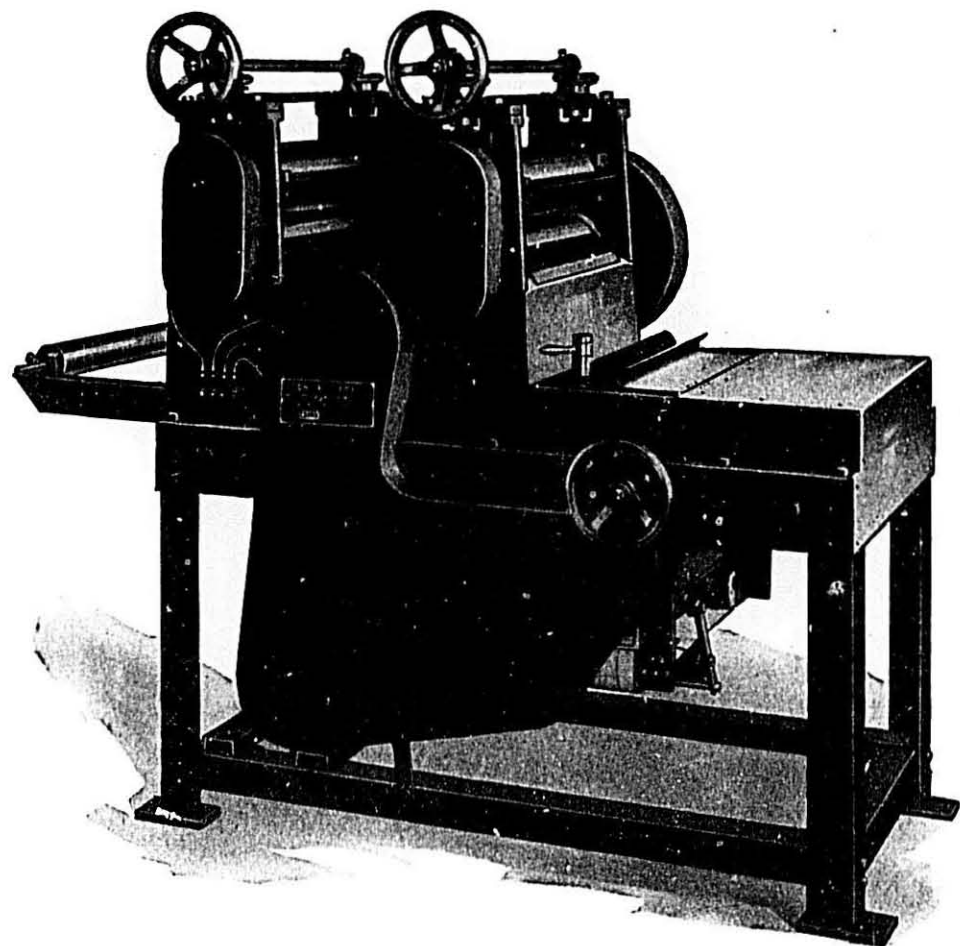
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct 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

THE 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

## More Waste Paper Salvaging Needed

Macaroni-Noodle manufacturers are asked to salvage every possible scrap of paper. Government officials are pleased with the cooperation so far given, but feel that the need for paper requires that the waste of re-usable waste paper be reduced materially.

James F. Byrnes, Director of War Mobilization, urges a reinvigorated drive to conserve and salvage paper. "The war needs for paper and paperboard are greater than our present ability to produce," Justice Byrnes said. "We need to curtail all unnecessary uses, and to make sure all waste paper is saved for the Government Salvage Drive."

"The shipment of bombs and shells depends upon paper bands and containers. Aircraft signals and parachute flares are made from waste paper. Rations, blood plasma, medicines, bullets—all find their way to the fighting fronts in paper containers.

"Waste paper is desperately needed by the nation's paper mills. Many mills are slowing up. Some are now operating only one shift where a few weeks ago they were working 24 hours. Last week one ammunition plant shut down completely until paper could be diverted to it in order to operate again.

## 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	527,650	723,733	501,168	499,392
July	784,937	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

"The mills are using up waste paper at a larger rate than present collections. Normally paper mills could use 7,500,000 tons per year. This year we shall be 1,500,000 short of our needed supply of waste paper, at the present rate of collection, 500,000 tons per month. Concurrently, over-all paper and paperboard shortage will be between 3 and 4 million tons.

Thus, to meet the demands, we must curtail all unnecessary use and then get all waste paper to local salvage committees or local charitable organ-

izations and thence to the mills at once. Every scrap of paper that you can save and turn in will help. Go through your home, office or plant now and eliminate unnecessary use and get out every scrap of waste paper you have. It will all help to speed Victory."

The average production of the 26,000,000 American dairy cows is about 4,700 pounds of milk per cow a year; that of 800,000 cows under the Dairy Herd Improvement Association, 8,900 pounds; the world's record for one cow is 41,943 pounds.

## SIMPLICITY of



## Adjustable CARTON SEALER

Gives you these

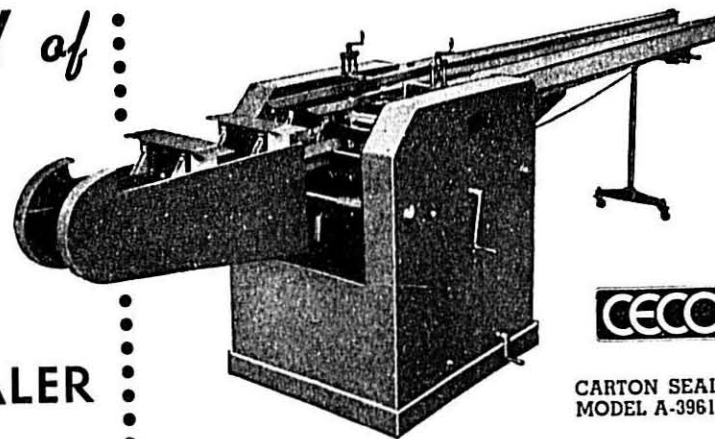
important advantages

Lower First Cost . . .

Lower Operating Cost . .

Lower Maintenance . . .

CONTAINER EQUIPMENT



CARTON SEALER  
MODEL A-3961-12

A Ceco Adjustable Carton Sealer gives you more package production capacity per dollar invested because of its extreme simplicity and flexibility. Simultaneously seals both ends of a wide range of carton sizes from 1" to 12" deep, from 30 to 120 per minute. No special experience is required for operation. No complicated gadgets to get out of order. An inexperienced operator can maintain and adjust machine setting for different size cartons without special tools. Get details of this flexible, low cost, high production machine today.

CORPORATION 210 Riverside Avenue Newark 4, N. J.

## Eggs and Tomatoes

### Their Improvement Concerns Macaroni-Noodle Processors

Macaroni-noodle manufacturers can expect an improvement in the end use of their products because of research work being done by the United States Department of Agriculture as reported in the two releases that follow.

