

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 5**

September, 1944

SEPTEMBER 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Business is Fine

Manufacturers report a pick-up in business with prospects of even greater improvements by Fall.

They have more government business than ever. As a result there is little or no pressing of their products on the civilian market at price concessions.

Jobber stocks are low; macaroni-noodle sales are mounting indicating that the Industry will wind up the year in a healthy shape, despite a rather gloomy start.

Official Organ
of the Macaroni Manufacturers Association
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVI
NUMBER 5



ATTUNE YOUR PACKAGES TO A FOOD-WISE PUBLIC

Time was when people ate almost solely to satisfy hunger and enjoy food flavors. Today, they demand much more—extra nutritional values and attractive, as well as sanitary packaging. Up-to-the-minute merchandising, therefore, demands package modernization—self-selling labels and packages for self-serving, highly food-conscious public. Rossotti Packaging Consultants are experienced and equipped in every way to spotlight your product to sell from the shelf.



Rossotti
SINCE 1898

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

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WFA Report on "No Point-- Low Point" Promotion

The War Food Administration through J. Sidney Johnson, executive in charge, has made a complete report on what it terms a most successful activity, the "No Point-Low Point" food promotion campaign last spring. It is entirely too long for full reproduction here, but included are some of the highlights which may interest the macaroni-noodle industry that so willingly and fully joined in the Government action.

The National Macaroni Manufacturers Association acting for the progressive element in the trade contributed a total of \$6,000 towards the cost of the promotion, being one of seven industries that agreed to underwrite the cost. The report was accompanied by the following letter from Mr. Johnson:

Mr. M. J. Donna,
National Macaroni Manufacturers Association
Braidwood, Ill.

DEAR MR. DONNA:

Because of your active interest in the No Point-Low Point foods promotion last spring, we are sending you, attached, a report of the program prepared from available data.

As the various figures show, the over-all aims of the promotion were accomplished. Two hundred and fifty thousand kits of store display material featuring point free and low point value food were distributed to retail grocery stores. This operation was backed by newspapers, magazines, trade papers, radio, billboards, and the program's complete success is easily measured by the comments found in the latter part of the report.

For your personal information, I am enclosing a cost analysis sheet along with this report.

We sincerely hope you will find this report interesting, as your personal contribution did much to insure success. We are indeed appreciative of your wholehearted support.

Sincerely

(Signed) J. Sidney Johnson
WAR FOOD ADMINISTRATION.

Highlights of Promotion

Nationwide Retail Grocery Drive: As part of the first Quarter Food Fight for Freedom Program for 1944 the War Food Administration and Office of Price Administration in cooperation with the Office of War Information and the War Advertising Council initiated a nationwide drive through retail grocery stores and public eating places to create increased consumer use of unrationed and low-point value foods and thus relieve the pressure on scarcer high-point value rationed foods.

250,000 Store Display Kits: Although the program had many ramifications in order to tie in all food interests, it was primarily built around the distribution of 250,000 kits of grocery store display material.

Program Peak, April '44: The entire program was presented to the public under the appropriate slogan "No Point-Low Point Foods Promotion" and extended from March 1 until the middle of May, with peak activity during April.

\$50,615.11 was the total cost, exclusive of incidental expenses.

\$36,000 was subscribed by industry to finance this joint affair between industry and government. Of that total, \$6,000 was contributed through the National Macaroni Manufacturers Association.

\$20,615.11 was cost to WFA.

40,000 program books were distributed to wholesale grocers, chain food stores, super markets, voluntary and cooperative groups, officials of retail grocers' associations, contributing associations and other varied interests in the food field.

30 Store display pieces per kit were included in the 250,000 kits distributed to retail food distributing outlets, and only on basis of orders received which signified dealer interest and at no cost to the dealers. Included in the kit were pennants imprinted with macaroni, spaghetti and egg noodles.

25,000 folders were sent to hotels and restaurants.

41,000 promotion mats were distributed to interests requesting them.

396 newspaper advertisements sponsored, and for which mats were supplied.

500 bill board showings.

4,000 awards of merit to retail grocers certifying effective use of material during the promotion period.

1,722 awards of merit to wholesale, voluntary and cooperative organization and chain store headquarters.

101 awards to hotels and restaurants.

136 certificates to individuals, and 111 company awards.

COLOR FLAVOR

KNOWN QUALITIES

with

DURUM MILLING
SEMOLINA
 HIGHEST QUALITY
 NO. 1 SEMOLINA
 MANUFACTURED BY
 MINNEAPOLIS MILLING CO.

★ ★ Two Star Semolina is a firm foundation for excellence in your products. Huge wheat storage facilities, scientific milling processes, and exacting laboratory control assure uniformity and quality of the highest degree. Two Star Semolina is your best insurance for continued consumer demand.

MINNEAPOLIS MILLING COMPANY
 GENERAL OFFICES
 MINNEAPOLIS 2, MINNESOTA

The MACARONI JOURNAL

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Wheat - The Divine Food

If wheat is divine, what is macaroni and spaghetti?

American manufacturers of macaroni and spaghetti are more practical than poetic. They appreciate the fine qualities of their food manufactured from the finest of wheat ingredients, and rightfully feel that their products and all other wheat foods deserve an even more important place at the American table.

However, they prefer to leave it to the more effusive European fellow manufacturers to give this food the poetical appellation—as "divine food" and "food of the gods." Nor are they adverse to other Americans, not directly concerned in the macaroni-noodle industry, making such a claim.

Indicative of their thinking is the Industry's reaction to a statement attributed to one who has the ready ears of millions of people, here and abroad. A recent issue of *The Modern Miller* editorialized on the reported statement.

Wheat is the Divine Food! This is the testimony of America's greatest industrialist.

Henry Ford celebrated his 81st birthday with the assertion that—"prosperity and the higher standard of living can be obtained after the war." He predicted prosperity for motorcars and mechanized farm equipment firms, and asserted: "*The time is coming when man will be able to determine the length of his life span by controlling his diet. I think he will find everything he needs in wheat; wheat is the divine food.*"

Macaroni or spaghetti is a pure wheat food. Nothing is added in processing ground wheat into macaroni products except water, and sometimes, a little salt. If "wheat is divine," reasons The National Macaroni Institute, what about foods made solely from wheat, such as bread, spaghetti and the like?

Henry Ford's statement should be heralded to the food consumers of the world. It is so contradictory of what food faddists have been broadcasting about bread, of what some of the high and mighty have been saying about macaroni products, that it stands out as one of the greatest all-time messages concerning wheat as a human food.

It would be a good thing if the milling industry, flour and semolina and farina millers, the bread baker and the macaroni maker, after confirming the accuracy of the statement, would make use of it to fix in the minds of consumers this tribute to wheat as a divine food.

The slogan "Divine Food," should be fixed in the public mind as an all-time axiom. All processors of wheat foods can do their bit in appreciation of Henry Ford's billion-dollar testimonial.

Dr. Wiley's "Not By Bread Alone" is not a bit contradictory to Henry Ford's statement. That renowned food authority merely meant that a little variety in foods adds the spice that makes for better health and greater strength. Leaders in the American macaroni industry, in line with the reasoning of both these great authorities, are consistently recommending the greater use of Macaroni products—spaghetti, macaroni, elbows, egg noodles, and such—in various combinations to please all appetites, all cravings, because macaroni products, as among the divine wheat foods, add the sustenance, the nutrition and other necessary elements to good eating and good living.

Failure to capitalize to the fullest this assertion by the world-renowned automobile maker, would be indicative of the inability of the makers of wheat food products, macaroni-noodle manufacturers included, to grasp their greatest opportunity.

Report of the Director of Research for the Month of August

By Benjamin R. Jacobs

The following is a résumé of two meetings held with officials of the War Production Board and War Food Administration concerning restricted allotments of containers under L-317. The meetings with these officials were held in Washington and the following officials were present:

Mr. Hayward L. Elliott, Containers & Packaging Branch, War Production Board;

Mr. Thomas E. Hollingsworth, Consultant, Fibre Box Section, Paperboard Division, War Production Board;

Mr. P. F. Holton, Technical Section, Paperboard Division, War Production Board;

Mr. W. B. Chase, Technical Section, Paperboard Division, War Production Board;

Mr. H. W. von Loesecke, Technical Service, Special Container Branch, War Food Administration;

Mr. J. O. Lamkin, Chairman, Macaroni Industry Advisory Board, War Food Administration.

Between the two meetings I conferred with a group of manufacturers of New York and vicinity concerning specifications which the WPB and WFA were considering for the whole industry. These specifications would require all macaroni and noodle manufacturers who appeal for additional allotments of containers to comply with certain requirements which would be applicable to the whole industry.

I shall not attempt to indicate the individual opinions expressed by the above-referred-to manufacturers concerning their reaction in respect to the discussion that took place in Washington on conservation measures for paperboard. I shall only attempt to summarize these.

Below is quoted a letter from C. F. Mueller Company written by Mr. C. F. Mueller, who was until recently connected with the Office of Price Administration and had charge of matters connected with macaroni and noodle products. He is now consultant for the War Food Administration in matters relating to the macaroni and noodle industry. This letter is dated July 14, 1944.

"In the matter of a reduced percentage of containers permitted macaroni manufacturers, we do not believe any important amount of board would be saved by compelling manufacturers to pack a greater number of packages per case.

"In reference to our own experience, we have gone from a 60-point fibre board container to a 45-point corrugated board container, which latter is weak and is the minimum which we can use. There are numerous instances of bursting, as a result of wholesalers piling cases as high as they can get them.

"We estimate an 80 point fibre container necessary to carry our product if the number of packages per case were mandatorily increased, with little or no saving of board.

"A most serious obstacle to an increased container content would be the problem of finding men to do the packing our women are now doing. In our critical area, we are not permitted to hire additional men, nor would the several other large producers of macaroni be permitted to do so.

"Our case sealing machines are adjustable to reasonable limits. Any major size increase would entail considerable change.

"While we do wish to do our part—and then some—in bringing about an equitable distribution of valuable materials, we do not believe that increased container sizes would accomplish this objective at a time when manufacturers are working with minimum test board.

"You will be interested to know that we are delivering our products in dozens, wrapped in brown paper, in the New York trading area, wherever such packaging is feasible."

It is the consensus of the above-referred-to manufacturers that if possible the War Production Board should continue the restricted allotment of 90 per cent for cardboard for the macaroni and noodle industry. It is also the consensus that manufacturers requesting or appealing for increases in their allotment should be permitted such increases, under any reasonable restrictions and requirements formulated by the War Production Board which may result in conservation of paperboard material.

It is suggested that no requirement shall be made of the industry as a whole which provides that they shall increase the weight of product in their containers for the following reasons:

Although it is recognized that many small manufacturers who package their products manually are able to change the weight of the product in the cartons, this practice is not feasible for many of the macaroni and noodle manufacturers who package their products mechanically. Many of the

packaging machines are not susceptible to the wide range of adjustment which would be necessary. I have been advised by several of the manufacturers present at the above-referred-to meeting in New York that their individual packaging machines are not subject to adjustment which would permit them to change their packaging weight by 50 per cent. I have in mind one macaroni firm who has a Standard Knap-Case Packer which is built to package twenty one-pound packages in a container and is not adjustable at all.

At one of our recent meetings in Washington with the above officials of the War Production Board and War Food Administration it was indicated that on the basis of 35 per cent of the production as bulk a saving of 18 per cent or 1,509 tons of paperboard would be effected by increasing the weight of bulk macaroni from 20 pounds to 30 pounds. At the time that this statement was made there was no indication that heavier paperboard would be required. It is suggested by the manufacturers that if the product which is now packed in 20-pound containers is to be packed in 30-pound containers heavier material will be necessary, and there would then probably be little or no saving.

The paperboard containers used at present are very inferior in quality to those used in 1942. They are considerably lighter in weight. I am advised that the manufacturers have considerable difficulty and much loss in using this lighter packaging material; that they have many returns, resulting in substantial losses of the food products. I am also advised that buyers, retailers, and wholesalers, are not able to stack the boxes as they are accustomed to do and, therefore, broken boxes are returned for credit, resulting in waste. It is obvious, therefore, that heavier material will be required if the macaroni and noodle products are to be packed in larger units.

There are a number of slow moving items manufactured by the industry, as, for example, alphabets and similar products, which are used by the housewife in small quantities in soups. These are packed twelve to the unit because they will not be purchased by retailers in larger amounts. It would be useless to increase the number of units per carton of these items as the

(Continued on Page 8)

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

A FOUR-TIME HIT FOR WAR-TIME!



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



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

(Continued from Page 6)

retailers would not stock them. If these items remain on the shelves for too long a time they will spoil by becoming wormy or weevily and thus would result in the loss of additional quantities of food.

The Macaroni and Noodle Industry has accepted the reduction in its allotment of cardboard under L-317 and is complying fully with the requirements of that regulation.

Those individual manufacturers who are able to make changes and who desire to appeal for a larger allotment should be required, as a condition, to increase the weight of their packages in order that they will not use more material than their fair share.

As a result of these two meetings the following conclusions were reached, which were concurred in by all the officials of both Government agencies attending:

1. That L-317 would remain as it is; the manufacturers' allotment remaining at 90 per cent of the 1942 use of containers.
2. That any manufacturer desiring an increase in his quota shall receive an unlimited amount of packaging material, provided he uses it in accordance with specifications which will be drawn up by WPB and WFA, which will apply to his particular needs and ability to conform.

3. The WPB will not promulgate blanket specifications which will be applicable to the whole Macaroni Industry because they realize that all macaroni and noodle manufacturers could not conform or adjust their packaging practices to conform to any blanket regulations.

Thus the matter stands very favorable to the macaroni and noodle industry.

The following purchases of macaroni products and semolina are reported by the WFA for the month of July:

Spaghetti—High Proteins V3s Fibre Boxes	
Quantity (Lbs.)	Price per Lb.
Luso-American Macaroni Mfg. Co., Fall River, Mass.	300,000 .104
A. Russo & Co., Inc., Chicago, Ill.	480,000 .1075
Liberty Macaroni Mfg. Co., Rockford, Ill.	198,900 .1068
Philadelphia Macaroni Co. Inc., Philadelphia, Pa.	2,200,000 .1039
Total	3,178,900

SEMOLINA—22,540,000 pounds at \$3.49 to \$3.79 per 100 pounds.
FARINA—4,680,000 pounds at \$3.25 to \$3.41 per 100 pounds.

The above purchases of semolina and farina may indicate why the War Food Administration does not purchase more macaroni and noodle products.

Job Study Made for War Veterans

Through experience, employing physically-handicapped persons during the war years, and plant-wide surveys in its 25 plants and 35 manufacturing and repair units, the Westinghouse Electric and Manufacturing Company has learned that in some departments as many as 83 per cent of the jobs can be performed by disabled veterans with limited handicaps, W. G. Marshall, Vice President in charge of industrial relations, reported recently, adding:

"Westinghouse undertook the survey to help wounded former employees returning from the war to adjust their lives to a civilian pattern.

"The transition period from war to peace will present extensive industrial relations problems," Mr. Marshall continued. "These problems are vastly greater than the problems involved in the transition from peace to war, for we have at once the demobilization of tremendously large armed forces and also the demobilization of a large army of production.

