

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 12**

April, 1946

APRIL, 1946

The **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

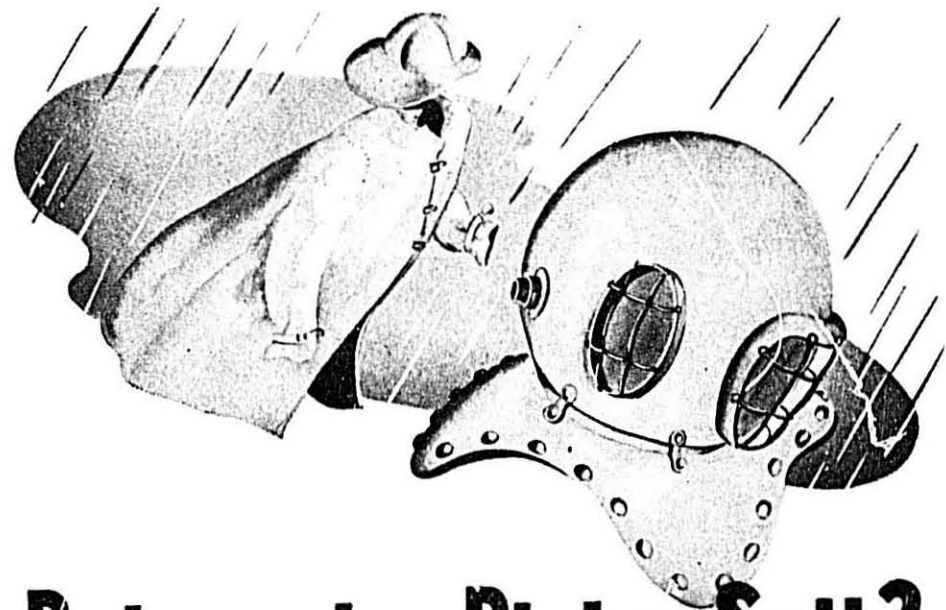
*On this
Double Anniversary Date
the
27th of the Journal,
and the
42nd of the National Association,
We Say Sincere Thanks
to All Our Good Friends
in the
Macaroni-Spaghetti-Egg Noodle Industry*

Management of
The Macaroni Journal, and the
National Macaroni Manufacturers
Association

VOLUME XXVII
NUMBER 12

Chicago, Illinois
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.



Raincoat or Diving Suit?

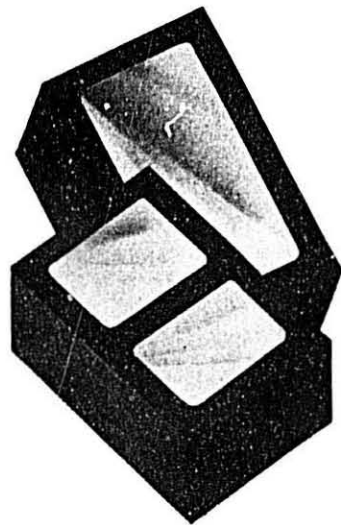
You don't go deep-sea diving in a raincoat! The pressure's too great. A transparent package has eye-appeal—Your product shows—and sells—itsself. But not if it can't stand the deep-sea pressure of shipping and handling. That's why ROSSOTTI SINGLE-VU and DUBL-VU CARTONS are better. They display your products through clear windows, yet they are sturdily constructed to withstand the strains of shipping or handling—And they are designed for attractive display.

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The ROSSOTTI labeling and packaging plant is the most modernly-equipped in the world. Our plant is weather-conditioned for unparalleled printing conditions. We even grind our own colors for superior results.

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The ROSSOTTI PACKAGING CONSULTANTS are ready to help you solve your packaging problem. Just contact the nearest branch. We will design an attractive, sturdy package that will protect your products—and SELL them.



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3. brand emphasis
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5. informative labeling

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Package by

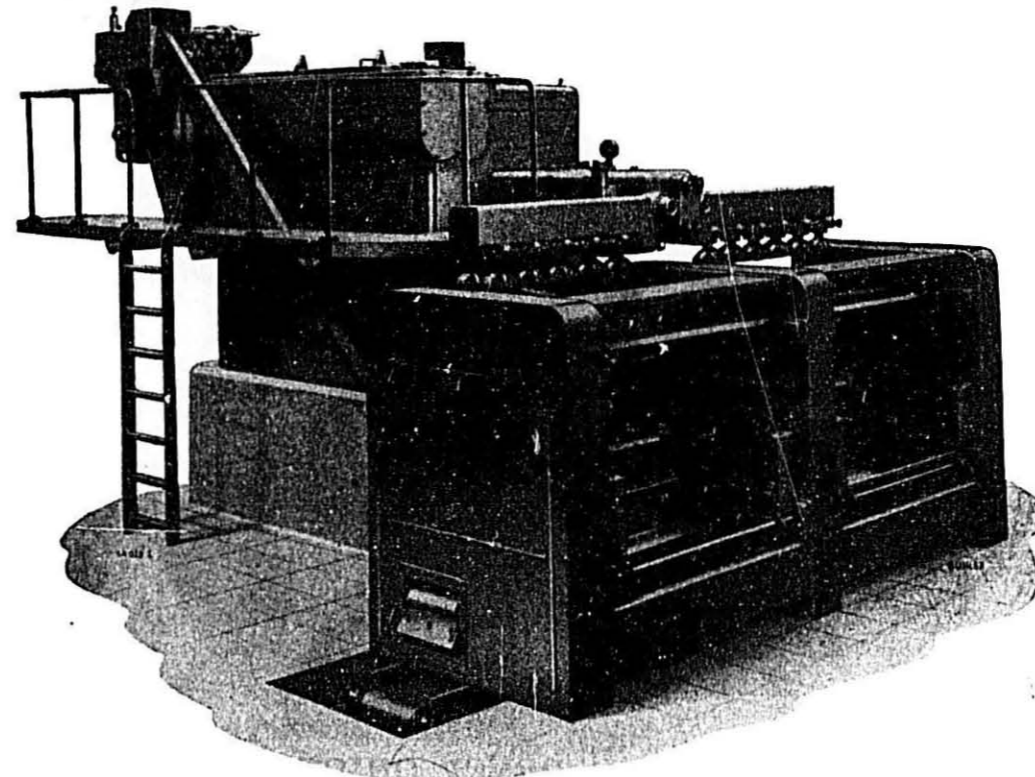


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Corrugated Fibre Boxes

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She'll never outgrow it!

Let a baby see an eye-catching object, and she'll reach for it. That's a natural reaction, never outgrown. Let a woman in a store see something that *looks* good . . . and her hands instinctively go out for it.

Such impulses are the reason why the use of Du Pont Cellophane steps up sales. In this sparkling *transparent* packaging, the product tells its own convincing story to the shopper's eyes.

Besides sales-building *transparency*, Du Pont Cellophane provides moistureproof *protection* for freshness and flavor. It keeps the product clean and appealing. What's more, it provides these advantages at *low cost*.

The demand for Du Pont Cellophane still exceeds the supply, but we hope the day is now not far off when our converters and ourselves can supply all your requirements.

E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Delaware.



Cellophane *Shows what it Protects — at Low Cost*
BETTER THINGS FOR BETTER LIVING
 ...THROUGH CHEMISTRY

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

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

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

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

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

WM. J. STANGE CO.

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Chicago 12, Illinois



Congratulations

**MACARONI JOURNAL
ON YOUR 27 YEARS OF SERVICE**



AMERICAN COATING MILLS, INC.

Manufacturers of

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

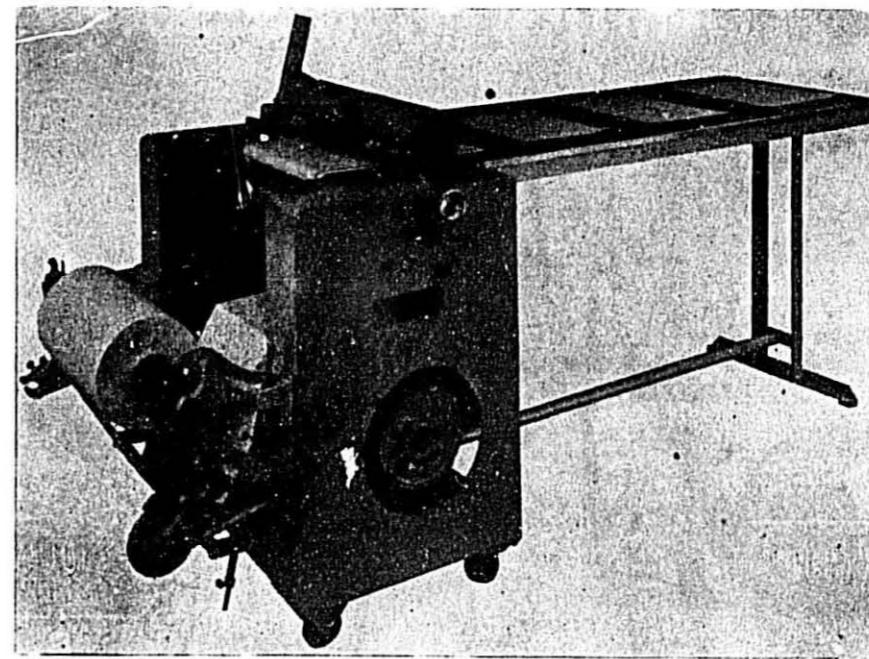
General Offices and Mills: ELKHART, INDIANA
Folding Carton Plants: ELKHART, INDIANA; CHICAGO, ILLINOIS
Branch Sales Offices: Wrigley Bldg., Chicago 11; 271 Madison Ave., N.Y. 16.

*The trend
is toward*

A-C-M (Clay Coated) CARTONS AND CARTON BOARD

SAVES LABOR - SPEEDS PRODUCTION - CUTS WRAPPER COSTS

New **CORLEY-MILLER MODEL BL
SHEETER-GLUER**



Automatically glues, cuts, and delivers sheets of cellophane or paper from rolls for wrapping macaroni or spaghetti sticks. Electric eye can be attached for printed wrappers.

A Real Pacemaker. Write for Details

ALSO INVESTIGATE

Simplex Bag Maker

A simple, high speed, automatic bag making machine which makes sturdy macaroni, spaghetti, or noodle bags from single or double thicknesses of moistureproof, heat-sealing Cellophane. Can be furnished with Electric Eye for handling printed Cellophane rolls, or with labelling attachment for making private label bags.

Holm Filling Machine

A vibrator type of filler which features simple, practically fool-proof construction. Vibrator is positive through an eccentric on the motor shaft. This machine is fast and accurate. Can be furnished in stainless steel. Models are offered for both individual packages and bulk quantities.

AMSCO Rotary Bag Sealer

A high speed rotary bag sealing machine which will automatically fold bag tops over if desired. Ideal for continuous straight line conveyor operation. Produces tightly sealed bags with a minimum of labor. Seals bags of all sizes. Sealing temperature thermostatically controlled.

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VITAMINS by the TONS

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NIACIN
NICINAMIDE

B₁

C

B₂

CALCIUM - PANTOTHENATE
B₆

Smart Millers STOP HIM

Granary weevil posed on top of a single grain of wheat. [Magnified about 40 diameters.]

with Dr. Loebel's Insecticide

40% DEADLIER AGAINST CRAWLING INSECTS THAN CHEAP FLY SPRAYS

HUNTINGTON LABORATORIES
 THE death-dealing spray of Dr. Loebel's gives beetle and weevil no hope for escape. They are *doomed* from the moment the penetrating mist infiltrates into weevil and beetle hideouts. With Dr. Loebel's you know you are carrying death and destruction. You can be certain that any insect that faces an attack by Dr. Loebel's will never live to face it twice!

Dr. Loebel's is especially made for the job of killing crawling insects. Unlike cheap fly sprays

that kill only the weakest bugs, Dr. Loebel's kills the *toughest* bugs that crawl.

Dr. Loebel's effectiveness is due to its *deadly* ingredients which quickly *penetrate* the waxy armor of the insect's body and *paralyze* the vital organs. The result is *certain death*—in every stage of insect development.

Also, Dr. Loebel's is non-poisonous, odorless, not dangerously flammable... requires no shutdowns.

The *surest* way to rid your mill of weevil and beetle is to switch to deadly Dr. Loebel's—*now!*

HUNTINGTON LABORATORIES INC

HUNTINGTON, INDIANA

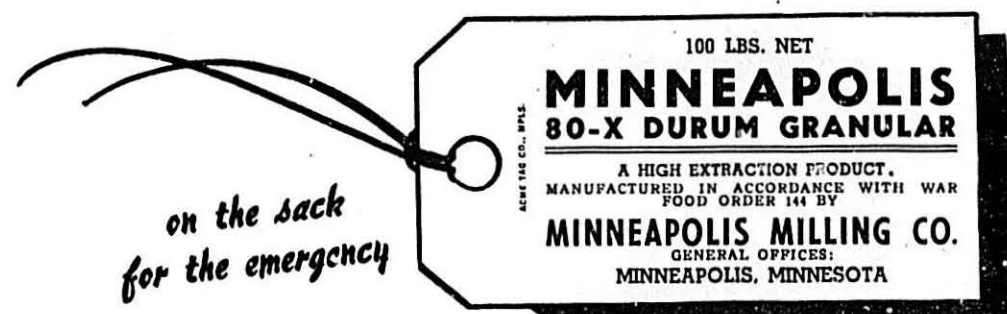
CHICAGO CINCINNATI DALLAS DETROIT DENVER MINNEAPOLIS NEW ORLEANS NEW YORK SEATTLE SIOUX CITY TORONTO

DR. LOEBEL'S
MILL SPRAY INSECTICIDE

DR. LOEBEL'S CAN ALSO BE FURNISHED WITH DDT ADDED.

MILLER'S RELIEF FUMIGANT FOR ENCLOSED MILLING UNITS

It takes Miller's Relief to kill moth and weevil hidden in enclosed milling machinery units. Used once every three weeks—overight—this heavier-than-air gas fumigant keeps rolls, reels, elevators, etc. free from infestation. No other machinery fumigant is needed.



Regardless of conditions or circumstances Minneapolis Milling Company's Durum Products are unexcelled. Until we are again permitted to mill and deliver the old reliable TWO STAR SEMOLINA and our other brands that our many customers know so well and depend upon, we will mill 80-X DURUM GRANULAR and 80-X DURUM FLOUR. These products will be of the highest quality possible to mill under present government restrictions.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXVII

April, 1946

Number 12

Eventful Anniversaries

THE MACARONI JOURNAL, with this issue, completes twenty-seven years of faithful reporting of the many matters of special interest to the manufacturers of macaroni and kindred products and their suppliers. It is happy to have the collaboration of both producers and suppliers in this celebration.

The occasion also marks the forty-second anniversary of the formation of the National Macaroni Manufacturers Association which in 1919 launched the JOURNAL as its official organ, and the planned spokesman of the trade. That it has fulfilled both of these difficult, though pleasant, duties well, the trade is very much in agreement.

This year's anniversary celebration is eventful in that it marks the passage from conditions that might be expected in war to the confusion that was hardly expected in peace. In its truthful reporting of these conditions and the action by the National Association, the trade has not only been made aware of what the business was and is facing, but of the means of making the best of them.

At the beginning of winter when every press in the country was humming merrily, forming enormous masses of semolina and farina dough into luscious strands of nutritious macaroni-noodle products, many of them operating night and day, the National Association through its JOURNAL warned the industry of the possibility of exhausting the available supply of quality raw materials if the production pace continued. The prediction was that the available supply of semolina and other good raw materials would hardly carry through till the 1946 wheat harvest.

The warning issued then was based on what has always been considered as the most reliable information—a mid-

season survey by the durum millers who always have the welfare of the macaroni industry at heart. Events proved that the millers' prediction was well founded. It was at the Winter Meeting near Atlantic City, February 4, that the manufacturers first became really alarmed over the prospects of a probable shut-down of their plants during the summer, but it took the announcement by President Harry Truman on February 15 to make most of them aware of what was actually confronting the trade.

The decision of the Government to forestall the possible complete exhaustion of the nation's wheat supply, by its order to "stretch the crop," caused the rude awakening of those who took the previous predictions lightly. When the President's 80 per cent extraction order was issued, many feared their business was doomed.

This year's two anniversary celebrations are eventful in that they mark the "rising to the occasion" of both the JOURNAL and the Association, both the manufacturers and the millers. Never before has there been such full and sincere co-operation between processors and suppliers and so manifest appreciation of the leadership taken by the two agencies whose anniversaries are being celebrated.