### Better Health for Tomatoes

Better yields of tomatoes at lower unit cost may be expected from the control of diseases on the 600,000 acres devoted to the crop in this country, says S. P. Doolittle, author of Farmers' Bulletin 1934, Tomato Diseases, available free from the U. S. Department of Agriculture. According to Doolittle, prevention of disease is a major factor in growing tomatoes. It is desirable, he says, that the various diseases be understood and combated economically, especially now that important vitamin foods such as tomatoes have taken on unusual importance in the solution of nutrition problems of many countries.

This bulletin, published last summer, discusses, describes, and makes recommendations for the prevention or control of the principal and many of the lesser diseases of the tomato. Included in this list are twenty diseases caused by bacteria and fungi, six caused by viruses, three by insects and nematodes, seven that are non-parasitic, and two the result of undetermined causes.

The control methods included are: Use of resistant varieties, crop rotation, disposal of crop refuse, clean seed, prevention of disease in seedbeds, control of disease of field-grown seedlings, seed treatment, soil sterilization, and spraying and dusting.

### Poultry Gets Big Share of Vitamin A

About 37 trillion USP units of vitamin A have been scheduled for a profitable detour this season. The vitamin A comes from fish oil and fish livers and is scarce because of wartime interference with fishing. Yet the War Food Administration is assigning more than 40 per cent of the 88 trillion units available for civilian use this year to just one purpose—the enrichment of poultry feeds. This is nearly 5 times as many units as assigned for enrichment of food for humans and nearly as much as the 40 trillion units that will go into pharmaceutical preparations.

But the detour is well warranted on account of the food supply situation. The vitamin A after supplying the poultry flocks will flow back into the food reservoir in the form of vitamin A in the 45 billion eggs which will be the civilian share of the 1944 egg

supply. An egg from a well-fed hen will supply, on the average, about 480 USP units of vitamin A.

U. S. poultry flocks will need more than 120 trillion USP units from all sources this year, it is estimated, but nearly 70 per cent—83 trillion units—will come from natural feeds, principally yellow corn, alfalfa, and green grasses. This with the 37 trillion units from the fish oils will make the total supply adequate, it is expected.

Vitamin A allocation for feed enrichment is an insurance, says WFA, that poultry flocks will be in condition to supply the poultry and eggs needed in wartime. Vitamin A builds resistance to disease; it promotes egg production; and improves hatchability.

Feeds enriched with vitamin A are used to supplement diets of poultry closely confined, or for feeding in seasons when natural vitamin A is scarce in natural feeds—in winter or in summer droughts.

It is expected that about 5½ million dollars will be spent for vitamin A concentrates for use in poultry and livestock feeds this year—almost the same as in 1943.

### Feeding Our Invasion Army

Here are some quick facts about the tremendous flow of food abroad which gives our fighting men the best meals of any army in history, keeps them in tiptop physical condition, costs taxpayers 62 cents a day per soldier.

1. One division of 15,000 men consumes about 85,000 pounds of food daily.
2. The meal a soldier abroad eats today was begun nine months ago.
3. Here is the backlog of supplies which guarantees that, no matter where he is fighting or who the enemy, his highly nutritious grub gets to him: In transit to depots (U. S.), 15 days' supply. Held in depots or ports of embarkation, 65 days' supply. Afloat, 30 days' supply. In transit (abroad) or in storage, 92 days' supply. At the front itself (where our troops face danger of encirclement or delays), 45 days' supply. As a hedge against loss due to enemy action, 25 days' supply.
4. Four types of packaged rations are available for men in actual combat. The emergency D-ration, a fortified chocolate bar equivalent to one meal. K-ration, three meals supplying 3,500 calories, packaged in three paper-covered units which together weigh about two pounds. C-ration, in six cans designed to offer three full-scale meals hot or cold. The 10-in-one-ration, a 45-pound carton containing one day's meals for 10 soldiers, or two days' meals for five. (Never five days' meals for two because of spoilage.)
5. Men under fire never eat in groups of more than 10. Any larger group would make too succulent a target.
6. Fire pills, non-toxic even in foxholes, produce heat without flames or smoke. Similar pills have been found on captured Nazis, but they are noxious (carbon monoxide) and dangerous.

—Look—April, 1944.

## New DuPont Ad

"Fifteen per cent of Food in Average American Home is Wasted According to U. S. Government Statistics," says E. I. DuPont de Nemours & Co., Inc., in its new advertisement in the August 12, 1944, issue of the *Saturday Evening Post*. "The food wasted by each of us every day adds up to a staggering total . . . enough to feed 5 million fighting men! One frequent form of waste occurs when leftovers are thrown away. Remember, today left-over food can fight for freedom . . . when it is served again!"

Dominating the page ad is a casserole dish of elbow macaroni, with half of the contents already served. It implies that macaroni products are excellent as carriers of leftover meats and other foods because of the fine blending qualities of that wheat food.

## Spaghetti In Glass

Macaroni, spaghetti and egg noodle manufacturers will again be permitted to pack this food in glass jars according to a recent order by the War Production Board.

First of the major containers to be relieved of restrictions, the jars had previously been distributed under a restriction which held most users to 100 per cent of their 1943 usage. Though glass has not been particularly scarce at any time, the shortage of containers and demand for the product as a substitute for metal cans, had previously necessitated restrictions on usage.

Under the new rules, spaghetti and macaroni items, candy and nut meats, corned beef hash and sauer kraut continue on the 100 per cent quota, but almost all other foods are granted unlimited usage. Tooth powders, oral antiseptics, ointments, laxatives and related items similarly are no longer restricted.

## Russo Company Annual Outing

A. Russo & Co., Chicago, entertained its executives, employees, their families and friends at a very sociable outing at Connor's Picnic Grove on Chicago's Northwest side Sunday, August 11, 1944.

A program of sports for young and old provided entertainment for the gathering; also dancing and singing, and refreshments, galore. President N. Russo personally supervised the affair which was an outstanding success. As an added attraction, a U. S. Government Bond was raffled during the afternoon as an entrant prize.

# Will They Reach for Your Product?

Selling consumers on the idea of buying your product in preference to others is a problem that already exists and which will intensify itself in the future. ★ You will need to use every possible merchandising weapon, because competition for the patronage of Mr. and Mrs. Consumer will be severe . . . brutally so. ★ Dull, colorless, uninteresting packages won't stand much chance, particularly in the post-war era. It is going to take eye appeal, dynamic attention value and selling punch to intrigue buyers into reaching for your product.