"We accept the responsibility to do

everything possible to help our former employes, who come back to us from the armed services as medically-discharged veterans. This aid, to us, means helping these men in an unobtrusive but friendly and objective way to readjust their lives to the more normal ways of civilian life.

"Too, we feel that everyone of these men want to make good on their own ability. They do not seek charity, but they want a constructive program in which any man would be proud to participate. Therefore, we have coordinated the activities of our employment and medical departments and training facilities to assure a reemployment procedure that is personalized, tactful and considerate.

"To help these men speed their readjustment to civilian life, our plant doctors and industrial relations men, many of them veterans of the first World War, are ready to consult and actively aid the new veterans.

"We realize," he continued, "that many of these medically-discharged veterans, because of injury and illness, may not be able to hold their former job. Every step is being taken to assure these men good employment."

The Company already has 1,800 war veterans in its employ, all of them either disabled in battle or medical discharges. The number is increasing daily.

In an effort to place such war veterans in jobs in which they show greatest promise of success, Westinghouse is making a special survey which, when completed, will show specifically each physical movement required in each of the hundreds of jobs done in the Company's plants.

The personal qualifications of intelligence and stability required to do each job adequately are also recorded as accurately as possible. This "job-breakdown" is so detailed that when it is completed a glance will be sufficient to tell whether a job requires a man with five fingers to do it, or whether it doesn't necessarily require any fingers.

Because this survey is still incomplete, Mr. Marshall said, Westinghouse can place no definite limit on the number of jobs disabled veterans can do, but in some of the manufacturing divisions, where such a study has been completed, figures show that 83 per cent of the jobs can be done by men with only one eye.

Eighty-two per cent of the jobs can be done by men who are deaf.

Nineteen per cent can be done by one-legged men. Seventeen per cent of the jobs can be filled by men who must use a cane or crutches.

Stop War Production Losses

John W. Fewkes, Chief of the Industrial Health and Safety Section of the Office of Labor Production, has outlined to the War Department Safety Council a three-point program "to expedite stoppage in war production losses caused by industrial accidents and diseases and disturbances of labor relations in specific war plants arising out of unsatisfactory health and safety conditions which cause interference with war production."

Mr. Fewkes said that the WPB anti-accident program, which is being carried out in cooperation with the War Department, Navy Department, Maritime Commission and other Federal agencies, calls for:

"1. The correction of hazards to the health and safety of the workers in specific war plants or war industries that come to the attention of the War Production Board.

"2. The establishment of plant health and safety committees in plants producing materials of war.

"3. The education of the labor members of these health and safety committees in order that they may more effectively and intelligently assist in reducing accidents and diseases in industry."



Soy Flour for the Paste Goods Industry

Note these logical reasons why so many paste goods manufacturers are using Staley's Soy Flour, and staying with it:

1. High nutritional values.
2. Bland flavor.
3. Fine, even granulation.
4. High-quality protein, at low cost.

Be sure to send for the special data our technicians have prepared to help you realize the advantages of soy flour in your own production. Use coupon below.



SEND FOR SPECIAL DATA!

Industrial Sales Division, Dept. C
A. E. Staley Mfg. Co., Decatur, Ill.
Please send me your special data proving the advantages offered by soy flour in the manufacture of macaroni, spaghetti, and other paste goods.

NAME.....
FIRM.....
ADDRESS.....
CITY..... STATE.....

Milwaukee Journal Consumer Survey

Analysis of Consumer Preference of Leading Brands

Macaroni and spaghetti are still as popular as ever in the Greater Milwaukee market according to facts and figures compiled by the leading newspaper of that area in its second wartime consumer analysis aimed at giving advertisers a clear view of products preferences, shopping habits and living trends.

For some reason egg noodles are not included in the survey, though it would seem that from the composite nationalities of the people in that area, egg noodles should be most popular.

Since 1922 *The Milwaukee Journal* has compiled these comprehensive reports, believing that its obligations to advertisers extend beyond the job of delivering the largest and most responsive circulation in its market at the lowest milline rate compatible with good business policy.

Through the years Greater Milwaukee families have filled out and personally brought to *The Journal* some 135,000 questionnaires with the answers to more than 6,000 questions regarding purchase, use and ownership of products. As a result, the Consumer Analysis provides the most complete information on buying habits available in any market in the country.

This year's survey covers a wide variety of subjects. In addition to comparisons of products' popularity, significant information is presented on home equipment, changes in purchases due to rationing, wartime living trends, and an idea of Mr. and Mrs. Milwaukee's postwar plans.

The Consumer Analysis is old, but not old-fashioned. As conditions change, the subjects covered are changed to meet them.

A confidential questionnaire is mailed to housewives whose names are selected at random from each page of Milwaukee and suburban directories. Because this survey does not limit itself to telephone homes, phone directories are never used. The Consumer Analysis method of name selection eliminates practically all duplication of families covered from year to year.

From past experience, the approximate potential returns are known, and a sufficient number of questionnaires are sent out to assure returns from more than 7,000, or better than 3 per cent of all families in greater Milwaukee. Experience has shown that additional coverage after three per cent is obtained does not materially change results.

Several mailings are sent out so as to allow for checking and any necessary waiting in order to control not

only the number of returns, but to guarantee sufficient coverage of each section of Greater Milwaukee.

This year 17,250 questionnaires were mailed, and 7,000, or 40.5 per cent, were filled out and personally brought in to the Consumer Analysis checking bureau in *The Journal* building. Thus the Consumer Analysis is not a mail survey—questionnaires must be personally returned.

With particular reference to macaroni products, here are some of the facts brought out by the 1944 survey, according to an analysis prepared by the *Journal*:

Macaroni or Spaghetti

BECAUSE of the changes in wording of the question, no comparative figures on the use of macaroni or spaghetti are available this year. It was found that 93.7 per cent of all Greater Milwaukee families, 211,824 in all, buy either macaroni or spaghetti.

Among families of all four income brackets, the popularity of macaroni or spaghetti remains almost the same. A total variation of only 1 per cent is shown.

Of the 107 brands of these two products reported in use this year, 11 brands are listed with popularities of 1 per cent or more.

Teach Safety to Reduce Accidents

Fewer accidents mean less delay in getting essential materials finished and delivered where they are vitally needed. Many companies today are intensifying or supplementing their activities to reduce to a minimum accidents occurring on and off the job. A new report, **DEVELOPING SAFE EMPLOYEES**, based on accident-prevention activities of a number of industrial organizations, has been issued by the Safety Bureau of the Metropolitan Life Insurance Company as an aid in fostering such activities.

An excellent opportunity to acquaint the new employe with the safety policies of the company, the report observes, is presented through the initial interview and induction procedure. Proper placement or job assignment is another important step in developing the safe employe. Several of the tests and studies made to enable the placement department to give consideration to individual cases are described.

The experience of a number of companies indicates that the majority of accidents usually involve a com-

paratively small group of employes and that "accident-prone" tendencies are usually the result of fundamental characteristics of the employe, improper working conditions, and sometimes personal problems of the employe. A study of individual cases of accident-prone workers, the survey states, often enables the organization to determine the factors involved and to take corrective steps.

Many industrial executives, it was found, are giving practical recognition to the need of integrating safety training into job-training programs, whether this training is given in a class or individually, on the production line or in the assembling room.

Continued interest and enthusiasm for safety programs may also be developed through the effective use of advertising within the plant. Among the types of publicity material used are displays of protective equipment, illustrated safety pamphlets, bulletin board material, house organ articles, contests and awards, local newspaper advertising, films and letters to employes. Many of these are illustrated in the report, "Developing Safe Employees," copies of which are now available to interested macaroni-noodle executives.

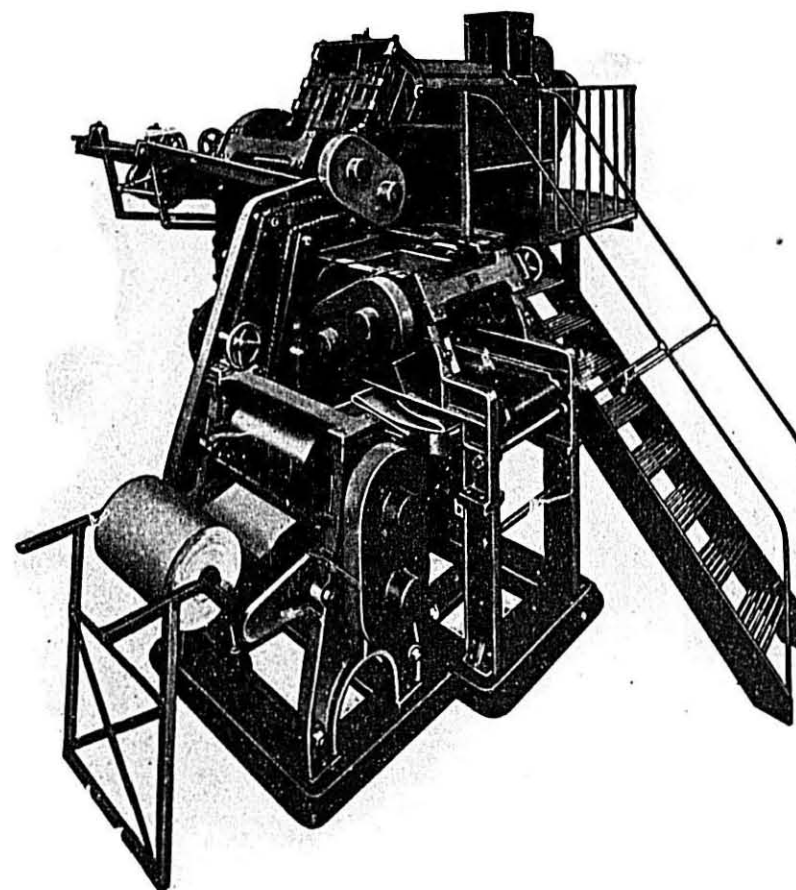
Red Cross is listed in third place, being preferred by 8.9 per cent of all macaroni and spaghetti buyers. This brand shows independent grocery store distribution of 28 per cent, and may also be purchased at the National Tea food stores.

Tenderoni is listed next, with a preference of 4.9 per cent, representing the purchases of 10,379 families. Independent grocery store distribution on Tenderoni is 38.2 per cent. The A. & P. food stores and the National Tea food stores also stock this brand.

Creamettes follow next, with a preference of 4.5 per cent, with Pagliacci lower down on the list. Other brands appear in this order: Roundy's, Monarch, Mrs. Drenk's, Silver Buckle, and Red Arrow. The "Miscellaneous" classification includes 96 brands of macaroni and spaghetti, with a combined consumer preference of 12 per cent.

