

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 2**

June, 1945

JUNE, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



TO THE AMERICAN PEOPLE:

Your sons, husbands and brothers who are standing today upon the battlefronts are fighting for more than victory in war. They are fighting for a new world of freedom and peace.

We, upon whom has been placed the responsibility of leading the American forces, appeal to you with all possible earnestness to invest in War Bonds to the fullest extent of your capacity.

Give us not only the needed implements of war, but the assurance and backing of a united people so necessary to hasten the victory and speed the return of your fighting men.

William D. Leahy
Donaghue Act. C. King
Dwight D. Eisenhower C. M. Manning
H. H. Arnold

Official Organ
National Macaroni Manufacturers Association
Beverlywood, Illinois

Printed in U. S. A.

VOLUME XXVII
NUMBER 2

**ANIMATION...!
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NEW - DIFFERENT UNIQUE! That's what everybody's saying about these Rossotti-produced labels for Snider's famous canned and glass-packed fruits and vegetables. Each label is truly distinctive—but the whole Snider Line retains a striking family resemblance—unmistakable and sparkling with eye appeal and sales appeal. Paralleling the modern Rossotti merchandising ideas—every label is truly informative—with complete "How To" information... selling points... different uses and recipes.

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Servicemen's Honor Roll

Additional Names Received Too Late for Inclusion in the April Listing

It's never too late to properly honor those who joined the U. S. Forces... so additions will be made from time to time as received.

Employers should gladly submit the names of those who left their employ to serve their country, thus paying them the honor and respect intended by this listing of the Industry's contribution to the nation's fighting power.

—THE EDITOR

C. F. Mueller Co.

Name	Branch	Rank	Service & Status	Decorations
John Lynch	Army	Private F.C.	European Area	Purple Heart
Robert Miner	Army	Corporal	Arctic Area	
Edward Saalye	Army	Corporal	European Area	
Arthur Menge	Army	T/5	European Area	
Neil Collins	Army	Staff Sgt.	Discharged	Purple Heart Citation
Faul J. Anthony	Army	1st Lieutenant	U. S.	
Arthur Schwehr	Army	Sergeant	U. S.	
George Gerkin	Army	Sergeant	European Area	Citation
Stephen Miller	Army	Private F.C.	U. S.	
William Schanz	Army	Private	U. S.	
August Stark	Army	Sergeant	European Area	
James Rottner	Army	Private	European Area	
John Brown	Army	Corporal	U. S.	
James Egan	Army	Corporal	U. S.	
Ed Quirk	Army	Corporal	European Area	
Charles Becker	Army	Sergeant	Discharged	
Patrick Finn	Army	Private	Discharged	
Albert Fuchis	Army	Corporal	U. S.	
Arthur Watson	Navy	S 3/c	Atlantic Area	
Stanley Saalye	Army	Private	U. S.	
Milton Jones	Army	Private	U. S.	
Walther Crowther	Navy	AMM 3/c	U. S.	
Howard Berrian	Army	Captain	Discharged	
Herbert Bryant	Army	Corporal	U. S.	
Joseph O'Connell	Army	Private F.C.	European Area	
William Tiedemann	Army	Staff Sgt.	U. S.	
Benjamin Remley	Army	Corporal	Pacific Area	
Kenneth Yarns	Navy	S 1/c	Discharged	
Thomas Donovan	Navy	SK 3/c	U. S.	
Lester Henke	Army	Sergeant	U. S.	
Mary Coleman	WAC	Private F.C.	Australia	
Dominick Daqui	Army	Private	European Area	
John Glen	Army	Private	Discharged	
Arthur Schnaars	Army	Private	Pacific Area	
Milton Gilson	Navy	EM 3/c	European Area	
John Hamigan	Army	Sergeant	U. S.	
Hugh Kropp	Navy	GM 3/c	European Area	
Vincent Landrigan	Army	Private F.C.	European Area	
James Cunningham	Army	Private	European Area	
Peter Brennan	Army	Sergeant	European Area	
Roy Minnerly	Army	T/5	European Area	
Roy Carpenter	Navy	Lieutenant (jg)	U. S.	
James Donovan	Navy	S 1/c	Pacific Area	
Francis Quinlan	Army	Private F.C.	European Area	
Edward Hayes	Army	Corporal	U. S.	
Jay Gilson	Navy	R.M. 3/c	Atlantic Area	
Frank Curran	Army	Private F.C.	European Area	
Stephen Tuchowski	Army	Private	European Area	Purple Heart
John Lillis	Army	Private	European Area	
Richard Frank	Navy	A.R.T. 2/c	U. S.	
Irving Fall	Army	Private	U. S.	
John Moffitt	Army	Private F.C.	European Area	
Andrew Miller	Army	Private	European Area	
Joseph Rimmer	Army	Private	European Area	
Ray Chambers	Navy	S 2/c	Atlantic Area	
Henry J. Langford	Army	Private F.C.	U. S.	
Theodore Meinen	Army	Private	European Area	
William McCarthy	Army	S 2/c	U. S.	
Charles Kaufmann	Army	Private	European Area	
Joseph Thompson	Navy	Private	European Area	
Robert R. Jacobsen	Army	Corporal	European Area	
Richard Werner	Army	Private	U. S.	
William Meegan	Army	Private	U. S.	

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Peter R. Viviano

Describes Spectacle of Airborne Invasion

Paratrooper Peter R. Viviano was thousands of feet in the air without his parachute.

He sat in a glider, for he had been removed from the jump eligibility list due to a leg injury suffered in preliminary training. Although unable to jump, he took part in one of the most daring offenses of the war—the sky-borne invasion of Holland.

"It was a beautiful sight," said Cpl. Viviano, a member of the 82nd Division, First Allied Airborne Army, as he described the gigantic daylight operation. "The sky was crowded with the thousands of white parachutes that descended."

The glider crashed when it landed, and Viviano was knocked out temporarily. Recovering consciousness, he made his way to a common rendezvous near Arnhem and Nijmegen, where the Americans set up headquarters. As the Germans unleashed a vicious counterattack by land and air, he was wounded by shell fragments. The ef-

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MILLING
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The MACARONI JOURNAL

Volume XXVII

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No June Convention

Time and again the macaroni-noodle industry has manifested in varied ways its loyalty to the country and its fullest co-operation in the nation's efforts to win the war.

For years it has been the custom of the leaders of the Industry to meet in annual conferences, usually for the consideration of industry problems and more recently to confer on ways and means whereby the Industry could aid the country in its war effort.

No such conference will be held this year in June, according to the decree of the powers-that-be in the Industry. Of course, there is no way of measuring the effect of this order, for good or otherwise, but this decision has earned for the Industry and its national association the approbation of the agencies whose regulations make this decision necessary, the patriotic motive notwithstanding.

When the Board of Directors of the National Macaroni Manufacturers Association met in Chicago last January, it voted unanimously to hold its convention, as usual, in June and preferably in Minneapolis. The decision met with instant acclaim, both by manufacturers and durum millers who looked forward to having the former as their guests in Minnesota, the semolina milling center of the country. Then came the directive of the Office of Defense Transportation banning conventions involving travel and hotel accommodations for more than fifty out-of-towners. Feeling it unfair to the millers who have been looking forward for years to the opportunity to serve as hosts to the whole industry and not to a restricted portion thereof, it was voted to postpone the convention till August or later, hoping that travel conditions would improve.

So, definitely, there will be no industry conference in June. Just when it will be possible to hold a travel-free convention is hard to determine. The industry commends this patriotic gesture and patiently awaits the will of the Government and the destinies of war.

Any Frozen Eggs?

Good eggs for use in making egg noodles and other egg macaroni products have been none too plentiful in recent years and prospects are that the market will show no great improvement in this respect this year. Manufacturers who have not fully covered their egg needs ere this for frozen eggs to be used through the year, may find considerable difficulty in getting their needed supply, due to a Government directive, compelling all processors of frozen eggs to set aside their entire output between May 24 and July 1 for army use.

April, May and June are the egg harvest months as eggs laid during the spring months are preferred by egg noodle makers. Not only are the spring-laid eggs better for their needs, but the temperature is more appropriate for egg breaking, yolk separating and freezing for use in later months.

Because of this it has become quite a practice for egg breakers to contract in the spring with users of eggs for their year-round needs, and then to go into the market to buy eggs contracted for, to break the eggs under favorable weather temperature and to freeze them for use as needed. Egg breakers that were able to cover their contract needs before the effective date of the Government directive, will be in a position to make deliveries promptly. Those who waited until the latter part of May and June to make their purchases, may be compelled to take a chance on summer eggs and summer temperatures to meet their contract obligations—provided, however, that the Government does not find it necessary to extend its freezing directive beyond July 1.

Just when the public has learned to appreciate the value of macaroni products in making up for shortages in other foods, along comes this egg-freezing directive to add to the noodle makers' many other worries—but this is war, and army needs have priority.

Tell The Macaroni Products Story While the Magic Lasts

Use Present Profits from Current Boom to Further Future Consumer Acceptance

Never before has there been anything parallel to the current demand for macaroni products. Government buying for its many needs is at the bottom of it all. But consumer buying is also playing a most important part in the boom that is keeping every press and radio humming. The effect is a forecast magical, hardly believable, gladly accepted, but what of the future?

Other foods are growing scarce and like good soldiers the macaroni noodle manufacturers are filling the many breaches. But are they doing everything possible to win lasting trends among the millions of consumers who find it convenient to serve macaroni, spaghetti and egg noodles with greater regularity? Time will tell, but time won't wait!

Right now, Mr. and Mrs. Consumer of all classes in this country are in a mood to listen to the wonderful story that macaroni noodle should be telling, emphatically and convincingly. Most manufacturers in the industry understand the mental attitude of American consumers and are doing more of less promotional work with money earned investing their personal dollars when they'll get the most profitable return on goods sold and sold with gusto to be.

Part of this fund is being invested by a half hundred or more manufacturers and allied in sponsoring the activities of the National Macaroni Institute whose one purpose is to build a foundation, a floor of consumer acceptance of the products generally on which brand preferences may be built with greater ease by individual manufacturers in their direct advertising and promotion.

In substantiation of this are examples of what has been done by the Institute along the lines that seem to be most practical and acceptable. True stories of the food value of macaroni products are being told the public with interesting, illustrative recipes on how the food will serve their eating needs in all seasons. Every channel of publicity is being used judiciously, and it is hoped individual manufacturers will use this foundation on which to build brand preferences through well placed advertising in newspapers, magazines and radio, much will be accomplished to make the present magic last indefinitely.

Energy Foods and Summer Meals

ENERGY is a double edged word in its meaning and macaroni products are a natural. First is their

splendid nutritional quality of providing energy to those who partake. And the second side is the energy saved in their preparation.

Many a skillful cook turns to the macaroni family for quick meals because no preparation is involved, no peeling, scraping, cutting or soaking (heaven forbid!). Instead, the macaroni, spaghetti or noodles are tossed into rapidly boiling, salted water. The food is ready for its final seasoning in the time required for its cooking.

Another energy-saving angle is that the macaroni family lends itself beautifully to double-quantity cookery. Twice the amount needed for one meal can be cooked and stored in the cold for serving in an entirely different dress a day or two later. By doing this, pot washing is cut down and fuel is saved.

Hot or cold, macaroni products are ideal for warm weather, or all-time meals. As a main dish they perform well with low point, re-point proteins such as cold cuts or hard cooked eggs. And as a side dish they fill the cereal needs specified in the Basic Seven daily requirements.

It isn't always necessary to turn hot water over freshly cooked macaroni or noodles. For dishes where clean cut foods, each standing out on its

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goal, the hot water rinse is advisable. But for casseroles or where the food will have a thickened sauce, there's no need to wash it off and then add more. Another means to thickening a sauce without flour is to use condensed soup or diluted evaporated milk for a subtle binder. When you're planning spring and summer meals, think too of macaroni in its artistic sense, as well as its practical energy phase.

We always want color and contrast in our menus. And the creamy color of macaroni or spaghetti and the gold of noodles helps give a bold and pleasing difference. It's easy to get a red and creamy scheme, for instance, in hot macaroni salad served with cold cuts, or hot noodle loaf with wedges of ripe tomatoes. A chilled macaroni salad studded with green peas and fresh, pungent, tender impaled cucumber slices and a golden ruff of sunny egg yolk is a summer garden effect. Also a time-point-saver, steam dish. And for a high in appetite appeal and moist minus effect, try plain cooked spaghetti topped with a sauce of green peppers, onion and condensed tomato soup. Here's how:

Quick Spaghetti Supper Dish

1 lb. spaghetti
1 large onion, cut fine
Shortening, to fry onion
1 can thick tomato soup
Cook spaghetti in boiling salted water until tender. Drain and reserve some liquid prepared by reserving the cooking liquid and tender fat in the pan. Add the onion, soup and liquid to the spaghetti and without straining, toss in the spaghetti server to mix.

Goldenrod Spaghetti Salad

1 lb. spaghetti, in shells
1 egg, hard cooked
3 hard cooked eggs, cut into small dice
2 hard cooked carrots
1 can sliced mushrooms
2 tomatoes, cut into small dice
Salt and pepper to taste
1 cup grated cheddar cheese
Macaroni sauce
Cook spaghetti in boiling salted water. Drain. Rinse in cold water and other

Modern Macaroni Meals



By BETTY BARCLAY

Not so many years ago, about the only time we enjoyed an unusual macaroni dish was when we dined with an Italian-American friend or visited an Italian-American restaurant. Then we used macaroni or egg noodles in soup and once in a while served a dish of macaroni and cheese at home, but our packages of macaroni spaghetti and egg noodles lasted a long time.

Things have changed. We are learning to serve this "Energy Trio" in many ways. We have learned that macaroni and knotted

products are rich in carbohydrates and can be turned into low-point nutritious meat substitute dishes at a time when the conservation of red meats is so important. Macaroni is coming into its own on American tables.

Experts say, "Do it the Macaroni way." Try the following, and see how appreciative the family will be.

Macaroni Bacon Casserole

Ingredients: 1 lb. elbow macaroni, 2 small onions, sliced, 1 can of tomatoes, strained through sieve, 2 slices bacon, 1 green pepper, chopped, 2 cups chopped lettuce, 1/2 cup of cheddar cheese, 1 cup cheddar, salt and pepper.

Cook elbow macaroni in boiling, salted water. Drain. Fry bacon, put in hot fat, add onion, salt and pepper. Add strained tomatoes, onion and lettuce to macaroni. Add cheddar, salted water to improve and drain.

