

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 12**

April, 1945

APRIL 1945

The **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

HONORING
THE COMPLETION OF

46 Years

OF LOYAL, FULSOME SERVICE
TO ALL ASSOCIATED WITH THE

Macaroni,

Spaghetti,

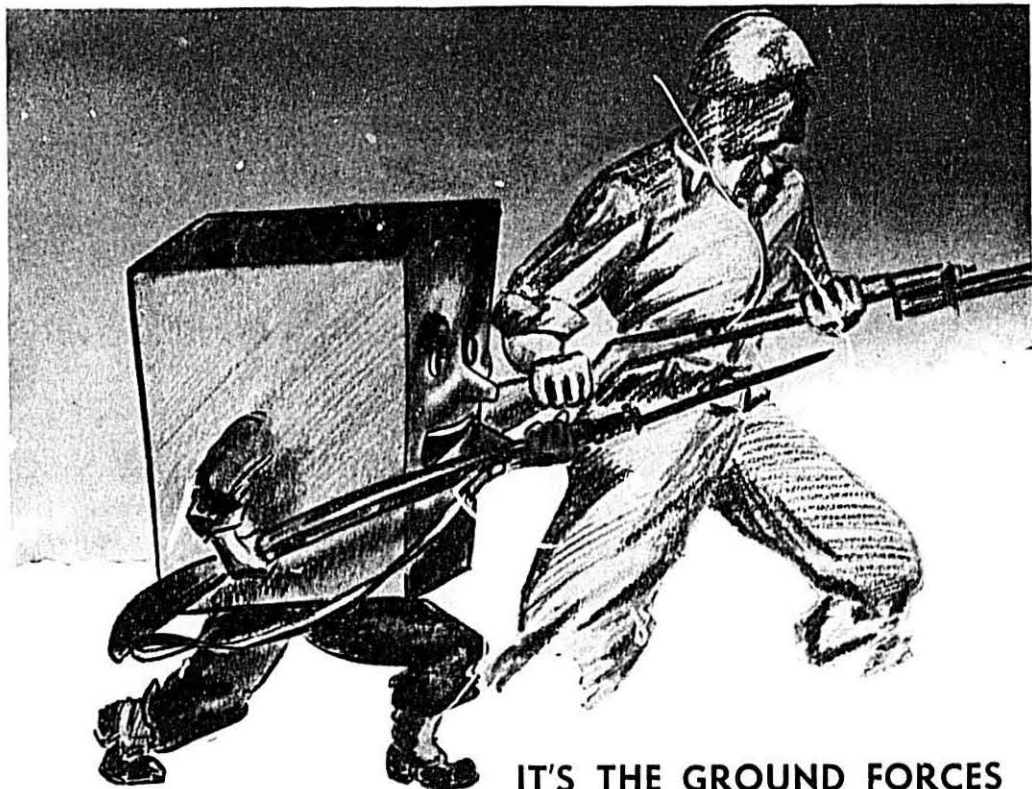
Egg Noodle

Manufacturing Industry

Chicago, Illinois
National Macaroni Manufacturers Association

Printed in U. S. A.

VOLUME XXVI
NUMBER 12



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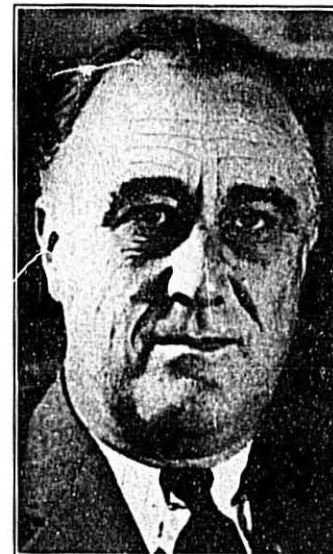
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In Memoriam



Franklin Delano Roosevelt
1882-1945

The 32nd President of the United States of America died suddenly April 12, 1945, while resting from his arduous duties as a world leader at his little "White House," near Warm Springs, Georgia. All America, yes, the world, was stunned at his untimely death.

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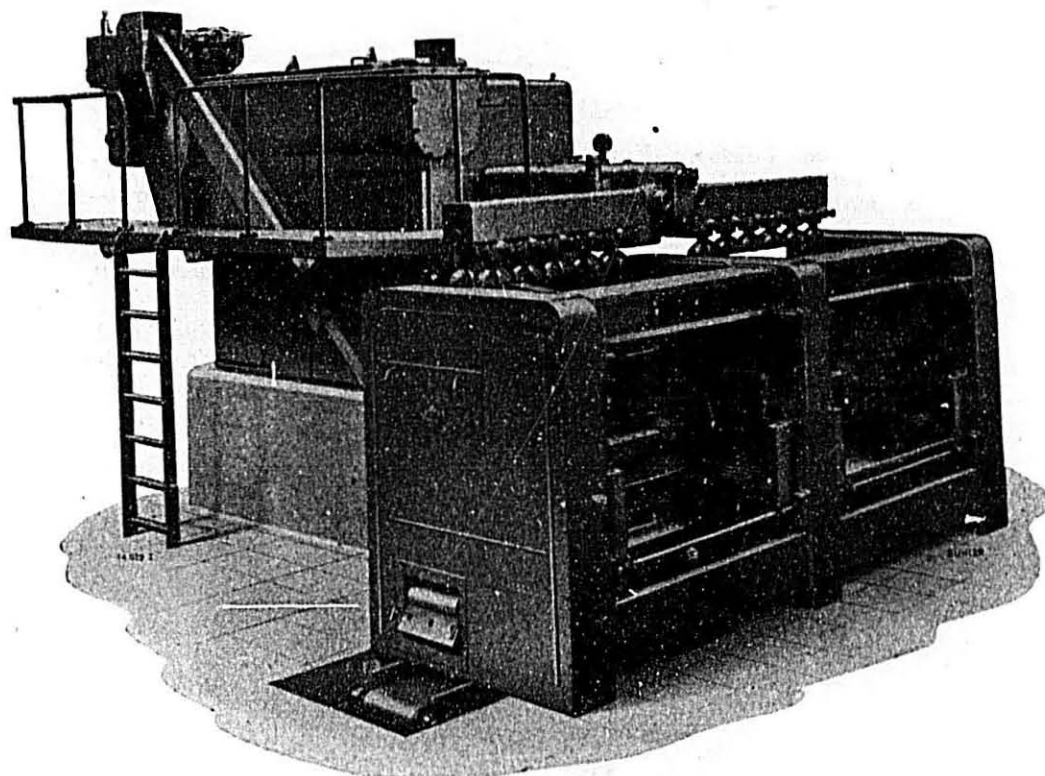
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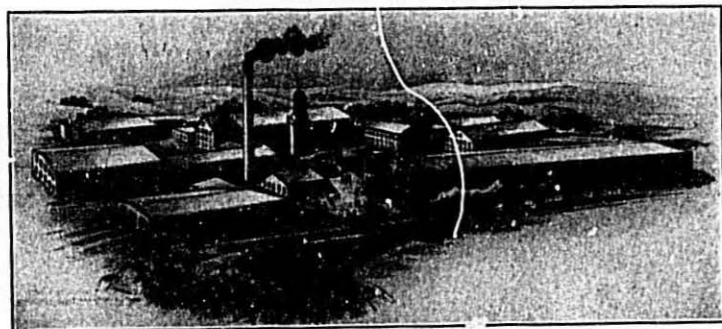
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The MACARONI JOURNAL

Volume XXVI

April, 1945

Number 12

Two Birthdays

The Forty-First

Just forty-one years ago, on April 19, 1904, to be exact, the Macaroni-Noodle Industry of America attempted a unification of the many interests in the then new and growing trade by forming the first national trade association pledged to the building of an industry equal in importance to the value of the fine grain food it manufactured.

On that day at Pittsburgh, Pa., there was formed the National Association of Macaroni and Noodle Manufacturers of America, a name shortened in June, 1919, to its present one, the National Macaroni Manufacturers Association, owner of this publication.

The eighteen manufacturing firms personally represented at the organization meeting in 1904 became the actual founders of the first nation-wide trade association representing the Industry. Fourteen additional manufacturers joined as Charter Members during the period that followed when presented the opportunity to do so, as did four allied firms, making its starting membership thirty-six.

Of the original thirty-two manufacturing firms that joined as Charter Members forty-one years ago, eight are still enrolled as member-firms of the National Association, six under the original names, and two as successors to the founding firms.

From its inception forty-one years ago, the National Association has had a constant objective—that of continually improving the conditions confronting the business; its general welfare only, not that of any group, section or clique. Never in its long history has the National Association represented all of the firms in the Industry, but always the big majority of the progressive ones, always those who believe that in organization there is strength.

The present membership of the National Association is one hundred eight, of whom ninety-two are manufacturers and sixteen are allied. All join in celebrating the completion of forty-one years of continuous service to the trade, rightfully proud of the part they have played and are playing in formulating policies and activating plans for trade betterment.

The Twenty-Sixth

To better implement its policies, to cement closer relations with the rank and file of the Industry and to promote a more friendly co-operation between manufacturers and their suppliers of materials, machines and services, the National Macaroni Manufacturers Association, after struggling along for nearly fifteen years, felt the need of a magazine exclusively devoted to the interests of all to attain the above objectives.

After considerable planning and much detail work, there was launched in May, 1919, the first issue of the association-owned trade magazine called THE NEW MACARONI JOURNAL, to differentiate it from a house organ then being printed by a manufacturer, and which was then absorbed.

James T. Williams, Sr., of Minneapolis, then President of the National Macaroni Manufacturers Association and the most ardent promoter of the publication idea, ably assisted by the Executive Committee and the Board of Directors of that day, tackled the big problem with a determination that would not be denied. There was completed what so many thought would be an almost impossible task, that of establishing an official organ of the Association and the recognized spokesman of the Industry.

This publication might almost be termed a "war baby" of World War One, as it grew out of a need which the Industry was made to realize by the trials and troubles of the macaroni-noodle industry during that conflict. Leaders of the Industry and especially officials of the National Association who had sought them, as they are doing in this war, to co-ordinate the wishes of a war-minded government with the potentialities of this food industry that went and is going all-out for victory, were determined that a publication sponsored by the National Association and supported by the trade was a "must" if the best interests of the trade were to be conserved.

M. J. Donna who had just been appointed as permanent Secretary of the National Association was named editor of the journal. Taking over where President Williams left off, he edited and prepared the first edition, a job that has been regularly his during the twenty-six years of service being celebrated by this Twenty-Sixth Anniversary Edition. Incidentally this publication has been printed since its inception, in the same plant, now operated by the Bruce Publishing Company, Saint Paul, Minn.

Greetings and Felicitations

C. W. Wolfe, President N.M.M.A.



C. W. Wolfe

On the occasion of the observance of the Twenty-sixth Anniversary of THE MACARONI JOURNAL as the official organ of the National Association and as the recognized "Voice" of the Macaroni-Noodle Industry, I wish to compliment the sincere and extraordinary efforts of the Journal's managing editor, M. J. Donna, who should be proud of the fact that it has been his pleasure to edit each and every issue of this publication since it was founded in 1919.

The manpower shortage that affects all of us, has considerably reduced the assistance that many manufacturers have usually been able to give the editor in the many details of this big edition, but a preview shows that the birthday edition will come through with flying colors. Needless to take up valuable space and the readers' valuable time to comment at length on the accomplishments through the years—each issue speaks for itself, and the Twenty-sixth Anniversary Edition is no exception.

I wish to thank the Directors and Association members who aided in their chosen way to make this edition what it is; to congratulate the loyal members whose steadfastness makes possible the continuation of the Association as a potential factor for good. It, too, celebrates its anniversary this month, its forty-first. For more than two score of years it has served as the nucleus from which industry action springs when needed. Example: The fine work it has been doing in this war in full and beneficial co-operation with every agency of our Government in the feeding of millions of Americans in our armed forces and supplying civilian needs, too. We are satisfied with our accom-

plishments and with the recognition given our Association and our Industry as purveyors of a good food, so helpful in keeping our fighters fit, or civilians well, morally and physically.

New problems and worries (perhaps they are unsolved old ones) make it necessary that there be organized action to protect the Industry's welfare. In closing, let me interject this thought on a few of the many things with which we must cope as individuals or an organized unit:

Presently the durum millers are quite up in the air about the pending expiration of the subsidy on semolina and flour on June 30. The mills have their total capacity sold up to that time. Some macaroni manufacturers probably will have exhausted their contracts by that time, too, and mills will have no production to give them, while other manufacturers may have more bought than they can order out.

The current shortage of box cars has reduced the production of macaroni and noodle products due to the shortage of receipt of raw materials. There is little improvement in sight at the moment; in fact the situation may become worse, due to the fact that the CCC intends moving a tremendous quantity of wheat, which they own, to eastern seaboard ports, and they may use cars that should go to millers.

The National Association is working to benefit the entire industry—that's what our Government officials expect us to do—so would it not be nice if all the macaroni and noodle manufacturers would be just a little more co-operative with the Association efforts? We'd welcome their support, now—yep, all the time.

C. W. WOLFE,
President N.M.M.A.

A Century of Industry Progress

A Review of Upsurges, Depressions and Leveling-Off Periods That Mark the Progress of the Americanized Macaroni-Noodle Business

M. J. Donna

The United States Macaroni-Noodle Industry's first introduction as an American business is rather hazy, historically speaking, but records show that this took place early in the middle decades of the Nineteenth Century—about a hundred years ago. Lacking definite records, little has been attempted in the way of celebrating the Hundredth Anniversary of the founding of this imported trade that has now become a very sizable business in the United States and in many countries to which a good portion of its output is being regularly exported.

From the meager facts available, it is felt that some unknown European immigrant, more than likely one from Italy, hungry for a delicious dish of spaghetti that he had often enjoyed back home, was the probable "originator" of the current American macaroni-spaghetti-egg noodle trade—*Pasta Alimentari*, as it was probably called in his mother country.

There is no record of the date or place where this fine wheat food was first made commercially, but of the few old successful firms still in operation may be mentioned the A. Zerega's Sons, Inc., of Brooklyn, N. Y., that was founded in 1848. Beginning in a small way with machines imported from Europe, it has successfully survived the Civil War, two World Wars and several minor convulsions of that kind; it has carried on through years of peace, seasons of depression, and periods of boom. This firm merits ranking as one of the leading pioneer firms in the business.

During its first fifty years, the United States macaroni business expanded slowly, keeping step with the influx of immigrants from Europe that had inherited appetites for this grain food. New plants were established as the natural demand for this food developed. These were located in the East where the immigrant influx was first felt, then westward into the Mississippi Valley and later to the Pacific Coast, keeping step with the movement of immigrants westward.

These were mostly small concerns, intended to supply local demands. As output increased and natural "spheres of business" overlapped, during the last decade or two of the nineteenth century, operators began to experience the worries of competition that set them to thinking of some kind of mutually-protective organization. The

urge became quite dominant at the beginning of the twentieth century, with the result that a general call went out in 1904 for the industry's first convention at Pittsburgh, Pa., where on April 19, 1904, a score or more of the country's then leading firms established the National Association of the Macaroni and Noodle Industry of America—the predecessor of the present National Macaroni Manufacturers Association.

Practically the entire output of the pioneer factories was sold in bulk, the early processors being inclined to imitate the twenty-two pound boxes of many sizes and types of products, similar to those exported to America by the more advanced manufacturers in Italy and France. Up to the turn of the century, this business was primarily bulk, with only a few special brands made available in pound cartons or wrappings.

The trend towards packaging this food in consumer-size packages started in a small way at the turn of the century, but made considerable headway prior to and during World War I, with the consumer package really coming into its own during the booming 1920's.

It was during the first World War that macaroni business made its greatest growth. Millions of macaroni-spaghetti-noodle hungry immigrants had entered the United States during the preceding free-entry years. They depended on imported macaroni products, the brands they were accustomed to in their home land, to appease their appetites for this food, and when this source of supply was cut off in 1914, they turned, and happily too, to American-made products. The result was the doubling or trebling of the number of plants erected specially for macaroni production, and the winning of the lucrative American market which Italy failed to regain during the peace years that followed.

Before 1920, it was estimated that the combined output of the two hundred or more plants then composing the macaroni-noodle industry, was approximately 75 per cent bulk and 25 per cent in consumer packages. At that time there was considerable rivalry, and some bitterness, between the die-hard bulk manufacturers and the pioneer package men, with the result that in the early 1920's there was formed a special organization known as the Package Macaroni Manufacturers As-

sociation. Its purpose was self-protection and advertising of the advantages to consumers of this packaged product over the bulk box—simulating the popular swing or trend of that day away from the cracker box, the sugar barrel and other now obsolete bulk containers.

The trend towards consumer packages became almost an avalanche through the twenties and thirties, until by 1940 it was estimated that, exclusive of government purchases for lend-lease and for feeding its war and peace personnel, the ratio of package to bulk had been reversed, being then more nearly 75 per cent package and 25 per cent bulk. Prominent in the bulk business today, are the five and ten-pound boxes for the large family trade, the twenty-pound boxes for the heavy consumer groups, institutions and the like.

Definitely, the consumer package has won a decisive victory, with practically every firm in the business now specializing in a retail package of some kind. The tendency is to range the weight of contents to the half pound, pound, and multiples of pounds. However, there are several well-known brands that reach consumers in seven or nine-ounce packages or cartons, and a few of lesser weight. Currently there is quite a flare for pound packages.

Egg noodles are properly classified as macaroni products, differing only in that eggs or egg solids are added in noodle making.

Just as Latin Europe immigrants are credited with the introducing of macaroni-making as an American art, so credit for originating the egg noodle business at it is known in this country, rightfully goes to immigrants of Germanic origin. This business, too, had a small beginning in the early years of American colonization. It began as a household affair, where grandmothers competed in making these tasty flour-egg tidbits, slowly developed through the years, finally emerging as a small business about the time of the Civil War, with production in the kitchens and home-to-home deliveries. Because it was necessary to pre-weigh egg noodles into pre-determined bundles, for door-to-door sales, the egg noodle package became a fixture years before the macaroni and spaghetti people found it necessary

or convenient to adopt the package system for their retail trade.

The egg noodle business began its emergence from a household to a commercial basis in a rather big way following the Civil War. One of the earliest, large egg noodle manufacturers of the country was the C. F. Mueller Company, Jersey City, N. J. It was founded in 1868 by Christine F. Mueller, who first delivered his noodles wrapped in bundles from house to house in a basket and later from a cart to lighten his delivery job.

As with other macaroni products, progress in egg noodle manufacture and distribution was slow, but steady. At first the processing of egg noodles was a special and separate business, and there are still several large and important firms that specialize in these tasty and popular tidbits, but at the turn of the century, many macaroni factories added noodle departments, until today most factories of this food include egg noodles as the third member of the popular "Energy Trio"—Macaroni, Spaghetti and Egg Noodles.

Egg noodles really came into their own as factors in the food trade with the development of "cellophane" as a food wrapper, shortly after World War I. The delicate, golden texture of egg noodles seen through the transparent wrapper, appealed to housewives of the country and soon cellophane-wrapped packages and window cartons filled with noodles and other macaroni products, decorated practically every grocery shelf and counter.

It was not until after World War I that the United States government recognized macaroni-noodle making as an important factor in the American food trade. Prior to that time it had confined its records of macaroni products imported from foreign countries, a business that reached its peak in 1913, the year preceding the outbreak of the European war, when more than 113,000,000 pounds of this food were imported, mostly from Italy. After 1920, the United States Department of Commerce began to heed the cry that separate figures on domestic production be compiled, and such records be released, including figures on the exportation of American-made macaroni-noodle products which had by that time attained considerable proportions.

In one of its first census reports on macaroni manufacture covering the year 1923, the United States Bureau of Census stated that the industry then consisted of 343 separate establishments, employing 4,098 wage earners in varying capacities and producing a combined total of "Macaroni, Spaghetti, Vermicelli and Noodles" valued at \$29,556,501. In the government releases of that day, macaroni-noodle plants were listed under the heading—"Food Preparations, Not Elsewhere Classified." At the suggestion of the

headquarters office of the National Macaroni Manufacturers Association during the booming twenties, the bureau agreed to make a separate report on the manufacture of this foodstuff, but continued to list it under "Miscellaneous Food Products." It was thus reported in the 1925 census of macaroni manufacture, when 327 plants made production returns. The industry then employed 4,560 workers who produced a quantity valued at \$43,489,344.

Some idea of the steady progress made in macaroni-noodle making in American factories is gained by comparison with the latest production figures released by the government. These were for the year 1939, the last before our country's entry into World War II. In that year 328 firms reported a total production of all types of macaroni products valued at \$46,153,471, a slight drop from the peak year of 1937, when the output was valued at \$50,358,752.

The macaroni-noodle business is unique in that it is still one of the outstanding food trades whose producing units are still very extensively home or individually-owned. Since 1920, a few large food firms have either obtained control of going plants or erected new modern establishments, but individual ownership is still dominant in the trade. During World War I and following that upsurge era in macaroni-noodle factory building, some large outside concerns thought they recognized an opportunity for expansion by entering the macaroni-noodle busi-

ness, and there developed quite a trend toward entering this business in a big way. Notable among this group was a large meat-packing firm that took over one of the largest plants in the country. It was operated with no great success for about a decade, when the business was discontinued in keeping with requirements under the famous Packers Consent Decree. More recently, several large food concerns have acquired interests in or title to a few plants, but the individually-owned plant idea is still most prevalent.

About that same time, it became quite a vogue for bakeries to install egg noodle departments. Soon there were many such establishments attempting to supply egg noodles to the trade through their regular delivery channels, as they did bread and rolls. The plan was found impractical, since bread, bakery goods and egg noodles have little in common.

During the peak boom years of the late twenties, some macaroni-noodle manufacturers became imbued with the big corporation idea. "One has to be big to be successful," they reasoned. There were quite a number of amalgamations, some new incorporations, and an unnecessary expansion of production, but few if any ever realized their dreams.

Currently there are quite a number of incorporated concerns operating successfully, but the big majority of the 275 plants now in production are still family or individually owned and operated.

Forty-One Years of Industry Conferences

June Is the Favorite Month; Chicago the Favored City

With the organization of the National Macaroni Manufacturers Association at the first general meeting of the then youthful industry, April 19-20, 1904, the trade entered into an unbroken series of annual meetings through the years to date.

These annual meetings were never large, but relatively most representative of the industry, with few exceptions. The largest registration in modern times, was at the convention in New York City in 1929, when 175 manufacturers and allied handlers in registration cards. The smallest convention of record was that held at Atlantic City in 1925, when a mere handful of manufacturers attended.

The month of June is the favored month for the industry meetings, the annual convention having been held in that month thirty-two times out of

the total of forty-one yearly conferences. Conventions have been held as early as April, but never later than July, excepting for the mid-year meetings in January which have become a secondary fixture, as far as meetings go, in recent years.

Chicago leads all other centers in the number of times it has entertained the macaroni-noodle conferences. Though it was not a favorite among the early operators, having been chosen only twice in the first twenty-one years, it has been the scene of the annual meetings ten times during the last nineteen years. Its central location, good hotels, railway facilities and fine train accommodations have made Chicago one of the busiest convention centers of the world.

Minneapolis is the farthest west city

(Continued on Page 52)

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1945 Association Membership Roll

On April 19, 1945, ninety-two macaroni-noodle manufacturing firms and sixteen allied will join in celebrating the forty-first anniversary of the formation of the National Macaroni Manufacturers Association that through the years had served the industry's interests fully and faithfully. Of the current supporters of the organization, all of the allied and all excepting seven of the active members have paid 1945 dues. Three of these delinquents are Class "C" members, the others in Class "D" and "E." (Class "C" dues are \$75.00 a year; Class "D," \$37.50, and Class "E," \$25.00 a year). All except two have been heard from and expect to send checks soon.

The membership roll is one of which any trade association might well be proud. Of the 2,000 and more trade associations now representing business in the United States, only an infinitesimal few can boast of 100 per cent representation. Frankly speaking, in so far as the macaroni-spaghetti-egg noodle industry is concerned in this country, not more than 125 manufacturing firms can be classified as association prospects. On this basis, the present membership is about a normal representation of the industry. The addition of another dozen to twenty firms, would make it almost complete.

For purposes of comparison, there is listed below, 1) the Charter Members of 1919 and 2) the Supporting Members of 1945.

Association Charter Members

Thirty-two manufacturing firms and four allied constitute the Charter membership of the first and only nation-wide organization of the macaroni-spaghetti-egg noodle industry of America, known as the National Macaroni Manufacturers Association. Of the original manufacturers, six firms are still in business and currently members of the Association, and two others are direct successors of the founder firms. These eight continuous members are:

Crescent Macaroni & Cracker Co., Davenport, Iowa
Faust Macaroni Co. (Maull Bros.), St. Louis, Mo.
Minnesota Macaroni Co., St. Paul, Minn.
C. F. Mueller Co., Jersey City, N. J.
The Pfaffman Co., Cleveland, Ohio
Peter Rossi & Sons, Braidwood, Ill.
Tharinger Macaroni Co. (Lorenz Bros.), Milwaukee, Wis.
A. Zerega's Sons, Inc., Brooklyn, N. Y.

Only two of the 28 additional Charter Members are in existence today, but no longer affiliated with the Association.

Manufacturers

Allegheny Macaroni Co., Allegheny, Pa.
Anger-Brohel Co., New York, N. Y.
Eugene Bonavoglia, Sparksburg, Pa.
John B. Canepa Co., Chicago, Ill.
M. Capodilupo, Boston, Mass.
Casino Catolano, Cleveland, O.
Chardon Macaroni Co., Chardon, O.
Charles Cristadore, St. Paul, Minn.
DelMargarano & Mazzarano, Spring Valley, Ill.
The Delicatessen Co., Cleveland, O.
L. B. Eddy Co., Rochester, N. Y.
Vic Greco, New Orleans, La.
Imperial Macaroni Co., New Castle, Pa.
Imperial Macaroni Mfg. Co., Butte, Mont.
Marvelli & Co., Harbor Beach, Mich.

Michigan Macaroni Co., Detroit, Mich.
National Macaroni Co., Libertyville, Ill.
B. Piccardo, Pittsburgh, Pa.
Pittsburgh Macaroni Factory, Pittsburgh, Pa.
F. Romeo & Co., New York, N. Y.
San Antonio Macaroni Factory, San Antonio, Tex.
S. R. Smith Co., Grantham, Pa.
U. S. Macaroni Factory, Carnegie, Pa.
Youngstown Macaroni Co., Youngstown, Pa.

Associate Members

Devon Lumber Co., Columbus, O.
P. M. Walton Mfg. Co., Philadelphia, Pa.
W. C. Douglas, Pittsburgh, Pa.
Werner & Pfeleiderer Co., Saginaw, Mich.

Association Members

Alba Macaroni Mfg. Co., Brooklyn, N. Y.
Albano Macaroni Mfg. Co., Cleveland, Ohio
American Beauty Macaroni Co., Denver, Colo.
Anthony Macaroni & Cracker Co., Los Angeles, Calif.
V. Arena & Sons, Inc., Norristown, Pa.
Atlantic Macaroni Co., Long Island City, N. Y.
Bay State Macaroni Co., Everett, Mass.
W. Boehm Company, Pittsburgh, Pa.
California-Vulcan Macaroni Co., San Francisco, Calif.
Cardinale Macaroni Mfg. Co., Brooklyn, N. Y.
Cassarino & Carpinteri, New Britain, Conn.
Catelli Food Products Co., Montreal, Que., Can.
Chef Boiardi Food Products Co., Milton, Pa.
Chicago Macaroni Company, Chicago, Ill.
Constant Macaroni Products, St. Boniface, Man., Can.
Cooks Products Co., Boston, Mass.
The Creamette Company, Minneapolis, Minn.
Crescent Mac. & Cracker Co., Davenport, Iowa
Cumberland Macaroni Mfg. Co., Cumberland, Md.
G. D'Amico Macaroni Co., Steger, Ill.
De Martini Macaroni Co., Inc., Brooklyn, N. Y.
El Paso Macaroni Co., El Paso, Texas
Faust Macaroni Company, St. Louis, Mo.
Fontana Food Products Co., S. San Francisco, Calif.
Fresno Macaroni Mfg. Co., Fresno, Calif.
Gioia Macaroni Co., Rochester, N. Y.
Alfonso Gioia & Sons, Rochester, N. Y.
Gooch Food Products Co., Lincoln, Nebr.
A. Goodman & Sons, Inc., New York City, N. Y.
I. J. Grass Noodle Co., Chicago, Ill.
Horowitz Bros. & Margaretten, New York City, N. Y.
Ideal Macaroni Co., Cleveland, Ohio
Indiana Macaroni Co., Indiana, Pa.
Italo-French Produce Co., Pittsburgh, Pa.
Kansas City Mac. & Imp. Co., Kansas City, Mo.
Mrs. Kelley's Noodle Kitchen, Dayton, Ohio
Kentucky Macaroni Co., Louisville, Ky.
David Kerr, Ind., Baltimore, Md.
Keystone Macaroni Mfg. Co., Lebanon, Pa.
F. L. Klein Noodle Co., Chicago, Ill.
Kurtz Brothers Corp., Bridgeport, Pa.
La Premiata Macaroni Corp., Connelville, Pa.
V. La Rosa & Sons, Brooklyn, N. Y.
Megs Macaroni Company, Harrisburg, Pa.
Meisenzahl Food Products, Inc., Rochester, N. Y.
Mid-South Macaroni Co., Memphis, Tenn.
Milwaukee Macaroni Co., Milwaukee 12, Wisc.
Minnesota Macaroni Co., St. Paul, Minn.
Mission Macaroni Mfg. Co., Seattle, Wash.
Mound City Macaroni Co., St. Louis, Mo.
C. F. Mueller Co., Jersey City, N. J.
Musolino Lo Conte Co., Boston, Mass.