There has always been and ever will be a basic need for a national organization in the macaroni-noodle industry, as there is in every other line of business. It is pleasing to contemplate that in this industry, as in every progressive trade in the world, the thinkers and the planners in the business, those that have the industry's general welfare ever in mind, are always the leaders and the doers in the trade Association. Appreciative of the support and co-operation of the many friends in the trade, the JOURNAL and Association join in extending greetings to members, to readers and to friendly suppliers.

Make Industry Affairs YOUR Affair

Do This for Something to Cheer About

Just as regularly as death and taxes, each Spring just as I'm dreaming pleasant dreams about a few days afield for relaxation from winter confinement, the Editor of "The Macaroni Journal"—good old "M. J." writes:

"Jack, how about a little statement for publication in our Anniversary Edition in April?"

BOOM! Immediately my dreams are shattered. Do I get angry? On the contrary, I resort to the good old American game of passing-the-buck, if possible, because I know there is a selling job to do.

I'm reminded of a little story told of a none-too-aggressive salesman who ran up against a real tartar in his first attempt to sell a new line.

"Well, what are you selling?" growled the gruff buyer, hardly looking up from his desk.

"N - n - n . . . nothing, sir!" stammered the timid tyro—"and is my boss raising hell!"

As President of the National Macaroni Manufacturers Association, every reader knows what I have to sell—what every director and Association executive has to offer—Memberships. Really these are not actually for sale as they can be had for the asking. It's quite pleasing to find so large a percentage of the leading firms working shoulder to shoulder for a common cause—that of the Macaroni-noodle Industry.

Membership in the national organization of one's trade or profession! Something which anyone should be proud to possess. Our Association will always be what its members try to make it . . . it can never be what non-members sometimes expect it to be!

That, friends, is the sales story. I might go into a long dissertation on what our Association has done, has tried to do or will aim to accomplish, but who'd listen? Its actions are not trade secrets; its possibilities are limited only by laws and the willingness of those imbued with the proper spirit of co-operation; its importance is great in our eyes because it is our own business.

Here are some of the tricks in our sales kit that might be mentioned:

—The organization, itself, is voluntary, inexpensive and ready for use when emergencies arise.

—"The Macaroni Journal," the Industry Spokesman, which is proudly celebrating twenty-seven consecutive years of useful service to manufacturers, to allied and to all readers. It needs no selling. All issues speak for themselves . . . and for our business, always.

—The Uniform Cost and Accounting System, used by so many firms, was developed to enable all to speak a common language of costs.

—Our Washington Representative, reliable and dependable Benjamin R. Jacobs—JAKE to most of us, with his many invaluable contacts with Washington officialdom, his dependable laboratory, his host of friends and over twenty-five consecutive years of consistent service to our Industry.

—The National Macaroni Institute, founded and managed by its only executive, M. J. Donna, just plain "M. J." to ever so many of us; started in 1937 to push macaroni-noodle products to the food front, purely on their merits—doing so splendidly and unselfishly, at times with very slinging support.

—The Macaroni Trademark Service, aimed at helping manufacturers make searches for registrable trademarks and then aiding them in their proper recording at quite a saving to Association members.

—Industry Surveys, such as the one now being conducted on Wages and Labor Policies to gather data that will be useful in meeting a trend toward increased wages and change employe conditions in keeping with the Government's wage-upping policy.

I probably could go on and on, naming other fine services, telling of those that could be improved, and new ones added, if Association support were more determined and encouraging. We are proud of our roll of members, of the fine record of the National Association through the years, forty-two full years in peace and in war, through booms and depression; also of the twenty-seven years during which our official organ, "The Macaroni Journal," has served us and our industry so faithfully.

So, all I can say to the faithful members—thanks and continued co-operation; to those not currently affiliated as Members—join now for the mutual good that such action will bring to all concerned.

Whatever your status, whatever your connection with our Industry, celebrate with us in your own way this glorious occasion—a double birthday—the Association's forty-second and the "Journal's" twenty-seventh.



C. W. Wolfe, President
National Macaroni
Manufacturers Association

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

History and Aims of National Macaroni Manufacturers Association

M. J. Donna, Secretary-Treasurer

This month the National Macaroni Manufacturers Association celebrates the completion of forty-two years of uninterrupted efficient service to the processors and distributors of macaroni, spaghetti, egg noodles, and kindred wheat products, including the interest of the supply trades directly affected by the progress of the industry.

At a meeting in Pittsburgh, April 19, 1904, twenty of the then leaders of a new business laid the foundation of the organization, under the name THE NATIONAL ASSOCIATION OF MACARONI AND NOODLE MANUFACTURERS OF AMERICA. The charter was adopted by representatives of 20 manufacturing firms, and it was thrown open for approval by others who were unable to be represented personally at this first trade convention. There is listed herewith, the names and representatives of the founder firms that constituted the convention.

Firm	Location	Representative
A. Zerega's Sons	Brooklyn, N. Y.	Frank L. Zerega and Thos. H. Toomey
C. F. Mueller Co.	Jersey City, N. J.	C. F. Mueller
Pittsburgh Macaroni Factory	Pittsburgh, Pa.	U. V. Fontana
United States Macaroni Factory	Carnegie, Pa.	Ernest Bisi
B. Piccardo	Pittsburgh, Pa.	John A. S. Piccardo
Chardon Macaroni Co.	Chardon, O.	J. D. Bobb
Delmargro and Mazzarana	Spring Valley, Ill.	M. Delmargro
Peter Rossi & Sons	Braidwood, Ill.	Peter Rossi, Sr.
The Pfaffman Egg Noodle Co.	Cleveland, O.	Fred Becker
L. B. Eddy Co.	Rochester, N. Y.	C. F. Argetsinger
Crescent Macaroni & Cracker Co.	Davenport, Iowa	Oswald Schmidt
The Marvelli Co.	Harbor Beach, Mich.	Geo. J. Jenks
Maull Bros.	St. Louis, Mo.	Chas. Maull
National Macaroni Co.	Libertyville, Ill.	H. A. Taylor
The Delicatessen Co.	Cleveland, O.	G. J. Gehlbach
Allegheny Macaroni Co.	Allegheny, Pa.	L. Lazzari
Michigan Macaroni Co.	Detroit, Mich.	Oscar M. Springer
Youngstown Macaroni Co.	Youngstown, O.	E. M. Muldoon

When the action in Pittsburgh in April, 1904, was made known to the other firms then in the business, and an invitation extended to them to join as charter members, the following firms readily enrolled in that capacity.

Firms	Cities
Casimo Catolano	Cleveland, O.
Auger-Brohel Co.	New York City
Vic V. Greco	New Orleans, La.
John B. Canepa & Co.	Chicago, Ill.
M. Capodilupo	Boston, Mass.
Eugene Bonavolgia	Sharpsburg, Pa.
San Antonio Mac. Factory	San Antonio, Texas
Imperial Macaroni Mfg. Co.	Butte, Mont.
Chas. Cristadore	St. Paul, Minn.
F. Romeo & Co.	New York City
Imperial Macaroni Co.	New Castle, Pa.
Minnesota Macaroni Co.	St. Paul, Minn.
Lorenz Bros. Mac. Co.	Milwaukee, Wis.
S. R. Smith Co.	Grantham, Pa.

The Associate Members were as follows:

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

As might have been expected, great changes have occurred in the industry since the formation of the national association forty-two years ago. Only nine of the Charter Member firms are presently members of the Association, five retaining their original names, and the remainder with slightly changed names or in the name of successor companies. Not one of the allied members has continued its affiliation through the years.

At the organization meeting in April, 1904, John A. S. Piccardo, of B. Piccardo, Pittsburgh, Pa., acted as temporary chairman, and Edwin C. Forbes, editor of THE MACARONI AND NOODLE MANUFACTURERS JOURNAL,

which sponsored the organizing convention, served as secretary.

Thomas H. Toomey, representing A. Zerega's Sons of Brooklyn was named the first president of the new organization, while editor E. C. Forbes was elected secretary.

The national association has sponsored a total of forty-one annual conventions between 1904-1944. There was no convention in 1945. The organization has also supervised numerous emergency meetings, both national and regional, and has acted, with general approval, as the representing organized unit of the industry.

Throughout the forty-two years of its existence, seventeen of the industry's leading executives have at different times served as presidents, many of them for several terms.

Currently the association has enrolled about 110 supporting members in twenty-six states. This membership was exceeded during the industry's nationwide advertising campaign, 1929-1930, and again during the N.R.A.

days when membership in trade associations was compulsory.

Currently the official staff of the association, its officers, directors and executive is as follows:

**Officers
1944-1946**

- C. W. WOLFE, President
Megs Macaroni Co.
Harrisburg, Pa.
- A. IRVING GRASS, Vice President
I. J. Grass Noodle Co.
Chicago, Ill.
- B. R. JACOBS, Director of Research
2026 "I" St., N. W.,
Washington, D. C.
- M. J. DONNA, Secretary-Treasurer
Braidwood, Illinois

Directors

- J. H. DIAMOND
Gooch Food Products Co.
Lincoln, Nebr.
- PETER LaROSA
V. LaRosa & Sons
Brooklyn, N. Y.
- G. P. MERLINO
Mission Macaroni Mfg. Co.
Seattle, Wash.
- HENRY MUELLER
C. F. Mueller Co.
Jersey City, N. J.
- RALPH NEVY
Cumberland Macaroni Mfg. Co.
Cumberland, Md.
- C. L. NORRIS
The Creamette Co.
Minneapolis, Minn.
- JOSEPH PELLEGRINO
Prince Macaroni Mfg. Co.
Lowell, Mass.
- RALPH RAULLI
Sunland Biscuit Co.
East Los Angeles, Calif.
- ALBERT RAVARINO
Ravarino & Freschi, Inc.
St. Louis, Mo.
- FRANK TRAFICANTI
Traficanti Brothers
Chicago, Ill.
- L. S. VAGNINO
Faust Macaroni Co.
St. Louis, Mo.
- P. J. VIVIANO
Kentucky Macaroni Co.
Louisville, Ky.
- ALBERT S. WEISS
Weiss Noodle Co.
Cleveland, Ohio
- JOHN P. ZEREGA, Jr.
A. Zereg's Sons, Inc.
Brooklyn, N. Y.

As previously stated, no national convention was held in 1945, due to travel restrictions imposed by the Office of Defense Transportation, as a war measure, but plans are being laid for the 1946 convention which is to be held in Minneapolis, Minnesota, July 17-19.

To publicize the industry which it represents, and to make its aims and

ASSOCIATION PRESIDENTS



Thomas H. Toomey
Association's First President
(1904-1905)



C. W. Wolfe
Current

purposes more clearly understood by the members and others in the trade, there is given here a rather lengthy review of the functions, operations, and services which the National Macaroni Manufacturers Association aims to provide its membership and the industry which it represents.

What Is a Trade Association?

Just what does a trade association do? What is it? What purpose does it serve? These are common questions, all too seldom answered either completely or correctly.

Trade associations should not be confused with fraternal organizations, certain types of societies or general business organizations. Engineering societies, attorneys' guilds, medical groups and labor unions, are examples of organizations of individuals in a certain professional or special field, having related interests. Chambers of commerce, business luncheon clubs, groups similar to Rotary, Kiwanis or Lions, are horizontal business organizations. By that it is meant they cut across many fields which are only slightly or entirely unrelated, but still deal with broad problems common to many varied groups.

Trade associations, on the other hand, are vertical organizations—that is, organizations devoted specifically to specialized fields of endeavor, the word "trade" being a limitation of scope just as the words "trade unions" define a smaller sphere of influence than the words "labor unions."

Perhaps the best single sentence definition of the purpose of a trade association is:

"The function of a trade association is to do everything within its power, and in conformity with legal limitations upon it, to improve the economy of the industry it represents."

When a trade association does that fully and well it also benefits all those coming in contact with its industry, which includes the public and wage earner as well as member and management.

How it is done is the story of all trade associations, told briefly here so that its purposes, principles, objectives, history and operations may be readily available to anyone desiring that information. The reader must realize that quite definitely a trade association's purpose DOES NOT INCLUDE THOSE ILLEGAL ACTS OF PRICE FIXING, CUSTOMER DIVISION, LIMITATIONS ON PRODUCTION, OR ANY OTHER ACT WHICH RESTRAINS NORMAL COMPETITIVE CONDITIONS. No such illegal act can possibly improve the economy of an industry, which when improved in the true sense of the word, passes on to the public the savings of profitable competition.

How Are Trade Associations Formed?

Trade associations usually spring into existence at some stage of an industry's expansion when the group is large enough to need one, and interested enough to want one. The beginnings are almost invariably small—a start in some one vicinity by a few progressive men in the same business field.

A trade association then develops in direct proportion to its worth to its industry, the general public welfare, and the interest of its members. Progressive industries and progressive associations usually go hand in hand. But despite this truth, almost all trade associations take time to grow, and then through evolutionary process. The National Macaroni Manufacturers Association is no different.

**THE TWO JOURNAL EDITORS AND ASSOCIATION SECRETARIES
(Combined Service 42 Years)**



Edwin C. Forbes
1904-1919



M. J. Donna
1919 to date

What Do Trade Associations Do For Their Members?

The Secretary of Commerce of the United States answered this question by stating in 1943:

"American businessmen probably get more practical help from their trade associations than from any single outside source."

In its ultimate and ideal form a trade association collects the combined knowledge of its members on all problems and channels this combined knowledge back to its members, its industry, or to the public. A trade association is the radar of the industry it represents.

As such, it enters into some phase of all of the activities of the individual members, on a group basis. Technical and financial research, statistics, labor relations, cost accounting, public and customer relations, and co-operative industry advertising, are just a few examples of the many operating fields of a trade association.

In short, a trade association is a group management consultant, group advisor, group interpreter, sometimes laboratory researcher, but always for the benefit of its members or its industry, and never for just one company.

The National Macaroni Manufacturers Association

The industry derived its name from the products it makes. Although the macaroni-noodle products industry consisted of a few companies which were in business at the turn of the century, it was not until 1904, when there

were approximately 100 companies in existence, that the present association was formed.

Membership has grown since that time until today NMMA has member companies in fifty-nine cities and twenty-six states, from Massachusetts to California.

No industry entirely understands government nor does government entirely understand all phases of an industry. A chief function of an NMMA is to act as official representative of its industry, interpreting the activi-

Committee Work

The co-ordination of committee work is a top activity of all trade associations. No employed staff can do all the co-operative work necessary to improve the economy of an industry. Committee work in NMMA encourages outstanding men to talk over the problems submitted for solution, and recommendations or findings of the committee are then published to the membership, and sometimes to the trade, generally. Among some of the more important continuing committees are those on: (a) manufacturing practices, (b) cost accounting, (c) employ relations, (d) business practices and principles, and (e) advisory committees.

(Continued on Page 20)

JOURNAL FOUNDERS

First Industry Journal



Fred Becker
Association's Treasurer
1904-1925

Present Macaroni Journal



James T. Williams
May, 1919
Association's President
World War I

IN BEHALF OF THE MACARONI INDUSTRY!



● The advertisement shown on the opposite page was run by General Mills, Inc. in the April 6 issue of the DAKOTA FARMER, a publication which reaches a large proportion of the wheat farmers in North Dakota. Its aim is to call attention of durum wheat farmers to the need for planting more durum wheat this spring.

We recognize, as we know our macaroni manufacturer customers do, the serious implications of a continued durum wheat shortage for the macaroni industry. As one of the principle suppliers for this industry, we take this occasion to demonstrate what General Mills is doing to encourage farmers in the natural durum wheat growing areas to increase their plantings of durum. We hope this appeal will help make available increased tonnage of raw material for Semolina milling so that the macaroni industry can be adequately supplied, and so that consumer use of the vital basic foods, macaroni and spaghetti, can be sustained.



April 6, 1946

DAKOTA FARMER

PLANT DURUM WHEAT!

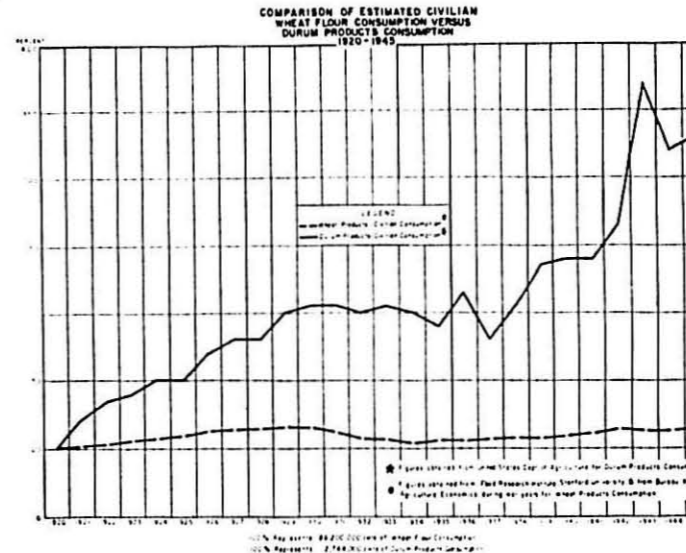
Why?