In a hot oven, in a casserole, place alternate layers of elbow macaroni, chopped meat, onion, cheddar, lettuce and tomato, and top with a top layer of macaroni. Lay bacon strips on top and sprinkle with grated cheese if desired. Bake in moderate oven until thoroughly heated and top is brown. Serve hot. Serves 6.

macaroni and knotted products are being used in many new ways. We have learned that macaroni and knotted

Hot Macaroni Salad with Cold Cuts

1 lb. elbow macaroni
1/2 cup cheddar cheese
1/2 cup mayonnaise
1/2 cup ketchup
1/2 cup vinegar
1/2 cup oil
1/2 cup salt
1/2 cup pepper
1/2 cup onion
1/2 cup lettuce
1/2 cup tomato
1/2 cup cucumber
1/2 cup carrot
1/2 cup egg
1/2 cup hard cooked
1/2 cup cold cuts
1/2 cup cheddar cheese
1/2 cup mayonnaise
1/2 cup ketchup
1/2 cup vinegar
1/2 cup oil
1/2 cup salt
1/2 cup pepper
1/2 cup onion
1/2 cup lettuce
1/2 cup tomato
1/2 cup cucumber
1/2 cup carrot
1/2 cup egg
1/2 cup hard cooked
1/2 cup cold cuts

Noodle Cottage Cheese Loaf

1 lb. egg noodles
1/2 cup cottage cheese
1/2 cup cheddar cheese
1/2 cup mayonnaise
1/2 cup ketchup
1/2 cup vinegar
1/2 cup oil
1/2 cup salt
1/2 cup pepper
1/2 cup onion
1/2 cup lettuce
1/2 cup tomato
1/2 cup cucumber
1/2 cup carrot
1/2 cup egg
1/2 cup hard cooked
1/2 cup cold cuts



Quick Spaghetti Supper Dish



Goldenrod Spaghetti Salad



Hot Macaroni Salad with Cold Cuts



Noodle Cottage Cheese Loaf

Report of the Director of Research for the Month of May

By Benjamin R. Jacobs

On May 17 the Association held a meeting in New York at the Hotel Commodore and all members East of Pittsburgh were invited to this meeting.

The meeting was attended by approximately twenty manufacturers and guests. A luncheon was served which was most enjoyable and all members showed considerable interest in the subjects that were discussed. The following were present:

Andrea Cardinale, Cardinale Mac. Co.
 V. Giatti, De Martini Mac. Co.
 E. Ronzoni, Jr., Ronzoni Mac. Co.
 Joseph Sanatoro, Sanatoro & Sons.
 S. Arena, V. Arena & Sons.
 Alfonso Gioia, Alfonso Gioia & Sons.
 Charles J. Travis, Keystone Mac. Co.
 Peter La Rosa, V. La Rosa & Sons.
 C. W. Wolfe, Megs Mac. Co.
 Henry Mueller, C. F. Mueller Co.
 C. F. Mueller, C. F. Mueller Co.
 Louis Roncace, Philadelphia Mac. Co.
 Charles Rossotti, Rossotti Lithographing Co.
 J. Filipone, National Foods Co., Passaic, N. J.
 Ed. Z. Vermeylen, A. Zerega's Sons.
 Frank Lazzaro, Frank Lazzaro Dryers.
 I. Conigilo, Paramount Mac. Co.
 N. J. Cavagnaro, Consolidated Mac. Machine Co.
 Joseph Giordano, La Rosa & Sons.
 Joseph Genoveze, Cardinale Mac. Co.
 James Driscoll, U. S. Quartermaster Corps.
 B. R. Jacobs, Director of Research, NMMA.

This meeting was called primarily for two reasons: the first being the fact that Mr. James Driscoll, representing the Quartermaster Corps of the U. S. Army in the purchases of macaroni products was in New York and wanted to meet with the manufacturers to discuss with them allocations of contracts to supply the Army's requirements.

He told us that the Army would require approximately 40 per cent of the output of the industry in the next few months and that arrangements were being made for stock-piling prod-

ucts purchased in warehouses located at least three points on the Atlantic seaboard. He also stated that he was receiving satisfactory co-operation from most of the macaroni manufacturers interviewed and that the Army anticipated no difficulties in being supplied. Mr. Driscoll stayed only a brief time at the meeting and left as soon as he delivered the message of which the above is the substance. For more details see May issue of the MACARONI JOURNAL.

The next subject discussed was the proposal to petition the Food and Drugs Administration for the use of gluten in our macaroni products.

I was designated by Mr. Wolfe as the leader of this discussion and to give the members present a résumé of the recent activities of the Washington office concerning the hearings on enrichment and the present status of the use of gluten in our products. This was as follows: During January and February of this year the Food and Drugs Administration held a seven-day hearing on enrichment of macaroni products. I appeared as a witness and presented all the evidence in the form of analyses of enriched macaroni products and other comparable products. These analyses consisted of more than 200 samples of macaroni and noodle products which had been analyzed by the laboratory for vitamins and minerals both before and after cooking and which gave the range of losses in cooking. The retention of vitamin B-1 after cooking of macaroni products was shown to be approximately 60 per cent. The retention of Vitamin B-2 and niacin was shown to be approximately 70 per cent after cooking, the retention of vitamin D, which is an oil soluble, was shown to be approximately 100 per cent after cooking and the retention of calcium and iron was shown to be approximately 90 per cent after cooking. These retentions were also shown to be comparable to those obtaining in breads and flours of certain types, which have been approved for enrichment of these same vitamins and minerals.

Next came the question of the benefit that the consumer would derive from enrichment. Mr. R. R. Williams testified for the government and stated that since the consumption of macaroni products by the American people was only approximately 5 pounds per

capita per year that the consumer would derive little or no benefit from enrichment. He also stated that the Italian part of the population consumed only a little more than the average and that they used macaroni only on semi-gala occasions and therefore the enrichment of these products would not contribute much to the improvement of the Italian diet.

A survey made by me of 459 Italian families showed that the consumption of macaroni among the five million Italians in this country averaged 75 pounds per capita per year and that of these 459 families, 124 or 27 per cent consumed macaroni daily. This was shown to be equivalent to six slices of bread consumed daily, which is practically the basis on which the enrichment of bread has been proposed and on which it has been required under the War Food Administration regulations.

We were very fortunate in being able to obtain the services of Dr. Douglas I. Hennessey, Professor of Organic Chemistry, Fordham University. He testified and collaborated on the analyses which we made on a number of samples which were analyzed by him in co-operation with the laboratory of the Association and the laboratory of the Food and Drugs Administration so that there is no question concerning the above retention of vitamins and minerals in cooked macaroni products.

We had as another witness Dr. Robert S. Harris, Associate Professor of Nutritional Bio-chemistry of the Massachusetts Institute of Technology, Director of the Nutritional Bio-chemistry Laboratories of the same institution; member of the American Institute of Nutrition, American Chemical Society, fellow of the American Public Health Association, Director of the Academy of Physical Medicine, member of the American Association for the Advancement of Science, New York Academy of Science, member of a number of honorary scientific societies, expert consultant to the Secretary of War and the Foreign Economic Administration and a consultant to the Government of Mexico.

Dr. Harris approved of the enrichment program for macaroni products on the basis of the nutritional benefits

(Continued on Page 10)

• "Press-Testing" insures uniformity and dependable performance in each Gold Medal type of Semolina and Durum Flours.

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 Central Division
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Report of Director of Research

(Continued from Page 8)

that would be derived by the consumer.

We also had as a witness Dr. George R. Cowgill, Professor of Physiological Chemistry, Yale School of Medicine, member of the Council on Food and Nutrition of the American Medical Association, member of the Food and Nutrition Board of the National Research Council, editor of the *Journal of Nutrition* and author of numerous research papers. He has written considerably on vitamins with particular reference to vitamin B-1.

Dr. Cowgill testified and approved of the nutritional program not only for macaroni products but for all foods which have had their vitamins and minerals reduced in the process of manufacture, from the raw material from which they are made.

When the Food and Drugs Administration promulgated our Standards of Identity for macaroni products it specifically denied to the industry the privilege of using gluten in any quantity in our products on the grounds that it would not be in the interest of the consumer to permit its use. This was evidently done because of the misuse that has been made of the word "gluten" on the radio and in advertising putting it in the category of remedies for diabetes and as being nonfattening, both of which statements are false and misleading to the consumer. However, there is a legitimate use for gluten in our macaroni products. We are all aware of the low protein content of our raw materials and we are also aware that the protein is getting lower all the time. This is due largely to the fact that there is little or no high gluten wheat used as seed and also to the fact that the soils on which wheat grows are not fertilized, the soil nutrients being gradually exhausted from these soils. Therefore, it becomes important that we use gluten as a binder in our products in such quantities as may be necessary for this purpose. This is particularly essential when we make the large sizes of our products and also when we use ingredients other than wheat products.

There is also a place in the market for a high gluten product and if the industry can find an outlet for this kind of product there is no reason why we should tie our hands and restrict ourselves in the use of nutritious healthful ingredients to be added to our macaroni products. This fact is recognized by the Food and Drugs Administration in promulgating its standards when it permitted the use of other ingredients than wheat such as milk, soy flour, vegetables of a number of types and eggs, all of course, under proper labeling requirements.

As stated above the Food and Drugs Administration has already established a precedent for the labeling of such products since it permitted the use of soy in macaroni products. This labeling is as follows:

Provided by present standards for macaroni products containing soy flour
WHEAT AND SOY MACARONI PRODUCTS OF, ——— AND SOY MACARONI PRODUCTS

The blank being filled in with the name of the wheat ingredient used.

Proposed for gluten macaroni products
WHEAT AND GLUTEN MACARONI PRODUCTS OF, ——— AND GLUTEN MACARONI PRODUCTS

The blank being filled in with the name of the wheat ingredient used.

Above labeling required for products containing not less than 25 per cent of gluten, on a moisture-free basis.

Small quantities of gluten or gluten flour to be permitted as a binder as optional ingredients WITHOUT declaration on the label.

I do not believe that the minimum should be 40 per cent as provided under the old gluten macaroni standards because that product was not for ordinary consumption but its sale was practically restricted to those individuals who were under doctor's care and who had special diets prescribed which were low in starch and other carbohydrates. I also believe that such a product containing 40 per cent would not meet with much approval as it would lack eye appeal as well as palatability. In conclusion I wish to state that there are already at least two petitions before the Food and Drugs Administration to permit the use of gluten in macaroni products and the question to be determined by the members of the Association is whether or not the Association desires to restrict itself and close the door to the addition of healthful and nutritional ingredients in our products and be satisfied with using flour and semolina which are gradually deteriorating in quality and which we find at present must be bolstered in manufacturing certain types of our products.

How Macaroni Met the Challenge in England

"You ask for some information as to the macaroni products position in England," writes R. N. Cannon, Governing Director of the Wallis Macaroni Company, Ltd., London, England. "The following is the best information we can give you.

"Macaroni products have been unrationed in this country during the war. The present output is about double the pre-war consumption and, with the exception perhaps of some imports for the United States Forces, there are no imports into the country. Of the pre-war consumption, only about 12½ per cent was manufactured in this country, and the rest was imported, so you can see the very big increase there has been in the home production during the war.

"If we give you our own case it will perhaps serve as an illustration of how factories, which are all fairly small, have sprung up during the last few years.

"The writer, whose principal business is that of bakery products, enquired of the Ministry of Food early in the war whether they would favour the setting up of a macaroni factory and what help in obtaining machinery and raw material supplies would be given. Being satisfied with the reply received, he formed a small company and equipped a small factory for the

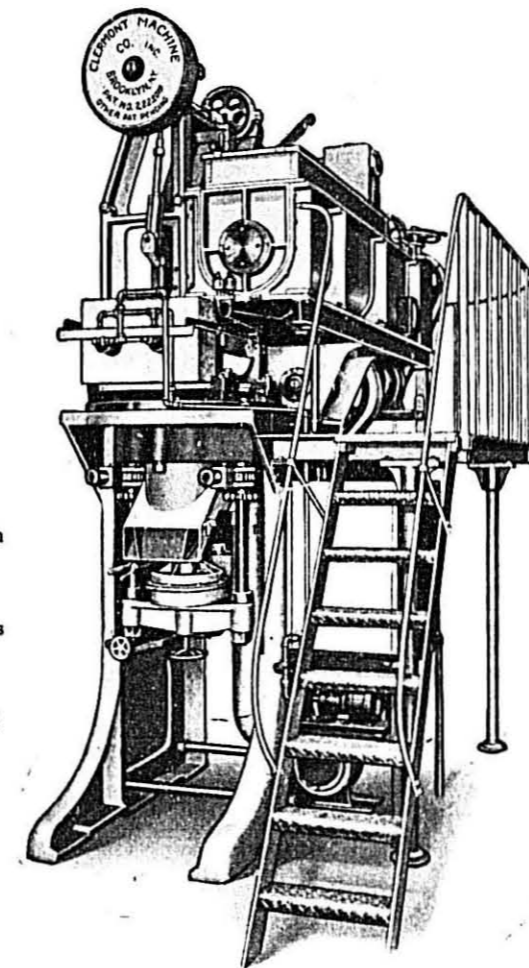
production of short-cut macaroni only, which is sold under the brand 'Sunblest.'

"It was obvious that we should be unable to obtain the services of any expert in the manufacture of macaroni, and as we had decided that the factory was to be run entirely by female labour, the manageress of one of our bakers' shops who was used to controlling staff, was asked whether she would like to learn how to make macaroni. She was then sent to another small factory, which had not been long in operation, and after a month at that factory, together with the writer and one or two young girls, started the factory with one extruding machine.

"Since then more girls have been trained by her, production has been increased, and today a reasonable output of 'Sunblest' short-cut macaroni is made available to the N.A.A.F.I. (who supply not only our own fighting services but also in some cases the United States services), the Merchant Navy, and the civilian trade.

"This, we believe, is a typical example of the way various different food manufacturers have set up factories for the production of a food which supplements, in quantity and variety, the unrationed foods, a very limited number of which are available to the British public."

Presents the Greatest Contribution to the Macaroni Industry CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS For Far Superior Macaroni Products



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

Ingeniously Designed

Accurately Built

Simple and Efficient in Operation

Production—1200 pounds per hour

Suitable for long and short cut goods

Brand new revolutionary method

Has no cylinder, no piston, no screw, no worm.

