

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 10**

February, 1945

FEBRUARY, 1945

The **MACARONI JOURNAL**

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Pay Days

For The
Macaroni -- Noodle
Processors and Distributors
February 14 -- April 1
The
1945 Lenten Season

Chicago, Illinois
Macaroni Manufacturers Association

Printed in U. S. A.

VOLUME XXVI
NUMBER 10



WILL THIS CHANGE IN BUYING HABITS SHORT-CHANGE YOU?

The trend toward super-market shopping continues. In 1939, 41.3% of women surveyed preferred super-market buying. In 1943, the trend had reached 61.1%; in '44—64.4%. So . . . it's self-service they want—more and more!

Are your packages and labels keeping pace with this trend—designed up-to-the-minute to satisfy this self-service preference? Do they, for instance, stand out on dealers' shelves, crying the superiority of your products above competition? Are they good examples of what women consumers call descriptive labeling—giving the *how* and *what to do* type of information?

The Rossotti organization has been in step with changing buying habits—foreseeing them—for years! Each Rossotti packaging job is built from the ground up—to compete successfully against competitors. A comprehensive survey and thorough analysis of all point-of-sale problems *precedes* each specific designing job.

Rossotti Packaging Consultants are experienced and backed by complete equipment . . . a modern kitchen to study nutritional and other selling points . . . color which we grind ourselves, and factory controlled weather to assure finest printing results. May we help you modernize your packages and labels—see to it that this current change in buying habits does not short-change you!

Rossotti
SINCE 1898

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

NEW ENGLAND OFFICE: 200 Milk St., Boston 9, Mass.

MID-WEST DIVISION: ROSSOTTI MID-WEST LITHOGRAPHING CORP., 520 N. Michigan Ave., Chicago 11, Ill.

WEST COAST DIVISION: ROSSOTTI WEST COAST LITHOGRAPHING CORP., 255 California St., San Francisco 11, Calif.



Macaroni For Blood Donors

Unquestionably the outstanding bank in connection with the war efforts of our country is the blood bank. Every day there is more and more demand for human blood from voluntary donors to be stored for later use in saving precious human lives.

Americans have responded patriotically to the call, with the result that our hospital units, on both the home and the battle fronts, have about the largest, good blood bank in the world.

Thousands of Americans have donated blood numerous times, realizing that there is a great need for it in the humanitarian work being done by the medical units. However, the health of the donor has always been given due consideration. Bad effects may result in cases where the donors are careless about their speedy recovery from loss of blood, however voluntary is the action. Proper diet will help restore the blood contributed to a worthy cause, as it does in all cases of loss of blood.

Because of their nutritive value, their easy assimilation, Macaroni Foods are considered ideal by many nutritionists. On this point, a recent issue of "Telephone Topics," Boston, Massachusetts, has the following to say which is of real interest to macaroni-noodle manufacturers:

Blood Donors Should Watch Diet

Diet is important in the formation of hemoglobin which, in turn, is needed in replacing blood losses and in the prevention of anemia. Three constituents found in large quantities in milk perform vital functions in this connection. Two of these are "B" vitamins known as riboflavin and pyridoxin. When pyridoxin is absent from the diet, red blood cells are not formed; instead large quantities of iron needed for red cell formation are lost in the blood plasma.

If riboflavin is withheld from the diet, anemia results and there is a decrease of white cells as well as red ones.

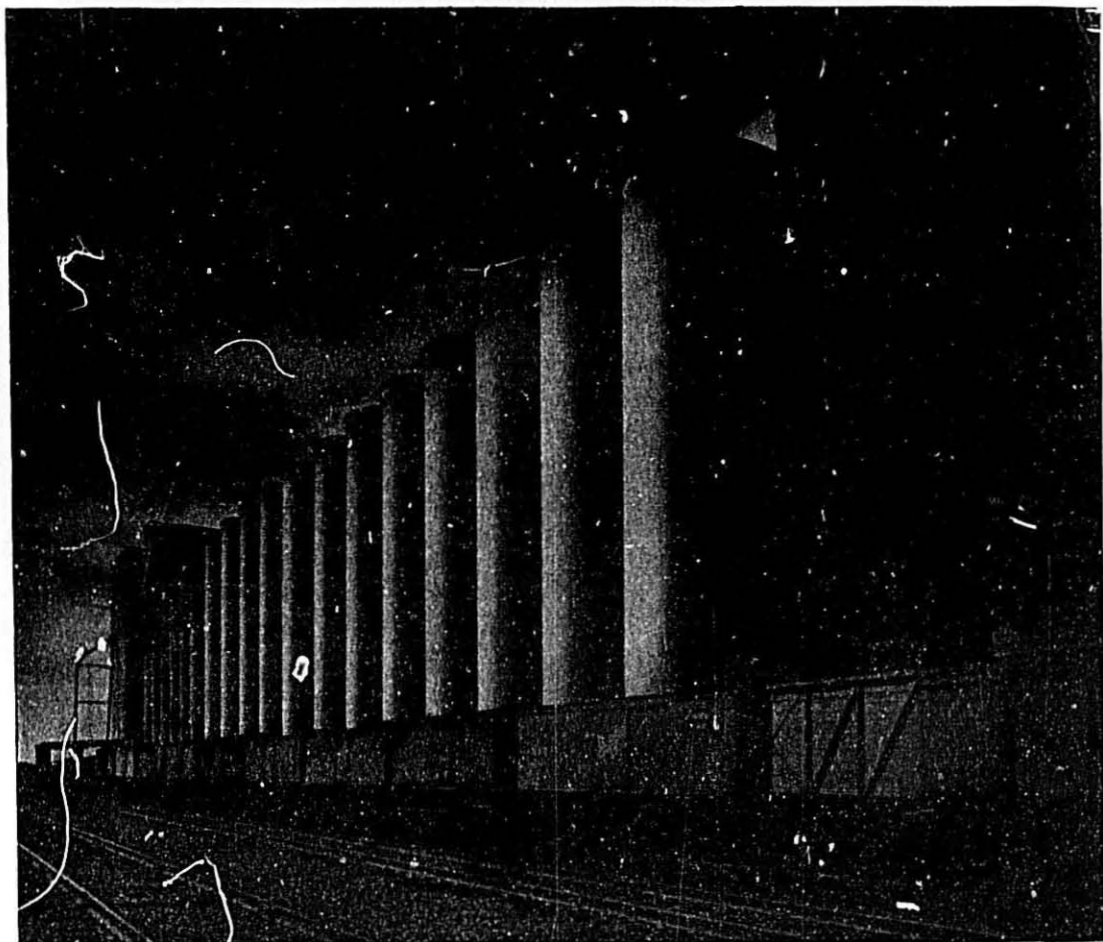
Casein, the protein of milk, contains important amino acids needed by the body in the manufacturing of blood constituents. When you go to the blood bank, be sure that afterward you get enough of the right kind of food to make up for the loss of blood. Here are a few suggestions for a day's meals which will build up your blood cells as well as your appetite.

Breakfast: Sliced oranges, scrambled eggs, bacon, toast and butter, preserves, milk.

Luncheon: Macaroni with bacon and tomato sauce, carrot and celery sticks, bread with butter, peaches, milk.

Dinner: Meat loaf, scalloped potatoes and onions, buttered peas, asparagus salad, bread with butter, tapioca pudding and milk.

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



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Same Road to World and Industry Peace

The right kind of world peace will be attained only when the leading nations, both large and small, are honestly concerned in its attainment and continuance. Likewise, peace and progress in any business and trade are assured only when the leading firms and their thoughtful executives recognize the need for greater united action wherein each does his commensurate part in supporting the organization established to carry on agreed policies and accepted activities.

Worldwide, there is reason to hope that the predictions of early victories in the war may come true. In that event the solemn agreements of the Dumbarton Oaks conference held so recently in Washington, D. C., may be recalled. The American idea was that the conclusions of the conference would "constitute the foundation of any future international organization for the purpose of maintaining peace and security." That was the opening challenge voiced by former Secretary of State Hull.

The ambassador from Russia told the conference that his nation could be depended upon to protect "all big and small freedom-loving countries of the world." The leader of the British delegation declared that no one wished to impose some "great power dictatorships on the rest of the world," and he added that unless the great powers are united in aim and ready to fulfill loyally their obligations, no machine can maintain the peace, however perfectly constructed. He went on to explain that the larger nations can protect themselves best by making sure in advance that the smaller powers and their vital interests are preserved.

Despite all the backtalk and suspicion that exists between Russia, Great Britain and the United States, it is still very clear that none of these nations have pushed aside the substantial agreements made at Dumbarton Oaks. Nevertheless, the United States will be called upon to agree to a lot of disagreeable conditions in order to preserve peace permanently after the fighting stops. It was Walter Lippmann who declared that "the only peace we can have is this one, the one now being bought by waging the war, and we are presumptuous if we think we can ignore this peace and make a different one when our enemies cry quit." He expressed the further belief that peace was now being built by heroic deeds and pro-

digious labor. "We have to see that we do not tear it down—that we make it stronger," he declared.

There is general fear that the "Big Three" are being headed for "a military alliance to dominate the world," and that was one of the live questions when those charts were prepared at Dumbarton for the distribution of military forces made up of American, British and Russian manpower. Even in the past few weeks Senator Vandenberg of Michigan has become an outstanding leader in international affairs. He made a start in that direction weeks ago when he uttered these words: "If the nations cannot join in making a lasting peace, then science will make weapons for global suicide in the next war." He emphasized the need of a plan for peace at a maximum speed. "More possible germs of future disaster lie in the wrong kind of peace than in the wrong league," he added.

Industrywide, there are good reasons to hope that the war experiences have brought most of the better firms in the nonassociation group to a fuller realization of their responsibility to themselves, to the trade and to their fellow manufacturers whose problems are similar, as are their objectives—trade betterment for the industry, plus individual and collective good that will accrue to each operator.

There was rightful pleasure expressed by many at the recent conference in Chicago over the recognition of this general reasoning by an appreciable number of firms that have cast their lot with the organization leaders, giving their full support to the policies and activities of the National Macaroni Manufacturers Association during 1944. These new supporters are commended on their action because future Industry Peace and accord will result from a betterment of the whole trade in its fight to gain greater recognition by friendly distributors of foods, and the readier acceptance of macaroni products by American housewives.

Shoulder-to-shoulder the democracies of the World will subdue the reactionary forces. Side-by-side, the progressive macaroni-noodle manufacturers will win for their products a more friendly welcome by menu planners of the future. The Road to Peace, in War and in Industry, is a united front and co-ordinated action.

Industry Executives in Mid-Year Meeting

Study New Government Definitions of Standards of Identity—Confer with Durum Millers on Products Promotion—Plan Enrichment Fight and Postwar Policies

The annual mid-year conference of the Macaroni-Noodle Industry attracted a representative group of executives to Chicago January 25, 1945, to consider general plans for the immediate future and for the postwar days sure to come.

The meeting was held at the Morrison Hotel, with representatives from firms on the Eastern seaboard to the Western plains. C. W. Wolfe, president of the National Macaroni Manufacturers Association, presided at the conference that was open to all in the business. In explaining the objectives of the conference, he stressed the need of immediate action on such matters as ways and means of increasing consumers demands as an essential postwar activity; continuing the fight to hold the right to products enrichment for those who may elect to fortify their products in the future; enrollment of the leading nonmembers in the ranks of the National Association to increase its prestige where and when it will do the trade the most lasting good; full co-operation in the Government program of increased plant sanitation; ways and means of retaining essential workers in plants while fully co-operating with the Government's manpower program and endorsement of the descriptive labeling idea as the most practical for macaroni foods.

Secretary-Treasurer M. J. Donna presented a membership and finance report, showing the National Association in an excellent position with respect to both. As Managing Director of the National Macaroni Institute he explained plans for the 1945 Lenten promotion and reported on the fall and winter campaign of products promotion and consumer education. The Institute is doing a splendid job on free-will contributions.

Director of Research Benjamin R. Jacobs reported on the new Government Standards of Identity for Macaroni Products, and of his plan to represent the association members at the hearing on enrichment of this food in Washington, January 29. Through exhaustive research he has found that facts do not substantiate Government

evidence that enriching elements added to macaroni products are almost all lost in cooking. His contention before the Food and Drug Administration at the hearing would be that the Industry should be given the privilege of enriching, should manufacturers find it practical to do so.

C. L. Norris, Minneapolis, chairman of the Future Activities Committee reported briefly on the conferences held with executives of the durum mills on possible plans for undertaking a continuing program of products promotion, consumer education and public relations. Such meetings have been held in New York, Minneapolis and Chicago. While nothing definite has as yet developed, the durum millers reported that they have under study a suitable plan, possibly undertaken through the Wheat Flour Institute, to which they are contributing members.

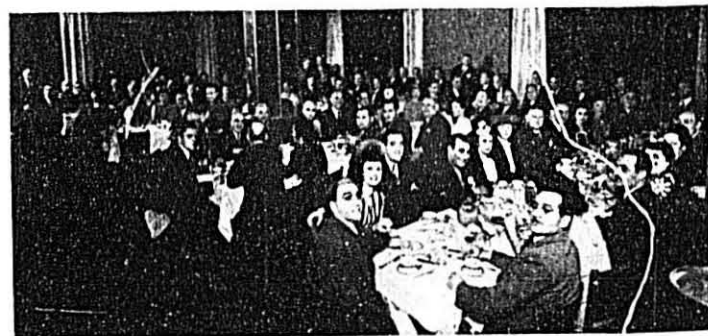
Announcement was made of the selection of Minneapolis by the Board of Directors as the place of the 1945 Wartime Conference, if such a meeting is permissible by June of this year. Also of the appointment of Ralph Rauli, head executive of the Sunland Biscuit Company, East Los Angeles, to serve as Director of Region seven, comprising California and nearby areas.

Considerable interest was shown in

a new macaroni stick now being marketed by S. Viviano of St. Louis. His nephew, Peter J. Viviano of Louisville demonstrated the new stick and listed its advantages over the round stick now in common use.

In a contemplated extended visit to the Pacific Coast, and particularly to California which he left nearly a quarter of a century before, B. R. Jacobs was authorized to call meetings in convenient areas to bring the National Association closer to manufacturers in Regions seven and eight to enlist closer co-operation in an all-industry promotion program.

The 1944-45 Board of Directors of the National Macaroni Manufacturers Association met in Chicago on January 24 and planned the agenda for the mid-year meeting the following day and the program of organized activity for the first half of 1945. The Rossotti Lithographing Company, North Bergen, N. J., entertained the Board of Directors and other manufacturers and friends at a cocktail party, dinner and floor show at the Monte Cristo restaurant the evening of January 24. Charles C. Rossotti, vice president of the firm, and Harry E. Watson, its Chicago area representative, were the hosts to the party composed of more than 125 manufacturers, suppliers and their ladies.



The Rossotti Lithographing Company's Party at Monte Cristo Restaurant, Chicago, January 24

Report of the Director of Research

Presented to the Association Meeting in the Morrison Hotel, Chicago, January 25, 1945

By Benjamin R. Jacobs

For the past six months the Washington office of the Association has been engaged primarily in the work necessary to be completed for the hearing on enrichment of macaroni and noodle products. Many analyses have been made and a summary of this work will be given in the course of this report. I wish, however, to begin my report with the subjects that will not take up too much time.

We were all very much disappointed with the setbacks in Europe that we had to endure during December and this has changed the thinking of officials in Washington concerning releases of materials as well as their attitude toward industry.

The packaging situation is becoming worse every day. There seems to be no relief in sight and it is certain that allotments for packaging material will not be increased and it is more probable that they will be decreased and that they will be placed no higher per quarter for this year than they were in the corresponding quarter of 1944.

We all know that the production of macaroni and noodle products for 1944 was lower than that of 1943. The best Government estimate that we can get for production for 1944 is 780 million pounds. Private estimates were as high as 835 million pounds. The production in 1943 according to the best Government figures was 919 million pounds and private estimates were as high as 985 million pounds. On this basis it is assumed that our allotments of packaging material will be cut by not less than 15 per cent below what we used in 1943.

The cheddar cheese situation has not improved. My information is that Lend-Lease is setting aside 25 per cent of the production for January and 30 per cent for February of this year. Since the estimated production will not be any greater than that of 1944, it is evident that we will fare no better than we have in getting a reduction in the point value for cheese for civilian consumption.

Recently the War Production Board amended Limitation Order 292 making it unnecessary for macaroni and noodle manufacturers to obtain priority ratings in ordering macaroni and noodle processing machinery. This seemed like good news at the time but as usual it had a string attached to it and it probably will not make it any easier than in the past for us to obtain necessary replacements.

Although it is not necessary now for

a manufacturer to obtain a priority for replacement of processing equipment the manufacturer of the equipment has not been, nor will he be, allowed to increase his allotment of steel or other material necessary to manufacture this equipment and furthermore he must fill all his rated orders before he may manufacture equipment on unrated orders.