A farmer wants to plant a crop that will produce to best advantage on his acres. He wants to sell that crop at a fair price. He wants assurance that

his crop will also yield stability for the future. A farmer takes a risk on sun and rain and the choice of his crops.

Why Plant Durum?

- Because it has produced more bushels per acre over a period of years in the adaptable counties of North Dakota, and produces better than other spring wheat in dry years.
- Because it is less susceptible to sawfly damage than hard spring wheat.
- Because soil and weather conditions in certain areas of the Northwest are ideally suited for durum production.
- Because varieties like Mindum, Carleton and Stewart have been proven in Dakota soil. (These specially-developed varieties have yielded significantly well during the past five years.)
- Because for the past year durum has sold almost consistently at the ceiling price, whereas considerable amounts of other wheat have sold below ceiling prices.
- Because the durum industry does not anticipate a post-war decrease in demand for its products.



The macaroni industry, built on good durum wheat, has successfully eliminated the use of other wheat flour substitutions which in the past resulted in an inferior product.

The farmer, by planting a substantial acreage in durum, contributes to this stable industry—an industry which has improved its product, broadened its market, and enlarged its output.

The macaroni industry, which has put its products on the dining tables of America in remarkably increased volume the past eight years, is dependent upon good durum wheat. The industry has kept pace with new developments in plant machinery, has improved its products, while harvested acreage in durum *has dwindled!* Only record acre yields of the crop the past five years have thus far delayed the crisis which the industry now faces.

But, though the macaroni industry faces shut-downs for lack of durum wheat, figures show that during the past 25 years consumption of durum products has increased proportionately at a far greater rate than consumption of bread wheat flour!

The story of increased durum products consumption is told on the graph above. What isn't told is the vital fact that *durum wheat production has not been keeping pace with the rising curve of civilian consumption!*

The macaroni industry needs at least 3,000,000 acres planted in durum wheat this spring. Past average yields would not provide nearly enough durum if based upon last year's harvested acreage. Farmers are urged to increase their durum acreage to meet this vital need.

General Mills, Inc.
MINNEAPOLIS, MINN.

History and Aims of National Macaroni Manufacturers Association

(Continued from Page 17)

The Macaroni Journal

The National Macaroni Manufacturers Association, through its Official Organ, THE MACARONI JOURNAL, serves as a news gathering agency for its members, noting happenings that have some bearing upon the industry; and in addition publishes bulletins with such frequency as is required, which detail and analyze specific events affecting the macaroni-noodle products industry. Thus, a saving in time is effected for individual company executives as well as emphasis being placed on more important matters.

Meetings and Conferences

The printed word can never do the entire job. It is necessary that people meet together and talk to each other personally in order to understand one another. Therefore, a vital function of NMMA is the continued practice of holding meetings.

(a) National Industry Convention

This is an annual meeting held for members and non-members within the industry, from coast to coast, who meet to discuss the broader aspects of the business problems common to the industry. These meetings are actually large business conferences where those attending seriously work during each day of the program. Speakers at these meetings are usually chosen from within the industry and informality prevails. This is the opportunity to meet your competitor. Knowing your competitor never stifles competition—it merely makes it more intelligent.

(b) Regional Meetings.

It cannot be expected, in a nationwide organization, that members can easily leave their business to attend national conferences. So NMMA sponsors meetings in many regions, as the needs arise, to discuss current topics or problems peculiar to a geographical section.

Contact With Members

Trade associations, NMMA included, are operated to render maximum benefit to the industry they represent. This requires a trade association to be prepared to answer questions on practically any subject affecting its entire industry.

To supervise and to promote such member-association relationship the NMMA maintains National Headquarters at Braidwood, Illinois, has a Washington representative at the Nations capitol and a director of research with a well-equipped laboratory in Washington and New York City.

Co-operation With Other Trade Associations

Just as NMMA believes in co-operative efforts among its members, it believes that members ultimately gain by having the association collaborate with other trade associations. Towards this end the association maintains a membership in the Chamber of Commerce of the United States and American Trade Association Executives. Through these contacts the association can keep up to date on the activities of other trade associations and, with this additional information is in a position to render greater service towards its own industry.

The NMMA is in constant friendly contact with the durum millers to obtain for the trade, quality raw materials, and through them, with the farmers who are constantly urged to produce ample quantities of the most

suitable macaroni wheats to insure a steady supply of semolina, farina and durum flour.

It is likewise in regular touch with the manufacturers of special machines needed by the industry, dies manufacturers, label printers, and producers of varied kinds of packaging materials.

Some of the activities referred to are practiced only to a limited degree, but are capable of expansion as the members are ready to support such an expanded program. Finally, the National Macaroni Manufacturers Association, as the spokesman of the supporting members, serves them and the Industry in keeping with their wishes and in the degree possible by the financial means provided by the members of the Industry who constitute the trade association. Briefly, then, the NMMA is just what its sponsoring members wish it to be.

Time Limit of Seizure Right

Can FDA Seize Macaroni Eighteen Months After Shipment?

Eighteen Months After Shipment? A matter of deep interest to macaroni-noodle manufacturers will soon get a legal hearing in the U. S. Circuit Court of Appeals in Southern California. The case hinges on the right claimed by the Food and Drug Administration to seize goods which have moved in interstate commerce some eighteen months after they have been delivered to the wholesaler.

Macaroni manufacturers admit that their products are subject to infestation if kept too long, especially under improper conditions, and feel that there rightfully should be a time limit on their responsibility. In 1944 FDA seized some macaroni and spaghetti in possession of Phelps Dodge Mercantile Co., Douglas, Arizona. The products were shipped between February and June 1943, by American Beauty Macaroni Co., Denver, Colo. Between the date of shipment and seizure, the food has become contaminated, only after a goodly portion of the original shipment had been distributed.

In January 1945, FDA seized the remainder on the ground that the goods were adulterated, being contaminated because they were held under unsanitary conditions. A case was instituted in the U. S. District Court in Phoenix, Ariz. Counsel for Phelps Dodge Mercantile Co. asked dismissal of the libel case on the ground that the goods were not adulterated when introduced into interstate commerce, and that they had come to rest within the State of Arizona, hence no longer could be considered in interstate commerce. The district court sustained

this contention and dismissed the case. FDA has appealed the action to the U. S. Circuit Court of Appeals. The government contends that the goods were still in commerce, one reason being that they were still in their original shipping containers. It argues that if the district court's decision is upheld it will no longer be possible to seize goods on merchants' shelves after delivery. This practice has been followed for years both under the 1908 and 1938 laws, with no court decision having been rendered on the legality of such policy.

While the FDA regards the case as of prime importance, so do the macaroni-noodle manufacturers of the country who feel that the law should determine the point at which title passes from manufacturers to retailers, and their responsibility cease. Therefore, the decision on the precedent-making case is awaited in both quarters with more than ordinary interest.

New Members

The headquarters' office of the National Macaroni Manufacturers Association at Braidwood, Illinois, announces the receipt of a voluntary application for Association membership from . . .

Spaulding Macaroni, Inc., Harry Levine, Gen. Mgr., 3140 E. Pico Blvd., Los Angeles, Calif.

This is the macaroni division of Grocers Packing Company, whose macaroni plant is located on 61st street in that city.

A formula

... for protection against Infestation and Contamination



The new St. Regis 402-PS Flour Packer fills up to six 100-lb. Multiwall Valve Bags per minute. Smaller Packers will fill 1 or 2 bags per minute.

St. Regis Multiwall Paper Valve Bags are made of strong kraft paper. Bags close automatically by internal pressure of contents.

Millers and bakers have a strong common interest in sanitation.

No matter how strenuous the efforts of the miller to keep his mill clean . . . and the baker to keep his bakery spotless . . . weevil penetration into the flour — contamination resulting from rodent excrement — anywhere from the point of packing to point of mix may cause con-

demnation of the flour. Condemnation costs both miller and baker money.

For full information about St. Regis Packaging Systems (Packers and Multiwall Paper Valve Bags) please call your nearest St. Regis office.



NEW YORK 17: 230 Park Ave.
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Vancouver, British Columbia
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Los Angeles Nazareth, Pa. New Orleans No. Kansas City, Mo. Ocala, Fla. Seattle Toledo

Roll of Members of National Association

Names, Executives and Location of Supporting Firms
With Dues Paid Beyond April 1, 1946

Active

Alba Macaroni Mfg. Co.—A. Mestretta, 46 Flushing Ave., Brooklyn, N. Y.
Albano Macaroni Mfg. Co.—G. Albano, 3723 Woodland Ave., Cleveland, Ohio.
American Beauty Mac. Co.—A. S. Vagnino, P. O. Box No. 5266, Denver, Colo.
Anthony Mac. & Cracker Co.—A. Bizzarri, 818 N. Spring St., Los Angeles, Calif.
V. Arena & Sons, Inc.—S. Arena, 910 E. Main St., Norristown, Pa.
Atlantic Macaroni Co., Inc.—F. A. Zunio, 43-82 Vernon Blvd., Long Island City, N. Y.
Bay State Macaroni Co.—Jos. Scarpati, 7 Charlton St., Everett, Mass.
W. Boehm Company—B. W. Boehm, 4648 Friendship Ave., Pittsburgh, Pa.
California-Vulcan Mac. Co.—A. Bacigalupi, 445 Drumm Street, San Francisco, Calif.
Catelli Food Products Co.—P. Bienvenu, 306 Bellechasse St., Montreal, Que., Can.
Charloneau, Limited—L. J. Charloneau, 1800 Nicolet St., Montreal, Que., Can.
Chef Boiardi Food Prod. Co.—H. Boiardi, P. O. Box No. 148, Milton, Pa.
Chicago Macaroni Co.—Steve Matalone, 2148 Canalport Ave., Chicago, Ill.
Constant Macaroni Products—Miss M. Co., 254 Dumoulin St., St. Boniface, Man., Can.
Cooks' Products Co.—G. H. Cook, 85 St. James Ave., Boston, Mass.
The Creamette Company—J. T. Williams, 429 First St., N., Minneapolis, Minn.
Crescent Mac. & Cracker Co.—C. B. Schmidt, Iowa & Fifth Sts., Davenport, Iowa.
Cumberland Macaroni Mfg. Co.—Ralph Nevy, P. O. Box No. 768, Cumberland, Md.
G. D'Amico Macaroni Co.—Carl D'Amico, Steger, Ill.
De Martini Mac. Co., Inc.—V. Giatti, 200 Sixth St., Brooklyn, N. Y.
Del Monico Foods, Inc.—P. J. Viviano, 2501 S. Floyd St., Louisville, Ky.
El Paso Macaroni Co.—E. Ponce, P. O. Box No. 1642, El Paso, Texas.
Essex Macaroni Corporation—Robert R. Sheeran, Lawrence, Mass.
Faust Macaroni Company—L. S. Vagnino, 13th & St. Louis Ave., St. Louis, Mo.
Fontana Food Products Co.—S. E. Mountain, P. O. Box No. 395, S. San Francisco, Calif.
Foulds Milling Co.—D. V. Civaler, Libertyville, Ill.
Fresno Macaroni Mfg. Co.—A. Borelli, 1133 E. Street, Fresno, Calif.
Gioia Macaroni Co.—Horace Gioia, 71 Parkway, Rochester, N. Y.
Alfonso Gioia & Sons—A. Gioia, P. O. Box No. 108, Rochester, N. Y.
Golden Grain Macaroni Co.—V. Dedomenico, 982 Bryant St., San Francisco 3, Calif.
Golden Grain Macaroni Co., Inc.—P. Dedomenico, 4715 6th Ave. S., Seattle 8, Wash.
Gooch Food Products Co.—J. H. Diamond, Sixth & South Sts., Lincoln, Nebr.
A. Goodman & Sons, Inc.—J. I. Maier, 2107 41st Ave., Long Island City, N. Y.
I. J. Grass Noodle Co.—A. I. Grass, 6021 Wentworth Ave., Chicago, Ill.
Horowitz Bros. & Margareten—J. L. Horowitz, 29-06 Review Ave., Long Island City, N. Y.

Ideal Macaroni Co., Leo Ippolito, 2006 Scovill Ave., Cleveland, Ohio
Indiana Macaroni Co.—J. Rezzolla, 1147 Maple St., Indiana, Pa.
Italo-French Produce Co.—G. Teysier, 501 Pressley St., Pittsburgh, Pa.
Kansas City Mac. & Imp. Co.—P. F. Vagnino, Campbell & Pacific Sts., Kansas City, Mo.
David Kerr, Inc.—G. M. Zeller, 3549 Greenmount Ave., Baltimore, Md.
Keystone Macaroni Mfg. Co.—G. B. Johnson, 8th & Water Sts., Lebanon, Pa.
Kurtz Brothers Corp.—Sidney L. Kurtz, Front & DeKalb Sts., Bridgeport, Pa.
LaPremiata Macaroni Corp.—V. J. Cuneo, Connellsville, Pa.
V. La Rosa & Sons—Peter La Rosa, 473 Kent Ave., Brooklyn, N. Y.
Megs Macaroni Company—C. W. Wolfe, 17th & Berryhill Sts., Harrisburg, Pa.
Meisenzahl Food Prod., Inc.—J. C. Weisenzahl, 429 State Street, Rochester, N. Y.
Mid-South Macaroni Co.—Thos. E. Cueno, 124 N. Front St., Memphis, Tenn.
Milwaukee Macaroni Co.—S. Garofolo, 3210 N. Pierce St., Milwaukee 12, Wis.
Minnesota Macaroni Co.—W. F. Villame, 114 W. Fairfield Ave., St. Paul, Minn.
Mission Macaroni Co., Inc.—G. P. Merlino, 1102 8th St. S., Seattle 4, Wash.
C. F. Mueller Co.—Henry Mueller, 180 Baldwin Ave., Jersey City, N. J.
Musolino Lo Conte Co.—L. Lo Conte, 111 Commercial St., Boston, Mass.
National Food Products—J. L. Tujaque, 1000 Fulton St., New Orleans, La.
National Foods, Inc.—Jos. A. Masury, Div. Hygrade Food Prod., Reynoldsville, Pa.
National Macaroni Mfg. Co.—Clement Alagna, 518 Oak St., Pasaic N. J.
Noody Products Co.—Leo Kahn, 2278 Tremainsville Rd., Toledo, Ohio.
Northern Illinois Cereal Co.—C. B. Ryden, Macaroni Division, Libertyville, Ill.
Oregon Macaroni Mfg. Co.—S. M. Orso, 217 N. E. 8th Ave., Portland, Ore.
A. Palazzolo & Co.—A. Palazzolo, 2045 Gilbert Ave., Cincinnati, Ohio.
Paramount Macaroni Mfg. Co.—Jos. Coniglio, 349 Suydam St., Brooklyn, N. Y.
F. Pepe Macaroni Co.—Frank Pepe, 40 Canal St., Waterbury, Conn.
The Pfaffman Company—F. W. Eakin, 6919 Lorain Ave., Cleveland, Ohio
Philadelphia Macaroni Co.—L. Roncace, 11th & Catherine Sts., Philadelphia, Pa.
Porter-Scarpelli Mac. Co.—A. F. Scarpelli, 3510 N. E. Broadway, Portland, Ore.
Porter-Scarpelli Mac. Co.—Sam Scarpelli, 573 W. Second St., Salt Lake City, Utah.
Prince Macaroni Mfg. Co.—Jos. Pellegrino, Prince Ave., Lowell, Mass.
Procino-Rossi Corp.—Alfred Rossi, 48 Washington St., Auburn, N. Y.
Quality Macaroni Co.—M. L. Ryan, 348 Wacouta St., St. Paul, Minn.
Quality Macaroni Co.—D. Piscitello, 35 Bay St., Rochester, N. Y.
Ravarino & Freschi, Inc.—Al Ravarino, 4651 Shaw Blvd., St. Louis, Mo.
Refined Macaroni Co.—D. Lorio, 421 Rodney St., Brooklyn, N. Y.