National Macaroni Mfg. Co., Passaic, N. J.
Noody Products Co., Toledo, Ohio
Northern Illinois Cereal Products Co., Lockport, Ill.
Oregon Macaroni Mfg. Co., Portland, Ore.
Pacific Coast Macaroni Mfg. Co., Seattle, Wash.
A. Palazzolo & Co., Cincinnati, Ohio
Paramount Macaroni Mfg. Co., Brooklyn, N. Y.
F. Peps Macaroni Co., Waterbury, Conn.
The Pfaffman Company, Cleveland, Ohio
Philadelphia Macaroni Co., Philadelphia, Pa.
Porter-Scarpelli Macaroni Co., Portland, Ore.
Porter-Scarpelli Macaroni Co., Salt Lake City, Utah
Prince Macaroni Mfg. Co., Lowell, Mass.
Procino-Rossi Corp., Auburn, N. Y.
Quality Macaroni Co., St. Paul, Minn.
Quality Macaroni Co., Rochester, N. Y.
Ravarino & Freschi, Inc., St. Louis, Mo.
Refined Macaroni Co., Brooklyn, N. Y.
Roma Macaroni Mfg. Co., Chicago, Ill.
Ronzone Macaroni Co., Long Island City, N. Y.
Peter Rossi & Sons, Inc., Braidwood, Ill.
Roth Noodle Company, Pittsburgh, Pa.
A. Russo & Company, Chicago, Ill.
St. Louis Macaroni Mfg. Co., St. Louis, Mo.
Sanacori & Company, Brooklyn, N. Y.
San Diego Macaroni Mfg. Co., San Diego, Calif.
G. Santoro & Sons, Inc., Brooklyn, N. Y.
Schmidt Noodle Company, Detroit, Mich.
Seattle Macaroni Mfg. Co., Seattle, Wash.
Semolina Macaroni Co., Georgiaville, R. I.

Skinner Manufacturing Co., Omaha, Nebr.
Stokely Bros. & Co., Inc., Indianapolis, Ind.
Sunland Biscuit Co., E. Los Angeles, Calif.
Tampa Macaroni Corp., Tampa, Fla.
Tharinger Macaroni Co., Milwaukee, Wis.
Traficanti Brothers, Chicago, Illinois
Vimco Macaroni Products Co., Carnegie, Pa.
V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo.
Weiss Noodle Company, Cleveland, Ohio
West Coast Macaroni Mfg. Co., Oakland, Calif.
A. Zerega's Sons, Inc., Brooklyn, N. Y.

Associate Members

Amber Milling Company, Minneapolis, Minn.
Buhler Bros., Inc., New York City, N. Y.
Capital Flour Mills, Inc., Minneapolis, Minn.
Clermont Machine Co., Brooklyn, N. Y.
Commander-Larabee Milling Corp., Minneapolis, Minn.
Consolidated Mac. Machine Corp., Brooklyn, N. Y.
Crookston Milling Co., Crookston, Minn.
E. I. du Pont de Nemours & Co., Wilmington, Del.
General Mills, Inc., Chicago, Ill.
H. H. King Flour Mills Co., Minneapolis, Minn.
King Midas Flour Mills, Minneapolis, Minn.
Frank Lazzaro, New York City, N. Y.
Midland Laboratories, Dubuque, Iowa
North Dakota Mill & Elevator Assn., Grand Forks, N. D.
Pillsbury Flour Mills Co., Minneapolis, Minn.
Rossotti Lithographing Co., North Bergen, N. J.

Is the Macaroni and Egg Noodle Industry of America Ready for Postwar Planning?

Here is the viewpoint of Charles C. Rossotti, Executive Vice President, Rossotti Lithographing Company, Inc., North Bergen, N. J., Specialists in the Packaging and Merchandising of Macaroni, Spaghetti and Noodle Products.

The modern packaged macaroni and noodle products are a far cry from the bulk sales of yesteryear. However, here's a vital question: Has the merchandising and sale of macaroni and noodle products kept step with the tremendous strides made in the marketing of other food products?

The irrefutable answer is contained in the per capita consumption of macaroni, spaghetti and noodles. It is only a little more than 5 pounds a year per capita.

It is agreed that one of the primary requirements of Mrs. Average American Housewife is ease of preparation. Certainly macaroni and spaghetti fulfill this requirement adequately. Another fundamental required by Mrs. Average American Housewife is nutritious food. Macaroni, spaghetti and egg noodles rank high here too. Then wherein lies the deterrent to the increased consumption of macaroni, spaghetti and egg noodles? We think that the key to the entire situation has several angles: An insufficient number of American housewives know how to properly prepare spaghetti, macaroni,

and egg noodles. And, hopelessly few of them can prepare the palate-tantalizing, succulent sauces which can make mill cereal products delectable. Therein lies a fundamental job. The solution for it is in the combined efforts of advertising, promotion, and better label education.

Packaging, too, plays a fundamental role. Too few manufacturers appreciate that their package upon the dealer's shelf is their direct sales representative. Too few realize that it is in competition with not only every other package in the store but with every bit of advertising. It must not only claim attention but create appetite appeal.

With the growing trend of self-service stores, every product will have an increased sales duty to perform. Unless that product tells its message in stentorian terms and yet creates a desire for the finished mill cereal, it will have failed.

The Rossotti organization has specialized in packaging macaroni, spaghetti and egg noodle products since before the turn of the century. Na-



Charles C. Rossotti

turally the advancement in the sale of these products is of great interest to us. To further serve this industry we contemplate the nationwide distribution of an elaborate 4-page questionnaire, which will ask all macaroni and noodle manufacturers what they contemplate doing to meet the postwar demand for modern packaging and modern merchandising.

A single basic idea of sufficient power could very easily increase the 5 pound per capita consumption to a more robust figure. Our findings and recommendations will, of course, as always, be placed before a parent body of manufacturers for their welfare and progress.

Institute Supporters

"Research, Analysis and Promotion," not for the benefit of any association, group or classification, but for the general welfare of the Macaroni-Spaghetti-Egg Noodle Industry as a trade, is the sole purpose of the National Macaroni Institute, founded in 1937 and since supported by free and voluntary contributions by progressive firms in the industry who see the need for Consumer Education, Products Promotion and Improved Public Relations.

It is quite difficult to define what constitutes a "progressive firm," but it is the common belief that perhaps not more than one hundred firms in the industry may come under the category, measured by the interest shown

and action taken in matters pertaining to general welfare of the trade as a whole—the Institute's prime reason for its continued existence.

During its brief years, the Institute has accomplished much on a limited income, but it has merely scratched the surface of the many possibilities for trade betterment. It has developed its program slowly, utilizing every cent contributed by its friends to the greatest end. It has never attained 100 per cent support of the afore-mentioned progressive firms, though through the years nearly seventy of them have made donations. Of these, about forty may be classed as consistent, year-in, year-out supporters; twenty more are occasional

contributors and ten, one-time givers. Fifteen allied firms have from time to time made contributions, ten of which are consistent givers.

To give credit where credit is due, there is shown below a list of the going firms that have supported the Institute through the years, with no reference to the sums contributed or the frequency with which they sent checks. (Note: The asterisks (*) preceding the names of firms on the list that follows, indicate that they have recently contributed to the Institute Fund for the first half of 1945. Forty-eight as of April 10, 1945, made varying contributions, ranging from a low of \$10.00 to a high of \$100.00 each totaling \$2,520.00.)

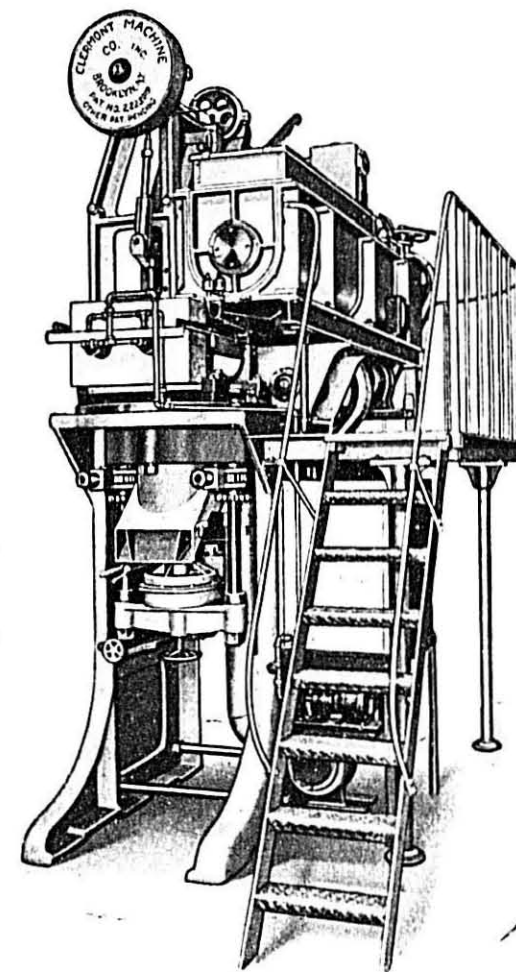
- Amber Milling Division, GTA., St. Paul, Minn.
- Albano Macaroni Mfg. Co., Cleveland, O.
- *American Beauty Macaroni Co., Denver, Colo.
- Anthony Macaroni & Cracker Co., Los Angeles, Calif.
- *V. Arena & Sons, Norristown, Pa.
- The Atlantic Macaroni Company, Long Island City, N. Y.
- Bay State Macaroni Mfg. Co., Everett, Mass.
- Biutoni Products, Inc., New York, N. Y.
- *Buhler Brothers, Inc., New York, N. Y.
- California-Vulcan Macaroni Co., San Francisco, Calif.
- *Capital Flour Mills, Inc., Minneapolis, Minn.
- Cardinale Macaroni Mfg. Co., Brooklyn, N. Y.
- *Champion Machinery Co., Joliet, Ill.
- Chasin Noodle Co., Brooklyn, N. Y.
- Chef Boiardi Food Products, Milton, Pa.
- *Clermont Machine Co., Brooklyn, N. Y.
- *Commander-Larabee Flour Mills, Minneapolis, Minn.
- *Consolidated Macaroni Machine Corp., Brooklyn, N. Y.
- *The Creamette Co., Minneapolis, Minn.
- *Crescent Macaroni & Cracker Co., Davenport, Iowa
- *Crookston Milling Co., Crookston, Minn.
- *Cumberland Macaroni Mfg. Co., Cumberland, Md.
- G. D. Del Rossi & Co., Providence, R. I.
- The De Martini Macaroni Co., Brooklyn, N. Y.
- Charles F. Elmes Engineering Works, Chicago, Ill.
- Eastern Semolina Mills, Baldwinville, N. Y.
- *Faust Macaroni Co., St. Louis, Mo.
- *J. L. Ferguson Co., Joliet, Ill.
- Florence Macaroni Mfg. Co., Los Angeles, Calif.
- *Fontana Food Products Co., South San Francisco, Calif.
- Foulds Milling Co., Libertyville, Ill.
- *General Mills, Inc., Minneapolis, Minn.
- *Alfonso Gioia & Sons, Rochester, N. Y.
- Gioia Macaroni Co., Rochester, N. Y.
- *Gooch Food Products Co., Lincoln, Nebr.
- *A. Goodman & Sons, New York, N. Y.
- *I. J. Grass Noodle Co., Chicago, Ill.
- *Horowitz Brothers & Margaretten, New York, N. Y.
- *Kansas City Mac. & Imp. Co., Kansas City, Mo.
- *Kentucky Macaroni Co., Louisville, Ky.
- *Keystone Mac. Mfg. Co., Lebanon, Pa.
- F. L. Klein Noodle Co., Chicago, Ill.
- *H. H. King Flour Mills Co., Minneapolis, Minn.
- *King Midas Flour Mills, Minneapolis, Minn.
- *La Premiata Macaroni Corp., Connellsville, Pa.
- *V. La Rosa & Sons, Brooklyn, N. Y.
- *Donato Maldari, New York, N. Y.

- *Megs Macaroni Co., Harrisburg, Pa.
- Meisenzahl Food Products, Rochester, N. Y.
- *Mid-South Macaroni Co., Memphis, Tenn.
- Milwaukee Macaroni Co., Milwaukee, Wis.
- *Minnesota Macaroni Co., St. Paul, Minn.
- *Mission Macaroni Co., Seattle, Wash.
- Mrs. Kelley Noodle Kitchen, Dayton, O.
- Mrs. Slaby's Noodle Co., Cicero, Ill.
- *C. F. Mueller Co., Jersey City, N. J.
- Musulino-Le Conte & Co., Boston, Mass.
- National Food Products Co., New Orleans, La.
- Noody Products Co., Toledo, O.
- North Dakota Mill & Elevator Assn., Grand Forks, N. D.
- Oregon Macaroni Mfg. Co., Portland, Ore.
- *Antonio Palazzolo & Co., Cincinnati, O.
- *Paramount Macaroni Co., Brooklyn, N. Y.
- Frank Pepe Macaroni Co., Waterbury, Conn.
- *The Pfaffman Co., Cleveland, O.
- Philadelphia Macaroni Co., Philadelphia, Pa.
- *Pillsbury Flour Mills Co., Minneapolis, Minn.
- Porter-Scarpelli Macaroni Co., Salt Lake City, Utah
- *Prince Macaroni Mfg. Co., Lowell, Mass.
- Quaker Maid Co., Inc., New York, N. Y.
- *Quality Macaroni Co., St. Paul, Minn.
- *Ravarino & Freschi, Inc., St. Louis, Mo.
- Refined Macaroni Co., Brooklyn, N. Y.
- Roma Macaroni Mfg. Co., Chicago, Ill.
- Ronzoni Macaroni Co., Long Island City, N. Y.
- Peter Rossi & Sons, Braidwood, Ill.
- *Rossotti Lithographing Co., North Bergen, N. J.
- A. Russo & Co., Chicago, Ill.
- G. Santore & Sons, Brooklyn, N. Y.
- Sanacori & Co., Brooklyn, N. Y.
- Schmidt Noodle Co., Detroit, Mich.
- H. Schoneberger & Sons, Chicago, Ill.
- *Skinner Mfg. Co., Omaha, Nebr.
- *St. Louis Macaroni Mfg. Co., St. Louis, Mo.
- Stokely Bros. & Co., Indianapolis, Ind.
- Sylvania Industrial Corp., New York, N. Y.
- *Tharinger Macaroni Co., Milwaukee, Wis.
- Traficanti Brothers, Chicago, Ill.
- *United States Macaroni Co., Spokane, Wash.
- *Vimco Macaroni Products Co., Carnegie, Pa.
- Weiss Noodle Co., Cleveland, O.
- West Coast Macaroni Co., Oakland, Calif.
- *A. Zerega's Sons, Inc., Brooklyn, N. Y.

Presents the Greatest Contribution
to the Macaroni Industry

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Pat. No. 2, 223, 079
Other Pat. Pending

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 piston,
no screw, no worm.

Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform
in shape, free from
specks and white streaks.

CLERMONT

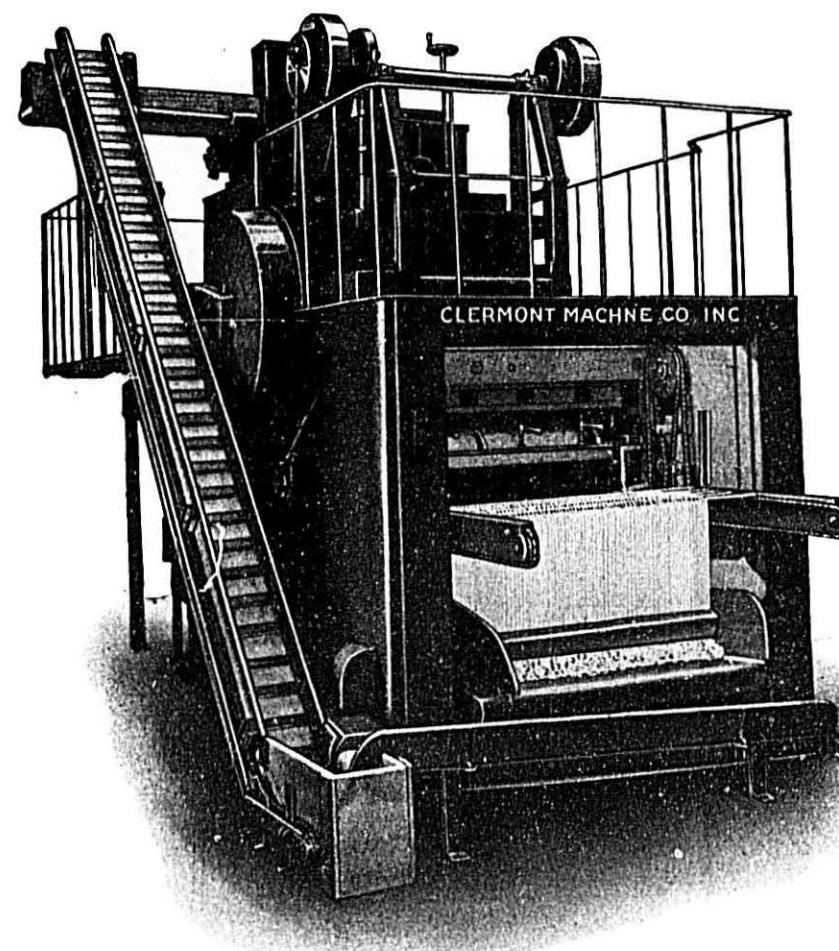
The Clermont Continuous Automatic Macaroni Press with Automatic Spreader is the largest producing machine of its kind on the market, producing from 1,800 to 2,000 pounds of finished goods per hour.

It is built on the same principal of the Clermont Continuous Automatic Short Cut Macaroni Press—No Cylinder, No Piston, No Screw, No Worm. Produces the same high quality product because the dough is worked out in thin sheets between the rollers before pressed and extruded at slow speed through the die, producing a uniform and smooth finish with brilliant amber color. The process is fully automatic. A large number of sticks is fed at one time in the magazine, rendering a supply for about 25 minutes. The trimmings are automatically carried back to the Mixer.

This Press is a masterpiece of engineering and ingenuity. Designed with simple but efficient slow running mechanism, all electrically controlled, noiseless in operation, sturdily and accurately built. Skill and workmanship typical of Clermont's well-known products.

Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



Patent Nos. 1,627,297
2,223,079
Other Patents Pending

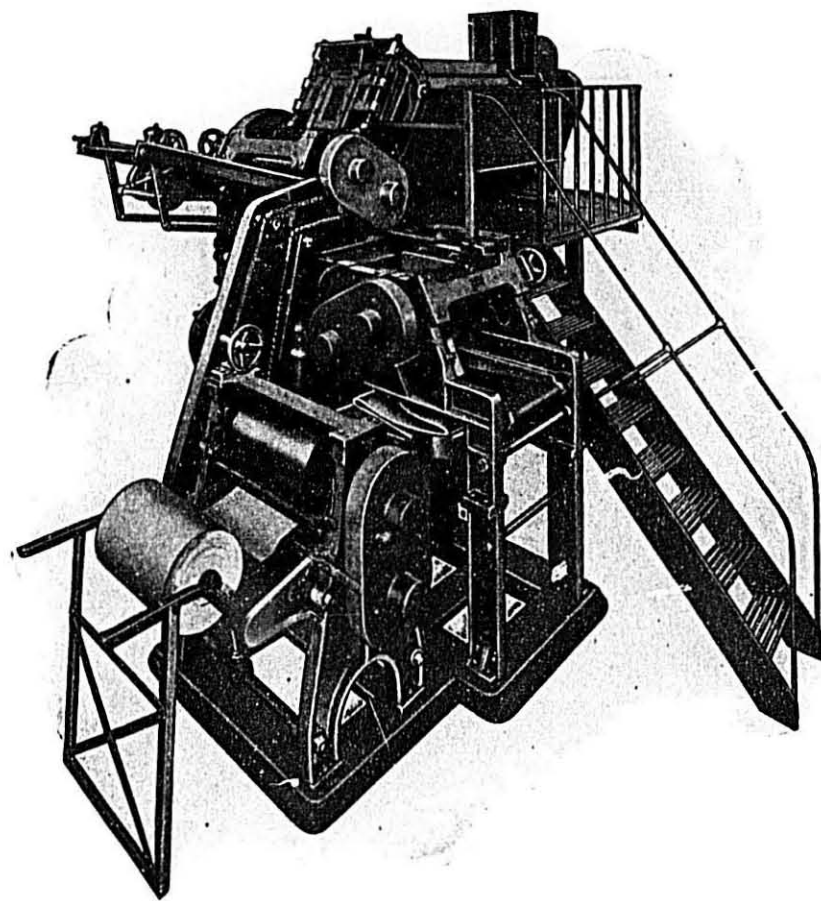
CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

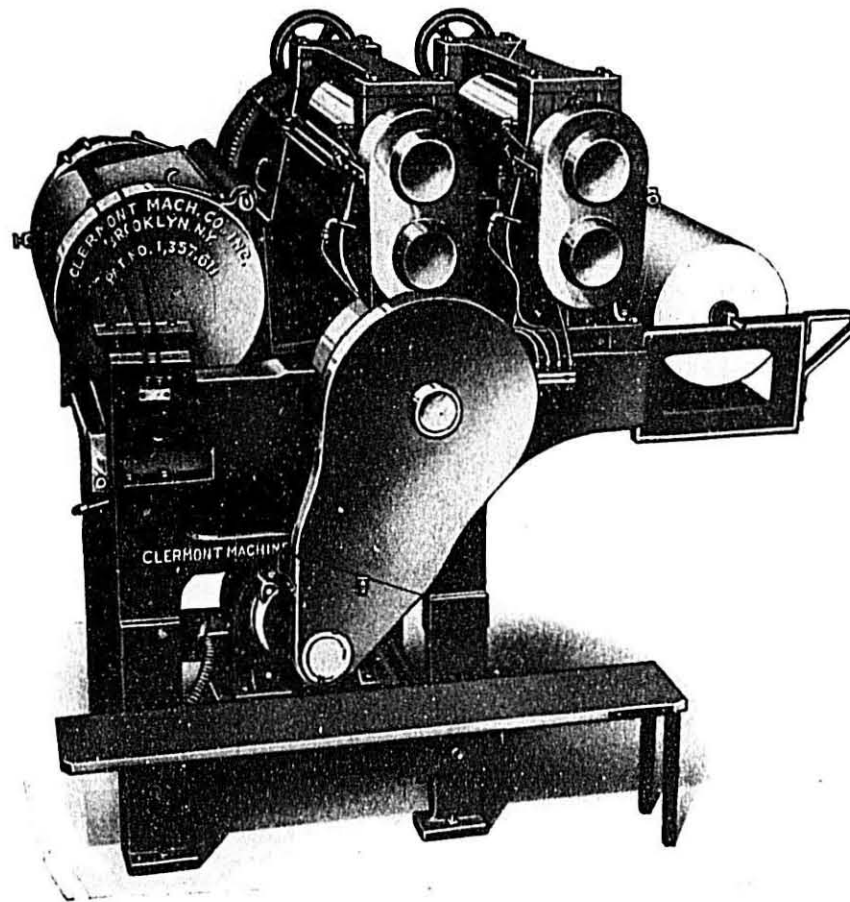
BROOKLYN, NEW YORK

CLERMONT

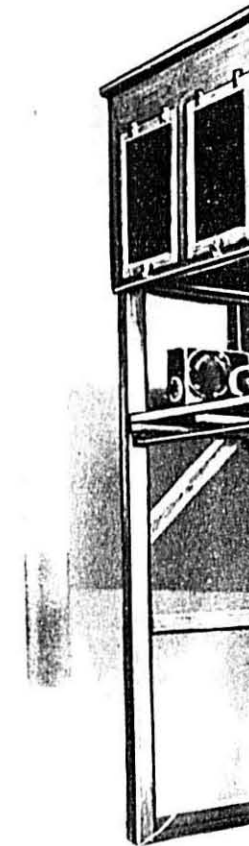
PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



AUTOMATIC SHEET FORMING MACHINE



HIGH-SPEED NOODLE CUTTER



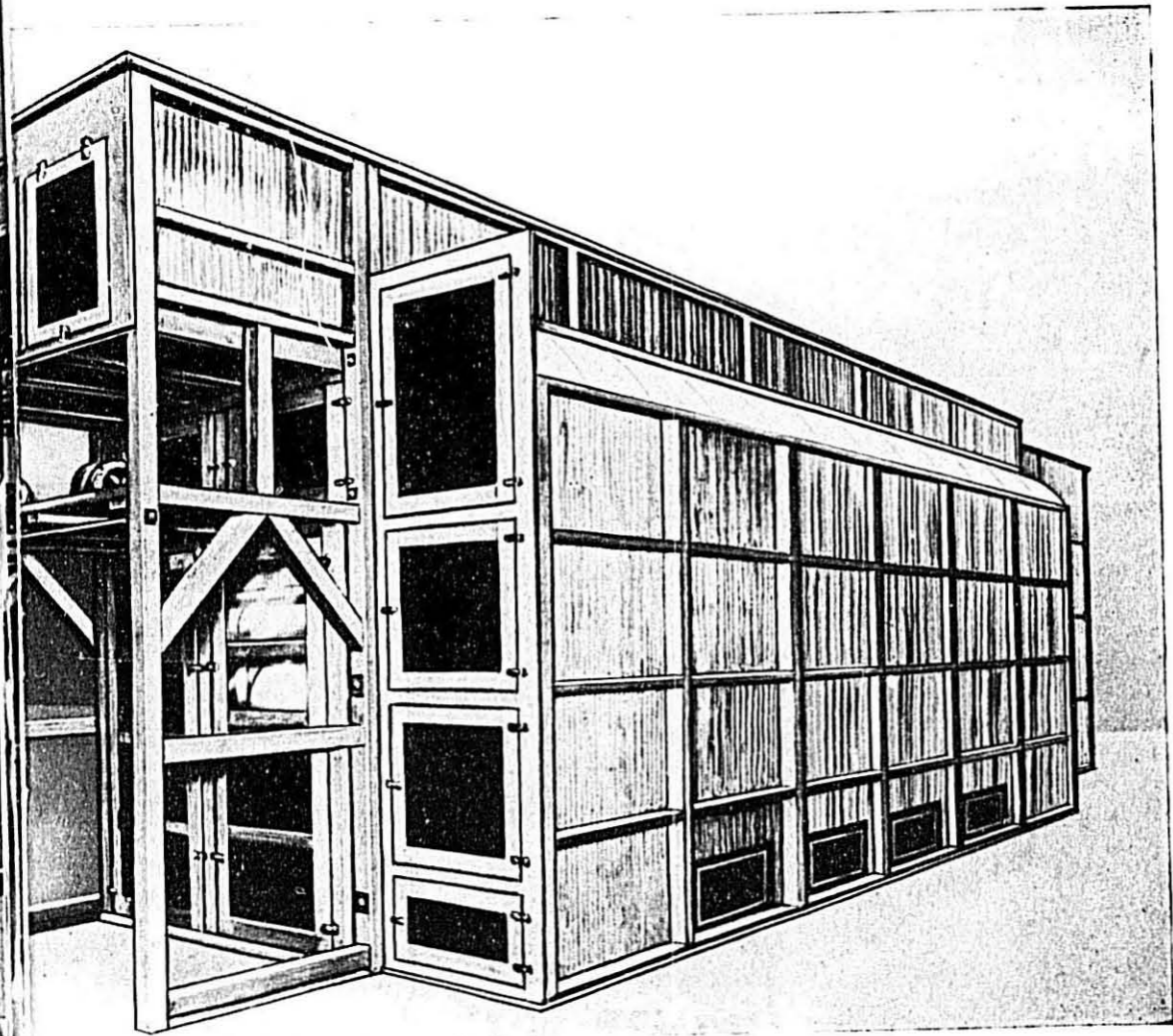
Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

MACHINES CONVERT
AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

Weevil Blaster...



AMERICA'S millers, fighting mad, and armed with a destructive weapon, are on the march.

They are blasting weevil and beetle from inaccessible hide-outs... exterminating the enemy wherever signs of insect life exist. They are sure of victory this year for they are armed with the one weapon that can do a *killing job*—and do it right—Dr. Loebel's Spray Insecticide.

Dr. Loebel's is made exclusively for the job of killing *crawling* pests. Unlike cheap, ineffective fly sprays that kill only the *weakest* bugs, Dr. Loebel's kills the *toughest* bugs that crawl.

Dr. Loebel's effectiveness is due to its *deadly* ingredients which quickly penetrate the

waxy armor of the insect's body and paralyze the vital organs. The result is *certain* death—in every stage of insect development.

In more than 1100 impartial tests by a great university, Dr. Loebel's has proved itself 40% more powerful than ordinary insecticides. And during the past 16 years, in thousands of mills, Dr. Loebel's has convinced millers it can do a better job—especially under difficult conditions.

Remember, Dr. Loebel's is not dangerously flammable. It is non-poisonous, odorless... can be used without shutdowns.

The best way to blast weevil and beetle out of existence is with Dr. Loebel's. So switch to Dr. Loebel's *now* and arm yourself with a weapon that will bring *certain* victory.

**armed to do
a better job
in your mill**

THE HUNTINGTON LABORATORIES INC
HUNTINGTON, INDIANA



MILLER'S RELIEF

Used once every three weeks, this heavier-duty fumigant keeps milling machinery *insect-free*. No other machinery fumigation is needed.

DR. LOEBEL'S
MILL SPRAY INSECTICIDE

Report of the Director of Research for the Month of March, 1945

By Benjamin R. Jacobs

The February issue of THE MACARONI JOURNAL did not carry any report from this office as I was on a trip to the Pacific Coast where I held meetings with manufacturers in San Francisco, Los Angeles and New Orleans.

The San Francisco meeting was held in the Palace Hotel with a dinner given me by the San Francisco manufacturers, and sponsored by Mr. S. E. Mountain, Fontana Food Products Company, So. San Francisco. The following manufacturers attended this meeting:

Mr. S. E. Mountain, Fontana Food Products Co., So. San Francisco, California.
Mr. D. L. Gerbo, Rome Macaroni Factory, San Francisco, California.
Mr. V. De Domenico, Golden Grain Macaroni Co., San Francisco, California.
Mr. F. Bacigalupi, California-Vulcan Macaroni Co., San Francisco, California.
Mr. M. Maffei, Italian-American Paste Co., San Francisco, California.
Mr. J. B. Brinzo, Genoa Macaroni Co., San Francisco, California.