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

CLERMONT

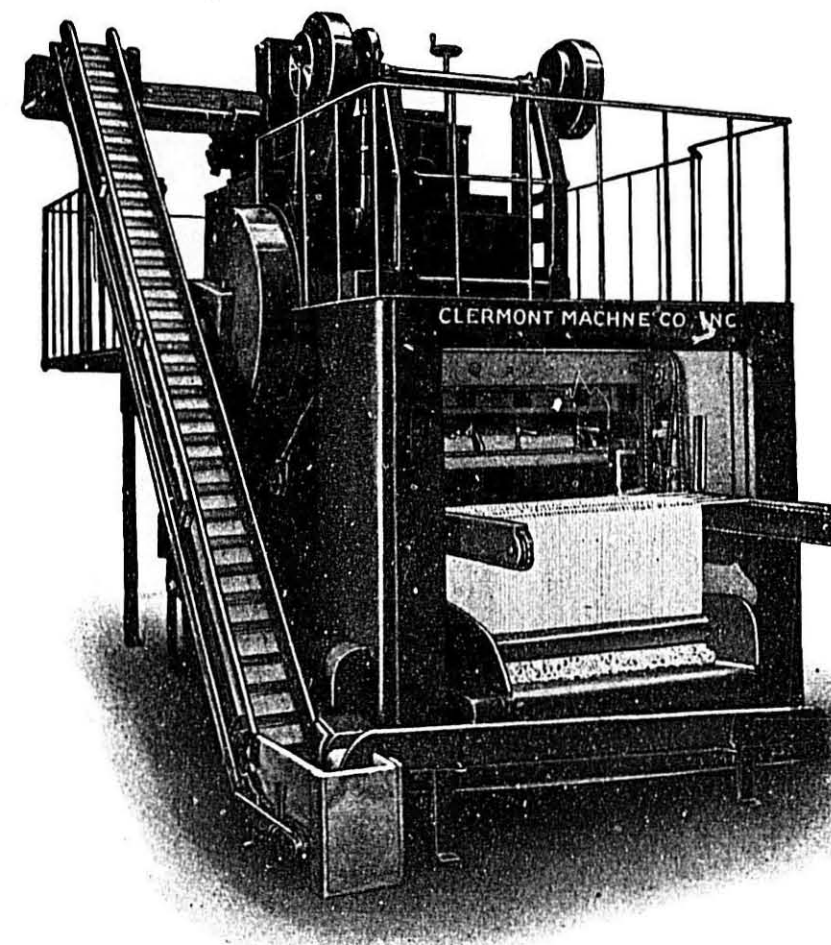
The Clermont Continuous Automatic Macaroni Press with Automatic Spreader is the largest producing machine of its kind on the market, producing from 1,800 to 2,000 pounds of finished goods per hour.

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

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

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

CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



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

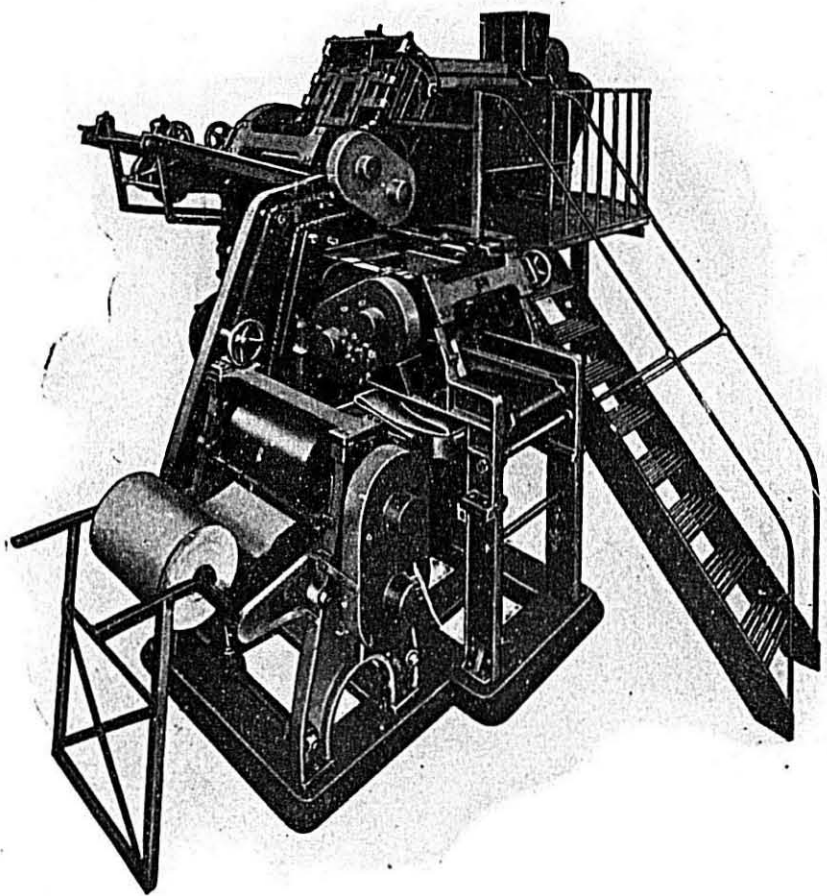
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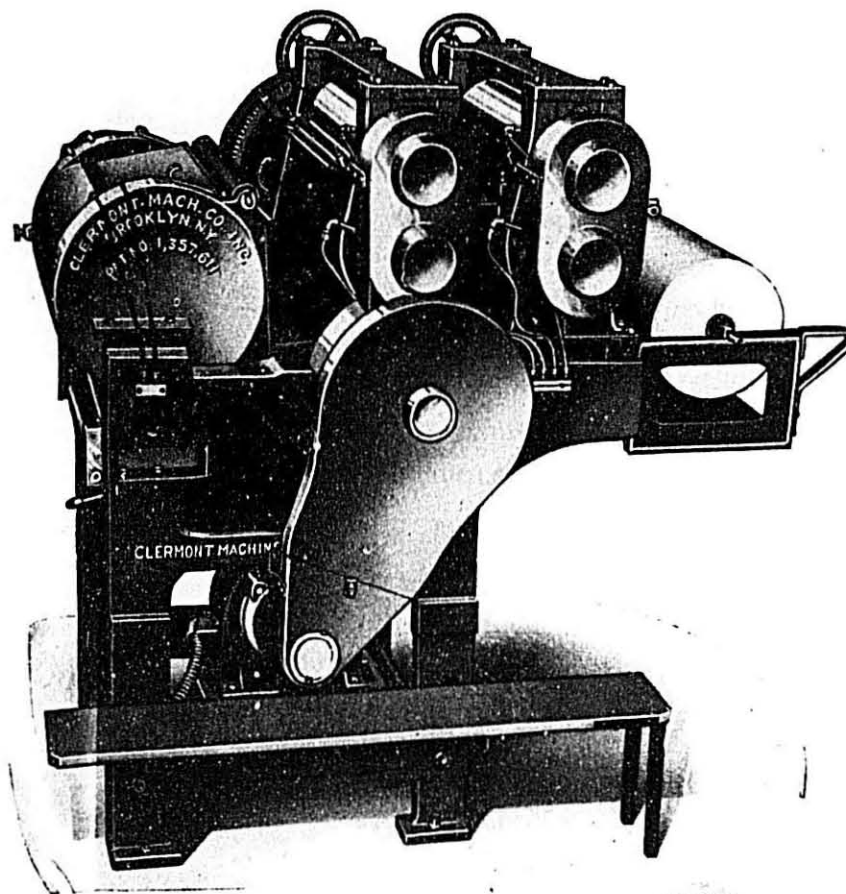
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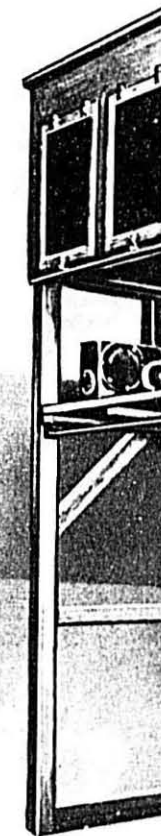
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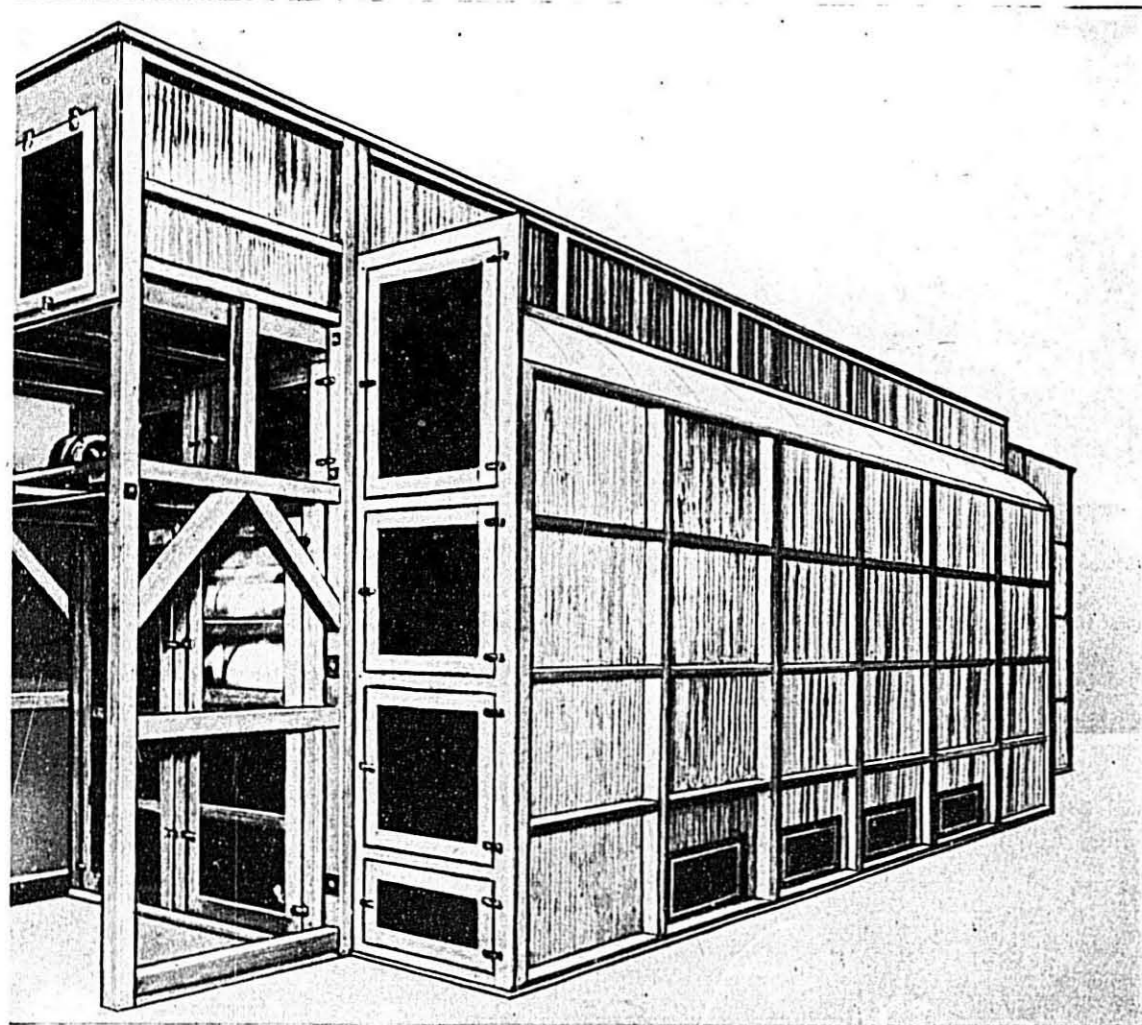
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BROOKLYN, NEW YORK

**MACHINES CONVERT
AUTOMATIC PROCESS**



CONTINUOUS AUTOMATIC NOODLE DRYER

**Food Manufacturers Sponsor
Descriptive Label Campaign**

The leading food manufacturers have announced a program to put on every grocery product a descriptive label enabling every homemaker to buy accurately according to her own requirements of taste and budget. Announcement of the campaign was made at a press luncheon given at the Ambassador Hotel, this city, by the Grocery Manufacturers' Information Council.

J. F. Carroll, managing director of the Council, stated that last fall the Grocery Manufacturers of America, Inc., started a concentrated drive for good descriptive labels on all grocery products based on careful study of consumer needs.

"A good descriptive label adequately describes the product and gives all possible information to help the consumer select the merchandise best suited to her needs," said Mr. Carroll. "The amount of description naturally varies with the individual product. A good label is changed, improved, and streamlined to keep pace with public needs, just as products are changed, improved and streamlined. It is the kind of label already developed by

many manufacturers in co-operation with alert, discriminating homemakers.

"The first object of the descriptive labeling program is to stimulate those manufacturers who have concentrated research upon product and service to re-study their labels in the light of consumer developments and make changes accordingly. The second is to show consumers how good labels work for them. We are now working on both of these objectives.

"The American public, of course, derives great benefit and protection from the Federal Food, Drug & Cosmetic Law, which was enacted in 1938. The Grocery Manufacturers of America, Inc., and its members worked very hard for the enactment of this Law. It requires that all food shipped in interstate commerce be wholesome and produced under complete sanitary conditions. It compels the listing of ingredients on the label, sets up minimum standards of quality, et cetera. But the leading food manufacturers go beyond these requirements. They are constantly striving to improve the high quality of their products, and they want their labels to contain all of the

information about their product which helps the homemaker to make an intelligent selection in her purchases. They believe that by indicating right on the label those qualities on which choice is based, the purchaser is assured free choice according to individual taste and needs. This is especially important now when industry is creating many new products and improving familiar ones.

"Good descriptive labels identify products in detail for the consumer. They tell her what the ingredients are, what special qualities are offered, and how to use products for the maximum satisfaction.

"The consumer is the primary public for the grocery manufacturing industry—producers of consumable goods. And the label on the package is the closest link between the manufacturer and the consumer. Sponsoring the kind of labeling which will serve well both the consumer and the manufacturer is a worthy project for the Grocery Manufacturers' Information Council."

A booklet entitled "The Inside Story," just off the press, has been prepared to tell consumers what good descriptive labeling means and how it can work for them. It will be distributed to leaders of women's groups, and others with an interest in the promotion of good labels.