CLERMO

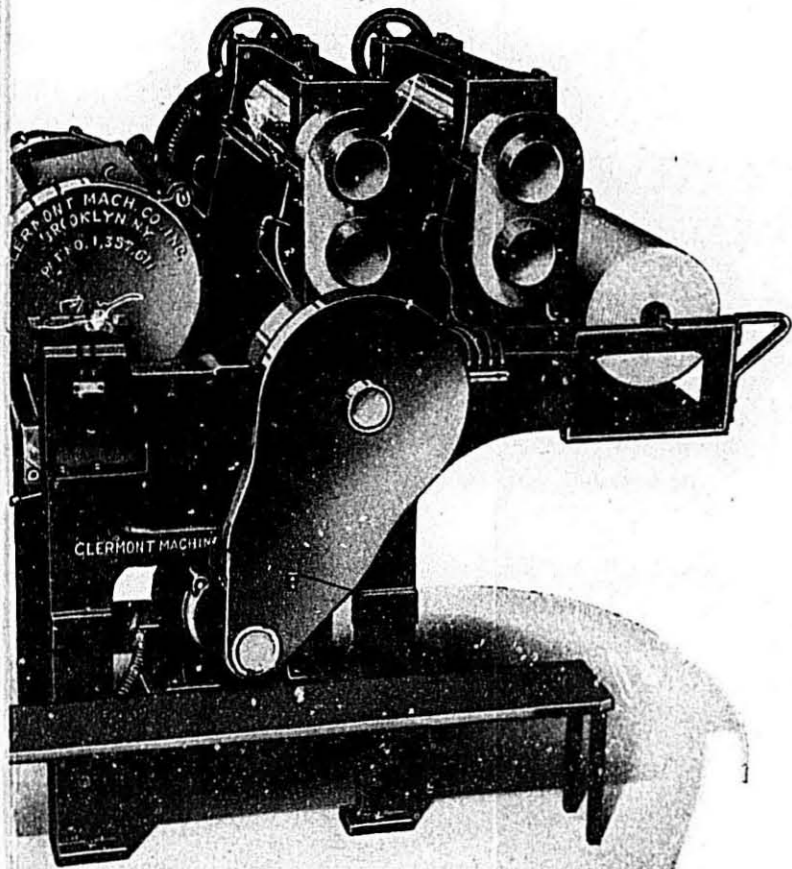
PRESENTS ITS GREATEST CONSTRUCTION
THE RAW MATERIAL TO THE



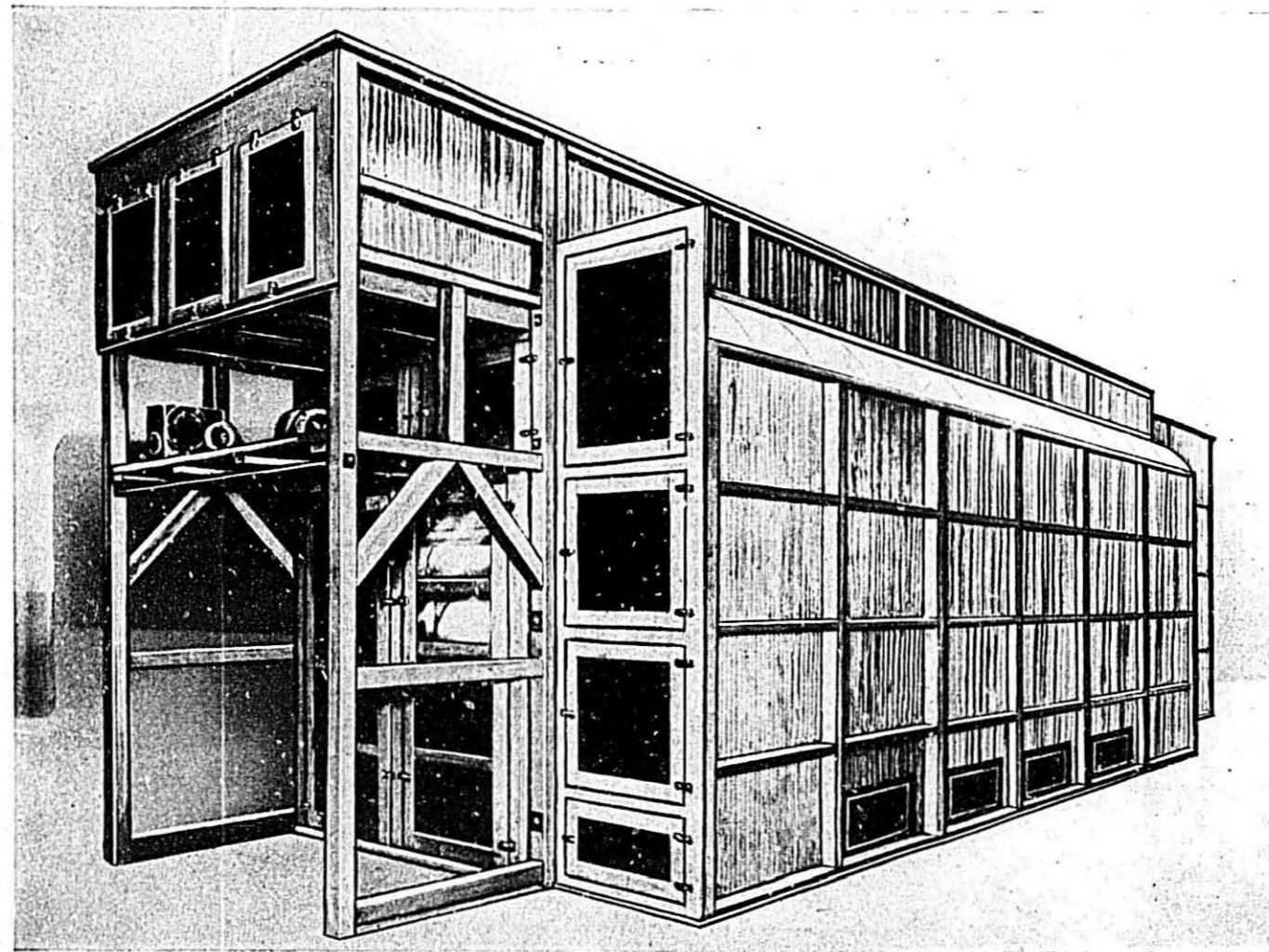
AUTOMATIC SHEET FORMING MACHINE

CLERMONT, CELEBRATING ITS 25th ANNIVERSARY,

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

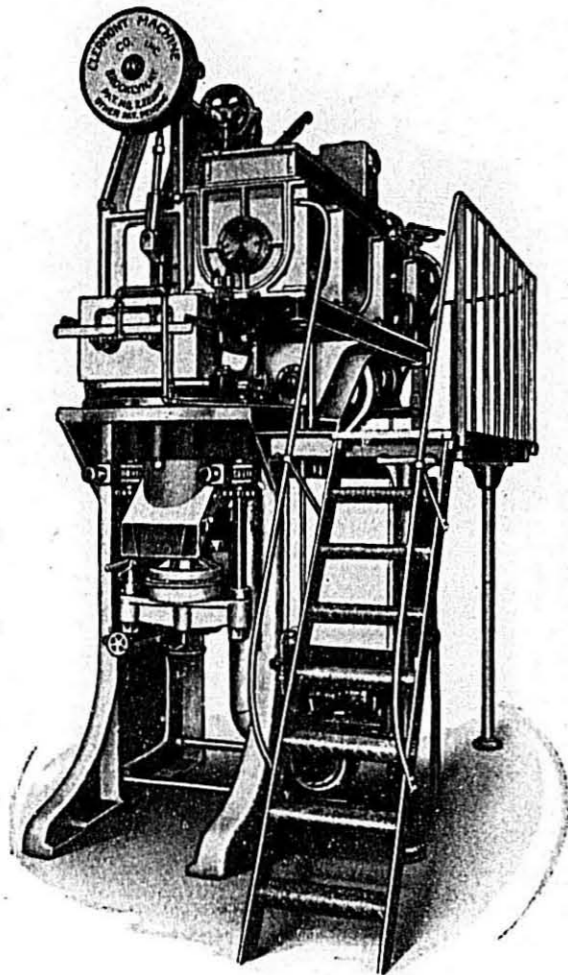
BROOKLYN, NEW YORK

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

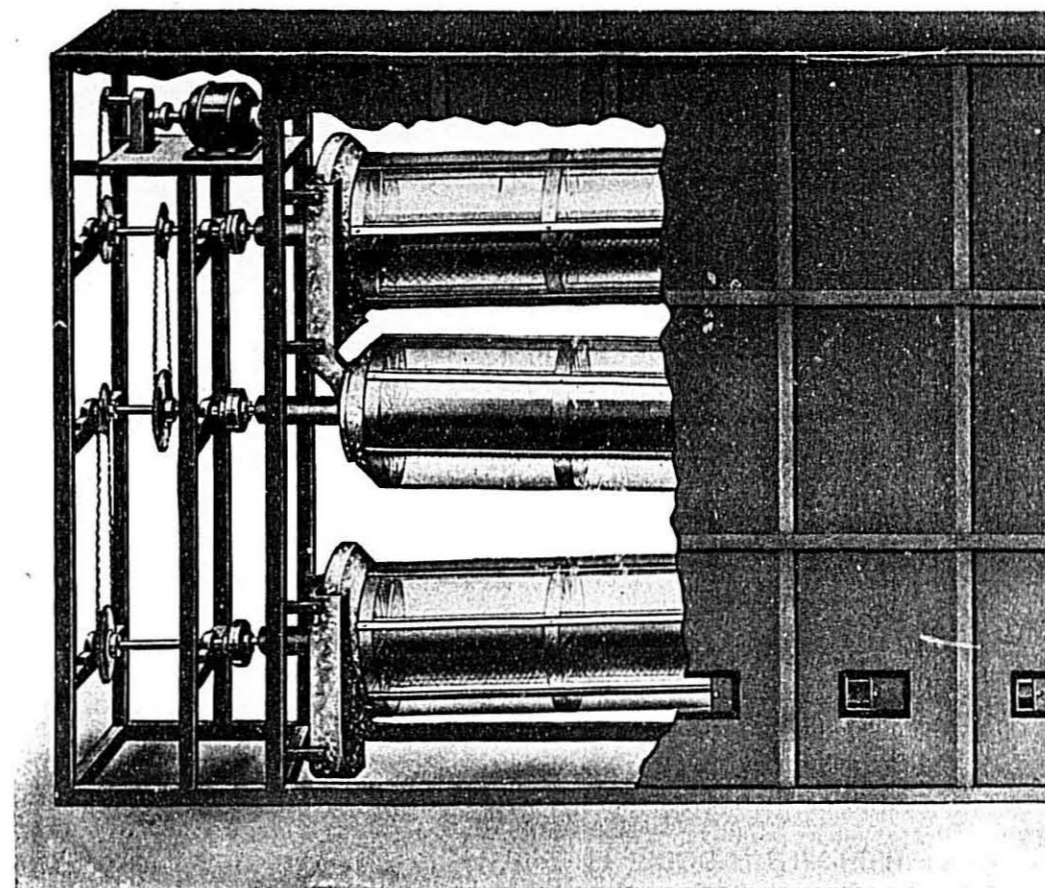
Has no cylinder, no pis-
ton, no screw, no worm.

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 THE

FOR SHORT CUT NOODLES AND SMALL SOUP PASTA

CONTINUOUS IN OPER-
ATION
COMPLETE DRYING PRO-
CESS
CAPACITY—MADE IN SIZES FROM



CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

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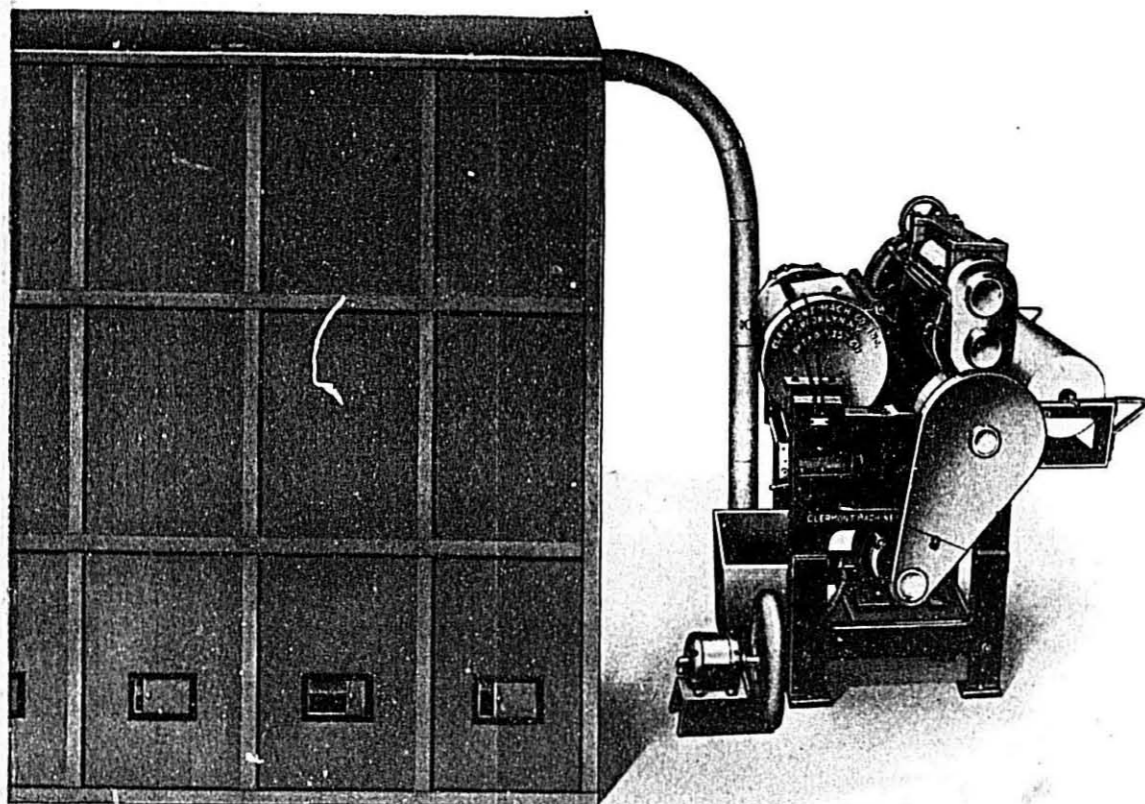
THE TUMBLER DRYER

ES SUCH AS ALPHABETS, PASTINE AND SIMILAR PRODUCTS

RATION—FULLY AUTOMATIC

CESS—FROM 1½ TO 2 HOURS

M 500 TO 1000 POUNDS PER HOUR



September, 1944

THE MACARONI JOURNAL

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Liquid, Frozen, and Dried Egg Production

During July 161,498,000 pounds of liquid eggs were produced compared with 127,568,000 pounds in July last year, the Bureau of Agricultural Economics reported. Of the total July production 106,323,000 pounds were dried, 52,764,000 pounds were frozen and 2,411,000 pounds were used for immediate consumption.

Egg-drying operations during July continued at the high level of past months. The production of dried egg during July totaled 31,517,000 pounds compared with 20,618,000 pounds in July last year—an increase of 53 per cent. Production from January, 1944, through July totaled 211,267,000 pounds compared with 159,302,000 pounds during the same period last year—an increase of 33 per cent. The production of frozen eggs during July was also comparatively large. Production during July totaled 52,764,000 pounds compared with 50,735,000 pounds in July, 1943—an increase of 4 per cent. Large quantities of shell eggs owned by the War Food Administration were broken and frozen during July. The production of frozen eggs during the first 7 months of this year totaled 451,440,000 pounds compared with 389,575,000 pounds during the corresponding period last year—an increase of 16 per cent.

Storage holdings of frozen eggs on August 1 were the highest of record. They totaled 387,182,000 pounds compared with 351,169,000 pounds on August 1 last year and 227,220,000 pounds: the August 1 (1939-43), average.

Housewives Buy "Through the Eyes"

Impulse sales, with greater emphasis on packaging and display, can be developed into an important, postwar vehicle for lowering retail operating costs, M. C. Pollock of the Cellophane Division, E. I. du Pont de Nemours & Co., said recently before the packaging forum of the National Association of Display Industries at the Hotel Pennsylvania.

According to scientific studies, "eighty-five per cent of all buying is done through the eyes," said Mr. Pollock. Quoting from a survey made by his organization just before the war, he showed that 75 per cent of the shoppers in grocery stores and supermarkets buy one or more items on impulse every time they shop. In variety chain stores of the five cents to a quarter type and in large department stores, three out of five, or 60 per cent of the shoppers, buy one or more items on impulse, he said.

Impulse purchases, which averaged

Semolina Production High

1943-44 Milling Second Highest in Nine Years

According to a recent release by the War Food Administration the production of semolina during the twelve months from July 1, 1943, to June 30, 1944, totaled 676,028,777 pounds. That was the second largest production in nine years; the only year exceeding last year's output was 1942-43.

The total durum flour output for the

year just ended was 198,446,107 pounds. Total grindings of all durum wheat amounted to 29,408,549 bushels.

Semolina milling, durum wheat grinding and their distribution are shown in the comparative figures in the table below prepared by that government agency:

Average, 1936-37 to 1940-41	Durum Wheat Products—U. S.		Production and Distribution		Exports Macaroni, etc. lbs.
	Durum wheat ground lbs.	Semolina lbs.	Flour lbs.	Macaroni, etc. lbs.	
7,605,068	215,907,913	78,162,566	1,771,283		
7,880,117	227,092,342	63,321,798	1,512,749		
Total	14,485,185	463,000,255	141,484,361	3,314,032	
1935-36	8,079,600	230,383,728	69,532,560	943,239	
July-December	7,642,642	231,538,720	67,306,596	1,012,354	
January-June	15,722,242	481,922,448	136,859,156	1,585,193	
1936-37	7,178,821	220,863,580	69,389,292	903,688	
July-December	4,872,839	165,362,260	36,523,424	1,515,939	
January-June	12,051,660	386,225,840	103,912,716	2,419,627	
1937-38	6,747,909	209,747,636	69,444,564	1,532,537	
July-December	6,881,882	223,046,780	58,168,292	1,345,699	
January-June	13,629,791	433,394,416	127,612,856	2,878,236	
1938-39	7,590,460	244,093,892	81,245,920	1,783,847	
July-December	7,231,375	216,364,944	66,016,328	1,494,276	
January-June	14,821,835	460,458,836	147,262,248	3,278,033	
1939-40	8,213,310	272,970,572	79,602,264	2,929,050	
July-December	7,210,373	230,460,524	77,225,764	1,882,683	
January-June	15,423,683	503,431,096	156,826,028	4,811,733	
1940-41	8,294,842	231,863,884	91,136,788	1,707,295	
July-December	8,204,118	269,627,204	78,675,184	1,475,196	
January-June	16,498,960	501,491,088	169,805,972	3,182,191	
1941-42	9,319,560	290,510,220	103,318,380		
July-December	9,641,236	293,775,184	108,645,360		
January-June	18,960,796	584,285,004	212,133,740		
1942-43	11,137,704	338,474,616	134,651,216		
July-December	12,742,192	398,104,420	146,656,216		
January-June	23,879,806	736,478,036	281,307,432		
1943-44	11,235,744	361,364,377	119,971,716		
July-December	9,172,805	314,664,400	78,474,494		
January-June	20,408,549	676,028,777	198,446,107		

* Total production included under semolina when production of semolina and flour is not reported separately. ** Not available.

from 24 cents of every dollar of sales in the grocery stores to almost 54 cents of the sales dollar in variety stores, were influenced by displays in upwards of 90 per cent of the cases. Mr. Pollock indicated that du Pont is planning for the postwar period a continuing study of the subject of impulse buying.

"We believe that packaging and display are very closely related—inseparable in fact. The cellophane-wrapped egg noodle bag does not work if it is under the counter. If you bring shirts out of the cardboard box but put them in a drawer, the net gain is nothing.