The object of all these meetings was first of all to get acquainted with the manufacturers on the Coast and to discuss with them the activities of the Association, particularly as they relate to the National Publicity Campaign which has been proposed by the Association to the Durum Wheat Millers. All of the above firms approved the proposal as outlined by the Association and these firms represent, as I was told in San Francisco, about 90 per cent of the production of macaroni and noodle products in that area.

I carried with me copies of the Standards of Identity which were recently promulgated by the Food and Drugs Administration and in each locality about an hour was spent in going over these Standards in detail and in mutually improving our understanding of them.

In Los Angeles the meeting was held on February 22 at the Biltmore Hotel where we all had luncheon together, and this luncheon was sponsored by Mr. Ralph Rauli, Sunland Biscuit Company, Los Angeles. The following manufacturers or their representatives attended:

Mr. R. A. Ballou, Golden Age Macaroni Corp., Los Angeles, California.
Mr. Delmar Jaeger, Golden Age Macaroni Corp., Los Angeles, California.



B. R. Jacobs

Mr. H. Saidiner, Carmen Macaroni Co., Los Angeles, California.
Mr. Joe Catino, Catino Macaroni Co., Los Angeles, California.
Mr. Frank Lombardi, Lombardi Macaroni Dies, Los Angeles, California.
Mr. Joseph Lombardi, Lombardi Macaroni Dies, Los Angeles, California.
Mr. John Costa, Costa Macaroni Mfg. Co., Los Angeles, California.
Mr. A. Spadoforo, Superior Macaroni Co., Los Angeles, California.
Mr. Ralph Rauli, Sunland Biscuit Co., Los Angeles, California.
Mr. A. Bizarri, Anthony Macaroni & Cracker Co., Los Angeles, California.
Mr. Geo. P. Salam, Globe Mills, Los Angeles, California.

All the macaroni manufacturers of the Los Angeles area except those representing Golden Age Macaroni Corporation and Globe Mills signed the National Publicity Proposal. What percentage of the production of the Los Angeles area these manufacturers represent I could not determine because there was doubt concerning the manufacturing capacity of those who did not sign.

In New Orleans there was only one manufacturer who signed the proposal and that was J. L. Tujaque, National Food Products Company, New Orleans, La.

All the above manufacturers who have approved the National Publicity Proposal together with those manufacturers on the Pacific Coast who had previously approved it represent in all probability not less than 80 per cent of the production west of the Rocky Mountains. There is, therefore, no doubt of the intent and resolution of the macaroni and noodle industry of

this country to proceed with this program to its conclusion.

You are aware that the War Production Board has amended Limitation Order L-317 and that this amendment limits the use of fibre shipping containers for the first six months of 1945 to 95 per cent of the amount (weight or footage) used during the first six months of 1944.

Those manufacturers requiring relief from the provisions of this Order should appeal directly to the Container Division of the War Production Board, Washington 25, D. C. This appeal may be in the form of a letter and should contain the following information:

Statistical Information

1. Show your total production for 1944.
2. Show amount of square feet and tonnage of fibre shipping containers used in 1943 and 1944—show each year separately.
3. Show amount of containers required in each quarter of 1945, giving a square feet and tonnage.
4. Show the size of shipping containers used and the net weight of the contents.

All this information should be shown separately for macaroni, spaghetti, vermicelli and noodles.

It is also necessary to certify that if the appeal is granted your current level of production will not be increased.

The appeal should be submitted in triplicate, but make an extra copy for your files.

During the month of March I was informed by the proper authorities that the egg breakers and packers were to have a meeting with the OPA to discuss changes in the ceiling prices of frozen and dried yolks which would become necessary because of their inability to dispose of their whites and dried albumen. This meeting was to be held in Washington the latter part of March but so far no increase is in sight for yolks and in fact increases in the ceiling price have been discouraged and in all probability the plan will be abandoned. Furthermore, the Government has offered to sell about ten million pounds of frozen whole eggs which were declared surplus. Inquiry developed the fact that the packers have bid these in at a price below the ceiling and since they had first chance to buy these eggs the offer was not made to any other buyers.

When once you get it--- ---you've Got it!

In this matter of the seasoning and flavoring of your Macaroni products, when once you've hit on just the right taste combination that keeps customers coming back for more, you can duplicate it accurately, day in and day out—IF YOU USE STANGE CREAM OF SPICE SEASONINGS. Stange's rigid laboratory control MEANS production control for you, and the best example of how the Stange Control System works is in the dehydrated soup mix business.

Stange seasoned the first successfully marketed dehydrated soup, and today over 90% of the entire volume of these products contain Stange Cream of Spice Seasonings. This rigid laboratory control means that every ounce of Cream of Spice Seasoning always has the same amount of natural spice flavoring power—it never varies.

Let the Stange staff of flavor technicians help you with your seasoning problems—whether for dehydrated, frozen or canned products—they'll create a flavor blend for you that will be tailor made for you and you alone. And when once you get it, you've GOT it, for the Stange Control System reproduces it for you.

STANGE PRODUCTS:
Cream of Spice Seasonings
Peacock Brand Certified Food Colors
N.D.G.A. Anti-Oxidant

WM. J. STANGE CO.

2543 W. Monroe Street

Chicago 12, Illinois

Upsurge in Macaroni Products Advertising

Rationing, Scarcity and Competition Are Factors in Current Promotional Activities

The question "To advertise or not to advertise" has long been a puzzling one to the macaroni and egg noodle industry, its answer being almost as pertinent to the industry as the oft-repeated one of "To be, or not to be" was to Shakespeare himself. And it took a war to make some of the processors of macaroni, spaghetti and egg noodles certain that the answer must be in the affirmative.

Through the years, with the exception of a few pioneers, macaroni and noodle advertisers have been more conspicuous by their general absence, but never for a moment has this form of promotion ever been completely out of mind, even with the most hesitant ones.

There has been much guessing among the advertising fraternity and among buyers of advertised products as to just why so little macaroni-noodle advertising was done in the past. Probably the answer is that in the early days, proprietors of macaroni product factories were guided by a single thought—to place on the market as good a food at as reasonable a price as possible, in the hope that the price would sell the product. In the selling setup of these early days, very little if any allowance was made for advertising and other expense items that make for good business . . . and once a base price was set, it was almost impossible to change it, because said base price became practically the industry base . . . and it takes courage to get away from the easy way.

Processors and producers of other foods who were not nearly so economy-minded, set up their sales plans with allowances for advertising and other promotional expenses. Through such building propaganda, these foods, less nutritive, more expensive, won new users, while macaroni and similar grain products, with all their natural goodness, had to depend more or less on natural demand, until quite recently.

But in the care-free era under consideration there were a few firms whose executives realized that however good macaroni, spaghetti and egg noodles may be, they require advertising to win new consumers and propaganda to retain old ones. They also realize that consumers are being besieged from all sides by an almost endless array of good foods, all claiming superiority in quality, which tend

to make the ultimate buyer more quality-conscious than price-minded.

In the early days it took great courage to ask a price for brands, a price that would include a little to cover growing expenditures for promotion and building of future good will. To the few who made an early decision to change their sales plans, to include an advertising allowance therein, time has proved that the step was one in the right direction.

The advent of radio played an important part in making some manufacturers truly advertising-conscious. More and more radio time is now being bought by firms in all parts of the country to remind listeners that spaghetti and similar products will help them solve serious food problems. A decade or so ago, some of the firms that had never before spent any sizeable sums in publicizing their products or the industry, bought some radio time to broadcast the popular operas; from this they expanded into almost

every known radio attraction as carriers of their promotional work.

Perhaps the first dent in their advertising education was when some pioneering carton manufacturer convinced a few that the carton was a natural, most handy, very potent carrier of favorable publicity for the food contained. As the trade changed from all bulk to part package, more and more firms made full use of the advertising potentialities of the carton, until today, macaroni, spaghetti and egg noodle packages rank second to none in attractiveness, in the many display elements and in speaking convincingly of their contents.

But it took a war with rationing and general food scarcity to make the trade truly advertising-conscious, with the result that today the advertising ideal as taken deep root with promises that in the near future, no attempt at selling will fail to take into account the element of publicity and advertising as a cost of doing business.

Significant of this new thinking, is the recent appointment by the National Macaroni Manufacturers Association of a special committee to study ways and means of co-operative advertising and consumer education to make Mr. and Mrs. America more appreciative of the fine qualities of macaroni products—nutrition, economy, availability and their blending attributes that make this food complete in itself and better still in tasty combination.

(Continued on Page 26)



Fred Mueller, advertising sales promotion manager of the C. F. Mueller Company (left) discusses advertising and sales promotion with Gene Hulshizer, who is in charge of Mueller advertising for the Duane Jones Company, which handles this account.

The buying public's attention will be called to the fact that macaroni is an unrationed food and all advertising will stress the value of macaroni sales in promoting the sale of allied items such as tomatoes, ketchup, cheese, and similar items.



LOOKS LIKE "SOMETHING SPECIAL!"

There is "something special" about the way King Midas Semolina performs in your plant, too. It has the extra measure of safety, the uniform high quality that you need in a Semolina under today's conditions. With King Midas, nothing

is overlooked, nothing sacrificed to produce for you the very finest Semolina. King Midas is milled with the one idea of giving "something special" in Semolina performance. You can depend on King Midas today and every day.

KING MIDAS FLOUR MILLS
MINNEAPOLIS 15, MINNESOTA

Congratulations to the Macaroni Industry on 26 Years of Progress

Why the Food Shortage?

Hand-to-Mouth Condition, Caused by Several Factors, Expected to Continue for Some Time. Macaroni Products in Advantageous Position

While food experts are fearful of the outlook for 1945, there is little prospect of any shortage of macaroni, spaghetti and egg noodles, based on the willingness of the processors to supply and the availability of wheat. Just how the apparent food shortages will react on the macaroni industry, depends on what the operators do and what the government buying agencies expect of this particular wheat food in the way of feeding millions in occupied lands. So the future outlook for the macaroni men appears much brighter than the picture painted by "Business Action" of the Chamber of Commerce, U.S.A., for the general 1945 outlook.

What appears to many to be a puzzling inconsistency exists between official assurances of adequate food supplies and the shortages experienced by the nation's civilian population.

Actually, this official assumption of adequacy is based on a statistical fiction which takes no account of changes in the distribution of the available supply among the people, or of changes in the character of the supply as a whole.

According to the statistics, the average individual should be able to have as many calories and as much protein as in the prewar period.

But few people are average, and it is apparent that, for some time to come many will be obliged to get their calories and protein from quite different foods, if available, than in the past.

This condition is due in part to actual shortages of certain commodities after military and lend-lease demands have been met, but it is due even more to a greater buying power and a higher consumption level on the part of large segments of the population.

Increased Buying

Ration points are distributed equally, but the larger wage and salary incomes of many individuals and families make possible the purchase of dairy products and meats in larger volume than ever. This is wholly desirable but it does create shortages when the total supply is not increased correspondingly.

The way in which such a shortage occurs may be illustrated by the butter situation. Prior to the war, civilian butter consumption averaged 16½ pounds a person a year. Individual consumption, however, varied widely so that some may have consumed but 5 pounds a year while others consumed

as much as 28 pounds. Last year, with a wider distribution of buying power, the civilian population which formerly used only 5 pounds may have used 10 pounds.

As a result of this increase in consumption by some groups, together with a reduction of 4½ pounds in the average per capita supply, the people who formerly used 28 pounds were able to obtain only 14 pounds, or but half their former consumption. Thus, the classes who have been habitual consumers of butter are experiencing a severe shortage.

Official reports say this butter shortage is likely to be intensified during 1945 by a further decline in the civilian supply to an average of about 10 pounds per capita.

Potatoes probably will be in short supply during the late spring and summer months because last year producers of early potatoes lost money selling at ceiling prices, and so long as these prices remain unchanged, production is likely to be curtailed. Also, freezing weather has damaged early plantings of potatoes and other vegetable crops in southern producing sections.

Meat Outlook Dark

These conditions, together with the limited supply of canned vegetables, indicate the precarious situation with respect to the supply of vegetables.

It is now predicted that supplies of meat for civilian use will be nearly 20 per cent below those of last year, due largely to heavy government purchases, curtailed production resulting from inability of cattlemen to obtain sufficient labor to increase production, and dissatisfaction with prices.

If the announced intention to reduce the ceiling prices on live cattle is carried out on July 1, it may easily have the effect of curtailing those feeding operations which normally put from 200 to 400 or more pounds of beef on each animal before it is slaughtered. The most extreme shortage is expected in August.

The present scarcity of pork is largely a result of warnings by government officials of a danger of overproduction and a lowering of the support price of hogs by \$1 per hundred pounds.

As a direct result, the 1944 pig crop was reduced 29 per cent, and more than a year will be required to bring supplies back into balance with demand.

Meanwhile, it is suggested officially

that in compensation for the shortage of meat which people are experiencing, there will be available supplies of milk, eggs, fish, and dry peas.

Whether the situation with respect to eggs will be as favorable as is desired is doubtful in view of the report that the number of potential laying hens is 10 per cent below that of last year, and difficulty is being experienced in expanding the production of poultry as rapidly as is desired. In informed quarters an acute shortage of poultry is expected to continue indefinitely, and an egg shortage may develop later this year.

Food for Europe?

In the whole feed supply situation only wheat and corn are in really adequate supply at the present time, and this picture could change very quickly if unexpected demands from abroad should develop suddenly while stocks of grain in Argentina and Australia are short as a result of an extremely severe drought.

This hand-to-mouth condition relative to food supplies in the United States exists at a time when there is an imminent possibility that the floodgates of European relief demands may be opened, when new drains on farm manpower are being made, and when the farm machinery problem is becoming increasingly acute because of the wearing out of existing machines and the inability of manufacturers to obtain raw materials and necessary manpower to make new machines.

In view of the need for increased food supplies, the government has asked for a 3 per cent increase in crop acreage, but it appears doubtful that the limited supply of farm labor and machinery will permit this increase.

It is even possible that last season's planted acreage may not be maintained. Should crop yields also be reduced by unfavorable weather, the shortages of many products would become much more severe than at present, thus creating a serious food supply situation.

Continued emphasis on the cultivation of Victory Gardens appears to be highly desirable as a means of supplementing the commercial supplies of food. By increasing the food supply, home gardeners will be helping the war effort, as well as contributing to their own security. Never has a good garden appeared so necessary as a dependable source of food supply.

Check these Savings AGAINST YOUR PRESENT PACKAGING METHOD



SAVING NO. 1
Multiwall Paper Bags are tight and siftproof. That means they deliver 100 per cent of your product . . . eliminate siftage losses while helping to keep warehouses clean and tidy.



SAVING NO. 2—Multiwalls save materials! This is because materials do not readily cling to the smooth interior surfaces of Multiwall bags. These bags empty clean, thus cutting retention losses.



SAVING NO. 3—Multiwalls prevent losses caused by contamination. Your product flows directly to the bag packing machine where the bags are filled and weighed automatically. Tight, strong Multiwalls repel dampness, dust, insects, and contaminating gases.



SAVING NO. 4—Multiwalls help conserve manpower and thus reduce labor costs. Experiments have shown that one man can load and stack Multiwall Paper Bags as fast as two men can handle comparable tonnage in heavy fabric sacks or drums.

MULTIWALLS are tough and sturdy, too. Made of from 2 to 6 plies of special kraft paper, they will be specially designed to meet specific conditions involving excessive dampness and rough handling.

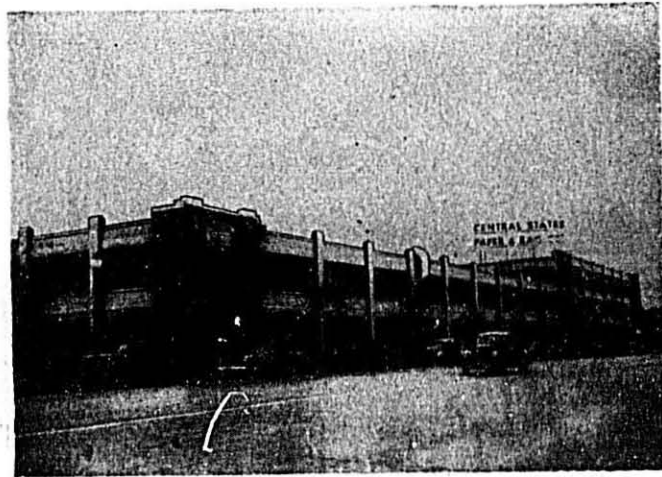
So, if you are not already using Multiwall Paper Bags, why not find out how they can save money, minutes, and material. Your inquiry will receive prompt and careful attention. Write today.



NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 Me. Michigan Ave.
BALTIMORE 2: 2401 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.

IN CANADA:
St. Regis Paper Co. (Can.) Ltd.
Montreal, Quebec
Vancouver, British Columbia

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



Buys Building for Postwar Expansion

As a concrete step in their postwar planning program, the Central States Paper & Bag Company, of St. Louis, has recently purchased the three-story building shown in the photograph. It contains 181,000 sq. ft. of floor space.

In addition to volume production of custom-made paper bags for every conceivable need, the firm's Showbox Division, before the war, pioneered in the manufacture of rigid, transparent containers. They were leaders in the rigid, transparent packaging field, and postwar plans include expansion of this activity. They are also jobbers and distributors of wrapping and printing papers. The company is in its twenty-fifth year.

Recently, St. Louis newspapers have featured articles about the Central States' contribution to the war effort, and their postwar plans as related to the city's future growth. The St. Louis Globe-Democrat assigned a feature writer to prepare a very comprehensive story on the many unusual paper bags which Central States have been producing for the war effort. Among the paper bags they have been manufacturing, are many weather-proof and water-proof bags of the "pressure-seal" type.

They are also producing many case-liners and intricately designed protective bags for countless war and lend-lease needs, from medical supplies to anti-aircraft gun bags and freight car liners.

Although the company's president, Captain Sidney Abramson of the United States Army, is overseas for the second time (he served also in World War I) his four brothers, two of whom also served in the last war, are carrying on the business in his absence, and were responsible for the purchase of the building, which will accommo-

date all the production and office equipment and around 800 employees. It is concrete, fire-proof, and equipped with steel sash window casings, fluorescent lighting, a sprinkler system, and heating throughout. New machinery, purchased to increase productive capacity, will be placed in the new quarters as soon as possible.

Although the company is still actively turning out almost 100 per cent war production, having been among the first to turn its facilities to producing for the war effort, plans are now being made to convert to peacetime production with items formerly manufactured and new ones as soon as changing conditions will permit.

While Captain Abramson, the President, serves with the armed forces, Elmer D. Abramson, Secretary, and Alvin D. Abramson, Treasurer, are in charge of the plants and organizational operations. H. L. Abramson, Vice President, is in the New York office, and M. L. Abramson, Vice President, is in charge of the Chicago office. The firm also has branch offices and representatives in principal cities.

Fontana Plant Sold

The March 9 issue of the *San Francisco California News* announced that Norton Simon, chairman of the Hunt Brothers Packing Company of that city, has acquired the plant of the Fontana Food Products Company, of South San Francisco, manufacturers of macaroni and egg noodle products. The transaction was completed through the industrial department of Sutro & Co.

No other details are available.

Upsurge in Macaroni Products Advertising

(Continued from Page 22)

tions with all other good foods in all seasons of the year.

Many examples indicative of this new trend might be cited. Many are doing fine jobs in their chosen line of publicity, promotion and advertising, constituting what may be termed an upsurge in the art of making more and more consumers cognizant of the true values of macaroni products. It is rather difficult to choose from the many excellent examples, but a study of the current campaign by the C. F. Mueller Co. of Jersey City, N. J., will bring out the objective of this article. It shows the aggressiveness with which the leaders in the trade are reacting to this need of retaining the consumer acceptance brought about by current conditions, and of even increasing it when things again become normal.

Some of the points aimed at in the advertising referred to, being the same as the objectives of other advertisers, are quoted from a statement by the agency having the Mueller plan in charge.

"The importance of macaroni as a market basket item takes on added significance these days because it is a point-free product. This, of course, brings it up for consideration as a major item on all menus, regardless of the financial strength of household budgets. Because of the scarcity of points, every American family is faced with the problem of finding nourishing substitutes for diets that formerly concentrated on items now heavily restricted by rationing.

"Not only is macaroni capable of becoming the main dish of any menu, it also may serve as an important accessory in combination with both high-point and low-point foods. These facts are being strongly accentuated in the 1945 advertising campaign for the C. F. Mueller Company, makers of macaroni products, according to Gene Hulsizer, handling this account for the Duane Jones Company.

"The five retail advantages correlated in the campaign include (1) Opportunity to concentrate promotional effort on a complete line of nonrationed foods at a time when rationing restrictions are growing tighter all along the line; (2) Consumer good will gained by carrying a full line of both size packages so customers may make their own package selection; (3) Added volume for retailers who, for customer convenience, stock and display both size packages; (4) Increased profits, along with greater volume, due to generous percentage markups for macaroni products; (5) Added business resulting from stimulated sales on related lines such as tomatoes, tomato paste, cheese, onions, cooking oil, milk, eggs, fish and similar articles.

"Concentrated on both the large and small size packages of macaroni, spaghetti and egg noodles, this advertising campaign, which covers all territories, distinguishes itself by accentuating a dual approach which develops a 'one-two' technique, the first angle being directed at retailers and the second at their clients."

Will your
post-war product
make her...



STOP..?

"Mmmmm... This is attractive!"

LOOK..?

"It will be a nice change for dinner!"

BUY..?

"Guess I'll take it!"



Food shoppers make many purchases on impulse. Surveys show that such buying decisions, which occur right in the store, account for at least 24% of all foods bought. Transparent Du Pont Cellophane packaging helps a product capitalize on these extra impulse purchases. It attracts the eye... shows the product completely

—emphasizes its quality. And this low cost material safeguards flavor and freshness. We hope there will soon be enough Du Pont Cellophane so that our converters and ourselves can meet all your needs. E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.

DuPont Cellophane

Shows what it Protects—at Low Cost



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

The Italian Service Unit

Special Group of War Prisoners Doing Helpful Chores

Under the Geneva Convention that governs the use to be made of captured prisoners, and to which most civilized nations are signatories (Japan is not), prisoners may be engaged in non-combat work at a very nominal basic day pay rate. Citizens are often puzzled by the apparent consideration shown captured prisoners in this country, so it seems proper and opportune to quote from an article by David G. Wittels, that appeared in the March 3 issue of *Saturday Evening Post*. It throws light on the situation and gives information that is generally welcomed by Americans whose first consideration is fair play, be the game one of war or peace.

The article points out that soon after the Italian surrender in 1943, the United Nations found themselves with about 130,000 Italian prisoners of war. What to do with them was a problem. On its surrender, Italy released all its American prisoners in free Italy, but evidently the United Nations had not yet decided what to do with its Italian prisoners.

The caring for these 130,000 war prisoners was quite a problem, says author Wittels in the excerpts from his article that follow.

It requires administrative personnel and armed guards. It requires special camps with stockades and patrolled miles of fencing. Under the articles of the Geneva convention, in which the rules of warfare and treatment of prisoners are agreed upon, the prisoners must be fed and clothed on a comparable basis with American soldiers. To do otherwise would not only be a violation of our pledge but would invite retaliation upon our own men held by the Nazis. Japan was not a signatory at Geneva. The prisoners must be given spending money in the form of canteen coupons—ten cents a day—even if they don't work, and about twenty-four dollars a month for enlisted men if they do. But the work must not be even remotely related to the war effort.

Intelligence officers in North Africa discovered that the vast majority of the Italian prisoners were not Fascists at heart; their attitude ranged from confusion to violent dislike of the Mussolini regime. Many regarded Germany as the cause of their troubles and as their natural enemy.

When the Americans and the British in North Africa needed the confirmed Fascists, and called for volunteers to aid the Allied war effort, they wound up with an effective force of more than 100,000 service troops.

That meant that possibly 100,000 American and British soldiers wouldn't have to be sent to or kept in Africa.

These Italian Service Units worked out so well there that Army officials here be-



Italian Service Units have their own cooks and kitchens, are permitted to substitute spaghetti and macaroni for the rations regularly issued them.

—Courtesy Ike Bern, *Saturday Evening Post*.

gan eyeing the 51,000 Italian prisoners in this country. And so, early in 1944, Brig. Gen. John M. Eager, then chief of staff of the 5th Service Command, was assigned to set up Italian Service Units here and to be their commanding general.

General Eager was chosen because he had service-command experience and because he spoke Italian and understood the Italian temperament. He acquired the latter knowledge as a boy while his father was stationed in Italy with the United States Public Health Service, and improved it as assistant military attaché at Rome, from 1919 to 1923.

General Eager began by visiting the Italian prisoner-of-war camps and talking to the prisoners. Marshal Badoglio, temporary head of liberated Italy, already had issued a proclamation urging all Italians to give "active collaboration" to the Allies. The general found the Italian prisoners, from generals down, eager to help.

Their attitude was the exact opposite of that of Nazi prisoners of war. The Germans look upon any deficiencies on our part toward them as signs of our "weakness." General Eager found that most of the Italians were openly grateful for decent treatment. When the call for volunteers for Italian Service Units was issued, 76 per cent of the officers and 72 per cent of the

men here signed up. They made the following pledge:

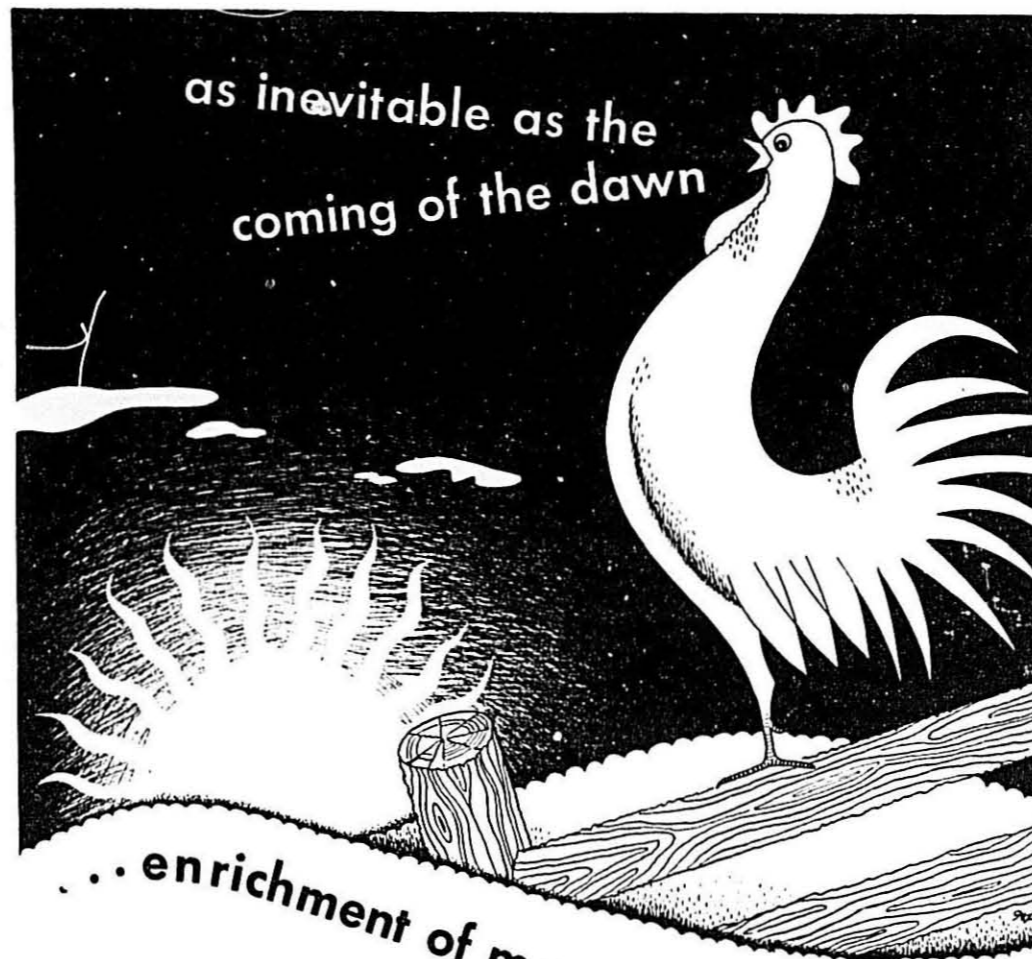
"I promise that I will work in behalf of the United States of America at any place, on any task except actual combat, and that I will assist the United States to the best of my ability in the prosecution of its case against the common enemy, Germany."

A great many scratched out "except actual combat" before signing. The rules of the Geneva convention forbid using prisoners of war for combat, but they still argue about it."

To induce the Italian prisoners to volunteer, the Army offered them the following privileges:

1. Release from stockades and reasonable freedom of the posts at which they would be stationed.
2. Removal of the stigmata of the huge letters "PW" daubed on their clothes, and of armed guards always standing over them.
3. Permission for friends and relatives to visit them at stated intervals—usually Sundays—at the discretion of the American unit commanders.
4. Payment of one-third of their twenty-four-dollars-a-month in cash. Ordinary prisoners of war get their entire pay in canteen coupons or bookkeeping items in trust funds collectible after the war.
5. Limited use of regular Army post exchanges and attendance

(Continued on Page 30)



Where Finest Quality Vitamins are Produced by the Tons.

Consult one of the world's largest makers of vitamins—Hoffmann-La Roche, Inc., Roche Park, Nutley 10, N. J. Address: Vitamin Division.

ROCHE

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The Italian Service Unit

(Continued from Page 28)

at Army entertainments. 6. Permission to fraternize with American soldiers. 7. Freedom of correspondence within the country. 8. Sight-seeing tours to near-by cities and towns under escort, but at their own expense.

Briefly, then, the members of the Italian Service Unit are non-Fascists who have volunteered to help the United States and are working on jobs directly related to the war effort. They salute the American flag, and most of them have begged for combat duty against Germany. Organized into labor groups under the name of Italian Service Units they are, in a loose sense, now a temporary part of the United States Army. They do work which, under international rules, prisoners of war cannot be required to do. In return, they have been put on limited parole and given certain minor privileges.