If

**YOUR SEALING JOB IS BIG
OR SMALL**

THERE IS A

DOUGHBOY HOT KRIMP SEALER

THAT WILL DO THE JOB BETTER

The many exclusive features in Doughboy Sealers make it possible to do any sealing job, large or small, with efficiency and savings in time and money. There is a Doughboy model for any need in any factory for hot krimp sealing of all materials.

REGULAR MODEL, for cellophane and light materials	\$199.50
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Heat roll and pre-heater separately controlled.	
TOGGLE-JAW TYPE SEALERS	
8-inch Jaws	\$98.50
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12-inch Jaws	\$113.50

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Doughboy Toggle-Jaw Sealer

Attn. of _____

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DOUGHBOY
TOGGLE-JAW
HOT SEALER

DOUGHBOY
HOT ROTARY
KRIMP SEALER

International Institutes Are Melting Pots for Nationalities

Italian Spaghetti a-la-Fresno, California Style Features
April Cosmopolitan Dinner

Thinking of the World Conference of forty-six nations that gathered in San Francisco in April-May, 1945, to find ways and means of preserving peace among the nations of the globe, Pauline Edwards Jones, Home Economist Editor of the Fresno, California, *Bee* considered it opportune to emphasize the fine work being done by the International Institutes of that State in promoting better relations between nationals that make up the population of many of the war centers and large communities.

Most of the large cities in California sponsor International Institutes, all established after World War Number One. The Fresno Institute has been in existence twenty-seven years. It is a member of the community war chest and serves nearly twenty nationalities in that community. Because of the existence of such an institute, it is not necessary for the people of that community to take trips abroad, says this staff writer, to become acquainted with people and food customs of other lands.

"Our own community offers a rich opportunity to meet people of many cultures. From these people we learn a great deal which will enrich our lives.

With the world rapidly growing smaller since the war, we are beginning to realize the value of understanding and co-operating with people of other lands.

"Now, as representatives of forty-six nations have gathered at the San Francisco conference, it is timely that we consider the importance of international understanding and give some attention to learning what our own community is doing for this cause.

"Opportunities are promoted by the institute for people of foreign background to participate in community activities, such as Red Cross and bond drives. Programs are arranged to conserve the best customs of other countries. Social, recreational, intellectual and cultural activities are planned.

Dinner Is Planned

"Each year the International Institute sponsors a dinner, where national dishes are served by members of the institute in their native costume."

As the principal dish at the April 28, 1945, banquet, a dish made from an Italian recipe which has been handed down from mother to daughter for generations was served—commonly known as "Italian Spaghetti." Here's the recipe as now made available to those who would like to try preparing such a tasty, satisfying and economical meal:

Italian Spaghetti

- 1/2 minced onion.
- 2 piced cloves garlic, minced.
- 3 tablespoons salad or olive oil.
- 1 No. 2 1/2 can Italian tomatoes.
- 1 6-oz. can tomato paste.
- 3 cans water, using tomato paste can as measure.
- 3/4 teaspoon salt.
- 1/4 teaspoon pepper.
- 1/2 bay leaf.
- 1 lb. fresh mushrooms, sliced.
- 1 1/2 8-oz. or 9-oz. package thin spaghetti.
- 1/2 cup grated, processed American cheese or grated parmesan cheese.

Saute onion and garlic in 3 tablespoons of the salad oil until golden brown. Add the tomatoes, tomato paste, water, 3 teaspoons of the salt, the pepper and the bay leaf. Add the mushrooms, saute for about 3 to 4 minutes longer, then add to the tomato mixture. Cover and simmer over low heat for 1 hour 15 minutes. Then uncover and simmer over low heat for 1 hour longer. Keep sauce hot while cooking and draining the spaghetti, as in boiled spaghetti. Arrange a layer of the spaghetti on a hot platter. Over this pour a generous amount of the sauce and some of the cheese. Toss thoroughly with two forks. Then put on another layer of the spaghetti and cover with the remaining sauce and cheese. Serves 6 to 8.

Hearty Helpings

By Margaret Deeds

Woman's Home Companion, May 1945

Yankee Doodle called it macaroni . . . but clever cooks are calling on all members of the macaroni family—including noodles and spaghetti—to lend a wholesome variety to wartime menus. Here are some exciting new ways to serve these all-American favorites.

MACARONI . . . spaghetti . . . noodles—these hearty wheat products so popular in prewar days have become the big three of almost every modern pantry. Ready-packaged with the makings of a cheese or a cheese and tomato sauce, they form the basis for a quickly prepared and satisfying meal. Or use plain macaroni or noodles, cooked as directed on the package, in any of these economical recipes. Each makes 6 servings.

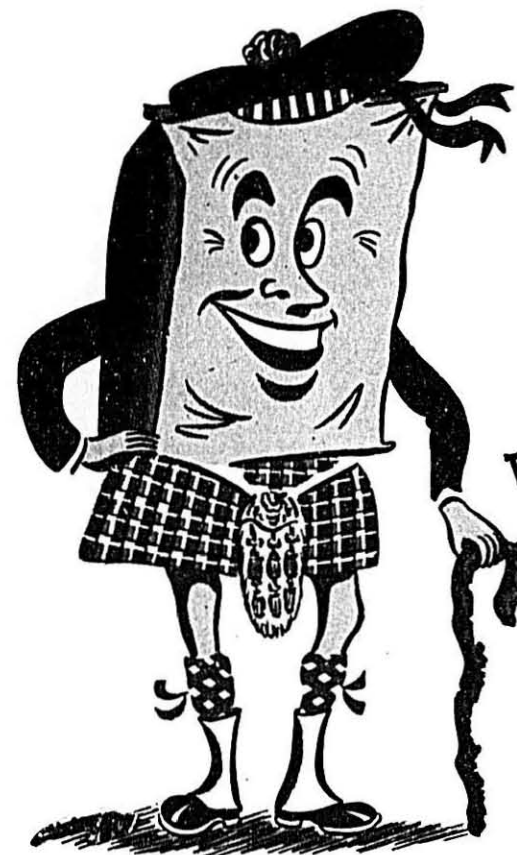
ROSY SPAGHETTI. Combine 4 tablespoons butter or fortified margarine, 1/2 teaspoon scraped onion, 1/4 cup ketchup, 2 tablespoons water, add to cooked spaghetti (8-ounce package). Heat slowly about 5 minutes.

GENOESE SPAGHETTI. Toss hot cooked spaghetti (8-ounce package) with 4 tablespoons butter or fortified margarine, 1/2 cup grated Italian style cheese and a dash of pepper. Heat slowly about 5 minutes. Serve at once.

Rochester Noodles

- Dried beef, shredded, 1/4 pound
- Butter or fortified margarine, 3 tablespoons
- Flour, 3 tablespoons
- Mustard, dry, 1/2 teaspoon
- Pepper, dash
- Milk, 3 cups
- Asparagus cooked, 1 1/2 pounds
- Noodles, 8-ounce package, cooked

Saute dried beef in butter or margarine over low heat until frizzled. Stir in flour, mustard and pepper; remove from heat, gradually add milk, cook over low heat until thick and smooth. Divide cooked noodles into 6 individual shallow casseroles, top with 3 or 4 stalks hot asparagus, then with creamed dried beef. Serve at once.



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Milwaukee Survey Indicates Drop in Civilian Spaghetti Buying

Analysis of Consumer Habits Show Fewer Sales to Fewer Families in 1945

Manufacturers of macaroni, spaghetti and similar foods were shocked to learn that the annual consumer analysis of the buying habits of the people that constitute the Greater Milwaukee area indicates not only that fewer families in that area bought macaroni or spaghetti in 1945 than in 1944, but that their total annual purchases were lower. They were of the opinion that because of heavy increased production to meet current demands, the effects of meat and other shortages, and the fact that macaroni and spaghetti are still unrationed, figures should show an increase over those of previous years. To what is this surprising trend attributed?

Both a smaller number and percentage of the families in Greater Milwaukee are using lesser quantities of macaroni or spaghetti in 1945 than in 1944, according to the *Milwaukee News*'s twenty-second annual survey. This year 209,871 families compared with 211,824 in 1944, or 93.7 per cent of 1944, bought these foods in independent and chain stores.

"Do you buy macaroni or spaghetti in any shape?" That was the question asked of the family heads by the research staff. "If so, what brand do you prefer?"

The chart, prepared by the newspaper, showing the division of families by income groups as to whether they use macaroni or spaghetti, shows that a large percentage of each group are users and that there is very little variation in the percentage. Of those families in the highest income group 91.4 per cent are users, as are 92.4 per cent of those of the lower income group.

In 1945, a total of 17,755 families included in the survey reported that they bought neither macaroni nor spaghetti that year, or 7.8 per cent of the whole, while in 1944 only 14,242 families or 6.3 per cent were classed as nonbuyers of this food.

Users by income groups are shown in the following table:

Income Brackets	Per Cent	Number
\$50 rent and up.....	91.4	60,751
\$40 to \$50 rent.....	92.7	55,073
\$30 to \$40 rent.....	92.6	60,184
Under \$30 rent.....	92.4	33,863

These figures indicate that in that particular area the middle class income groups are the biggest buyers of macaroni products.

Few Brands Bought

The analysis shows that there has been a considerable decrease in the number of brands of macaroni or spaghetti found through this survey, from 107 in 1944 to 75 in 1945.

White Pearl macaroni and spaghetti, manufactured and distributed by the Tharinger Macaroni Company of that city, remains the outstanding brand, used by both a larger number and percentage of families in 1945 than in the preceding year. Families using White Pearl numbered 83,739, or 39.9 per cent of all families using this type of food. In 1944 the users of this brand numbered 81,764, or 38.6 per cent.

White Pearl distribution among independent grocers is 75 per cent in 1945 compared with 76.8 per cent in 1944, and is stocked by both A. & P.

Grass Addresses "Reps"

Stresses Value of Wagon Distributors' Service

A. Irving Grass, president of the J. J. Grass Noodle Co., Chicago, recently addressed a meeting of the Chicago area of Grocery Manufacturers Sales Executives in which he told of the great service being rendered food item manufacturers, processors and packers by what are generally termed the "wagon distributors," who now use modern trucks instead of wagons which gave them their name.

Servicing the grocer and institutional trade has developed into a specialized business for this group of distributors.

Estimating the existing service trucks—called "wagon" distributors from the old days when they really were wagons—at 75,000, Mr. Grass explained the reasons for the development of this phase of food distribution machinery.

First, since the wagon distributor carries only a limited number of items, he can direct more personalized attention to both the retailer's and the manufacturer's interests. He is a ready-made sales force with an assured entree. On the basis of his long service record he can secure shelf space and display space for old and new products.

and National Tea Stores in that area.

Ann Page, the A. & P. food stores' brand, is second in popularity, used by a smaller number and percentage of families in 1945 than were using it in 1944. This year, 45,542 families, or 21.7 per cent of the macaroni or spaghetti-using families, are using Ann Page, compared with 50,626 families, or 23.9 per cent, in 1944.

Third brand in popularity rank is Red Cross, used by 16,370 families, or 7.8 per cent, which is a slight drop from the 18,852 families, or 8.9 per cent who were using Red Cross in 1944. Red Cross in 1945 is stocked by 29.7 per cent of the independent stores, compared with 28 per cent in 1944.

Creamettes show an increase in both the number and per cent of users, ranging fourth, with 6.6 per cent of the reporting families in 1945 as compared with 4.5 per cent in 1944. Van Camp's Tenderoni ranked fifth in popularity.

Of the brands of macaroni or spaghetti in use in Milwaukee, 63 are included in the "Miscellaneous Group," each used by less than one per cent of all the families using macaroni or spaghetti. These brands are used by 18,259 families, or 8.7 per cent.

Not all products are suitable for wagon distribution.

Only those that are not too bulky and that can show a margin of profit sufficient to warrant their inclusion are shelved in the limited space of the trucks. "A wagon distributor requires a margin of profit ranging from 11 per cent to 25 per cent," Mr. Grass explained. Studies have shown that costs for a firm of three trucks and a warehouse are 14 per cent.

President of Crookston Milling Company Passes Away

J. J. Padden, aged 69, president of the Crookston Milling Company at Crookston, Minnesota, passed away on June 5.

Mr. Padden was born in Saint Paul, Minnesota, and received his education in the public schools there. During his early business career he was employed by the Great Northern Railway, and entered the milling business with the Red Lake Falls Milling Company in 1899. He became sales manager of the Crookston Milling Company in 1902, which position he held until 1929 when he became president of the company.

Mr. Padden was active in civic affairs at Crookston. He is survived by his widow and three children. The funeral was held at the Immaculate Conception Church, Friday morning, June 8.

WRAP-ADE

POWER HEAT-SEALING CRIMPER

the original
and still the
best



THE Wrap-Ade Crimper and Sealer makes the perfect seal every time because it automatically applies the correct amount of heat at the right pressure and for the proper length of time necessary to make a secure and lasting seal.

When labeling and punching for vertical displays Wrap-Ade reduces handling by completing three operations in one—Seals Bag or Envelope, Attaches Label to Top, Punches Hole for Display.

The design and precision machining of the Wrap-Ade assures uniform pressure over the entire surface of the crimper jaws. Because of the simple and extra sturdy construction of the Crimper, it is dependable and easy to operate. The standard sealing jaws make an attractive closure that is sift-proof and tamper-proof.

When you heat-seal the Wrap-Ade way, you improve the appearance and salability of your product—preserve the freshness and goodness of your merchandise. Automatic fold-over lever is available if required.

features

1. Speeds up to 50-55 per minute.
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EQUIPMENT COMPANY

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AUTOMATIC WEIGHING, PACKAGING, and CONVEYING EQUIPMENT

Borrelli Is Sole Owner

Alphonse Borrelli of Fresno announces that he has become the sole owner of the Fresno Macaroni Manufacturing Company, with the plant at 1145 E Street, Fresno, and also the West Coast macaroni factory at Oakland, California. The deal represents



Alphonse Borrelli

an investment of more than a quarter million dollars. In the postwar era, or as soon as the Japs are defeated, Mr. Borrelli plans to install new and faster equipment in both plants.