"Similarly, if you are successful in reducing your forward stock to a few samples but then deliver the unit in a package which does not have the confidence of the consumer, your method will fail."

Pointing to the possibility of retail

outlets utilizing selling areas to a greater extent by reducing forward stocks and concentrating on samples, Mr. Pollock said that "progress in this direction will throw more emphasis on the method of packaging, whether the stock is carried in the store or in the warehouse."

In order to design postwar packages, it has been necessary to consider the trends of self-service, informative labeling, convenience, protection, impulse buying, and visibility, he continued.

Packaging which takes these factors into account protects the merchant against mark-downs resulting from shop wear and soilage, thereby reducing his operating costs. Greater impulse sales further reduce operating costs by increasing turnover and stepping up the average number of sales per store employe.

How Do They Put the Holes in the Macaroni?

You would learn the answer to this puzzling question, and also many other interesting things, if you could take a sight-seeing trip through a modern macaroni factory.

Macaroni Helps N. W. Farmers

Everyone who is fortunate enough to see macaroni made in the modern way finds it an amazingly interesting process. First you see carload after carload of the finest durum wheat flour in 100-pound sacks pulled up to the macaroni factory. Durum wheat, best grown in the Dakotas and some parts of Minnesota, affords a substantial portion of farm income in the Northwest. Durum wheat makes a yellow bread that is not pleasing to Americans, so the Northwest's Durum crop did not bring a good price until the macaroni business discovered it and gave it a huge market.

For making macaroni, durum wheat is ground to a special form of flour similar to granulated sugar—this is called semolina.

Inside the macaroni factory you see men in white clothes emptying the 100-pound sacks of durum semolina into a huge white metal bin or hopper from which the semolina pours, when wanted, into a giant sifter on the floor below. This sifter fluffs up the semolina and also removes any foreign matter.

The sifted semolina is next carefully measured by exact weight and deposited in a white steel mixer as large as a piano. Pure water that has been warmed to the correct temperature is next added to the semolina and the powerful steel blades of the mixer are set to working. The dough for egg-noodles is also mixed in these same machines, after the eggs and other ingredients have been added.

Huge Machine Kneads Dough

When the mixing expert approves a batch of dough, the kneading machine receives it. This kneader looks much like a huge dishpan as large as the kitchen in many homes. The dough looks like a large doughnut as thick as a man's body. The pan turns around slowly, carrying the dough around with it and forcing it under two giant kneading wheels directly opposite each other inside the mixing pan. Each one of these kneaders looks like a huge cog wheel the size of a bushel basket—each wheel weighs about half a ton and is forced into the dough by a steel axle the size of a man's arm. After the doughnut of dough leaves one kneading wheel, it is

Macaroni Makers Know Well—(But Cannot Always Tell)—The "HOLE" story as clearly as does a Mid-west Manufacturer in a recent issue of the "Detroit News Booster"—brand name purposely deleted, to make story all-inclusive.—The Editor.

turned on edge by guiding hands of steel so that the next kneading wheel strikes it on edge and smashes it flat again.

The kneading expert leans closer to tell you that these wheels give a pressure of many hundreds of thousands of pounds. The dough receives a pressure as great as though rolled by the wheels of a huge railway locomotive.

Dough for egg noodles, when correctly kneaded, is "finished" by a sort of rolling-pin machine that squeezes it thinner and thinner through a series of polished steel rollers. Macaroni chunks as big as a small table top and packed into a huge cylinder that looks like a cannon. A heavy steel plunger forces the dough towards the muzzle of the "cannon" where it comes out of holes in a metal plate as either macaroni or spaghetti, depending upon the size of the hole.

Here's How the Holes Are Made

A metal pin with a tiny cup on one end, is mounted inside the hole in the macaroni plate. Dough is forced through this little cup in two half-round streams—as it slides past the pin, the two streams of dough are squeezed together into a hollow tube by the hole in the macaroni plate which surrounds the pin. To make a perfect macaroni tube, the dough must be perfectly mixed, of correct moisture proportions, and the pressure must be terrific—or the process will not work.

Macaroni and spaghetti are squeezed out from a vertical cylinder and hang in long strings. A workman cuts them off to the right length and a girl drapes them over a pole like a broom-handle and then hangs the pole on a "clothes-rack" on wheels. When a rack is full of hanging macaroni or spaghetti, it is wheeled away to the curing room where it is dried several days by a controlled air-blast process. When thoroughly cured, it is sawed to exact length and placed in packages and cases.

Egg noodles are made in much the same way as macaroni except that the dough is rolled out in a long, thin sheet and wound up on a steel bar like a roll of butcher's wrapping paper.

This roll of dough then unrolls into cutting rollers which slice it in narrow strips of noodles that are cut off automatically at proper length and tossed into loose folds by a folding machine. They are then dropped into screen-bottomed trays and sent to the curing room.

Creamettes, the special inch-long, elbow-shaped macaroni is cut off as it squeezes through the holes in the end of the macaroni "cannon," by a rotating knife-blade similar to the one used on home food grinding machines.

When curing is complete, the macaroni elbows are poured into an automatic machine which weighs out exactly eight ounces into each package, glues and seals it.

Five Things That Make Macaroni Flavor

"The flavor of macaroni products," says our guide, "depends upon many things of which five are the most important—

1. Using the best semolina.
2. Correct water temperature for mixing.
3. High pressure kneading and rolling.
4. Terrific pressure in the macaroni machine.
5. Proper curing methods."

"How can a housewife be sure she is buying good macaroni?"

"Good macaroni products contain gluten, are creamy-colored and not white," answers our guide. "Good macaroni should have a smooth, even texture with no flaws or weak spots. It should cook up flavory, firm, yet tender—never soggy, pasty or flat in taste."

First Car 1944 Amber Durum

The first car of new crop durum wheat offered on the Minneapolis market was purchased today by King Midas Flour Mills from the Hoover Grain Company. Graded No. 2 Hard Amber Durum, the car originated at Alice, North Dakota, and was shipped to the King Midas mill at Superior, Wisconsin.

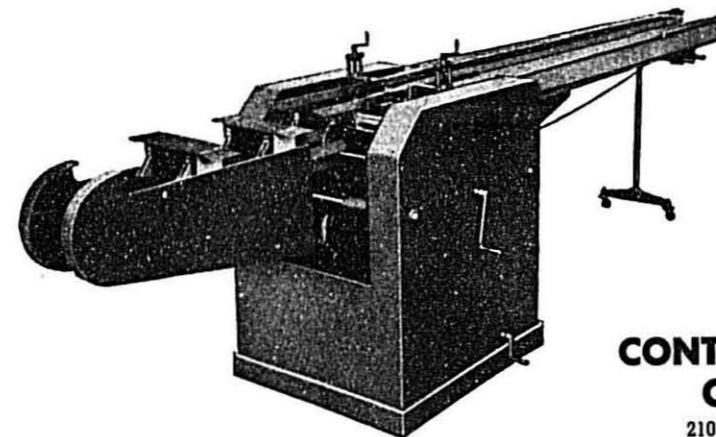
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As Others See Us

Chain Store Operators Enlightened on Macaroni Products

Prominently illustrated with an appetizing casserole of elbow macaroni and meat balls, the Grocery Manual Section of *Chain Store Age*, July, 1944, carried an interesting story of macaroni-noodles that will add materially to the knowledge of foods handled by the operators and clerks in chain stores. The article briefly reviews the process of manufacture, the care taken in packaging the food for retail and defines the several leading types. In addition to the attractive dish, the page article is further illustrated with a little cartoon showing the grocer explaining to his customer. . . . "No ma'am, spaghetti is not scarce because there is a war in Italy. It is made right here and we have plenty of it."

The story is reproduced below by courtesy of the publishers of the Grocer's Manual Section of *Chain Store Age*, July, 1944:

Macaroni products, which include Macaroni, Spaghetti and other forms, are all made in the same manner and of the same ingredients although they vary in size and shape. All of them are made from wheat. There are several types and grades manufactured, the best qualities being made from a type of wheat which is rich in gluten—that part of the wheat berry remaining after the starch is removed.

Some manufacturers use Spring Wheat Farina which is a granular meal made from that part of the wheat kernel immediately inside the husk, and which is rich in gluten.

Other manufacturers use Semolina which is a granular meal made from Durum wheat, an extremely hard, glutinous variety.

Still others use a mixture of Farina and Semolina, scientifically blended, to make a high quality product.

Cheaper grades are made from Durum wheat flour or from hard wheat flour other than Durum, or from a combination of these flours.

The method of manufacture is to sift the ingredients, add a little salt, then water, and mix to form a dough which is kneaded thoroughly. The dough is placed in a steel cylinder where it undergoes tremendous pressure which forces the dough out through holes in a bronze die at the bot-



"No ma'am, spaghetti is not scarce because there is a war in Italy. It is made right here and we have lots of it."

tom of the cylinder. The size and shape of the hole in the die determine the size and shape of the product. After being cut to the desired length the dough is dried.

Spaghetti, Macaroni and Noodles may not be packed in tin. Small quantities of Spaghetti in tin were on the market earlier this year because packers were allowed to use up can stocks already on hand. Spaghetti and Macaroni may not be packed in glass with closures of tin or rubber. Egg Noodles are being packed in glass in various forms such as Noodles with Chicken, Noodles with Mushroom Sauce and Noodles with Tomato Sauce. These goods are not rationed.

Spaghetti dinners are packed. In these the Spaghetti is dry, packed in paper cartons. The cartons include Spaghetti sauce—mainly a tomato sauce—in small tins or glass, and grated cheese in cellophane or other transparent envelopes. These items are on the rationed list because cheese and tomato products are rationed.

Spaghetti, Macaroni and Noodles are not rationed. The supply of wheat suitable for making these products is sufficient for the expected demand but all manufacturers are facing shortages of containers. Makers of Egg Noodles are finding some difficulty in getting sufficient quantities of good frozen or dried eggs.

Demand for Macaroni products and Noodles has increased as a result of scarcities of other foods and of rationing of certain foods. It is expected that American-made Macaroni products, especially Spaghetti, will play an important part in feeding populations in occupied countries of Europe—even in Italy where Spaghetti-making has been highly developed. Italy consumes 50 pounds of Spaghetti per person per year, as compared with consumption of about 6 pounds per person here.

MACARONI is the largest size in common use. It is tubular and ranges from 5/32 of an inch to 8/32 of an inch in diameter. There are three larger sizes, the largest being Zitoni, but they have little or no importance for the average grocery store.

Elbo Macaroni is the same product as macaroni, cut into short lengths and curved. It is tubular.

SPAGHETTI is made in both tubular and solid sticks, ranging in diameter from 5/64 of an inch to 7/64 of an inch. There are three sizes between Spaghetti and Macaroni but none of them is important.

THIN SPAGHETTI which is also known as Spaghettini is one size smaller than Spaghetti. It is made in solid sticks and is 4/64 of an inch in diameter. It is a popular item for Spaghetti dinners and is widely sold in packages.

VERMICELLI is the smallest size made, ranging from 1/64 of an inch in diameter to 3/64 of an inch. It is generally used in soups. It is made straight or curled, with or without eggs. If eggs are used—and reference is made to eggs on the label—Vermicelli must contain at least 5½ per cent of egg solids.

EGG NOODLES differ from Macaroni products in two respects: they are made from flour and they contain eggs. They are made in the same manner as Macaroni but are cut in strips or ribbons of uniform

widths, the most popular sizes being Fine, Medium and Wide. Egg Noodles also are made in a variety of fancy shapes such as Alphabets and Shells.

U. S. Government regulations require that Egg Noodles, to be labeled and sold as such, must contain not less than 5½ per cent by weight of the solids of eggs or egg yolks. No artificial coloring is permitted.

Egg Alphabets are made from the same dough as Egg Noodles and differ from the noodles in shape only. The dough is forced through cylinder heads into which the letters have been cut. A similar process is used to make Stars and other shapes. Egg Alphabets are used for infant feeding, for soups and for serving with plain butter or meat gravies.

Water Noodles or Plain Noodles are those which contain less than 5½ per cent of egg solids. They may not be labeled or sold as Egg Noodles and no reference may be made on the package to the effect that eggs have been added to the product.

Propose Change in Firm Name

Officials of Pillsbury Flour Mills Company have proposed a change in the firm's name to Pillsbury Mills, Inc., believing that the latter name would be more appropriate in the face of contemplated extension and diversification of its business. The new corporate name, Pillsbury Mills, Inc., will become effective with approval of the Stockholders at a special meeting called for September 12, 1944. Board chairman John S. Pillsbury explains the proposed change—"In addition to flour, the company now manufactures packaged foods, commercial feeds, soybean products, pea soups, concentrated cereals and others being developed for the postwar markets by the company's research laboratories. The new name will be more representative of the firm's enlarged business."

Mid-Continent Food Products

Jay G. Odell is announcing the establishment of Mid-Continent Food Products, with offices at 110 North Franklin Street, Chicago, according to notices received by the trade this week.

Odell who did yeoman service for the industry on the War Production Board and was, until recently, connected with the Seymour Packing Company, says of the new organization, "We're introducing a new name in the frozen egg industry, but it's backed by a lifetime of experience which I think the trade will appreciate."

"We're making our plans now to pack frozen eggs next spring under our own brand. Our plants will be in the heart of the grain belt and the product will be packed to rigid standards, with quality controls all along the line. I've been in this business long enough to know what frozen egg buyers want, and we're going to see that they get the kind of a product that meets their requirements."

"The Highest Priced Semolina in America
and Worth All It Costs"

The
Golden
Touch

King Midas Semolina

Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Durum Stocks at 6-Year Low

As of July 1, 1944, the quantity of all kinds of durum wheat in storage or transit totaled only 14,874,000 bushels, the smallest since 1938, when only 5,221,000 bushels were reported as available July 1, 1938. In the intervening years, according to a report of the War Food Administration, the July 1 carry-over stocks ranged from 18,000,000 bushels in 1939 to 34,500,000 in 1942.

Stocks of old grain on hand July 1, 1944, were held in the following positions: on farms, 7,379,000 bushels; in interior mills and elevators, 1,114,000 bushels; in commercial storage, 2,203,000 bushels, and on hand at merchant mills, 4,178,000 bushels, or a total of 14,874,000 bushels. This carry-over, together with a prospective 1944 crop of 37,066,000 bushels, provides a total supply of 51,940,000 bushels for the 1944-45 season. This compares with 65,378,000 bushels available a year ago and 80,168,000 bushels, which were available for the 1942-43 season.