This work is valuable to our war effort. It is largely rugged, unpleasant work, which civilians avoid and soldiers often resent. At the peak, there were 36,000 captured Italian soldiers in the Italian Service Units, which is quite an addition to our shrunken manpower pool. They have been turning in better than 1,000,000 man-days of work per month for us. Without them, American soldiers would have to do most of this work, for the ISU's are used only where the civilian manpower shortage is critical. Without them, some part of the American war effort might be hampered.

They are the lowest-paid class of workers in our war effort. They get twenty-four dollars a month—only one-third in cash—which is approximately the same as they would get if they had not volunteered, but had remained ordinary prisoners of war, doing jobs unrelated to the war effort. They wear rejected and second hand Ameri-



It was the publication of pictures like this, which shows ISU men being visited by their American relatives, that gave rise to unfounded rumors of official coddling.

—Courtesy U. S. Signal Corps

can Army uniforms, but stripped of the distinctive buttons and other insignia. A green brassard bearing the word "Italy" in white block letters on the left sleeve, identifies them.

There has not been a single case of espionage or sabotage, or attempt at either, among the 36,000 who volunteered for the Italian Service Units here. There have been

a check list of macaroni production hints, and give suggestions for preventing infestation in macaroni plants. There are also a number of ready reference charts showing fluctuations in the amount of durum wheat harvested and in semolina and durum flour produced in the United States over a period of years.

"Our intention in producing this booklet," says William J. Warner, manager of Pillsbury's Durum Sales Division, "was to bring together in compact form information that would be both interesting and of practical value to macaroni manufacturers. We're grateful for the many expressions of appreciation we have received, and for the complimentary comments made about the booklet by people in the macaroni industry."

The booklet was mailed immediately after publication to a comprehensive list of executives in the industry. A limited number of copies is still available, however, and anyone who failed to receive a copy may obtain one free of charge by dropping a line to Pillsbury Mills, Inc., Durum Sales Division, Minneapolis 2, Minn.

"Ever see the dog that sits up at the foot of the PX barber and watches him cut hair?"
"It ain't that. Some times the guy snips off a piece of ear."

Unbroken Continuity . . .

Another year has passed since we all united in recognizing the Twenty-fifth Anniversary since the establishment of THE MACARONI JOURNAL. It has been a busy year . . . with the demands for war and the needs of the home front crowding us all. Somehow we have all survived and we come now to another milestone in the pleasant relations which have existed between our company and your organization.

We have been proud and happy to note the growth of the publication each year under the capable editorship of M. J. Donna. Time will no doubt prove what we know now—that Mr. Donna has contributed much to the Industry.

We pledge for the future the same steadfast loyalty and intense interest in the problems of the journal and its place in the scheme of things. As we turn from War to Peace, we must all be cognizant of the need for unity of purpose and action, and as Drew Pearson says—

"Work and fight and give to make democracy live"

To the Industry members and to our friend M. J. Donna—our sincere good wishes for every success in the years ahead.

J. R. Bruce, president
Bruce Publishing Company

1 plus 1 = 2

SIMPLE!

ADD
THESE
ALL
UP
AND
THEY
EQUAL

1. Unskilled Labor
2. Shortest Time for Drying
3. Less Space Required
4. Prevents Spoilage Through Souring or Moulding
5. Prevents Breakage
6. Preserves the Bright Color of Your Paste
7. Guarantees Sanitation
8. Free from Dust
9. Free from Handling
10. Thoroughly Dried
11. Low Cost of Production

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Constructed to Fit Your Capacity

Frank Lazzaro Drying Machines

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UNion 7-0597

55-57 Grand Street
New York 13, N. Y.
WALKer 5-0096

April—Perfect Shipping Campaign

Shippers' Obligation to Help Carriers Reduce Transit Losses and Damages

By J. E. Bryan, General Chairman, Shippers' Advisory Boards

No matter how well a macaroni-noodle manufacturer does his job of producing quality macaroni, spaghetti and egg noodles, his obligation does not end until his food is placed on the retailers' shelves. He must do as perfect a job of packing as available materials will permit and then trust his goods to the care of the carriers to transport them to retailers on their way to the ultimate consumers.

Every member of the National Macaroni Manufacturers Association has a stake in the April Perfect Shipping Campaign. Yet few members of the Macaroni Industry may have a chance to take part in it unless the Association of the industry tells them about it.

We believe all will agree that employees in the shipping department need to be constantly aware of the importance of their job, and the necessity of doing it well. They are in a position to make a big contribution to the job of moving both military and civilian goods where they are needed and so that they will reach their destination in good shape.

Handle With Care

To help macaroni-noodle packing and shipping department head to do their part in making April a perfect shipping month, their attention is being called to a message being broadcast to shipping interests throughout the country. This is the ninth straight year that the Shippers Advisory Boards have sounded a call to all shippers and receivers of freight and to our associates in the field of transportation . . . to take a look back over the recent past; to view our hard-earned experience in its relation to the job immediately at hand, and to see what can be done to meet the needs of the future.

It is evident that all concerned with shipping during these grim war years have done a highly creditable job. Fighting without uniform, they have had a large part in the war and have earned a share of Victory.

How was it done? If we can put a finger on that, we'll have a pretty good idea of what it takes to keep on doing it . . . to do still better and more of it, which is what the situation calls for, any way you look at it.

Wasn't it accomplished because people in business—men and women in every business category and every job in the whole business scale—used their wits? Short on materials, short on help, short on time—they reached

down into their reserve of resourcefulness and usually came up with what was needed to lick one problem after another. It was done with heads and hands which have proved to be great things when put to the test.

By using our wits, our heads and our hands—by drawing upon our resourcefulness—we met and whipped the threatened equipment shortage and may well be proud of the job done so far.

But while concentrating on this major activity, which is still with us, we have overlooked, in some quarters at least, the fact that no matter how much equipment and power we may conserve, we have failed in our objective if the goods and material are not properly packed, stowed and marked to prevent damage and loss in transit.

The resultant waste from careless packing and marking has reached a tremendous lost-value figure, to erase which, our wits, our resourcefulness, are again challenged.

We will meet that challenge and we will win our objective even though it is necessary to start from scratch with less experienced help, less first-class shipping containers, heavier loading, and other obstacles to overcome.

Despite all these obstacles we are not entirely handicapped because the shippers and carriers are armed in advance with the know-how developed through years of attention to good packing and shipping principles.

On the credit side, too, is the lasting value of new things that have been learned . . . important techniques that can help earn postwar profits.

The war has impressed upon us that it's the end use of goods that counts. Take bullets, bombs, parachutes and life rafts for instance. We know that what gives value to all goods is their arrival at destination in perfectly usable shape.

What You Can Do

If it's package goods, put it up as well as possible. That's the first "ounce of prevention."

Use the most suitable container available. Your choice may be narrowed 'way down, but it's just as true as ever that square pegs don't fit in round holes.

Make doubtful boxes better by reinforcing, padding, partitions and all such measures that take up shock. Experiment—try something new if it adds protection.

Make the finished package as damage-proof as possible. A package as damage-proof as possible. A good job can usually be done through proper use of adhesives, gummed tape, stitching, metal strap, rope, cord or twine, and, in the case of wooden crates or boxes, of enough of the right nails in the right places.

Be careful to mark shipments accurately and plainly. Use the complete address—name, street, number, city and state. Show your name and address also preceded by "from." It is almost impossible to over-address a shipment. An enormous amount of delay, loss and disappointment is caused by illegible and faulty addressing.

Be sure to remove old labels, tags and all previous markings.

Load and stow properly. Lighter lading below is easily crushed by heavier lading above. The risk is greater than ever because loads are piled higher and heavier these days. Much damage can be avoided by proper stacking, distributing and leveling the load, blocking, bracing and bulk-heading. This is no cure-all, but it helps. Stow cartloads of carton goods tightly as possible.

To the consignee—don't assume that damage is unavoidable. If you think packing can be improved make your suggestions known to shipper. He wants to satisfy.

When you need technical help on packing, loading, bracing, etc., consult your package supplier or carrier.

To attain our combined objective, every one interested in quick and safe deliveries of macaroni and other products, manufacturers, shippers and handlers must all mind their P's and Q's . . . rather their P's and S's . . . so

Plan Sincerely

Pack Securely

Pile Safely

Practice Safety

Perfect Stowing

Proper Switching

Prevent Shock

Protect Sales and Promote Satisfaction . . . through Personal Service

There's a great day coming! We must be prepared for it! How? By thinking about good products, good public relations, good merchandising, and good jobs. The accomplishment of these things depends upon . . . Perfect Shipping!

New Plant Manager Appointed

Roy A. Ballou was recently appointed as vice president and general manager of the Golden Age Macaroni Corporation, Los Angeles, California, subsidiary of Grocery Store Products Company. He succeeded Don. N. Givler who was advanced to vice president and general manager of the Foulds Milling Company plant at Libertyville, Illinois. He will not only have charge of the plant but also of the company's entire operations from Chicago to and including the Pacific Coast.

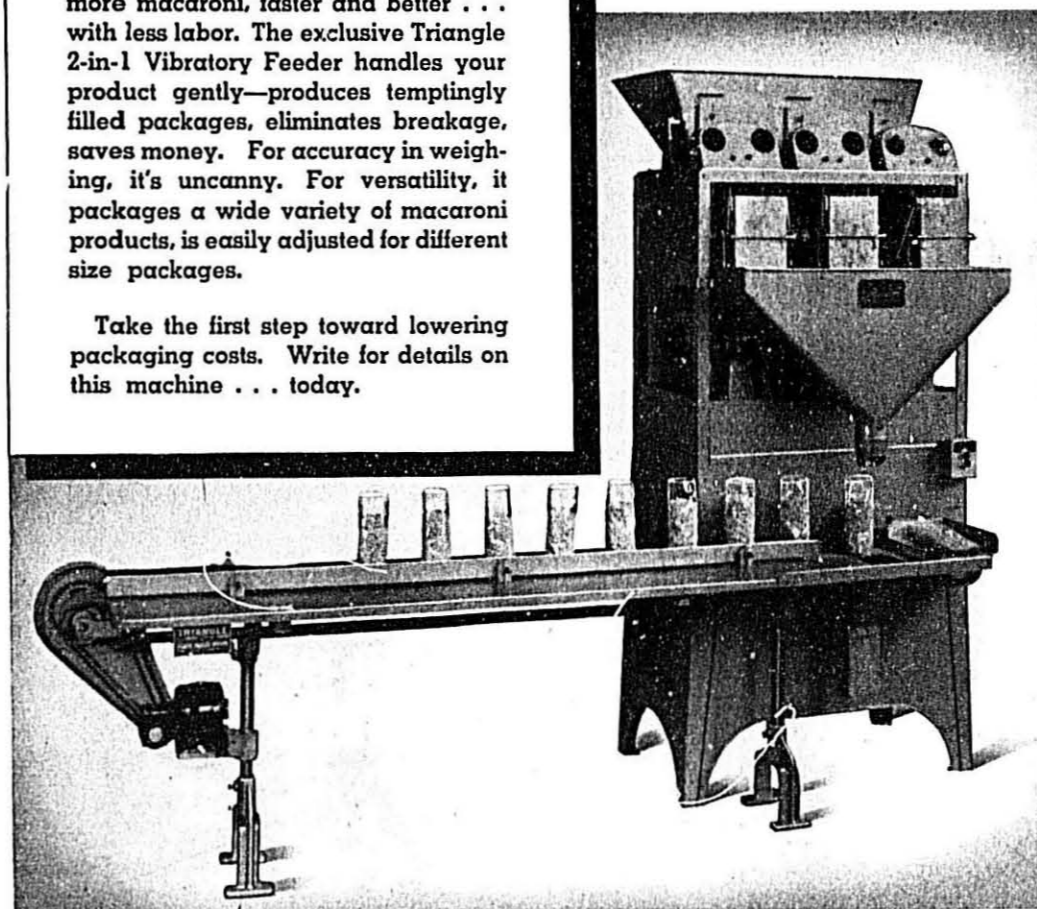
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The National Macaroni Institute

ITS AIMS AND CURRENT ACTIVITIES

The youngest member of the Macaroni Industry triumvirate is The National Macaroni Institute. It was founded in 1937 and its existence has always depended on voluntary contributions from friendly manufacturers and allied eager to aid in the fulfillment of its many possibilities for good to the trade they sponsor.

The National Macaroni Manufacturers Association is the oldest of the organized Macaroni Family. It was founded in 1904, primarily to provide a real nucleus for co-operative action by the industry, in normal years and in emergencies.

The Macaroni Journal, the second member of the organized macaroni Family, first issued as the spokesman of the Industry in May, 1919, aims to keep the leading friends and executives of the trade up to date on current events affecting the business.

The National Macaroni Institute, the youngest branch, has for its basic purpose the spreading of the gospel of macaroni foods which deserve a wide consumer acceptance because of their economy and nutrition.

In the brief seven years of its existence, the Institute has made good use of the limited funds contributed and its management has received much commendation on the service rendered.

even on so small and so indefinite an income. It has distributed several score of attractive glossy prints of appetizing dishes of macaroni, spaghetti and macaroni—always in tasty combination with other good foods. It has released numerous interesting stories, educational in character and promotional in fact. Nothing "cheap" has been resorted to in its releases, despite the fact that oftentimes its finances had to be stretched almost to the breaking point to maintain the high standard set by its management.

Nearly a quarter of a million copies of its illustrative booklet, "Americanized Macaroni Products," dealing with the origin of macaroni-making, its American introduction and development, illustrations of its processing, statements of facts concerning the food value of macaroni foods and suggested recipes, also beautifully illustrated, have been printed and distributed in its broad educational work. Nearly a half-hundred manufacturing and allied firms have purchased and distributed its fine booklet.

Teaching the Millions

Never in the history of macaroni-noodle manufacture has there existed so great an interest in this food due to natural causes and some fine educa-

tional work by the leading manufacturers, individually and co-operatively. Augmenting the fine program of industry and products promotion through consumer education in the recent months was the Government rationing program and the general scarcity of such competing foods as meats, potatoes and cheese.

The effect of scarcity and rationing on the consumption of macaroni, spaghetti and egg noodles is generally known, but there must still be quite a number of manufacturers who do not realize fully the work being done by the industry leaders in permanent education and the creation of a natural liking for a good food such as this natural grain product.

Quite naturally one would expect the industry to go all-out in promoting its product as a special for Lent. Individual advertisers stressed the seasonal qualities of macaroni products, as did most nutritionists, home economists and food authorities of all kinds.

Publicity-minded manufacturers and allied, recognizing the big, needed job of consumer education and products promotion that remains to be done—it's a never-ending duty if macaroni products are to gain their rightful place in American menus—have be-

come increasingly liberal in their contributions. As an example of the use to which this support is put by the Institute management, there are reproduced below some of the releases prepared for the Lenten Season of 1945, which ended April 1; also of some of the post-Lenten suggestions.

First, a national news release with attractive illustrations of tested dishes beamed at all agencies that will reach ultimate consumers. It was titled

Macaroni Products and Their Place in Lenten Menus

An energy food that's downright friendly and thrives on the companionship with other foods is macaroni. Also its little brothers—spaghetti, vermicelli and noodles. It's hard to think of macaroni without adding "and cheese," isn't it? Or spaghetti without a mental note of "meatballs or tomato sauce"; "noodles and tuna fish" or "chicken and noodles." Those phrases indicate how well members of the macaroni family mate with meat, fish, fowl, or please the vegetarian!

Now comes Lent with extra meatless days to test the cook's agility in providing energy foods for her family. That means eggs, seafoods and cheese as meat alternates. Combine them with a macaroni product to transform them from tidbits into hearty, energy foods. Macaroni recipes calling for meat or chicken shivers are often adaptable to seafood.

If you are the kind of planner who likes to "cook ahead," macaroni is your dish! It's just as easy to cook a pound of macaroni for its kinfolk as a half pound. Use what you immediately need and store the remainder, drained and covered of course, in the refrigerator. Use it the third day in an entirely new dress. As easy as opening a can, the second portion will be ready to go into a molded salad, loaf, casserole or to be reheated in the double boiler for a fresh vegetable sauce.

There are simple, homey dishes that require so little time, such as macaroni and cheese. Or to please the head of the house why not surprise him one day with a dish he often enjoys downtown—spaghetti with tomato sauce sprinkled with cheese? Serve a dish as typically Southern as baked beans—are typically New England! Let the family taste Shrimp Crooks over spaghetti and wait only a brief pause for requests for "seconds."

A molded salad, incidentally, is one of the very best tricks of advance cookery. Gelatin has the ability not only to seal in flavor but retain the original crispness and texture of ingredients it entombs. A salad can be molded today for tomorrow's party or dinner without loss of its good qualities. If you like a tossed macaroni salad you will also enjoy serving a new molded version with a nippy mixture of tomato juice, chopped raw vegetables, flaked tuna fish, chicken or ham and macaroni, of course.

Here's how to use macaroni, spaghetti and noodles in smart, new energy dishes for Lent.

Spaghetti with Shrimp

8 oz. spaghetti, 4 lbs. wax or long
Cook in boiling water (salty) until tender. Drain and serve at once with the following sauce.
3 tsp. olive oil, 1/2 cup oil
1 or 2 large Spanish onions sliced thin
1 c. diced celery
1 lb. fresh shrimp, cooked, shelled and cleaned (canned or frozen shrimp may be substituted for the fresh shrimp)
1 c. green pepper, sliced
Mushrooms if desired
4 tsp. flour
3 c. canned tomatoes

Sauté the onion, celery, pepper and mushrooms. Sprinkle with flour mixed well. Then add the tomatoes, simmer until all ingredients are tender. Add shrimp and heat to serving temperature. Serves 8.

This nutritious loaf will first take the eye and then the palate of the family who likes substance to their food.

Egg Noodle and Vegetable Loaf

2 c. cooked egg noodles
1 c. cooked mixed vegetables (carrots, fresh or frozen). Suggest carrots, peas, corn, beans
Salt and pepper to taste
1 small onion, cut fine
1 c. bread crumbs
3 egg yolks
1 c. milk
3 egg whites, beaten stiff

Combine noodles, vegetables, onion and bread crumbs. In top and add 1/2 c. hot milk and add beaten egg whites. Cook until creamy consistency is reached with the noodles consistency. Drain off the stiffly beaten egg whites. Place in well oiled loaf pan and bake about 30 minutes at 350 F. Loaf should be firm. Serve with tomato and cheese sauce. Serves 6 to 8.

The vegetarian spaghetti combination listed below is a fine energy meal for Lent.

Spaghetti with Vegetable Sauce

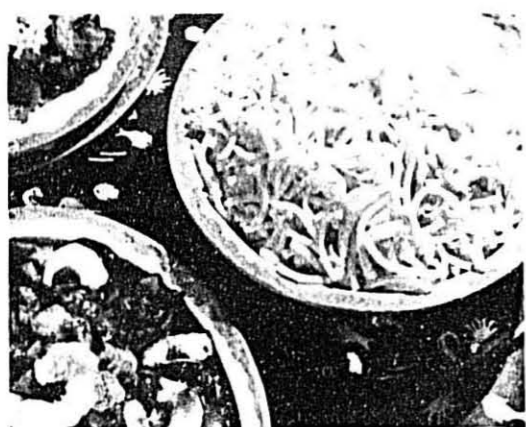
8 oz. spaghetti
Cook until tender in boiling salted water. Drain and serve.
Grind
1 onion, medium
1 green pepper
1 carrot
1 stalk celery

Put 1/2 any kind of ground beef or meat, fish or poultry in a hot oil. Fry this, if desired.
Mix well with 1 egg and 1/2 cup dry bread crumbs. For cream, mix the mixture hold shape well. Shape into balls and fry in hot oil about 2' deep. Remove and drain, then place in vegetable sauce and simmer with heat low for 20 to 30 minutes.

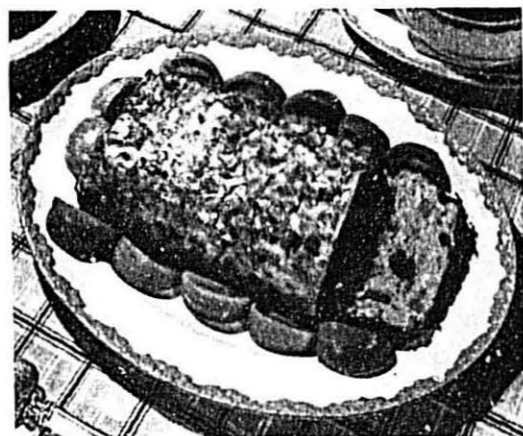
Vegetable Sauce
3 tbsp. cooking oil
1 c. green pepper
1 c. diced celery
1 c. mushrooms (optional)
2 c. canned tomatoes

Cook the onion, green pepper, celery and mushrooms in the hot oil until they are browned. Then add the rest and cook slowly to desired consistency.

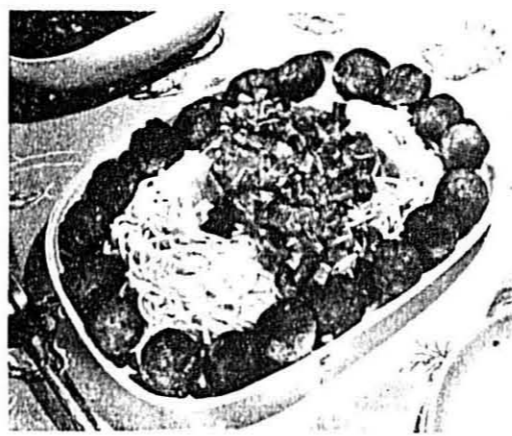
Molded Macaroni Salad is fine if used itself. For extra protein serve with deviled eggs ornamented with pinonuts.



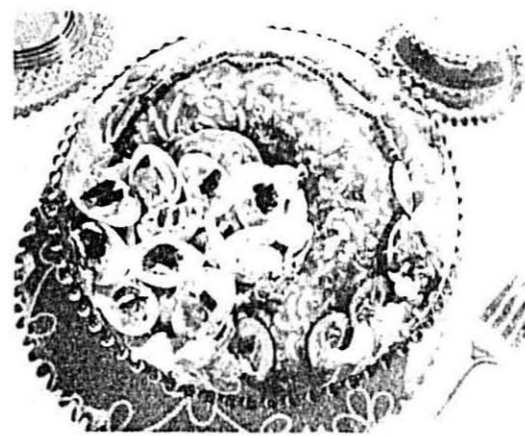
Spaghetti with Shrimp



Egg Noodle and Vegetable Loaf



Spaghetti with Vegetable Sauce

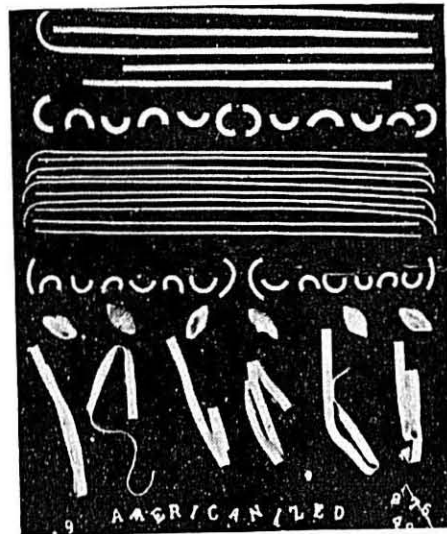


Molded Macaroni Salad

Molded Macaroni Salad

- 8 oz. elbow macaroni
- 4 c. tomato juice
- 3 tbsp. lemon juice
- 2 tbsp. plain gelatin, soaked in 1/2 c. cold water
- 1 c. flaked tuna fish, salmon, chicken or ham
- 1/2 c. diced celery
- 1/2 c. canned peas or diced green pepper

Cook the macaroni in boiling salted water until tender. Drain. Rinse with cold water and allow to cool. Heat the tomato juice to boiling point. Add the gelatin that has been soaked in 1/2 c. cold water. Cool mixture. Then add other greased mold. Place in cool place until set. Unmold and serve garnished with lettuce, deviled eggs and cucumber slices. Serves 8 to 10.



By BETTY BARCLAY

No! This isn't Sanskrit, Arabic or Turkish. It's not even shorthand or Braille. It's a family of one of our Basic 7 foods—a many-shaped family, strutting its stuff. Reading from top to bottom, the shapes shown are called macaroni, macaroni elbows, spaghetti, spaghetti elbows, shells, egg noodles and alphabets and numerals. Quite simple, when explained, isn't it?

We need each day, foods from each of seven groups—called The Basic Seven Foods. Macaroni and its various food cousins featured in the illustration are group-6 foods—energy foods. But they blend excellently with foods in most of the other groups, so that a macaroni main-course dish may well take care of the bulk of the food requirements for that meal. Macaroni blends with cheese, meats, apples, tomatoes, milk, butter, fish and eggs—so you see how important a food it is. With spaghetti and egg noodles, it forms the famous "Energy Trio" that fits so nicely into all-season menus.

So don't read the above. Eat it. The recipes below are for some particularly healthful and delicious dishes, that will start you off on a new energy diet and are especially adapted for serving during the Lenten Season when many prefer non-meat dishes.

Macaroni-Egg Delight
 1/2 lb. elbow macaroni
 1/2 cup grated cheese
 6 eggs
 1 can tomatoes
 Salt, pepper and butter to taste
 Cook macaroni in boiling salted water until tender; drain.
 In a shallow baking dish cook tomatoes, seasoned with salt and pepper for 10 to 12 minutes. Add drained macaroni, mix well.
 Drop 6 carefully broken eggs in your favorite pattern on top of the mixture. Season each egg with pepper and salt and sprinkle over all the grated cheese, with dots of butter here and there.
 Bake at 275 degrees F. until egg whites are set. 4 to 6 servings.

French-fried Macaroni with Cheese
 1 lb. elbow macaroni, long or elbow
 2 tablespoons butter or other shortening
 1/2 cup grated cheese
 Pepper and salt to taste
 Boil macaroni in rapidly boiling salted water; drain.
 In a heavy frying pan, melt shortening. Add a little olive oil if you like that flavor. (It will keep butter from "burning", if butter is used).
 Add the drained, boiled macaroni and stir it often to slightly brown a substantial portion of the macaroni. Fry none of it hard. Sprinkle with grated cheese; serve hot.

Egg Noodle Surprises



By BETTY BARCLAY

Delightful "surprise" dishes may be prepared quickly from many of the packaged foods that are stocked on the shelves but often overlooked when the menu for the day is being prepared.

Take your box of egg noodles, for example. Here is a rich carbohydrate and protein food that blends with meats and vegetables to form many a substantial dish. Draw upon its richness repeatedly during these cold days when our bodies need more fuel than usual.

Here are two surprise dishes. Try one the next time you have company or want to please the family. You'll appreciate the value of that little box of egg noodles when you try either recipe.

Egg Noodle Frankfurter Surprise
 5 ounces egg noodles
 6 frankfurters
 1/2 cup carrots
 1/2 cup peas
 1/2 teaspoon salt
 1 tablespoon butter
 1 cup milk

1. Cook egg noodles in boiling, salted water until tender, drain.
 2. Parboil frankfurters and vegetables, or use left-over cooked vegetables.
 3. Place a layer of egg noodles in baking pan, then slice frankfurters banana-wise over noodles; more egg noodles and sprinkle with peas and sliced or diced carrots and salt; continue layers until all ingredients are used.
 4. Put dab of butter on top and pour a cup of milk into pan and place in oven until brown.

Egg Noodle and Sizzled Hamburger Steaks

Mrs. Housewife: You've been busy with a hundred and one household duties, or detained. You have but a half hour to prepare lunch or dinner. What a quandary! Here's an out,—a real godsend: serve an egg noodle hamburger steak meal,—one that is ready in less than a half hour.

1/2 lb. egg noodles
 2 cups onion, chopped
 3 tablespoons butter
 1 lb. ground meat
 1 small can tomato soup
 Salt and pepper

Cook noodles in plenty of boiling, salted water about 10 minutes. Drain.

While egg noodles are cooking, melt butter in shallow pan; add onion and tomato soup. Cook gently about 12 minutes. Pour drained noodles into sauce pan, mix lightly and place pan under broiler on which the steaks are to be sizzled and in such a way as to catch the juices from the steak.

Prepare the hamburger steaks for broiling by moulding into four patties and rubbing salt and pepper on both surfaces. Place on broiler rack and sizzle them till they are done to your taste. Serve very hot. Serves 4.

With a little salad and your preferred dessert, you have a meal in a half hour that your family will relish.

As a change substitute macaroni or spaghetti for egg noodles.

NOTE: As a pleasing nutritious change, try serving youngsters, boiled egg noodles (macaroni or spaghetti) with hot milk, and sweetened to their taste.

Mat Service with Family Interest

To reach readers of smaller papers in the urban areas, two timely mats were released—one with the Lenten flavor and the other for the post-Lenten season when meats may be more available.

"Americanized Macaroni Products" booklets are available at 10 cents each. Write the National Macaroni Institute at Braidwood, Illinois.

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Can the World Have Better Food and More of It?

Excerpts from Article in April 14 Issue of Liberty Magazine,
by Harry A. Bullis, President of General Mills, Inc.

"In the total cost of living, the largest item is the cost of food. In the United States and Canada, expenditures for food make up about 25 per cent of the family budget. In normal prewar times in England, Germany and the Netherlands, the proportion spent for food was higher, between 30 and 35 per cent. From these lower levels it has ranged up to 50 per cent in Italy, and to 70 or 80 percent in India and China; in times of famine approaching 100 per cent.

"Until the beginning of the nineteenth century, hunger (visible or hidden) was the usual state of the greater part of mankind. The English economist Malthus, writing in 1798 and voicing the opinion of many economists of that time, held that this would always be so—that world population would increase faster than world food supply unless held in check by war, pestilence, or famine. But since then the scientific knowledge of agriculture has greatly increased. Also there has been increasing use of power machinery. Largely as a result of those developments, the United States, Canada, Australia, and Argentina do not have widespread food shortages. When people go hungry or are inadequately nourished in these countries, it is not usually because of actual shortages of essential food products, but because of lack of purchasing power or lack of knowledge of food values. Instead of food shortages, these countries in peacetime are more likely to have surpluses, which may result in low prices for agricultural products and hardship for the farmers.