A recent report issued by Lend-Lease shows that during 1944 Lend-Lease purchased the following which should be of interest to all macaroni manufacturers:

Products	Pounds	Value
Semolina	69,320,000	\$2,513,448.00
Macaroni	159,100	14,127.00
Noodles	14,000	1,120.00
Spaghetti and Vermicelli	7,222,900	762,784.00

The last item includes all high protein spaghetti that was purchased by Lend-Lease during 1944.

I think it will be of some interest to review briefly the Standards of Identity which have been promulgated by the Food and Drug Administration. You will note that they are divided into eight groups. Each group consists of a number of products which are of the same class but different in shape and also different in the number of optional ingredients that are permitted—for example, section 16.1. Macaroni Products, has four optional ingredients permitted and is the product that includes macaroni which as you will note is supposed to be tubular-shape and more than 0.11 inch and not more than 0.27 inch in diameter.

Spaghetti is the macaroni product, you will note, which is tubular-shape or cord-shape and is less than 0.06 inch but not more than 0.11 inch in diameter.

Vermicelli also is a macaroni product of this first class. It is cord-shape and not tubular and not more than 0.06 inch in diameter.

In this same classification you will note that the ingredients from which macaroni products may be made are semolina, durum flour, farina, flour, or any combination of two or more of these, with water and with or without any more of the optional ingredients specified below. These are as follows:

(1) Egg-white which may be either fresh, frozen, or dried, and which may amount to not less than 0.5 per cent nor more than 2.0 per cent of the weight of the finished product. This

ingredient was permitted because of its supposed ability to help the macaroni product to retain its shape while cooking.

(2) Disodium phosphate, which is an ingredient used for accelerating the cooking of the macaroni product, may be used in quantities of not less than 0.5 per cent nor more than 1.0 per cent of the weight of the finished product, and when used the label shall bear the statement, "Disodium phosphate added for quick cooking."

(3) Flavoring ingredients such as onions, celery, garlic, bay leaves, or any two or more of these may be used in any quantity which flavors the food, and when used the product shall bear the statement, "Spiced with _____," or "Seasoned with _____," the blank being filled in with the common name of the ingredient used.

(4) It will also be noted that salt may be used in a quantity which seasons the food but no label requirement is made in this case.

Section 16.2 Milk Macaroni Products, are those products which conform with the standards of Section 16.1 but which are made with milk or in lieu of milk contain by weight the milk solids in quantity not less than 3.8 per cent of the weight of the finished product. Then, of course, there are milk spaghetti, milk vermicelli, etc., all conforming to the same requirements as milk macaroni except as to size. The kind of milk which may be used in any one of these milk macaroni products may be concentrated milk, evaporated or dried milk, a mixture of butter and skim milk, or various other kinds of milk as indicated under Section 16.2 (f).

Section 16.3 Whole Wheat Macaroni Products. These are made of whole wheat flour or whole wheat durum flour, or both, and conform to the same requirements as to size for macaroni products in the various subdivisions.

Section 16.4 Wheat and Soy Macaroni Products. These are products which are made from the same ingredients as macaroni products in Section 16.1, except that they shall contain not less than 12.5 per cent of soy flour calculated on the combined weight of the wheat product and the soy ingredient. It will be remembered that the original proposed amount of soy was 15 per cent and that the Association recommended a minimum of

(Continued on Page 9)

Bigger'n Better

THAN BEFORE



"CASSEROLE OF PLenty" MERCHANDISING HELPS

1. FREE RECIPE SLIPS! Order a big supply. Distribute this recipe to your grocers. Provide the selling punch for dealer displays.

2. COLORFUL REPRINTS! A real appetite-teaser, an eye-stopper that will remind housewives of Betty Crocker's March 2nd broadcast. It's the button up on a successful display, so order enough now to distribute them to all your retail outlets. (Supplied at cost at \$1.40 per hundred.)

3. "TEMPTING MAIN DISHES" FOLDER! Features NINE delicious Betty Crocker macaroni and spaghetti recipes. Assure repeat sales for yourself, for your dealers by saturating the market with this folder. (Supplied at cost. Ask your General Mills man.)

● Call in your General Mills man today and order a big supply of these merchandising helps!

Use this announcement to drive home the sales possibilities of a well-rounded tie-up. Reprint the facts presented here in bulletins and letters to your sales organization, your jobbers, and retailers. This time you've got the ammunition three-fold. Plan a sales program that will make for bigger and better macaroni sales than ever before.

4. FREE MATS OF "CASSEROLE OF PLenty" Capitalize on the tremendous prestige of Betty Crocker. Feature these cuts in your own or dealer advertising.

5. FREE NEWSPAPER LISTINGS! Advertising sheets, printed in three sizes and gummed to place in grocers' newspaper ad layouts. Use them in your bulletins, inserts, or ads. Give them to grocers for use in their handbills or local advertising.

6. RADIO COMMERCIALS! For use on your radio programs. These announcements urge housewives to listen to Betty Crocker of General Mills March 2nd Broadcast and suggest that housewives use your product when making the "Casserole of Plenty."

General Mills, Inc. Durum Department
CENTRAL DIVISION, CHICAGO, ILL.

February, 1945

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Report of Director of Research

(Continued from Page 7)

10 per cent. Apparently the Food and Drug Administration has split the difference.

Section 16.5 Vegetable Macaroni Products which contain not less than 3 per cent of tomato, artichoke, beet, carrot, parsley or spinach, the weight based on the dry substance. The character of vegetable used may be fresh, canned, dried, or in the form of puree or paste. The same subdivisions exist for this product as for macaroni products under Section 16.1. The labeling requirements for these products shall be—for example when tomatoes are used—"Tomato Macaroni," "Tomato Spaghetti," or "Tomato Vermicelli" as the case may be, or when any other vegetables are used the names of the vegetables shall precede the term "Macaroni Product" and they shall both be in the same size type.

Section 16.6 Noodle Products. The term "Noodle Product" is synonymous with "Egg Noodle Product" which is made from the same farinaceous ingredients as macaroni products but with added eggs. The amount of eggs used shall be not less than 5.5 per cent of the combined weight of the farinaceous ingredients and eggs computed on a dry basis. The character of the eggs used may be liquid, frozen, or dried, and whole eggs or yolks or any combination of these may be used. It will be noted that no provision is made in these standards for water noodles and that all products labeled "Noodles" must contain the above minimum amount of egg solids.

Provision has also been made for Egg Macaroni Products which include Egg Spaghetti and Egg Vermicelli and have the same specifications as to size, etc. as provided under Section 16.1 for Macaroni Products.

It will also be noted that egg noodle products and egg macaroni products may be spiced, they may be made with soy, and they may be made with vegetables; and that they differ from macaroni products of the same class only by the addition of a minimum of 5.5 per cent egg solids. The labeling requirements for all of these products are the same as those for macaroni products of the same type. Optional ingredients, (1) egg white and (2) disodium phosphate, are not permitted in any class of macaroni or noodle products except under Section 16.1.

It will also be noted that a moisture standard has been adopted for all macaroni and noodle products of every class and that this is a maximum of 13.0 per cent.

These standards become effective on March 23, 1945, which is 90 days after the date of the promulgation.

No provision was made under these standards for "Gluten Macaroni" or

for "Glutenous Macaroni." It will be remembered that the Association requested that a glutenous macaroni containing not less than 18 per cent gluten be permitted as this type of macaroni product contained about the same gluten content as the original Russian durum wheats, and that because of the gradual deterioration of the protein content of our durum wheats this was necessary to maintain the binding qualities in the finished product. No provision was made for "Pastina Glutenata" nor for "Gluten Macaroni" containing above 40.0 per cent gluten.

The Food and Drug Administration also made no provision for the use of vitamins, minerals, wheat germ, or yeast in our macaroni products but it has made an announcement that vitamins, minerals, wheat germ and dehydrated yeast may be used in macaroni and noodle products until such time as the Administration determine finally whether or not it will permit their use. This determination will be based on a hearing which has been announced and which will begin in Washington on January 29 for the purpose of taking testimony on this matter. The Association is prepared to present evidence concerning the use of these substances in macaroni and noodle products.

You will remember that the use of these ingredients was denied on the basis of the policy that had been adopted by the Food and Drug Administration on the recommendation of the Food and Nutrition Board of the National Research Council. This recommendation was as follows:

"Whereas there exist deficiencies of vitamins and minerals in the diets of significant segments of the population of the United States which cannot promptly be corrected by public education in the proper choice of foods, be it resolved, in order to correct and prevent such deficiencies:

"(1) That the Committee endorses the addition of specific nutrients to staple foods (as indicated under 6 below) which are effective vehicles for correcting the above deficiencies in the diets of the general population or of significant age, geographic, economic or racial segments thereof;

"(2) That the Committee opposes the inclusion of additions of specific nutrients under definitions and standards which may be promulgated under the Food, Drug and Cosmetic Act except in the case of foods which constitute such effective vehicles of distribution;

"(3) That the Committee favors unequivocally the fulfillment of the nutritional needs of the people by the use of natural foods as far as practicable and to that end encourages education in the proper choice of foods and the betterment of processes of food manufacture and preparation so as to retain more successfully the essential nutrients native thereto;

"(4) That to avoid undue artificiality of food supply the Committee favors whenever practicable, the choice as vehicles for the corrective distribution of vitamins and minerals those foods which have suffered losses in refining processes and recommends that the vitamins and minerals added to such foods should preferably be the kinds

and quantities native thereto in the unrefined state;

"(5) That the addition of other than natural levels of vitamins and minerals to foods which are suitable as vehicles of distribution may be sanctioned when more natural routes are practically unavailable as measures to correct known nutritional deficiencies;

"(6) That at present the Committee favors appropriate enrichment of flour and bread (and perhaps corn meal), the fortification of milk with vitamin D, the suitable addition of vitamin A to table fats and of iodine to salt for dietary use. There is no information available to the Committee at the present time which indicates that it will be desirable to recommend the addition of vitamins and minerals to foods other than those named.

"(7) That specifically the Committee opposes the addition of synthetic vitamins to carbonated beverages and confectionery."

The Committee advised against the enrichment of macaroni products.

It will be remembered that the opposition of the government witness to the enrichment of macaroni and noodle products was expressed at the first hearing which was held in November, 1941. Since then both the government and ourselves have had an opportunity to learn much concerning the enrichment program. Particularly, experience has been gained from the enrichment programs of the millers and bakers.

There were three main objections at that time to the enrichment of macaroni and noodle products.

The first was that there appeared to be large losses of the water soluble vitamins leached out and lost in the water in which macaroni was cooked.

The second objection was that there was no large segment of the population which used macaroni and noodle products to such an extent that justified their enrichment, and

The third objection was the scarcity of vitamins.

Work which has been done since on the losses sustained in the cooking of macaroni products shows that we retain 60 per cent of the water soluble vitamins in the cooked macaroni and that we retain nearly 100 per cent of the water soluble vitamins in macaroni and noodle products which are cooked in soups and broths where the cooking fluid is not discarded.

A survey made by me shows that approximately 15 per cent of the plain macaroni products and approximately 75 per cent of noodle products are cooked in soups and broths where the liquid is not discarded, therefore the retention of vitamins and minerals in our products compares very favorably with the retention of the same vitamins and minerals when used in bread, toast, and rolls, self-rising flour, all-purpose family flour, etc., which have not been permitted to contain vitamins and minerals, and which in fact are compelled to contain them by law in six of our Southern States and, in the case of bread and rolls, are compelled

to contain them nationally under order of the War Food Administration.

A survey made by me in New York City in co-operation with a local physician concerning the consumption of macaroni products by the Italian population of New York covered 459 families, including approximately 1,900 persons, and showed that the average annual per capita consumption is 74.2 pounds. Many of these families cooked macaroni seven times a week and 72 per cent of them cooked macaroni three times per week or more. Seventy-four pounds per annum may not be as much flour in the form of macaroni consumed per capita as is consumed in the form of bread, but in my opinion it compares very favorably and it is a significant amount.

Inquiries made in New York on the amount of bread consumed by Italians and baked in Italian bakeries, showed a consumption of only half as much flour in the form of bread. It may be that many Italians bake their own bread or buy other than Italian breads. We were not able to determine that, but there is no doubt that 74 pounds of macaroni per annum constitutes a large percentage of the intake of the

individual and therefore should be enriched to the same extent as bread.

Our vitamin assays on bread and rolls collected from sixteen Italian bakeries in New York City showed only three as containing added vitamins. These analyses were made on bakery products collected since the FDO order went into effect.

The recommendation which we are prepared to make in this respect is for a level of enrichment equivalent to that of flour, taking into account the loss sustained in bleaching.

The third objection was the cost and scarcity of vitamins. It will be remembered that enrichment agitation started when the principal vitamin, B₁, was selling for approximately \$1.00 a gram, and when we started our work it was selling for 80c a gram. The present price is 16c a gram. Vitamin B₂ was not on the market at that time but in October, 1943, it was selling for 49c a gram and it is now 20c a gram. Niacin at that time was selling at \$8.00 a pound and it is now \$3.00 per pound.

It will be noted, therefore, that the price has been reduced to 25 per cent of the price prevailing at the time that

the first hearings were held in 1941, and whereas the cost of enrichment at that time would be approximately 35c per hundred, at present it would be only 8.5c per hundred.

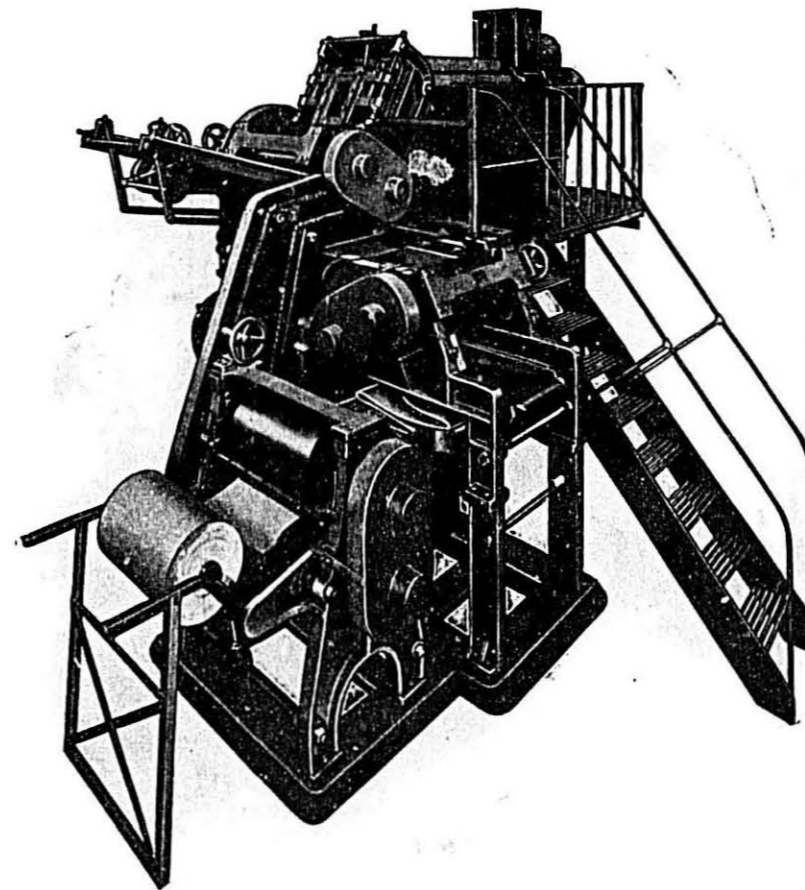
These vitamins were all under allocation by the War Production Board and the two most important ones are now not under allocation and are very plentiful. While niacin is still under allocation it will soon be off and be very plentiful.

It is my belief that we have an entirely different condition confronting us as well as an entirely different attitude toward enrichment of our products by government officials. Furthermore a number of laboratories are working on forms of these vitamins which are not subject to leaching because there is a great market for the enrichment of rice, as well as of corn meal, and very soon some smart chemist will come along with a form of these vitamins which can be used without loss and then we will all be in a very much better position than we are now, and no regulation should be made which does not take this important probable development into consideration.