Rocco Macaroni Mfg. Co.—R. Parmigiani, 1953 India St., San Diego, Calif.
Roma Macaroni Mfg. Co.—Chas. Presto, 1818 W. Grand Ave., Chicago, Ill.
Roazoni Macaroni Co.—E. Roazoni, 3620 Northern Blvd., Long Island City, N. Y.
Peter Rossi & Sons, Inc.—H. D. Rossi, Braidwood, Ill.
Roth Noodle Company, N. J. Roth, 7224 Kelly St., Pittsburgh, Pa.
A. Russo & Company, N. Russo, 466 W. Chicago Ave., Chicago, Ill.
St. Louis Mac. Mfg. Co.—V. J. Marino, 5125 Bischoff Ave., St. Louis, Mo.
Sanacori & Company—A. Sanacori, 254 Central Ave., Brooklyn, N. Y.
San Diego Mac. Mfg. Co.—E. De Rocco, 2308 Kettner Blvd., San Diego, Calif.
G. Santoro & Sons, Inc.—Jos. Santoro, 225 Cook St., Brooklyn, N. Y.
Schmidt Noodle Co.—Theo Schmidt, 9104 Culver St., Detroit, Mich.
Senolina Macaroni Co.—F. Rossi, P. O. Box No. 46, Georgiaville, R. I.
Skinner Manufacturing Co.—H. V. Jeffrey, 1323 Jackson St., Omaha, Nebr.
Spaulding Macaroni, Inc., Harry Levine, c/o Grocers Packing Co., 3140 E. Pico Blvd., Los Angeles 3, Calif.
Steiner & Co.—Frank J. Steiner, 1392 Oak Point Ave., New York, N. Y.
Stokely Brothers & Co., Inc.—W. J. Cloud, 941 N. Meridian St., Indianapolis, Ind.
Sunland Biscuit Co.—Ralph Rauli, P. O. Box No. 6940, E. Los Angeles, Calif.
Tampa Macaroni Corp.—G. C. Spicola, Jr., 2001 N. Tampania Ave., Tampa, Fla.
Tharinger Macaroni Co.—J. G. Luehring, 3372 N. Holton St., Milwaukee, Wis.
Traficanti Brothers, F. Traficanti, 451 N. Racine Ave., Chicago, Ill.
U. S. Macaroni Mfg. Co.—F. De Felice, 601 E. Pacific Ave., Spokane, Wash.
Vimco Macaroni Products Co.—Sal Viviano, P. O. Box No. 546, Carnegie, Pa.

Viviano Brothers Macaroni Co.—J. A. Viviano, 4724 Hastings St., Detroit, Mich.
V. Viviano & Bros. Mac. Mfg. Co.—F. P. Viviano, 1022 S. 7th St., St. Louis, Mo.
Weiss Noodle Company, A. S. Weiss, 1667 E. 40th St., Cleveland, Ohio.
West Coast Mac. Mfg. Co.—D. Merlino, 1250 57th Ave., Oakland, Calif.
A. Zerega's Sons, Inc.—E. Z. Vermylen, 26 Front St., Brooklyn, N. Y.

Associate Members

Amber Milling Div., G.T.A.—J. M. Waber, 1923 University Ave., St. Paul, Minn.
Better Quality Egg Co.—I. Manaster, 1117 Fulton Market, Chicago 7, Ill.
Buhler Brothers, Inc.—O. R. Schmalzer, 60 Beaver St., Rm. 1206, New York, N. Y.
Capital Flour Mills, Inc.—P. M. Peterson, 315 Corn Exchange, Minneapolis, Minn.
Clermont Machine Co.—C. Surico, 270 Wallabout St., Brooklyn, N. Y.
Commander-Larabee Milling Corp.—T. L. Brown, Minneapolis, Minn.
Consolidated Mac. Machine Corp.—C. Ambrette, 156 Sixth St., Brooklyn, N. Y.
Crookston Milling Co.—E. E. Turnquist, Crookston, Minn.
E. J. Dupont De Nemours & Co.—L. B. Steele, "Cellophane" Division, Wilmington, Del.
General Mills, Inc.—H. I. Bailey, 208 S. LaSalle St., Chicago, Ill.
H. H. King Flour Mills Co.—A. W. Quiggle, Minneapolis, Minn.
King Midas Flour Mills Co.—Wm. Steinke, Minneapolis, Minn.
Frank Lazzaro—55 Grand St., New York, N. Y.
Midland Laboratories, Fred Somers, Dubuque, Iowa.
North Dakota Mill & Elevator Assn.—R. M. Stangler, Grand Forks, N. D.
Pillsbury Flour Mills Co.—W. J. Warner, 526 Metropolitan Life Bldg., Minneapolis, Minn.
Rossotti Lithographing Co.—Chas. C. Rossotti, 8511 Tonelle Ave., No. Bergen, N. J.

80-X Durum Granular and 80-X Durum Flour

High Extraction Products

Milled according to government restrictions

but still,

"You command the best when you demand

Commander Durum Products."

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

WANTED: THREE MILLION ACRES OF DURUM WHEAT

Manufacturers and Millers Urge Increased Durum Planting

*Northwest Crop Improvement Association's Program
Beamed at Wheat Growers of the Northwest Has
National Macaroni Association Support*

GOOD MACARONI WHEAT is the very life-blood of the Macaroni Industry of America! Without an ample supply of this essential grain, the industry would suffer immeasurably. The durum wheat crop failure of 1935-1936 proved this. It caused damage to the trade from which it recovered only after years of determined struggling.

Officials of the National Macaroni Manufacturers Association heeding the warnings last fall and winter, of the durum millers who are in constant, friendly contact with the durum wheat growers of the Northwest took action early to interest the farmers in the natural durum growing regions in growing more and better durum wheat this spring.

A rather comprehensive program towards this end was carried on the past winter and spring to stimulate an increase in Durum acreage. Most of this work was headed up through the Northwest Crop Improvement Association, ably supported by the durum millers, the Macaroni Association and the Macaroni Institute. Here's a brief summary of the program to date:

1. Fargo meeting in November, 1945, with several Durum mills, College of Agriculture, Extension Service, AAA and Railroad Officials present.
2. Fargo meeting in December with Durum mills, College of Agriculture and AAA present for examination and discussion of acreage goals.
3. February county meetings in North Dakota where Durum buyers and College of Agriculture representatives met and spoke to farm groups.
4. Distribution of 41,000 "Grow More Durum" pamphlets, prepared by the Northwest Crop Improvement Association.
5. Distribution of "Macaroni Magic," a recipe book prepared by the National Macaroni Institute.
6. A news story, urging farmers to increase Durum acreage appeared in the March number of the "North Dakotan," published by the Greater North Dakota Association.
7. Radio Short from Valley City two and three times a week, during February, March and April.
8. Radio Short from Devils Lake two and three times a week during February, March and April.
9. Radio Short from Grand Forks daily for five weeks during March and April.
10. Newspaper advertisements appearing in twenty-two county papers in the Durum area for five weeks during March and April.
11. Five special news stories written by Durum buyers to appear with and support the above newspaper advertisements.
12. The distribution of about \$1,300.00 in prize money for the support of County and State Durum Shows.
13. Story on Durum acreage in January issue of the *Dakota Farmer*.
14. Radio Broadcast from Fargo and Bismarck on March 2 by the Greater North Dakota Association with good Durum story.
15. Comprehensive story on Durum

protection in *Cargill Crop Bulletin*, March 21 issue.

16. About thirty group meetings held during winter and spring with growers and agricultural leaders to discuss Durum acreage.
17. If the season should be late some of the above advertisements will be carried over into May.

The expense of the above program will be borne by the durum mills and the Macaroni Manufacturers' Association. We are pleased to note that farmers' intentions to plant, as announced by the Government, March 21, indicates an increase of about a half million acres of Durum, compared with last year. It is hoped that this continuing program will increase this acreage still farther.

Macaroni manufacturers will be interested in the special news stories by durum wheat buyers which were published in newspapers throughout the Northwest as part of the program to interest farmers in increased durum planting. Also in the script of the general radio message broadcast over radio stations that cover the durum area.

Durum a Needed Crop

H. O. Putnam
Northwest Crop Improvement
Association

In the 1920's macaroni processing was just an infant industry in this country. Its growth was gradual, during the 20's, but had established very definite progress by the early 1930's. During the 30's the progress of the industry was somewhat retarded by crop failures in North Dakota. Immediately after the last crop failure year a more rapid growth began which proved the fact that the industry was firmly established and bound to expand.

The consumption of macaroni has grown from a requirement of twelve million bushels annually in the early 1930's to twenty-six million in 1944-1945. Ninety-four per cent of this durum was used for domestic consumption which denotes a healthy condition for the macaroni industry. Hence, industry feels that the expanded use of macaroni is permanently established.

North Dakota has produced 90 per cent of the total United States durum crop for the past three years. In the durum area, durum usually yields slightly more than hard red spring wheat, and in the northern part of the

durum area has often yielded considerably more per acre. Durum growers have supplied the raw products for this important industry and should be interested in maintaining this industry by increasing acreages sufficiently to keep durum mills and macaroni processors in operation throughout the to supply ample durum for the industry and if yields per acre should be diminished by drier weather, an even larger acreage might be necessary.

Recommended durum varieties include: Kubanka, Mindum, Stewart and Carleton. All produce very satisfactory macaroni products. Mindum is grown on the greatest acreage. Carleton and Stewart are more stem rust resistant than Mindum or Kubanka. Carleton has a stiff straw which should make it useful where lodging is a problem. Stewart is about equal to Mindum in strength of straw. It usually yields more per acre than other durum varieties.

Durum wheat carries a five-cent higher ceiling price than No. 1 Dark Northern spring of 12.9 per cent protein. There is also less chance of a surplus of durum than bread wheat. Durum should be a profitable crop with the continued increasing demand for durum products.

Durum Wheat Shortage

W. I. Nightingale
General Mills, Inc.

There is not enough Durum wheat in the United States. During the summer of 1945 mills ran out of Durum wheat for a period of time. Some of the macaroni processors were closed down and many people, who had become accustomed to macaroni products in their diet, were unable to secure all they wanted. At the same time, many orders which the Army tried to place for macaroni products and for semolina were never filled. Now in the spring of 1946 we are again beginning to run out of Durum wheat.

Macaroni Consumption Goes Up Durum Acreage Goes Down

It is a matter of fact, substantiated by government statistics, that production of macaroni products has been steadily rising for the past several years. The macaroni industry had begun a new growth even well before the war began. Of course, during the war, that growth was greatly accelerated. Now, with the war over, the production rate of the macaroni industry is going along substantially at the same rate as during the war, and those close

Capital Quality . . . Unvarying As Always

Under Restrictions of WFO 144

Be Assured of the Best

with

**CAPMILCO
DURUM GRANULAR FLOUR**

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

to the industry do not look for any marked letup in the demand for their product. That is, they look for their business to keep going ahead if they can get the Durum wheat.

For the past eight years the Durum acreage has been steadily declining. In fact it has gone from 3,545,000 harvested acres in 1938 to 1,970,000 acres harvested in 1945. But, production fortunately did not decline in proportion because of the very high yields of grain during the past five years. If we had received only normal yields on last year's Durum acreage the macaroni industry would have been wrecked. They would have been closed down for many months and no industry can live that does not operate. But in spite of the high yields the threat of again closing down for several weeks this summer is extremely serious and the mills do not see how it can be avoided. The necessary Durum wheat just does not seem to be available. Total Durum stocks in the United States have been steadily declining for the past few years. They are now less than half of what they were five years ago. They are not enough to supply the macaroni industry in this country.

Macaroni Industry Wants Only Durum Wheat

Why has the macaroni industry grown so much in the past few years? The answer lies in Durum wheat.

Macaroni today is made almost exclusively from Durum. Ten and twenty years ago much flour made from other kinds of wheat was made into macaroni products. The quality was not good. The growth of the industry was very slow during that period. But now, with macaroni being made almost exclusively from Durum wheat, the industry is growing very fast. As a result, the Durum grower has the macaroni market of this country almost exclusively to himself. That industry will continue to grow and furnish a broader market for the grower if he will produce enough Durum wheat. It is a paradox that the Durum acreage has been declining while the demand for Durum wheat has been increasing.

Price Is a Factor

Time was that changes in price could reflect changes in supply and demand. Unfortunately for the macaroni processor and the Durum grower that barometer has not been working of late. The present OPA ceiling prices do not permit a true reflection of demand. Durum is badly wanted, but the price of Durum, compared with other wheats, does not indicate that there is a shortage of Durum. Nevertheless, the facts will not be disputed—there is a shortage of Durum. It should pay the grower to plant more Amber Durum and it should be planted this year when the supply is so scarce.

Macaroni Industry Alarmed by Durum Wheat Shortage

Wm. Steinke

King Midas Flour Mills

Lack of sufficient durum wheat to supply the greatly increased demand is causing grave concern to macaroni and noodle manufacturers throughout the country. The demand is expected to remain at its present high level for a number of years if sufficient durum wheat acreage is planted to enable the industry to capitalize on the intensive promotional campaigns which have helped to create a wide consumer acceptance for high quality macaroni and noodle products.

Large food processing companies, recognizing the opportunity for increased consumption of macaroni and noodle products have materially increased their capacity and with aggressive national advertising campaigns have built up consumer acceptance for products made from North Dakota durum wheat. Additional promotion by such organizations as the Durum Wheat Products Division of the Wheat Flour Institute is helping to insure a continuation of the present strong demand. Through newspapers, magazines, radio and other channels, consumers are being shown the benefits of using products made from durum wheat.

This spring there is insufficient durum wheat on hand to keep the durum mills operating as needed for the remainder of the crop year. Unless the acreage is materially increased for the coming year, supplies will continue to fall far short of requirements.

At a time when the expansion has been so great in the macaroni and noodle industry and when durum wheat has become so well established as a very satisfactory type of wheat for the products of this industry, it is most desirable that farmers in North Dakota, in areas where durum wheat can be grown to advantage, recognize this urgent demand. By increasing their acreage this spring, durum wheat farmers will be protecting the market for their crops for many years to come.

Under more normal marketing conditions, when premiums are again available, the durum wheat farmers, by protecting their market now with adequate supplies, will collect substantial dividends on their foresightedness. If, however, the shortage of amber durum forces the macaroni industry to turn to substitutes, much of the gain made to date may be lost.

On the basis of the high yields of the past few years, more than a million additional acres of durum wheat are needed, and if the yield should diminish, even this increased acreage would not supply the demand. Forward-

looking growers are urged to analyze this picture carefully when deciding on the type of crop to plant this spring.

Grow More Durum This Year

C. C. Baker

Pillsbury Mills, Inc.

As seeding time approaches and farmers are planning their 1946 crop of small grains, certain facts will, we feel, be of considerable interest.

North Dakota, which raises the choicest Durum wheat in the world, produces about 90 per cent of the Durum crop of the United States. Millers and the macaroni processors look to North Dakota for their supplies and generally are willing to pay good prices. In fact, without North Dakota Durum the macaroni industry in this country could not exist.

There are now ten Durum mills in the United States which are presently grinding approximately twenty-six million bushels annually, which is still insufficient to supply the increased demand for products made from this grain. The American housewife has become educated to the use of macaroni and spaghetti made from pure Amber Durum Semolina and as a result, inferior substitutes have practically lost their place in the macaroni field.

Figures recently released by the Agricultural Statistician at Fargo reveal that the average per acre yield in 1945 was eighteen bushels for Durum as against sixteen bushels for hard wheat. The ten-year average is 12.4 for Durum and 11.1 for hard wheat. The most striking comparisons in the Statistician's report are the figures on dollar value per acre of the various grains for 1945. Durum was again the leader, showing \$27.72 per acre, followed by Barley, \$24.48; Flax, \$23.86; Hard Wheat, 23.68; and Oats, \$18.70.

Many well-informed people in the grain and milling trade are of the opinion that, from a price standpoint, there is less likelihood of a decline in Durum prices than in prices of nearly all other grains, at least for the coming year.