"However, even during peacetime in some countries, such as India and China, chronic food shortages affect the greater part of the population; and in all countries there are some people who never are adequately fed.

"The fact that there have been persistent surpluses of certain foods in this country has given rise to the idea that the shortages in other parts of the world could be corrected by sending our surpluses where they are needed. But the problem is not so simple as this. It would not be true to say that when the war is over, people everywhere can be satisfactorily fed simply by disposal of our surpluses. However, it should be possible within a few years after the end of the war for many peoples of the world to be better fed than they were before the war.

"In order to understand how this would be possible, it is necessary to consider the reasons for the huge differences between food supply and population in different parts of the world. Why in two-thirds of the world is the food supply inadequate for the population? Why in the remaining one-third does the food supply exceed the needs of the population and embarrass and dislocate the economy?

"Take, first, the case of the United States. Since this country gained its independence, the proportion of the population engaged in agriculture has been reduced from 95 per cent to approximately 20 per cent. That reduction has been made possible by the tremendous increase in production per farmer per man-hour. This increased production is partly the result of labor-saving machinery, partly the result of greater scientific knowledge regarding agriculture. As a consequence, the people of the United States have been better fed than they were when a large proportion were engaged in agriculture. There has actually been more food per capita for the whole population as a whole.



Harry A. Bullis

"Because a smaller proportion of the population could produce enough food for all the people in the country, a larger proportion was available for employment in industry and services. Meanwhile industrial efficiency was increasing rapidly. During the twentieth century, average production per man per hour has quadrupled. This entire development improved the country's material well-being and provided increasingly greater opportunities to each rising generation. This rise in material welfare attracted great immigration from Europe, which contributed to the rapid increase in population—an increase of from less than 4,000,000 in 1790 to about 138,000,000 at the present time (including armed forces overseas).

"Even in the depression of the 1930s there was no shortage of food in this country—the shortage was of purchasing power. The fact that many people could not afford to buy the food that was available contributed to the agricultural surpluses and to the decrease in prices for farm products. Exports of foodstuffs, especially grain, also fell off (largely because of the policies of European countries), depressing even more the prices of agricultural products.

"In many ways the changes which have occurred in western Europe have been similar to those which occurred in this country. When hand tools began to be replaced by machinery, with the consequent increase in industrial and agricultural output, there was at first an increase in the rate of population growth. At the same time the people were generally better fed because the rise in productivity easily outstripped the increase in numbers.

"However, Europe's industrial output increased even more than her agricultural output. She exchanged a part of her gain in manufactured products for the food of other countries, particularly those of the New World. But Europe as a whole continued to produce nine-tenths of the food she consumed. Only England became so industrialized as to import more than half of her food requirements.

"During the last century, as material conditions of European peoples improved, and in spite of heavy emigration

(Continued on Page 40)

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AUTOMATIC WEIGHING, PACKAGING and CONVEYING EQUIPMENT

Can the World Have Better Food and More of It?

(Continued from Page 38)

tion, the population of Europe doubled.

"Co-operation between the United States and western Europe with regard to production and distribution of foodstuffs would be to the advantage of both. European land and labor which have been devoted to the grossly uneconomic production of cereal crops might better be employed in production of vegetables, meats, and dairy and poultry products—all perishable protective foods, the greater use of which would be beneficial to the health of the people.

"If Europe would do this, the efficient grain-producing countries—the United States, Canada, Australia, and Argentina—would have a market for their surplus grain at favorable prices. In this connection it should be remembered, however, that Canada, Australia, and Argentina usually have lower-priced grain than we have.

"Certain concessions would be required on our part. It would be necessary that America including our agricultural population, be willing to accept from Europe enough foods (mostly manufacturers) to permit Europe to pay for its purchases.

"But North America and Europe do not comprise the major part of the world's population, and the food problems of some other parts of the world are quite different.

"Of the 2,200,000,000 people now living in the world, more than half are in eastern and southeastern Asia and near-by islands.

"The great mass of the population of India and China, totaling more than a billion people, is chronically undernourished and frequently faces famine. Both countries are predominantly agricultural, but agricultural methods in general are primitive and inefficient. Both countries are densely populated, and in India especially the population is increasing rapidly. In fact, between 1931 and 1941, the population of India grew from 340 to 390 million—an increase in a single decade that was approximately equal to the entire population of Great Britain. As is usually true in a densely populated agricultural country, population is increasing more rapidly than food supply. The problem in India is further complicated by religious taboos against certain foods. The Mohammedans will eat no pork, the Hindus no beef—while the sacred cows are fed the crops that, to Occidental eyes, might seem better utilized if consumed by the undernourished people.

"Can the situation in India and China be relieved by imports of food from surplus-producing countries?

Unfortunately, not to any great extent. If the peoples of India and China are to be better fed, it will have to be largely through their own efforts."

"In America, Europe, and Asia alike, improvement in the nutrition of the people calls for more education—the dissemination of knowledge with regard not only to the production and distribution of food, but to the consumption of food as well. A general knowledge of the fundamentals of good nutrition, and the application of these fundamentals would improve the health of the population even in prosperous surplus-producing countries.

"If the world is to be better fed, it is essential that the general level of food production be raised rather than lowered. The lowering of trade barriers would be more effective than the lowering of production in preventing burdensome surpluses.

"What is here advocated is an orderly program for world development, in which better nutrition for the peoples of the world is only one phase.

"In western Europe, what is called for is not continuous assistance from

the outside but political and economic arrangements that will make possible the importation from the efficient cereal-producing countries of much larger amounts of grain and pork, while western Europe's agriculture concentrates on growing perishable protective foods.

"In the Far East, continuing assistance will be needed over a period of years, so that productivity may be expanded both to enlarge food supply and to improve social and economic conditions.

"In these ways the world can move toward the goal of more food, better food, and cheaper food as part of enhanced welfare. Welfare has many components—nutrition, housing, clothing, sanitation, education, transportation, and communication—all more or less interdependent within countries and between countries.

"If the peace planners think of bread and butter as much as they think of guns and boundaries and the parliament of the world, you and I may live to see the day when all peoples will have more and better food because we live in a world well organized for peace."

Shellmar Products Announces Change

Due to its greatly expanded West Coast activities, Shellmar Products Company, Mt. Vernon, Ohio, and Pasadena, Calif., has announced the following changes: F. P. Winslow, formerly in charge of the Eastern Sales



F. P. Winslow

Division of the company, becomes general manager responsible for manufacturing and sales in eleven western states. J. H. Gauss, for the past five years sales manager of the central division with headquarters in Chicago, will handle sales of the eastern divi-



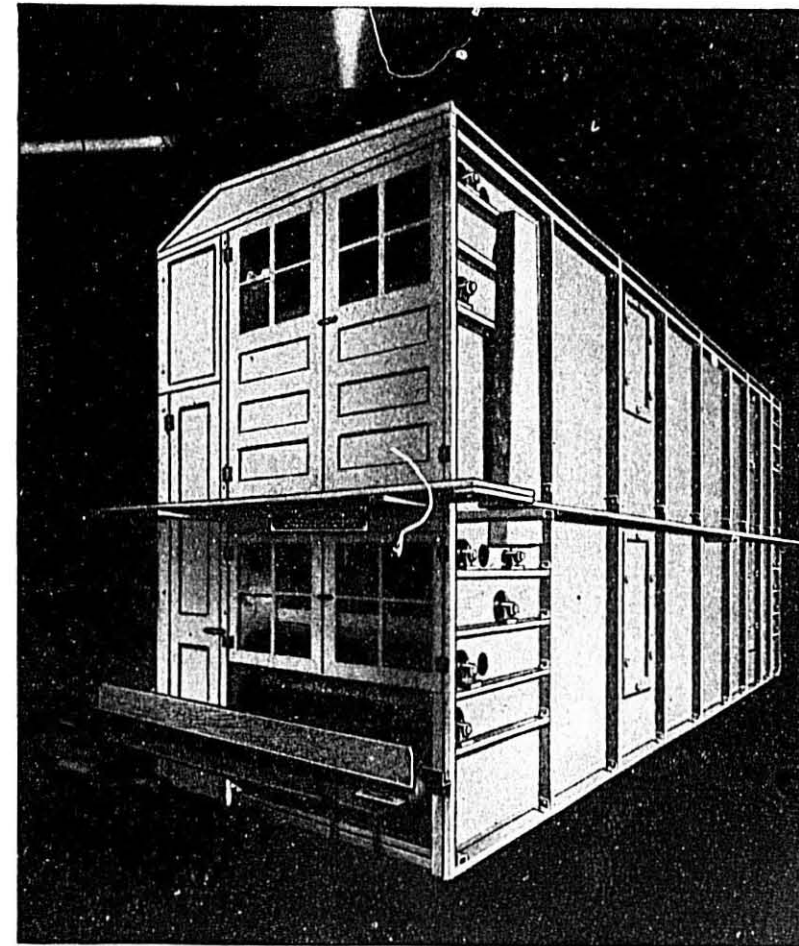
J. H. Gauss

sion in addition to his present territory.

O. D. Carlson will continue as West Coast sales manager and E. Lukas as superintendent of the Pasadena plant.

Shellmar is one of the largest manufacturers of packages and packaging materials. It is responsible for the development of many of the outstanding wartime packages which have made it possible to safely deliver food and fighting equipment to our armed forces in every part of the world. Best known of these are the moistureproof bags for packaging complete aircraft engines, dehydrated soup, and beverage packs and packages for rations "D" and "K."

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.

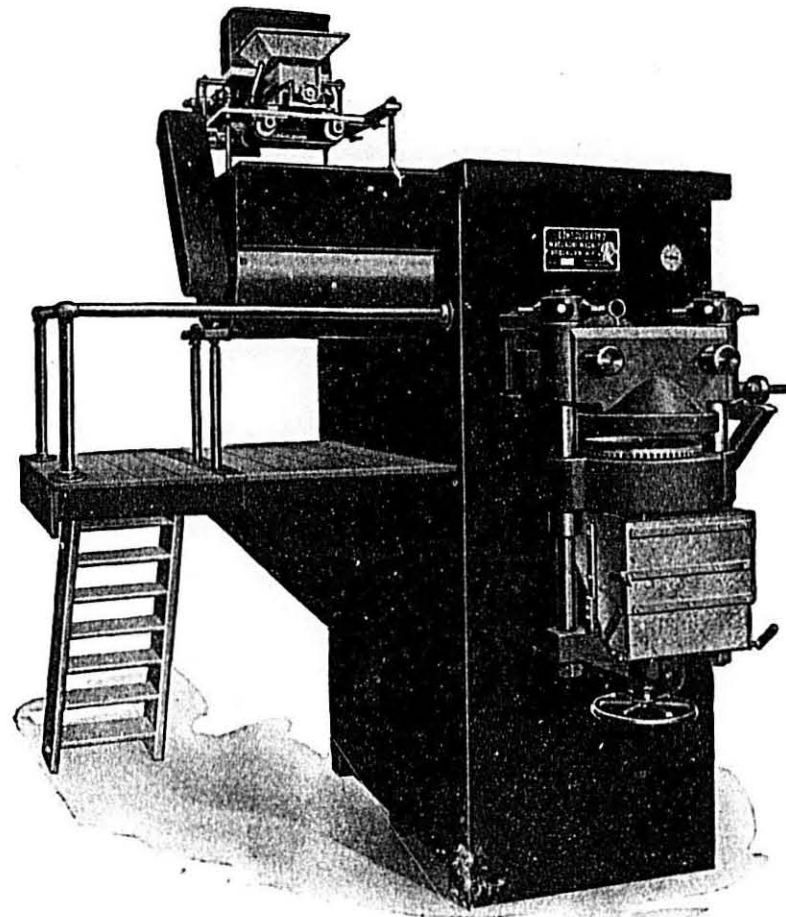
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.

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Consolidated Macaroni Machine Corp.



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

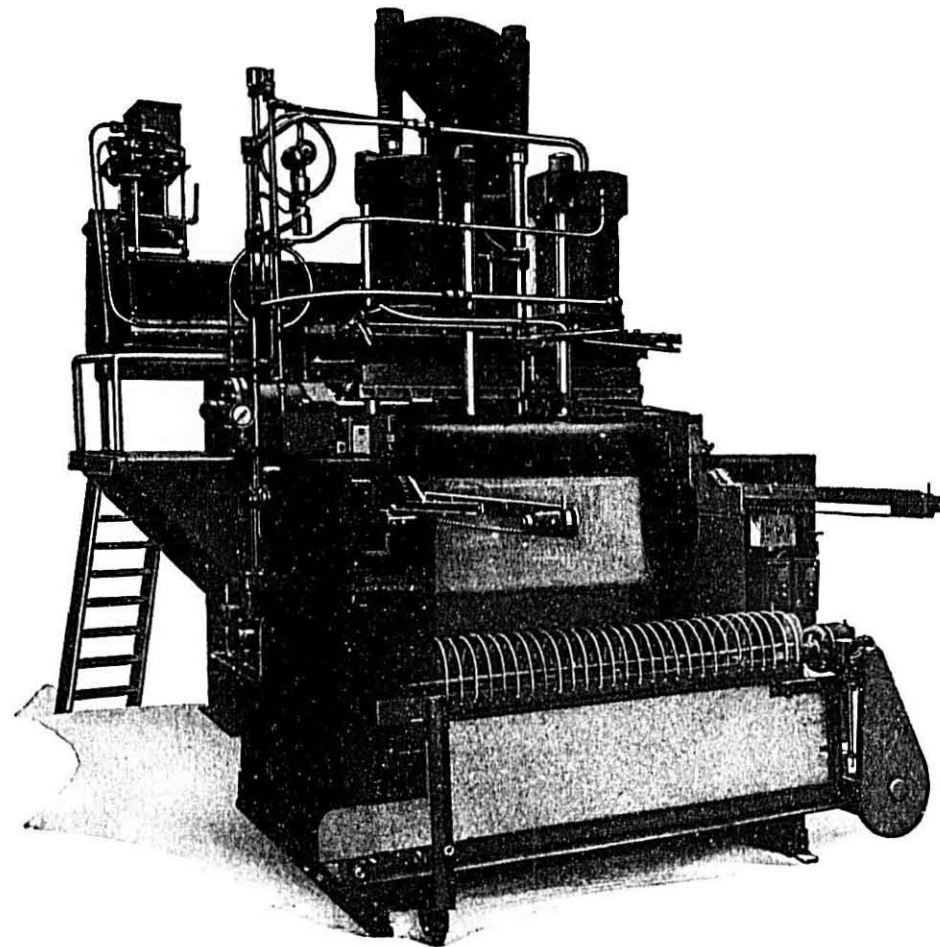
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

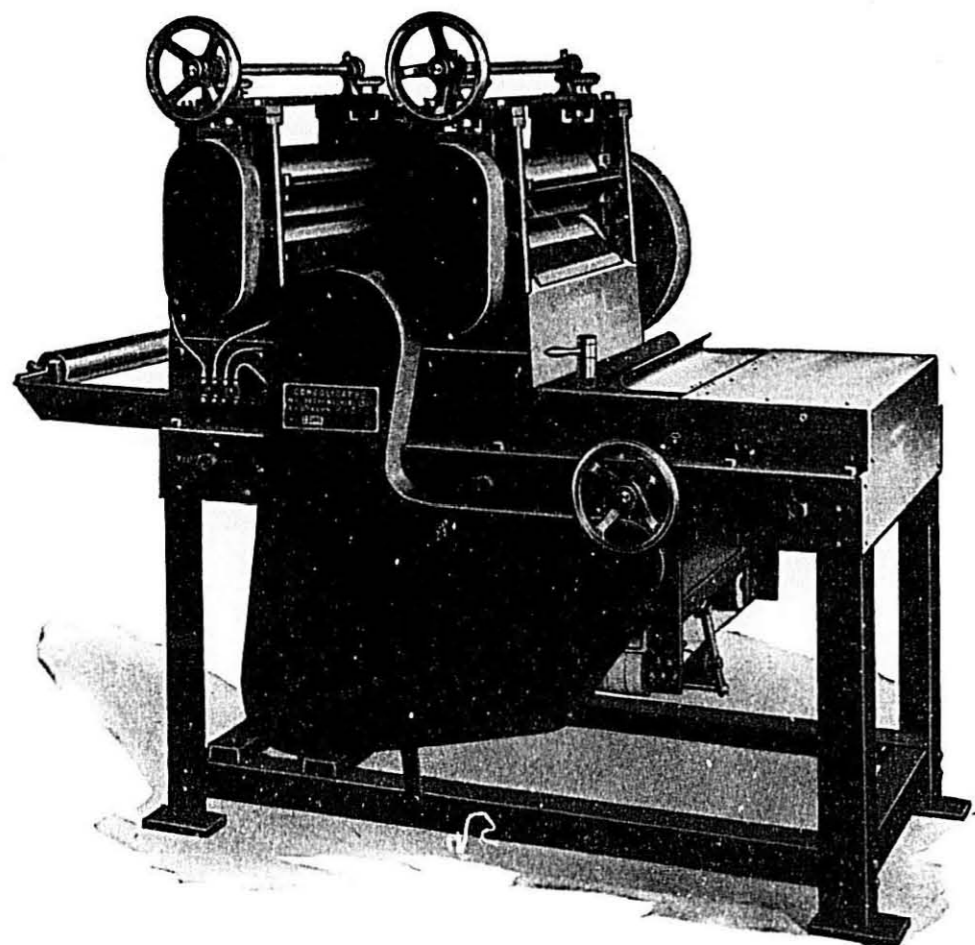
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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



Servicemen's Honor Roll

The whole Industry pays homage to the sons and daughters, to relatives of executives of macaroni-noodle firms and to employees who responded to our country's call to duty in the present great world conflict. We are proud of the Industry's contribution to the world's best fighting force. There is every reason to feel that the list below is not nearly as complete as it should be, because of the modesty of some executives and the thoughtless-

ness of others, though two separate requests were made of every known manufacturer that names and record of their family members and plant employees be submitted. We would welcome additional listings and names of those overlooked if submitted will be listed in the next issue of the JOURNAL.

We console with the relatives and friends of those who made the supreme sacrifice. May their deeds ever

live in our memory as examples of what constitute patriotic Americans.

We sympathize with those who have been wounded and may they find some relief in our sincere hope for their ultimate complete recovery.

Hail to those who have "fought the fight" and return to their places in civilian life, knowing that they have made it possible for millions of other Americans to live the American way of life.

| Name | Branch | Rank | Service & Status | Decorations |
|---|--------------------|----------------|--|----------------------------|
| American Beauty Macaroni Co., Denver, Colo. | | | | |
| Anthony M. Vagnino | Army | Sergeant | Southwest Pacific | |
| Edward R. Vagnino | Army | Corporal | Training | |
| Bristol Macaroni Co., Bristol, R. I. | | | | |
| Anthony P. Perroni | Airforce | Staff Sergeant | European Theater | |
| Pasquale J. Perroni | Airforce | Corporal | European Theater | |
| Rosario C. Perroni | Army—Medical Corps | Staff Sergeant | European Theater | |
| The Creamette Co., Minneapolis, Minn. | | | | |
| *Claude Crandall | Army | Private | European Theater | |
| Wallace C. Hagen | Army | 1st Lieutenant | European Theater (Wounded) | |
| Jerome F. Mitchell | Army | Corporal | European Theater | |
| Donald C. Norris | Navy | H. A. 1/c | Pacific Area | |
| A. G. Oman | Navy | M. M. 1/c | Training | |
| Eleanor Strand | WAC | Private | Training | |
| George Williams | Navy | Ensign | Atlantic Area | |
| James T. Williams, Jr. | Army | Sergeant | Arctic & U. S. | |
| Laurence Williams | Army | | European Area (Wounded—Honorable Discharged) | |
| *Killed in France, Oct., 1944. | | | | |
| Cook's Products Co., Boston, Mass. | | | | |
| Harvey M. Cook | Navy | S. 1/c | Pacific Area | |
| Harold A. Martell | Army | Private | Training | |
| Kurt Eichler, Middle Village, N. Y. | | | | |
| Nicholas Visceglia | Navy | Coxswain | Pacific Area | |
| Peter Visceglia | Army | Private | Aleutians (Engineer) | |
| Dr. Fischer's Food Products Co., San Francisco, Calif. | | | | |
| Horace J. Ferrante | Airforce | Corporal | Philippines | |
| Globe Mills, Los Angeles, Calif. | | | | |
| Romey Coiso | Marines | Private | Joined Sept., 1942 | |
| George J. Duffer | Army | Private | C. D. D. Discharge (3 yrs., 3 mos.) | |
| James A. Fell | Marines | Private F. C. | Joined July, 1942 | |
| Tony Silvestri | Army | Private | Joined Mar., 1942 | |
| John J. Valdez | Army | Private | Joined Mar., 1943 | |
| Golden Grain Macaroni Co., San Francisco, Calif. | | | | |
| Thomas DeDomenico | Army | Private F. C. | European Theater | |
| Allonso Gioia & Sons, Rochester, N. Y. | | | | |
| Anthony J. Gioia | Army | Captain | European | Silver Star & Purple Heart |
| Joseph A. Gioia | Army | Captain | European | |
| I. J. Grass Noodle Co., Chicago, Ill. | | | | |
| Donald Doubek | Army | Private F. C. | Discharged | |
| Jos. E. Flahive | Army | Corporal | Pacific Area | |
| Angelo DePasquale | Army | Private F. C. | Philippines | |
| Victor DePasquale | Army | Private F. C. | European | |
| Patsy Sansone | Army | Private F. C. | Panama | |
| A. P. Sumner | Army | Private F. C. | Philippines | |



Anthony J. Gioia



Joseph A. Gioia



Robert Freschi
Ravarino & Freschi, Inc.



Joseph V. Signorelli
G. Santoro & Sons



Albert Zullo
Oregon Macaroni Co.



Harvey M. Cook
Cook's Products Co.

| Name | Branch | Rank | Service and Status | Decorations |
|--|----------|---------------|--------------------------|--------------------------|
| Indiana Macaroni Co., Indiana, Pa. | | | | |
| John Naddio | Army | Corporal | Italy | |
| Richard J. Rizzella | Army | Sergeant | England | |
| Minnesota Macaroni Co., Saint Paul, Minn. | | | | |
| Richard Buchner | Army | | Wounded | Purple Heart |
| Francis Chavre | Army | | | |
| John J. Lombardson | Army | | | |
| Richard Tiedl | Army | | | |
| Anthony Gosha | Army | | | |
| Richard Kostuch | Army | | | |
| Orville McLean | Navy | | | |
| Joseph O'Leary | Navy | | Discharged | |
| Clement Parlow | Army | | Discharged | |
| Maryon Skon | Army | | | |
| Harold Sillhood | Army | | | |
| Mission Macaroni Co., Inc., Seattle, Wash. | | | | |
| Nick O. Chavarr | Army | Sergeant | France | |
| James Constantino | Army | Corporal | Africa & Italy | |
| Nicholas Trossi | Army | Private | France | Purple Heart |
| Lavrentis Mayovsky | | | | Presidential Citation |
| Nick Malonia | Navy | S. I. | Training | |
| Albert Medina | Navy | S. I. | Pacific | |
| Ernest Merline | Army | Private F. C. | Italy | |
| Michael Merline | Army | Lieutenant | U. S. | |
| Michael Merline | Army | Private | U. S. | |
| Walter B. Mitchell | Army | Private F. C. | New Caledonia | |
| Sam Pacano | Airforce | Sergeant | Italy & Africa | Air Medal & 3 Oak Leaves |
| Amadeo Rossi | Army | Sergeant | Europe & Africa | |
| Mound City Macaroni Co., St. Louis, Mo. | | | | |
| Mike Agosti | Army | | | |
| Gunnar Anderson | Army | | | |
| Paul Beria | Army | | | |
| Ernst Campagna | Army | | | |
| Richard DeGregorio | Marines | | | |
| Sam DeGregorio | Marines | | | |
| Anthony DeRamondo | Army | | | |
| Robert Freschi | Army | Captain | Italy | |
| Domenico Italiano | Army | | | |
| Charles Mercurio | Army | | | |
| Joseph Radice | Army | | | |
| Baptiste Randazzo | Army | | | |
| Vito Palazzolo | Army | | | |
| Frank Signorelli | Navy | | | |
| James Van Ness | Navy | | | |
| Frank Vernaci | Army | | | |
| Oregon Macaroni Mfg. Co., Portland, Ore. | | | | |
| John Peter Bisco | Seabees | C. M. 3. C. | Europe, Africa & Pacific | |
| Albert Zullo | Marines | Private F. C. | India | |
| Antonio Palazzolo & Co., Cincinnati, O. | | | | |
| Domenico Palazzolo | Army | Private | France | |
| Paul Palazzolo | Airforce | Pilot | Training | |



Lawrence Williams



Edward De Rocco



Albert R. Rossi

| Name | Branch | Rank | Service and Status | Decorations |
|---|-------------|----------------|--------------------------|---|
| Prince Macaroni Mfg. Co., Lowell, Mass. | | | | |
| Anthony J. Cantella | Marines | Private F. C. | Europe, Africa & Pacific | |
| Amico M. Cantella | Marines | Major | Pacific | Decorations |
| Ravarino & Freschi, Inc., St. Louis, Mo. | | | | |
| Adam Arden | Army | Sergeant | | |
| Jacob Egler | Army | Sergeant | | |
| Isidoro Lambertini | Navy | S. I. | | |
| Roma Macaroni Mfg. Co., Chicago, Ill. | | | | |
| Peter J. Prosto | Navy | A. M. M. 2. | U. S. | |
| Peter Rossi & Sons, Braidwood, Ill. | | | | |
| Albert R. Rossi | Marines | Major | Pacific Area | |
| G. Santoro & Sons, Brooklyn, N. Y. | | | | |
| Joseph V. Signorelli | Airforce | M. Sergeant | England | |
| San Diego Macaroni Mfg. Co., San Diego, Calif. | | | | |
| Edward De Rocco | Navy | Lieutenant | Pacific | Wounded in action U. S. Naval Hospital |
| Skinner Mfg. Co., Omaha, Neb. | | | | |
| John Baker | Coast Art. | Corporal | Hawaii | |
| Brice Christensen | Navy | Torpedo Man | Discharged | |
| Paul C. Uva | Army | Private | Discharged | |
| Joseph Lamouille | Ordnance | T. I. | European Area | |
| William Hahn | Military | Corporal | Discharged | |
| George Hutchings | Ordnance | Staff Sergeant | European Area | |
| Amos Kaura | Air Corps | 2nd Lieutenant | U. S. | |
| Edward Leary | Air Corps | 2nd Lieutenant | Hawaii | |
| Joseph Masilko | Army | Private F. C. | European Area | |
| Jack Palmo | Anti-Air | Private F. C. | Pacific Area | |
| Royal Paulson | Army | Private | Oceania | |
| Ernest Skinner | Q. M. Corps | Captain | South America | |
| Lloyd Skinner | Q. M. Corps | Captain | Europe & Africa | |
| Paul Skinner | Army | 1st Lieutenant | European Area | |
| Richard Washburn | Anti-Air | Private | European Area | |
| U. S. Macaroni Mfg. Co., Spokane, Wash. | | | | |
| Albert O. DeFolio | Army | Corporal | Pacific Area | |
| Arthur G. DeFolio | Army | Corporal | Pacific Area | |
| Ernest Esco | Navy | S. I. | Training | |
| Gabriel J. Giampietri | Army | Sergeant | U. S. | |
| Porter Watt | Army | Lieutenant | The Americas | |
| Vimco Macaroni Products Co., Carnegie, Pa. | | | | |
| Samuel Viviano | Army | Captain | U. S. | |
| Weber Egg Noodle Co., Los Angeles, Calif. | | | | |
| Karl Beizer | Army | 1st Sergeant | Africa | |
| Youngstown Macaroni Co., Youngstown, O. | | | | |
| R. Tomillo | Navy | S. I. | | |

St. Louis Factories Donate 4 Tons of Spaghetti

Manufacturers will be interested in the following items taken from a St. Louis newspaper.

Eight thousand pounds of spaghetti, staff of life to the Italian people, will go to war-depleted areas of Italy as gift from four St. Louis macaroni makers.

At the Mount City Macaroni company, 1730 S. Kerroll, always operated by Ravarino and Freschi, Inc., the management and production of the United Royal Macaroni and the pertinent St. Louis factories have reached an agreement whereby the company produces spaghetti for the union the Italian people, the amount of the spaghetti is 400 tons.

Last Tuesday, 1945, the spaghetti was produced by the American Relief Administration and distributed to the war-depleted areas according to the plan of the American Relief Administration.

Other companies contributing to the V. A. Victory Food Bank, Mount City Macaroni Co., 1730 S. Kerroll, St. Louis, Mo., 63104; Youngstown Macaroni Co., 1227 S. 1st St., Youngstown, Ohio; and St. Louis Macaroni Co., 1227 S. 1st St., St. Louis, Mo.

The spaghetti, during the war, which originally grew in Italy, where it is known as "K. P. spaghetti" used for the gift spaghetti is high in protein. The spaghetti will provide approximately 40,000 calories, it is said.

Name Packaging Advisory Council

Announcement that the Quartermaster Corps has asked the Technical Committee of Packaging Institute to serve as the Industry Advisory Committee for its Subsistence and Development Laboratory, was made by Walton D. Lynch, President of the Institute, following a meeting of the Board of Directors, held on February 28, in New York.

The request for the services of the committee was made by Major Robert R. Melson, of the Subsistence and

Development Laboratory, Chicago Quartermaster Depot. Mr. Charles A. Southwick, Jr., Chairman of the Technical Committee, reported that the functioning of the committee and method of operation had been agreed upon, and that work had already been started on packaging projects submitted by the Quartermaster Corps.

The directors approved this wartime service by the institute, and the recognition given the technical committee by the Quartermaster Corps, in utilizing its services.

The committee consists of twelve members, including the chairman. Each member covers a particular group of

package forms or a phase of the packaging industry, and each member has a subcommittee of five other people, selected to broaden the base of the committee work; making a total of sixty-seven in all.