Mr. Borrelli pointed out that to operate a macaroni manufacturing plant under wartime conditions puts a severe strain on the output of the factory. It is a huge task to fill all orders from grocers in Central and Northern California and still care for the needs of the men and women in the service. The Fresno and Oakland plants have manufactured to date more than one million pounds of macaroni, spaghetti and egg noodles going to the armed forces. Notwithstanding a very serious shortage of manpower this government order of a million pounds had to be specially packed in sealed and moisture-proof packages for the men fighting the Japs in the Pacific. Many of the employes with long service in the two plants worked on 12- to 15-hour shifts to fill the orders for the armed forces. These employes today look back with great pride to their achievement in supplying more food to the men in the service.

The Oakland plant is located at 1250 57th Street, one of the largest of its kind in the San Francisco bay area. Mr. Borrelli has appointed Julius Donato as manager of the Oakland factory after twenty-two years of experience in the Fresno plant.

Mr. Borrelli began his business career in 1911 at Seattle, Washington, where he opened a small macaroni

plant at the age of eighteen. After selling this factory, he opened the Fresno plant with a partner in 1920. This business arrangement continued for nearly twenty-five years, or until a few months ago, when the partnership was dissolved. During the 25-year period the Fresno plant was expanded on a large scale.

The Oakland factory was opened in 1920. The products of both plants have been marketed under the brand name of Perfection. The advertising account for Perfection Brand is handled by the Ennis-Anderson Advertising Agency, Holland Building, Fresno.

Evaluation of Jobs

By Willis M. Fanning, Vice President
Albert Ramond & Associates,
Industrial Engineers

Job evaluation, the science of measuring the relative importance of jobs in industry, must play an essential role in solving the problem of post-war industrial adjustments.

With the reconversion of industry to peacetime production, it will be necessary for industry to re-evaluate jobs to determine whether one is worth more or less than another.

It may even be necessary to reappraise the job of a worker who will produce the same tools and handle the same machine in peacetime as he did during the war.

Job evaluation does not fix absolute wage rates, except when the general wage level for the occupation has already been set elsewhere. Usually each job is evaluated according to the answers to these questions:

1. What skills, knowledge and experience are necessary for the job?
2. What is the relative importance of each factor to the job as a whole?
3. What is the relative importance of the job as a whole, in relation to other jobs?

There is need for holding labor's continued support toward the practice of job evaluation, particularly at a time when its application might result in a lower occupational rating for some jobs, calling for a corresponding reduction in the wage rate.

During the war both labor and management have shown a favorable attitude toward job evaluation. Its increased use in recent years has taken place at a time when the wage level was almost continuously going up.

This contributed to its ready acceptance by workers, who associated it with wage increases. Also, since the start of wage stabilization, both employes and employers have used job evaluation as one of the few proce-

dures acceptable for justification of upward wage adjustments.

It is an "open question" whether this favorable attitude will continue in the face of possibly falling wage levels. In such a case, job evaluation would certainly be subjected "to critical scrutiny far beyond current experience."

The readiness of labor to accept it as a legitimate basis for such downward rate adjustment is yet to be generally proven—and the real test of the soundness and solidity of any job evaluation will be made when those downward adjustments have to be made.

To insure the success of job evaluation programs, active labor participation must be secured.

Establishment of proper wage differentials among the various jobs in a plan is one of the most important requisites of sound industrial relations. Under present conditions it is unwise to try to force down workers' throats a job evaluation schedule that they have not helped to make.

Food Technologists Elect Officers

Authorized by membership mail vote to transact the necessary business of the Institute during its May 20 meeting held at Rochester, N. Y., in lieu of a general Annual Conference business meeting, the Council of the Institute of Food Technologists received the report of the 1945 election tellers and declared the following officers to be duly elected:

President—F. W. Tanner, Head of Department of Bacteriology, University of Illinois, Urbana, Ill.

Vice President—Victor Conquest, Director of Research and Development, Armour and Company, Chicago, Ill.

Secretary-Treasurer—George J. Hucker, New York Agricultural Experiment Station, Geneva, N. Y.

Councilors-at-Large—M. L. Laing, Chief Chemist, Armour and Company, Chicago, Ill.

Paul Logue, Director Sales Development and Technical Service, Monsanto Chemical Co., St. Louis, Mo.

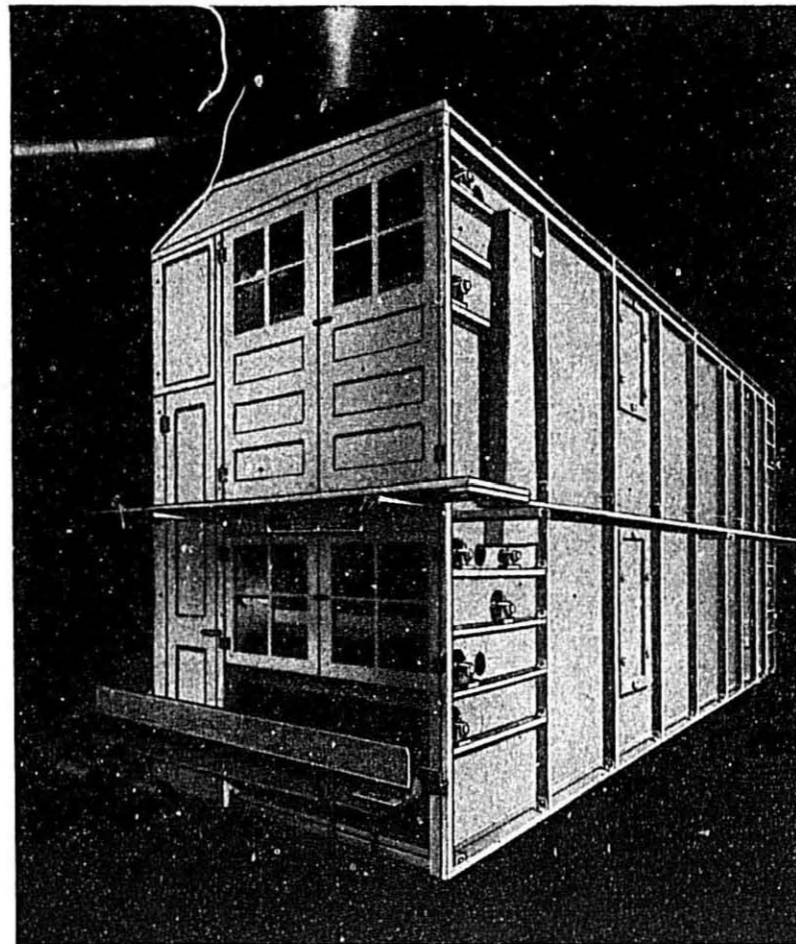
B. E. Proctor, Professor of Food Technology, Massachusetts Institute of Technology, Cambridge, Mass.

A. E. Stevenson, Assistant Director of Research, Continental Can Co., Chicago, Ill.

P. C. Wilbur, Ford Machinery Corp., San Jose, Calif.

Heard in the examining room at the Mayo Clinic in Rochester, Minnesota. A patient (to be friendly and make conversation) said to another patient: "Hello, I'm aching from arthritis." The other patient responded: "Glad to know you. I'm Mandellbaum from Chicago."

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

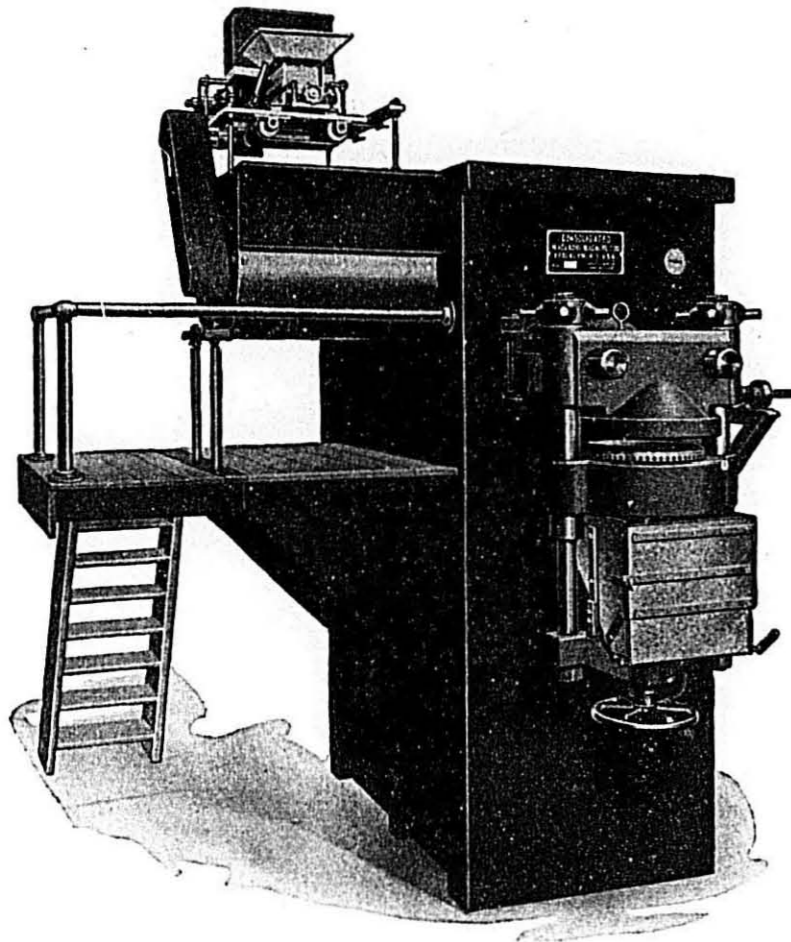
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

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Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

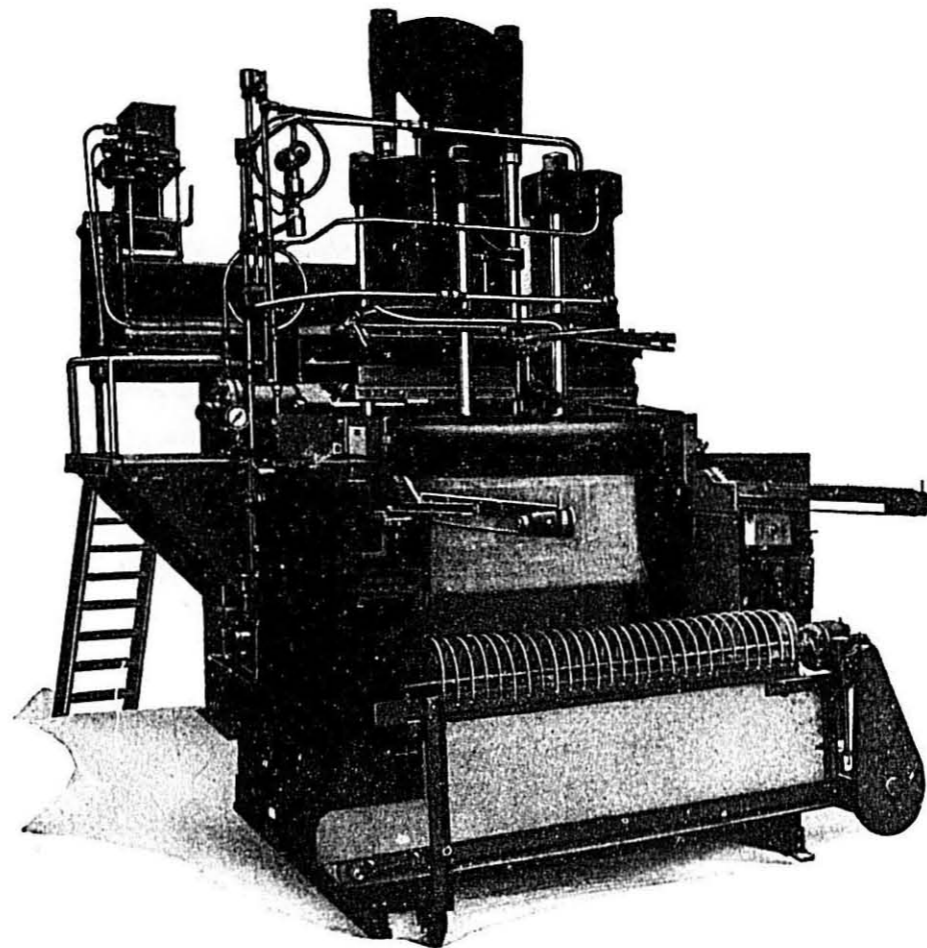
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

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

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

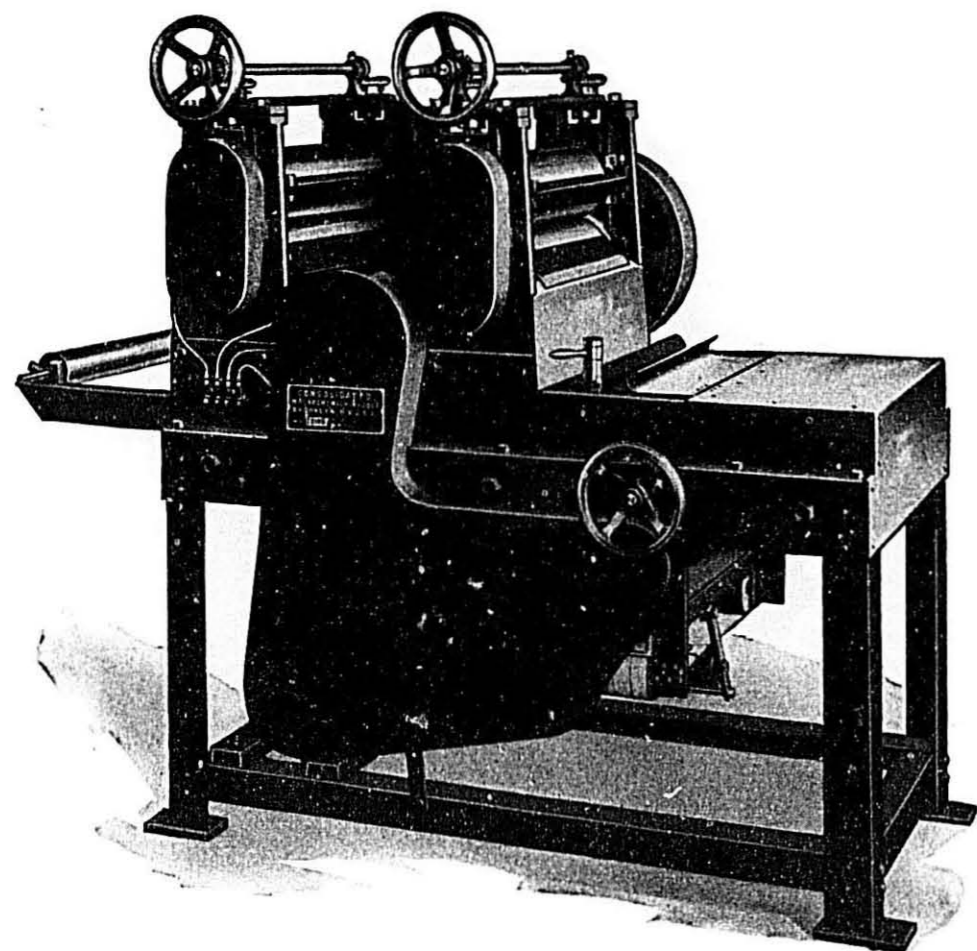
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

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

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

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

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

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

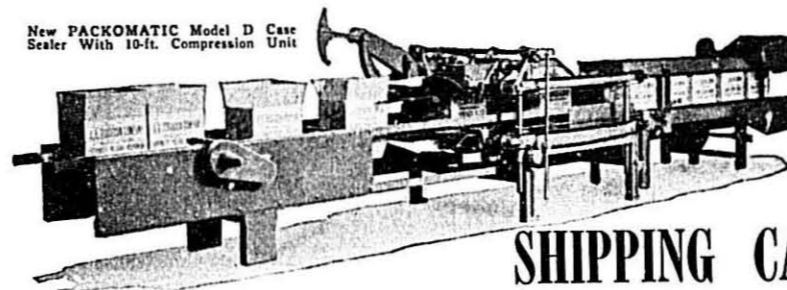
Machine is direct motor driven and motor and drive are furnished with the same.