**MILPRINT Inc.**  
PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS  
PLANTS AT MILWAUKEE, PHILADELPHIA, LOS ANGELES

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

Printed Cellophane Bags . . . Reinforced Wraps . . . Revelation Bags and Wraps . . . Printed Roll Cellophane



**M**ANY macaroni manufacturers call Commander Superior Semolina their "quality insurance."

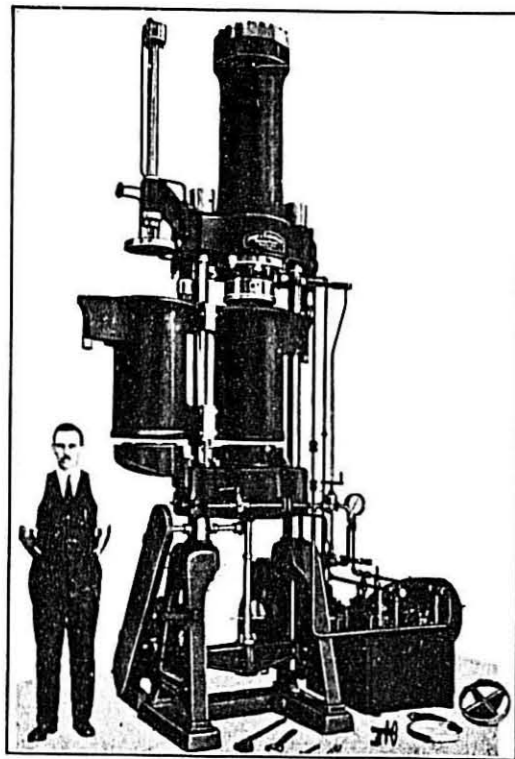
These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

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**



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

### About Foreign Markets

The current political claim that the operation of "trade treaties" will produce a boom in our favor in foreign markets after the war is very doubtful. All foreign nations will produce everything they can to meet their own needs and get along with as little "foreign" goods as possible.

At present American goods and supplies are being sent abroad in great volume, and paid for with IOUs, and under lend-lease arrangements. The orthodox trading methods are not being used in our commerce with Europe and other countries.

It is all right to refer to pre-war statistics to show that Britain imported \$3,720,000,000 worth of goods a year, which left that country a full billion and a half in the rear on its balance of trade. But that index will be off the record after the war.

The current theory that world currencies are going to be stabilized, and that war-stricken nations are going to buy American goods in abundance with the help of a Reconstruction Finance Corporation for the world, isn't convincing, inasmuch as that proposition is based upon the United States furnishing most of the money to set up and run a world bank. Every nation, including Great Britain, will be borrowing American money from that bank.

It isn't clear how Administration leaders in Washington hope to prove that the foreign demand for American goods will put millions of men and women released from the war back at work in American factories, while all foreign nations must continue to harrow themselves deeper into debt, while at the same time they are engaged in the ancient process of pulling them selves up by their bootstraps.

### Luso-American Makes Headlines

Announcing that nearly sixty per cent of its present output goes to the armed services of the country, the Luso-American Macaroni Manufacturing Company, 110 Chase St., Fall River, Mass., has made the headlines of its home paper, the *Herald News*, July 8, 1944.

Company officials are Antonio J. Pereira, plant manager; Joseph Rodrigues, Manuel Fernandes and Anibal Faria. In a joint statement to the trade and to the public they contend that by meeting the Army requirements, "there is a point worthy of public consideration and declare that thrifty shoppers, knowing the high energy content of macaroni and spaghetti, should serve these dishes several times a week to avoid high costs of other foods and to save on ration points."

### Asked High Protein Spaghetti Bids

The War Food Administration last month asked for bids on future spaghetti needs to be purchased through the Commodity Credit Corporation, totaling 3,168,000 pounds of High Protein Spaghetti, deliveries to be on a basis of 70,000 pounds per month in August through December, 1944.

All bids were to have been sent to Washington, D. C., on or before 3:00 p. m. July 25, 1944, and addressed to the Procurement and Price Support

Branch, Office of Distribution, War Food Administration. They were to cover any quantity in multiples of not less than minimum cartons and in line with orders and regulations of the Office of Defense Transportation. All offers were to show under the heading "Specifications," whether Type I or Type II Soya Flour will be used in filling orders.

The recent eruption of Mount Pinatubo has put 50,000 acres of farmland out of use for this year and rendered 200,000 acres fit for partial use only.

*Herz's Evidence that . . .*

**CHAMPION FLOUR HANDLING OUTFITS**  
are Far Ahead in Performance

"One Outfit Sells Another"



Champion Machinery Co.,  
Joliet, Illinois

Gentlemen:

We recently purchased one of your Champion flour handling and elevating outfits from Sichel Bakery Equipment Company of San Francisco. It is working perfectly, even on Semolina which is harder to handle than ordinary flour. We find it operates twice as fast as the other type of elevator we formerly had.

It is our intention to install some of your flour blending and elevating outfits in our Seattle plant also.

Thanking you for your inquiry, we remain

Very truly yours,  
GOLDEN GRAIN MACARONI CO.

*V. De Domenico*  
V. De Domenico, Manager

**CHAMPION**  
MACHINERY CO., JOLIET, ILL.

*It will save space and will still give you more economical production.*

Also Makers of Dough Mixers, Noodle Brakes, Weighing Hoppers, Automatic Water Meters

## Urge Tie-in with Tomato Harvest

C. F. Mueller Company Boosts Sales of Macaroni Products in August and September

During the peak of tomato season, August and September, the C. F. Mueller Company, Jersey City, is doing a products promotion job that might well be emulated by all other progressive macaroni firms. It is contributing to the entire macaroni industry by urging grocers to push macaroni products in conjunction with fresh tomatoes.

In its release to the grocery trade, the firm calls attention to the fact that the industry has always recognized the fact that in Italy, macaroni and spaghetti consumption reaches its peak during the tomato harvest; that manufacturers over there report a volume double that of other seasons because Italians like to use their abundant tomatoes with macaroni and spaghetti.

This is timely publicity and good advertising. Last year in this country, the large tomato crop tested the ingenuity of many a housewife in her search for ways and means of using the surplus from bushel basket purchases and Victory Garden returns. This year canned tomatoes are back on the ration list, and the fresh tomato crop is reported bigger and better than ever. Thus American housewives will



undoubtedly have an even greater surplus of fresh tomatoes.

It is with this thought in mind that the Mueller Co. is making an all-out effort to induce grocers to feature macaroni products along with fresh tomatoes—so American housewives, too, will realize the fact that the perfect healthful way to serve tomatoes is with macaroni. The grocers, reasons the Mueller Co., like the industry, are cognizant of the fact that rationing of cheese and canned tomatoes has affected the sale of macaroni products to a large extent. That's why they are putting everything behind this great drive, and are urging grocers to do likewise . . . to help boost sales during the peak of the fresh tomato season . . . and to help the growers, too, in disposing of their abundant 1944 crop.

## It's Cake or Beef

A wartime version of "you can't eat your cake and have it too" runs "you can't eat cake and have meat, too." But what has cake eating to do with how much meat we have?