Mid-Year Meeting Registrants

V. Arena & Sons, Inc., Samuel Arena, Norristown, Pa.
The Creamette Co., J. H. Linstroth, Minneapolis; C. F. Meyers, Chicago; C. L. Norris, Minneapolis
Faust Macaroni Co., Louis S. Vagnino, St. Louis
Foulds Milling Co., D. N. Gilbert, Libertyville
Gooch Food Products Co., J. H. Diamond, Lincoln
I. J. Grass Noodle Co., A. Irving Grass, Chicago
Keystone Macaroni Mfg. Co., C. J. Travis, Lebanon
Kentucky Macaroni Co., Peter J. Viviano, Louisville
V. La Rosa & Sons, Joseph Giordano, Brooklyn; Peter LaRosa, Brooklyn
Megs Macaroni Co., C. W. Wolfe, Harrisburg
Minnesota Macaroni Co., Walter F. Villaume, St. Paul
Mound City Macaroni Co., Wm. J. Freschi, St. Louis
C. F. Mueller Co., C. Frederick Mueller, Jersey City
Antonio Palazzolo & Co., Peter J. Palazzolo, Cincinnati
Prince Macaroni Mfg. Co., Joseph Pellogrino, Lowell
Quality Macaroni Co., Maurice L. Ryan, St. Paul
Ravarino & Freschi, Inc., Albert Ravarino, St. Louis
Peter Rossi & Sons, Henry D. Rossi, Braidwood; Henri Rossi, Jr., Braidwood
Traficanti Brothers, Frank Traficanti, Chicago
V. Viviano & Bros. Macaroni Mfg. Co., Harry G. Kline, St. Louis; Frank P. Viviano, St. Louis
Weiss Noodle Co., Albert J. Weiss, Cleveland

Amber Milling Division, G.T.A., J. M. Waber, St. Paul
Armour & Co. (Egg Division), C. D. Wilbur, Chicago; Jackson M. Lukes, Urbana
Capital Flour Mills, Inc., P. M. Peterson, Minneapolis; Fred T. Whaley, Chicago; Oreste Tardelli, Chicago
Champions Machinery Co., Frank A. Motta, Joliet; Peter Motta, Joliet
Commander-Larabee Milling Co., Thomas L. Brown, Minneapolis; C. M. Johnson, Minneapolis
Consolidated Macaroni Mach. Corp., C. Ambrette, Brooklyn
General Mills, Inc., G. A. Minter, Minneapolis; H. I. Bailey, Chicago; E. V. Hetherington, Minneapolis; H. H. Raeder, Buffalo; J. E. Skidmore, Minneapolis
Glenn G. Hoskins, G. G. Hoskins, Chicago
Johnson, Herbert & Co., Frank T. Herbert, Chicago
Jacobs Laboratories, B. R. Jacobs, Washington; Robert Pagel, Chicago
Merck & Co., Inc., L. A. Enberg, Chicago
H. H. King Flour Mills Co., Pat Crangle, Chicago; Arthur W. Quiggle, Minneapolis
King Midas Flour Mills, Wm. Steinke, Minneapolis; Lester S. Swanson, Minneapolis; George Faber, Chicago
North Dakota Mill Elevator Assn., E. J. Thomas, Chicago
Pillsbury Flour Mills Co., C. C. Baker, Minneapolis; R. C. Benson, Minneapolis; Wm. J. Warner, Minneapolis; Wayne Wilson, Chicago
Rossotti Lithographing Co., Charles C. Rossotti, North Bergen; Harry E. Watson, Chicago
M. J. Donna, Secretary, Braidwood



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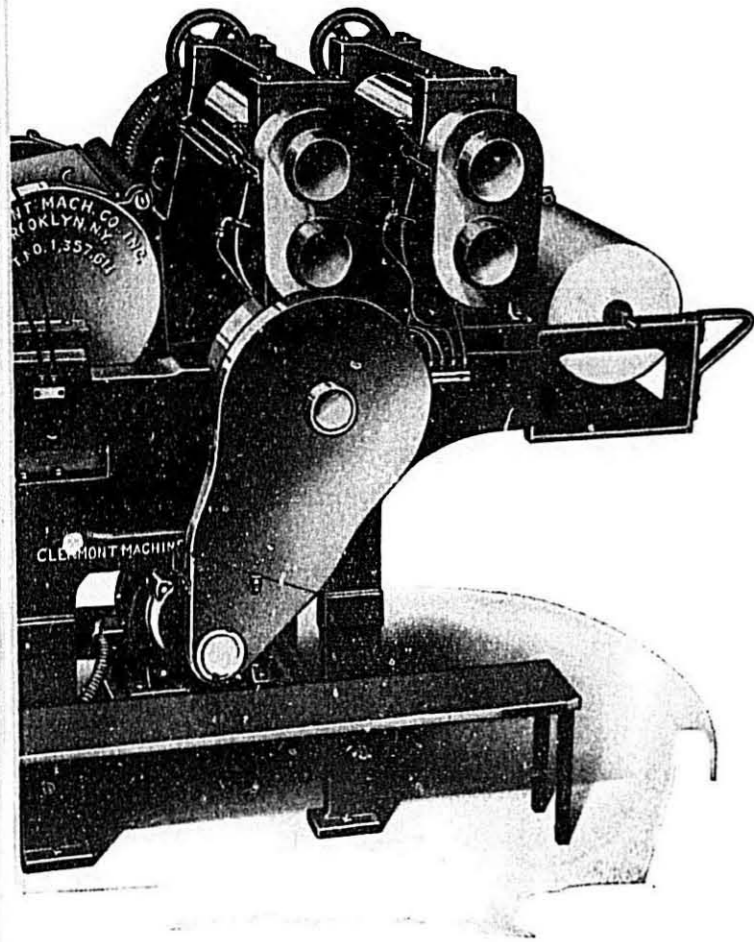
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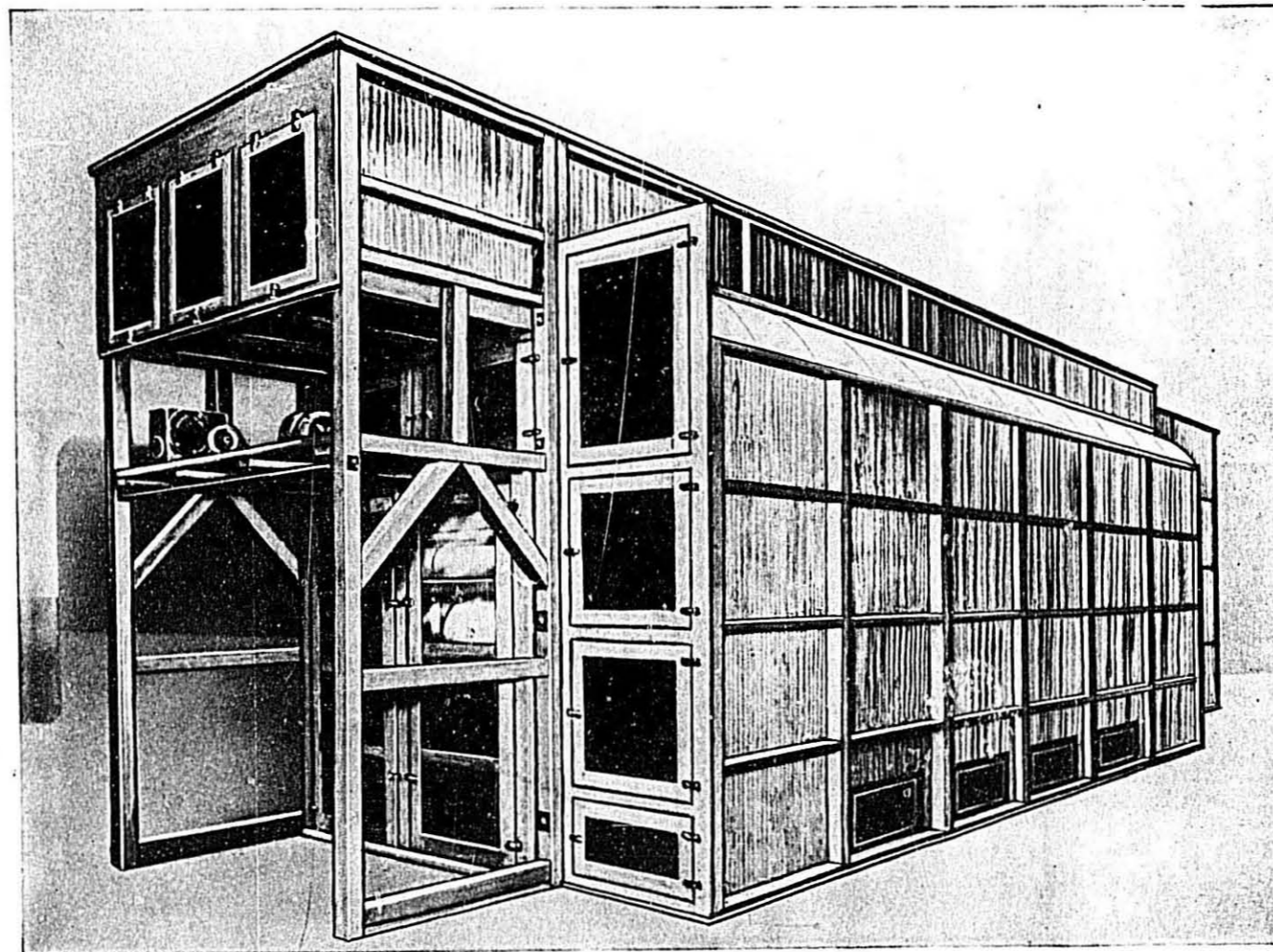
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CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE MACHINES CONVERT THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS AUTOMATIC PROCESS



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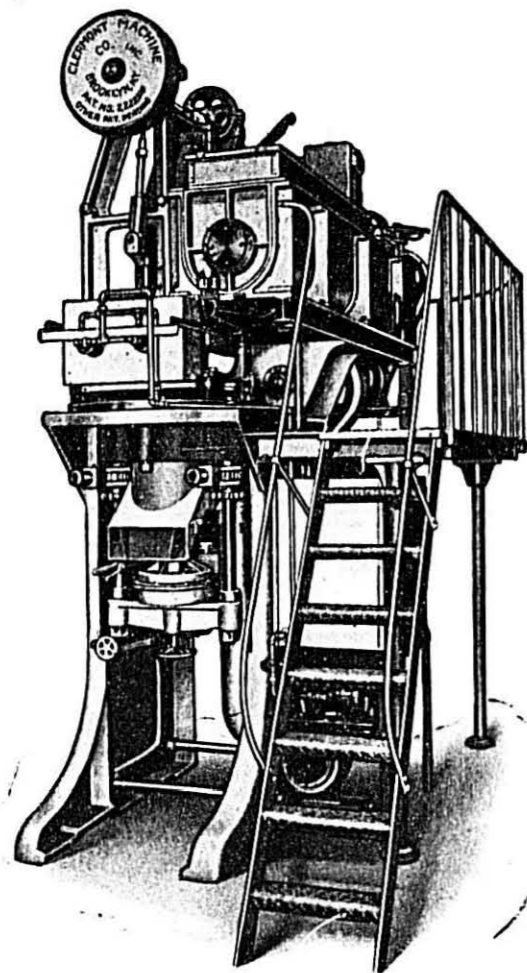
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BROOKLYN, NEW YORK

*Presents the Greatest Contribution
to the Macaroni Industry*

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Pat. No. 2, 223, 079
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Ingeniously Designed

Accurately Built

Simple and Efficient in
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Production—1200 pounds
per hour

Suitable for long and short
cut goods

Brand new revolutionary
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Has no cylinder, no pis-
ton, no screw, no worm.

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

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.

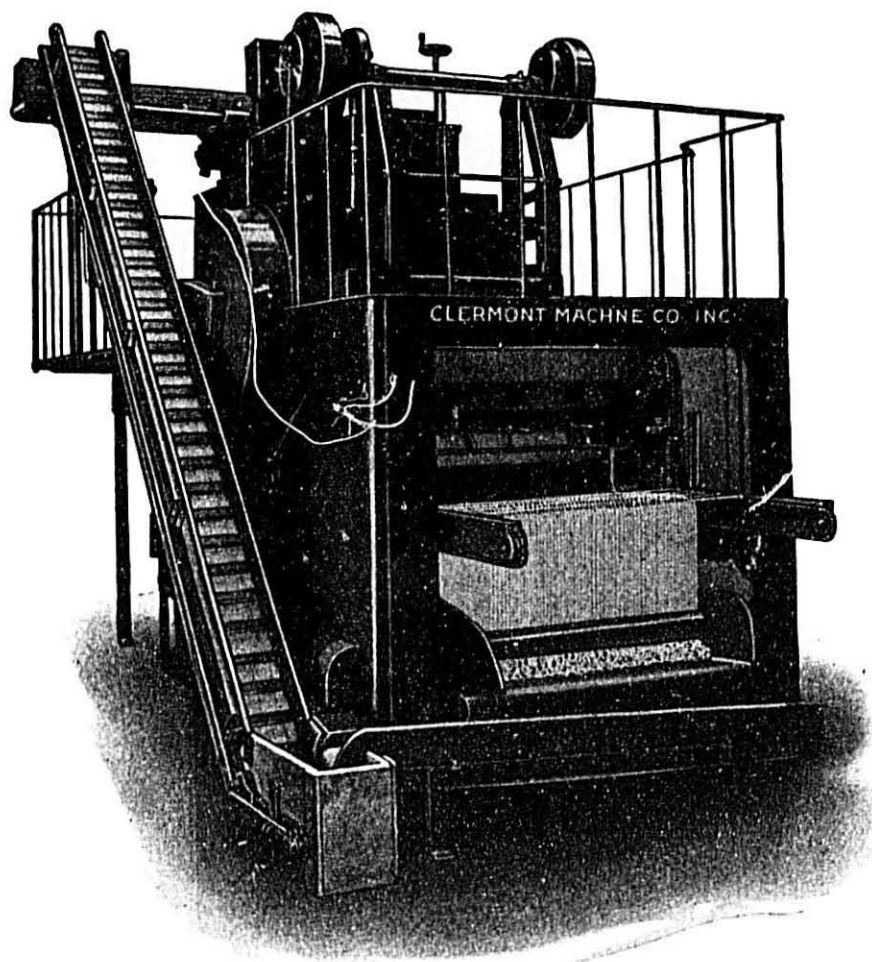
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

CLERMONT MACHINE COMPANY, INC

266-276 WALLABOUT STREET

BROOKLYN, NEW YO

CLERMONT INTRODUCES
A CONTINUOUS AUTOMATIC MACARONI PRESS
WITH AUTOMATIC SPREADER



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

Macaroni-Noodle Industry Favors "Descriptive Labeling"

Leaders Invite All Processors to Join the Grocery Manufacturers of America
in Campaign to Sell American Housewives the Plan

The Board of Directors of the National Macaroni Manufacturers Association at its meeting in Chicago, January 25, 1945, went unanimously on record in favor of "Descriptive Labeling" for macaroni, spaghetti and egg noodles. The action was based on the thinking that this kind of labeling is fairer to both manufacturer and consumer, than would be "grade labeling" as proposed in some quarters.

It was suggested that every manufacturer get actively behind the constructive and ambitious campaign now being sponsored by the Grocery Manufacturers of America, because success in this venture can help establish new prestige for the entire food manufacturing industry, improve relationships with important segments of the public, such as government leaders, labor, educators, and, what is immensely more important, the women of America. Food manufacturers who take an active part in the campaign will strengthen their own sales program and their own relations with the public.

In the opinion of the Public Information Council of the Grocery Manufacturers of America, a good descriptive label is the closest link between the manufacturer, the product and the consumer. It should, and almost always does, adequately describe the product contained in the carton, or can, by giving all the facts that will help the consumer select the merchandise best suited to her needs. A good descriptive label—and this is a point on which all macaroni-noodle manufacturers should check their labels—should give: (1) the name of the product; (2) name and address of the manufacturer, packer or distributor; (3) net contents; (4) ingredients; (5) standard of quality and fill of package.

Manufacturers who use advertising space in newspapers and magazines and those that have engaged radio time for publicizing their products, should look at their labels from the following merchandising views:

- Have you pictures, insignia or copy on your labels which have become meaningless? Is there any lettering so small it can't be read? Could you use this space to advantage in describing uses of your product to produce more sales?
- Are the characters portrayed on the labels appealing to the modern woman? Do they contribute to the prestige of your product?
- Is language simple, modern and to the point? (Descriptive labeling need not be dry as dust, your copy should not be dull. Let it tell your story with a punch.)
- Are you taking full advantage of the help color will give in selling your products by modernizing the printing of your labels?
- Finally, is your label such that when the customer picks up your package or views it on the counter or shelf, it closes the sale?

Macaroni-noodle manufacturers are urged to give all possible aid to the campaign now under way because of the benefits that "Descriptive Labeling" will give manufacturer and consumer. Besides building repeat sales for the manufacturer, good descriptive labeling gives the consumer specific information in regard to the products in language easily and readily understood by housewives, and presents new uses that will invite more purchases. Check your present label. Make every possible improvement therein to put your product in trim for the competitive conditions, whatever they may be, after the war.

The Rationing Outlook for 1945

Because of its great importance to the welfare of the nation and the tremendous responsibility each member of the food trade must bear in carrying out the program OPA urges Food Trade publications and associations to help supply all levels of the food trade with the enclosed information.

This need of trade co-operation is greater than ever because most of the actions have been taken overnight on December 27, 1944, by OPA, effective immediately upon announcement.