Amber Durum Wheat

Geo. Truesdell

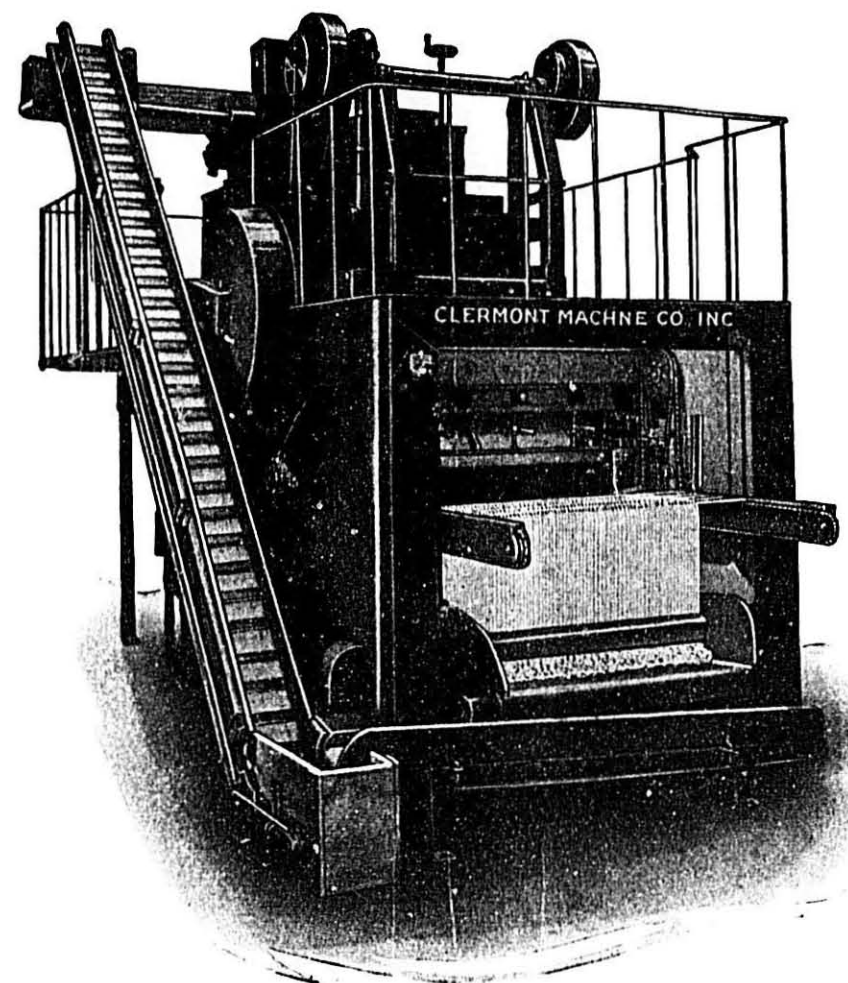
H. H. King Flour Mills Co.

Durum growers are asked this year to plant a minimum of THREE MILLION ACRES. This will represent approximately 50 per cent more than last year's acreage in this grain. Many growers will wonder why this increase is necessary. The answer is simple and of immense interest and concern to all durum growers.

(Continued on Page 28)

CLERMONT INTRODUCES

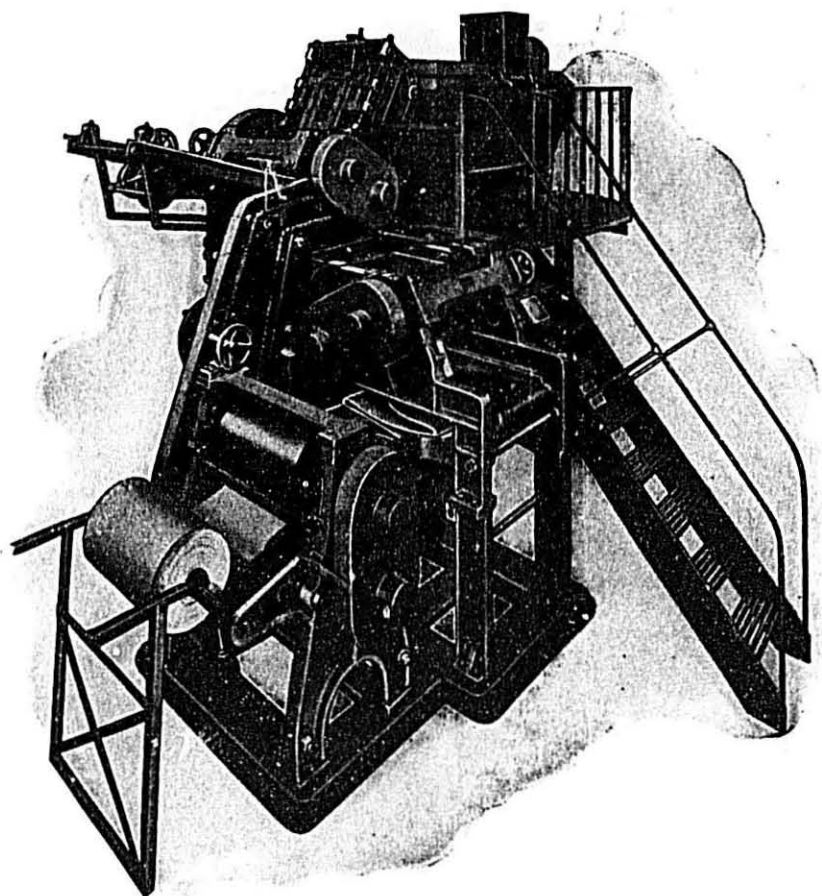
A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



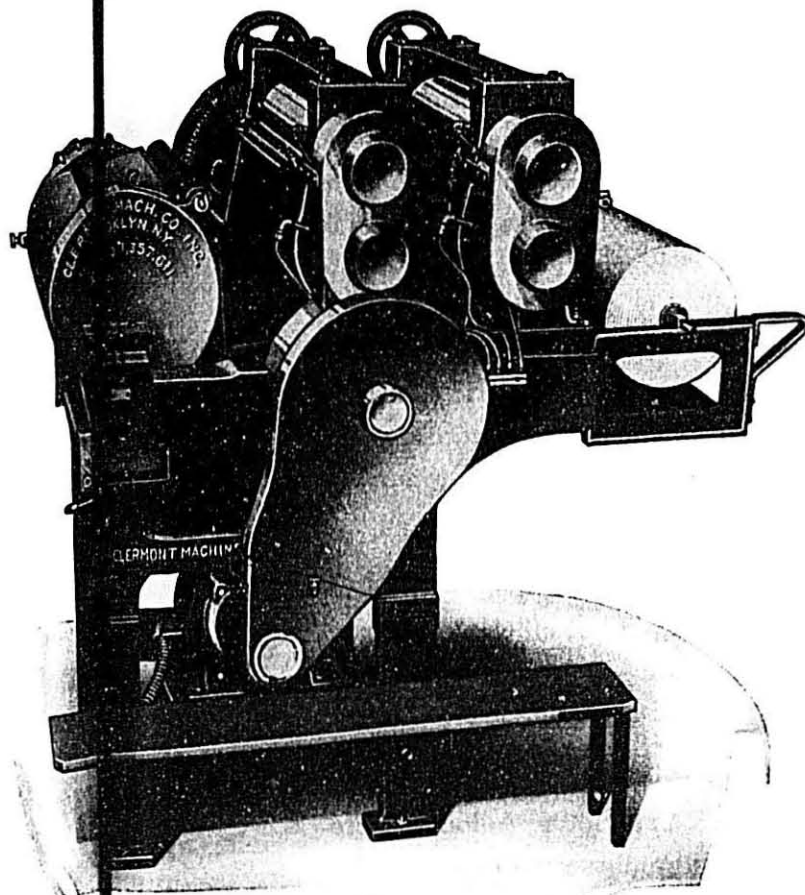
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

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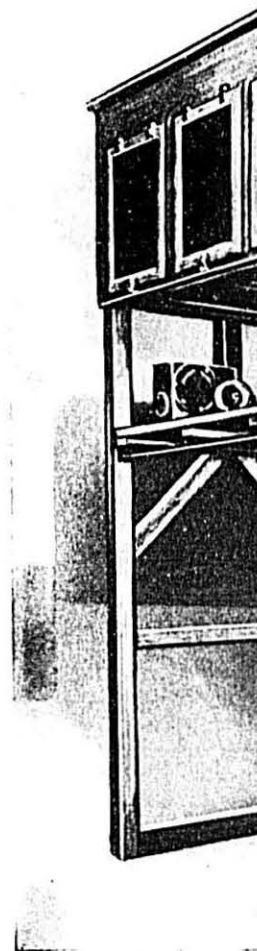
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BROOKLYN, NEW YORK

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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.

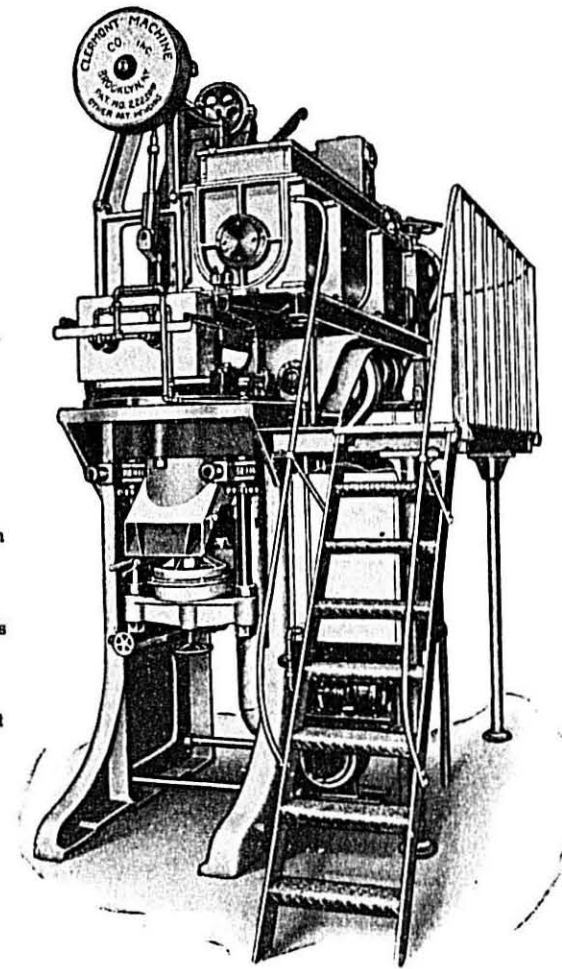
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

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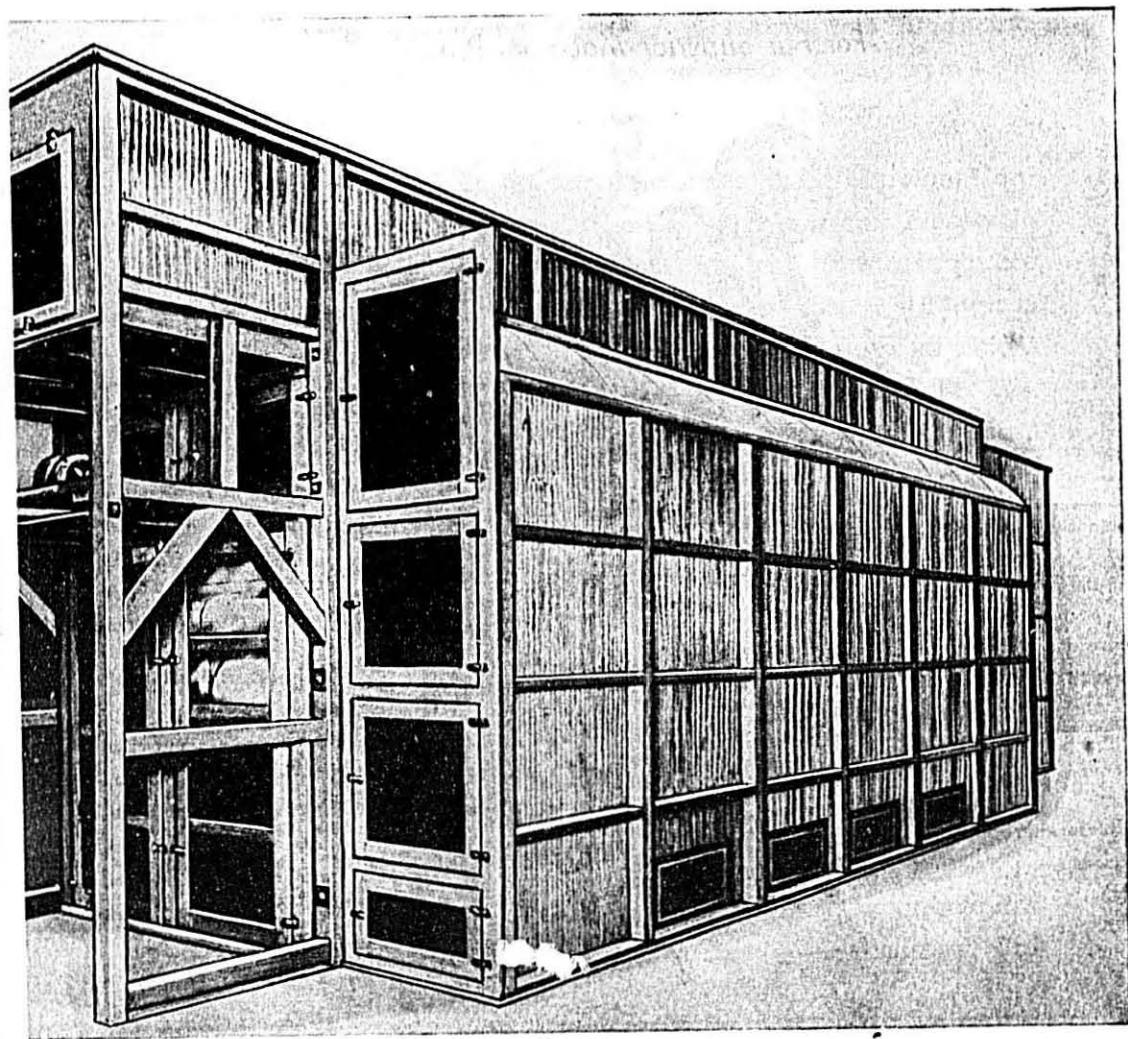
Brand new revolutionary
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Has no cylinder, no pis-
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thin sheet to a maximum
density producing a prod-
uct of strong, smooth, bril-
liant, yellow color, uni-
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CONTINUOUS AUTOMATIC NOODLE DRYER

HOW TO *Streamline* YOUR PACKAGING



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example of
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Here's how they use a Triangle Model G2C Elec-Tri-Pak at Ravarino and Freshi, Inc., St. Louis. This machine has proved fast and accurate for weighing and filling noodles into 8 oz. to 1 lb. cellophane bags. The exclusive Triangle 2-in-1 Vibratory Feed handles noodles gently, does not break them, makes neater looking packages. Practically every type macaroni can be packaged by some Triangle machine. Write, tell us your problem.

Many macaroni plants employ the most efficient machinery and methods available to mechanize and streamline their production right up to the point of packaging. Then, pffft! It looks like the Russian Army had hit the place.

Packaging shouldn't and needn't be the stepchild department. Triangle engineers can show you how to modernize your packaging, increase the productivity of your employees, improve your packages and cut costs sufficiently to pay for the job. (One user weighing and filling 35,000 packages per day on Triangle Elec-Tri-Line Packaging Units reports that he gets his investment back every four months!)

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TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO
BRANCHES IN PRINCIPAL CITIES

Wanted: Three Million Acres Of Durum Wheat

(Continued from Page 26)

Prior to about 1908, manufacturers of macaroni products used bread wheat flour. At that time very few of these products were used by the general public in this country except for the Italians, who were used to this food. Of this latter group, those who came to America from the old country insisted on imported goods made of durum. It was about this time that durum was first used in this country. The resulting products were a tremendous improvement, both in cooking and eating, from the old bread wheat products. There still remained, however, the tremendous task of introducing to a doubting public these products which were practically unknown to it. The increase in acceptance, although slow at first, has been sure. Gradually over the years, more and more factories have been built due to the use of durum in manufacturing and also to improvement in durum quality. Growers have done a splendid job of improving quality.

Then came World War II, and during this period, due to rationing, the public as never before turned to macaroni, spaghetti, etc., as a means of stretching their ration points on meat. Many people learned for the first time the real excellence of these products. The result is that a demand has been built up which will be hard to satisfy, even with a 50 per cent acreage increase. If the durum raised is not sufficient to satisfy this demand on the part of the public, the macaroni manufacturers will have to turn back to bread wheat flour with the result that the product will not be of the quality the public has become used to, and hence a reduction in the demand. Therefore, it would seem that this is the durum growers' golden opportunity to take advantage of a demand which cost them nothing to develop, but which if once lost due to lack of adequate durum supply, will take years to rebuild.