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

Write for Particulars and Prices

NEW — Warborn **PACKOMATIC**

New **PACKOMATIC** Model D Case Sealer With 10-ft. Compression Unit



It's new . . . It's improved. It's streamlined in design, workmanship, and finish—the **NEW PACKOMATIC** Model D Shipping Case Sealer, for which orders are now being accepted.

SHIPPING CASE SEALER

Modern Design!

Added Capacity!

Smoother Operation!

PACKOMATIC CASE SEALERS are furnished for automatic sealing of both tops and bottoms on one machine—or for top-sealing or bottom-sealing only, if desired. Portable or stationary models are available . . . adjustable to a wide variety of case sizes to handle regular corrugated or fiber shipping containers at various speeds required.

You'll want to learn more about the **NEW PACKOMATIC**—also about other **PACKOMATIC** packaging equipment—Case Imprinters . . . Carton Sealers and Fillers . . . Net Weight Scales

. . . Carton Making Machines . . . Dating (Coding devices) . . . Auger Packers . . . Paper Can Tube Cutters . . . Paper Can Tube Gluers . . . Paper Can Shrinkers . . . Paper Can Cappers . . . Paper Can Setup Conveyors.

These are but a few of **PACKOMATIC'S** many quarter-century contributions to better packaging . . . more economical and more effective package handling. Requests for information entail no obligation. Write, wire or phone—or consult classified directory for **PACKOMATIC** office nearest you.

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

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

- Fully automatic
- Cases squared automatically
- Cases fed automatically
- No operator required
- Operates any desired speed
- Heavy, sturdy construction
- Trouble-free mechanism
- Easy to keep clean
- Low maintenance cost
- Positively controlled glue-strip saves upwards of 50% adhesive
- Top and bottom belt-driven

Shellmar Products Company Wins Third Army-Navy "E"

Shellmar Products Company, Mt. Vernon, Ohio, has been advised by Robert P. Patterson, Under Secretary of War, that its workers have won for the third time the Army-Navy Production Award for high achievement in the production of war materiel. Thus a second star is added to the "E" flag first awarded to the company just a year ago.

Shellmar has been one of the largest peacetime converters of printed, transparent packages and materials for the protection of foods, textiles and other consumer goods. During the war, Shellmar has developed many of the outstanding functional wartime packages.

Most of the company's early war work was with the Army Air Corps, which branch originally nominated the company for its first "E" award. In conjunction with the Army Air Corps, Shellmar developed the huge water-vapor-proof envelopes for overseas shipment of airplane engines. This envelope revolutionized the shipment of airplane engines which had, until the development of the envelope, been

coated with heavy grease to protect them from corrosion. This made it necessary to dismantle the engine before it could be installed. The development of the water-vapor-proof envelope made it possible for the engines to be put into immediate service.

Working with other branches of the service, Shellmar has pioneered in the development and production of flexible, heat-sealable, water-vapor-proof materials and packages for the protection of metal parts and assemblies by Method II. Other Shellmar developments include the gas cape carried by our soldiers as a preparedness measure for protection against liquid gases; water-tight "boots" for protecting small arms during assault landings; packages to protect emergency rations and medicinal aids. Shellmar has also designed and fabricated packages for the protection of radar, radio, electronics, bomb sights, and other delicate fire-control assemblies.

Shellmar's contribution in the packaging field has been with all the service branches including lend-lease and maritime service.

Shellmar Products Company also operates plants in Pasadena and Glendale, California. Mr. B. W. Martin is president of the company.

New Executive

Pack-Rite Machines, Milwaukee, Wis., manufacturers of heat-sealing



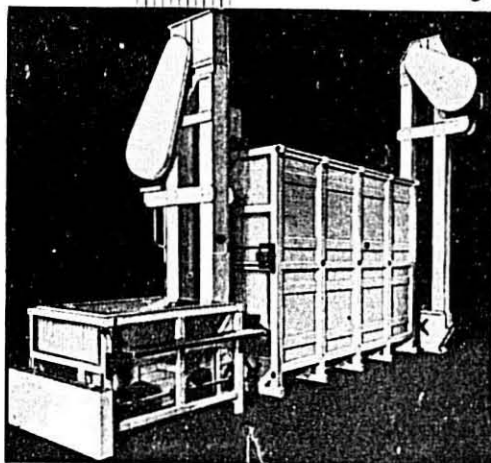
and packaging machines, announce the appointment of Gladys A. Techtmann to succeed E. A. Beyersdorff, formerly in charge of National Sales.

The well-dressed salesman was hurrying to catch the train when he was accosted by a panhandler, who requested a dollar.

"A dollar," spluttered the salesman. "I never heard of such a thing. If you want to ask for money, ask for a dime or a quarter, but not a dollar."

"Listen, mister," said the bum. "Give me a dollar or don't give me one, but don't tell me how to run my business."

Looking Forward to V-J DAY!



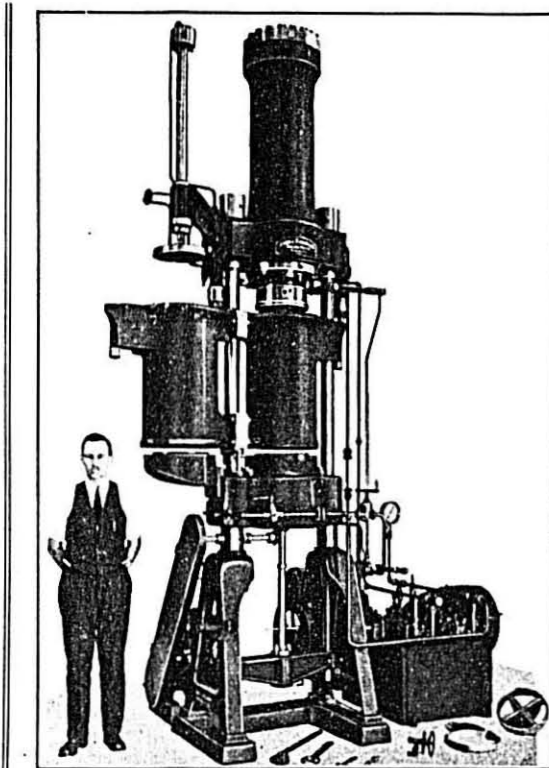
This Complete CHAMPION FLOUR OUTFIT and BLENDER

is an example of automatic Champion equipment that will make lower operation costs and higher quality products—an unbeatable combination for better profits during the Postwar era to come. It silts flour to uniform fineness and removes all foreign substances, assuring a cleaner, superior product. Saves time and hard labor, eliminates scorching of expensive dies and prevents waste. Let Champion Engineers send you further details and also suggest profit-making plant improvements.

SUPPORT
the 7th
WAR LOAN
Victory Drive
B U Y
More War Bonds

CHAMPION MACHINERY COMPANY

JOLIET ILLINOIS Also makers of Dough Mixers, Weighing Hoppers, Water Scales



PRESS No. 122 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of Macaroni Machinery

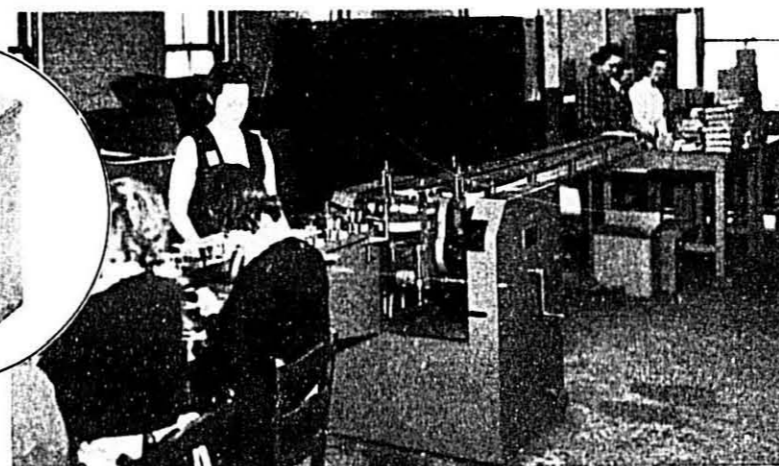
Since 1881

- Presses
- Knaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

Seals America's Leading Drug Cartons



Penicillin cartons bearing the famous name of Merck & Co., Inc. are sealed simultaneously on both top and bottom on a CECO Carton Sealing Machine.

CECO Adjustable CARTON SEALER

CECO Adjustable Carton Glue Sealing Machines have long been a standby in America's foremost drug and pharmaceutical houses.

The wide range of adjustability, flexibility, variable speed, portability, and simplicity of construction make CECO Model A3901-12 indispensable to every well-managed packaging department. Fully automatic models are also available to meet large production requirements.

Let us send you facts and figures about these low-cost, high-performance CECO Adjustable Carton Sealers. Write, wire or phone today.



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CHICAGO • TORONTO • BALTIMORE • ST. LOUIS
SAN FRANCISCO • ROCHESTER

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.

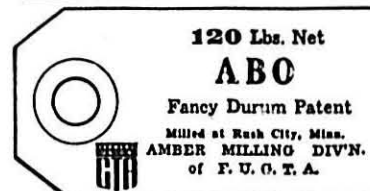
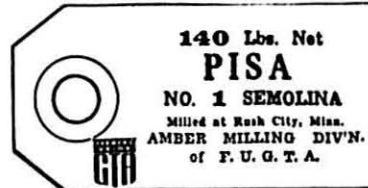
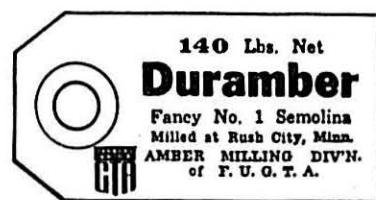
We hope this temporary interruption will be short; that soon we can again invite you to look to Elmes for the experience and manufacturing skill you have told us mean so much in performance and profits.

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



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

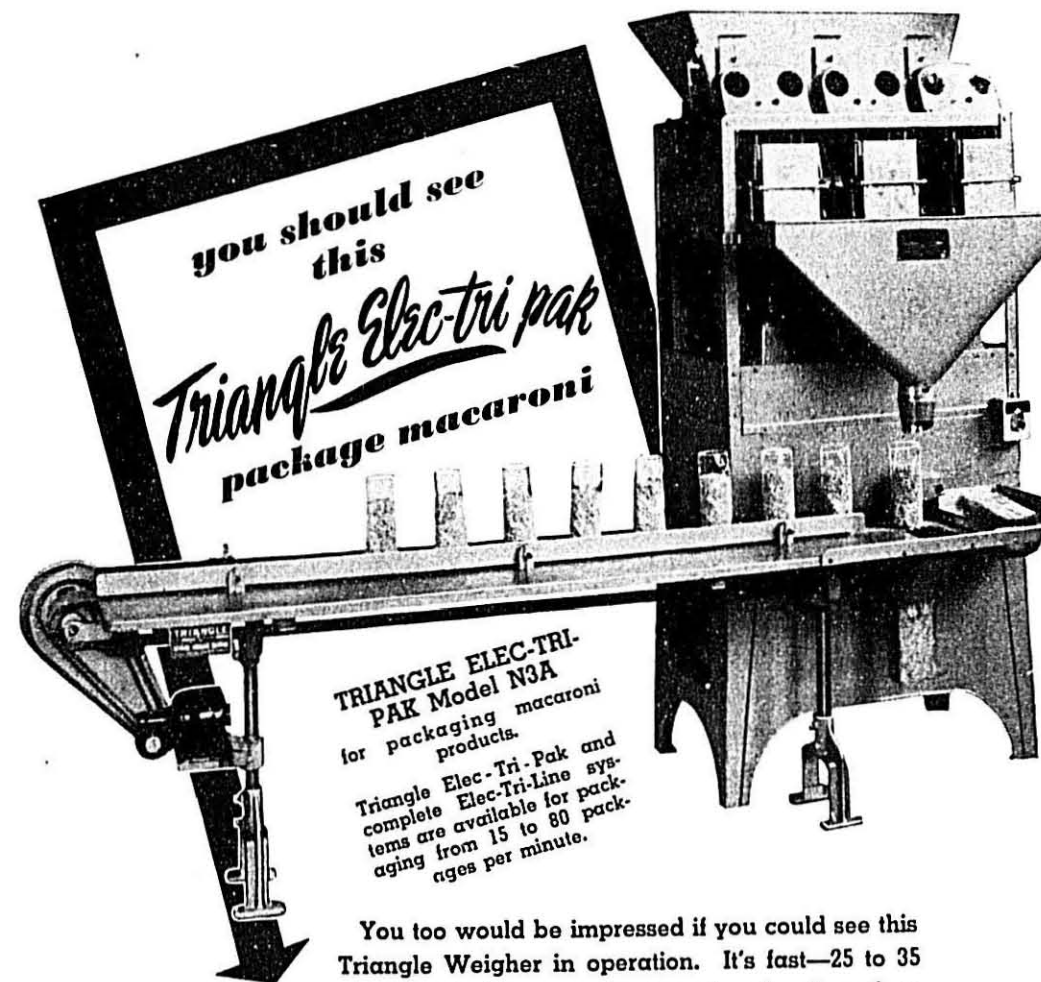
Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

Drop in Liquid, Frozen, and Dried Egg Production

Production in liquid egg during April was considerably less than the quantity produced during April last year. A sharp curtailment in egg-drying operations, compared with a year ago, was the principal reason for the reduction shown. The quantity of liquid egg produced in April totaled 137,348,000 pounds, compared with 209,562,000 pounds in April last year—a decrease of 34 per cent.