Cake takes sugar. Sugar is made from molasses. Molasses can also be made into industrial alcohol to produce synthetic rubber and other war essentials. Because of this, the demand for molasses is almost 50 per cent greater than in 1943, 180 per cent greater than in 1942. To meet this demand, invert molasses equivalent to approximately a million tons of sugar is needed.

A million tons of sugar! The total allocation of sugar for all civilian uses in 1944 is only a little more than 5 million tons, the War Food Administration points out. Another million tons would provide about the same supply of sugar civilians had before the war. That extra million tons would make a lot of cake or sweeten a lot of coffee.

But—and here's the rub—if the invert molasses required to make that extra million tons of sugar were di-

verted, alcohol production would then call for grain, and in terms of corn it would take 66 million bushels. In 1943, grains furnished most of the raw material for alcohol. More alcohol is needed now and there is also need to conserve grains for food and feed. This made it necessary to use invert (high-test) molasses from which no sugar has been extracted, and which therefore yields much more alcohol than does blackstrap molasses, by-product of sugar making. The blackstrap supply is limited and yields only a relatively small part of the alcohol now needed.

Suppose corn were used instead! The 66 million bushels of corn which would be required to produce as much industrial alcohol as the molasses equivalent of a million tons of sugar would mean a big reduction in meat and milk.

The 66 million bushels of corn mean nearly 300 million pounds of beef. In round numbers it takes 10 bushels of corn to produce 43 pounds of dressed beef. But 66 million bushels of corn will keep industrial plants operating nearly six months producing materials vital to manufacture of airplanes, ex-

platives, penicillin, sulfa drugs, surgical dressings and adhesives. The corn supply situation has become so serious that to keep these plants operating the Government has had to resort to a freeze order in certain areas to get essential supplies. If another 66 million bushels had to be supplied for alcohol the situation would be just so much worse.

Thus, more table sugar would mean less meat, less milk, and less corn for war essentials.

## Urge Vacation Workers To Return to School

Employers in all businesses and industries are urged to give full support to the nation-wide effort to get high school students now working to return to school in the fall term, the Office of War Information reports. The back-to-school drive has the combined support of the War Manpower Commission, the Children's Bureau of the Department of Labor and the U. S. Office of Education of the Federal Security Agency.

Grave concern is expressed by the cooperating agencies, educators and community leaders over the effect war-interrupted education will have on the future welfare of both the students who fail to return to high school classes because of the temptations of wartime wages and the communities in which they will be citizens.

Employers are informed by WMC, the Children's Bureau and U. S. Office of Education that the back-to-school campaign does not preclude the employment of high school students on a part-time or week-end basis provided child labor laws are obeyed and part-time work is well supervised. The employment of part-time student workers, the three agencies said, should take into consideration an orderly program in which proper time is allowed for school work. Wherever possible, however, employers are asked to help build up full-time school attendance.

## Kurtz New York Office

Peter L. Rack, General Sales Manager for Kurtz Brothers, Bridgeport, Penna., manufacturers of Kurtz and Magic Chef Spaghetti and Macaroni Products, has announced the opening of a New York sales office at 100 Hudson Street, New York City. This office will be under the able direction of Arthur Schuman, well known in food and importing circles. Said Mr. Rack, "We have taken this step, as we believe it vital to the best interests of those with whom we have been doing business, and we will henceforth be in a position to offer closer manufacturer-jobber-retailer cooperation."

## Wheat Stocks Sufficient

The War Food Administration said July 21 that 1944-45 supplies of wheat in the United States, which will probably exceed 1,500 million bushels, should be sufficient not only to meet all needs for the fiscal year beginning July 1, but also should provide substantial carryover as protection against possibility of shorter supplies in 1945-46. To enable fulfillment of these 2-year needs, WFA is allocating this year's wheat supply, even though the current domestic crop outlook for 1944 is the best in history. July 1 estimates indicated a harvest of 1,128 million bushels, compared with 836 million bushels in 1943, and a 1937-41 average of 858 million bushels. The largest previous harvest in 1915, slightly exceeded 1 billion bushels.

By allocating supplies in this year of apparent plenty, WFA hopes to conserve sufficient stocks to provide a safeguard for another year. 1944 wheat allocations represent a planned division of expected supplies among U. S. civilians, U. S. military and other war agencies, and among our allies, friendly nations, and liberated areas. Wheat allocation this year is important not only from the standpoint of wheat, but from over-all grains supply. Most grains, particularly corn, have been in tight supply, and wheat has been used considerably to replace customary feed grains.

The supply and requirements picture for the fiscal year beginning July 1, shows stocks on hand, expected imports and estimated production will total 1,525-1,550 million bushels, while requirements for the period total about 1,115 million bushels, compared with peacetime domestic disappearance (average 1932-41) of only 677 million bushels.

Of the 1,115 million bushels, 931 million bushels (more than 83 per cent of the allocable supply) are earmarked for civilian food, feed, seed, and industrial uses. About 11 per cent of the supply—118 million bushels—has been allocated to U. S. military and war services, and to our allies, territories and other friendly nations. About 65 million bushels will be allocated for the relief of liberated areas.

A balance of about 435 million bushels will represent a possible carryover for July 1, 1945. This may be reduced by larger uses for feed than now indicated, but it appears feed needs will begin declining during the year.

Since all estimates of 1944 production and imports must be based on uncertainty of weather and shipping conditions, divisions of the allocable supply are necessarily tentative. Allocations are definite, however, for the first quarter—July, August and September.

The 492 million bushels of wheat allocated civilian food for the next 12 months, provides per capita consumption of 227 pounds, compared with 226 pounds in 1943, and an average of 221 pounds during the 5 years ending 1938.

Although milk and cheese, top providers of essential calcium, may be scarce, adequate quantities of this mineral may be derived from loose-leaved varieties of green cabbage and green lettuce, mustard and turnip greens, broccoli and kale.

## Visiting Latin America

Mr. L. P. Josephs, President, and Mr. Albert Maling, Vice President of the Pearson Industrial Products Corporation, Chicago, Illinois, have left on a three-month flying trip to all Latin American countries. They will visit the correspondents of the firm and lay concrete plans for postwar operations. The Pearson Industrial Products Corporation are specializing in machinery for the establishment of industries in Latin America.

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, ploffim 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", 10" or 12" sealing bars. Toggle-jaw action applies firm, vice-like pressure with but a feather touch on the foot pedal. Rheostat gives wide range of uniformly controlled temperature, to seal ploffim, cellophane, etc. A fast, economical machine! Quickly available \$98.50 up on suitable priorities.