Utilization of durum wheat in the United States during the 1943-44 season (July through June) amounted to 53,371,000 bushels, the largest on record. While mill grindings during this twelve-month period of 20,409,000 bushels were less than the year before by about 2,500,000 bushels, record quantities were used for feed and other purposes. The quantity so utilized amounted to 29,816,000 bushels. Seed requirements accounted for 3,146,000 bushels. The total disappearance of durum wheat during the 1942-43 season was 52,285,000 bushels and dur-

Durum Wheat—Supply and Distribution, United States

Items of Supply and Distribution	1939-40	1940-41	1941-42	1942-43	1943-44	1944-45
Supply: Stocks, July 1:						
Farm	7,488	7,230	7,226	14,349	13,068	7,379
Interior mills and elevators	3,246	2,156	2,156	10,435	6,195	1,114
Commercial	4,010	6,008	5,312	5,464	2,497	2,203
Merchant mills	3,258	3,839	3,380	4,429	6,441	4,178
Total	18,002	19,233	25,464	34,677	28,201	14,874
Crop*	33,128	34,304	42,660	45,491	37,177	37,066
Imports	†	†	†	†	†	†
Total domestic supply	51,130	53,537	68,124	80,168	65,378	51,940
Distribution, July-December:						
Mill grindings	8,213	8,295	9,320	11,138	11,236	11,236
Feed and other uses	4,591	6,307	15,561	18,153	15,956	15,956
Exports	368	368	368	368	368	368
Total	13,172	14,970	25,249	29,659	27,560	27,560
Stocks, December 31:						
Farm	17,401	16,425	25,686	29,159	23,408	7,379
Interior mills and elevators	10,281	11,591	12,893	11,949	7,049	1,114
Commercial	5,540	7,347	8,970	4,332	2,939	2,203
Merchant mills	4,736	3,482	5,694	5,437	6,630	4,178
Total	37,958	38,845	53,243	50,877	39,026	14,874
Imports, January-June	†	†	†	469	12,027	†
TOTAL SUPPLY, January-June	37,958	38,845	53,243	51,346	41,053	14,874
Distribution, January-June:						
Mill grindings	7,210	8,204	9,641	12,742	9,173	9,173
Seed requirements	5,040	3,612	2,998	3,050	3,146	3,146
Feed and other uses	6,333	1,265	15,927	7,353	13,660	13,660
Exports	142	300	300	300	300	300
Total	18,725	13,381	18,566	23,445	26,279	26,279
Stocks, June 30:	19,233	25,464	34,677	28,201	14,874	14,874

Compiled or computed by the Office of Distribution, durum shipped into the United States. †Negligible. †Canadian.

ing the two preceding years it amounted to about 28,000,000 bushels annually.

Ceiling prices for durum wheat were established on January 4, 1944, and for about five months thereafter durum wheat traded at full ceilings, based on grade. During June, prices dropped 7@8c below ceilings, but later prices again neared the ceiling level of \$1.67 3/4 for No. 2 amber or No. 2 hard amber durum at Minneapolis. The 1943 durum crop, while of comparatively low protein content, was considered very good quality from a milling standpoint. Test weight averaged heavy and the season's movement con-

tained only a relatively small percentage of "tough" and damaged grain.

The 1944 durum crop is nearing maturity under fairly satisfactory conditions. Rust infection is present and is very likely to cause damage in certain local areas. Black chaff is also reported in some sections. Recent trade reports indicate that unless rust damage increases very rapidly from now on, the July 1 estimated average yield of 16.3 bushels per acre for Minnesota, North Dakota and South Dakota should be realized.

The accompanying table shows the supply and distribution of durum wheat for a period of years.

Wastes on the Food Trail

No sane person would deliberately toss more than half a pound of good food into the garbage pail, day after day, every day for a year. Yet, while thousands of people are starving in other countries, that is exactly what is happening in the United States. The evidence obtained by the War Food Administration points to an annual waste of 225 pounds of edible food per person from farm to garbage pail, according to E. O. Pollock, Midwest Regional Director of Food Distribution, War Food Administration.

Food is wasted by everyone, in bits and dribbles. It is wasted in homes, in restaurants, in institutions, by retailers and wholesalers, in transit from plough to plate.

This wasted food constitutes the greatest reservoir of unused food in the world. Food that is saved is the equivalent of extra food produced. By

preventing waste and using food on hand before buying more, the housewife leaves more food in the store for others to buy. The retailer can stretch supplies further, leaving more food available at the source for other important users—our armed forces, our allies, and the hungry victims of war. An average family of six, by avoiding all waste, could save enough to feed one person now starving in occupied Europe. America has 34 million families.

Accounting for the total waste of 20 to 30 per cent of all food produced, the WFA says that 2 per cent is left unharvested on farms for lack of labor; 2 per cent is lost by poor handling in transportation; up to 7 per cent is lost in storage and wholesale markets; 3 to 6 per cent wastage occurs in retail stores; 6 per cent is wasted by restaurant patrons; 15 per cent of all food taken into homes is wasted, of this 100 pounds per person is good edible food. This waste is due to over-buying, failure to use leftovers, lack

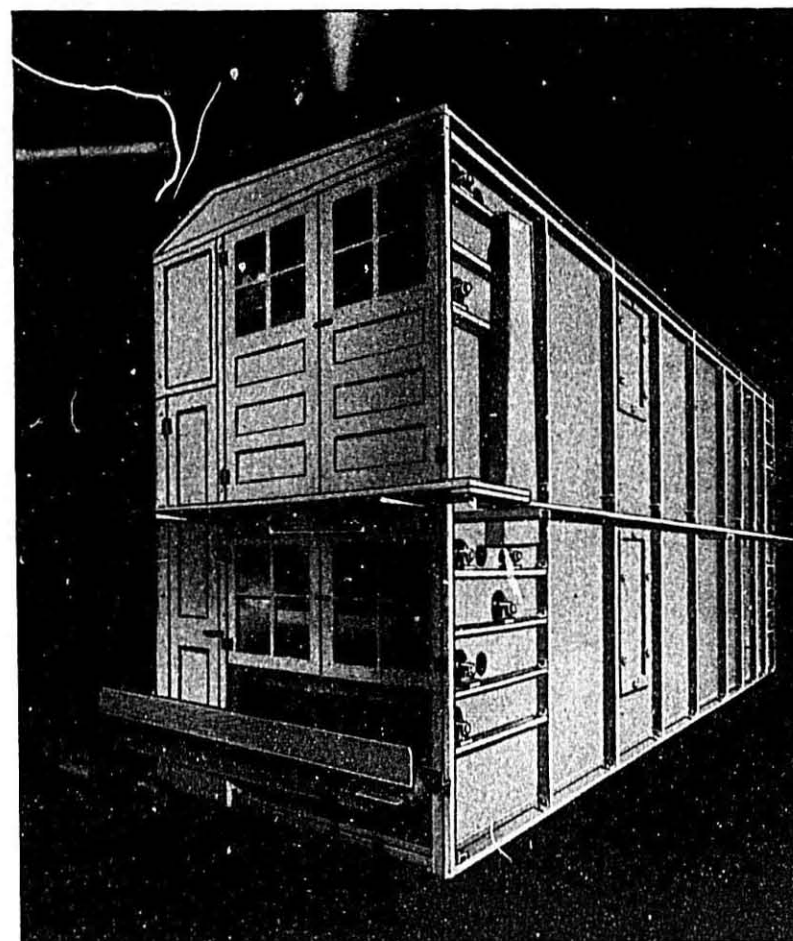
of meal planning, wasteful or careless preparation, and serving too much on plates.

"Clean plates," says Mr. Pollock, "are patriotic in wartime."

Enters Adhesive Field

General Mills, Inc., has entered into the polyamide resin or adhesive field as an outlet for the by-product of its soybean oil processing. The polyamide resins, now being manufactured by General Mills on a small scale, are used as heat-sealing adhesives in food packaging, and in such products as package labels, spirit lacquers, printing inks, alkali-resistant coatings, baskets, can-sealing compounds, etc. In food packaging, the products can be applied as hot melts or from alcohol solution to glassine, waxed glassine, and similar papers where rapid heat-sealing, grease and moisture-resistant films are desired.

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.

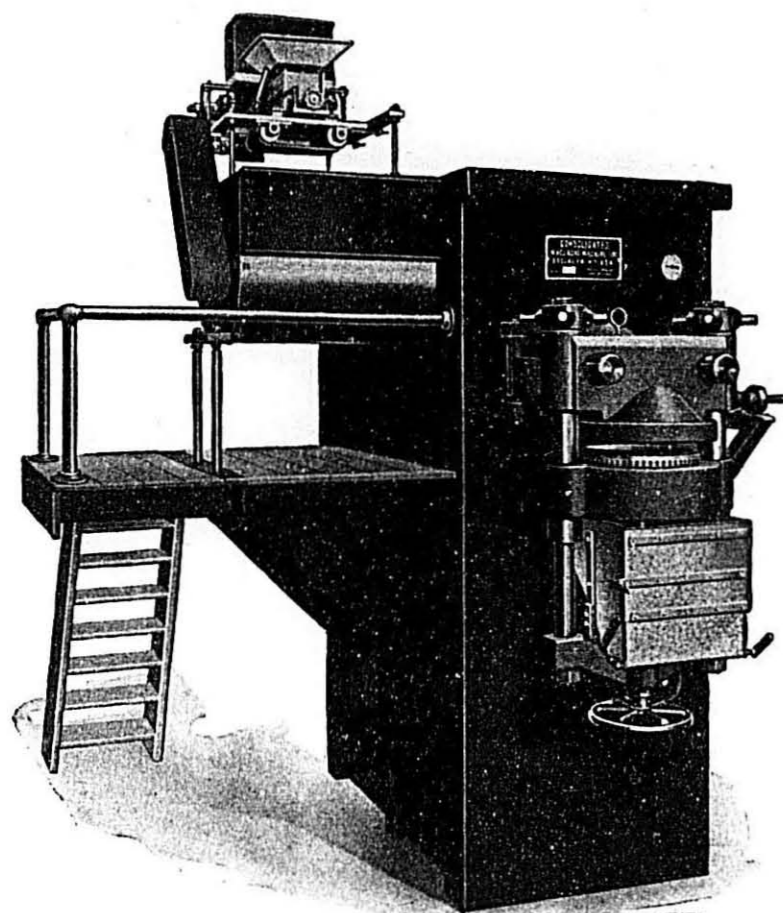
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.

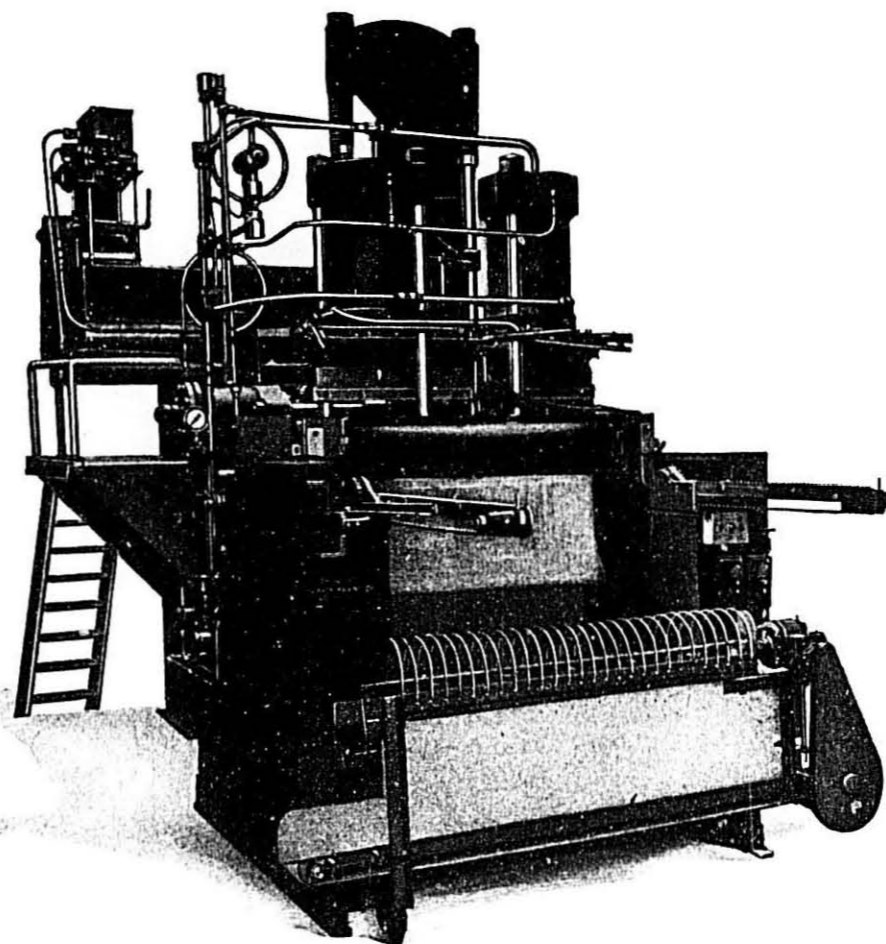
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

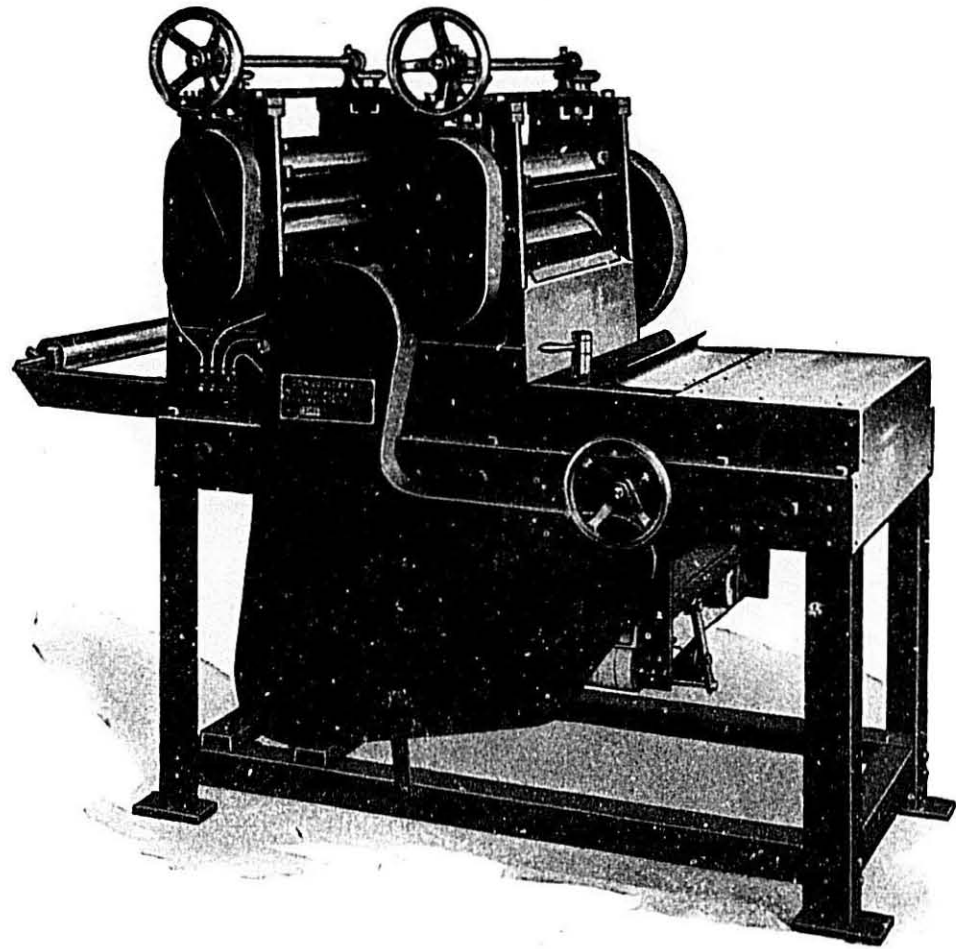
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

"A" Award to Post

War Food Administration's Achievement "A" Award, highest recognition of the government for wartime production in the food-processing field, has been awarded to the workers and management of Post Division of General Foods, Inc. of Battle Creek, Michigan, E. O. Pollock, Midwest Regional Director of the Office of Distribution, WFA, announced today.