1945 will prove a tough year for all of us. The food trade will, as it has in the past, assume and carry out its responsibilities as a very important part of America's home front.

Food Rationing Outlook

Our Government is engaged in fighting two major wars at the same time—15,000 miles apart. In order to maintain adequate supply lines and assure our fighting men the food necessary to fight two wars simultaneously, the home front must tighten its belt and look at its supply picture realistically.

We at home face the tightest food supply picture since the war began. It is essential that each civilian receive a fair share of the available supply and it is the joint responsibility of OPA and the food trade to see that each individual does receive his fair share. The food trade can do much to help condition the public to the necessity of a drastic "tightening up" of all food rationing programs.

Speaking for the leading processors and distributors of foods who are active members of the Grocery Manufacturers of America, Inc., President Paul S. Willis says:

"The return of most foods to the ration list in the last week of 1944 was grim and disappointing news to many people. But well-informed food industry leaders, aware of the reasons behind the move, heartily endorse this drastic OPA action.

"It is fortunate our present rationing system is flexible enough to range quickly with changing conditions. When foods were more plentiful early this fall, it was clearly indicated that rationing be relaxed. Now that an unexpected reverse has halted our military progress, it is wise to quickly revert to our fair share system of distributing available supplies.

Official Findings and Regulations

Definitions and Standards of Identity for Macaroni-Spaghetti-Egg Noodle Products

Effective March 23, 1945

To acquaint all macaroni-noodle manufacturers with the findings on which are predicated the new definitions of standards of identity of their products, and to preserve for the Industry a permanent record of such findings and regulations that will become officially effective on March 23, 1945, a full and complete report is herewith made.

TITLE 21—FOOD AND DRUGS

Chapter 1—Food and Drug Administration
[Docket No. FDC-33]

PART 16—ALIMENTARY PASTES; DEFINITIONS AND STANDARDS OF IDENTITY MACARONI AND NOODLE PRODUCTS

In the matter of fixing and establishing a definition and standard of identity for each of the following foods: Macaroni products; milk macaroni products; whole wheat macaroni products; wheat and soy macaroni products; vegetable macaroni products; noodle products; wheat and soy noodle products; vegetable noodle products.

By virtue of the authority vested in the Federal Security Administrator by provisions of the Federal Food, Drug, and Cosmetic Act; upon the basis of evidence of record herein; and upon consideration of exceptions filed to the proposed order issued by the Acting Federal Security Administrator on December 17, 1942 (7 F.R. 10728), the following order is hereby promulgated:

Findings of fact. 1. "Macaroni products" is a collective name commonly used in the trade and to a considerable extent on the labels of such products to designate a class of foods each of which is prepared from semolina, durum flour, farina, flour, or any combination of two or more of these, made into a dough with water. Occasionally salt is added as seasoning. Other optional ingredients hereinafter noted are sometimes added. The dough is formed into units of a wide variety of shapes and sizes, and is then dried.

2. The water content of the finished macaroni products varies somewhat but is usually between 11.5 per cent and 12.5 per cent. If they are insufficiently dried they do not have the texture and brittleness expected in such products and are liable to spoilage through molding or souring. Since 1927 the advisory standards under the Food and Drugs Act of 1906 have prescribed a maximum moisture limit of 13 per cent. This limit has been generally observed by the industry. In the manufacture of these products it is entirely practicable to bring the water content below 13 per cent. This corresponds to a total solids content of not less than 87 per cent.

3. The method prescribed on page 235 of "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, under "Vacuum Oven Method—Official" is the method generally used to determine the total solids content of macaroni products and is recognized among food chemists as the most accurate method known at the present time for this purpose.

4. As noted in finding 1, macaroni products are formed into units of a wide variety of shapes and sizes. Some are tubular, straight or curved, in varying diameters

and lengths. Others are cord-shaped, straight or curved or twisted into "nests," and of varying diameters and lengths. There are many other shapes and sizes, such as "shell," "bow ties," "stars," "alphabet." One hundred thirty or more different shapes and sizes are marketed.

5. Many manufacturers who put out a large variety of shapes and sizes label all their packages with the generic designation "macaroni product" and supplement this with a specific designation or with pictorial illustrations indicative of the size and shape. The designation "macaroni product" has been used infrequently to include noodle products also, but the term generally used to include both types of products (as well as the other related products hereinafter referred to) is "alimentary paste." The unqualified word "macaroni" is widely used as the name of a product of a particular size range and shape (see findings 8 and 10), and is also used at times as a generic designation in lieu of the term "macaroni product." The labeling of a substantial proportion of the production bears no generic designation but bears the name "macaroni," "spaghetti," etc. used in a specific sense.

6. The specific designations used for most of the various sizes and shapes are Italian words. In most cases the record does not indicate with any certainty the particular sizes and shapes to which these designations are applied. Use of these terms is not entirely uniform; the same designation may be used by different manufacturers for different sizes or shapes. These designations are usually understood by consumers of Italian origin or descent, but most of the designations, such as "zitoni," "cappelini," "maruzze," "farfalle," are meaningless to American consumers generally. The sale of articles under these names is not restricted to the so-called Italian trade.

7. Specific designations which appear to be understood by the public generally are "macaroni" and "spaghetti." (These names are frequently qualified by such descriptive words as "elbow" in the case of macaroni and "thin" in the case of spaghetti.) Some persons of non-Italian origin understand the designation "vermicelli." These three names have been included in advisory standards under the Food and Drugs Act of 1906 since 1917 and appear in current dictionaries of the English language. The greatly predominant proportion of macaroni products, perhaps over 90 per cent of the total production, is purchased under these three names.

8. The name "macaroni" is regarded by consumers generally as a specific name indicative of size and shape, rather than as a generic name. The names "spaghetti" and "vermicelli" are regarded only as specific names, both in the trade and by consumers.

9. Consumers distinguish the various kinds of macaroni products on the basis of sizes and shapes. It would be misleading to sell one size and shape under the name of another.

10. The food commonly and usually known as "macaroni" is prepared as described in finding 1 and is formed into tubular units, the diameter of which is more than 0.11 inch but not more than 0.27 inch.

11. The food commonly and usually known as "spaghetti" is prepared as described in finding 1 and is formed into cord-shaped or tubular units, the diameter of which is more than 0.06 inch but not more than 0.11 inch.

12. The food commonly and usually known as "vermicelli" is prepared as described in finding 1 and is formed into cord-shaped units, the diameter of which is not more than 0.06 inch.

13. Thin-walled macaroni products cook more quickly than those with thick walls. Frozen or dried egg white has been used to some extent as an ingredient of thin-walled macaroni products to prevent the collapse of the units during and after cooking, and is suitable for such use. Freshly separated egg white is also suitable. The quantity needed for this purpose is such that the finished product contains not more than 2 per cent and not less than 0.5 per cent by weight of egg white solids.

14. Egg white is not used in macaroni products to enhance nutritive value, but is used solely for the purpose stated in finding 13. There was no proposal for the use of egg white and no evidence that it would be suitable for use for such purpose in any alimentary paste except macaroni products.

15. Products designated as "milk macaroni" or as macaroni or spaghetti "enriched with milk" have been on the market for a number of years. These products are of the same composition as ordinary macaroni and spaghetti except that they contain varying quantities of the solids of milk or skim milk. One firm prepares both macaroni and spaghetti with 2 per cent of dried milk; the labeling and advertising of these products stress the use of milk and tend to give consumers an exaggerated impression of the quantity of milk present. Another firm puts out as "milk macaroni" a product in which milk of 4 per cent fat content is used as the sole moistening ingredient in making the dough. Two other firms use dried skim milk in articles marketed as "milk macaroni."

16. The use of liquid milk of average composition as the sole moistening ingredient in preparing the dough (corresponding to the common practice in making milk bread) results in a finished product having characteristics differing substantially from those of macaroni products. Accurate and informative names for products so prepared are the same as the names of the corresponding sizes and shapes of macaroni products, preceded by the word "milk."

17. In lieu of fluid milk, milk ingredients which are suitable for use in making milk macaroni products are dried milk, reconstituted milk, concentrated milk, and evaporated milk, with such quantity of added water as is necessary to make the dough. If milk of average composition is used as the sole moistening ingredient in making the dough the finished milk macaroni product contains not less than 3.8 per cent by

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“. . . because their products are always as represented. You can always depend on them to do what they say. They know your requirements . . . and never sacrifice the reputation of their company by delivering an inferior product. They always take a genuine interest in your problems. They're helpful. Yes, it's a pleasure to do business with King Midas."

Frankly, these are things we like to have people in the Macaroni industry say about us. We hope you've said them. They are the rules we have tried to do business by, since the first sack of King Midas Semolina was sold over 25 years ago.

KING MIDAS FLOUR MILLS
MINNEAPOLIS ★ MINNESOTA

SEMOLINA

weight of milk solids, and a reasonable requirement when the milk ingredients specified above are used in lieu of milk is that they contribute at least as much milk solids as fluid milk of average composition contributes when it is used as the sole moistening ingredient. Because of variation in the total solids content of milk and because of the limited absorption of the moistening ingredient used in making the dough it would not be reasonable to prescribe a minimum based on the average composition of milk for the milk solids content of milk macaroni products when liquid milk is used as the sole moistening ingredient.

18. Reconstituted milk is usually made from dried skim milk, butter, and water. Skim milk, concentrated sk. milk and evaporated skim milk, with water added as necessary, are also suitable for use in lieu of dried skim milk. When milk is reconstituted, it is reasonable to require that the weight of nonfat milk solids be not more than 2.275 times the weight of milk fat, which is the ratio of nonfat solids to fat in milk of average composition.

19. Findings 2 and 3 are applicable to milk macaroni products. The specifications of shapes and sizes in findings 10, 11, and 12 are applicable to milk macaroni, milk spaghetti, and milk vermicelli, respectively.

20. The evidence does not establish that the presence of milk solids in any quantity less than that which results from the use of liquid milk as the sole moistening ingredient in making the dough results in any consumer preference over products made without milk, or otherwise serves any purpose useful to the consumer. The record does not contain sufficient evidence upon which to base definitions and standards of identity providing for the use of any form of skim milk, except as described in finding 18, in any alimentary paste. The record indicates that dried skim milk has been used as a pretext for representations that such products contain milk.

21. Products sold as "whole wheat macaroni," "whole wheat spaghetti," and "whole wheat linguine" are on the market. They differ from ordinary macaroni products only in that whole wheat flour is used as the sole wheat ingredient. Whole durum wheat flour, alone or in combination with whole wheat flour, is also suitable for this purpose. Accurate and informative names for these products are the same as the names of the corresponding sizes and shapes of macaroni products, preceded by the words "whole wheat." Findings 2 and 3 are also applicable to whole wheat macaroni products. The specifications of shapes and sizes in findings 10, 11, and 12 apply to whole wheat macaroni, whole wheat spaghetti, and whole wheat vermicelli, respectively.

22. "Noodle products" and "egg noodle products" are collective names commonly used to designate a class of foods each of which is usually prepared as described in finding 1 except that liquid, frozen, or dried eggs or egg yolks are added in making the dough.

23. The minimum quantity of egg solids or egg yolk solids that should be present in commercially prepared egg noodle products has long been recognized in the trade as 5 per cent, or 5.5 per cent on a moisture-free basis. As early as 1916 the advisory standard under the Food and Drugs Act of 1906 prescribed a minimum of 5 per cent egg solids. In 1927 the standard was revised to require not less than 5.5 per cent on a moisture-free basis, which is an approximately equivalent amount. The use by some manufacturers of less than 5.5 per cent egg solids or egg yolk solids (calculated to a moisture-free basis) tends to deceive consumers and is regarded by the industry generally as unfair competition.

24. Findings 2 to 4, inclusive, are applicable to noodle products, except that the record does not show the approxi-

mate number of different shapes and sizes that are marketed. In many cases the record does not indicate with any certainty the particular shapes, or shapes and sizes, to which the specific names of the various noodle products are applied.

25. Noodle products are usually formed into ribbon-shaped units. The terms "noodles" and "egg noodles" are common and usual names which are ordinarily used to designate noodle products in such units. Sometimes noodle products are made in the same shapes and sizes as macaroni, spaghetti, and vermicelli. "Egg macaroni," "egg spaghetti," and "egg vermicelli" are common and usual names for noodle products and units of which are of the respective shapes and sizes specified in findings 10, 11 and 12.

26. The advisory standards under the Food and Drugs Act of 1906, recognized under the names "plain noodles" and "water noodles" a dried alimentary paste made from wheat flour without egg or with less than 5 per cent egg solids. This led to confusion because the word "noodle" is so generally understood to be an egg product and the qualifying words do not definitely show the absence of egg. The names "plain noodles" and "water noodles" have no legitimate place in the nomenclature of alimentary pastes.

27. The use in macaroni products or egg noodle products of artificial coloring or other colored ingredients which impart a color simulating that of an egg product is a deceptive and unfair practice that has been followed to some extent.

28. During recent years there has appeared on the market a class of foods which differ from ordinary macaroni products and egg noodle products in that the wheat ingredient is partly replaced by a kind of flour made from soybeans. Such flour is made from dehulled soybeans that have been heat processed to remove the bitter principle. Part or all of the soybean fat may be removed in the production of such flour. A kind of flour is also made from dehulled raw soybeans, but the record contains no evidence that this is suitable for use in such foods.

29. The quantity of soybean flour used in such foods varies widely ranging from 5 to 30 per cent. With one-third soy flour and two-thirds wheat flour made in the form of long spaghetti the product breaks down whole drying. With equal parts of soy and wheat flours the product does not hold together in lengths greater than 6 or 8 inches.

30. When 5 per cent soy flour is used the finished product is not significantly different from straight wheat products, although this quantity of soy flour imparts enough yellow color to make a flour product resemble a better product made from semolina. When 8 per cent soy flour and 2 per cent egg solids are used the finished product looks like egg noodles containing a very substantial quantity of eggs. When 10 per cent soy flour is used the color of the finished product closely simulates egg products.

31. Differences between such products and ordinary macaroni and noodle products in respect to taste, appearance, and protein content increase as the soy flour content is increased, and first become significant when the soy flour content reaches about 12.5 per cent. A requirement that the soy flour used be not less than 12.5 per cent of the weight of the combined soy and wheat ingredients is a reasonable limitation.

32. Such foods have usually been labeled with such names as "soy macaroni," "soy spaghetti," "soy noodles." The record does not establish that consumers generally have become familiar with such names or recognize them as signifying mixed wheat and soy products. Because soy flour is well known to be a flourlike product such names are likely to mislead consumers into the

belief that these foods are made entirely of soy flour instead of a mixture of soy flour with a wheat ingredient in which the latter predominates. Names which are accurate and informative are, for example, "wheat and soy macaroni," "wheat and soybean noodles," or such names in which the word "wheat" is replaced by the common name of the wheat ingredient used.

33. Findings 2 and 3 are applicable to wheat and soy macaroni products and to wheat and soy noodle products. The specifications of shapes and sizes in findings 10, 11, and 12 apply to wheat and soy macaroni, wheat and soy spaghetti, and wheat and soy vermicelli, respectively. The final sentence of finding 23 is applicable to wheat and soy noodle products. The specifications as to shapes and sizes in finding 25 are applicable to the corresponding wheat and soy noodle products.

34. Macaroni products and noodle products with added vegetables are on the market. The vegetables in use for this purpose or proposed for such use are spinach, tomatoes of red varieties, carrots, artichokes, parsley, beets. Such vegetables may be fresh, canned, dried, or in the form of puree or paste. The record does not show that yellow tomatoes are used or whether if they were used, they would impart a color resembling egg.

35. The quantity of such vegetables generally used, and necessary to impart distinctive characteristics of color, flavor, and taste, is such that the finished product contains not less than 3 per cent by weight of the solids of the vegetable used. When used in such quantity none of these vegetable imparts a color resembling egg.

36. The common and usual names of such products are the same as the names of the corresponding shapes and sizes of macaroni products and noodle products except that such names are preceded by the common name of the vegetable used, as for example, "tomato macaroni," "spinach noodles," etc.

37. Findings 2 and 3 are applicable to vegetable macaroni products and vegetable noodle products. The specifications of shapes and sizes in findings 10, 11, and 12 apply to vegetable macaroni, vegetable spaghetti, and vegetable vermicelli, respectively. The final sentence of finding 23 is applicable to vegetable noodle products. The specifications as to shapes and sizes in finding 25 are applicable to the corresponding vegetable noodle products.

38. Ingredients sometimes used to season macaroni products and noodle products are onions, celery, garlic, and bay leaf. Such ingredients are also suitable for use in related products (e. g., wheat and soy macaroni, spinach noodles). These are unusual ingredients of alimentary pastes which are not normally found in such products, and it is in the interest of consumers that the labels of such products reveal the presence of any such ingredients. A label statement which is accurate and informative is "Seasoned with ——" the blank being filled in with the common name of the substance used as seasoning, or in the case of bay leaves the statement "Spiced," "Spice added," or "Spiced with Bay Leaves."