Some durum growers feel that durum is not bringing enough money over and above bread wheat to warrant this increase in acreage. However, even with falling prices, durum returns the grower five cents a bushel more than he can obtain for ordinary bread wheat. Couple this with the fact that in past years premiums for durum over bread wheat have been very substantial, and everything indicates this will be the case again when we revert to the normal way of marketing. With further reference to this premium in past years, there are growers who would not accept this statement, whose experience has not led to this result. However, this is largely due to the inferior varieties that some growers planted in past years; varieties that did

not have the milling qualities of the good accepted strains in general use today. By planting Stewart, Carleton, Mindum or Kubanka seed now, the grower need have little fear that his resulting crop will not be readily acceptable to the miller, and hence to the macaroni trade. Surely, with this in mind, the growers of durum wheat will not wish to chance sacrificing this new increased public demand, through which they have so much to gain.

Durum plantings for the crop year 1945 were approximately two million acres. As stated above, the absolute minimum for the year 1946 should be three million acres, if we are not to run the risk of insufficient durum supply, and the necessity of a return to substitutes.

"What's Doing Around the Farm Today"

Excerpt of Radio Broadcast
By Harry D. Lohse

Over Station WDAY, Fargo, and KFJR Bismarck, given on March 2, 1946, and sponsored by the Greater North Dakota Association.

"I would like to make a suggestion for the future planning of farmers who live in central and northeastern North Dakota.

In this particular section 91 per cent of the durum in the United States is produced. The extension forces and the Northwest Crop Improvement Association are urging farmers in this territory to increase the durum acreage with the assurance of a great future market.

North Dakotans used to be dependent upon Italy to a large extent as a customer for durum. Then Benito Mussolini decided that the entire Po Valley should be devoted to raising durum. For a time it appeared there was not much of a future for durum when North Dakota lost this Italian market. We thought then that we knew who our competitor was.

Perhaps it was a good thing for the American durum industry, for durum production and the macaroni industry has become firmly established during the past thirty years, during which time durum production was more than doubled.

Durum production has averaged about thirty-four million bushels annually for the past three years. More than that—the increased demand for milling durum has used all the available supply. There is no carry-over. Mills are closing. Men are becoming unemployed. This seriously affects the macaroni industry.

Now this macaroni industry is 90 per cent a North Dakota industry. A demand has been built up for a million more acres of the high quality durum

North Dakota farmers produce. There is no surplus of durum now. There is a waiting market, a good price is assured. The millers and their men have the equipment ready to make macaroni, spaghetti, semolina. The mills should not be idle, nor the processors unemployed.

Before ceilings were established choice hard amber durum sold at a premium ranging from five to thirty cents a bushel. Present ceilings prevent the payment of such premiums.

During recent years farmers have wondered why durum often sold for more than hard red spring wheat. It is no longer a secret. There is a strong demand. Farmers have a ready market. Durum raising has an assured future. North Dakota durum growers have an opportunity to expand their acreages with safety. Especially if the expansion takes place in the proven durum area, where durum outyields hard red spring wheat. For the past five years the Langdon experiment station reports that Stewart durum has averaged 11 per cent over Rival or Mida. In 1945 Stewart yielded 25 per cent more than the hard red spring wheats we have just mentioned.

Kubanka, Mindum, Carleton, and Stewart are durum varieties recommended. County-wide increases are desirable in the north central counties which are the real center of the durum industry in the United States. It is held that the growing of durum be extended into Renville, a part of Ward, McHenry, Pierce, McLean and Sheridan. An increase is not urged in the Red River Valley, or in southern or western counties."

Macaroni Manufacturers Are Proud to Tell the World

H. L. Bailey
General Mills

Their products are made of durum semolina and durum flours. Their millions of packages of macaroni and spaghetti carry this slogan, "Made With Durum Semolina," to millions of users of this fine high protein food.

Durum Wheat Growers

Can be justly proud of their record in producing the durum wheat, making possible the production of millions of pounds of high quality macaroni, spaghetti and noodles.

Durum Wheat Growers

Are in effect the primary producers of macaroni and spaghetti and should have a major interest in doing all possible to assist and increase the current trend of acceptance and consumption of these products, and their assistance

(Continued on Page 30)

We Are Proud of Our Friends in the MACARONI INDUSTRY

The following manufacturers and packers of macaroni products are using one or more CECO Adjustable Carton Sealers:

V. Arena & Sons
Atlantic Macaroni Co., Inc., The Bay State Macaroni Co.
Buitoni Products, Inc.
California Macaroni Co.
Catelli Food Products, Ltd.
Cardinale Macaroni Mfg. Co.
Cumberland Macaroni Manufacturing Co.
D'Avella Macaroni Co.
De Martini Macaroni Co., The Florida Macaroni Co.
Gioia & Sons, Alfonso Gioia Macaroni Co.
Goodman & Sons, A., Inc.
Ideal Macaroni Co.
Kansas City Macaroni & Importing Co.
Kentucky Macaroni Co.
Keystone Macaroni Mfg. Co.
La Rosa & Sons, Inc., V. Meisenzahl Food Products
Musolino, LoConte Co.
National Macaroni Co.
Niagara Macaroni Manufacturing Co.
Pepe Macaroni Co., The Frank Prince Macaroni Mfg. Co.
Procino-Rossi Corporation
Quality Macaroni Co.
Ravarino & Freschi, Inc.
Refined Macaroni Co.
Sanacori & Company
Santoro & Sons, Inc., G. V. Viviano & Bros.

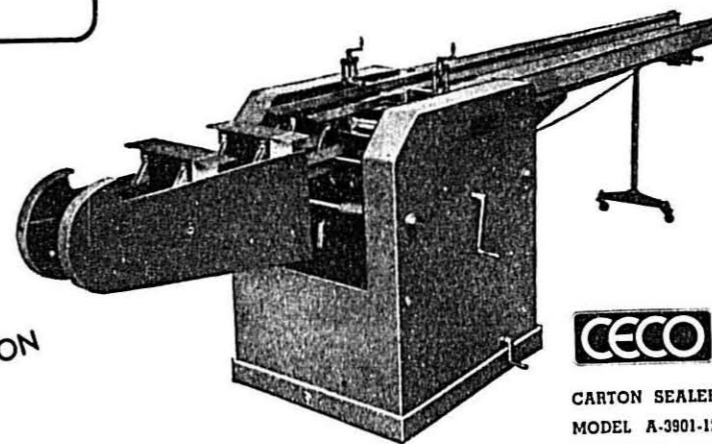
Just as you can judge a man by the friends he makes and keeps, so you can judge the merits of a product like the CECO Adjustable Carton Sealer. The list of users of one or more CECO Sealers reads like a "Who's Who" of the macaroni industry.

CECO Adjustable Carton Sealers are ideal for macaroni packages. The machine is simple, foolproof, and easy to operate and maintain with inexperienced help. It is instantly adjustable without tools for an infinite variety of package sizes from 2 1/4" to 12" deep. The machine simultaneously and automatically seals both ends, and produces clean, square, tamper-proof cartons at speeds from 30 to 120 per minute.

Get details of this flexible, portable, low-cost machine today.

CECO

Adjustable
CARTON SEALERS



CARTON SEALER
MODEL A-3901-12

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

Wanted: Three Million Acres Of Durum Wheat

(Continued from Page 28)

should be in increased durum wheat acreage.

Durum Wheat Growers Must Grow More Durum Wheat

Production of durum wheat is not keeping pace with demand. Macaroni manufacturers are being forced to turn to substitutes, such as bread flours, in order to keep their plants going. This, of course, if carried to extremes will seriously affect acceptance and consumption of macaroni and spaghetti, and the efforts of past years to increase consumption will be minimized. I am confident that if durum wheat growers are fully informed of the situation they would be more than glad to co-operate in planting additional acreage of durum wheat, to insure the continued acceptance and consumption of products made from durum semolina.

The history of the growing of durum wheat in the country is extremely interesting. Durum wheat, originally from Russia, was brought to the United States by early immigrants. The flour or semolina produced from it is higher in gluten and conversely lower in starch content than other wheats. It is resistant to rust and also resistant to drought. The name, "Durum," is derived from the Latin word, "hard."

Russian macaroni wheat (as it was originally known) was first introduced into this country in 1864 by the United States Department of Agriculture. It was of the variety Arnautka and was purchased at Odessa, Russia. For more than thirty-five years prior to 1900, when our United States Department of Agriculture started to take an active interest in the production of durum wheats in this country, there

Food Technologists Meet

Interest in a program dealing with food processing problems of the post-war period was evidenced in the attendance at all sessions of the Sixth Conference of Food Technologists held at Hotel Statler, March 18-20.

Seating space in the Conference rooms was at a premium; often "standing room only" was available. Total registration for the Conference was near the record of 727 set at the Fifth Conference held in Chicago, Illinois, May, 1944. These registrants included technologists and production executives from European countries, Canada, Mexico and South America as well as from all sections of U. S. A.

Here's Sample of the Promotional Advertising Used:

Mr. Wheat Grower—

GROW MORE DURUM!

• Durum Mills and Macaroni Processors ran out of Durum last summer and they are running out again right now. It should pay you to grow more Durum!

GROW MORE AMBER DURUM

This ad paid for by Durum Mills and the National Macaroni Manufacturing Association

had been occasional introductions of the hardy, glassy wheats of the durum group, chiefly from Russia but also from Algeria and Chile. In Europe they were called simply hard wheats, and correctly so, since the hardest bread wheats of the world are really soft compared with them. In this country they had not been sufficiently well known to receive a special name. Through the introduction of durum wheats by the United States Department of Agriculture, Bureau of Plant Industry, under the supervision of M. A. Carlton from 1900-1903, they became known as macaroni wheats, being so called because they are largely used in the manufacture of macaroni and other edible pastes.

As long as durum wheat is grown where it is well adapted, it will always possess certain special qualities of

commercial value not existing to so great a degree in other wheats:

- (1) In the strictly semi-arid districts it usually ripens earlier than other spring wheats. This allows the wheat a greater chance to escape insect and fungous pests and thus insures a plumper, finer kernel.
- (2) Freedom from rust and smut is still further insured by the natural resistance of this wheat to the attack of such fungi.
- (3) Hard spring and winter wheats are known to produce a harder, better grain in the drier districts and in dry seasons. Durum wheat, being particularly adapted to such conditions, always furnishes an excellent grain without a corresponding decrease in yield.

Grow More Durum Wheat

of Research, Sun Chemical Co., New York, N. Y.

Vice-President—H. C. Diehl, Director of Refrigeration Research Foundation, Berkeley, Calif.

Secretary-Treasurer (re-elected)—G. J. Hucker, N. Y. Agricultural Experiment Station, Geneva, N. Y.

Councilors-at-Large—F. C. Blanck, H. J. Heinz Co., Pittsburg, Pa.; L. V. Burton, Food Industries, New York, N. Y.; John T. Knowles, Libby, McNeill & Libby, Blue Island, Ill.; R. C. Newton, Swift & Co., Chicago, Ill.; S. C. Prescott, Boston, Mass.

Invitation of the Northeast Section of the Institute to hold the Seventh Conference under its auspices at the Hotel Statler in Boston, Mass., on June 2-4 inclusive was unanimously accepted.

Overcrowded hotel facilities caused the absence of many who were late in requesting room reservations.

The program carried through as planned by the Committee chair-manned by Dr. B. E. Proctor, Massachusetts Institute of Technology. In addition to the 57 papers and reports on various phases of quality and flavor control, of processing procedures, plant practices, sanitation and nutrition special symposium was held on problems in flour mill operations arising from War Food Order 144. Other individual sessions were given over to milk processing, to dehydrated foods production, to food freezing, and to research findings.

Newly elected officers of the Institute are:

President—E. H. Harvey, Director

Frigid Food Products, Inc.

Extends Its "Greetings and Best Wishes"

to the

MACARONI JOURNAL

on

Its 27th Anniversary

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

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



LOOK FOR THIS TRADE-MARK

The Essentials of Quality
EGG YOLKS
are:

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

"A QUALITY PRODUCT FOR A QUALITY PRODUCER"

FRIGID FOOD PRODUCTS

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

PIONEERS AND LEADERS IN THE FROZEN EGG INDUSTRY

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

National Association Active

In Industry Protection and Trade Promotion

In the form of a planned Bulletin to Members, the Secretary of the National Macaroni Manufacturers Association has reviewed the recent activities of the organization, preceding and during the emergency created by the "80 per cent Extractions" Order No. 144 of February, 1946, and of other matters of almost equal concern to manufacturers.

That it failed in its aim to have durum wheat exempted from the general wheat-saving program is not too discouraging. It tried, and that is what the membership expected. However, in other endeavors it did succeed. The following bulletin material covers the activities referred to in detail:

Among the Government men contacted and asked to help by President Wolfe and Washington Representative B. R. Jacobs of Washington, D. C., who helped arrange the contacts, were: Mr. Farrington, Vice President Commodity Credit Corp.; T. B. King, Chief Food Grains; J. E. Zellers, Chief Food Products Division; J. F. Gilmour of the Office of Price Administration.

Perhaps the letter from the Secretary of Commerce, H. A. Wallace, that follows, may explain best the government attitude towards the plea of the Macaroni-Noodle Industry.

"Mr. C. W. Wolfe, President National Macaroni Manufacturers Association
Harrisburg, Pennsylvania
Dear Mr. Wolfe:

I have received your telegram outlining your views on the wheat situation. We appreciate your concern in this matter, and we shall do everything possible to maintain industry's profit position and the highest possible standard of living for the American people. Consideration is being given the special problems of durum wheat in working out a solution.

For the rest of this crop year, a serious world food emergency is unavoidable. This emergency is so serious it demands resort to all possible measures for obtaining and transporting sufficient foodstuffs to supply minimum requirements in deficit areas, and it cannot be met by means of a limited approach affecting only particular uses of wheat. It is, however, a temporary emergency, since much larger crops are expected in other parts of the world this year than were harvested last year. Even with the action now contemplated, we may fail to meet our commitments to underfed or starving peoples in the months ahead; and this failure may seriously handicap our efforts to establish co-operative world arrangements in the interest of future peace.

It is in the light of these facts that President Truman decided upon the actions directed in his release of February 6. At the earliest possible moment permitted by the emergency conditions now existing, these measures will be rescinded, and it is hoped that no serious consequences of a more permanent nature need to follow as a result of interim adjustments.

Sincerely yours,
(Signed) H. A. Wallace"

In another action, the work of the Association was more successful. If the pressure for increased wages now prevailing in other lines of manufacture reaches the Macaroni-Noodle Industry, the result may be that the manufacturer will be squeezed between his fixed ceiling prices and ever-increasing cost of production. Anticipating such a situation, a special committee was named at the Winter Meeting to confer with officials of the Office of Price Administration on possible relief from such a dilemma.

Its report sent to Association members only is as follows:

"To All Members:

The relations of your Association are very friendly with the men directly responsible for pricing macaroni products in the Office of Price Administration, up the ladder, including Geoffrey Baker, who is Price Administrator.

Your Price Committee is well aware of the increased costs which you have had since price relief was granted by MPR 326, February, 1943, such as increases in supplies and, to a greater extent, labor.

Notwithstanding these increases, with which OPA has been made familiar, OPA has no way of determining whether there is sufficient hardship in the industry to warrant a general price increase.

In discussing the many increased costs with OPA, they immediately want to know if the members of our industry are making money, and what relationship exists between current profits and those experienced during the "base period" of 1936-1939.

OPA is interested in evidence: tangible cost, price and profit figures, which indicate the position of the industry. Until there is evidence at OPA indicating sufficient hardship in the industry, or some sharp increase in costs, such as an increase in the cost of ingredients, there is little your Committee can do to influence them to consider price relief in the near future.

Under these circumstances, we suggest that all manufacturers having profit margins less than those experienced during 1936-1939, submit current cost price figures, plus 1936-1939 figures, to Mr. J. F. Gilmore, OPA, Federal Office Building No. 1, Washington, D. C.

These figures, held confidential by OPA and not divulged to the members of your Committee, will serve as a body of information helpful to both OPA and your Committee in determining the current need for industry price relief.

You may be sure that your Committee has, together with two men who are constantly championing your welfare in Washington, President Wolfe and Dr. Jacobs, already made plans to obtain industry data quickly for price relief, should any emergency arise.

What influence the new Wage-Price Policy adopted at Washington will have on our problems cannot be determined until this policy is clarified in the weeks to come.

Al Ravarino
Horace Gioia
C. F. Mueller, Jr."