Dried egg production during April totaled 15,716,000 pounds compared with 32,056,000 pounds in April last year. Production consisted of 14,419,000 pounds of whole eggs, 282,000 pounds of albumen and 1,015,000 pounds of yolk. The quantity of egg dried during the first 4 months of this year totaled 62,887,000 pounds, compared with 111,640,000 during the same period last year—a decrease of 44 per cent. Demand for dried egg for lend-lease purpose is weak compared with a year ago. The War Food Administration is now accepting offers on whole dried egg on the basis of 6 cents a pound under ceiling prices, whereas at this time last year offers were accepted at the ceiling prices. Storage holdings of dried eggs on May 1 totaled 77,924,000 pounds, compared with 70,488,000 on May 1 last year.

Frozen egg production during April totaled 83,393,000 pounds—6 per cent less than the 89,000,000 pounds produced in April last year. During the first 4 months of this year, frozen egg production totaled 180,052,000 pounds, compared with 214,069,000 pounds during the corresponding period last year—a decrease of 16 per cent. Storage holdings of frozen egg on May 1 totaled 168,601,000 pounds, compared with 218,032,000 pounds on May 1, 1944, and 145,776,000 pounds the May 1 (1940-44) average.



You too would be impressed if you could see this Triangle Weigher in operation. It's fast—25 to 35 weighings per minute! It's accurate—to a tiny fraction of an ounce! It saves labor! And . . . the exclusive Triangle 2-in-1 Vibratory Feeder handles your products so gently that it will even package potato chips without breakage!

Here indeed is Triangle's streamlined answer for macaroni packagers who want results now . . . who want to package more macaroni products in bags or cartons faster and better than ever before . . . with less labor and less expense. Write today for details.

Write for 20-page Bulletin



TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO 51, ILLINOIS

Sales Representatives in: New York; Los Angeles; Dallas; San Francisco;

Denver; Cleveland; Birmingham; Memphis; North Quincy, Mass.; Montreal, Canada

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

You
COMMAND
the Best
When You
DEMAND



**Henry Nevy, 68,
Taken by Death**

Macaroni Company Partner Was
Native of Italy

Henry Nevy, 68, of Cumberland, Md., a native of Italy and one of the owners of the Cumberland Macaroni Company, died May 2 at the home of his brother, David Nevy, 821 Gephart Drive. In failing health since last July, he underwent an operation in Washington in January. He had been bedfast the last three weeks.

Born in Bergotto D. Berecto, Italy, in 1877, the son of the late Anthony and Catherine (Grassi) Nevy, he came to the United States in 1901,

and settled in Blairsville, Pa., where, for a short time, he was employed in the coal mines. Later he went into partnership in a bakery business with his four brothers at Blairsville.

In 1909, the brothers went into a grocery business and conducted two stores, one at Vintondale, Pa., and the other at Colver, Pa. Seven years later in 1916, the brothers formed the Cumberland Macaroni Company and have continued to operate the business. Mr. Nevy moved to Cumberland in 1917.

He is survived by his widow, Mrs. Catherine (Iasuni) Nevy; one daughter and one son, Mrs. Linda Vicini and Robert Nevy of Farnovo, Italy; four brothers, David, Carlo and Ralph

of Cumberland, Md., and Louis of Vintondale, Pa.; also two sisters and two grandchildren. Burial was in Cumberland.

**Death of
Ralph Barter**

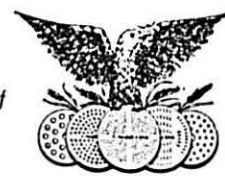
Ralph T. Barter, vice president and sales manager of the Decatur Box and Basket Company, whose plant is located at Decatur, Alabama, died at his home in Louisville, Ky., on Monday, May 28, 1945, after a brief illness.

Mr. Barter was well known in the macaroni trade having frequently attended meetings of the organization, though not in recent years.

HOLDING FIRST PLACE

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

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



Makers of

Macaroni Dies

TRADE MARK

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., INC.

178-180 Grand Street
New York City

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



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

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

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



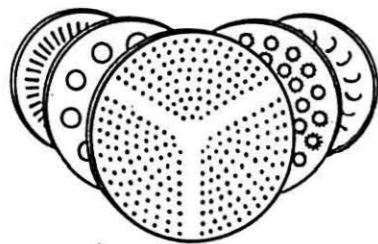
CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

STAR DIES WHY?

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

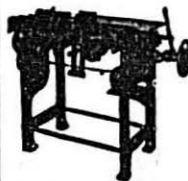


THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

Can Wartime Methods Meet Peacetime Needs?



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



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

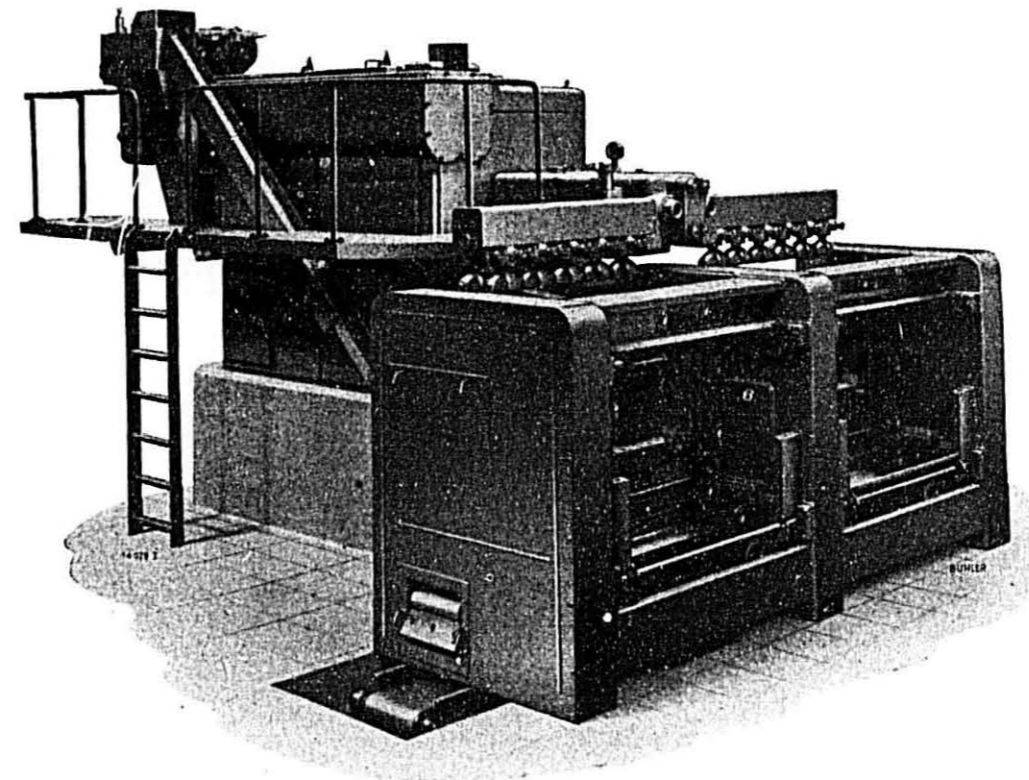
Today the problem in most Macaroni, Spaghetti and Noodle plants is to meet all demands of the armed forces. No excuses go, as lives depend on ability to "deliver the goods." Often these demands call for extravagant use of hand labor in operations better suited for machines. Thus many Macaroni, Spaghetti and Noodle cartons are now set up by the expensive hand method.

When civilian production is again the "order of the day," chief considerations will be high production, with the most economical methods and minimum labor cost. Such performance in your packaging department requires labor-saving, economical carton set-up and closing machines.

PETERS has had wide experience in providing such machines. Let us suggest ways of cutting your cartoning costs and increasing your profit. Send a sample of each size carton you expect to use and recommendations will be sent promptly.

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

BUHLER



CONTINUOUS PASTE GOODS PRESS
WITH
FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

BUHLER BROTHERS

INCORPORATED
NEW YORK

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

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

It's a Boy— Their Third

Mr. and Mrs. Louis S. Vagnino of St. Louis, Mo., announce the safe arrival of their third son, on May 11. "It's an 8-pounder," proudly ex-



claims Louis, chief executive of the Faust Macaroni Company, past president of the National Macaroni Manufacturers Association, and presently a member of its Board of Directors. Congratulations!

"He will take the name of Steven Louis. . . Both mother and child are doing nicely."

Eastern Members Confer

An opportunity was afforded members of the National Macaroni Manufacturers Association in the New England and Middle Atlantic States to meet and personally confer with James Driscoll, government macaroni buyer, at a regional meeting in New York City on May 17. The meeting was held in the Tudor Room of Hotel Commodore, starting at 1:30 p.m.

The meeting was well attended and Mr. Driscoll explained to them the procedure for buying macaroni products for the Quartermaster Corps, United States Army, and why such large quantities of this food will be needed by the Army even though our country has attained victory in Europe.

Among the several other matters, one of particular interest to Eastern manufacturers came in for considerable discussion. It was in connection with a recent Association bulletin to manufacturers on the question of petitioning the Food and Drugs Administration to permit the use of gluten and gluten flour in the manufacture of macaroni-noodle products. B. R. Jacobs, Director of Research for the National Association, explained the need for such optional use of such added gluten. In many instances the

gluten content of our raw materials has deteriorated so drastically that some manufacturers are having difficulty in manufacturing their goods, particularly the large sizes and the products containing other added ingredients.

Manufacturer's Son Married

A formal announcement received from the parents of the bride announces the marriage of the youngest son of a well-known macaroni manufacturer of Minneapolis:

Mr. and Mrs. Harold Collins Genter have the honor of announcing the marriage of their daughter, Frances Ann, to Mr. Lawrence David Williams, Saturday, the twenty-sixth of May, Nineteen Hundred and Forty-five, Minneapolis.

The happy young man is the youngest son of Mr. and Mrs. James T. Williams of Minneapolis, who was discharged last January from the United States Army after several years of service, part of which was in Europe starting D-Day, 1944. He is associated with his father in business in Minneapolis and in Winnipeg, Canada.

Recent Government Purchases

The War Good Administration recently announced the following purchases of special durum flour spaghetti and soy egg spaghetti to be used particularly in relief feeding of liberated European areas:

300,000 pounds "Gold Medal" durum patent flour spaghetti from Luso-American Macaroni Manufacturing Co., Fall River, Mass., at 14.2c a pound.

198,000 pounds "Amico" brand from Liberty Macaroni Manufacturing Co., Rockford, Ill., at 13.97c a pound.

1,680,000 pounds durumolona "Pillsbury" brand from Philadelphia Macaroni Co., Philadelphia, Pa., at 13.74c a pound.

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
January	878,487	721,451	855,975	711,141
February	732,026	675,472	885,655	712,770
March	795,998	692,246	963,387	680,224
April	823,981	608,947	793,866	528,308
May	915,926	704,071	750,963	523,110
June		656,214	723,733	501,168
July		716,957	648,356	591,338
August		889,515	758,903	583,271
September		895,478	713,349	648,062
October		919,226	791,054	876,363
November		965,527	839,778	837,792
December		921,851	801,847	923,014

Includes Semolina milled for and sold to United States Government.

LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

STAINLESS STEEL DIES — WITHOUT BRONZE PLUGS

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

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

1153 Glendale Boulevard

Los Angeles 26, California

Servicemen's Honor Roll

(Continued from Page 3)

Charles Schimpf	Army	Private	European Area	
Robert Dougherty	Army	Corporal	European Area	
Edward Nuber	Navy	S 2/c	Pacific Area	
George Hopkins	Navy	A.R.M. 3/c	Atlantic Area	
George Efler	Army	Private F.C.	European Area	
Richard Dorsett	Navy	H.A. 1/c	U. S.	
Robert Soule	Navy	S.K.T. 2/c	Pacific Area	
Woodrow W. Henke	Navy	F. 1/c	Atlantic Area	
Joseph Reichert	Army	Private	U. S.	
William Laski	Army	Private	U. S.	
Richard Bowidowicz	Army	Private	U. S.	Purple Heart
Robert Wetzel	Navy	S. 2/c	Atlantic Area	
Charles Lutz	Navy	S. 2/c	Pacific Area	
Charles Gremmels	Army	Sergeant		
Claude Sherry	Army	S. 2/c	Atlantic Area	
William Flynn	Navy	Private F.C.	European Area	Purple Heart
George Rayot	Army	S. 2/c	European Area	
Anthony Fargo	Navy	S. 2/c	European Area	
William VanDerveer	Army	Private	U. S.	
Ray Carl	Navy	S. 1/c	U. S.	
Conrad Tilton	Army	Private	U. S.	
Edward Westervelt	Navy	F. 2/c	U. S.	
Percy Cochrane	Navy	S. 2/c	U. S.	
Charles Trombetta	Army	Private	U. S.	
Robert McFadden	Army	Private	Discharged	
Howard Walker	Navy	S. 2/c	U. S.	
Robert F. Trapp	Navy	F. 1/c	U. S.	
Peter DiMaira	Army	Private	European Area	
Joseph McDonough	Army	Private	U. S.	
Vincent Burkhard	Army	Private	U. S.	
Ray Willburgh	Navy	S. 2/c	U. S.	
Anna Becker	W.A.C.	Private	U. S.	
Eliabeth Quirk	W.A.C.	Private	U. S.	
Gilbert Martin	Navy	A.S.	U. S.	

iciency of the Medical Corps is evidenced by Viviano's statement, "I was treated ten minutes after being wounded, hospitalized an hour later and evacuated by air to England within 48 hours."

In civilian life, Viviano is a lawyer and vice president of V. Viviano & Bros. Macaroni Mfg. Co., St. Louis, Mo. He chose the paratroopers because he "wanted to be in the hot part of the fight." He is the son of Pietro Viviano, who, with his brother, Vito, founded the macaroni firm.