39. The length of time required to cook macaroni products is a matter that has assumed importance in the industry and to consumers. By adding from one-half to one per cent of disodium phosphate in the preparation of macaroni products cooking time is reduced. Disodium phosphate is not now used in macaroni products but a proposal that its use be authorized was advanced at the hearing, and in such quantity it is suitable for such use. The proposal was limited to macaroni products and did not extend to other alimentary pastes. It is a matter of consumer interest that the labels of macaroni products and containing disodium phosphate reveal that fact and the purpose for which it is used. A label

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statement which is accurate and informative is "disodium phosphate added for quick cooking."

40. A proposal was advanced at the hearing that the use of one per cent of soybean lecithin be authorized in macaroni products and noodle products. It was claimed that lecithin improves the texture, prevents disintegration and the leaching out of solids during cooking, and prevents leakage of moisture from the cooked and drained product. It was also claimed that by the use of lecithin a better macaroni can be made from soft wheat (low protein) flour than from equal parts of soft wheat flour and hard winter wheat (high protein) flour without lecithin.

41. The record does not establish the claimed results of the use of lecithin in macaroni products or noodle products. It does not show that the use of lecithin in articles sold as noodle products vitates the chemical criteria whereby the quantity of egg solids is usually determined, thus making it possible to use less than the recognized minimum of eggs or egg yolks and escape detection.

42. Proposals were advanced at the hearing for definitions and standards of identity for "glutenous macaroni" and "glutenous spaghetti." It was suggested that these articles should conform in composition to the requirements for macaroni products except that gluten or gluten flour should be added in such quantity as to raise the protein content of the finished product to not less than 18 per cent. This minimum limit was suggested because the original Russian durum wheat had a protein content of about that amount, although through the years of its cultivation in this country the protein content has fallen to around 12 to 14 per cent.

43. Several domestic manufacturers are marketing as "Pastine Glutinata" (glutenous paste) products which are ordinary macaroni products made from semolina. This practice is deceptive and contrary to consumer interests (see finding 45).

44. One manufacturer formerly made a product containing about 20 per cent protein from a mixture of the usual wheat ingredients and gluten or gluten flour, but discontinued it during the first world war. One Italian firm with factories in Italy and France intends to manufacture such products in this country. One manufacturer makes a product called gluten macaroni from gluten flour complying with the advisory standard under the Food and Drugs Act of 1906, which provided that gluten flour should contain not more than 10 per cent moisture and, on a moisture-free basis, not less than 7.1 per cent nitrogen (40.47 per cent protein) and not more than 44 per cent of starch.

45. Consumers purchase macaroni products labeled as "glutenous" or with similar expressions because they expect a high protein content in such products and a substantial reduction in starch. The addition of only enough gluten or gluten flour to raise the normal protein content of 12 or 14 per cent to 18 per cent, with the corresponding small reduction in starch content, is not calculated to fulfill such expectations. The record points to the possibility that gluten flour alone should be used in making products so labeled. The record contains insufficient evidence to determine what the composition of such products should be, particularly as to protein content.

46. Considerable testimony was offered concerning the enrichment of macaroni products and noodle products with various vitamins and minerals, particularly those used in enriched flour (6 F.R. 2579) and proposed for use in enriched bread (6 F.R. 2772), namely, thiamin, niacin, riboflavin, iron, vitamin D, and calcium. One manufacturer has used vitamin D in macaroni and spaghetti for over two years. Although not in use at the time of the hearing in

macaroni and noodle products processed wheat germ was proposed as an ingredient because of its content of thiamin, niacin, and riboflavin, the minerals iron, phosphorus, and copper and other constituents. One manufacturer has added 3 per cent dried brewers' yeast and made claims for vitamins B₁ (thiamin), D, and G (riboflavin) in his product. The use of carotene or provitamin A was also proposed.

47. Most alimentary pastes are usually cooked by boiling them in relatively large quantities of water, which is drained off and discarded. Thiamin, niacin, and riboflavin are water soluble. When such pastes are enriched with these vitamins in quantities similar to those required in enriched flour, cooking losses of thiamin and niacin are generally somewhat more than half, and of riboflavin nearly half. When nutritive minerals are added the extent of their loss depends on their solubility. Some alimentary pastes, particularly noodles, are used in making soups and when these foods are so cooked water-soluble vitamins and other water-soluble constituents are not discarded. But the quantity of alimentary pastes so used is not consequential when compared to the diet as a whole.

48. Alimentary pastes are not effective vehicles for the distribution of water-soluble nutrients to any segment of the population. The addition of water-soluble nutrients to alimentary paste is likely to mislead consumers either as to the quantity of nutrients they would obtain in the cooked product or as to the uneconomic waste inherent in the addition of such nutrients to alimentary paste. The addition of processed wheat germ or of yeast to alimentary paste would be calculated to mislead consumers since such germ and yeast are both sources of such water-soluble vitamins.

49. There is no evidence of a widespread deficiency of vitamin D among adults. Such deficiency as exists is almost, if not entirely, confined to children not over twelve years of age. The evidence does not establish that alimentary paste forms a larger proportion of the diet of such children than of adults.

50. The addition of carotene to alimentary paste is calculated to deceive consumers because it imparts to the finished product a color resembling that of egg (see finding 27).

51. Unless the enrichment of foods is restricted by regulations, food manufacturers generally are likely to add one or more vitamins or minerals to most, if not all, of their products and to label and advertise the products as having enhanced nutritional value. The selection of vitamins and minerals for this purpose and the quantities used are likely to be dictated by commercial considerations, such as a desire to capitalize on the fact that the public generally is not informed as to the specific functions of the various vitamins and minerals. Advertising and labeling claims for a food which stress the presence of any one of these nutritional elements, even though such claims are literally true, may readily cause the public to attach an exaggerated importance to that element. If enrichment is not restricted the public cannot discriminate between enriched foods which are meritorious and those which are not. Claims of enhanced nutritional value for a multiplicity of indiscriminately enriched foods would tend to envelop the minds of consumers in fog with respect to their nutritional needs and would create misunderstandings difficult to dispel.

52. The annual per capita consumption of alimentary pastes is about 5 pounds. Among persons of Italian extraction, and perhaps some other groups, consumption usually exceeds this average but so far as the evidence shows is quite variable. There is no evidence that these groups are peculiarly susceptible to dietary deficiencies.

53. Water-soluble nutrients are not suitable for addition to alimentary pastes (see finding 48). The evidence does not estab-

lish that the addition of the other vitamins and minerals proposed would constitute any material contribution toward the correction of dietary deficiencies in any significant segment of the population; and labeling and advertising claims based on such additions would be likely to confuse and mislead consumers (see finding 51).

Conclusions. On the basis of the foregoing findings of fact it is concluded that:

(a) It is impracticable, and the evidence does not establish a basis for a determination that it would promote honesty and fair dealing in the interest of consumers, to prescribe definitions and standards of identity for the various macaroni products, other than macaroni, spaghetti, and vermicelli, under the specific names by which they are sometimes known (as distinguished from the generic name macaroni products). This conclusion applies also to the corresponding shapes and sizes of milk macaroni products, whole wheat macaroni products, wheat and soy macaroni products, and vegetable macaroni products.

(b) It is impracticable, and the evidence does not establish a basis for a determination that it would promote honesty and fair dealing in the interest of consumers, to prescribe definitions and standards of identity for the various noodle products other than noodles, egg macaroni, egg spaghetti, and egg vermicelli, under the specific names by which they are sometimes known (as distinguished from the generic name noodle products). This conclusion applies also to the corresponding shapes and sizes of wheat soy noodle products and vegetable noodle products.

(c) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for wheat and soy macaroni products and wheat and soy noodle products under names which fail to indicate the presence of the wheat ingredient, or to fix a minimum soy flour content for such products at less than 12.5 per cent by weight of the combined wheat and soy ingredients.

(d) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for "gluten" or "glutenous" macaroni products providing for a minimum protein content as low as 18 per cent. The evidence does not establish a basis for a determination as to what provisions should be included in definitions and standards of identity for such products, which would promote honesty and fair dealing in the interest of consumers.

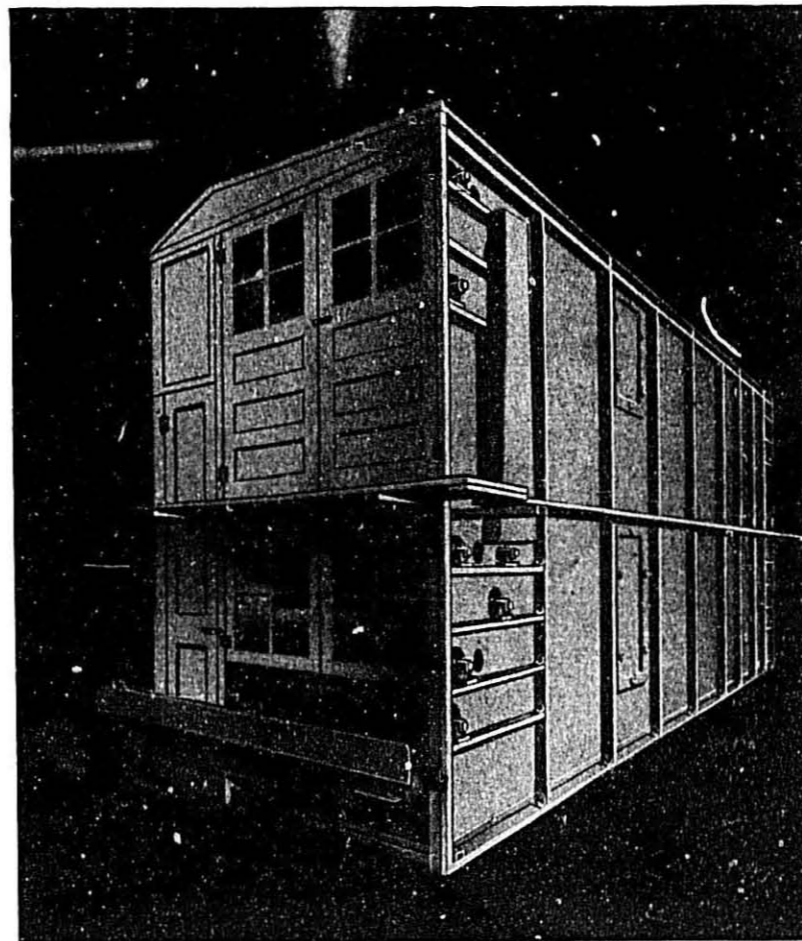
(e) It would not promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any alimentary paste providing for the use of any added vitamin or mineral or any combination of two or more of these.

(f) It would not promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any alimentary paste providing for the use of processed wheat germ, carotene, or yeast, or for any noodle product providing for the use of lecithin. The evidence does not establish a basis for a determination that it would promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any macaroni product providing for the use of lecithin.

(g) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for milk macaroni products providing for the use of milk or milk products, other than liquid milk, in such quantity that the finished milk macaroni product contains less than 3.8 per cent by weight of milk solids; nor would it promote honesty and fair dealing in the interest of consumers to

(Continued on Page 21)

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.

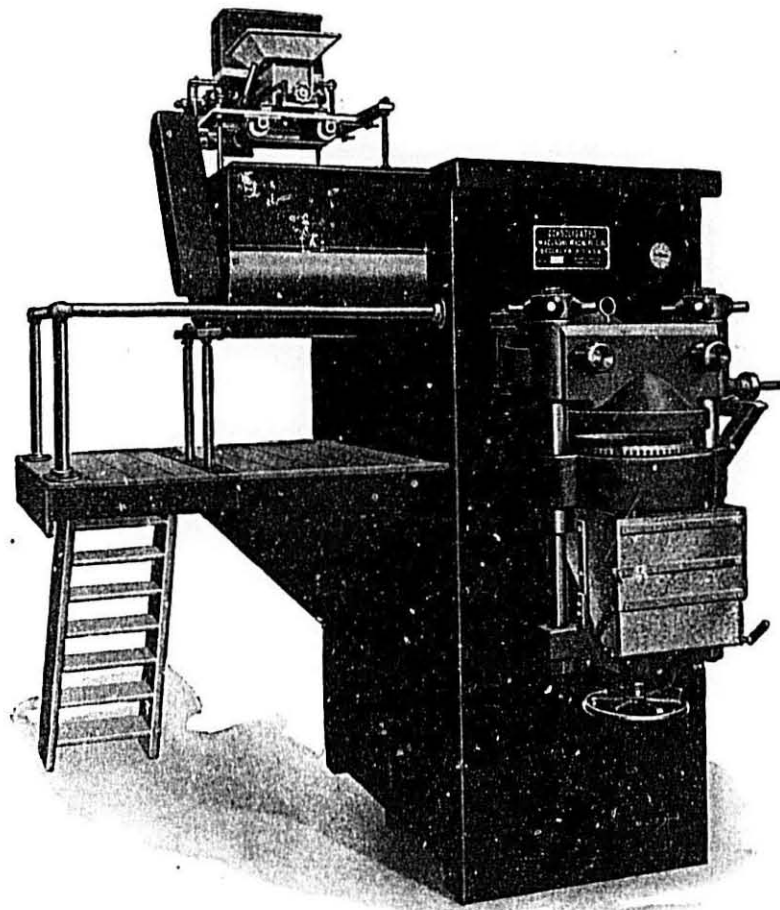
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

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

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

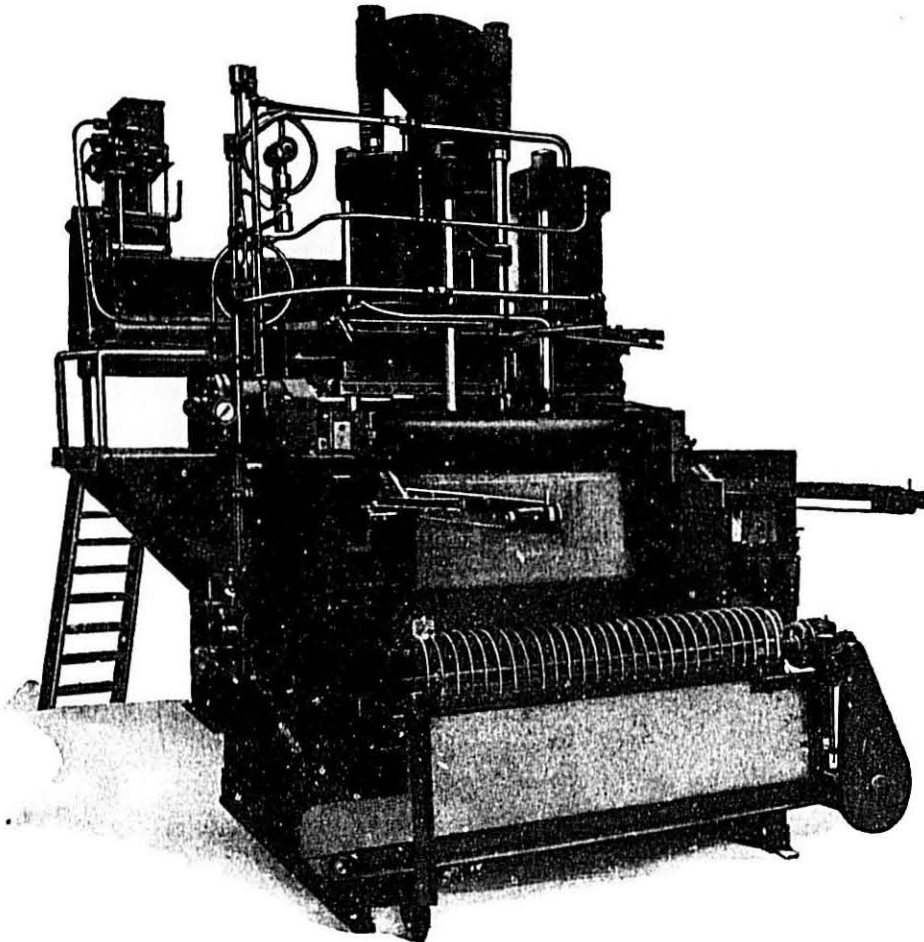
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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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.