With reference to the action taken by the National Association in connection with War Food Order No. 144, the membership has been fully advised through bulletin 190 issued from the office of the Washington Representative, B. R. Jacobs. All of this shows what the Association is attempting to do for its members and for the industry in the emergencies that grow out of world needs as well as current regulations, says M. J. Donna, Secretary of the National Association, in reviewing these activities.

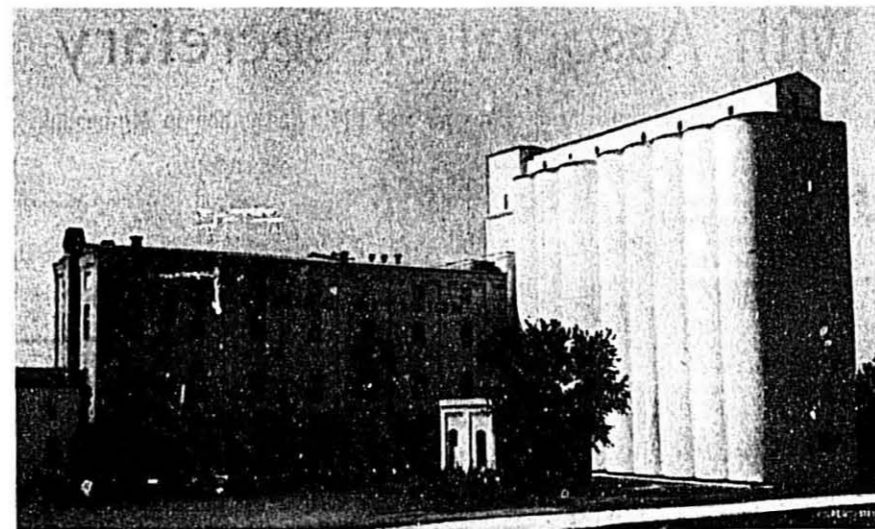
The Macaroni-Noodle Industry, like practically all users of wheat products, is now operating under the United States Department of Agriculture's War Order No. 144 effectuated for the purpose of controlling wheat and flour as a part of President Harry Truman's 9-point program to help feed Europe as announced February 15, 1946. Had the officers of the National Macaroni Manufacturers Association acting for members, about one hundred, had their way, the situation might be more favorable.

The National Association at the Winter meeting of the Industry on February 4, 1946, went unanimously on record as preferring to get along with the smaller available supply of semolina of the normal 68 to 72 extraction rather than to have imposed upon the manufacturers the decree compelling them to use the 80 per cent extraction flour which they are now compelled to use. At that meeting it was directed that every practical, legal step be taken in Washington, D. C., to have semolina exempted from the order.

Reporting to the Members of the National Association, President C. W. Wolfe, who took a personal interest in the fight to save the regular semolina mixture and who spent considerable time in the nation's capital hopeful to the last to protect the best interests of the members, said, in part:

"As late as Wednesday (February 13), it was still felt by some executives of the Department of Agriculture that semolina and farina would be exempted from the Order to be issued by the Secretary of Agriculture, Clinton P. Anderson, planned to read: 'No miller shall manufacture any flour that consists of less than 80 per cent flour weight of the sound, clean wheat.'

"When put to the test, the Millers' Advisory Committee recommended that there be no exemptions from the order, and thus the macaroni manufacturers lost their fight."



The Home of Duramber and Pisa

where now is ground, to aid our Government feed the hungry in Europe and Asia, the new and temporary:

ATX Durum Granulars

Say "ATX" slowly and find that you are saying "Eighty Ex," the 80 per cent required to be taken from the Durum berry.

Durum Milling Our Specialty

Years of grinding durum wheat exclusively have given the "know how" you will find evident in the new ATX, when used in the manufacture of Macaroni, Spaghetti and Noodle products.

Farmers Union Grain Terminal Association

Amber Milling Division

1923 University Ave.

St. Paul 4, Minn.

Manufacturers--Millers Confer with Association Secretary

Study Plans for Increased Durum Planting and 1946 Convention in Minneapolis

Twenty macaroni manufacturers and representatives of the durum mills of the Twin Cities conferred with M. J. Donna, secretary of the National Macaroni Manufacturers Association, at a luncheon meeting at Hotel Nicollet, Minneapolis, Monday, April 8, 1946.

Two matters were considered—the joint Association-Millers-Farmers program of a larger durum crop in 1946, and the coming convention. A report was heard on the work done by the durum millers through the Northwest Crop Improvement Association to interest the farmers of the natural durum areas to plant increased acreage of durum this spring, the work of the National Macaroni Manufacturers in radio and newspaper advertising toward that end, and the free distribution of an 80-page recipe booklet to durum growers showing the fine use made of good durum wheat. Then processed into macaroni, spaghetti and egg noodles.

The 1946 Convention of the National Macaroni Manufacturers Association is scheduled to be held in Minneapolis at Hotel Nicollet, July 17-19.

The ten durum mills have volunteered to be the hosts of the Macaroni Industry this year and a record-breaking attendance is expected. There will be business sessions the first two days, with a reception and dinner the afternoon and evening of the first day, July 17, at the Lafayette Club, sponsored by the durum millers, with the Association's annual dinner party in Hotel Nicollet the evening of July 18.

Featuring the business program will be a panel of manufacturers, durum millers and durum growers on ways and means to continue increasing interest in the production of higher grade durum wheat, its milling to quality semolina and processing into superior macaroni-noodle products.

Plans are under way to invite some of the most prominent people in the northwest to appear on the business program.

The third day of the convention has been officially termed "Mill Visiting Day," when the various mill representatives will proudly show their semolina mills to their customers.

Macaroni manufacturers, semolina millers and Association officials in attendance at this most successful conference are listed as follows:



Hotel Nicollet, Minneapolis
Scene of Macaroni-Noodle Conference
July 17-19, 1946

Alden Anderson—Mill-Brook Macaroni Co.
H. M. Burchard—Quality Macaroni Co.
Thomas L. Brown—Commander-Larabee Milling Co.
E. M. Colton—Livingston Economic Service
A. E. Grawert—Pillsbury Mills, Inc.

C. M. Johnson—Commander-Larabee Milling Co.
E. F. Lexow—Quality Macaroni Co.
John H. Linstroth—The Creamette Co.
A. B. Marcy—International Milling Co.
W. I. Nightingale—General Mills, Inc.
C. L. Norris—The Creamette Co.
P. M. Petersen—Capital Flour Mills
A. W. Quiggle—H. H. King Flour Mills Co.
Maurice L. Ryan—Quality Macaroni Co.
Wm. Steinke—King Midas Flour Mills.
Eugene J. Villaume—Minnesota Macaroni Co.
Walter F. Villaume—Minnesota Macaroni Co.
J. M. Waber—Amber Milling, G.T.A.
John D. Ward—Pillsbury Mills, Inc.
James T. Williams, Jr.—The Creamette Co.
M. J. Donna—Secretary, National Macaroni Manufacturers Association.

One Postwar "Must"

There's one thing for every salesman to keep in mind during the first months of the postwar world, for which we have all waited so long.

It is that more than ever he must know what's going on and be able to tell his prospects and customers about it.

Many prospects rely upon the salesman for news of prices, probable changes, conditions. The first thing they ask him is, "What do you know?" Then they become specific and ask definite questions, "What do you hear of changes in Washington?" "What is the market likely to do during the next six months?"

A salesman who doesn't fit himself to answer these questions expertly is passing by one of his best bets to get business and customer in the postwar years.

Dealers should, of course, read trade magazines more. Few do. But sales-

men can, and as a result can take a place in the customer's life that no one else or nothing else does.

Once you win a man's confidence by knowing what he wants to know and proving to him that your dope is straight, you have him just where you want him so far as making sales is concerned.

For prospects and customers are like the Chinaman who owned the little bark that Captain Davidson sailed. "Once a Chinaman becomes convinced that you are a straight man, he gives you his unbounded confidence. You simply can't do wrong, then. And they are pretty quick judges of character, too," remarks Joseph Conrad in Captain Davidson's story.

Paraphrase that and use the word "customer" in place of "Chinaman," and you get the real reason why every salesman should do his best to keep his customers reliably informed during the months and years just ahead.



WILLIAM E. FAY
President

CHAMPION
MACHINERY CO.

Congratulations to MACARONI JOURNAL on its 27th Anniversary

—and during which period it has been a potent force in the development of the Macaroni, Spaghetti and Noodle Industry. It deserves the thanks of all those associated with the industry.

The advent of the acute, Postwar food shortage the world over, again presents a challenge to everyone engaged in the manufacture of these products.

Champion's personnel, with so many years of experience, stands ready to do its part to assist the makers of macaroni and noodle products with the extra efforts now required of them to meet the Government Program in this crisis.

FRANK A. MOTTA
Secretary

CHAMPION MACHINERY CO., Joliet, Ill.
Makers of Equipment for the Macaroni and Noodle Industry for over 50 Years

PETER D. MOTTA
Treasurer



Report of the Director of Research

Presented to the Association at Its Meeting at the Seaview Country Club, Absecon, New Jersey, February 4, 1946

By Benjamin R. Jacobs

PART II



Benjamin R. Jacobs

The Food and Drug Administration held a hearing on amending the definitions and standards for macaroni products to include gluten in our products as an optional ingredient. This hearing started last October 16. The proposal for a hearing was originally made by two manufacturers (1) Buitoni Products, Inc., of New York City, and (2) The National Food Products Company of Passaic, New Jersey. These two firms proposed to have the standards amended so as to permit the production of a gluten macaroni containing approximately 20 per cent gluten.

On the other hand, the Association proposed that gluten be permitted as an additional ingredient without declaration on the label and that the total amount be not more than 13 per cent, for the sole purpose of restoring deficiencies in gluten content which have become very apparent in our raw materials.

The proponents had quite an array of witnesses. First they had Mr. George W. Rose, who is Executive Vice President of the Huron Milling Company, with offices in New York City and their plant at Harbor Beach, Michigan. Mr. Rose testified to the manufacture of gluten flour and gum gluten and went into considerable detail with regard to the method of manufacture and its uses. Their next witness was Dr. W. W. Skinner, who was recently retired as Chief of the Bureau of Chemistry and Engineering in the U. S. Department of Agriculture. Dr. Skinner was also a member of the Food and Drug Administration and a member of the Food Standards Committee for many years. He testified that he had made macaroni containing 20 per cent gluten, that he had cooked it, and that it was very superior to ordinary macaroni, both in cooking quality and in flavor. Another one of their witnesses was Dr. Florence B. King, who is a university graduate and who had taught chemistry and nutrition in a number of universities, including the Universities of California, Chicago, Indiana, Iowa, and Oregon. She has also worked in an advisory capacity for the Meat Inspection Division and has had much experience in the testing of

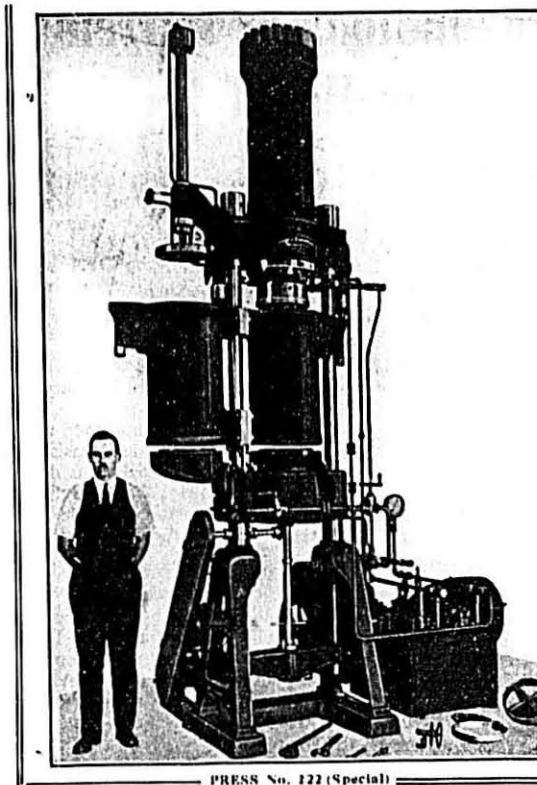
foods, particularly as to their cooking qualities. She testified that Buitoni macaroni cooked better and had a superior flavor to ordinary macaroni. She described it as a sweet, nut-like flavor. She also stated that it held up better and was not sticky or pasty after remaining for some time after cooking, as is the case with ordinary macaroni. She advocated the inclusion in the standards of a 20 per cent gluten macaroni. Another witness who advocated the use of 20 per cent gluten macaroni was Dr. Demma Barzilai. Dr. Barzilai is a graduate of the Rome University School of Medicine. She graduated in 1922 and is the first woman admitted to Harvard School of Public Health. She was for six years Professor of Child and Mother Hygiene at the University of Padua, Italy, and she has many titles. She now practices medicine in New York City. She also advocated amending the standards to permit the use of 20 per cent gluten macaroni. She also cooked Buitoni macaroni and found it superior in flavor and cooking qualities to ordinary macaroni. Both Drs. King and Barzilai, when asked if the nutty flavor did not come from wheat germ, stated that probably it did, as neither of them had cooked or tasted 20 per cent gluten macaroni which was made without wheat germ.

I, representing the Association, testified that we were interested only in permitting the addition of sufficient

gluten to make up any deficiency in order to improve the manufacturing procedure. I stated that our semolinas had gradually deteriorated until now most of them contained less than 10.5 per cent gluten, whereas formerly we had semolinas which contained as high as 13 per cent gluten. I also showed some experiments made in the Laboratory of the Association, which showed that 13 per cent gluten was enough to increase the strength of the macaroni products to a point where the breaking, cracking, and checking would be reduced to a minimum. This is practically all the evidence that was submitted by the Association, as it was felt that the government witnesses would make a very good case for us, as they had indicated beforehand that they were opposed to the proposal as submitted by the two firms referred to above. The Government presented two principal witnesses. The first was Mr. Joseph Callaway, who has been in the Department of Agriculture since 1914 and has had charge of the Office of Standards for many years.

He submitted a long statement concerning an investigation that was made by the FDA immediately preceding the hearing and the following is a résumé of the conclusions reached by him. He stated that the reason for raising the protein content of gluten flour was apparently the idea that gluten was used only by persons who wished to reduce their consumption of carbohydrates and that for this reason the carbohydrates should be reduced as far as possible without making the flour unsuitable for use. He further stated that all the early literature on the subject indicates that in the United States gluten products are intended primarily for use by persons suffering from diabetes but that the character of products made from gluten flour was such that it would not appeal to anyone who did not feel compelled to use these special types of food for dietary reasons. However, it apparently is a fact that quite a number of people have the belief that by reducing consumption of starch they can lose weight, even if they eat considerable amounts of other foods.

"So far as I have been able to



PRESS No. 122 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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

ascertain, no advantage to consumers from a dietary standpoint would be derived from a macaroni product, or bread, or other similar type of food made from a wheat flour containing 18 per cent protein as compared with flour made of wheat of the present protein content, except perhaps in some rare cases where a person wished to subsist on macaroni or bread alone. Even in such a case the advantage of the higher protein content would be more imaginary than real, since the proteins of wheat flour are not well balanced proteins in that they do not contain in proper amounts all of the amino acids necessary for growth, and a person subsisting on macaroni alone made from such flour would not benefit from the protein in proportion to the quantity consumed.

"If a person wished to use macaroni or bread made from high protein wheat as a part of a reducing diet, the benefit would be wholly imaginary, since the protein would furnish the same number of calories as the starch."

He further stated that gluten flour is extremely limited in sale and is restricted largely to retail outlets which come under the general classification of

health and food stores and which sell a large variety of special foods to persons who wish to diet in different ways. The sale of gluten macaroni products containing 18 to 20 per cent gluten, he stated, was permitted by types of labeling and advertising, including radio advertising, which tended to lead the purchaser to believe that it was a food of special merit and, in addition, was non-fattening. There were also introduced in evidence by Mr. Callaway scripts from radio advertisements which placed special emphasis on the non-fattening and nutritive qualities of these macaroni products.

He also stated that persons who were suffering from diabetes or who desire to reduce certainly got a wrong sense of security from the use of these products and that for this reason it was undesirable to recommend their use for such persons. Mr. Callaway expressed the opinion that the use of added gluten for the purpose advocated by the Association—that is, to strengthen the doughs—was the only logical use of added gluten in macaroni products and that it was logical, as judged from the point of view of benefit to the consumer. He stated that, although the FDA had no information on this subject, the addition of 2 or 3 per cent for this purpose would be in the interest of the consumer, but he

objected to its being declared on the label because this would give the product the appearance of being a special product, which it was not. The Government introduced post-cards and streamers distributed by the above-mentioned firms which showed that the main advertising feature was its high nutritive and non-fattening quality. However, when Mr. Buitoni was placed on the stand he stated that all this advertising had been discontinued. The Food and Drug Administration presented some feeding experiments on rats which gave comparative figures on the relative value of ordinary macaroni, gluten macaroni, Buitoni macaroni, and casein, all at the same protein level. The hearing lasted six days and there were 725 pages of testimony taken.