The Battle Creek food-processing plant is the first in its field to win the coveted Award, which is sought after by all members of the food-processing industry as a reward for excellence and cooperation in the war effort. The Achievement "A" Award flag, symbol of the Award, will be presented to all officers and employees of the company who helped to win the Award.

To win the "A" Award, a plant must meet the same high requirements as those established for the Army and Navy "E" Award. In designating plants for the Award, the War Food Administration considers many important factors in food production. These include: the quality of production in the light of available facilities, the extent of the plant's ingenuity and cooperation with the government in developing and producing foods needed

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	718,894	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

for war, employe-management cooperation, absentee rates, cooperation in carrying out the purposes of the various food purchase programs, methods of training additional labor forces, and health and sanitation conditions in the plant.

Pillsbury New Stock Issue

Announcement has been made to stockholders of Pillsbury Flour Mills Co. of a plan to offer nearly \$7,500,000

in the form of new preferred stock, the returns therefrom to be used in retiring first mortgage bonds and to provide increased working capital.

Officials reported recent acquisitions of flour mills, feed plants and soybean processing plants in several parts of the country, payment for which was made without new financing. "With the additional capital, however," says John S. Pillsbury, chairman of the Board, "the company will be maintained in a strong financial position with no funded debt or liens against its properties."

Command the Best . . .

DEMAND

Commander Durum and Semolina Flours

Superior Fancy No. 1 Semolina

Comet Standard No. 1 Semolina

Campania Durum Patent Flour

Di Vinci Durum Flour

Rosa Fancy Clear

All Milled from the Best Durum Wheats

All Milled to Exacting Specifications

All Milled for Your Satisfaction

COMMANDER MILLING CO., Minneapolis, Minn.

Fish and Fish

New Sea Food Gaining American Favor

Americans in 1943 ate a larger quantity of unfamiliar fish and shellfish than in any previous year, and apparently liked it, according to the Office of the Coordinator of Fisheries.

Shark steaks, carp fillets, smoked buffalo fish, mussel chowder, squid, and dozens of other items have been appearing on the country's menus with increasing frequency as a result of a campaign to bring neglected salt- and fresh-water foods to the attention of the public. The West Coast even got a taste of "whaleburgers" for the first time since the last war.

Helping with the campaign to persuade Americans to use more fully the food resources of their coastal waters, lakes, and streams were the fishing industry, various state agencies and colleges, newspapers, magazines, radio stations, and newsreels.

Records for the year indicate that American taste is less conservative in culinary matters than had generally been supposed.

During the year greatly increased amounts of shark steaks and smoked shark were consumed. Prior to last year only a limited quantity was marketed. In Seattle, which has a wide choice of seafoods, soupfin shark steaks were, at the end of the year, bringing a higher price than any other fish with the exception of the famous chinook salmon. On the East Coast, Florida, the chief producer, was unable to supply the demand after frozen shark steaks had become a familiar item in retail stores.

Carp, which came to United States streams via China and Europe and is now available in large quantities over most of the country, was generally ignored as food until last year. In Chicago, however, one of the great fish markets of the country, in two weeks out of the last four more carp has been handled than any other fin fish with the exception of halibut and salmon.

Canned sea mussels, a product placed on the market in quantity for the first time in 1943, were received so well that the new industry in Maine and Massachusetts packed 40,000 cases—representing well over a million pounds of food.

The demand for fresh water species has been so great during the year that Idaho tench and catfish, for example, began appearing regularly in the Seattle markets and some shipments of these species even went to Hawaii.

The squid, an active mollusk distantly related to clams and oysters but lacking a shell, until recently was appreciated principally by gourmets and persons of southern European origin. This year squid was canned in quan-

Industry Council At Work

The Spaghetti Advisory Committee Is Seen in Session



The Macaroni, Spaghetti, and Noodle Industry Food Advisory Committee held a meeting in Washington, D. C. Present, from left to right above are: C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.; Henry Mueller, C. T. Mueller Co., Jersey City, N. J.; James T. Williams, Creamette Co., Minneapolis, Minn.; Mrs. Edith Evers, reporter, Industry Operations Branch,

Office of Distribution, WFA; J. O. Lamkin, Government Chairman, Special Commodities Branch, Office of Distribution, WFA; Robert I. Cowen, A. Goodman & Sons, Inc., New York City; David Passetti, Paramount Macaroni Mfg. Co., Brooklyn, N. Y.; and John V. Canepa, John V. Canepa Co., Chicago, Ill.

tities greater than ever before and achieved a considerable sale in fresh or frozen form. Chicago reported receiving 160,000 pounds in 1943, as against only 18,000 pounds the year before. California is the largest producer of canned squid, much of which was marked for export. The New England area is the main source of the fresh and frozen product which is consumed at home.

Clams native to the Puget Sound area are coming in for a fuller share of appreciation as a result of missionary work in their behalf. With little-neck clams bringing \$7 a sack and butter clams \$6 a sack, the present season is likely to be a profitable one for clam diggers. Market reports show that clams are selling at the rate of 50 to 70 sacks per day in Seattle, whereas a year or more ago only about a dozen sacks per day came into the markets.

Use of fresh-water turtles—ingredients of soups, stews, and other savory dishes—took an upward turn in the larger urban markets. In Chicago, a good barometer for the Middle West, sales of this aquatic food reported to the Fish and Wildlife Service were up 50 per cent in 1943 over the previous year.

The more startling increase of 500 per cent was registered by Chicago's sales of the bowfin, a common fish of the Great Lakes and Mississippi River region. The bowfin is often taken by hook-and-line fishermen but formerly appeared only in small quantity in commercial markets.

Fishermen and dealers are now inclined to take more care in the preparation of these formerly neglected species, a fact which will tend to increase sales still further, the Fishery

Coordinator's office reports. They are taking time to fillet the carp, which eliminates the bones and simplifies preparation for the table. Buffalo fish, a relative of the carp, is appearing more often in the choice smoked form. The red or squirrel hake, another species that is getting increased attention, is also being filleted in much greater quantity and shipments to the Middle West are increasing.

Although America's taste for water foods has become more varied, it still has far to go. Of 185 kinds of fish and shellfish available, only about 30 are taken in quantities of 10,000,000 pounds or over a year, the Fishery Coordinator's office said.

Rejoins General Mills

Miss Janette Kelley is again associated with General Mills, working with Mrs. Marjorie Child Husted, Director of The Home Service Department, assuming her new duties as Assistant Director on September 1 after an absence of several years. After graduating from the Home Economics Department of the University of Montana, she joined General Mills where she did valuable pioneer work in the development of the company's Home Service Activities. In the years between, she directed the work of the Food Department of *Delinator Magazine*, then joined the staff of General Foods, and later that of Lever Brothers. Her headquarters will be in Minneapolis.

Some 20% more tuna fish is being canned this year than last.

New ideas . . . More colorful and intriguing designs . . . More convenience and protection . . . These are the attributes which the successful postwar package must have . . . And the time to plan those new packages is NOW !

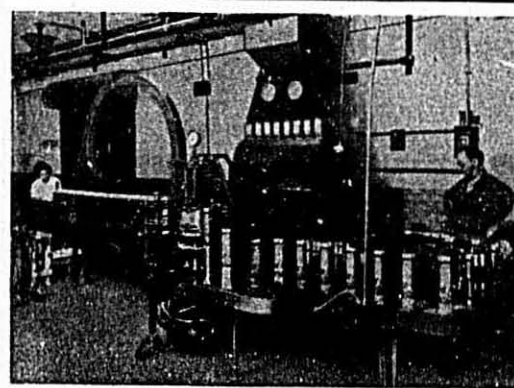
Printed Cellophane, Pliofilm, Glassine, Aluminum Foil, Coated and Laminated Papers, in all forms including Sheet Wraps, Rolls, Pouches, or Specialty Bags. * Revelation Bread Wraps, Specialty Folding and Window Cartons, Counter Displays, Simplex Pie and Cake Units.



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Kansas City Macaroni Co.	The Creamette Co.
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Illinois Macaroni Co.	Stokley Bros. & Co., Inc.
Peter Rossi & Sons	Skinner Manufacturing Company

Your request for information as to how PACKOMATIC may help you expedite your postwar packaging incurs no obligation.

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

Seal Both Top and Bottom Carton Flaps on the Same Machine with PACKOMATIC CARTON SEALERS

High-Speed . . . Time-, Space- and Man-power-Savers . . . Economical!

Have you a carton sealing job you'd like to have done quickly, effectively—economically? Consider PACKOMATIC'S Carton Sealer that seals both top and bottom flaps . . . that operates at a speed of 60 and more packages a minute . . . and requires only one operator. PACKOMATIC'S Top-and-Bottom Carton Sealing machine shown here is equipped with 8-unit automatic net weigher for free-flowing products . . . assuring commercially-correct product quantities automatically. Can be had with or without carton feeder. What's the job you want done? Perhaps our 23 years' experience can help you.

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

Spur "Cheddar Cheese" Production

Manufacture of American cheddar cheese from pasteurized milk, under precision-control methods, has brought a sharp increase in output of top-grade cheese in all plants where the operations have been tested, according to Dr. George E. Holm, head of the division of research laboratories of the Bureau of Dairy Industry, U.S.D.A.

Speaking at a meeting called by the National Cheese Institute here, Dr. Holm traced activities of the B. D. I. over a period of years. Working in close cooperation with cheese makers through state experimental stations, the Department of Agriculture has fostered the introduction of new, scientifically-accurate methods.

The chief points of the quality improvement program are:

1. Use of pasteurized milk to make cheese.
2. Controlled "starter" cultures used to convert milk into cheese curds.
3. Exact timing of each operation in cheesemaking.

Reports from individual factories indicate that the program has raised outputs of No. 1 cheese to more than 90 per cent, he said, with resultant benefits to farmers supplying milk, the plant operator and to consumers.

Production in the balance of 1942, under the B.D.I. program, resulted in 86.29 per cent of the cheese graded No. 1, 9.35 per cent No. 2 and 4.36 per cent No. 3. In the first eight months of 1943, 99.03 per cent of the output of these same plants graded U. S. No. 1, the production continuing on the new method.

Experiments on cheesemaking from pasteurized milk have been under way for years in the B.D.I., but progress in getting the system used did not develop on any marked scale until recently.

During the early part of World War II it was found that a large quantity of cheese inspected for Lend-Lease was not high enough in quality to stand overseas shipment. Cheese makers requested assistance in raising quality and it was at that time that the control program gained its greatest impetus, he said.

Field men from the B.D.I. have been working intensively with cheese makers in plants in Minnesota, Indiana, Missouri, Michigan, Ohio, and to a lesser degree in Illinois, Washington, Oregon, Kentucky, Tennessee and Wisconsin.

The program necessitates good milk to begin with, he pointed out, and includes cooperation with farmers in better production methods on the farms. Scientific experiments are con-

tinuing with the use of different cultures and their efficacy in improving flavor and their utility in speeding curing at higher temperatures, and as a means of raising quality to still higher levels, Dr. Holm said.

Semolina Sales to WFA

The War Food Administration has announced awards to two semolina milling firms for delivery this fall in 100-pound sacks.

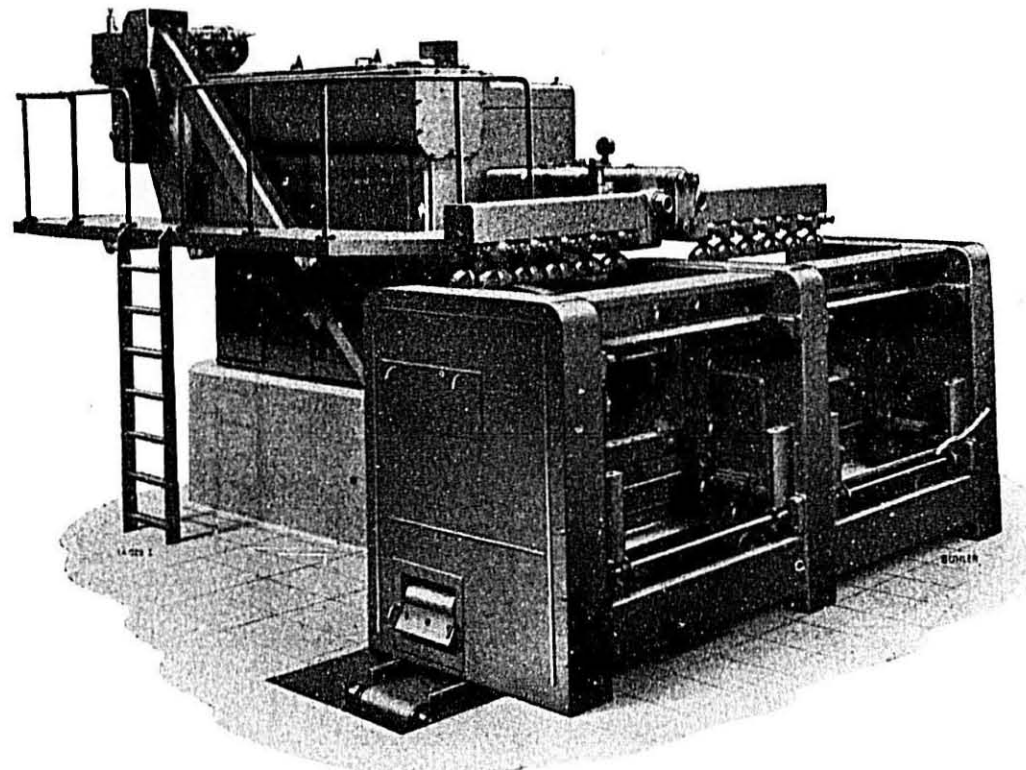
H. H. King Flour Mills Co., Minneapolis, sold the Government agency a total of 700,000 pounds under award No. 169 at \$3.59 per 100-lb. sack.

King Midas Flour Mills sold 540,000 pounds at \$3.54 per sack.

Slight Rise in Price

Egg Noodles: An increase of 37/100ths of one per cent per ounce of egg noodles content may be added to ceiling prices of manufacturers of dehydrated noodle soup mixes, the OPA announces. (Supplement 8 to Food Products Regulation 1), effective August 29. OPA-T-2470.

BUHLER



CONTINUOUS PASTE GOODS PRESS

WITH

FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1944

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INCORPORATED
NEW YORK

OFFICE:
60 BEAVER STREET
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ASSEMBLY PLANT
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NEW YORK 18, N. Y.

Macaroni and Newel Posts

Materially speaking, there is hardly any relation between newel posts and macaroni products, but *World-Telegram* staff writer, Helen Worden, in an interesting article in the August 15, issue of that paper, links the two, historically, in solving a mystery that had baffled many for years—the fate of the companion piece of the famous newel post that adorns the winding stairway in the old and historic St. Paul Chapel, New York City.