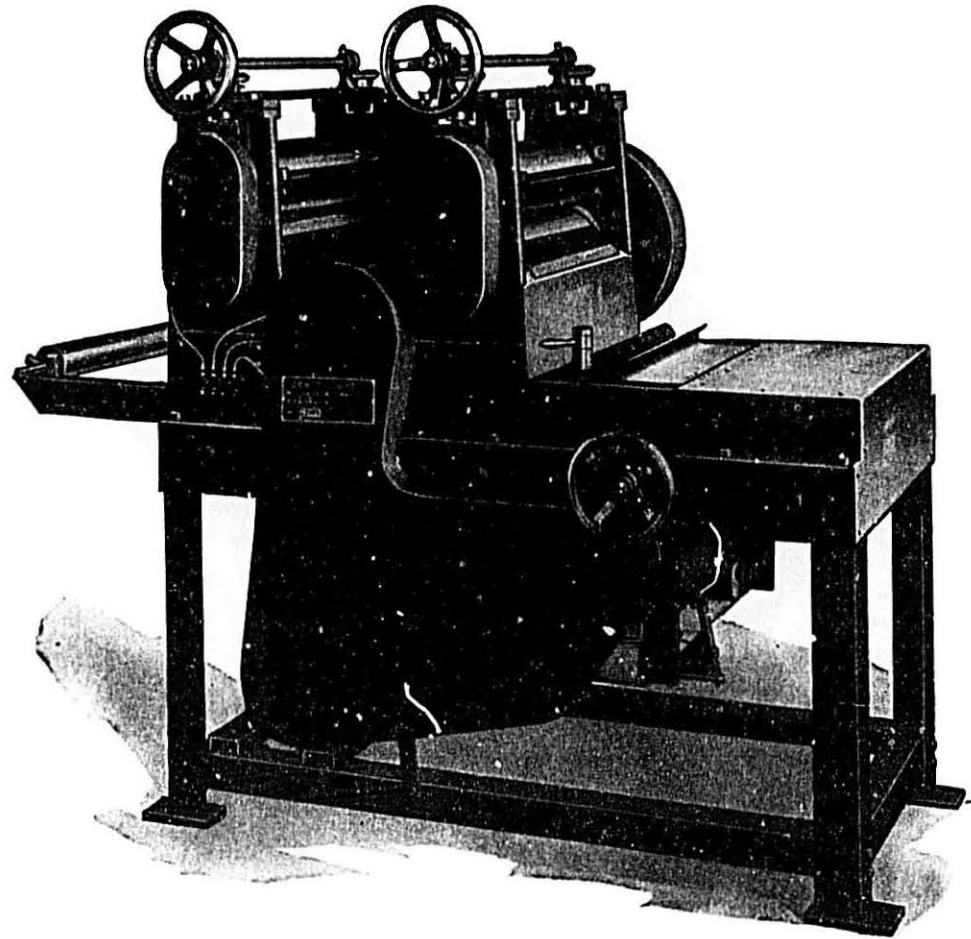
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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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.

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Write for Particulars and Prices

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CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Official Findings and Regulations

(Continued from Page 16)

provide for the use of milk or of any milk product as an ingredient of any macaroni product.

(h) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for any alimentary paste providing for the use of egg solids or egg yolk solids in a quantity less than 5.5 per cent by weight, on a moisture-free basis, of the finished alimentary paste.

(i) Promulgation of each of the following regulations, fixing and establishing definitions and standards of identity for various alimentary pastes, will promote honesty and fair dealing in the interest of consumers, and such regulations are hereby promulgated:

- Sec.
- 16.1 Macaroni products; identity; label statement of optional ingredients.
 - 16.2 Milk macaroni products; identity; label statement of optional ingredients.
 - 16.3 Whole wheat macaroni products; identity; label statement of optional ingredients.
 - 16.4 Wheat and soy macaroni products; identity; label statement of optional ingredients.
 - 16.5 Vegetable macaroni products; identity; label statement of optional ingredients.
 - 16.6 Noodle products; identity; label statement of optional ingredients.
 - 16.7 Wheat and soy noodle products; identity; label statement of optional ingredients.
 - 16.8 Vegetable noodle products; identity; label statement of optional ingredients.

§16.1 Macaroni products; identity; label statement of optional ingredients (a) Macaroni products are the class of food each of

which is prepared by drying formed units of dough made from semolina, durum flour, farina, flour, or any combination of two or more of these, with water and with or without one or more of the optional ingredients specified in subparagraphs (1) to (4), inclusive:

(1) Egg white, frozen egg white, dried egg white, or any two or all of these, in such quantity that the solids thereof is not less than 0.5 per cent and not more than 2.0 per cent of the weight of the finished food.

(2) Disodium phosphate, in a quantity not less than 0.5 per cent and not more than 1.0 per cent of the weight of the finished food.

(3) Onions, celery, garlic, bay leaf, or any two or more of these, in a quantity which seasons the food.

(4) Salt, in a quantity which seasons the food.

The finished macaroni product contains not less than 87 per cent of total solids as determined by the method prescribed in "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, page 245, under "Vacuum Oven Method—Official."

(b) Macaroni is the macaroni product the units of which are tube-shaped and more than 0.11 inch but not more than 0.27 inch in diameter.

(c) Spaghetti is the macaroni product the units of which are tube-shaped or cord-shaped (not tubular) and more than 0.06 inch but not more than 0.11 inch in diameter.

(d) Vermicelli is the macaroni product the units of which are cord-shaped (not tubular) and not more than 0.06 inch in diameter.

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Macaroni Product"; or alternately, the name is "Macaroni," "Spaghetti," or "Vermicelli," as the case may be, when the units of the food

are of the shapes and sizes specified in paragraph (b), (c), or (d), respectively, of this section.

(f) (1) When disodium phosphate is used the label shall bear the statement "Disodium phosphate added for quick cooking."

(2) When any ingredient specified in paragraph (a) (3) of this section is used the label shall bear the statement "Seasoned with" the blank being filled in with the common name of the ingredient; or in the case of bay leaves the statement "Spiced," "Spice added," or "Spiced with bay leaves."

(3) Wherever the name of the food appears on such label so conspicuously as to be easily seen under customary conditions of purchase, the words and statements herein prescribed showing the optional ingredients used shall immediately and conspicuously precede or follow, or in part precede and in part follow, such name without intervening written, printed, or other graphic matter.

§16.2 Milk macaroni products; identity; label statement of optional ingredients (a) Milk macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (1) (2) and (3) except that:

(1) Milk is used as the sole moisture-retaining ingredient in preparing the dough, or in lieu of milk one or more of the milk ingredients specified in paragraph (f) of this section is used, with or without water, in such quantity that the weight of milk solids therein is not less than 3.8 per cent of the weight of the finished milk macaroni product; and

(2) None of the optional ingredients permitted by §16.1 (a) (1) and (2) is used.

(b) Milk macaroni is the milk macaroni product the units of which conform to the

specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Milk spaghetti is the milk macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Milk vermicelli is the milk macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Milk Macaroni Product"; or alternately, the name is "Milk Macaroni," "Milk Spaghetti," or "Milk Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraph (b), (c), or (d), respectively, of this section.

(f) The milk ingredients referred to in paragraph (a) (1) of this section are concentrated milk, evaporated milk, dried milk, and a mixture of butter with skim milk, concentrated skim milk, evaporated skim milk, defatted milk solids (dried skim milk), or any two or more of these, in such proportion that the weight of non-fat milk solids in such mixture is not more than 2.275 times the weight of milk fat therein.

§16.3 Whole wheat macaroni products; identity; label statement of optional ingredients. (a) Whole wheat macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (f) (2) and (3), except that:

(1) Whole wheat flour or whole durum wheat flour or both are used as the sole wheat ingredient; and

(2) None of the optional ingredients permitted by §16.1 (a) (1) and (2) is used.

(b) Whole wheat macaroni is the whole wheat macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Whole wheat spaghetti is the whole wheat macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Whole wheat vermicelli is the whole wheat macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Whole Wheat Macaroni Product"; or alternately, the name is "Whole Wheat Macaroni," "Whole Wheat Spaghetti," or "Whole Wheat Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraph (b), (c), or (d), respectively, of this section.

§16.4 Wheat and soy macaroni products; identity; label statement of optional ingredients. (a) Wheat and soy macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (f) (2) and (3), except that:

(1) Soy flour is added in a quantity not less than 12.5 per cent of the combined weight of the wheat and soy ingredients used (the soy flour used is made from heat-processed, dehulled soybeans, with or without the removal of fat therefrom); and

(2) None of the optional ingredients permitted by §16.1 (a) (1) and (2) is used.

(b) Wheat and soy macaroni is the wheat and soy macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Wheat and soy spaghetti is the wheat and soy macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Wheat and soy vermicelli is the wheat and soy macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Wheat and Soy Macaroni Product," "Wheat and Soy Macaroni Product," or "Wheat and Soy Macaroni Product," the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.1 (a); or alternately, the name is "Wheat and Soy Macaroni," "Wheat and Soybean Macaroni," or "Wheat and Soybean Macaroni," or "Wheat and Soybean Macaroni," when the units of the food comply with the requirements of paragraph (b) of this section; or "Wheat and Soy Spaghetti," "Wheat and Soybean Spaghetti," or "Wheat and Soybean Spaghetti," when such units comply with the requirements of paragraph (c) of this section; or "Wheat and Soy Vermicelli," "Wheat and Soybean Vermicelli," or "Wheat and Soybean Vermicelli," when such units comply with the requirements of paragraph (d) of this section, the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.1 (a).

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "Noodle Product" or "Egg Noodle Product"; or alternately, the name is "Noodles" or "Egg Noodles," "Egg Macaroni," "Egg Spaghetti," or "Egg Vermicelli," as the case may be, when the units of the food are of the shapes and sizes specified in paragraph (b), (c), (d), or (e), respectively, of this section.

(g) When any ingredient specified in paragraph (a) (1) of this section is used the label of the noodle product shall bear the name of the ingredient; or in the case of bay leaves, the statement "Seasoned with —" the blank being filled in with the common name of the ingredient; or in the case of bay leaves the statement "Spiced," "Spice added," or "Spiced with bay leaves." Wherever the name of the food appears on such label so conspicuously as to be easily seen under customary conditions of purchase, the words and statements herein prescribed showing the ingredients used shall immediately and conspicuously precede or follow, or in part precede and in part follow, such name without intervening written, printed, or other graphic matter.

(h) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(i) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(j) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(k) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(l) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(m) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(n) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(o) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(p) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(q) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(r) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(s) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(t) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(u) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(v) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

ingredients specified in subparagraphs (1) and (2):

(1) Onions, celery, garlic, bay leaf, or any two or more of these, in a quantity which seasons the food.

(2) Salt, in a quantity which seasons the food.

The finished noodle product contains not less than 87 per cent of total solids as determined by the method prescribed in "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, page 235, under "Vacuum Oven Method—Official." The total solids of noodle products contains not less than 5.5 per cent by weight of the solids of egg or egg yolk.

(b) Noodles, egg noodles, is the noodle product the units of which are ribbon-shaped.

(c) Egg macaroni is the noodle product the units of which are tube-shaped and more than 0.11 inch but not more than 0.27 inch in diameter.

(d) Egg spaghetti is the noodle product the units of which are tube-shaped or cord-shaped (not tubular) and more than 0.06 inch but not more than 0.11 inch in diameter.

(e) Egg vermicelli is the noodle product the units of which are cord-shaped (not tubular) and not more than 0.06 inch in diameter.

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "Noodle Product" or "Egg Noodle Product"; or alternately, the name is "Noodles" or "Egg Noodles," "Egg Macaroni," "Egg Spaghetti," or "Egg Vermicelli," as the case may be, when the units of the food are of the shapes and sizes specified in paragraph (b), (c), (d), or (e), respectively, of this section.

(g) When any ingredient specified in paragraph (a) (1) of this section is used the label of the noodle product shall bear the name of the ingredient; or in the case of bay leaves, the statement "Seasoned with —" the blank being filled in with the common name of the ingredient; or in the case of bay leaves the statement "Spiced," "Spice added," or "Spiced with bay leaves." Wherever the name of the food appears on such label so conspicuously as to be easily seen under customary conditions of purchase, the words and statements herein prescribed showing the ingredients used shall immediately and conspicuously precede or follow, or in part precede and in part follow, such name without intervening written, printed, or other graphic matter.

(h) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(i) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(j) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(k) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(l) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(m) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(n) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(o) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

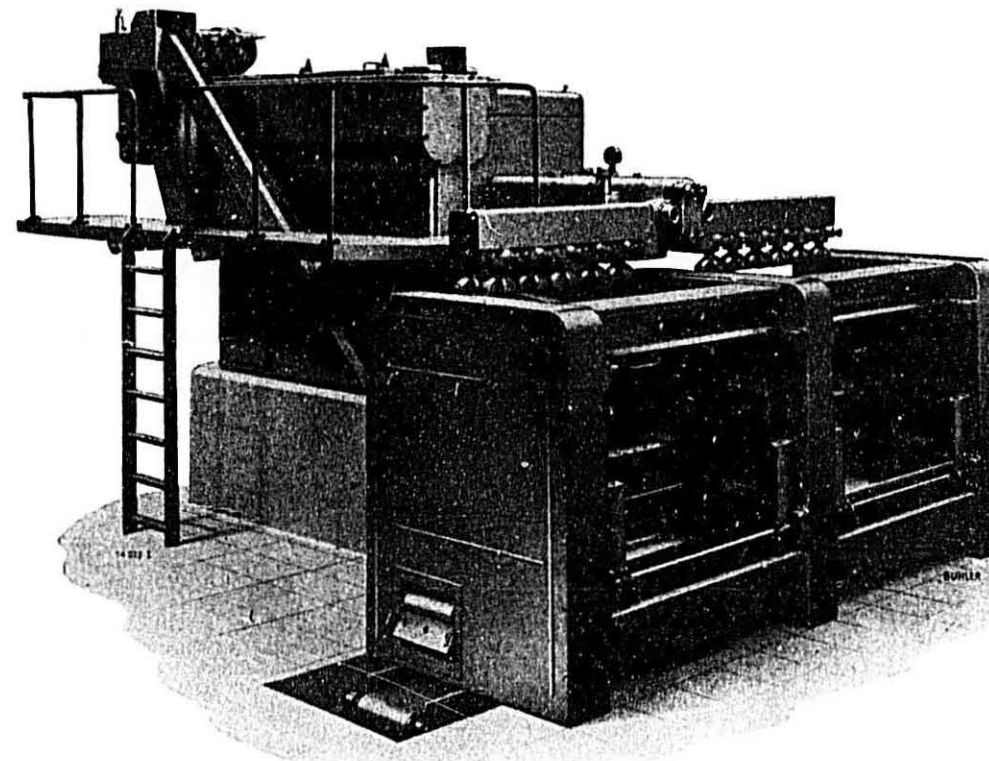
(p) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(q) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(r) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(s) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

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(Continued on Page 25)

Industry Presents Enrichment Arguments

Director of Research, B. R. Jacobs, of the National Macaroni Manufacturers Association for nearly a quarter of a century, was one of the leading executives of the industry to testify at the hearings that opened in Washington, January 29, before Edward E. Turkel of the Food and Drug Administration, on whether or not there should be adopted standards of enrichment and identification for macaroni products. He told of his many experiments that showed that macaroni, spaghetti, egg noodles and similar foods are suitable vehicles for enrichment when adequately fortified with enriching ingredients.

Tests made by him and other leading cereal chemists employed by the association revealed that, contrary to the contention in some Government channels, there is a very practical retention of enrichment ingredients in prepared dishes of this macaroni food. He testified that in thirty-five commercial samples, in the case of thiamin, the retention was as much as 61.6

per cent, and that of other elements there was a surprising low rate of loss.

Other industry spokesmen testified that there is no greater danger in consumer overemphasis on enriched macaroni products than has been the case in other enriched foods, or would be if the enrichment consisted solely of soy flour or eggs. Besides the commonly recognized enriching vitamins and minerals, the industry executives asked for permission to add wheat germ as an enriching agent. Throughout the hearing it was manifest that what the macaroni-noodle industry was mostly concerned in at present is—that the door be not entirely closed against the enrichment of their products, should any manufacturer choose to enrich. J. J. Winston of the Jacobs Cereal Products Laboratory, New York City, also appeared for the industry. Fred Mueller of C. F. Mueller Co., Jersey City, N. J., and Joseph Giordano of V. La Rosa and Sons, Brooklyn, N. Y., appeared as observers. Daniel Forbes was the attorney.

Observers' Report on Enrichment Hearing January 29, 30, 1945

Here is the report on the Federal hearing in Washington, Jan. 29-30, as observed for the association.

The hearing is confined to this single issue: "Shall the use of vitamins, minerals, wheat germ and dehydrated yeast be permitted, as optional ingredients?" The question of using gluten will not come up at this hearing. We understand from Jacobs that this latter question will be separately considered at a later date.

From the written notice of hearing and from our own observations it appears very definitely that the enriching agents are proposed as optional ingredients only—which may or may not be used by any manufacturer, once enrichment is allowed. We found no suggestion whatsoever that enrichment may be mandatory. On the contrary it struck us that the government's attorney is very strongly opposed to the enrichment of our products and for the following reasons:

First:—That macaroni consumers do not constitute an important segment of the population.

Second:—That, if they do, there appears no need, in view of their dietary, to enrich macaroni products.

Third:—That macaroni products are not an effective vehicle, either quantitatively or qualitatively, for the in-

take of the proposed enriching agents.