## PACK-RITE MACHINES

Div. of Techmann 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

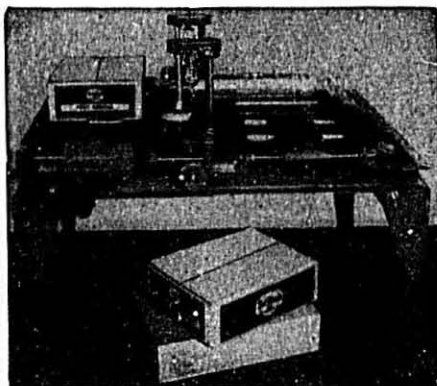
Attn. of.....

Firm.....

Address.....

City..... State.....

## AFTER THE WAR . . . THE PRODUCTION WAR BEGINS!



Packomatic Imprinting Machine

Make your plans now for the biggest production war of all time. If you are now packing essential products, you should purchase equipment with an eye to "after-the-war use." If you cannot purchase today because of priorities, enter your equipment order now for war's-end delivery. Your "postwar priority," based on date of order, will be respected.

**PACKOMATIC'S CASE PRINTER** is entirely automatic. Saves warehouse space—eliminates use of stickers—excess handling. Operates up to 20 cases per minute—prints both ends of the case simultaneously—after the case is filled and sealed . . . from one to seven lines of type. Adjustable for a wide range of case sizes. Simple—automatic—trouble-free. Anyone can operate a **PACKOMATIC** Case Printer.

*Write us your equipment needs . . . your particular packaging problem. Our wide experience in many fields, over a long period of years, is yours for the asking . . . without obligation to buy.*

# PACKOMATIC

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

- Typical PACKOMATIC Equipment**
- |                         |                            |
|-------------------------|----------------------------|
| Case Sealers            | Auger Packers              |
| Case Imprinters         | Paper Can Tube Cutters     |
| Carton Sealers          | Paper Can Tube Gluers      |
| Volumetric Fillers      | Paper Can Shrinkers        |
| Net Weight Scales       | Paper Can Cappers          |
| Carton Making Machines  | Paper Can Set-up Conveyors |
| Dating (Coding) Devices |                            |

NEW YORK — CHICAGO — BOSTON — CLEVELAND — DENVER — LOS ANGELES — SAN FRANCISCO — SEATTLE

**140 Lbs. Net**  
**Duramber**  
Fancy No. 1 Semolina  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

**140 Lbs. Net**  
**PISA**  
NO. 1 SEMOLINA  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

**120 Lbs. Net**  
**ABO**  
Fancy Durum Patent  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

**Amber Milling Division of  
FARMERS UNION GRAIN  
TERMINAL ASSOCIATION**

Offices: 1823 University Ave., St. Paul, Minn. Mill: Rush City, Minn.

### Liquid, Frozen, and Dried Egg Production

June, 1944

Egg breaking and drying operations through June continued at comparatively high levels the Bureau of Agricultural Economics reported. During June 201,762,000 pounds of liquid eggs were produced compared with 170,612,000 pounds in June last year. Of the total June production 119,152,000 pounds were dried, 78,931,000 pounds were frozen and 3,679,000 pounds were used for immediate consumption.

The production of dried egg during June totaled 32,513,000 pounds compared with 23,889,000 pounds in June last year—an increase of 36 per cent. Production during the first 6 months of 1944 totaled 179,750,000 pounds compared with 138,684,000 pounds during the same period last year—an increase of 30 per cent.

Contracts accepted by the War Food Administration from January 1 through July 14 for dried eggs totaled 183,902,000 pounds.

The production of 78,931,000 pounds of frozen egg during June was 5 per cent less than the production of June last year when 83,172,000 pounds were produced. Production during the first 6 months of this year totaled 398,671,000 pounds compared with 332,706,000 during the corresponding period last year—an increase of 20 per cent. The total frozen eggs produced during the 6 months' period this year was equivalent to 3.4 times the production for the entire year of 1938.

Storage holdings of frozen eggs were the highest of record for that date. They totaled 354,900,000 pounds compared with 322,777,000 pounds on July 1 last year and 214,338,000 the July 1 (1939-43) average.

### WFA Announces Turkey Set-Aside Order

American armed forces stationed overseas and in this country will have their turkey dinner on Thanksgiving and Christmas this year and New Year's Day, says the War Food Administration. Holiday turkey—a tradition in the armed forces as well as for the rest of the nation—will be obtained this year under a set-aside order announced by WFA, effective July 17, 1944.

While the actual quantity required for holiday dinners for all of the armed forces may not be disclosed, it is in addition to the 3 million pounds of hen turkeys obtained under WFO 97, recently terminated, and is likely to exceed the 35 million pounds obtained under a WFA embargo order last year.

Turkeys sent to American fighting forces overseas have played an important role in the building and maintenance of morale ever since war began. They have been sent by ship, plane, truck, jeep, muleback and manback to battle fronts in every part of the world where our soldiers, sailors, and airmen are fighting, WFA said.

Last year, turkey provided the feature course of meals served to combat troops on Thanksgiving, Christmas and New Year's day in Guadalcanal, and the Solomons. Sailors and Marines wounded on Tarawa ate turkey in sick bay aboard the ships that evacuated them from the island. Turkeys were cooked in the galleys of American fighting surface ships and submarines in the Pacific, the Atlantic and the Mediterranean. They supplied traditional American holiday dinners for our fighting forces in North Africa and Italy and for millions of American soldiers in England then in training or poised for "D" day—the successful invasion of France and Hitler's "impregnable" fortress.

This year some of the turkeys produced on American farms also will find their way to fighting fronts in Europe, Asia and the Pacific to give our combat forces a taste of home as they drive our enemies closer and closer toward defeat.

### Workers Should Help in Linen Conservation

Summer weather is rough on public service linen.

In all branches of civilian employment where towels, napkins and work garments are in daily use, the advent of midsummer weather will necessitate greater vigilance in wartime textile conservation than that observed during any other period.

If the limited supply of textiles available is not zealously conserved by

employees of food processing and war plants, restaurants, barber and beauty shops and office buildings this summer, American workers may discover a more acute shortage of cotton supplies by autumn.

These were some of the "storm warnings" raised in recently-completed studies of summer wear on textiles made by the Linen Supply Association of America, which furnishes 80 per cent of the nation's rented towels, napkins and civilian work garments.

Accordingly, the increase in grime and perspiration which warm weather brings, plus the hectic rush of wartime

activity and its resultant wear and tear on work garments, towels, etc., are contributing factors to the heavy summer toll taken of textiles.

Cotton textiles receive far rougher handling during the summer months than at any other period. Workers can help to make linen supplies last during the torrid spells—and for the duration—if they will take more than ordinary care in handling public service linens.