Following is the membership of the Technical Committee: Chairman, Charles A. Southwick, Jr., Shellmar Products Company; Vice Chairman, F. S. Leinbach, Riegel Paper Corporation. Directors of subcommittees: Rigid Metal Packages and Fibre Cans, Roger V. Wilson, Continental Can Company; Glass Containers and Closures, H. A. Barnby, Owens-Illinois Glass Company; Shipping Bags, Waterproof Bags, Carl Hartman, St. Regis Paper Company; Plastics and Transparent Films, A. F. Wendler, E. I. du Pont de Nemours & Company; Setup and Folding Cartons, Walter T. Ritter, Chicago Carton Company; Machinery, John Tindal, Package Machinery Company; Adhesives and Laminants, A. B. Crowell, Jr., Union Paste Company; Converted Materials, Metal Foils, Bags (other than paper), Karl Prindle, the Dobeckmun Company; Packaged Products, T. R. Baxter, Standard Brands, Inc.; Paper Base Materials, W. H. Gruebner, The Marathon Corporation; Lacquers, Coatings and Waxes, F. S. Leinbach, Riegel Paper Corporation.

General Mills in Fortune

The April issue of *Fortune* magazine carries a very interesting illustrated story of General Mills, Inc., that makes interesting reading for macaroni-noodle makers. It presents a picture of this leading flour milling firm with views of its units and personalities. The exposé of General Mills' Betty Crocker is cleverly made. As a synthetic personality, Betty Crocker, recognized by the trade as an able speaker for the merits of macaroni products, is known to millions of housewives throughout the country as the source of some of the best food information available.

There are interesting sidelights, too, about the firm's president Harry A. Bullis, board chairman James F. Bell and director of advertising S. C. Gake, altogether a most informative story well worth reading.

New Officers of Buhler Brothers

Buhler Brothers, Inc., New York, N. Y., announce the recent election of the following staff of officers:

Peter Reinhart, *President*
Robert O. Schmalzer, *Vice President and Manager*

Kurt Muller, *Secretary-Treasurer*
The election was held at the annual meeting in March.

Your New ELMES MACARONI PRESS

Your new Elmes macaroni press will have to wait on Victory.

That's not our decision, of course, but you wouldn't have it any other way—under the circumstances—nor would we. Elmes hydraulic equipment is helping to win the Battle of War Production.

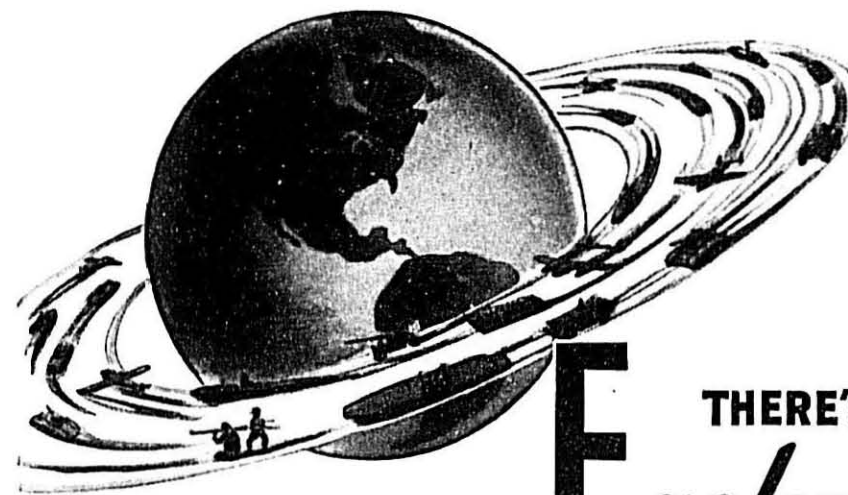
We hope this temporary interruption will be short; that soon we can again invite you to look to Elmes for the experience and manufacturing skill you have told us mean so much in performance and profits.

When Elmes presses again are available, you will find there has been no recess in our design and development divisions. The new features and labor-saving attachments will be everything you expect—and more.

In the meantime, we will endeavor to supply as promptly as possible any replacement parts that you may need to keep present Elmes presses at top operating efficiency.

ELMES ENGINEERING WORKS OF
AMERICAN STEEL FOUNDRIES
213 N. Morgan St. Chicago 7, Illinois
Also Manufactured in Canada

ELMES HYDRAULIC EQUIPMENT



THERE'S AN
Evolution

GOING ON IN PACKAGE-HANDLING, TOO

● "What will they think up next?" you ask, incredulously, as you read about man-made harbors in the North Sea, air fields over seemingly unconquerable swamp land, torpedoes fired from planes—and a beam of electric current that goes hurtling off into space to bounce back from any encountered obstacle in a manner that makes it possible to determine its size, shape and location—and its probable identity.

There has been a tremendous evolution in the art of war . . . And there is another evolution going on in the mechanisms of peace . . . In packaging and package-handling, for instance, tomorrow's methods will need to be in the accelerated tempo of tomorrow's business. And business for some years to come is bound to reflect the heightened tempo of wartime planning, preparation and supply.

PACKOMATIC has played its part in the speeding-up and perfecting of packaging and package-handling for Global shipment. PACKOMATIC equipment has been perfected to

meet the rigid requirements for speed of package-filling: The durability of carton forming and sealing . . . The legibility and completeness of case-imprinting . . . And other exacting packaging and carton specifications born of war.

Now is the time for you to be checking your package-handling policies and methods against new developments in this important field. Your request for any specific recommendations and suggestions will incur no obligation whatever.

| |
|---|
| <p>EXPERIENCE FACILITIES</p> <p>PACKOMATIC</p> <p>PACKAGING MACHINERY J. L. FERGUSON CO. JOLIET, ILL.</p> <p>RESOURCEFULNESS DETERMINATION</p> |
|---|

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

Beer and "Broken" Spaghetti

A glass of good wine as an accompaniment to a dish of good spaghetti is almost as natural as bread and butter, a time-honored eating habit that has had the approval of food connoisseurs through the years—but spaghetti in a recipe that calls for beer as an ingredient, that's different. Even the spaghetti gourmards are a little skeptical.

Then there is the innocent use of the term "broken" with reference to spaghetti or macaroni, because the term has an entirely different meaning or significance to macaroni-spaghetti makers than it has to the recipe planners. To the manufacturer, "broken spaghetti" refers to the waste materials, the sweepings, etc., that they consider worthless as human food. What the planner of the particular recipe probably intended to say was "spaghetti broken into pieces."

The basis for all of this was an advertisement in a St. Louis paper by a brewing company aimed at promoting beer and spaghetti as fine ingredients for a recommended combination dish. Albert Ravarino of Ravarino & Freschi, Inc., St. Louis, Mo., a director of the National Macaroni Manufacturers Association, was both a wee bit irked by the use of the term "broken spaghetti" in the recipe as he was curious about beer as an ingredient, though he had no objection whatsoever to the latter. After "brewing" the idea in his mind for several weeks, he finally decided to write the brewery to express his feelings which are quite common to the trade.

He finds no fault with the beer-spaghetti recipe; he was just curious but still lacking the courage to test it out for himself . . . but he does not like the "broken" spaghetti reference, and says in his letter just what scores of other fellow craftsmen would say, only perhaps more vehemently. His views, in part, are as follows:

"First, I feel that it is only fair to compliment you on the very attractive copy and subject matter. As a vitally interested member of the macaroni industry, and taking an active part and serious interest in its various public phases, I feel that in their behalf I am taking this opportunity to express their appreciation for the type and vivid publication of our products. The first impression of this copy was most striking and very interesting to whoever saw it, we feel sure. There is no doubt about the fact that it is a valuable bit of propaganda for us.

"Being interested, I read the copy through several times and felt rather disheartened that the mechanics of the Cicardi recipe were not at first con-

sidered by Mr. Gus Cicardi, ourselves, or the director of the National Macaroni Institute. Although we have come into contact with numerous recipes, never have we been confronted with one that included beer as an ingredient in making the sauce. We are not in a position to make any adverse criticism at this time since we have not tested the recipe, and it is likely that it may be a valuable ingredient. I, myself, do not object to it, but the question was raised by various friends with whom I have had the opportunity to discuss it.

"The thing which was most disturbing to us was that the recipe called for one-half pound of "broken" spaghetti. For forty years we have endeavored to manufacture a long spaghetti of a perfect consistency that would withstand the rough treatment of the most inexperienced cook, and have always felt rather proud of our accomplishment. To make a long spaghetti that will not break in the cooking process and remain in its original form during the eating stage is an enviable qualification. It is for this reason that we feel somewhat hurt in that your recipe calls for "broken" spaghetti which, in the language of our industry, means the broken pieces that are swept off the packing tables and floors and used for hog feed.

"We feel that this last point was a misunderstanding on someone's part and that no harm was meant. However, we feel that you would like to hear our reaction to same, whether good or bad, as we ourselves do to our own publicity. Trust that the above criticism will be taken in the same sense of better understanding as it is intended. Should the case ever arise that you feel we might be of some assistance on this subject, we will be more than pleased to co-operate."

Sincerely yours,
RAVARINO & FRESCHI, INC.
Albert Ravarino.

"Pasta Faggioli" as Roast Substitute

New York Mayor's Recommendation Generally Commended by Leading Authorities; Others Are Skeptical

A dish that has withstood the test of time and millions, and is still winning new supporters throughout the world, must have what it takes even in this age of greater public interest in food. That's what the friends of "Pasta Faggioli" contend.

Meat is scarce, and growing scarcer daily according to OPA officials who have at their command all possible information; also of the housewives who have been trying to buy a roast or chops for the Sunday dinner. Every-

body is interested in the current food scarcity and many proposals have been made to help meet the current shortage.

Mayor Fiorella La Guardia of New York City, largest in the world, recommends a more general serving of his favorite spaghetti dish—"Pasta Faggioli"—as a sure way of extending the present inadequate meat supply now available to civilians in order to assure a steady flow of meat to those in the armed service.

His recommendation aroused quite a discussion, involving practically all the leading food authorities. Some dismissed it as being "too rich a dish." Others opined it was a timely suggestion, and very considerate on the part of Mayor La Guardia to make such a recommendation. Among such authorities are, C. G. King, director of the Nutrition Foundation, Dr. Grace McCloud, nutrition professor at Columbia University Teachers' College, New York City, and Miss Lillian Anderson, director of the Community Service Society Nutrition Bureau.

The following article that appeared in a recent issue of *PM*, one of New York's leading newspapers, will be of interest to macaroni-noodle manufacturers and all meat consumers in the country:

The Mayor's Pasta and His Diet

Pasta Faggioli is an Italian dish made with kidney beans, boiled in two ounces or so of salt pork and sliced onions, with escarole and spaghetti added. Mayor La Guardia recommended it as a meat substitute one Sunday, but after he eats *Pasta Faggioli*, he said, he has "to go on a very strict diet for the next week."

The dish seemed altogether too starchy to us, but according to the nutritional experts we checked, it is fine—and not too starchy at all. Go ahead and gorge.

C. G. King, director of the Nutrition Foundation, said *Pasta Faggioli* makes a "very good meat substitute."

"Kidney beans," he said, "have a fairly high protein content, and also most of the B complex vitamins. I don't know why the Mayor has to go on a diet after eating it. He does give the impression of having a very generous caloric intake, however."

"It's not too starchy," said Dr. Grace McCloud, nutrition professor at Columbia University Teachers' College.

"It's no more starchy than any macaroni preparation, and it makes a good meat substitute. I don't know why people are always worrying about starch. A 100-calorie potato has as much starch as a 100-calorie orange."

Miss Lillian Anderson, director of the Community Service Society Nutrition Bureau, said:

"Oh, it makes a very nutritional meal, but I wouldn't advise eating too much bread with it. That would be too much starch. The dish has plenty of carbohydrates, though, which are easily digested—if you don't try digesting too many of them at once."

Forty-watt fluorescent lamp recently developed does not require a starter and operates on a special type of instant-starting ballast.



Congratulations

MACARONI JOURNAL ON YOUR 26 YEARS OF SERVICE



AMERICAN COATING MILLS, INC.

Manufacturers of

CLAY COATED FOLDING BOXBOARD and CLAY COATED
FOLDING CARTONS FOR THE FOOD INDUSTRY

General Offices and Mills: ELKHART, INDIANA
Folding Carton Plants: ELKHART, INDIANA; CHICAGO, ILLINOIS
Branch Sales Offices: Wrigley Bldg., Chicago 11; 271 Madison Ave., N.Y. 16.

*The trend
is toward*

ACM *Clay Coated* CARTONS AND CARTON BOARD

Soup-Mix Industry — A Grown-Up

By J. B. Pardieck, President

California Vegetable Concentrates, Inc.

Spaghetti and Egg Noodle manufacturers are primarily interested in the Soup-Mix Industry because the latter's products are always a potential carrier of spaghetti or egg noodles.

Several months ago our company made a public statement that "in our many years of business we have never considered the future prospects of the Dehydrated Soup industry so bright and so permanent."

At the time that statement was made, there were many who criticized our judgment. There were some who thought the item was dead. Others thought Dehydrated Soup-Mixes would creep along in a slow tempo but would never be a potent factor in the modern home. Then again, there were those who, like ourselves, having confidence and knowledge of the basic facts underlying the conception of the product, were in close contact with the American home, and who really understood the reasons why the sales of Dehydrated Soup had diminished. They knew that it would be but a relatively short time before the sales would again reach their former volume.

Perhaps it would be well to study the activity and thinking of those who never lost confidence in the acceptability of Dehydrated Soup-Mixes by the American public, because it is apparent now that their thinking was sound. We might be safe in stating that the outstanding reason they had confidence, can be traced to the basic fact that economically, Dehydrated Soup-Mixes, as they are now being prepared, are fundamentally sound. They fill a definite need in an economical way, and do it better than any other competing product now on the market. That statement is made with the understanding that we are all agreed that first of all we must have quality and under no circumstances can this quality be shaded. There must be an honest association with the jobber, the retailer and the consumer.

We have no disposition to ignore nor discount the splendid accomplishments of the canned soup packers. They have done a wonderful job and much of the success enjoyed by the Dehydrated Soup industry can be traced to the consistent selling efforts they have so ably conducted.

We would do well to realize that the Soup-Mix industry has grown up. It has met all of the tests asked of it, and more—it has taken all of the hurdles fairly and in stride, and has proven it

has the necessary qualifications and stamina to live and to prosper. It will continue to go forward along a safe and progressive course. It will make additions only when those additions have been fully tested and proven to be sound, and it will constantly strive to be aggressive in meeting the most exacting requirements of a discriminating public.

Grass Heads Soup-Mix Group

A Irving Grass, chief executive of the I. J. Grass Noodle Company, Chicago, and Vice President of the National Macaroni Manufacturers Association has been elected president of



A. Irving Grass

the National Soup-Mix Association to succeed Lou Gumpert of B. T. Babbitt Co. who no longer is associated with the soup-mix trade.

Another macaroni manufacturer, also interested in soup-mix, was elected a member of the organization's board of directors, namely, Albert Ravarino of Ravarino & Freschi, Inc., St. Louis, Mo.

Other officers of National Soup-Mix Association are: R. B. Ross, Continental Foods, Inc., Hoboken, N. J., and S. S. Wyler, of Wyler & Co., Chicago, as vice president, and R. W. Green, secretary-treasurer.

Postwar household furniture made of aluminum and magnesium will be so light that the housewife will be able to move it around without the help of her husband.

Forty-one Years of Industry Conferences

(Continued from Page 14)

to entertain the conventions of the industry, doing so three times in forty-one years. Memphis is the farthest south point. Six times the industry met outside of the United States, at Niagara Falls across the border.

The majority of the conventions were two-day affairs, though three-day meetings were quite popular during the twenties. Unique in the history of industry meetings was the one-day convention in St. Louis in 1910. Since 1936 all conventions have been of two days, preceded by a meeting of the Board of Directors. Minneapolis has been chosen as the 1945 convention city, OPA regulations permitting. Probable dates, June 20-21.

Here's a record of the dates and places of industry conventions from 1904 to date:

| Number | Place | Dates |
|--------|---------------|-------------------|
| 1 | Pittsburgh | April 19-20, 1904 |
| 2 | New York | May 9-10, 1905 |
| 3 | Chicago | May 8-9, 1906 |
| 4 | Cleveland | May 15-16, 1907 |
| 5 | Niagara Falls | June 16-17, 1908 |
| 6 | Memphis | May 11-12, 1909 |
| 7 | St. Louis | May 17, 1910 |
| 8 | Detroit | June 13-14, 1911 |
| 9 | Atlantic City | June 11-12, 1912 |
| 10 | Milwaukee | June 10-11, 1913 |
| 11 | Chicago | June 16-17, 1914 |
| 12 | Minneapolis | June 8-9, 1915 |
| 13 | New York | June 13-14, 1916 |
| 14 | Cleveland | June 12-14, 1917 |
| 15 | Minneapolis | July 8-10, 1918 |
| 16 | St. Louis | June 10-12, 1919 |
| 17 | Niagara Falls | June 22-24, 1920 |
| 18 | Detroit | June 9-10, 1921 |
| 19 | Niagara Falls | June 22-24, 1922 |
| 20 | Cedar Point | June 12-14, 1923 |
| 21 | Niagara Falls | July 8-9, 1924 |
| 22 | Atlantic City | July 7-9, 1925 |
| 23 | Chicago | June 8-10, 1926 |
| 24 | Minneapolis | June 13-15, 1927 |
| 25 | Chicago | June 19-20, 1928 |
| 26 | New York | June 18-20, 1929 |
| 27 | Niagara Falls | June 24-26, 1930 |
| 28 | Chicago | June 16-18, 1931 |
| 29 | Niagara Falls | June 14-16, 1932 |
| 30 | Chicago | June 19-21, 1933 |
| 31 | Chicago | June 12-14, 1934 |
| 32 | Brooklyn | June 17-19, 1935 |
| 33 | Chicago | June 15-16, 1936 |
| 34 | Cleveland | June 29-30, 1937 |
| 35 | Chicago | June 20-21, 1938 |
| 36 | New York | June 26-27, 1939 |
| 37 | Chicago | June 24-25, 1940 |
| 38 | Pittsburgh | June 23-24, 1941 |
| 39 | Chicago | June 22-23, 1942 |
| 40 | Chicago | June 25-26, 1943 |
| 41 | New York | June 15-16, 1944 |

Civilians Drinking More Milk Since War

Civilians have been drinking more milk and eating more meat since the war. They are now drinking between 20 per cent and 25 per cent more milk than they drank in the prewar days, according to the War Food Administration. During the first three months of 1944, the average American was eating meat at the average annual rate of 158 pounds, as compared to 126 pounds each year in the 'ate thirties.

—Science News Letter, March 24, 1945

MANY macaroni manufacturers call You **COMMAND** Commander Superior Semolina their **the Best** "quality insurance." **When You DEMAND**

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota



WAR NEEDS COME FIRST—
FOR FOOD, FOR PACKAGING

That's why we are unable today to take better care of our old friends in the paste goods industry.

Until the war is won, until peace returns, we wish your great industry every success in your vital job of feeding America.

THE DOBECKMUN COMPANY
Cleveland, Ohio Oakland, Calif.

A Few Items of Interest About Trade Marks

By M. S. Meem

So many interesting articles have been written about macaroni and its family as a food product, the field is about covered, and I would not presume to add any personal observations of mine except to say I just plain like it.

My mind runs to other angles than the food end—the registration and protection of its trademarks.

Macaroni must be sold and the public must be kept informed on the subject of quality and tastiness and must be kept "macaroni" conscious.

To sell a food product it must be of good quality, and the quality must be kept as uniform as possible. Now the public, which is more or less discriminating, when it finds the kind of macaroni, or noodles, or vermicelli it likes, desires to get the same kind next time, and does not want to have to scrutinize the package and the trademark with a magnifying glass to see if it is getting the same article.

To simplify the purchase, the macaroni trademarks should be plain to read and remember, and above all things should be distinctive, so that no one will be interfering with another.

There is a trend by some manufacturers to get as close as possible to some well-known brand, but this does not work out well in the end, and many times involves both parties in litigation and the late comer in the field loses his mark.

Nor is it well to choose for macaroni a known trademark used on any other kind of food products, as the Courts hold all, or nearly all, foods to be of the same descriptive properties.

We search hundreds of trademarks for food products and wonder sometimes why there is not more originality. The public does not question the actual contents under a well-known label bearing a registered trademark.

There is nothing which acts as a distinguishing feature of a packaged product better than the "get-up" of the label or wrapper, and many times the color scheme is what the purchaser goes by.

The new Trademark Bill (H. R. 82) was discussed at hearings again last fall and some few amendments entered. There is a probability it might pass during the present Congress.

Written especially for the members of the National Macaroni Manufacturers' Association, and readers of THE MACARONI JOURNAL.

It has some startling innovations in it. For instance, "Sec. 13" says:

"Any person who believes that he would be damaged by the registration of a mark upon the principal register or any Government Agency which believes that the public interest would be adversely affected may, upon payment of the required fee, file a verified notice of opposition in the Patent Office, * * * except that the fee and verification herein provided for shall not be required of any Government Agency."

This will certainly lead to complications if retained in the Bill.

The Bill further says that:

"Any person who believes that he is or will be damaged by the registration of a mark * * * or any Government Agency which believes that the public interest is or will be adversely affected may * * * apply to cancel said registration."

Again:

"Discontinuance of use of a mark for two consecutive years shall be prima facie abandonment."

Under Sec. 29:

"The Commissioner may issue a single certificate for one mark registered in a plurality of classes upon payment of a fee equaling the sum of the fees for each registration in each class."

Imagine what this would do to trademark searching.

It really would pay anyone who is interested in trademarks to get a copy of the Bill and read it. There are some good things in the Bill, among them a provision that a registration shall be canceled by the Commissioner of Patents at the end of six years unless within one year thereafter the registrant shall state under oath that the nonuse was due to special circumstances and not to any intention to abandon the mark. Also that the time (thirty days) within which an opposition may be filed may be extended for good reasons.

After the war we expect to do more business with South America, Central America and the West Indies. Many trademarks are being registered in those countries. Some have to be based on United States registrations.

If the mark is not registered in the home country it is possible to register in Brazil, which requires a home registration by filing there a certificate of nonregistration.

Mexico has some new regulations regarding trademark registrations, and, by the way, Mexico is a good field for macaroni products.

Members of the National Macaroni Manufacturers' Association who have state registrations in Illinois, should acquaint themselves with the new law there, which requires that every registrant shall report to the "Secretary of State by January 1, 1942," and every eight years thereafter on the status of his trademark.

Now a few words about renewals: Let me call attention again to the necessity of renewing registrations, which must be done at the end of every twenty years. If not renewed, and application to re-register is filed, many times there is difficulty in securing another registration.

The following registrations, granted in 1925, must be renewed this year:

204,702—October 20—A. F. Ghigliani & Co., Inc.
202,005—August 11—Italian American Paste Co.
197,063—April 7—A. Musher
205,282—June 16—A. Musher
199,836-7—June 16—L. Lambrosa
197,063—April 7—A. Musher
198,951—May 26—Western Union Macaroni Mfg. Co.
201,980—August 11—Meader-Grant Macaroni Co.
49,369—January 3—Woodcock Macaroni Co.
207,292—December 29—Union Macaroni Co.
202,450—August 25—Chicago Macaroni Co.
201,863—August 11—Hartman Food Products Co.
195,769—March 3—I. L. Ginsberg—Noodles
194,745—February 10—Alex. Gallerani Co.

Specific information in connection with these various subjects, only touched on in this article, will be given upon request.

In closing may I urge all engaged in the macaroni field to become members of the National Macaroni Manufacturers' Association, and subscribers to THE MACARONI JOURNAL, so they may be free to obtain information, so vitally necessary, concerning their trademarks, new marks about to be adopted, and those already registered.

Write your Secretary about your problems today.

TRADEMARKS GRANTED "Gold Medal"

The trademark "Gold Medal" for use on alimentary pastes, namely: macaroni, spaghetti, noodles, vermicelli, soup-mix, sea shells, alphabets and stars was granted to Golden Age Macaroni Corporation, Los Angeles, California, March 13, 1945, Number 412,501.

April, 1945

THE MACARONI JOURNAL

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Application for registration of the mark was filed June 27, 1942, given Serial Number 453,919, and published January 2, 1945.

Mark shows two animals on two pedestals holding ends of a long ribbon in mouth. An oblate design is suspended from middle. "No claim is made for the words 'Gold Medal.' Claims used since November, 1912.

TRADEMARKS RENEWED Campbell's Spaghetti

The Campbell Soup Company has renewed its registration of trademark "Campbell's Spaghetti," renewal date March 3, 1945, as published in March 6 issue of *Official Gazette*. It's renewal number is 195,840. First registered March 3, 1925.

Cotton Goods Situation Affects Industry

Declaring that the cotton goods situation on the civilian front will become worse before it gets better, Roy J. Friedman of Chicago, president of the Linen Supply Association of America, today announced the industry

is inaugurating a nationwide campaign to educate users of commercially furnished linens on the conservation of these items.

"The nation today is experiencing the worst cotton famine since Civil War days because we are now waging a 'cotton' war," Friedman explained. "The demand of the armed forces for cotton goods materials has far outstripped the original anticipation, because cotton is a major war need in the Pacific war theater and because the elements in the South Pacific wreak havoc with cotton goods.

"The terrific heat in the South Pacific jungles makes it necessary to clothe our fighting men in light weight cotton uniforms. Exposing these cotton garments to the blazing rays of the sun all but sears the fabric, while the garment is further weakened by the frequent rains and the periods of terrific humidity between scorching sun and soaking rain.

"Cotton material used for camouflage, bedding, bags, tents, gun covers and other war necessities also deteriorates quickly in the Pacific theater, with the result that the armed forces must have more and more cotton goods. This situation should be intensified when the war ends in Europe and we ship thousands upon thousands more fighting men into the Pacific."

Anticipating a further reduction of cotton materials for civilian use for a long time to come, the linen supply industry is stressing its conservation campaign to reach commercial users of linen, in particular, and the general public, in general, to impress upon them the need of conserving cotton goods items now on hand.

Midland Official Dies

Death Claims W. L. Wallace

William L. Wallace, aged 73, well-known salesman for the Midland Laboratories at Dubuque, Iowa, died at his home in that city, March 28, following a short illness.

Mr. Wallace was born in Ontario, Canada, in 1872 and went to Dubuque in 1916 from Minneapolis and lived there ever since. He joined Midland Laboratories as a general Salesman in 1919, travelling through most of the states and provinces of Canada representing his firm.

Surviving are his widow, one son, William Taylor Wallace, Waterloo, Iowa, and a brother, Frederick W. Wallace, Forest Hills, N. Y.

DDT, the new insecticide, is chemically dichloro-diphenyl-trichloroethane and is made by condensing chlorobenzene and chloral in the presence of sulfuric acid.

WE can again congratulate the Macaroni and Noodle manufacturers for their untiring efforts to produce a quality Soup-Mix.

The present volume of sales places a responsibility on our shoulders. We are happy and proud to accept that obligation to produce the finest vegetables possible.

It is a pleasure to thank your industry for their splendid orders and we hope this association continues throughout the years.

J. B. Pardieck

CALIFORNIA VEGETABLE CONCENTRATES, INC.

P. O. Box 149

HUNTINGTON PARK, CALIFORNIA

Extensive Improvements Completed at King Midas Superior Mill

The seven-story King Midas durum mill at Superior, Wisconsin, has been the scene of extensive remodeling during the past six months to both the mill building and equipment. Designed to create ideal working conditions and to increase efficiency, the improvements have recently been completed.

Modern glass block windows have been installed on all sides of the building. The prismatic glass blocks eliminate glare and transmit well-diffused sunlight throughout the interior of the mill. In addition, the more than 300 new windows are of airtight construction, eliminating dust, dirt, and moisture infiltration, and helping to maintain uniform humidity at all times.

The entire outside of the mill building has been resurfaced with a water-proofing cement which flushes up the joints of the brickwork and greatly improves the appearance of the exterior.

To speed up the loading of King Midas Semolina and Durum flours,

electric lift trucks have been purchased. These ingenious machines pick up the flour at distributing points in the 120,000-sack warehouse to which the sacks have been carried from the packer by a system of conveying belts, and run it right into the freight car or boat on which it is to be loaded, eliminating the need for hand trucking.

Advance in Carton Sealing Equipment

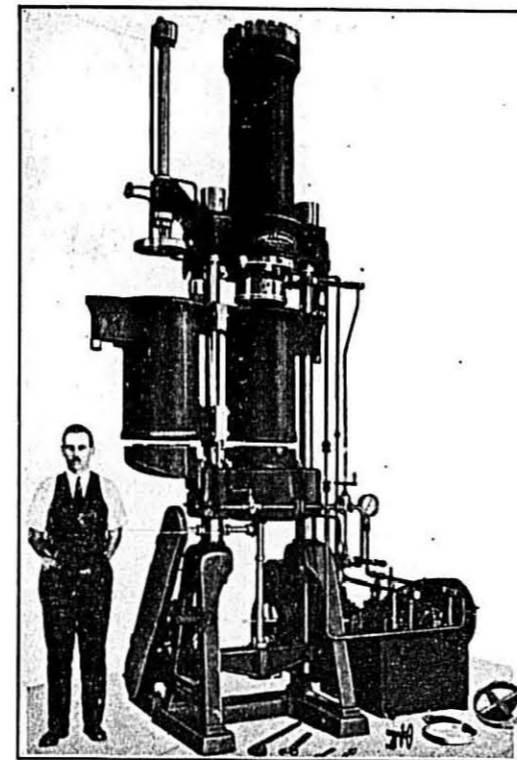
An important advance in carton sealing equipment has been made with the introduction of a fully automatic, adjustable carton sealing machine by Container Equipment Corporation, Newark 4, N. J. For the first time it incorporates in a low cost, adjustable carton sealer, automatic features previously found only on complicated, expensive, highly specialized equipment. With this new feature all handling of filled cartons is eliminated, and no operators are required. The ma-

chine is ideally suited for sealing cartons containing most nonfree flowing products.