These are real tough hurdles. Jacobs has done a very commendable job to overcome them when one considers that he has had only limited resources and facilities to work with and when you bear in mind that the burden of proving the affirmative on these three issues is upon us.

On the first hurdle all that could be done was to submit the 1940 census of the Italian population of the United States—this being the segment in whose dietary macaroni products is the principal food.

The second hurdle, as you can see, is a very difficult one to overcome. So far as we know, there are no surveys available of the dietary habits of the Italian segment. Hence there is an absence of scientific data as to the vitamin deficiencies in the diet of this group. So, of necessity, we are relying on the general knowledge that bread and macaroni products form the greater part of this group's food intake and that Italian type bread has little, if any, nutritional value.

The third hurdle calls for a champion high-hurdler. Jacobs and Dr. Hennessey from Fordham University ran for our team. It was up to them to convincingly show that the per cap-

ita consumption is sufficiently great among Italians as to make it quantitatively a proper vehicle for vitamin intake and further, that vitamins are not lost in cooking.

On the first point Jacobs offered the results of his survey showing the per capita consumption of representative groups of Italians in various parts of the country. The industry has these details since they were reported at one of the meetings and also printed in the MACARONI JOURNAL.

On the subject of cooking loss, both Jacobs and Dr. Hennessey testified that analyses conducted separately by them showed retention of 55 per cent to 65 per cent of Thiamin and greater retention for Niacin and Riboflavin.

We did not stay to hear the government's side, so we're not in a position to make any reasonable forecast as to the outcome. Consolation, however, is found in Jacobs' anticipation that government witnesses will not be as strongly opposed as the government's lawyer appeared to be.

You also asked that we inquire into the new Selective Service regulations to determine whether our activity has been removed from the essential list.

Surprisingly, the regulations are very clear. We still retain the same essential status that we have always enjoyed. The new list of "critical" and "essential" activities is based upon the old list of 35 essential industries and among which we were included. All that was done was to move up a portion of these activities to the critical group. All occupations on the previous essential list which do not appear on the new list retain their status as essential. Although registrants in the age group 26 through 29 have little hope of deferment regardless of the relative importance of their job or the industry in which they are engaged, those in our industry over this age group will be given the same liberal treatment in deferments as has been given them in the past.

Twice Injured in Action

Pfc. Donald M. Donnelly, 19, formerly an employe in the stockroom of the C. F. Mueller Company, Jersey City, N. J., was reported wounded for the second time in a battle on the border of Germany. His latest wound received November 27, 1944, is said to be slight. He was flown to a hospital in England where the wound was treated. He was previously injured during the July, 1944, fighting around Brest, France. He rejoined his command three weeks later, wearing the Purple Heart with which he was decorated.

His mother is Mrs. Catherine Donnelly of 11 Frazer Place, Jersey City. He has a brother in the service, T/S George Donnelly, who expects to see overseas duty soon.

You
MANY macaroni manufacturers call
Commander Superior Semolina their
"quality insurance."

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

the Best
When You
DEMAND



Official Findings and Regulations

(Continued from Page 22)

which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (e).

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "Wheat and Soy Noodle Product," "Wheat and Soy Egg Noodle Product," "Wheat and Soybean Egg Noodle Product," "Wheat and Soybean Egg Noodle Product," "Wheat and Soy Egg Noodle Product," "Wheat and Soybean Noodle Product," or "Wheat and Soybean Egg Noodle Product," the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.6 (a); or alternately, the name is "Wheat and Soy Noodles," "Wheat and Soy Egg Noodles," "Wheat and Soybean Noodles," "Wheat and Soybean Egg Noodles," "Wheat and Soybean Egg Noodles," "Wheat and Soybean Egg Noodles," or "Wheat and Soybean Egg Noodles," when the units of the food comply with the requirements of paragraph (d) of this section; or "Wheat and Soy Egg Macaroni," "Wheat and Soybean Egg Macaroni," "Wheat and Soy Egg Spaghetti," "Wheat and Soybean Egg Spaghetti," "Wheat and Soy Egg Spaghetti," or "Wheat and Soybean Egg Spaghetti," when such units comply with the requirements of paragraph (d) of this section; or "Wheat and Soy Egg Vermicelli," "Wheat and Soybean Egg Vermicelli,"

"Wheat and Soy Egg Vermicelli," or "Wheat and Soybean Egg Vermicelli," when such units comply with the requirements of paragraph (e) of this section, the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.6 (a).

§16.8 Vegetable noodle products; identity; label statement of optional ingredients (e) Vegetable noodle products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients by §16.6 (a) and (g), except that tomato (of any red variety), artichoke, beet, carrot, parsley, or spinach is added in such quantity that the solids thereof is not less than 3 per cent by weight of the finished vegetable noodle product (the vegetable used may be fresh, canned, dried, or in the form or puree or paste).

(b) Vegetable noodles, vegetable egg noodles, is the vegetable noodle product the units of which are ribbon-shaped.

(c) Vegetable egg macaroni is the vegetable noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(d) Vegetable egg spaghetti is the vegetable noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(e) Vegetable egg vermicelli is the vegetable noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "Noodle Product" or "Egg Noodle Product," the blank being filled in with the name

whereby the vegetable used is designated in paragraph (a) of this section; or alternately, the name is "Noodles" or "Egg Noodles," "Egg Macaroni," "Egg Spaghetti," or "Egg Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraph (b), (c), (d), or (e), respectively, the blank in each instance being filled in with the name whereby the vegetable is designated in paragraph (a) of this section.

Effective date. The regulations hereby promulgated shall become effective on the ninetieth day following the date of publication of this order in the Federal Register.

Dated: December 21, 1944.

[SEAL] WATSON B. MILLER,
Acting Administrator.

Rossotti Aids in Dehydration Tests

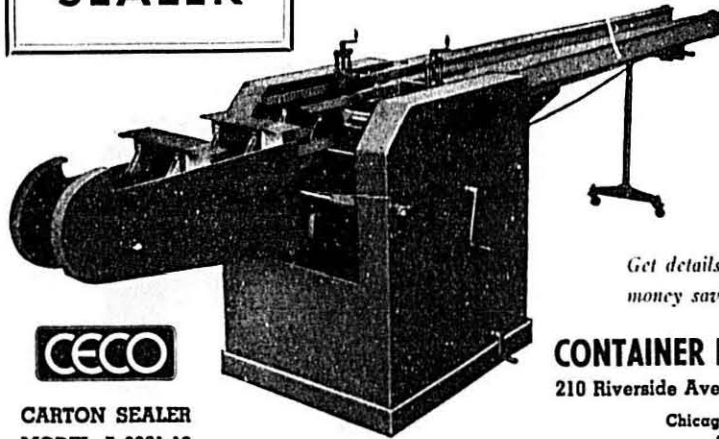
The National Dehydrators Association of Washington, D. C., reports that the Rossotti Lithographing Company of North Bergen, N. J., has donated \$1,000 to help finance the current sales test of dehydrated vegetables held in Michigan last month. This label manufacturing firm also supplied 4-color lithographed labels for the cans marketed under the brand name "Hy-Rated." The Rossotti Lithographing Company is one of the largest producers of colored labels for foods of every kind.

CECO

Adjustable
CARTON SEALER

Seals BOTH ENDS SIMULTANEOUSLY

Here is a simple, flexible, portable, inexpensive carton sealing machine that every packaging department can use profitably.



Seals both ends of 30 to 120 cartons per minute, ranging in size from 2 1/4" to 12" deep. No frills or complicated gadgets. Operated, adjusted and maintained easily by unskilled help, without special tools.

Get details of this labor saving, time saving, and money saving low cost machine today.

CECO

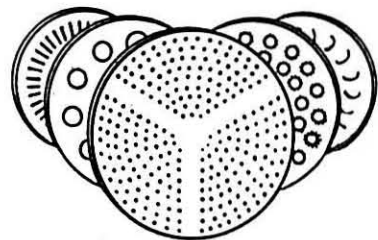
CARTON SEALER
MODEL A-3901-12

CONTAINER EQUIPMENT CORPORATION

210 Riverside Avenue Newark 4, N. J.
Chicago, Toronto, Baltimore, St. Louis,
San Francisco, Rochester

STAR DIES WHY?

Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

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

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

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

Amber Milling Division of
**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**
Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

**Arthur F. Krueger,
of Creamette Co., Dies**

Arthur F. Krueger, aged 70, the executive sales manager of the Creamette Company, Minneapolis, Minnesota, passed away on January 19, 1945. He



was born in Osseo, Minnesota, and began his business career as a partner of James T. Williams in the grocery business in 1895. In 1909 he rejoined Mr. Williams who had organized the present macaroni-noodle manufacturing firm—the Creamette Company of Minneapolis—holding important executive positions therein through the years. James T. Williams has been president of the firm since its organization.

He is survived by one son, Arthur F. Krueger, Jr., and two daughters, Mrs. John Newell and Mrs. W. Daniel Williams, all of Minneapolis. Burial was in Minneapolis.

Killed in Action

Salvatore Viviano, 1176 Center Drive, St. Louis, Mo., was recently informed that his son, Frank, was killed in action overseas. No details were given.

He is survived by his widow and little son. The father is the inventor of the new macaroni stick that has recently been offered to the trade. He was formerly connected with the Viviano macaroni factory in St. Louis.

Providence Manufacturer Dies

Antonio Curreri, engaged in the manufacture of macaroni products in Providence, R. I., for many years, died recently there after a brief illness. Born in Sicily, he came to Providence when a young man and established his place of business on Atwells Avenue. He retired a few years ago. He is survived by his wife and three sons.

**"Casserole of Plenty"—
March 2**

General Mills, Inc., through the office of H. I. Bailey, manager of Durum Products, Chicago, Illinois, has announced to the macaroni industry its next promotion to help build "bigger and better macaroni sales." On March 2, 1945, over twenty-eight radio stations, coast-to-coast, Betty Crocker will introduce her savory new recipe, "Casserole of Plenty." This golden crusted dish of macaroni, flavor packed with onions, parsley, and pimentos, is another smash-hit recipe created espe-

cially for the macaroni industry, says the announcement.

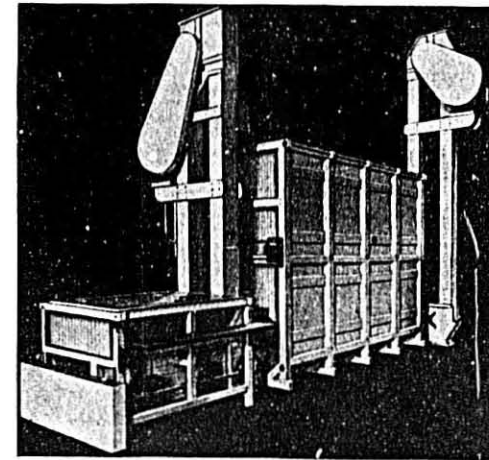
"For 20 years, Betty Crocker has introduced new and tempting ways of using spaghetti and other macaroni products to her radio audience of 6,000,000 women. These influential radio talks by the most widely known home economist in the world have a decided effect on women—for women believe in Betty Crocker, and what she recommends, they accept."

Manufacturers are asked to co-operate in every possible way to make this promotion "the biggest and best in 1945."

KEEN COMPETITION

Will Return as an Aftermath of War!

Let Our Engineers Show YOU
How to Profit by Installing
MODERN CHAMPION MACHINES



**THIS CHAMPION
Blender and Flour Outfit**

—for example, automatically blends, sifts and aerates the flour—removing all foreign substances —saves the frequent replacement of expensive dies, as cleanliness helps prevent scorching—is sanitary and sturdily built for long life and profit-making service. We invite your inquiries.

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS
Manufacturers of Flour Handling Outfits, Semolina Blenders, Dough Mixers, Weighing Hoppers, Water Meters

MAKE VICTORY CERTAIN — BUY MORE WAR BONDS

Robert Freschi Decorated

Captain Robert Freschi, son of Joseph Freschi, president of the Mound City Macaroni Company, St. Louis, Mo., has been awarded the Cavalier Cross by the Italian Government for meritorious work done in Italy as a liaison officer. This young American army officer feels that he was especially honored when Prince Umberto, Lieutenant Commander of the House of Savoy, chief executive of the Ital-



Captain Robert Freschi

ian government, personally pinned the deserving ribbon on the lapel of his uniform.

In a letter, the honored U. S. Serviceman says:

"Yesterday I went up to Rome and received a decoration from Crown Prince Umberto. Remembered me right away and started speaking Italian. He tried to recall where it was that you, dad and mom, had come from, and when I told him it was Piemonte, he said, 'Oh, that's right.' When he gave me my decoration he told me in Italian that he was especially pleased to be able to present me with it."

Captain Freschi has been in Italy many months and because of his assignment has had the opportunity of meeting Prince Umberto on several occasions; also former premier Marshall Badoglio and the present head of the government, Premier Bumoni. On hearing of the honor recently conferred on his son, Papa Freschi, who years ago was decorated as a Cavalier of the Royal Crown of Italy for co-operation given in bettering the conditions of the Italian Colony in the St. Louis area, said: "Just from one Piedmontese to another Piedmontese." Friends of both father and son in the macaroni industry extend congratulations.

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	781,796	721,451	855,975	711,141	561,940
February		655,472	885,655	712,770	603,964
March		692,246	963,387	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		1,016,483*	839,778	837,792	642,931
December		870,681	801,847	923,014	525,795

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.

DONATO MALDARI
SUCCESSOR TO
F. MALDARI & BROS., INC.



Makers of

Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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

Stocks of Wheat in Interior Mills, Elevators and Warehouses, January 1, 1945

Wheat stored at interior mills, elevators and warehouses on January 1, 1945, is estimated at about 160 million bushels by the Crop Reporting Board. This represents a disappearance of about 40 million bushels from these storages since October 1, 1944. Current stocks, while 10 per cent larger than a year earlier and 15 per cent above the 9-year (1935-43) average, are smaller than January 1 stocks in 1941, 1942 and 1943. The latter set the record for January 1 holdings at 238 million bushels.

Wheat stocks in these interior storages were significantly higher than a year ago in such important wheat producing states as Kansas, Oklahoma, Texas, Idaho, Washington, Oregon and California and in some others such as New York and Ohio where feed wheat is of importance. Current stocks were higher than average in New England, New York, Michigan, Wisconsin, North Dakota, South Dakota, Kansas, Oklahoma, Texas, Montana, Idaho, Utah, Washington, Oregon and a few Southern states.

The combined total of these mill, elevator and warehouse stocks, together with farm stocks on January 1, 1945, is 552,290,000 bushels, compared with 528,180,000 bushels a year earlier. The current total is 40 per cent above the 9-year (1935-43) January 1 average combined stocks of 394 million bushels.

Jean F. Carroll Joins G.M.A.

Jean F. Carroll, former director of the Food Price Division of OPA, has been appointed managing director of the Public Information Council of the Grocery Manufacturers of America Inc., effective immediately, it was announced by the chairman of the Council's operating committee.

Mr. Carroll comes to the Public Information Council after two and one-half years of intimate association in Washington with wartime food problems both with the Quartermaster's Corps and in the OPA post. Prior to Government service, he was associated with the Kroger Grocery and Baking Company as branch manager in St. Louis, served as director of research for the Meredith Publishing Company, and was a partner in the firm of Carroll & Pelz, sales consultants, in New York City.

The appointment of Mr. Carroll completes the organization plans of the Public Information Council.

Red Cross flight kits are provided wounded men evacuated from the Middle East to hospitals back home. Kits contain gloves, magazines, candy, and other items.

Automatic Case Numberer

Since there is a greater need today for clearer shipping statements on all cases that leave shipping rooms, all

prints large, legible figures on rough wooden cases, corrugated cartons and even on the shipping papers themselves. It can be used to imprint in duplicate by serial numbers, on both.

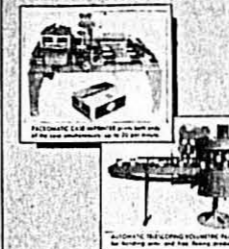


macaroni-noodle firms, especially the superintendent of the shipping department will be interested in the new case numbering and labeling device that has just recently been placed on the market.

The Automatic Case Numberer, illustrated, uses a rubber figure that im-

prints large, legible figures on rough wooden cases, corrugated cartons and even on the shipping papers themselves. It can be used to imprint in duplicate by serial numbers, on both. It is compact, easy to manipulate and speedy. It is available in standard sizes for straight serial numbering or lot numbering of cases . . . or they can be made in three different sizes by Adolph Gottscho, Inc., 190 Duane St., New York City, who are marketing the device.

TO HELP YOU SPEED YOUR PRODUCTS ON THEIR WAY...



Experience

There's no substitute for that enviable reputation for having served business and industry long and well for nearly a quarter century of packaging progress! That's why J. L. Ferguson Company enters its 25th as consultants on handling, filling, weighing, sealing and stamping of packaged products of practically every size, weight and type. Also as builders of dependable PACKOMATIC packaging equipment.