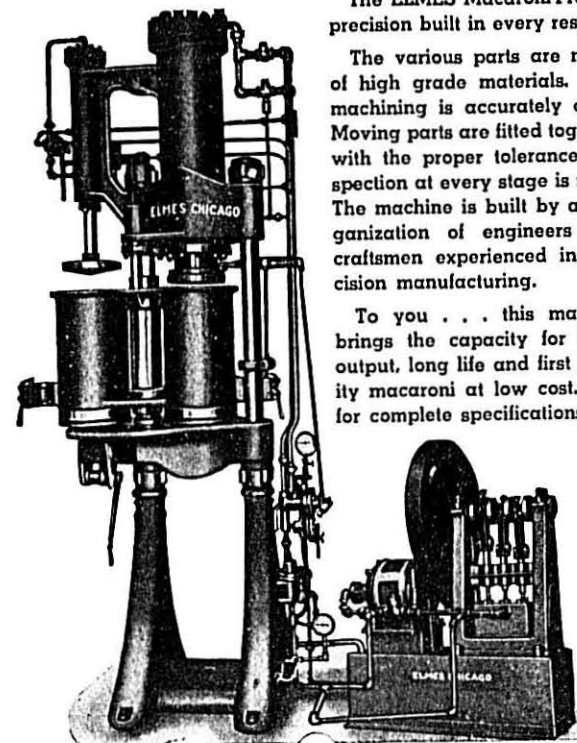
Australia raised 150,000 turkeys last season for American soldiers.

## 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 1851  
CHARLES F. ELMES ENGINEERING WORKS  
OF AMERICAN STEEL FOUNDRIES  
213 North Morgan Street • Chicago, Illinois

### Italian Prisoners Willing Workers

They Miss Their "Vino," But Get Spaghetti

Italian prisoners of war, numbering thousands, have been found useful at many jobs in various areas where manpower shortage is acute, according to both government and civilian reports. Young, strong, bright-eyed and smiling, the captured Italian soldiers who are at the Rock Island, Illinois arsenal, according to the *Rock Island Argus*, August 3, 1944, are aiding the war effort by easing the manpower shortage in that area, and "they are amazingly like the G-1 Joes of the American Army, except, of course, that most don't speak English." The article continues:

"Interviewed, with the aid of interpreters, during a conducted tour for tri-city and Chicago newspapermen yesterday, the prisoners readily answered all questions—and there were plenty of 'em."

"The *Argus* representative talked to a dozen or so of the 'signees,' as the Italians are called, and gathered this impression of them: Those who have families in Italy want to get back to that country. Those who don't want to stay here. They all declare they are being treated well, that the food is good and plentiful, that the weather is about like what they were accustomed to in northern Italy, where most of them are from, and that they are glad to be working at the arsenal instead of being held in a prison camp with nothing to do."

"And then, too, they miss their wine—their 'vino'—although they will tell you with a smile and a gesticulation or two that they've learned to drink the 3.2 army beer and that it's not a 'bad substitute."

#### Plenty of Spaghetti

"However, the lack of wine is offset considerably by the abundance of spaghetti—or maybe the word should be super-abundance. At any rate, newsmen were amazed at the size of the helpings each Italian took in the mess hall at lunch yesterday. They piled as much as they could on an ordinary-sized dinner plate—and some went back for seconds."

"One might think spaghetti was all they had to eat, but not so. They also had macaroni, bologna, lettuce salad, a banana each and coffee."

"The two interpreters, Corporal Vincent Lanardo, Lawrence, Mass., and Private (first class) John A. Rallo, Brooklyn, told newsmen the captive Italians never tire of spaghetti, declaring it is served at least once a day."

"The army officers think the Italians are a pretty good bunch of men, although they wish they would cut out some of the saluting. 'Every time you turn around, you find one of these fellows saluting you,' one of the officers said, 'and of course we always return the salute. It makes no difference where they are—indoors or out—it's all the same.'"

#### Get Salutes Mixed

"But sometimes their habit of saluting backfires—such as when they give the Fascist salute from force of habit. That happens sometimes when a signee is nervous about being called before the commanding officer for an infraction of the rules. And if they give the Fascist salute when they figure they're already in trouble anyway, they really get nervous, according to the officers."

"The men work eight hours a day, six days a week, and, if the arsenal goes on a 54-hour week, the 'signees' will also, according to Brigadier General Norman F. Ramspeck, arsenal commandant."

#### Wear Substandard Uniforms

"The Italians wear surplus substandard American army uniforms. They are issued one B-grade uniform for dress and four X-grade uniforms for work. The B uniforms are those that have failed to pass army inspection, and the X uniforms are those that have been worn and have been turned in for salvage. The uniforms have the regular army buttons removed and the word Italy has been stitched on the left arm of the blouse and the cap."

"Among the Italians this reporter interviewed was Lieutenant Pietro Demma, 35 years old, one of the two Italian officers assigned to each of the two quartermaster companies serving at the arsenal. Lieutenant Demma, when asked how he liked being here, smiled and replied that he had seen little of this vicinity so far but understands there is much to be seen. Asked about food he answered that it is great and that if the people of Italy had half as much they would be happy."

"While most of the Italians are in their early 20's, there is one 51-year-old man in the outfit. Interpreters said he was captured twice by the Germans in the First World War, having escaped once, and then was captured by the Americans in this war."

"Nearly all of those on the island were captured in North Africa. Many have been in the army five or more years."

### Postwar Packaging Exhibit

Expert packaging of all foods to prevent waste and spoilage is the thought behind the many improvements in packaging as practiced by E. I. Du Pont de Nemours & Co. Ltd. of Wilmington, Delaware, according to L. B. Steele, sales manager in connection with the firm's permanent exhibit at the Empire State Building, New York City. In behalf of his firm, he extends a cordial invitation to all macaroni-noodle manufacturers to see this timely exhibit which emphasizes the six basic trends on which it seems to be most desirable to capitalize in planning postwar packages.

Currently, the macaroni-noodle makers are being shown by the representatives of Du Pont a beautifully-colored book that tells of the firm's fight against WASTE, as the nation's No. 1 "Saboteur." "Government statistics show that 15 per cent of all food taken into the average American home is wasted! This enormous quantity of food wasted today is going into the garbage can instead of into consumption. It would be enough to continuously feed five million of our armed forces. While opportunity does not permit every housewife to participate in efforts to increase food production, she can, without exception, aid in this equally-important effort to reduce food waste."

### Bought Soup-Mix Co.

The M. & C. Foods Company of North Major Street, Chicago, report the purchase of the Mary Lunn Dehydrated Soup-Mix Company. The dehydrating and other equipment of the firm has been moved to its own spaghetti and ravioli packaging plant.