Zerega Brothers (A. Zerega's Sons, Inc., macaroni makers), Brooklyn, N. Y., were found to be the last owners of the companion newel post. This is probably the oldest firm in American macaroni-making history, having been in continuous business for fourscore and more years. The story:

Mystery of St. Paul's Famous Newel Post Finally Is Solved

Those who pray in old St. Paul's Chapel on lower Broadway each day may look at the graceful, winding balcony stairway, with its handsomely-proportioned newel post and wonder what architect brought such serene beauty there.

None guesses that the answer, long a riddle in ecclesiastical art circles, for the records of old St. Paul's were destroyed by fire, was hidden on the Brooklyn waterfront. The puzzle was pieced together by

William Hindley, a British architect, when he discovered a similar stairway and newel post in the old Comfort Sands mansion at 31 Front St., Brooklyn.

Famous Post Destroyed

Today it was learned that the last owners of the historic house, Zerega Bros., macaroni makers, tore it down recently for parking space. The newel post, twin to the one in St. Paul's, was destroyed with it.

Mr. Hindley died in 1938. He told his role in the mystery in notes left to Gardner Osborn, curator of the Federal Museum in the Sub-Treasury Building.

Mr. Hindley, a shy eccentric, arrived here in the late twenties with a dismembered Medieval English castle which a rich American had purchased. He had taken it apart and was to put it together again, but the collapse of 1929 left him without work. During the depression he pursued a hobby searching for lost examples of the art of Maj. Pierre Charles L'Enfant, the 18th century French architect who drew plans for the layout of the city of Washington and many of our better New York homes of the period.

Searched 200 Houses

Mr. Hindley went through city street-ferreting out L'Enfant's work. He would ring doorbells and torment tenants into letting him measure fireplaces, shutters or moldings. Perfect proportion, he insisted, was L'Enfant's signature. After searching 200 houses he discovered the newel post in the Sands mansion.

"As most scholars know," he wrote, "St.

Paul's Chapel is still an unsolved architectural problem in many ways. Who removed the ceiling of the sacristy to place circular stairs for access to the galleries? Was it the work of L'Enfant? The only clue lay in a newel post of fine shape at the head of the stairs."

Long Hunt Rewarded

For ten months Mr. Hindley bustled in and out of old houses studying every newel post he found. Finally, almost a year later, while pursuing his quest on the Brooklyn waterfront, he spied four old houses, three of brick and one of wood.

Still with the newel post in mind, he entered the wooden house at 31 Front St. He was stunned with emotion when he beheld a grand stairway and at its foot the replica of the newel post in old St. Paul's. "Here was a find of the first magnitude," he wrote. "For the architect was none other than Maj. L'Enfant. It was he who added the stairs to St. Paul's!"

Canned Spaghetti

Frequently the question is asked—what is the quantity and the value of spaghetti packed in cans?

According to the latest figures as available from the 1939 Census of Manufacture, released by the Bureau of Census, U. S. Department of Commerce, here are some interesting facts:

Number of cases of canned spaghetti in 1939—5,173,311.
Value—\$8,721,586.

Pillsbury's Seventy-Fifth Anniversary

In the annual report for Pillsbury Flour Mills Company issued last month, President Phillip W. Pillsbury points out that his firm is celebrating the Diamond Jubilee of its founding in 1869 and that it is still expanding through a diversification of its operations. Financially, he says that the company is in a good position, the net earnings for the fiscal year after deduction of charges were \$1,163,547.54, which is equal to \$2.12 a share. This compares with \$2.13 a share last year and \$1.89 a share the preceding year.

The company's net current assets increased from \$16,069,716.73 at the beginning of the fiscal year to \$16,444,925.99 at the end of the year, an increase of \$375,209.26. President Pillsbury reports a reserve for postwar abnormal expenses totaling \$800,000, of which \$200,000 was added last year to provide for obsolescence of special equipment for producing and packaging special foods for the Armed Forces, for adjustments in connection with the reemployment of returning servicemen and women and other abnormal expenses arising from a return to peacetime operation.

Retail and Institutional Percentages

Quite regularly we are reminded of what good might be accomplished through the regular accumulation of vital statistics. Here's one recently received that emphasizes this lack.

A large firm that supplies practically every one in the trade asks: "In reviewing the 1939 census figures of manufacture, we find the following:

Pounds	
Macaroni and Spaghetti	572,023,610
Egg Noodles & Other egg products	101,601,228
Noodles, plain or water	10,765,410

Total 684,390,248

"Of these three sets of figures could you give us your opinion as to the percentage which is packed for retail sale and the percentage of each which is not packaged for retail sale?"

Even though we did have some statistics on production, which, unfortunately, we do not have, it would be difficult to answer the question, as it seems to be incomplete. From the nature of the inquiring firm, it would seem that what it wanted to know was what percentage of the production is sold at retail in packages? What weight packages? A considerable quantity of the industry's output is sold at retail in 5-pound, 10-pound, yes, even 20-pound packages or cartons.

But, this is beside the point. What

percentage of the output is sold to institutions and such buyers? If this were known, the balance might be considered as being sold in retail.

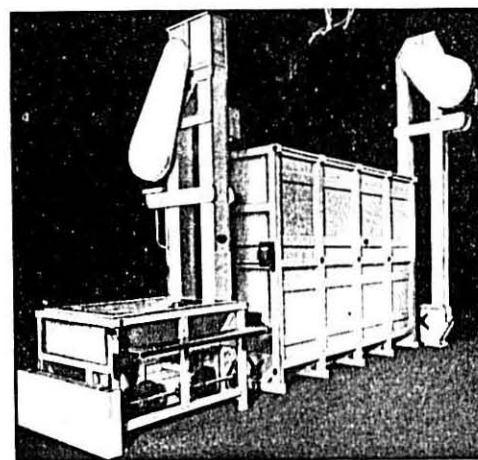
Antonio Ferro Dead

Antonio Ferro, one of Salt Lake City's well-known businessmen, died August 29 at the age of 71. Born in Italy, he came to America in 1890, settling in Montana, where he worked for 16 years before going to Utah and

Salt Lake City to enter business. He established the Western Macaroni Manufacturing Company, the only one processing macaroni products in the entire state, and remained actively at its head until 1942 when he turned over its control to his son.

The funeral was held August 31 with a requiem high mass at the Cathedral of the Madeleine by Rev. James E. Collins, pastor of the Church of Our Lady of Guadalupe. Burial was in the family plot in Mt. Calvary Cemetery, with Rev. A. J. Cozzanomi presiding at the sanctuary.

WHEN THE WAR IS WON —will you be ready for Victory?



THIS CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER

is designed to bring new quality and economy in the production of macaroni and noodle products. You need the latest equipment to meet the demand of your future customer trade. Champion is the only to take advantage of production opportunities for the future business.

It gives you automatic operation, automatic off and on, the flour saves frequent replacement of expensive rollers. It is built for long service and low upkeep cost. Let Champion's people help you with your postwar production problem.

CHAMPION MACHINERY CO., JOLIET, ILL.

Also manufacturers of Dough Mixers, Water Meters, Weighing Hoppers, Automatic, Commercial, Etc.

★ SPEED THE VICTORY . . . BUY MORE WAR BONDS ★

John J. Cavagnaro

Engineers
and Machinists

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

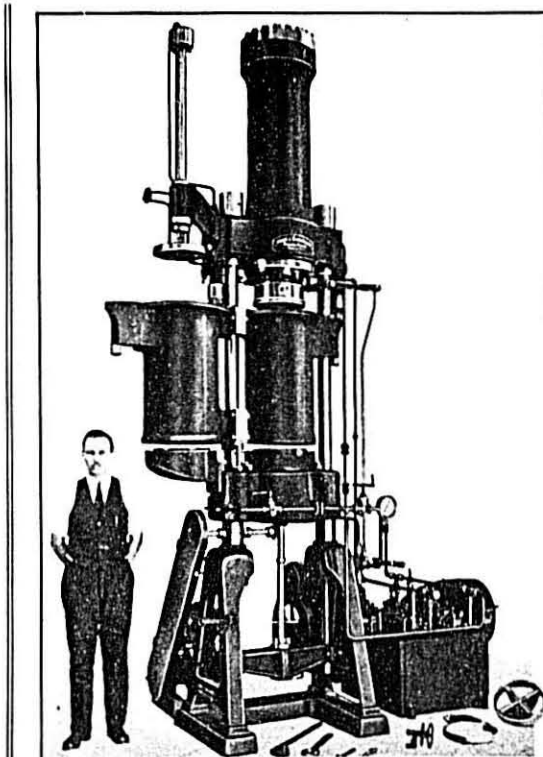
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PRESS No. 222 (Special)

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Trade Mark Registrations Not Subject to Opposition

Elmwood Farm

The trade mark of Lamson & Co. Incorporated, doing business as Elmwood Farm Company, Leominster, Massachusetts, for use on canned chicken, egg noodles and chicken, chicken a la king, chicken fricasse, sandwich spread, chicken broth, chicken soup with noodles, and chicken in glass. It was filed on April 29, 1940,

claiming use since 1905, bearing serial number 431,362.

The mark consists merely of the name in heavy type, the first word being made up of larger letters than the second. Its registered number is 408,874.

The announcement of the registration appeared in the August 29, 1944, issue of the *Official Gazette*.

TRADE MARKS Valley Queen

The trade mark of The Wilson Mercantile Company, Wausau, Wisconsin, for canned vegetables—namely, asparagus, beets, peas, wax and green beans, kidney beans, corn, sauerkraut, pumpkin, spinach, tomatoes, carrots, mixed vegetables; canned fruit—namely, apricots, blackberries, cherries, fruit cocktail, grapefruit, peaches, pears, pineapple, pineapple juice used as a food, raspberries, strawberries; miscellaneous: groceries—namely, tea, coffee, spices, vanilla and lemon extracts for food-flavoring purposes, corn syrup, canned evaporated milk, canned shrimp and salmon, rolled oats, puffed wheat, puffed rice, catsup, chili sauce, salad dressing, mustard, olives, pickles, vinegar, cocoa, corn starch for culinary purposes, pancake flour, coconut, macaroni, spaghetti, cheese, peanut butter, mince meat, maraschino cherries, peach, pear, pineapple, apricot, raspberry, strawberry, loganberry and boysenberry preserves, and salt. It was filed on May 6, 1941, claiming use since April 1942, and bearing serial number 443,313.

The mark consists merely of the name in large letters in heavy type.

The announcement of the registration appeared in the August 22, 1944, issue of the *Official Gazette*.

TRADE MARK REGISTRATIONS GRANTED Godillot

The trade mark of R. U. Delapenha & Company, Inc., New York, New York, for olive oil in drums, tins, and bottles, egg noodles with spaghetti sauce, chicken liver paté, sliced chicken meat, bar-le-duc jelly. It was filed on November 16, 1943, claiming use since 1918, and bearing serial number 465,019.

The mark consists merely of the name in large letters and heavy type. Its registered number is 408,676.

The announcement of the registration appeared in the August 22, 1944, issue of the *Official Gazette*.

Alcohol manufacturing plants will be largely in private hands after the war because the government's investment in the industrial alcohol industry is relatively small compared to private investments.

Points for Spaghetti Dinners Lowered

Busy homemakers and war-working wives who face the daily problem of preparing family meals, should welcome the new lower-point value on the old standby—spaghetti dinner.

That handy combination package of spaghetti, spaghetti sauce and grated Parmesan style cheese now requires only a few blue points—no other points being needed. This quickly-prepared "one-dish meal" is listed in the latest OPA schedule under the heading: "Spaghetti sauce, in combination packages with cheese." The standard size containing an eight-ounce jar of sauce, takes but three blue ration points.

Also lowered in point value is the separate tin of spaghetti sauce, containing mixed vegetables and mushrooms. The standard eight-ounce size now calls for just two blue points. This sauce, mixed with an equal amount of water, heated and blended with macaroni, spaghetti or egg noodles, makes an appetizing, nourishing entree.

Spaghetti dinner forms a complete dish in itself, or it can be combined with meat balls, left-over beef, veal, pork or chicken. It goes equally well with frankfurters or other link sausages which have been cooked and cut up in short lengths. With or without meat, it can be put into a baking dish and popped into the oven for a delicious casserole.

Once considered chiefly a cold-weather food, spaghetti dinner has been growing in popularity for year 'round use. War workers like "food that sticks to your ribs" and gives hearty, tissue-building nourishment. That's why many homes have a regular "spaghetti dinner night" once a week or oftener, in June as in January.

Rossi-Murphy Wedding

Sergeant John C. Murphy of Joliet, Illinois, and Miss Mary Margaret Rossi of Braidwood, Illinois, were married Saturday, August 26, in the Immaculate Conception Church, Braidwood, with Rev. Paul A. Nolan officiating.

The bride is the younger daughter of Mr. and Mrs. Felix J. Rossi, her father being a chief executive of the macaroni manufacturing firm of Peter Rossi & Sons, Braidwood, Illinois. The groom is the son of Mr. and Mrs. Charles F. Murphy of Joliet. He is a member of the armed services, located presently at Miami Beach, Florida, where the young couple will be at home to their many friends after September 7.

Noodle Firm Buys New Plant

Horowitz Bros. & Margaret, Inc., of New York City, will move its manufacturing operations from New York City to Long Island City this fall according to an announcement by Jacob L. Horowitz. Its present property at 369 East Fourth Street, New York City, has been sold to the New York City Housing Authority for use in connection with the Lillian Wald Housing development.

The firm therefore purchased a new home, a five-story building at 29-06 Review Avenue, Long Island City, and has started alterations to accommodate its noodle factory and matzoth kitchen, much of which will be new. The new location has a floor space of 180,000 square feet, about twice the floor area of the old plant. This will allow room for postwar expansion of the firm's facilities and the introduction of new and allied food lines which the firm has under consideration.

The transfer involved the sale of its noodle factory at 177-180 Lewis Street and its matzoth kitchens at 371-389 East Fourth St., New York City.

Egg Surplus Presents Problem

According to word from Washington, D. C., the War Food Administration has still another big problem on its hand . . . what to do with its large egg surplus, bought in accordance with provisions of the law requiring purchases to be made to support egg prices.

Testifying before a Senate Committee, Lt. Col. Ralph W. Womstead, deputy director of WFA, is reported to have said that he wished he knew what his agency would or could do about the surplus eggs purchased under the egg price support program.

He reported that over 5,000,000 cases of surplus eggs have been purchased and that between 100 and 150 million dollars had been expended in the government egg program—for price support, for lend-lease, for freezing, d'-ying and storage.

The WFA is hopeful that demands for dried eggs in England and perhaps in liberated countries will increase, but it is fearful that even under the most favorable conditions, the government stands to lose at least \$10,000,000 in its price-support program.

Egg noodle manufacturers who have experienced some difficulty in obtaining quality eggs at reasonable prices will be particularly interested in the egg situation as created by the government price-support program.

The smallest owls in the world are the so-called *elf owls* of the American southwest desert areas; although only approximately five inches in length they are perfect little owls in appearance.

First Choice of the Leaders

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

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

Vincent J. Cuneo Named Manager

The Board of Directors of La Premiata Macaroni Corporation, Connellsville, Pa., has named Vincent J. Cuneo to succeed his late brother, Joseph J. Cuneo, as general manager and treasurer of the firm. The new executive has been associated with the macaroni concern for ten years, lately as sales manager.