The Ceco carton feeder automatically inserts one carton into each carton pusher compartment of the sealing machine, assuring maximum production at the most economical machine speed. A variable speed control adjusts the machine speed to actual requirements. The feeder and sealing machine are easily and quickly adjustable for a wide variety of carton sizes. With the new automatic carton feeder, Ceco Adjustable Carton Sealers reduce material handling to a minimum, and assure straight-line production from filling, through simultaneous top and bottom sealing, to shipping container, all without any operators.

Death of Mr. George F. Pond

George F. Pond, vice president and western sales manager of Pneumatic Scale Corporation, Ltd. North Quincy, Mass., passed away on March 13, 1945, after a brief illness. Deceased was well known to the macaroni-noodle trade having frequently called upon them in connection with his long service.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

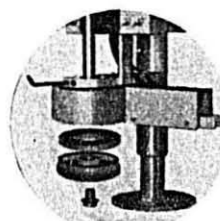
N. Y. Office and Shop 255-57 Center St.
New York City

10,000,000 BAGS SEALED

IN 332 DAYS WITH THIS

Doughboy ROTARY HOT KRIMP Sealer

The Doughboy Sealer (illustrated) has been in continuous use under usual assembly conditions. It has sealed more than 10,000,000 bags and is still in excellent condition being operated 16 hours each day. The total cost of replacements during this period has been \$35.85. This again proves the economy and efficiency of the Doughboy Sealer.



REGULAR MODEL, for cellophane and light materials...\$199.50
PRE-HEATER MODEL, for heavier or foil paper....\$235.00
Heat roll and pre-heater separately controlled.

TOGGLE-JAW TYPE SEALERS
8-inch Jaws \$98.50 10-inch Jaws \$106 12-inch Jaws \$113.50

Another exclusive feature of the Doughboy Sealer: Instant and simple removal of sealing rolls. Only one bolt to remove. Several types of roll surfaces available, including the patented "checkered" or double cut type, up to 1-inch face.

FOR DETAILED INFORMATION MAIL BELOW—

PACK-RITE MACHINES
828 N. Broadway
Milwaukee 2, Wis. AMJ

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

Attn. of
Firm
Address
City State

PACK-RITE MACHINES

Div. of Techtman Industries, Inc.
828 N. Broadway
Broadway 3355
Milwaukee 2, Wis.



ALBERT & GERBER

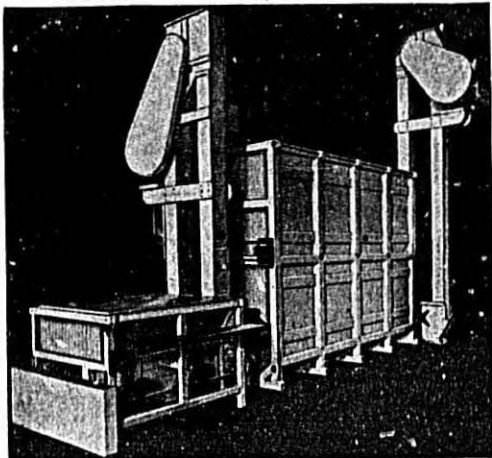


FROZEN EGGS



Executive Offices, 315 Greenwich Street, New York, N. Y.

Walker 5-5934



After the War is Won

are you equipped to maintain your present macaroni and noodle output profitably? Many progressive manufacturers are planning to install fast, modern

CHAMPION AUTOMATIC, HIGH SPEED EQUIPMENT

as the surest way to meet competition of other food products after restrictive ration controls are removed. CHAMPION Automatic Equipment is your assurance of low production and maintenance costs and high quality products—a winning combination for good profits and expanding markets. Our engineers will gladly assist with any modernization program you are contemplating; no charge and no obligation for the service.

THIS FLOUR HANDLING OUTFIT AND SEMOLINA BLENDER—automatically blends and sifts the flour, removing all foreign substances. Saves time, labor, flour and expensive dies. You owe it to yourself to learn what this profit-making equipment can do for you.

CHAMPION MACHINERY CO. JOLIET ILLINOIS

Mfrs. Flour Outfits, Blenders, Mixers, Weighing Hoppers, Water Meters

★
BUY MORE WAR BONDS TO SPEED VICTORY

1944 Egg and Poultry Production

The egg-feed, chicken-feed, and turkey-feed price relationships on January 15 were more favorable to poultrymen than either a year ago or the 10-year average, reports the Crop Reporting Board, U. S. Department of Agriculture.

Hens and pullets on farms laid 4,146,000,000 eggs in January—8 per cent below the record January production of last year, but 60 per cent above the 10-year (1934-43) average. Egg production was down in all parts of the country, with decreases below January last year of 5 per cent in the North Atlantic, 6 per cent in the South Atlantic and South Central States, 7 per cent in the West, 8 per cent in the West North Central and 11 per cent in the East North Central States.

The rate of egg production per layer during January was 1 per cent less than in January last year but 31 per cent above the 10-year average. It was 9.92 eggs per layer, compared with 9.98 in January last year and 7.55 for the 10-year average. The January rate of lay reached record levels in the North Atlantic, South Central and Western States, but was below the rate of last year in the North Central States.

Farm flocks had an average of 417,939,000 layers in January—7 per cent below a year ago and the smallest number in January since 1942. Numbers of layers were below last year in all parts of the country. Decreases were 5 per cent in the North Atlantic, 6 per cent in the West North Central, 7 per cent in the East North Central and South Atlantic States, 8 per cent in the South Central and 9 per cent in the West.

The number of potential layers

(hens and pullets of laying age plus pullets not of laying age) on farms February 1 was 9 per cent less than a year ago. On January 1 the number was about 10 per cent less than a year earlier, which indicates that the relative disappearance of hens and pullets from flocks during January this year was less than last year. During January 27,804,000 hens and pullets moved out of farm flocks—19 per cent less than during January last year.

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 | | | | |
|-----------|-------------------------------|---------|---------|---------|---------|
| | 1945 | 1944 | 1943 | 1942 | 1941 |
| January | 878,487 | 721,451 | 855,975 | 711,141 | 561,940 |
| February | 732,026 | 655,472 | 885,655 | 712,770 | 603,964 |
| March | 795,998 | 692,246 | 933,387 | 680,224 | 565,917 |
| April | | 608,947 | 793,866 | 528,308 | 519,277 |
| May | | 704,071 | 750,963 | 523,110 | 453,997 |
| June | | 656,214 | 723,733 | 501,168 | 499,392 |
| July | | 716,957 | 648,356 | 591,338 | 531,119 |
| August | | 889,515 | 758,903 | 583,271 | 511,366 |
| September | | 895,478 | 713,349 | 648,062 | 622,267 |
| October | | 919,226 | 791,054 | 876,363 | 782,734 |
| November | | 965,527 | 839,778 | 837,792 | 642,931 |
| December | | 921,851 | 801,847 | 923,014 | 525,795 |

Includes Semolina milled for and sold to United States Government.

FRIGID FOOD PRODUCTS, INC.

Extends Its "Greetings and Best Wishes" to the

MACARONI JOURNAL

on Its 26th Anniversary

and the

National Macaroni Manufacturers Association

on Its 41st Anniversary

and Joins the Industry in Wishing for Peace and Victory

FRIGID'S "Fresh from the Nest" eggs are gathered in the Spring months of the year and delivered daily to the "Frigiddeg" plants, which are located in the heart of the "Grain Belt." Before packing, Frigideggs are carefully candled and broken by experts, and the packing supervised by specialists in this particular line of work, using modern methods and special equipment.

Not only are the Frigid "YOLKS" free from all fibrous and membrous matter, but the skins from the yolks are also removed, resulting in a perfect homogeneous, uniform emulsification in our yolks, smoothly binding all the ingredients together.



LOOK FOR THIS TRADE-MARK

The Essentials of Quality
EGG YOLKS
are:

1. Purity
2. Quality
3. Uniformity
4. Cleanliness
5. Good Flavor
6. Low Bacterial Count
7. High in Nutritive Value
8. Free from Adulterations
9. Dark Color
10. FROZEN STRICTLY FRESH

"A QUALITY PRODUCT FOR A QUALITY PRODUCER"

FRIGID FOOD PRODUCTS, INC.

NEW YORK CLEVELAND DETROIT TOLEDO BATTLE CREEK
554 W. 28th Street 629 Bolivar Road 1599 E. Warren Ave. 335 Morris Street 681 W. Michigan Ave.

PIONEERS AND LEADERS IN THE FROZEN EGG INDUSTRY

Full Information Will Be Furnished by Writing to Any of Our Modern Plants

What's the Name?

(To the Editor: This is one answer to your prayer of lament that you seldom get any editorial help from the trade. How's about this?—PUSHER-IN-CHIEF.)

What's the name of the president of the National Macaroni Manufacturers Association?

Ask him and he will tell you that it is—C. W. Wolfe—just plain "Jack" for short.

Admittedly he's a Wolfe—but is he a wolf with the ladies? We have reason to know that he's a wolf in business clothes when it comes to managing his company's affairs or conducting the affairs of the Association—yet, what in heck do the initials "C" and "W" stand for? We confess we don't know... he's never told us.

During one of the rare moments at the Mid-year Conference in Chicago last January when he was not sitting "up front" with his keen ears attuned to everything that is being done, in one of those rare lapses, his friends attempted to solve a mystery that has long intrigued even his closest associates—just what is his full name? The "C" stands for something, we think, and so does the "W"—but for what?

We are the "Pushers" who have steadfastly backed him up through the years, given him support when needed for putting over any part of his fine program for Association prestige and trade betterment. So, we feel a friendly, personal interest in him, also a wee bit of curiosity. We invite the help of the entire trade, all his friends—yes, even the others, if there be any—to help us solve this riddle.

On the occasion referred to there was some hot bantering to and fro, pro and con, all in fun—more so, when someone conceived the bright idea of offering as a prize to the winner, a set of wolfe-worn golf sticks that got such an awful drubbing while ripping the precious greens on the Hershey course.

We are of the opinion that the winner has not yet had his say, is not yet in sight, so we have decided to play a game, a name-guessing contest, inviting all manufacturers and allied to play with us. We had planned to award the prize on February 30, but out of consideration for the new entrants in the contest, it is proposed that the awarding be done at the June convention of the National Association, as under ODT ruling that's about as definite as the nonexisting February 30.

There are two parts to this name-guessing game, and the winner must be a two-time good guesser. What does the "C" stand for? And the "W"?

As a lead or hint, you may be interested in the names submitted at the recent Chicago conference. With reference to the first initial—"C"—here are some guesses, with explanations:

"I believe his first name is 'Callwallader,' which stands for 'battle arranger.' Has he not arranged from many good battles for the industry's betterment during his regime?"—J.

"Could it be 'Caesar'? Like him, he was a good ruler, you know."—M.

"My guess is that his first name is 'Caleb.' In Hebrew that probably means a dog—and he's been a dog-gone good fellow."—B.

"I had an idea that it might stand for 'Ceci,' but in checking with my dictionary, I find that the name means 'diminished,' and he's anything but that. Then, can you imagine a 6-foot four-er with such a sissy name?"—F.

"Perhaps it's 'Cephas,' meaning a stone. He's surely been a solid rock in many ways."—J.

"Charles' is my guess. That means strong and healthy. He looks the part. Must eat lots of spaghetti."—P.

"I thought it might be 'Claudius,' but that means 'lame,' and he's not that, neither mentally nor physically."—L.

"It must stand for 'Clement,' meaning merciful. He's that."—A.

"I venture it's 'Conrad,' which means 'giving bold or wise counsel.' He's never been backward or stingy with either."—W.

"What would be more appropriate than 'Constant'—firm, faithful, true. Pass the clubs, please."—D.

"I suggest 'Crispin,' which means 'having curly hair.' May have had some when he was a wailing baby."—H.

"I'll take a pot-shot. The 'C' stands for 'Cyril.' He's lordly, is he not?"—E.

"Maybe his mamma called him 'Cyrus,' meaning 'sun' (not 'son')."—S.

Other names ventured were "Calvin," "Christina," "Christopher," "Clarence," "Claude," "Constantine"; even "Cornelius."

Now, what about that middle initial—"W"? Has it any significance? This makes it a "double-or-nothing" game. Yes, it might stand for "Walter," for "William," "Winefred," or even "Whose-it."

And so the battle rages. Evidently we have not even breached the first line of defense—not meaning that the names need defense. But why should not this mystery be cleared? The initials so well known to the Industry stand for something—but for what? Help us please! Send in your guesses to the "What's the Name" editor, care THE MACARONI JOURNAL.

THE PUSHERS
By Pusher-in-Chief

Macaroni Industry Beset With Special Packaging Problems

By William E. Haberland
Container Equipment Corporation

Unfortunately, the Macaroni Industry is confronted with one of the worst packaging problems in existence in the Food Industry. Many factors contribute to this sorry state of affairs.

The nature of the long cut products is such that automatic weighing and packaging still belongs among the hopes to be realized. Capable engineering skill has long been employed to perfect automatic weighing. In due course, we expect the correct answer will be found, permitting long cut products to be weighed as fast and as accurately as free flowing items.

The greater majority of macaroni manufacturers are limited as to the amount of packaging machinery they are able to economically operate. Unless the volume of any one size carton is sufficiently high, full automatic

equipment has no justification. Usually a large number of carton sizes complicates matters even more. The only logical answer to the problem is the use of semi-automatic, flexible, and readily adjustable machinery. Installation of this type of equipment is the first and most profitable step to take to reduce the headaches of your packaging department.

Many industries have problems and troubles but few can compare to the packaging difficulties encountered in macaroni industry.

Experiments on birds showed that the depth of the color of the yolk was related to the amount of greens fed, and a diet of white corn with no greens produced very pale-yolked eggs.



The advent of mass merchandising will eliminate the eager clerk who used to push your product . . . Tomorrow, Mrs. Consumer will buy through her eyes . . . and the package with the appetite and eye appeal . . . the color and attention values to compel and win her attention will be the product she carries home. MILPRINT is ready now to give your package the qualities it will need to make her buy YOUR product . . . consult us today . . . for tomorrow.

★ Sales Offices at • New York
Chicago • Boston • San Francisco
Philadelphia • Grand Rapids
Los Angeles • Cleveland • Dallas
Minneapolis • Cincinnati • Atlanta
Pittsburgh • St. Louis • Indianapolis
Kansas City



**CAPTAINS OF
INDUSTRY**
Plant your flag
on top, too!

*This year we've
got to make 2=3!*

This year we've got to make 2=3! We've got to lend Uncle Sam in 2 chunks almost as much as we lent last year in 3. Which means that, in the approaching 7th War Loan, each of us is expected to buy a BIGGER share of extra bonds.

The 27 million smart Americans on the Payroll Savings Plan are getting a headstart! Starting right now they are boosting their allotments for April, May and June—so that they can buy more bonds, and spread their buying over more pay checks.

Our Marines went over-the-top at Iwo Jima in the greatest, and hardest, battle in the Corps' history. Now it's your turn! Your quota in the 7th is needed to help finish this war, sidetrack inflation, build prosperity. So, captains of industry, plant your flag on top—like the Marines at Iwo Jima!

★
**CAPTAINS of INDUSTRY—here's your
Check List**
for a successful plant drive:

- ★ Get your copy of the "7th War Loan Company Quotas" from your local War Finance Chairman. Study it!
- ★ Determine your quota in E Bonds—the backbone of every War Loan.
- ★ Arrange for plant-wide showings of "Mr. & Mrs. America"—the new Treasury film.
- ★ Distribute "How to Get There"—a new War Finance Division booklet explaining the benefits of War Bonds.
- ★ Circulate envelopes for keeping bonds safe.
- ★ Display 7th War Loan posters at strategic points.
- ★ And—see that a bench-to-bench, office-to-office 7th War Loan canvass is made.

The Treasury Department acknowledges with appreciation the publication of this message by

THE MACARONI JOURNAL

★ This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council ★

COMPLETE PACKAGING SERVICE TO INDUSTRY

Shellmar AS EVER WILL

ALWAYS DO ITS UTMOST

TO BE OF SERVICE TO THE

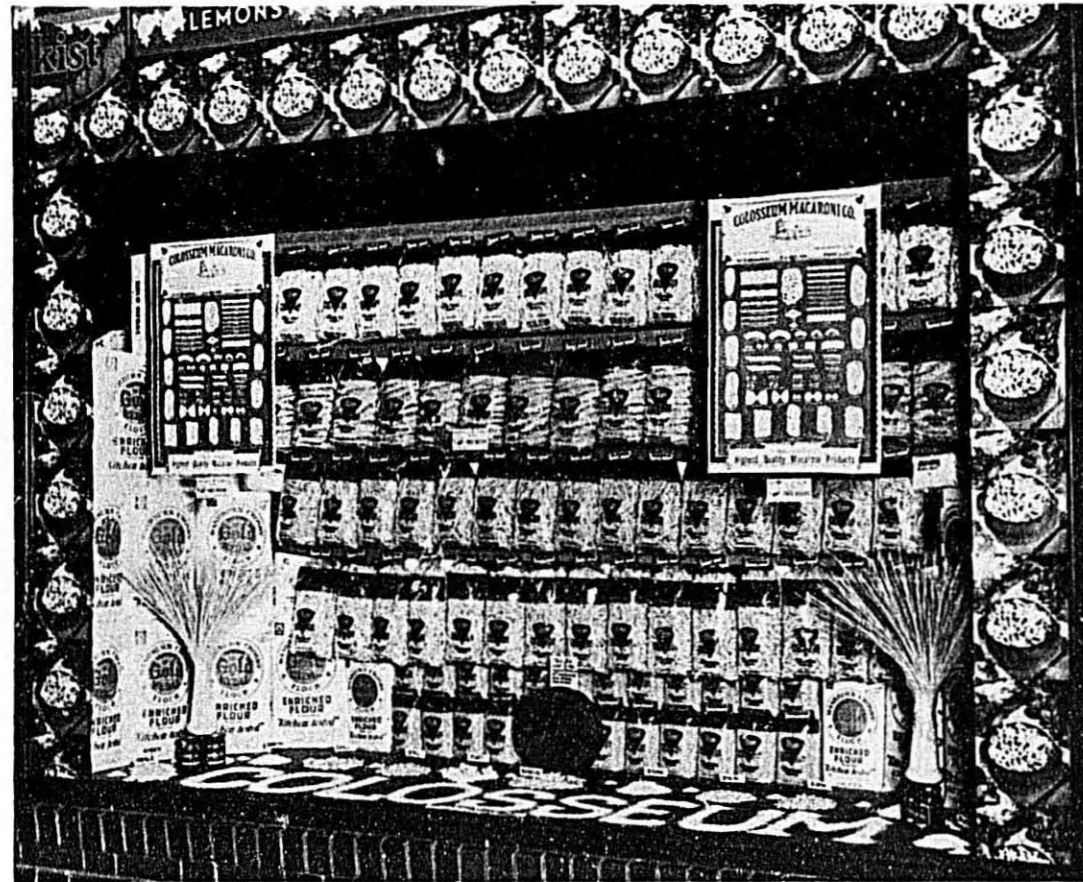
MACARONI INDUSTRY.

SHELLMAR
PRODUCTS COMPANY

224 South Michigan Avenue
CHICAGO, ILL.

MOUNT VERNON . . OHIO
PASADENA . . . CALIFORNIA

3115 Empire State Bldg.
NEW YORK, N. Y.



Winning Window Display of
"CASSEROLE OF PLENTY"

Mr. J. C. Scarpino of Colosseum Macaroni Company, Sacramento, California, apparently knows a good thing when he sees one. When he first learned of the nationwide promotion of macaroni products by General Mills, Inc., last month in its release by radio and newspapers of its Betty Crocker Story on the "Casserole of Plenty," telling millions of the food value of macaroni products and recommending one of many ways for preparing this grain food, he resolved to tie in with the promotion by co-operating with the grocers.

He arranged for a window display of his products at the Arata Brothers' Oak Park Store in Sacramento. Aided by C. J. Rood, Sacramento repre-

sentative of General Mills, Inc., he did a splendid job as the accompanying illustration shows . . . also a fine follow-through. Commenting on it, Mr. Rood says:

"For this activity the Sacramento Macaroni Company enclosed 20,000 of the Betty Crocker 'Casserole of Plenty' recipe in 20,000 packages of their product. These packages were delivered for sale throughout the length and breadth of the Sacramento Valley.

"Arata Bros. are the leading wholesale grocers in the Sacramento Valley and their stores are the leading retail outlets in the city of Sacramento and Oak Park. For the Saturday business

of the week of the Betty Crocker broadcast at the Arata Bros. store in Oak Park, Mr. Scarpino sent one hundred cases of assorted macaroni products. When he checked the stock the following Monday, he found it necessary to send seventy additional cases to this single store which proves that the Betty Crocker "Casserole of Plenty" met with instant public acceptance.

"Mr. Scarpino also reported that sales in other stores in his area increased tremendously and that refill orders have kept him busy. Needless to say, Mr. Scarpino is one of the macaroni men who is very happy over the results of this campaign . . . that it pays to co-operate, especially with good things."

UWANTA BRAND

Frozen and Dried Egg Products

FROZEN EGG YOLK

Whole Egg, Sugared Yolk and Whites



ARMY-NAVY "E" AWARD
 FOR EXCELLENCE
 IN PRODUCTION OF
 FOOD PRODUCTS
 FOR THE ARMED SERVICES

DRIED

Albumen, Pan Process

Yolk and Whole Egg, Spray Process

*We invite your inquiries through our local representatives
 or direct to the*

HENDERSON PRODUCE COMPANY

General Office

Monroe City, Mo.

**FULLER ADHESIVES
 FOR EXPORT PACKAGING**

Certified Grade A and B Adhesives for sealing V1, V2 and other export containers under specifications JAN A-101.

Adhesives for sealing waterproof paper bags and inner liners of wood boxes.

Adhesives for applying labels and overcoating labels and stencil marks.

All are water mixable—easy to apply—clean to use—nontoxic. Write for further information, outlining your operation.

H. B. Fuller Company

255 Eagle Street
 St. Paul 2, Minnesota

H. B. Fuller Company of Mo.

915 Broadway
 Kansas City 6, Mo.

Manufacturers of Industrial Adhesives Since 1887

Grocery Manufacturers Gear New Program to Women

A women's committee has been appointed by the Grocery Manufacturers of America, according to an announcement by Paul S. Willis, president. Esther Latzke, director of consumer service for Armour & Company, of Chicago, is chairman and will have as her advisory committee many of the leading home economists and other outstanding women executives connected with the food industry.

The first major product will be to carry to the consumer the campaign for good descriptive labeling which was inaugurated by the Grocery Manufacturers of America in November.

This new program is geared to establish a mutual understanding between the manufacturer and the consumer. It will go a long way toward assisting the grocery industry to in-

corporate the women's angle in the development of their services for the present and the future.

The other committee members are: Miss Mary I. Barber, home economics director, The Kellogg Company, Battle Creek, Mich.; Miss Sarah M. Cole, director of research kitchen, Standard Brands, Inc. of New York; Miss Marye Dahnke, director of home economics department, Kraft Cheese Company, Chicago; Miss Dorothy Gill, director of department of home economics, Libby, McNeil & Libby, Chicago; Mrs. Marjorie Childs Husted, director, home service department, General Mills, Inc. of Minneapolis; Miss Florence A. Packman, director, home economics, Lever Brothers of Cambridge, Mass.; Miss Ellen Pennell, director, home service department of Pillsbury Mills, Minneapolis; Miss Rachel Reed, director of consumer relations, The Borden Company, New York; Mrs. Jean M. Robinson, textile chemist with White King Soap

Company of Los Angeles; Miss Mary Lowell Schwin, director, home economics department, Quaker Oats Company, Chicago; Miss Marie Sellers, director, home economics department of General Foods Corporation, New York; Miss Elsie Stark, director, home economics department, Best Foods, Inc., New York; Dr. Lillian Storms, director of research, department of nutrition and service, Gerber Products Company, Fremont, Mich.; Miss Isabel N. Young, director of home economics department, American Can Company, New York; and Miss Bea Adams, vice president of Gardner Advertising Agency, St. Louis, Mo.

In commenting on this list, Mr. Willis said, "These names represent leading women executives in the food industry, women who have made a contribution to homemaking and to business. With their knowledge of the problems of the home and close acquaintance with the products and services of the manufacturers, they have represented homemakers in the food factories of the country. And, likewise, through these women in industry, the millions of American women who purchase groceries every day have learned to know and appreciate the products and services of grocery manufacturers."



Rely on National's application research for an adhesive to keep pace with high-speed production

War-speed production calls for miracles in accelerated adhesion of surfaces under tension. Countless weatherproof fibre cases for overseas shipment of food and ammunition have to be sealed. Countless folding boxes for medical supplies have to be side-seamed. Countless rolls of fabrics and blueprints have to be spliced for continuous run.

National's successful experience in gaining maximum production speeds from modern packaging machinery is now available to you. National makes every

type of adhesive. And all National formulations include an extra margin of operating safety as insurance against commercial variables.

Remember, the value of an adhesive is based, not upon its almost insignificant unit cost, but upon the final sales protection it gives to your product. Inquiries are invited—NOW!

Offices: 270 Madison Avenue, New York 16; 3641 South Washtenaw Avenue, Chicago 32; 735 Battery Street, San Francisco 11, and other principal cities.

national ADHESIVES

EVERY TYPE OF ADHESIVE FOR EVERY TYPE OF ADHESION

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

With
Best Wishes
To the Members of the
NATIONAL
MACARONI
MANUFACTURERS
ASSOCIATION

The Central Carton Co.
920-926 Sumner Street Cincinnati 4, Ohio

FOLDING CARTONS and DISPLAYS



TRANSPORTS BY GRAVITY

cases and cartons to and from trucks, box-cars, loading platforms, warehouses, storage. Convenient to carry from place to place where needed. Easily, quickly set up and coupled to any length, without tools, thru exclusive "Quick-Eez" coupling feature.

In standard 10' and 5' straight sections. Also curved sections, and mobile straight and curved units, mounted on swivel casters. Wheels are free-running, full ball-bearing. Sturdy stands, adjustable in height. Low in price!

Write for Bulletin 10 showing Applications

THE E. W. BUSCHMAN CO., Inc.
414 New Street Cincinnati 2, Ohio

Why Noodle Eggs Cost More

Liquid Egg Production and Disposition 1938-1944

Egg-breaking and egg-drying operations to supply the large quantities of dried whole egg required by the Department of Agriculture under its Lend-Lease program, and by the Armed Services, have expanded phenomenally during the past four years. In 1927 the production of dried egg was only 556,000 pounds and utilized but 1,468,000 pounds of liquid egg. In 1944 the production of dried egg totaled 320,742,000 pounds and utilized 1,188,548,000 pounds of liquid egg, the equivalent of 31,728,000 cases of eggs or 20 per cent of the total number of eggs produced on farms during that year. In spite of the large diversion of the nation's total supply of eggs for drying during the past four years, the civilian per capita consumption of eggs increased from 316 eggs in 1940 to about 349 in 1944. The production of eggs on farms rose from 39,585,000,000 eggs in 1940 to 57,874,000,000 eggs in 1944, by far the largest production of record.

The expansion in the dried egg industry began shortly after the an-

nouncement of the Lend-Lease program in 1941. Production of dried egg during that year totaled 45,280,000 pounds, six times the output of 1940 and four and one-half times the previous high record of 1939. Practically all of the increase in the production of dried egg since 1940 has been in the production of dried whole egg, a form of dried egg that has not been used to any appreciable extent in this country. Nearly all of the dried egg used in this country is in the form of dried albumen and dried yolk. The production of these two forms of dried egg has been around 10,000,000 pounds during the past several years. Out of a total of 320,742,000 pounds of dried egg produced in 1944, 311,369,000 pounds were dried whole egg.

Prior to 1941 there were about 16 egg-drying plants in the United States. Practically all of the full year's production was during the five months of heaviest shell egg production—February to June, inclusive. Shortly after the department announced its dried egg program in April, 1941, for the production of dried whole egg, many new plants were planned. At the close of 1944 there were 117 egg-drying plants in the United States. Since 1941 many of these plants have produced dried egg the year round.

To obtain the quantities of liquid

whole egg needed for drying during the months of light egg production, large quantities of eggs, either in shell or in frozen form, have been placed in storage to be used for drying. In 1942 when figures were first assembled on the use of frozen and storage shell eggs for drying, the data showed that 115,752,000 pounds of frozen liquid egg and 112,412,000 pounds of liquid egg from storage shell eggs were used for drying. In 1943, 159,346,000 pounds of frozen liquid egg and 123,627,000 pounds of liquid egg from storage shell eggs were used for drying. In 1944, 179,146,000 pounds of frozen liquid egg and 109,019,000 pounds of liquid egg from storage shell eggs were used for drying. The production of frozen egg rose from 189,578,000 pounds in 1940 to 511,791,000 pounds in 1944.

Eggs dried are highly concentrated and require about 1/5 of the shipping space occupied by eggs in shell form. They have provided one of the most convenient and practical forms of high protein food, rich in nutritive value, for our Allies in the war. Egg-drying plants in the country at the present time are geared to produce 400,000,000 pounds of dried egg annually, or approximately 40 times the annual quantity consumed in this country before the war.

We Specialize in

DARK EGG YOLKS

We Have Catered to the
Finer Noodle Trade
for
Thirty Years

S. K. PRODUCE COMPANY
565 FULTON STREET CHICAGO, ILLINOIS

**GOOD
PEST
CONTROL**

*with Ease of Application
and Long-Lasting Results*

FOR MACARONI PLANTS, SEMOLINA AND
OTHER FLOUR MILLS

Apply **Larvacide**

*into Conveyors, Blenders, Elevator Legs and
Hoppers . . . and use for General Fumigation!*

- Larvacide is a tear gas fumigant with extra penetrative power. Kill includes insect larvae and egg-life.
- Light, economical dosage with overnight exposure **KILLS RODENTS WITHOUT CARCASS NUISANCE**
- Larvacide warns unmistakably of its presence, reducing risk of accident. It has no fire or explosion hazard.
- Stocked in major cities. Cylinders 25, 50, 100 and 180 lbs., and handy 1 lb. Dispenser Bottles, each in sealed can, 12 to case.