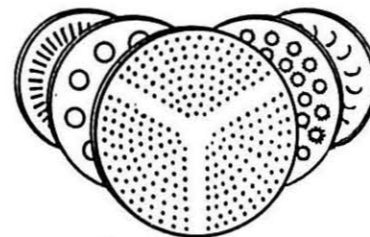
## CAPITAL'S AA-1 SEMOLINA HAS EARNED ITS REPUTATION. WE INTEND TO MAINTAIN IT



**CAPITAL FLOUR MILLS, INC.**  
General Offices: Minneapolis  
Mills: St. Paul

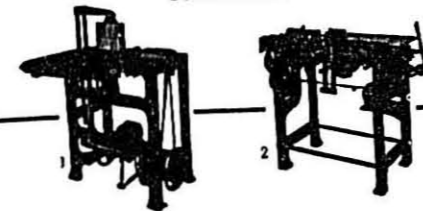
## STAR DIES WHY?

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 no operator. After the cartons are set up, they drop onto 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.

### 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

TRADE MARK

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

**The MACARONI JOURNAL**

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

Trade Mark Registered U. S. Patent Office  
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. Cunco.....Advisor  
M. J. Donna.....Editor and General Manager

**SUBSCRIPTION RATES**  
United States & Canada...\$1.50 per year in advance  
Foreign Countries.....\$1.90 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 AUGUST, 1944 No. 4



"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."

**Postwar Planning**

Heeding the wishes of the Government that industry start immediately with their plans for the immediate future, and particularly for the postwar era, a series of regional meetings are scheduled to be held in convenient centers throughout the country to feel out the macaroni-noodle manufacturers' reaction to proposals that have been made to solve current and postwar problems.

The idea was considered in a general way at the 1944 Wartime Conference in New York last June and was approved by the Future Activities Committee of the National Macaroni Manufacturers Association last month after an informal meeting in Minneapolis. For the convenience of the manufacturers in the Eastern half of the country, two such meetings are being considered, one in New York and the other in Chicago.  
Considering the convenience of the

manufacturers, everyone of whom is interested in the matter, regional meetings will also be held elsewhere to accommodate those who may not find it convenient to attend either the New York or Chicago meetings. A third meeting under consideration is one at Pittsburgh for the convenience of manufacturers in Western New York, Western Pennsylvania, in Maryland and in Ohio. This third meeting will be arranged if a sufficient demand for it comes from the manufacturers interested.

**New Specifications for Hard Winter Wheat Flour**

The War Food Administration has announced, in cooperation with the Army Quartermaster Corps, a change in protein specification on purchases of hard winter wheat flour milled from the new crop of wheat.

Although the abundant Southwest wheat crop of high quality protein is being harvested, protein content is running from one and one-half to two per cent lower than 1942 and 1943 crops.

On future purchases of flour by WFA's Office of Distribution for delivery to lend-lease and other claimants, specification will permit delivery of flour containing, on the basis of 13.5 per cent moisture, a minimum of 10.25 per cent protein, maximum of .45 per cent ash (figured on a moisture-free basis minimum of 11.85 per cent protein and maximum of .52 per cent ash).

Up to this time, WFA specifications for hard wheat straight flour were on the basis of 13.5 per cent moisture, a minimum protein content of 11 per cent, and a maximum ash content of .48 per cent.

Army Quartermaster Corps has changed its specifications on bakery flour, reducing minimum protein requirements from 12 per cent to 11 per cent and leaving maximum ash unchanged at .45 per cent. Its specification on flour for foreign civilian relief uses have been changed from a minimum of 11 per cent protein to a minimum of 10.25 per cent protein with ash unchanged at .45 per cent.

**ATAE Convention Dates**

The American Trade Association Executives will hold their 1944 convention at Hotel Pennsylvania, New York City, November 9 and 10, according to the decision of its convention committee. The National Macaroni Manufacturers Association holds a membership in the ATAE, through its secretary-treasurer, M. J. Donna, who was enrolled as a charter member at the time it was founded in 1920.

**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.**

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

FOR SALE: Elmes 6 ft. Kneader, arranged for motor drive. Elmes stainless steel-lined Dough Mixer. Loeb Equipment Supply Co., 910 N. Marshfield Ave., Chicago 22, Ill.

FOR SALE: Complete Macaroni business. Includes Dies, Machinery, Equipment and Building. All in good condition. Wonderful location. Good business. Reason for selling—ill health. C-C-P, c/o Macaroni Journal, Braidwood, Ill.

FOR SALE—Large quantity of 1- and 3-lb. macaroni boxes, some with name imprinted, some plain white. Roth Noodle Co., 7224 Kelly St., Pittsburgh, Pa.

**Germans Use New Vitamin Food**

London, England.—A news report states that workers in Germany's underground armaments factories are being given a new vitamin food called "Auzon" to keep up their efficiency. Auzon has been evolved by Professor Koliath of Rostock. It is made of oats mixed with various other kinds of grain. It has been patented as a concentrated vitamin extract, capable of increasing by 20 per cent a man's "intelligence, technical capacity, power of concentration and ability to stand monotonous tasks." — *Northwestern Miller.*

**THE NATIONAL INSTITUTE'S CORNER**

*Items in Line With Institute's Objective*

**Spaghetti's the Dish to Push Your Profits!**

Tell your customers that spaghetti and macaroni are good foods to pep up wartime meals. Housewives, worried about stretching their meat points, will grab at foods that need no ration points and yet make a good main dish for an evening meal.

Stock a related display of spaghetti and spaghetti sauce preparations that are also unrationed. The easier these sauces are to prepare, the better pleased your busy customers will be. You can also display small jars of grated cheese to be sprinkled over the dish, an assortment of spices such as salt, pepper, dried garlic and mushrooms, and cans of tomato paste.

Point out to your customers that the preparation of a dish of spaghetti or macaroni can take just as much time as they are able to give. Emphasize that for a quickly-prepared hot meal, the working wife can buy the prepared sauce that is ready in a jiffy, when hot water is added.

Cut down on your own "point blues" and build up your profits by playing up unrationed spaghetti and macaroni today!—*The Kentucky Grocer.*

a products promotion and public relations campaign. What the Institute can do with its limited funds, is but a "spit" . . . What is needed is a well-financed, concerted action on constructive consumer education, and enlightenment of nutritionists and food experts of all kinds on the true merits of our grain food.

**Lay Plans for Fall**

**Industry Is Responding Satisfactorily To National Macaroni Institute's Appeal**

Perhaps no effort by the Industry has more enthusiastic sponsors that the continuing campaign of The National Macaroni Institute to make Americans more macaroni-spaghetti-egg noodle conscious when it comes to a tasty and economical food.

Periodically, the Institute appeals for funds for specific purposes. Recently it suggested to the macaroni industry that it would be wise to accumulate a little money for some promotional activity this Fall when consumers will naturally give more attention to our products. Already 27 firms have contributed \$1,080.00 as of July 31. Contributions were in small sums—ranging from a low of \$15 to a high of \$75.

It's but little that the Institute asks of any manufacturer or allied, but high have been the praises for the practical, beneficial way in which the money has been invested in improving trade relations, building consumer good will and in educating the public in general, to make Americans more truly appreciative of the real food merits of macaroni, spaghetti and egg noodles.