All types Soy Flour for macaroni products

SOY adds healthful proteins to macaroni products. Texture and eating qualities are excellent. Let us help you use Kellogg SOY for high-protein macaroni products.

The patented process at Spencer Kellogg brings you soy flour at its best. Kellogg SOY is mild—uniform in texture—easy to use.

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KELLOGG**
and Sons, Inc.
Soy Flour Division
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Plans for Good Nutrition

To meet the needs of good nutrition in planning family meals and in selecting foods from day to day, nutritionists of the U. S. Department of Agriculture have worked out simplified low-cost and moderate cost wartime marketing plans. They are available to anyone who writes to the Department and asks for AWI-78.

"These marketing plans provide for recommended amounts of food energy, protein, vitamins, and minerals to measure up to the 'yardstick of good nutrition.' A housewife using either guide, according to her pocketbook, need not trouble herself about calories or milligrams. Both plans take into account the probable supplies in different parts of the country, and ration allowances.

Foods are listed in groups. Eggs stand alone in one group, but in some groups there are many foods to choose from—foods that are similar in food value and often used the same way in meals. The groups are: Milk—fluid, evaporated, or other forms; potatoes or sweet potatoes; dry beans and peas, nuts; citrus fruits, tomatoes; green or yellow vegetables; other vegetables and fruits; eggs; meats, poultry, fish; flour, cereals; fats and oils; sugar, sirups, preserves. The publication tells how many times a day or week to serve a food from each of these groups when using either plan. The lists are usable at any season and in any part of the country, and considerable variety is possible. The moderate cost market plan allows for an extra margin of vitamins and minerals. It also provides for more variety and flavor in meals than the low-cost plan, but in following either the housewife is sure of feeding her family correctly.

At December, 1943, food prices, a family of four buying all its food, could use the low-cost plan for \$12 to \$14 a week, the moderate cost plan for

SOME \$\$\$ QUESTIONS

Is the omission of macaroni, spaghetti and egg noodles in most of the Government releases of this kind purely an oversight, or is it planned and intentional?
Is not this grain food made 100 per cent from American-grown wheat, by American farmers on American farms?
Is it not processed in American-owned factories, under government inspection, by American employees for American consumption?
Is it not a wheat food that is enjoyed by millions in the armed forces and many more millions on the home front?
Are macaroni-noodle manufacturers to take this unfair attitude to their products lying down?
The Editor.

\$16 to \$18, and be well fed by nutrition standards. A family producing some of its food at home, as in growing a Victory Garden, could reduce this cost correspondingly.

Pfaffman's New Executive

The Pfaffman Company, Cleveland, Ohio, one of the oldest manufacturers of egg noodles in the country, announces the appointment of F. W. Eakin as General Manager of the firm, as the successor of the late F. W. Lauer who died a few weeks ago. He has been connected with the Cleveland firm for more than a quarter of a century, starting as an office boy in charge of preparing and mailing the predecessor of the present MACARONI JOURNAL, printed by the company and known as "The National Macaroni and Egg Noodle Manufacturers' Journal."

Mr. Eakin will represent his firm at future meetings of the National Macaroni Manufacturers Association, his company being one of the charter members of the organization (April, 1904).

HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of



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



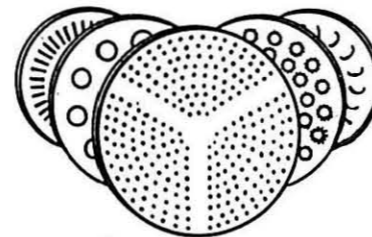
CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

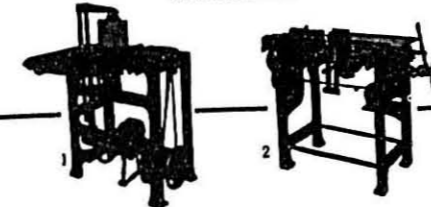
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in first class operating
condition



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

1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop 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.

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

Trade Mark Registered U. S. Patent Office
Founded in 1903

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PUBLICATION COMMITTEE

C. W. Wolfe.....President
Joseph J. Cuneo.....Adviser
M. J. Donna.....Editor and General Manager

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SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than 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 SEPTEMBER, 1944 No. 5



"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."

Durum Wheat Prospects

Durum wheat production is indicated at 36,690,000 bushels on August 1 as per estimate made by the Crop Reporting Board of the United States Department of Agriculture released August 10, 1944. This compares with 36,051,000 bushels, the July 1 estimate, with 36,204,000 bushels, the 1943 crop, and the 10-year average of 27,413,000 bushels.

An average yield per harvested acre of 16.5 bushels for durum wheat was indicated on August 1 compared with 16.3 bushels a month earlier, 17.0 bushels for the 1943 crop and the general average of 11.2 bushels.

Yields of durum wheat improved during July in Minnesota and North Dakota where rains were plentiful, but declined in South Dakota due mainly to damage from rust.

According to the August 1 estimate, approximately 2,218,000 acres of durum

wheat will be harvested this season as compared with 2,130,000 acres in 1943 and 2,377,000 the 10-year average. Accordingly this year's harvest will be 104.1 per cent of last year's acreage.

New Wooden Box Regulation

The provision in the industrial wooden box regulation dealing with the method that manufacturers may use in computing maximum prices was amended August 21, 1944, by the Office of Price Administration so as to make it clear that this method is based upon the cost of production of industrial wooden boxes only.

OPA said that some manufacturers have been using as the basis of computation the cost of production of other products, a practice that violates the regulation. However, since the present wording of this provision may be considered ambiguous on this point, action, effective August 21, 1944, was taken to remove any possibility of future misinterpretation.

Industrial wooden boxes are used for the packaging of products other than fruits and vegetables.

In U. S. Hospital

Seeking relief from a re-occurrence of trouble from wounds received while serving in the First World War, Frank J. Cuneo of Connellsville, Pa., is undergoing treatment at the Army and Navy General Hospital at Hot Springs, Arkansas. It is expected that about five weeks' treatment will make him shipshape once more.

Named Research Executive

Dr. Charles N. Frey, B.S., M.S., Ph.D., formerly of The Fleischmann laboratories, New York City, has been appointed the Chief Executive of a new department of scientific relations according to an announcement by Standard Brands, Inc. The new department was recently formed to coordinate the company's widespread research activities on foods, vitamins, and pharmaceutical products. Dr. Frey is an internationally recognized authority on nutrition problems and went to Fleischmann from the Mellon Institute at Pittsburgh, seeking an enlarged field in his work as a research chemist in baking. He is a member of the food and nutrition board of the National Research Council. As a director of The Fleischmann Research Laboratories, he has carried on the scientific study of yeast metabolism,

Jacobs Cereal Products Laboratories INC.

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Director

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FOR SALE: Two 12½" Hydraulic Presses, one for Long, one for short macaroni, complete with dies. Indiana Macaroni Company, Indiana, Penna.

FOR SALE: One 13¼" J. J. Cavagnaro Short Cut Press, complete with pump and five (5) bronze dies. For quick cash sale will take \$700.00. Address Box F.S.M., Macaroni Journal, Braidwood, Illinois.

production of vitamins, commercial production of yeast, foods and baking technology.

THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

A Timely Suggestion

"With reference to the work being done by our Institute, may we suggest that during any promotion, the names of the users of our promotion in each region be furnished to the contributors or to all the manufacturers of each region," suggests V. Giatti of the De Martini Macaroni Co., Inc., Brooklyn, N. Y. "We feel confident that this little bit of information will please the contributors and will stimulate the noncontributors to join this laudable endeavor." Mr. Giatti has been advised that every consideration will be given the suggestion.

The Fall Harvest

Ancient lore is hard to down. Despite the irrefutable arguments, the macaroni, spaghetti and egg noodles are not seasonal foods—but foods capable of being varied in preparation to be equally appetizing in all seasons—the popular trend, especially in America, has been to increase the serving of this grain food as the warm months wane and the cooler weather encroaches.

Determined to continue its fight through its educational work, the macaroni industry, however, feels that it is better to "swim with the current"; hence, its leaders are supporting a movement to take advantage of the trend by recommending different and new ways of preparing dishes of quality macaroni products during the season of more ready acceptance of this food by American housewives.

The National Macaroni Institute has plans for a campaign this fall to arouse greater interest in macaroni products during the fall and winter months through the improvement of manufacturer-distributor-consumer relations, and has been assembling a promotional fund for this purpose via voluntary contributions from interested processors. Several thousand dollars will be collected and invested in building good will and consumer acceptance.

While this is an activity that merits the support of every manufacturer, like all other worthy ones, it must depend on altogether too small a portion of the trade for even the small

sum needed. It is unfortunate that some cannot see their obligation in the matter, but that will not prevent the determined ones, who are anxious to see the work of the Institute encouraged. So, as of September 6, the following manufacturers and friends have manifested their thinking and their attitude with their checks:

American Beauty Macaroni Co.
V. Arena & Sons, Inc.
Buhler Brothers, Inc.
Capital Flour Mills Co.
Chef Boiardi Food Products
Champion Machinery Co.
Commander-Larabee Flour Mills
Clermont Machine Co.
Consolidated Macaroni Mach. Corp.
Cremette Co.
Crescent Macaroni & Cracker Co.
Crookston Milling Co.
Cumberland Macaroni Mfg. Co.
De Martini Macaroni Co.
Faust Macaroni Co.
J. L. Ferguson Co.
Florence Macaroni Co.
General Mills, Inc.
Gooch Food Products Co.
A. Goodman & Sons, Inc.
Horowitz Bros. & Margaret
I. J. Grass Noodle Co.
Kansas City Macaroni & Imp. Co.
Kentucky Macaroni Co.
Keystone Macaroni Mfg. Co.
King Midas Flour Mills
H. H. King Flour Mills Co.
La Premia Macaroni Corp.
F. Maldari & Bros.
Megs Macaroni Co.
Mid-South Macaroni Co.
Mission Macaroni Co.
C. F. Mueller Co.
Musolino Lo Conte Co.
No. Dakota Mill & Elevator Assn.
A. Palazzolo & Co.
Pillsbury Flour Mills Co.
Prince Macaroni Mfg. Co.
Quaker Malt Co.
Ravariano & Freschi, Inc.
Romzoni Macaroni Co.
Peter Rossi & Sons
Rossotti Lithographing Co.
Schmidt Noodle Co.
H. Schoneberger & Sons
Skinner Mfg. Co.
St. Louis Macaroni Mfg. Co.
Tharinger Macaroni Co.
United States Macaroni Co.
Vimeo Macaroni Products
Weiss Noodle Co.
West Coast Macaroni Mfg. Co.
A. Zerega's Sons, Inc.

"Americanized Macaroni Products"

"We recently put on a macaroni products exhibit at the Chisago County Fair, Rush City, Minnesota," writes J. M. Waber of American Milling Division, Farmers Union Grain Termi-

nal Association, Saint Paul, Minnesota, "and offered to supply anyone interested with the National Macaroni Institute's fine booklet—'Americanized Macaroni Products.' So many people were interested that our supply is completely exhausted and we need a quantity to avoid disappointing the interested housewives. If you have three or four hundred, please send them to us, because we plan to put on this exhibit elsewhere.

"We had forty-five or fifty different products or shapes on display and it was really surprising how much interest was shown by those viewing the exhibit. We feel that the consumption of macaroni products is going to increase substantially in that territory and in any other territory where a similar exhibit can be made."

Macaroni-noodle manufacturers appreciate this cooperative publicity but the Institute had to report that its supply of "Americanized Macaroni Products," also is exhausted, except for a few hundred copies promised to individual housewives who are expected to request copies as per offers made. The "Americanized Macaroni Products" booklet with twenty pages of historical facts, nutritional data and beautifully-illustrated recipes has proved most popular during the six years it has been in circulation, several hundred thousands having been distributed to food page editors, food nutritionists, domestic science teachers and housewives. A sequel which has been in contemplation for some time may be the answer to many similar requests for additional copies, orders that cannot be filled because of exhausted stock.

About Points

Point Rationing and all other restrictions imposed by the war may make the observance of the following suggestions necessary to us all:

Eat less; breathe more.
Talk less; think more.
Ride less; walk more.
Clothe less; bathe more.
Worry less; work more.
Waste less; give more.
Frown less; smile more.
Preach less; practice more.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

Then—
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JOS. J. CUNEO, Adviser..... La Premiata Macaroni Corp., Connelville, Pa.
B. 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 Nevy, 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 Ravarino, Mound City Macaroni Co., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

The Secretary's Letter

Achievement "A" Award

In the matter of patriotism and in all-out cooperation with the government in its war effort, there are many plants in the macaroni-noodle industry that have made outstanding contributions in products and service, and that merit the War Food Administration's "Achievement 'A' Award."

While no food plant was expected to convert 100 per cent to war needs, because the workers and other civilians had to be well fed to produce materials and equipment for war, there should be a number of firms that merit recognition for their comparative cooperation.

It is our thinking that the War Food Administration

may wish to honor the most deserving in any industry that collaborated in the war effort to the greatest possible degree. There would be nothing wrong in that, so a bulletin was issued to the members of the National Macaroni Manufacturers Association, August 28, suggesting that all firms that feel that they have cooperated fully should submit their record for consideration. What harm can come from so doing?

The Industry would be proud of any firm that passes the test. Here's hoping that several "Achievement 'A' Awards" will be given soon to deserving macaroni-noodle manufacturers.

M. J. DONNA,
Secretary.

"Delivering the Goods"

FOR VICTORY!

Hunger—the "silent enemy"—is daily defeated through the ceaseless efforts of the American farmer and miller. Heavy-duty Multiwall carry precious flour, sugar and other foodstuffs to mess kitchens serving our fighting men all over the world... to emergency canteens feeding war-weakened civilians in liberated countries... and to the bakeries in your town.

"Give Us This Day Our Daily Bread!"

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

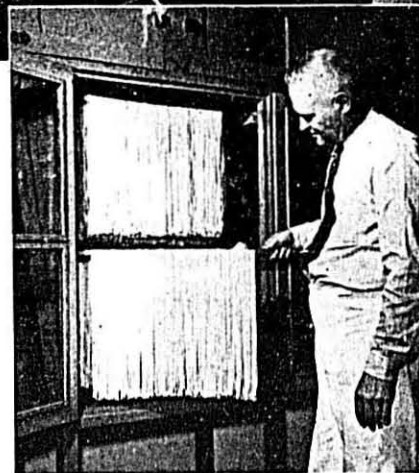
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Dress Rehearsal



Equipment of Pillsbury's spaghetti test plant includes a mixer, kneader, and hydraulic press, each of 20-pound capacity and operating exactly like full-sized commercial units. There is also a drying cabinet with regulator control fan.

To test the performance of semolina under commercial conditions, Pillsbury operates a small but complete spaghetti plant. It duplicates exactly the processes used in commercial production of macaroni products.

Here semolina milled from samples of new-crop durum wheat is tested, to determine which areas produce the best wheat for making spaghetti. Here, too, samples from each regular mill run are carefully tested.

So—each time you receive a shipment of Pillsbury's Durum Products, you know they have been put through a "dress rehearsal" to make sure they'll play their part perfectly in your plant. Rely on Pillsbury for top-notch quality year in and year out!

PILLSBURY FLOUR MILLS COMPANY
General Offices: Minneapolis, Minn.