You'll find interesting examples of PACKOMATIC packaging accomplishments pictured on this page. You'll get a more comprehensive idea of the scope of our production on the list of typical PACKOMATIC equipment below. You can learn more about PACKOMATIC and any particular machine or recommendation we may have for your company by contacting us at Joliet—or through one of our factory branch offices. You'll find them conveniently available—from coast to coast. Consult your classified directory NOW to see how soon to start your V-Die package planning. Orders for future delivery are now being booked—and will be handled in turn.

TYPICAL PACKOMATIC EQUIPMENT

- Case Impactors
- Case Sealers
- Valumatic Fillers
- Flat Weight Scales
- Carton Sealing Machines
- Carton Sealers
- Single Cylinder Devices
- Auger Packers
- Paper Can Tube Cutters
- Paper Can Tube Gluers
- Paper Can Makers
- Paper Can Cappers
- Paper Can Setup Conveyors

PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON CO. JOLIET, ILL.

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



For Better Package Handling Tomorrow, Consult PACKOMATIC Today

Modernizing the Silent Salesman

Package Design an Important Factor in Battle for the Consumers' Dollars

Gone forever from the shelves and counters of grocers will soon be the humdrum macaroni, spaghetti and egg noodle package—those colorless, unattractive affairs that served well in their day. Or may we put it in the reverse and say that those old-fashioned packages could remain there long—too long.

The war has taught all many new lessons about food packaging. Rationing had its effects, too. With consumers, at times, it was a question of getting a food, packaged or otherwise, but buyers have discovered that it pays to be selective, when selectivity is possible. There was a time not many years ago when price sold almost everything. Recently the trend has been to quality of products, attractiveness of their packaging and other such factors. Money has been plentiful, and buyers have become increasingly more choosy.

Both manufacturers or processors of foods and designers of packages realize this new trend, and the distributive trade is demanding packages that will move foods through grocery channels by attracting and impressing the housewives while giving full protection to the contents.

E. I. DuPont de Nemours & Co., Inc., publishers of *Packages and People* noted this trend, and featured the postwar possibilities in a recent issue. It emphasizes the fact that among the many merchandising forces affecting food sales—"packages will undoubtedly occupy an extremely important position in the coming battle of foods. The postwar package planner has to take into consideration a number of new factors likely to definitely influence one's package."

Rossotti Lithographing Company, Inc., North Bergen, N. J., leading manufacturers of cartons for macaroni foods, with or without windows, real-



ize that developing a food package that meets all the new conditions—the requirements of the distributor and the acceptance of the customer—is one of the biggest problems confronting all food packers. Like others in the field they feel that the job of modernizing the package should be placed in the hands of the most capable, the most experienced executive. An example of the good that comes from taking advantage of the package-modernizers many consultative services, is shown in the accompanying illustration. What a magic change is made through the use of a better type, a more attractive illustration, and general re-designing of the package!

This particular package was designed for Kurtz Brothers of Bridgeport, Pa., by Mal Richmond of Philadelphia and produced by Rossotti. Here are a few facts about the new package—the one at the right. The new carton is completely machine packed, replacing the old hand tacked and filled package. Although both cartons are the same size, the design of

the new one creates an impression of larger appearance. There is greater detail, more pleasant appearance, improved legibility and shelf visibility . . . in brief, the change has given what both the processor and carton maker wanted—greater sales appeal.

The macaroni-noodle manufacturers and packers have at their command the many valuable services of producers of any desired package, be it the one with visibility of contents or one with attractive, colorful design, both of which have won consumer preference for reasons of their own. To keep step with change and to merit a greater share of the consumer's dollar, modernize your package.

December Food Sales Total \$1,847,621

War Food Administration sales of Government-owned food during December, 1944, totaled \$1,847,621 bringing the total since May 1, 1944, to \$26,032,169. December sales, representing approximately 7 per cent of the cumulative total, increased \$725,953 over November.

Approximately 48 per cent of December sales were from dairy and poultry products which returned \$899,737. Largest item in this group was shell eggs, acquired during the spring and summer to support prices, which brought \$851,246. Smaller amounts of cheese, frozen eggs, condensed milk and evaporated milk also were sold during the month.

Sales of dairy and poultry products since May 1, account for more than 58 per cent of all sales, with shell eggs bringing 88 per cent of the \$15,212,545 total for this group.

Grain and cereal products, bringing \$265,564, represented approximately 14 per cent of the December total. Sales in this group were led by canned dry beans bringing \$193,483, and included garbanzos, pea flour, and haggled wheat. Total grain and cereal sales since May 1 have reached \$3,452,664, or 13 per cent of the total.

Liquid, Frozen, and Dried Egg Production

December, 1944

The production of liquid egg during December totaled 15,831,000 pounds compared with 31,032,000 pounds during December last year. Considerably smaller quantities were produced for drying than were produced for that purpose a year ago.

Dried egg production during December totaled 10,227,000 pounds, slightly less than one half of the quantity produced in December last year. Approximately 80 per cent of the dried egg produced in December was obtained from frozen and storage shell eggs. A total of 118,000 cases of storage shell eggs (equivalent to 4,365,000 pounds of liquid egg) and 26,159,000 pounds of frozen egg were used for drying.

Preliminary estimates of dried egg production during 1944 totaled 319,763,000 pounds compared with 261,972,000 pounds during 1943—an increase of 22 per cent. This preliminary estimate of the quantity dried during 1944 was equivalent to 1,186,534,000 pounds of liquid egg or 31,679,000 cases of shell eggs. The 1,186,534,000 pounds of liquid used for drying in 1944 consisted of 903,045,000 pounds (24,081,000 cases) from fresh shell eggs, 107,050,000 pounds (2,893,000 cases) from storage shell eggs and 176,439,000 (4,705,000 cases) from frozen egg. Stock of dried egg on January 1, 1945, totaled 107,134,000 pounds compared with 45,839,000 pounds on January 1 a year ago.

The quantity of frozen egg produced in December totaled 2,750,000 pounds compared with 1,144,000 pounds in December last year. Production of frozen egg during 1944 is estimated at 511,791,000 pounds, the largest of record, exceeding the previous high record of 412,615,000 pounds produced in 1943 by 99,176,000 pounds or 24 per cent. Stocks of frozen egg on January 1, 1945, totaled 166,584,000 pounds compared with 102,270,000 pounds on January 1 a year ago and 85,272,000 pounds for the (1940-44) average.

No "Cats and Dogs"—Grass

The following taken from the February 5, 1945, issue of *The Food Field Reporter* is of interest to the macaroni-noodle trade because the I. J. Grass Noodle Company, Chicago, Ill., referred to were noodle makers before they became "soup-mixers," too. And for the further reason that Mr. A. Irving Grass is currently the vice president of the National Macaroni Manufacturers Association:

"The most outstanding single fact about 1944 in relation to the dehydrated soup field was the grand job that was done in cleaning up the 'cats and dogs'—the multiplicity of little-known low-quality brands that were clogging the avenues of sales."

Irving Grass, I. J. Grass Noodle Co., recently told *Food Field Reporter*. He indicated that the road is now clear for the industry to move ahead.

"It was only when dealers realized that they were deliberately throwing away profits by refusing to stock quality dehydrated soups which had widespread public acceptance that the situation changed," he said; "Once the 'cats and dogs' were out of the picture, dealers began to order normal supplies of the better soups, and the public flocked to buy them. Once more, the American public had expressed in unmistakable fashion its long-demonstrated preference for quality."

Will Maintain Quality

Mr. Grass forecast that the dehydrated soup industry would have a fairly good

supply of raw materials in the coming year, though labor will be more of a problem even than in 1944. "It is our firm purpose to maintain our quality in spite of difficulties," Mr. Grass said, "even though we may not be able to produce as much in volume as we and our distributors would like." Each distributor will get his fair share of the company's production, he said. "We will never risk their good will by playing favorites in any manner."

Comment: Perhaps Mr. Grass can tell the macaroni-noodle manufacturers how to rid the trade of the "cats and dogs" that are equally disturbing to the peace and welfare of trade in macaroni-noodle products. [Editor.]

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

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

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Los Angeles 26, California

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
 Founded in 1903
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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 A. T. Grass.....Vice President
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
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Vol. XXVI FEBRUARY, 1945 No. 10



"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."

Special Attention

All Manufacturers — All Allies

Have you a son or daughter in the service? Have any of them been wounded, been discharged or made the supreme sacrifice? If so, can we have their names, photographs (preferably in uniform, if not, then any photo), their connection in the service, their general location, rank, etc.?

In the April, 1945, issue of **THE MACARONI JOURNAL**—the Twenty-Sixth Anniversary Edition—we plan to run an illustrated article on our Industry's contribution to the war, our manpower contribution, using names, stories, photos, etc., of as many servicemen and women as we can assemble.

In this we will need your help. We will include therein names, photos, etc.,

of executives and key employes, too. Don't be modest, friends. This is no show-off—just a plain duty to those most deserving. Others are doing it in their publications . . . why not the Macaroni-Noodle Industry?

It's none too early to do this duty now. Mail photograph and brief story—fifty words or so—to M. J. Donna, Managing Editor, **THE MACARONI JOURNAL**, Braidwood, Illinois . . . as soon as possible.

New National Sales Manager

Arthur W. Sigmund, former central division sales manager of bulk and process cheese for the Kraft Cheese Company, has been named assistant



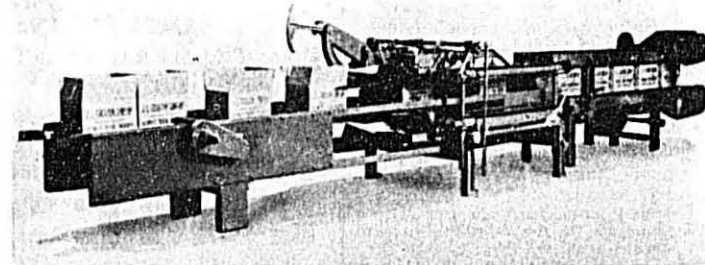
A. W. Sigmund

national sales manager for these products, according to John H. Kraft, president of the company.

A member of the Kraft organization since 1920, Sigmund started as a specialty salesman in Chicago, later managing the Peoria and Buffalo sales branches. He was appointed central division sales manager for natural and process cheese in 1939. Sigmund will headquarter in the company's general offices in Chicago.

New Pacomatic Case Gluer

View of the new, streamlined Model D Pacomatic case gluer with belt compression sealer manufactured by the J. L. Ferguson Company, Joliet, Ill. Latest developments in both design and structural features are in-



Model D Pacomatic Case Gluer

Jacobs Cereal Products Laboratories INC.

156 Chambers Street
 New York 7, N. Y.

Benjamin R. Jacobs
 Director

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

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

CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.
 JOLIET, ILLINOIS.

cluded in the new Packomatic. Its operation is simple, trouble-free—automatic. This new model seals both case tops and bottoms, at a speed of 200 to 2,000 per hour, depending upon case size and packaging schedule. May be furnished to seal tops only, or bottoms only, as desired. It is available in portable or stationary models. Model "D" Packomatic case sealing is approved for government "V" cartons. Orders for postwar deliveries are now being accepted.

More than a half million letters are mailed in the United States every hour.

John J. Cavagnaro

Engineers
 and Machinists

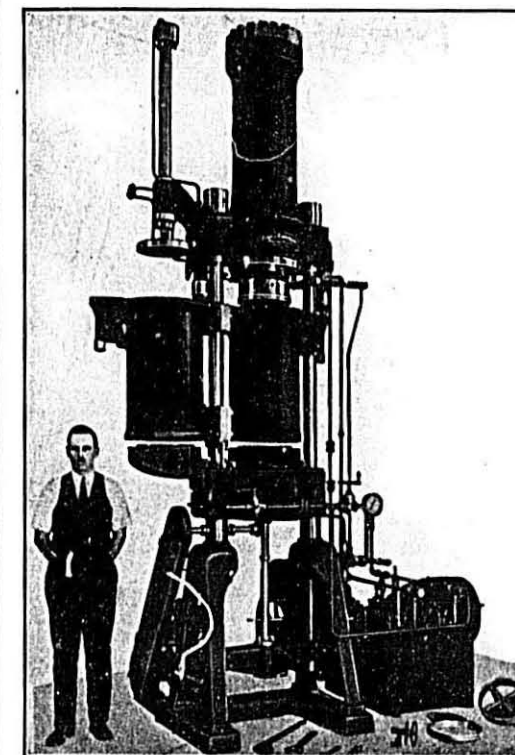
Harrison, N. J. - - U. S. A.

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All Sizes Up To Largest in Use

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PRESS No. 222 (Special)

— 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.

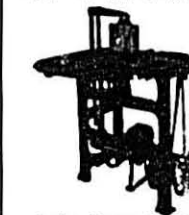
According to their builders, these new sticks are suitable for, and also an improvement to, the new automatic spreading machines.

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.

AN INVITATION TO THE MAN WITH A PACKAGING PROBLEM



Junior Carton Forming and Lining Machine Sets up 35-40 cartons per minute. One operator.



Junior Carton Folding and Closing Machine Closes 35-40 cartons per minute. No operator.

Can you afford to risk being unprepared for your peacetime competition? In these days when all of your efforts are required to meet wartime schedules, it is possible that the need for a plan to convert your expensive hand cartoning operation to a low cost method of machine setup and closing is being overlooked.

The PETERS organization has found time in the midst of its wartime responsibilities to lend a hand to many MACARONI AND NOODLE plants where management is giving consideration now to this need for a plan for the future.

By sending us samples of the cartons you expect to use for your peacetime production you can get the benefit of PETERS wide experience in automatic packaging. Acting now may save many months delay later in getting our recommendations, and we expect to make deliveries in the same sequence as orders are received.

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

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY — Then— MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1944-1945</p>		
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A Passing Thought or Two

All a Matter of Mind

There is a story of a golfer who invariably fozzled his drive from a certain tee just beyond which there was a slight gully, over the brow of a hill. As he stepped up to the tee this particular day he remarked to his caddy: "Well, here's where I get into trouble in that gully."

The caddy replied: "You won't have any trouble with the gully today because they filled it up last week."

The player made a beautiful drive—but when he got over the brow of the hill he found the gully still in the same old place.

He said to the caddy: "I thought you told me the gully had been filled up."

To which the caddy replied: "I did—because, if I had not, you would never have crossed it."

Boyd M. OGLESBY, "Provident Notes"

Free Enterprise

A British seaman went ashore in Archangel, Russia, with ten cigarettes in his pocket. For these the Russians gave him 100 rubles.

With the money he bought 12 wine glasses, which he took aboard a British merchant ship where the steward, very short of glasses, offered him two bottles of gin in exchange.

Tucking them under his arm, he boarded an American merchantman which was absolutely dry, and swapped them for 6,000 cigarettes.

Ashore again, he sold them to the Russians for 10,000 rubles. With the money he bought two fine furs which he sold in London for \$500.00.

Petersborough Daily Telegraph.

Submitted, dear readers, for what they may be worth to you.
THE SECRETARY



PAPER BAGS that save BOX CARS

PACKAGING in Multiwall Bags offers a space-saving advantage that adds up to box-car proportions. For example, one ton of a chemical, when packed in Multiwall Bags, will only occupy the approximate space of 1600 lbs. in barrels*. Or, stated another way, *Multiwalls permit a saving of up to 20 per cent storage or shipping space over certain types of metal or wooden containers.* Figure that saving in terms of freight cars or cargo vessels and you have one important reason why many manufacturers are turning to Multiwalls as the solution to more and more of their packaging problems.

SAVE LABOR, TOO
Multiwall Paper Bags are easier to load and unload...they save costly

handling time. They will be designed to withstand specific climatic and transportation conditions in all parts of the world. These bags are moisture resistant, too—a necessary protection for many products. And because they are siltproof, they eliminate siltage losses in transit, as well as messy storage problems. Multiwall Paper Bags will be especially made to save time and money for your business. Write for full information today.



See how neatly and compactly Multiwall Paper Bags fit in a freight car. This kind of packing protects products and saves time as well as space.



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* Report on bulk packaging prepared by Chemical and Metallurgical Engineering.



What happens here affects your products!

ON the cash trading floor at the Minneapolis Chamber of Commerce—largest floor of its kind in the world—experienced Pillsbury grain buyers purchase durum wheat for milling.

How do they know which durum wheat will make the best semolina and durum flour?

Well, before the wheat ever reaches the trading floor, Pillsbury tests samples from scores of different localities:

actually grinds the wheat into semolina and makes the semolina into spaghetti. From this testing, the Pillsbury buyers know exactly what areas are producing the most desirable durum. They expertly pick the choicest lots from those areas, paying premium prices, when necessary, for this superior quality wheat.

Rely on Pillsbury for semolina and durum flours that will give **YOUR** products uniformly fine color, flavor, and cooking quality!

Pillsbury's DURUM PRODUCTS

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