A second appeal for funds will be made soon, so that those firms that have overlooked their duty in the matter will be reminded of still another opportunity to enhance the standing of their industry and make known the goodness of their products, not of any particular brand.

The Institute knows no lines or bounds, except those of the Industry—processors and suppliers—and rightfully deserves the confidential support of every worth-while firm concerned in the present and future welfare of the trade.

SUPPORT THE INSTITUTE!

**Grocers' \$150,000 War Fund**

To insure continuance of its work to guarantee the postwar future of the independent American grocer, the National Association of Retail Grocers will launch a two-week campaign in September to raise a \$150,000 war fund.

The campaign will begin September 18 and continue through September 30, according to John E. Jaeger of Baltimore, Md., NARGUS president.

Originally conceived to permit NARGUS to expand its activities to assist the independent grocer through the hazards and difficulties of the war emergency, the War Fund will make it possible to continue and expand the work on behalf of the independent operator, according to Mr. Jaeger.

Because NARGUS extends its benefits to all grocers and is recognized as the only trade association representing officially the nation's half million independent grocers, contributions will be asked from food store operators throughout the country and will be accepted also from others active in the food field.

The fund will be used as follows, according to Mrs. R. M. Kiefer, NARGUS secretary-manager:

1. Reviewing and interpreting of federal regulations, while constantly urging reduction in their number and complexity;
2. Preparation of helpful material for retailers to comply with such regulations;
3. Nomination and sending of members of Industry Advisory Committees to federal agency meetings on call;
4. Carrying on research and survey work for use by committee members in working with government bureaus;
5. Sending representatives to government agencies in the interest of efficient and orderly food distribution;
6. Working closely with committees of the House and Senate on food problems affecting consumers and retailers;
7. Supply local and state associations with bulletins on matters of vital interest to members;
8. And inaugurate and foster post-war planning for retail food store operation.

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

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

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

**OFFICERS AND DIRECTORS 1944-1945**

C. W. WOLFE, President..... Mega Macaroni Co., Harrisburg, Pa.  
 A. IRVING GRASS, Vice President..... I. J. Grass Noodle Co., Chicago, Ill.  
 JOS. J. CUNEO, Adviser..... La Premia Macaroni Corp., Connellsville, Pa.  
 H. R. Jacobs, Director of Research..... 2026 I St. N. W., Washington, D. C.  
 M. J. Donna, Secretary-Treasurer..... P. O. Box No. 1, Braidwood, Illinois

Region No. 1  
 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.

Region No. 2  
 Henry Mueller, C. F. Mueller Co., Jersey City, N. J.  
 Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.  
 C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.

Region No. 3  
 Ralph Nezy, Cumberland Macaroni Mfg. Co., Cumberland, Md.

Region No. 4  
 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.  
 Frank Traficanti, Traficanti Bros., Chicago, Ill.

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

Region No. 6  
 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7  
 F. D. De Rocco, Jr., Florence Mac. Mfg. Co., Los Angeles, Calif.

Region No. 8  
 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region No. 9  
 C. L. Norris, The Creamette Co., Minneapolis, Minn.

At-Large  
 John P. Zeraga, Jr., A. Zeraga's Sons, Inc., Brooklyn, N. Y.  
 Albert Savarino, Miami City Macaroni Co., St. Louis, Mo.  
 Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  
 Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

## The Secretary's Letter

### The Passing of a Friend

Last month, the Macaroni Industry was shocked by the news of the untimely death of one of its leaders—Joseph J. Cuneo, past president of the National Macaroni Manufacturers Association, and the Adviser of the organization at the time of his passing.

Joseph J. Cuneo was a sincere believer in organization, and was closely associated with the industry's national association from the very beginning of his entry into the macaroni business as the chief executive of his firm.

As an employer he had made a special study of employe-employer relations and during his term as President

of the Association made good use of his knowledge in helping other firms with relation to workers.

His many duties, plus an unavoidable injury some years ago, robbed him of much of his vigor and strength, necessitating his hospitalization last Easter. On July 12, a most promising career was brought to a close.

The world and the Macaroni Industry is better for the part he played therein during an altogether too short business life. In his untimely death, the Industry, and particularly the Association, has suffered a great loss . . . May he rest in peace!

M. J. DONNA,  
 Secretary



**H**AVE you ever taken time to examine the subject of soy flour in the light of what actual experience has proved it can do for you? We strongly urge you to investigate the possibilities it offers you today!

Here are some of the advantages you will discover in using Staley's modern improved soy flour in the manufacture of macaroni and other paste goods:

1. Bland, slightly nut-like flavor that blends perfectly with characteristic flavors of the product.
2. Rich in high-quality protein, B-vitamins, calcium, phosphorus and iron.

3. Exceptionally high in amino acids which are essential for satisfactory growth and nutrition of the body.

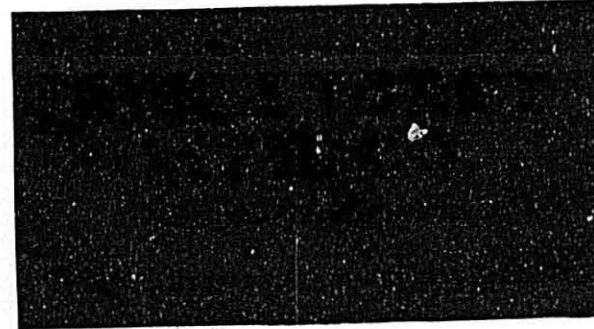
4. Contains lecithin, to improve blending and emulsifying qualities.

Staley's Soy Flours are milled from specially treated, highly-processed selected soybeans, minus the hull but containing all or part of the valuable oil of the mature bean. You will be interested in the material we have gathered together showing the highly practical applications of Staley's Soy Flour in the paste goods field.



#### Modern Soy Products 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.



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

Please send me complete data covering the uses of soy flour in the paste goods field, especially in the production of .....

Name .....

Address .....

City ..... State .....

In field after field of durum wheat, just before the harvest, Mr. C. C. Baker, Pillsbury's head durum buyer, clips sample heads of wheat—examines them with a skilled eye—"threshes" them between his hands. He's getting firsthand information, in advance, about the season's durum crop.



As the harvest begins, at dozens of important country durum stations, other Pillsbury men buy several bushels of the new-crop wheat and express them to Minneapolis for testing. As carloads come into Minneapolis from many stations, similar samples are obtained from them. The samples are ground on a Pillsbury experimental mill, tested in the laboratory, and actually made into spaghetti.

As a result of these tests, Pillsbury knows exactly which areas are producing the season's best durum—and buys the choicest durum from those areas. In this way, Pillsbury guards your interests, by assuring you of uniformly high-quality semolina and durum flour at all times.

PILLSBURY FLOUR MILLS COMPANY  
General Offices: Minneapolis, Minnesota