V. Viviano & Bros., Macaroni Mfg. Co., Inc.

Peter R. Viviano—Army
*Frank S. Viviano—Army Air Corps
Ross A. Viviano—Army Air Corps
Vito P. Viviano—Army
*Frank P. Pavia—Merchant Marine
Sam Ventimiglia—Army
Joe Garofalo—Army
Frank Scarfina—Navy
Tony Ramlazzo—Army
Tony Evola—Army
Pete Pona—Army
Joe Monteleone—Army
Frank Scortino—Navy
Pasquale Carollo—Army

*Deceased

Hand-Operated HEAT SEALER

Light in weight!

Easy to Use!

Mounting Bracket

For fastening to wall or table . . . available at \$1.00 extra.

Only
\$1950

f.o.b. Milwaukee, Wis.
Terms: 1-10-30

Ready for immediate shipment on priority of AAS MRO or higher.

3 heat switch gives the proper heat for every type of paper

Ideal for Cellophane!
Practical for Other Materials Too

Other Pack-Rite Heat Sealing Machines:
• DOUGHBOY Rotary Hot Krimp Sealer.
• DOUGHBOY Toggle Jaw.
• E-Z Adjustaheat.

Pack-Rite
MULTI-USE
SEALER
seals bags, packages with
one fast whisk!

Here is the practical, inexpensive heat-sealing tool that you will find a thousand uses for, about your plant! Seals quickly and easily! As many as 24 in use by one firm—preferred all over the nation. Rush your order today!

PACK-RITE MACHINES

828 N. Broadway, Milwaukee 2, Wis.

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Multi-Use Sealer to:

Attention of

Firm

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City

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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SUBSCRIPTION RATES
United States & Canada...\$1.50 per year in advance
Foreign Countries.....\$3.00 per year in advance
Single Copies.....15 Cents
Back Copies.....25 Cents

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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
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Vol. XXVII JUNE, 1945 No. 2



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

Welcome, Member!

The U. S. Macaroni Company of Spokane, Washington, through its executives, F. & V. DeFelicis, have volunteered their application for membership in the National Macaroni Manufacturers Association. This firm has been in existence for many years and was formerly a member of the national organization of the industry until the late thirties when conditions caused a temporary withdrawal. The Association welcomes this addition to its fine representation along the Pacific, and hopes that at least a dozen more firms in various parts of the country will follow this fine example.

Buys National Foods, Inc.

An interesting though unconfirmed report comes from Pittsburgh, Pa., to the effect that Hygrade Food Products, Inc. of that city purchased the

interests and plants of National Foods, Inc., the last week of May. National Foods, Inc., has a small plant in Pittsburgh and a larger one at Reynoldsville, Pa., where macaroni, spaghetti and egg noodles were manufactured and distributed.

Milton Porter was the chief executive of National Foods, Inc., and the trustee for the firm that recently experienced troubles necessitating court action. Samuel Slotkin is president of Hygrade Food Products, Inc.

Milprint, Inc., Receives Army-Navy "E" Award

Milprint, Inc., has been awarded the Army-Navy "E" flag for its patriotic co-operation in the war effort. At an impressive ceremony in Milwaukee, the War Products Division of the firm was awarded the award for excellence in the production of war packaging. Milprint's Lithography Division also holds an award for the production of Army maps.

M. T. Heller is president of the company, William Heller, vice president, Roy Hanson, sales manager and G. Willard Meyer, advertising director.



MILPRINT, INC., RECEIVES ARMY-NAVY "E" AWARD

Shown above from left to right are Lt. Col. Millard F. Frohock, Army Air Force, M. T. Heller, president, William Heller, vice president of Milprint, and Lt. Commander W. L. Biddle, USNR, during ceremony at which Milprint was awarded the Army-Navy "E" flag for excellence in production of war packaging.

Would Expand Cellophane Plant

E. I. du Pont de Nemours & Company has made an application to the War Production Board for a major expansion at the cellophane plant in Clinton, Iowa. The expansion program, if approved by WPB, would require about a year to complete.

While a substantial part of the production of cellophane has been allocated to the war effort and it is indicated that war uses will continue to consume a major share of the output until the end of the Japanese campaign, the Du Pont Company is planning for greater postwar production capacity to meet anticipated demands for transparent packaging.

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.



WILL BUY—Any quantity moisture-proof Cellophane, misprinted or no longer needed, but usable, sizes 10, 13 or 20 inches, in rolls and thickness of 300, 450 or 600. State quantity and quote price, Box 18, Macaroni Journal, Braidwood, Illinois.

WANTED—9- or 10-inch Screw Presses, No. 140 Kneader and No. 140 Mixer, Box 18, Macaroni Journal, Braidwood, Ill.

WANTED—One 1/2-bbl. Mixer and Kneader, Box 17, Macaroni Journal, Braidwood, Ill.

New Plant in California

Reports have reached headquarters of the National Association at Braidwood, Illinois, that a new macaroni and spaghetti plant is being made ready in San Diego, California. Its projectors have let it be known indirectly that they expect to have the plant in operation by July first.

The customer went into the drug store to buy some hair restorer. She asked the clerk:

"Have you anything for gray hair?"
Said the customer-weary clerk: "Nothing but the greatest respect, madam."

A DIGEST OF SUCCESSFUL SELLING IDEAS

THE SELLING PARADE

BY CHARLES B. ROTH

Key to Prosperity

There's a good deal of discussion now, and will be more, about how to guarantee enduring prosperity for America. All sorts of plans have been suggested, some of them ludicrous, some of them engaging, some ingenious, some stupid.

But the simplest plan is the best of all, because it is the only one under the sun that can ever work.

All America needs for enduring prosperity is enough sales to keep the factories busy and the payrolls rolling. There isn't any other way under the sun to bring prosperity to people except to bring sales, which make jobs.

This isn't a new idea or original. But for some reason it's been mightily overlooked in all this discussion of permanent prosperity.

Walter D. Fuller, the able head of Curtis Publishing Company, sees the picture, though. Recently he said: "Greater business activity is the antidote for unemployment and economic misery. The difference between depression and prosperity is simply the difference between mass fear and mass optimism. Our problem during the depression rose from underselling—our selling capacity and progress failed to keep pace with our capacity to produce."

All of which sums up to this: During the years just ahead no one in America has a more important job than the salesmen. During the war it was the guy in overalls with grease on his hands who held the key to success. But now it's the man with the order blank and gray matter in his head who does . . . you . . . the salesman.

If you get discouraged at times because of the way things have been for you during the past months and may even be for you now, don't lose heart. The day of your greatest service is coming—and soon.

What Does He Want?

"Considering that selling is so simple and easy, once you get the fundamental idea, it seems strange so many men make hard and unsuccessful work at it," said the chief salesman for the California firm on the diner.

"I know some salesmen who don't find it so easy," I observed.

"That only proves my point that they don't have the fundamental grasp of the problem of making sales," he said, unperturbed by my remark.

Then for twenty minutes he regaled me with as interesting—and convincing—a philosophy of doing your job as I ever heard. I'm not going to try to reproduce his words—but the highlights of his ideas are these:

All you need to do to make more sales is to find out more wants.

Ask yourself, what does he want?

Then answer the question and you can't lose.

Every living thing wants something, and the man or organization that can satisfy the wants can become rich.

Charles W. Mears, the famed Cleveland sales manager, says that we buy goods as a means to an end and that in selling we should not emphasize goods but the end.

The salesman who searches out the result the buyer wants to achieve and then shows how his goods will hasten the achievement is in harmony with the fundamental principles of his profession.

Such a salesman can sell anything—at any time.

Now, there isn't anything new in what this man said. You know that from reading my digest of his views. But it's surprising how few salesmen will take the trouble to master the fundamental of discovering first what the prospect wants.

Maybe the reason for that is that it

takes so much downright hard thinking.

But it's worth while to think if you can get results.

Be in Tune

There's a corporation president in New York City who tells me he never saw a salesman fail unless he didn't learn the ABC's of personal contact.

"They are all in all of salesmanship, personal contacts," says he.

What the president feels is that most salesmen do not put themselves in tune, as he says, with the man who has to be sold.

"They expect to sell a prospect while ignoring his personal likes and dislikes," said he. "That's folly."

His own practice as a salesman was to find out in advance what a man wanted, then give it to him. "And that just seemed common sense to my way of thinking," said he.

One of his biggest prospects was a hard-boiled banker who didn't like smoking salesmen. In his office the banker smoked incessantly, but resented it if the salesman did. He wouldn't buy from a salesman who smoked, although most of them, seeing the prospect smoke, thought it was all right for them to smoke. Result: no sales.

But this man learned of the prospect's aversion to smokers, and refrained from lighting up, even when invited. He won the good will of an important prospect.

Another time he pleased an important buyer by refraining from shaking hands, having learned that hand shaking in the eyes of this buyer was a major sin and a spreader of disease.

In all his contacts, all his life, he tried to keep himself in tune with his prospects. Every salesman should. Not too many do.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First—
INDUSTRY

Then—
MANUFACTURER

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Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

The Secretary's Letter

Postwar Selling Starts Now

For reasons known to all businessmen, the annual conference of the macaroni-noodle manufacturing industry usually held in June, has been postponed indefinitely. However, should one have been held this year, its most appropriate theme may well have been—"Postwar Selling Starts Now."

Many in this industry, particularly those with World War I experience, know that present selling practices will have an important bearing on postwar sales. Early in the war it was quite the thing to attribute everything that businessmen did to war conditions, but of late people have been giving some thought to the personal factors.

War nerves, shortages, buying and selling confusion have made all buyers and sellers irritable and hard to handle. Then, to many of them soothing and satisfying customers seemed like a waste of time.

"Now," says Wilfred Peterson in *Northern Lights*, "while there is more business than most of us know what to do with, we must guard against the short-sighted viewpoint of assuming things will always be this way. Some day it will again be necessary to sell. When that time comes the firms that have maintained good will will be in the saddle and the other firms will be left in the dust."

"Tomorrow's sales are being made or lost today by the way we treat those who call on us . . . or those upon whom we call. *Postwar selling will not begin after the war . . . it is already under way!*"

There might have been some interesting addresses on the subject had an industry conference been possible in June, and considerable discussion, too, but the theme is sufficient basis for immediate thinking and acting, now.

M. J. DONNA, Secretary.

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



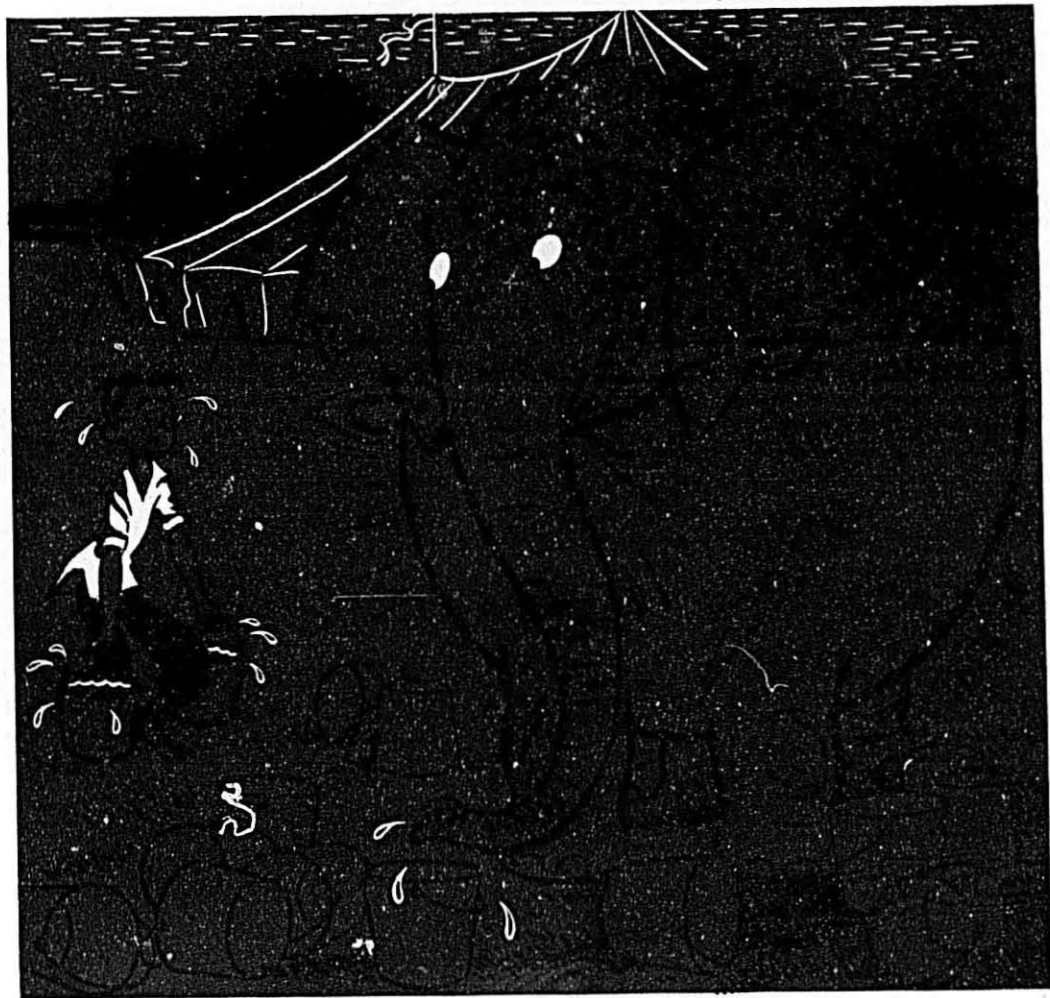
LEADS IN QUALITY

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA





speaking of CAPACITY . . .

YOU OUGHT TO SEE PILLSBURY'S GRAIN ELEVATORS! Yes, Pillsbury's elevators really hold a lot! Their storage capacity totals many millions of bushels.

Having such large capacity for storing grain, we're in a position to maintain good stocks of durum wheat by buying and storing choice lots whenever they reach the

market. Consequently—even this past year when the country's total supply of high-grade durum has been below normal—we've been able to keep right on producing quality semolina and durum flour.

That's just one of the things that enable Pillsbury to maintain such high quality standards.

Pillsbury's Durum Products

PILLSBURY MILLS, INC.

General Offices: Minneapolis, Minn.