*Write Dept. M-1 for
Literature on
BETTER PEST CONTROL*

**INNIS, SPEIDEN
& CO.**

117 Liberty Street
New York 6
Boston • Chicago • Cincinnati • Cleveland • Omaha
Philadelphia

SERVACIDE SPRAY

(by same manufacturer)
A Contact Insecticide particularly suited to Macaroni work because of its lack of odor or residue and speedy evaporation from surfaces treated. Dissolved gas in Servacide works to kill insects inaccessible to usual mill sprays. Containers of 5, 30 and 55 gallons. Freight allowed on orders for 15 gallons and over.

SO MANY NEED THEM Some May Have to Wait!

Are you one of the fortunate folks who now have PETERS economical cartoning machines in your Macaroni, Spaghetti and Noodle Packaging Department? If you are, congratulate yourself! There are many plant operators who envy you.

Many postwar plant improvement programs include the installation of these PETERS labor-saving, profit-making machines for setting up and closing Macaroni, Spaghetti and Noodle cartons. If you have not completed your plans for the return of peacetime civilian production, send us samples of the various sizes of cartons you expect to handle. We will gladly recommend machines to meet your specific requirements.

Action now will save waiting later, as we expect to make deliveries in the same sequence as orders are received.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE. Sets up 35-40 cartons per minute. One operator.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE. Closes 35-40 cartons per minute. No operator.

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

Green Bay Box Company

Green Bay, Wisconsin

Manufacturers of corrugated and
solid fibre shipping containers
and folding cartons

FOR EYE AND SALES APPEAL

PACKAGE & PROTECT

YOUR NOODLE AND MACARONI
PRODUCTS WITH BEAUTIFULLY
PRINTED "PARAMOUNT" BAGS

PARAMOUNT
Paper Products Co., Inc.

16th and Glenwood Ave., Philadelphia 33, Pa.

Durum Planting Predictions

Expected planting of durum wheat this spring will be approximately 93.4 per cent of the 1944 planting, according to estimates made by the Crop Reporting Board of the United States Department of Agriculture released March 20, 1945. This will mean that only about 2,017,000 acres will be sown to durum this coming spring compared to 2,190,000 in 1944 and a ten-year average of 2,832,000 acres. Reasons for this decline are given in the report that follows covering estimated planting intentions:

WHEAT: The intended plantings of all spring wheat, at 19,008,000 acres, indicate a reduction of about 2 per cent from both the 19,335,000 acres planted last year, and the 10-year (1934-43) average of 19,397,000 acres. This indicated all spring wheat acreage, combined with last December's estimate of 49½ million acres of winter wheat seeded last fall, gives a 1945 seeded acreage of all wheat of 68,597,000 acres. This is about 4½ per cent above the 65,684,000 acres of all wheat seeded for the 1944 crop.

The intentions of farmers to plant a slightly smaller acreage of spring wheat than a year ago appears to be attributable to several causes. The total spring wheat acreage was increased 2 million acres a year ago, which minimized the opportunity for an increase this year. The favorable moisture situation last fall and winter enabled farmers to seed the intended winter wheat acreage—in some cases to exceed it—and bring the acreage through the winter with a minimum loss. These factors held the increase in spring wheat plantings within a moderate range in Colorado and the Pacific Northwest—where both winter and spring wheat are grown. The intended spring wheat acreage is substantially reduced in the main spring wheat states, except North Dakota. There is evidence that flaxseed, expanded under Crop Insurance and the incentive pro-

gram, will compete with spring wheat for use of the land in the main spring wheat area.

The prospective acreage of durum wheat, at 2,017,000 acres, is 7 per cent under the 2,160,000 acres planted last year, and continues the decline of recent years. This reflects the competition of both flaxseed and other spring wheat to the acreage, and the less satisfactory returns from durum wheat in recent years. The intended 16,991,000 acres of other spring wheat, only slightly lower than last year, is determined largely by the acreage in North Dakota where a moderate increase about offsets declines in other principal hard red spring wheat states. The moisture situation thus far this spring is not a limiting factor to the projected plantings of spring wheat, except in Wyoming, where dry conditions have continued since last fall.

If the prospective all spring wheat acreage is realized and yields per planted acre this year, by states, approximate those for 1937-42, production would be about 241 million bushels. Combining this probable production with the estimate of 762 million bushels of winter wheat made last December, the indicated production of all wheat this year would be approximately 1,003 million bushels. This would be 7 per cent less than the record crop of last year but would be the Nation's third largest wheat crop.

Shellmar Technologist Receives Overseas Assignment

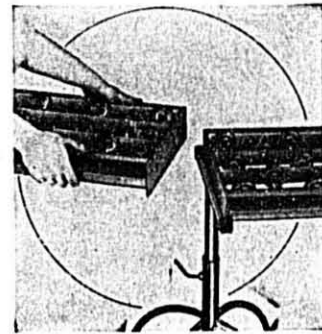
Robert L. Lee, Packaging Technologist with Shellmar Products Company, Mt. Vernon, Ohio, has been appointed, at the request of the United States Transportation Corps, European Theatre of Operations, to act as Technologist in assisting to set up a program of packaging, packing and processing of military equipment in the European Theatre.

Mr. Lee attended the United States Military Academy at West Point for

two years. Leaving the academy in 1928, he went into the retail business, during which time he became interested in packaging, and in 1938 joined the Shellmar Products Company. Until 1940 he represented Shellmar in New York and New Jersey. Since January of this year, he has served as an assistant salesmanager of fifteen Midwestern States.

Portable Conveyor Sections

Simplified engineering design makes the coupling together of portable conveyor sections a quick and easy operation.



The stands supporting the conveyor sections are made with a slotted transverse arm. The slotted top of the stand receives extended end plates of the conveyor sections, thus providing a rigid, convenient coupling.

Each section is independent of the adjoining one, and either section may be removed without disturbing the other.

The stands are four-legged and are adjustable in height. Stands are quickly and easily raised or lowered to give the desired slope, so that packages may travel on the conveyor by gravity.

LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

STAINLESS STEEL DIES — WITHOUT BRONZE PLUGS

Prompt and Dependable Service. Work Fully Guaranteed. Write for Information.

REMEMBER: It's Not Only the SEMOLINA But
Also the DIES That Make the BEST Macaroni

1153 Glendale Boulevard

Los Angeles 26, California

CENTRAL STATES PRESSURE-SEAL EXPORT, PAPER BAGS FOR SPAGHETTI AND MACARONI

meet every Government requirement and a good deal more!

Our exclusive manufacturing process assures uniformity and maximum quality.

Samples and Prices on Request

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520 No. Michigan Ave.

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489 Fifth Ave.

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1951 East Ferry St.

— IMPORTANT NEWS —

TO ALL MACARONI MANUFACTURERS:

YOU will be interested in my new and successful patented

Macaroni Stick

Due to its special construction, it will not warp during the usual process of drying long macaroni products.

Sticks that warp are very expensive because they waste from four to eight ounces per stick every time you fill them. With the new patented stick, which remains straight, you can have the following advantages:

1. Increased production with no additional cost.
2. Small macaroni heads.
3. Uniform lengths for better packing.
4. Pack in smaller containers.
5. Considerably less waste in sawing.
6. Improved appearance.
7. Increased capacity of your racks and drying rooms.
8. Sticks need little or no replacements.

MANY OTHER GOOD FEATURES.

Write today! Let me help you solve your macaroni stick problem. Send correct length of your sticks; also let me know how many you are using. I will send you free two samples for examination and testing.

According to their builders, these new sticks are suitable for, and also an improvement to, the new automatic spreading machines.

You will be well pleased with the results. Am certain that equipping your plant with these new sticks will convince you that you have made a good investment which will pay for itself in a short period of time.

S. VIVIANO

1176 Center Drive

St. Louis 17, Mo.

INSECT CONTROL IS A SPECIALISTS' JOB

Food destroying insects are powerful enemies, and it takes powerful weapons to conquer them.

For complete insect control in your plant, let one of our fumigation engineers come in and make a survey. No obligation.

INDUSTRIAL FUMIGANT CO., INC.

Chicago—P.O. Box 7866 Portland Ore.—Lancaster 6388
Minneapolis—Atlantic 0581

Food Labels

to Be Studied by American Home Economics Association

Grocery Trade Applaud the Planning

Because they are convinced that good labels are essential to intelligent purchasing of consumer goods, the American Home Economics Association announces that it will conduct a survey to learn the kind of information consumers want on labels.

Paul S. Willis, president of the Grocery Manufacturers of America, leading proponents of descriptive labeling as against Grade Labeling, expressed his organization's approval, also. He says that the grocery manufacturers are in complete agreement with the belief of the American Home Economics Association as expressed by its president, that "any labeling program should be worked out by manufacturers, retailers, and consumers working together."

"It was with this in mind that the Grocery Manufacturers of America launched its campaign last fall to put good descriptive labels on all grocery products—to bring all labels up to the level of the best," said Mr. Willis. "An important part of this program is discovering the kind of information consumers want for discriminating choice of products to suit their own particular tastes, needs, and budgets."

"The American Home Economics Association is strongly represented on the Women's Committee recently appointed by the Grocery Manufacturers of America. This committee's first project is to advise with us on our labeling program—to bring to us the benefit of the members' years of experience in their own companies, where they work closely with homemakers. We shall look to the committee to co-operate, through its members, with the American Home Economics Association study committee, and to keep us informed on trends of thinking as the study progresses."



Paul S. Willis

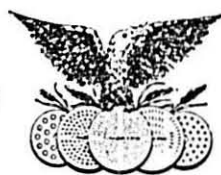
"We have written Mrs. Dora M. Lewis, president of the American Home Economics Association, to this effect, and have offered her our full co-operation in transmitting to our member companies those of her organization's findings which concern grocery products."

"One result of this study will undoubtedly be increased consumer interest in labels, with more women reading labels and choosing their purchases according to the information they find there. This is also one of the major objectives of our program, which has as its ultimate purpose increased and sustained consumer satisfaction in the selection of grocery products."

"We hope other consumer groups will follow the example set by the American Home Economics Association, and other groups of manufacturers, the pattern now being established by the Grocery Manufacturers of America. Consumers stand to benefit by any program designed to give them the kind of information they want for intelligent purchasing."

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.



Makers of

Macaroni Dies

TRADE MARK

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., INC.

178-180 Grand Street

New York City

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

Restore Heavy Boxcar Demurrage

In an attempt to speed up the loading and unloading of boxcars as an aid in solving the car shortage that has affected industry and trade all over the country, the Interstate Commerce Commission has placed into effect heavy demurrage charges on delayed loadings and unloadings. It reinstated I.C.C. Service Order No. 242, with amendments, effective April 1, 1945.

The order provides that after the expiration of the free time allowed by tariffs, demurrage charges on a closed boxcar held for loading or unloading, which was not loaded or unloaded within the free time, shall be \$2.20 per car per day or a fraction thereof for the first two days; \$5.50 per car per day or a fraction thereof for the third day; \$11.00 per car per day or fraction thereof for the fourth day, and \$16.50 per car per day or a fraction thereof for each succeeding day.

Semolina for West Africa

Early in March the War Food Administration awarded contracts on semolina and farina to be shipped to French West Africa. The contracts were as follows:

North Dakota Mill & Elevator Association, Grand Forks, N. Dak., 1,600,000 pounds of semolina, at \$4.08 a sack delivered New York, \$4.07 at Philadelphia and \$4.06 delivered Baltimore.

Farina contracts, as follows: Midland Flour Mills Co., Kansas City, Mo., 240,000 pounds at \$3.57 a sack, f.o.b. Kansas City, and 240,000 pounds at \$3.93 a sack, delivered Charleston, South Carolina.

Russell-Miller Milling Co., Minneapolis, Minn., 2,000,000 pounds at \$3.61 f.o.b. Minneapolis.

Lawns should not be mowed too often or too short during hot dry weather, but should be cut often enough to prevent aggressive weeds from forming seeds.



Corrugated and Solid Fibre Boxes
Folding Cartons
Kraft Bags and Sacks
Kraft Wrapping Paper and Specialties



Gaylord Container Corporation

GENERAL OFFICES: SAINT LOUIS

New York—Chicago—San Francisco—Oakland—Los Angeles—Atlanta—Jersey City—New Orleans—Portland—Seattle—Houston—Dallas—Fort Worth—Weslaco—San Antonio—Milwaukee—Kansas City—Minneapolis—Indianapolis—Columbus—Detroit—Cincinnati—Des Moines—Oklahoma City—Greenville—Memphis—Bogalusa—Tampa—Jacksonville—St. Louis—Appleton—Hickory—Greensboro—Chattanooga—New Haven

Buy More War Bonds

Friendly
Greetings

To the United States

Macaroni

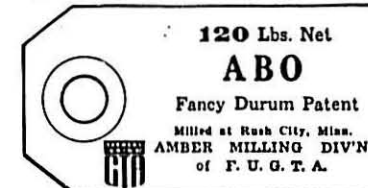
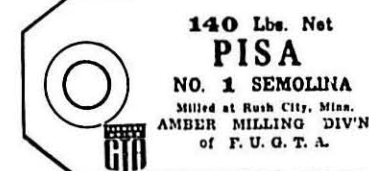
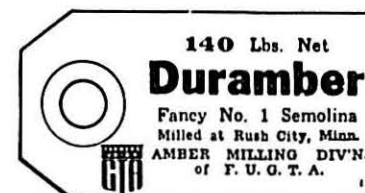
Spaghetti

Egg Noodle

Industry



A WELL-WISHER



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

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

Macaroni For Sunday Dinner

Macaroni, spaghetti and egg noodles having been put to the acid test of war and scarcity, have won the lasting esteem of the American public as it did those, under similar circumstances, in Europe centuries ago. It took a war and all its effects on the nation's economy to put this fine and worthy grain food fully and definitely on the American table.

The following article that has appeared quite frequently in the United States newspapers and magazines recently is typical of the new gains made in consumer acceptance of macaroni products:

Wartime Cookery Favors Macaroni

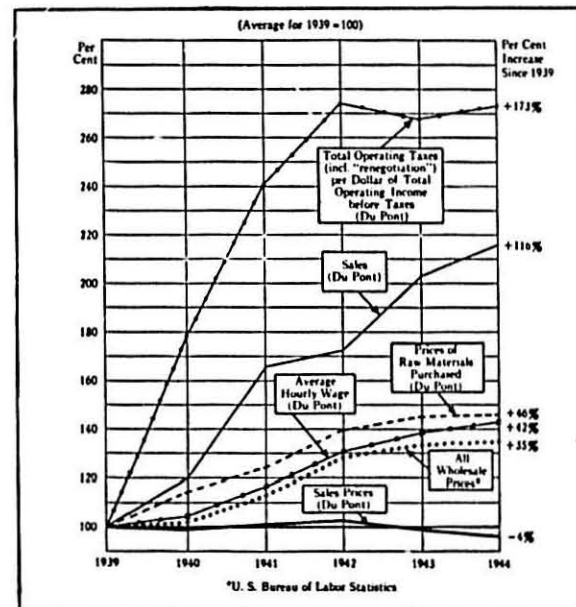
No ration points and an almost unlimited supply—that's macaroni.

So many combinations are possible with vegetables or meats that a Sunday dinner featuring macaroni can rate tops in eye and taste appeal, says the A&P Service for Homemakers. Economy or variety can rule the cook's choice, depending on the size of the food budget.

Most macaroni is made from wheat. The Chinese, however, use rice, bean or wheat and rye flour blends. Italians often mix whole wheat and chestnut-wheat flour in processing macaroni. Japanese eat the product made from beans, buckwheat or seaweed. But an American macaroni is real wheat. Processors are making macaroni from the hard durum wheat which is part of the 1944 American wheat crop of more than a billion bushels, an all-time record.

Favorite of all macaroni combinations is a simple dish baked with cheese. With cheese somewhat scarce, the choice in many kitchens now includes canned or home-processed tomatoes, macaroni with chopped beef, with oysters in croquettes, macaroni

Du Pont Wartime Prices Drop 4 Per Cent Below 1939 Levels



This chart from the annual report for 1944 just issued by E. I. du Pont de Nemours & Co., Inc., shows that since 1939, while the national average of wholesale prices has increased 35 per cent, the average of Du Pont sales prices has declined approximately 4 per cent. The costs of the principal raw materials purchased by the company have advanced some 46 per cent. The average hourly compensation paid to all wage roll employees has increased 42 per cent. Total taxes (including "renegotiation") per dollar of operating income, rose 173 per cent since 1939.

Lower prices for Du Pont products during this period have been made possible by "progressive improvements in manufacturing processes, large volume of production, and employment of additional capital," the report said.

soup or salad macaroni with ham, or with mushrooms and cooked meat. "Macaroni timbales" are tasty but less tricky to prepare than the name implies. Just line small individual molds with cooked macaroni, fill with cooked chicken, salmon or pieces of

other cooked meats and then bake a light brown before serving. A suggested menu for Sunday dinner is broiled grapefruit, macaroni-meat timbales, baked yams, vegetable salad, chocolate cake, and coffee, tea or milk.



Catherine M. Lombardi, War Worker

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Herbert Buys Control

Frank T. Herbert, well known to the macaroni-noodle trade in the Chicago area, has purchased the interests of the late Walter Scott Johnson in



Frank T. Herbert

Herbert-Johnson & Co., supplier of flour and semolina. The firm will continue under the old name and with no change in business policy according to this executive. He will be assisted in

the business by his two brothers, Allen and John.

Frank T. Herbert was formerly president of the National Association of Flour Distributors and stands high in the distributing trade.

Mr. Walter Scott Johnson died March 12.

Completes Fifty Years in the Milling Industry

His fiftieth anniversary in the milling business was observed by Thomas L. Brown, manager of the durum department of the Commander-Larabee Milling Company, Minneapolis, on April 9. Office associates took advantage of the opportunity to stage a party at the close of business that day, and presented him with a gift in remembrance of the occasion.

Mr. Brown started to work for Washburn-Crosby Company in 1895, was transferred to Cincinnati in 1899, later becoming manager of that branch. He returned to Minneapolis in 1902, and for some years thereafter was in charge of sales in Indiana and other central states territory. He has been



Thomas L. Brown

associated with Commander-Larabee Milling Company since 1926, and has a wide acquaintanceship with the macaroni industry from coast to coast.

Very few of the marine bacteria plentiful in ocean waters cause diseases in the habitants of the sea and none cause diseases in man.

LOOKING TO THE FUTURE -- LABELS IN COLOR TO BUILD REAL PRESTIGE

The War is pushing packers and food dealers into unprecedented expansion. In many instances needs are so great that manufacturers have passed the point of preference.

It may be that in addition to your old-established sources you will be required of necessity to place business for labels, containers, wrappers, etc., in some other direction.

We regularly serve 1500 manufacturers in the food field, and are constantly making new friends and customers. Our emergency service on quality labels in colors has been a boon not only to our established clients but to many concerns using KITTREDGE labels and wrappers for the first time.

Our facilities and services are unique for manufacturers of Macaroni and Spaghetti products. Here under one roof we combine every phase of quality label development and printing. This includes sales-compelling design-ideas, die-cut items, material printed in hi-gloss inks, bag labels, label closures, etc.

The food industry is making one of the best contributions to speed America's Victory. America today is not only the arsenal but the larder of Democracy as well.

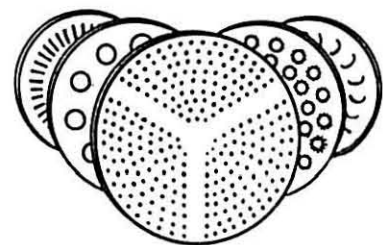
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to the

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Pure Salt blends and harmonizes with the flavor of every product that grows, and with every combination of them that can be put together.

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Cancer and Food

Because of war, we have meatless days, and while we do not wait for a meat shortage to enjoy spaghetti and other types of macaroni products, we can at such a time thank God for this high protein, vegetable food.

Many of our soldiers in the long, drawn-out battle from Sicily and the toe of the Italian boot, all the way north to the Po Valley, have had plenty of opportunity to enjoy macaroni foods "in their native haunts."

Few people are aware that food is one of the things which a highly imaginary and unscientific public has suspected of causing cancer. The idea is of course utterly absurd. There is just as much cancer among people who have never even heard of macaroni, for instance, as there is in countries where it is a major staple of diet. No food causes cancer, nor will any food prevent it.

This loose association of ideas between cancer, foods, war, soldiers and the population as a whole, leads to certain interesting statistical facts.

During the first three years following Pearl Harbor, 121,363 of our fighting men all over the world were killed or missing. This is 111 every day. Meanwhile, 495,000 of their kinfolk

died of cancer on the home front: 452 each day. Even in time of war, cancer is more deadly than battle. We are at war only about 90 per cent of the time. Cancer, however, declares no armistice. Throughout the years, cancer is many, many times as deadly as battle.

When the parents of pupils now in public school were themselves school children, the very word "cancer" was taboo. Today, more than forty states either have cancer control study programs or are planning for them. Cancer kills three times as many school children annually as infantile paralysis does. It kills more mothers of school children than any other disease and takes away nearly as many fathers. On the average, cancer ultimately enters one home out of every two and takes away one person out of every nine therein.

School children today are actually teaching their parents about cancer and thereby safeguarding their homes.

It is estimated that 175,000 citizens of the United States will succumb to cancer during 1945. The great tragedy of the situation is that at least one-third of these deaths, more than 55,000, will occur merely because the patients themselves do not know their danger and will seek medical assistance too late for successful treatment. Public education and periodic examinations are the only answers.

At the present time, more than 700 war veterans are being admitted to Veterans' Hospitals every month. Over 95 per cent of these patients are veterans of World War I. The great increase in the number of men in the armed forces during the present conflict makes it evident that twenty-five years from now 30,000 cancer patients will be admitted to Veterans' Hospitals every year, and these hospitals will contain at least 40,000 cancer patients at all times.

The cancer death rate in the United States has more than doubled since 1900. If the present trend continues unchecked, twice as many of our citizens will die of cancer in 1985 as are dying of it today.

We are most anxious to stop the scourge of war. How about the greater scourge of cancer? During April, the American Cancer Society is making a drive for funds for increased medical service and cancer research. Every citizen has an obligation in this matter and can help both actively and financially.

H. D. FISH,
Director School Service
The American Cancer Society

The total amount of iodine found in the average man weighs a little less than a drop of water; about one-half of this essential material is located in the thyroid gland and the rest distributed to every cell in the body.

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26th Anniversary
and the

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On the Occasion of Its
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 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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TIE 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.
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Vol. XXVI APRIL 1945 No. 12



"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."

Macaroni Cost Accounting

The "Manual of System Instructions Uniform Cost and Accounting for the Macaroni Industry," prepared more than twenty years ago by the National Macaroni Manufacturers Association to encourage the adoption of a uniform system of costs figuring is even more popular outside the industry than it is among executives of macaroni-noodle plants.

Through the years requests for copies for study and for permission to adopt parts thereof in special systems of their own have been received from numerous associations, from outstanding certified public accountants in this and other countries.

Examples of interest in the system are many. Here's one received March 16, 1945, from the Book Manufac-

ers' Institute, Inc., New York City, which says in part:

"The Book Manufacturers' Institute, Inc., is the national trade association of the book manufacturing industry. Our Cost Accounting Committee is, among other things, formulating a cost system to be recommended for adoption by the industry for the purpose of establishing industry-wide uniformity in cost accounting procedure and principles.

"We understand that the National Macaroni Manufacturers Association has adopted a uniform cost-accounting system and that it is working successfully in your industry. We believe that a study of your system would be helpful to our Committee, and I would greatly appreciate it if you would send a copy of your 'Manual of System Instructions, Uniform Cost and Accounting for the Macaroni Industry.'

"If there is any way in which we can reciprocate, please do not hesitate to call upon us."

Cordially yours,
 J. RAYMOND TIFFANY
 General Counsel

Consider Macaroni Business

The Church of Jesus Christ of Latter Day Saints (Mormons), through its Church Welfare Committee, is seriously considering the erection and operation of a plant for the manufacture of macaroni, spaghetti and egg noodles, and possibly puffed rice.

Officials of the United States Department of Agriculture, Washington, D. C., recommended that the committee contact the headquarters of the National Association for literature that would aid in studying the possible entry of the Mormon church in the macaroni business with . . . "The understanding, of course, that should we engage in the manufacture of any or all of the above-named commodities, the output will be used exclusively for Church Welfare purposes."

The pamphlets requested and supplied are:
 Rich, Jean. 1930. "Macaroni, Spaghetti and Noodles."
 Clendinin, William. "Food Value of Macaroni Products."
 LeClerc, J. A. "Macaroni Products." The National Macaroni Institute.
 "Americanized Macaroni Products."

Lend-Lease Food Deliveries in 1944 Exceed Seven Billion Pounds

The War Food Administration announced January 18, 1945, that deliveries of food and other agricultural products for shipment to the allies under lend-lease during 1944 totaled 7 billion 272 million pounds compared with 1943 deliveries of 11 billion 488 million pounds.

Meat and meat products led deliveries for the year with 2 billion 268 million pounds, followed by dairy products totaling 1 billion 371 million

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pounds and grain and cereals totaling 1 billion 324 million pounds.

Deliveries for December totaled 391 million pounds, WFA reported, compared with 467.5 million pounds in November, and 900.2 million pounds in December, 1943.

1945 I.F.T. Conference Cancelled

In the interest of avoiding congestion of hotel and transportation facilities during 1945, the Council of the Institute of Food Technologists has voted unanimously not to petition the Federal Committee on Conventions and Conferences for consent to hold its 1945 conference originally scheduled for Rochester, N. Y., in May.

Except for the holding of this conference, the activities of the institute will proceed as usual with the election of officers, holding of a summer meeting of the council authorized to transact essential institute business, holding of regional section or group meetings, and publishing its proceedings.

In accordance with these plans, the committee on programs has been instructed to proceed with its invitations and negotiations for papers relating to food technology and particularly emphasizing methods and practices which contribute to the preservation of the nutritive value of processed foods. The committee was also instructed to obtain consent of the authors to read their papers before meetings of the regional sections, and to have all the papers published in the I.F.T. Proceedings.



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To Advertisers:

The Macaroni-Noodle Industry owes you its thanks and appreciation for the grand job you are doing in keeping the manufacturers up to date on everything pertaining to your services and materials.

Today, the facts you present to macaroni-noodle manufacturers, the service you render and the fine equipment and materials you supply, enable them to turn out vitally needed good products with speed and precision under most critical conditions.

By helping our manufacturers to supply the American war and home fronts with such needed good foods as quality macaroni products, the advertisers are assuming a place in the partnership with clients, old and new, that will be mutually beneficial in days to come.

We urge such continued co-operation to help bring to a successful conclusion this victory-speeding job.

Thanks for everything!

Greetings to all on this memorable occasion, the completion of twenty-six years of unselfish service to the Macaroni-Noodle Industry of America and all its well-wishing friends.

M. J. DONNA, *Association Secretary
and Journal Editor.*



Shock upon shock of golden wheat silhouetted against the horizon as far as the eye can see . . . that's the harvest picture in the Wheat Empire of the World, nestled deep in the heart of America's Northwest. It's the home of the top quality Durums, the hard flinty spring wheats from which the choicest macaroni products are made. This Northwest Semolina excels all others . . . its plump, ripe kernels bursting with the nutritious, flavorful wheaty goodness that gives macaroni its unusual wealth of taste, eye and health appeal. From the length and breadth of this great prairie wheatland flow the choice golden Durums to the makers of macaroni products all over America.

North Dakota Mill & Elevator Co.
Grand Forks, North Dakota

TO THE JOURNAL STAFF: CONGRATULATIONS! on your 26th Anniversary, for the splendid service your paper has rendered to the SEMOLINA and MACARONI Manufacturers.

R. M. Stangler, Gen. Manager

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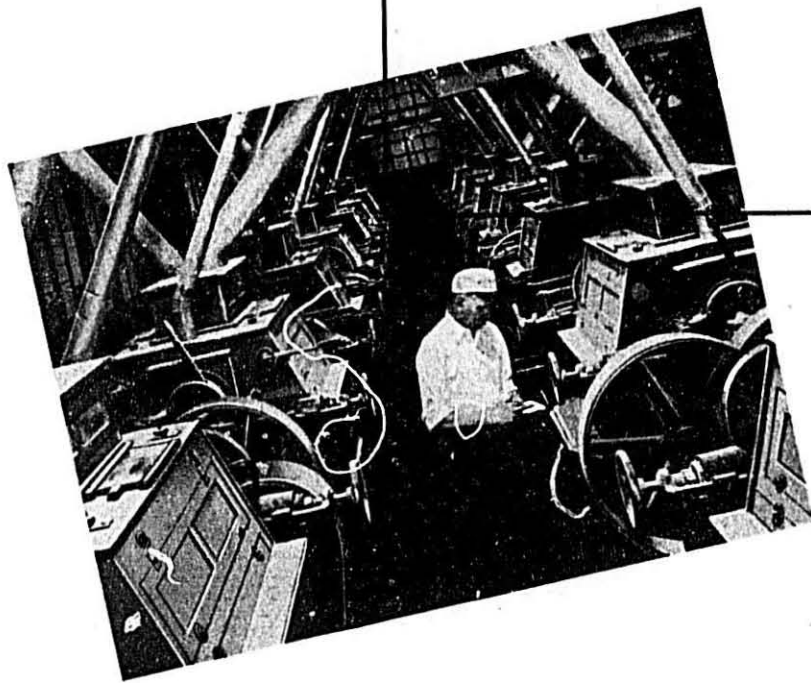
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Evans J. Thomas
Manager Durum Division
Suite 324-520 N. Michigan Ave., Chicago, Ill.

Meet Our Mr. Rogers

. . . 36 years on a "temporary" job



Back in 1908 a young chap by the name of Wallace Rogers, who had been teaching school out in North Dakota, took what he thought was a temporary job in a Pillsbury durum mill. He has now been on the job for more than 36 years.

As head durum miller at the great Pillsbury "A" Mill, Mr. Rogers has helped develop Pillsbury's advanced and efficient methods of cleaning, grinding and sifting durum wheat.

His knowledge, accumulated through long experience and pooled with that of other Pillsbury durum experts, is one of the reasons for the high, uniform, ever-dependable quality of Pillsbury's Semolina and Durum Flour.

PILLSBURY MILLS, Inc.

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