Eats Twelve Pounds of Spaghetti Daily

Joseph Raggio of Philadelphia, Pennsylvania, is, perhaps, the heaviest eater among the humans of the nation and, in being so, he is very wise in selecting his menu as he includes "twelve pounds of spaghetti" in his daily diet. In addition he eats "two loaves of bread, eight pounds of frankfurters, three quarts of ice cream, five dozen eggs, and two gallons of coffee."

Interpretations and Explanations of Current Wage-Price Laws and Relief

Biggest headache in the labor relations field in many moons is the government's new wage-price policy. Executives in the macaroni-noodle industry not specially trained in law and legal tactics are befuddled even more, when the Office of Economic Stabilization, heaped complexity on confusion by issuing recently another 10,000 words of "clarification" and interpretation. Stripped of its verbosity, here's a nutshell digest of the new program prepared by LABOR RELATIONS INSTITUTE, New York.

Q. Which agencies will control price-pay policies under the new set-up?

A. Wage Stabilization Board, the Salary Stabilization Unit of the Treasury Department and the OPA.

Q. When do I need to get approval from the WSB for a pay boost?

A. Technically, you are NOT required to get any approval whatsoever—Unless you want to use that increase as the basis for an application for higher prices to the OPA.

Q. Are any types of increases permissible without prior approval?

A. Yes. Any employer is permitted to grant certain "fringe" boosts without having to clear with the WSB—and still the right to go to the OPA is retained.

These "pre-approved" fringe increases are:

Night shift differentials of not more than five cents for the second shift and ten cents for the third shift.

Vacation with pay up to one week after one year's employment or two weeks after five years' service.

Payment for not more than six holidays.

Q. How much of a wage increase can I give and still be eligible for price relief consideration?

A. One of the most important yardsticks to be used under the new wage-price policy will be the "general pattern" formula. General patterns will be formulated and announced by each of the regional offices of the wage stabilization boards. The patterns will generally be set on industry-area bases.

Q. How can I find out if a general pattern has been set for my industry?

A. Usually, the patterns will be announced by the regional boards and made public.

Q. Can I give a raise in excess of the general pattern?

A. Unless a specific prohibition is announced, the answer is "Yes."

Caution: But remember that if you do, your raise will be approved only to extent of the "pattern" for the purposes of price relief. The balance will have to be absorbed by you.

What to do: Be cautious on giving raises above the formula because, from a practical standpoint, the OPA is likely to look with jaundiced eye on any application for price relief that reveals increases above the "general pattern" for the industry.

Q. If I give a wage rise no higher than the general pattern officially set for my industry or area, do I still need to get WSB approval in order to qualify for price relief?

A. No. Once the WSB has issued its order on what specifically is the pattern—YOU CAN GO UP TO THAT AMOUNT AND YOUR RAISE WILL BE CONSIDERED PRE-APPROVED for purposes of OPA.

What to do: Until general patterns are established you had better file for approval when you grant any general increase.

Q. What if there has been no general pattern set and I want to make an increase?

A. If you want price relief NOW you must now file for approval of the increase with the WSB before you give the increase—and get the board's OK—otherwise you lose your chance for OPA help.

Q. What forms do I use to file with the WSB and SSU?

A. Until revised forms are issued, use Form 10 for WSB and Form SSU-1 for Treasury-covered workers. In filling out forms, be sure your data is complete and accurate.

Guy A. Thomas Dies

Guy A. Thomas, Sr., 71, prominently associated with the semolina trade a decade or so ago, died in Minneapolis, March 9, after a lingering illness. At the time of his death he was chairman of the Board of the Colorado Milling and Elevator Co., Denver, Colo.

Mr. Thomas was connected with many business enterprises during his lifetime and it was as Chairman of

Q. Can I apply to both the WSB and OPA at the same time to get a quick decision on both wages and prices?

A. You can. But the OPA won't act until the WSB approves the wage rise for price relief purposes.

Q. What happens if the WSB or SSU disapproves a wage in salary increase?

A. Any part of an unapproved wage boost may not be used as a basis for price relief. If the WSB turns down an application made after March 15, and you still make the increase, you forfeit all right to price relief.

Q. If the wage increase is approved, can the OPA deny me price relief?

A. You bet! That's one of the little-known catches in the new program. There's no assurance the OPA will loosen up just because a pay boost is approved.

Q. Can I get an advance tip-off from OPA on the amount of price relief that will be forthcoming for a specific wage rise?

A. Probably not. But you may be able to get help from the Industry Advisory Committee members of the OPA. They're there to help you.

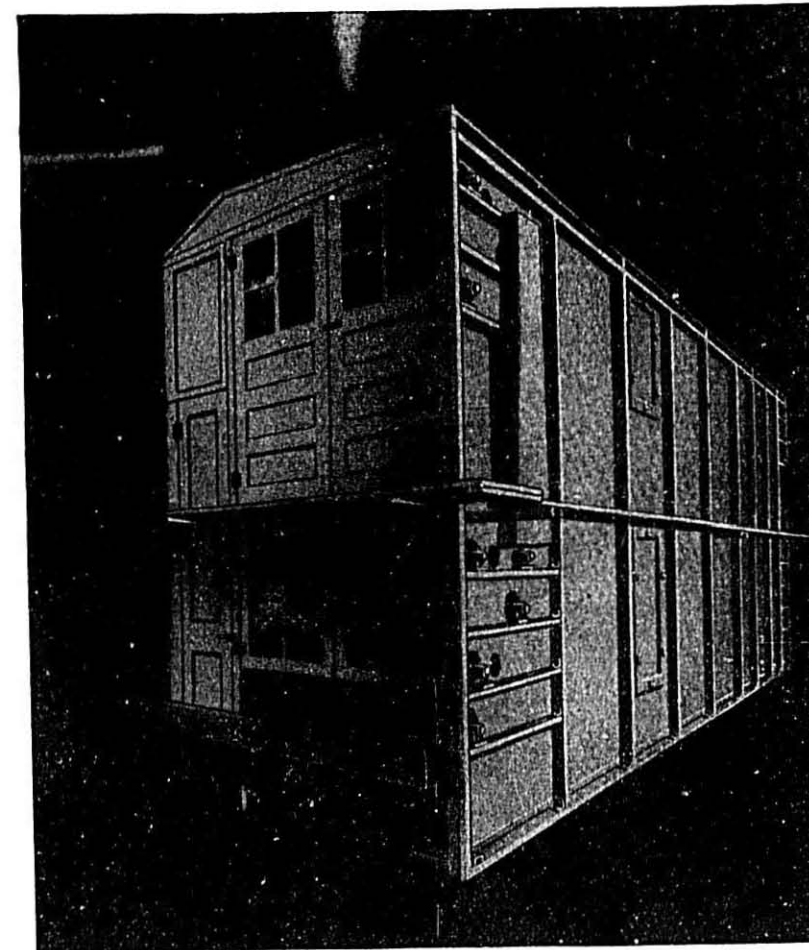
Q. Can I give increases without getting WSB approval and still be eligible for price relief later?

A. Yes, you can give a raise now and not go to the WSB but you must within 30 days of the effective date of the increase file a statement with the WSB telling what you have done and pointing out that you do not intend to ask for price relief right away but reserve your right to do so later.

the Board and general manager of the Commander-Larabee Milling Co., Minneapolis, that he became widely acquainted with the macaroni trade. During the fourteen years in the semolina trade, he attended conventions of the macaroni makers and co-operated in their many plans for trade improvement.

He is survived by his wife and one son, Guy A. Thomas, Jr. The funeral was held in Minneapolis, March 12, with interment in Lakewood cemetery.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

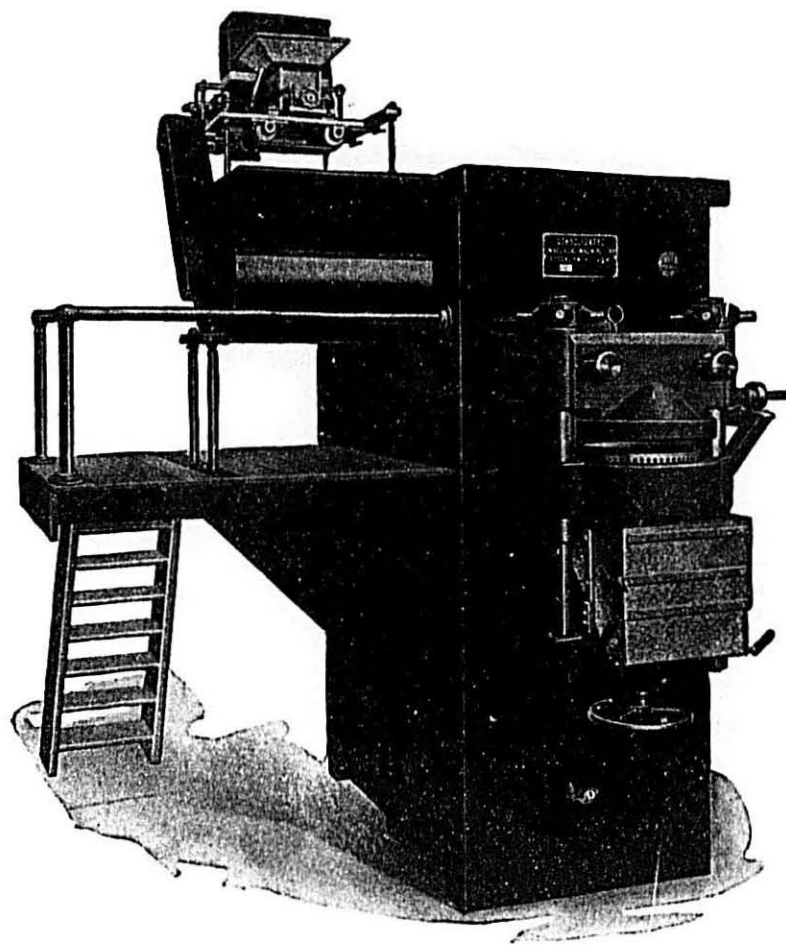
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

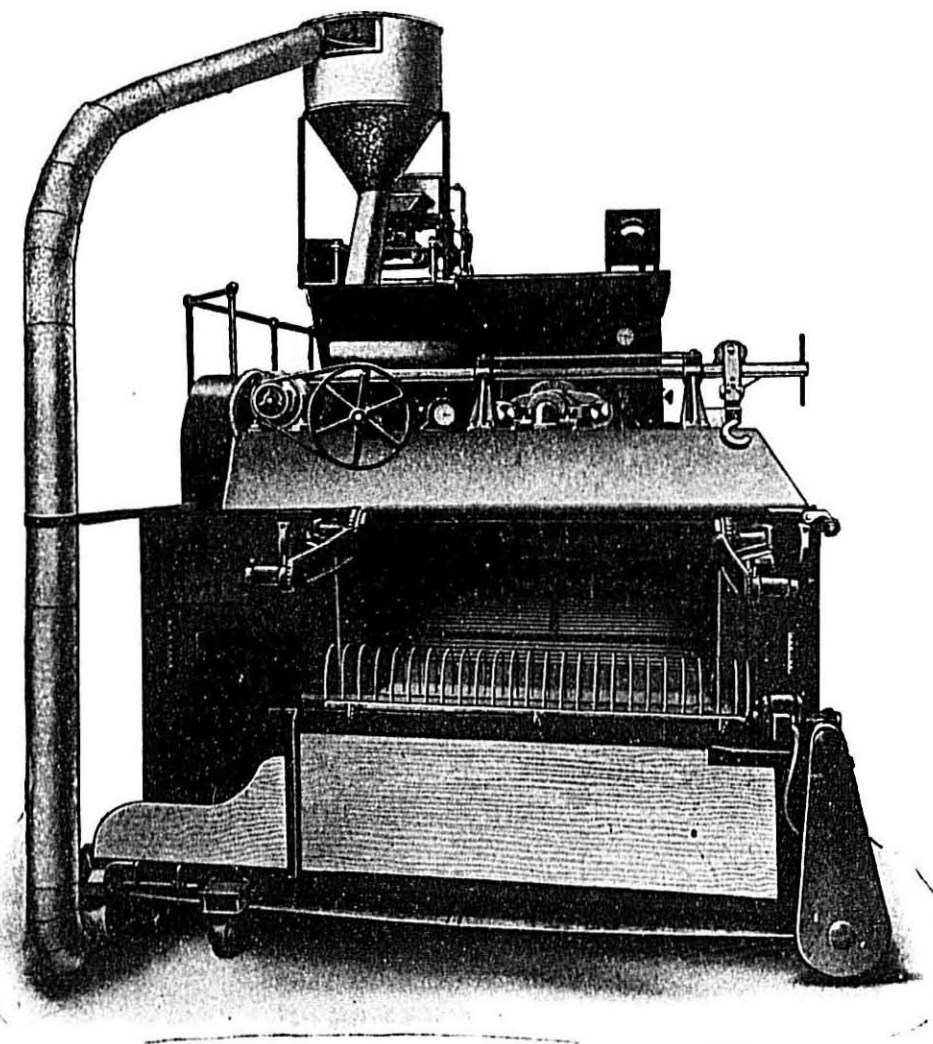
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

Model ADS

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.

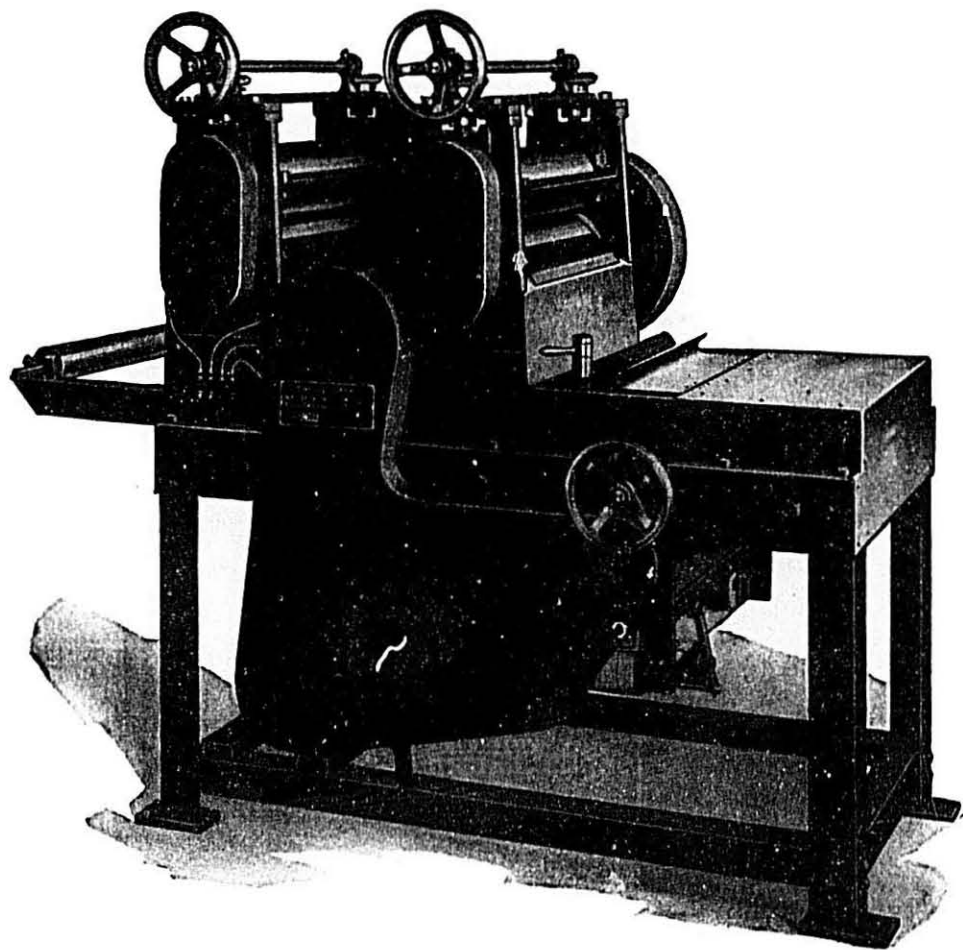
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

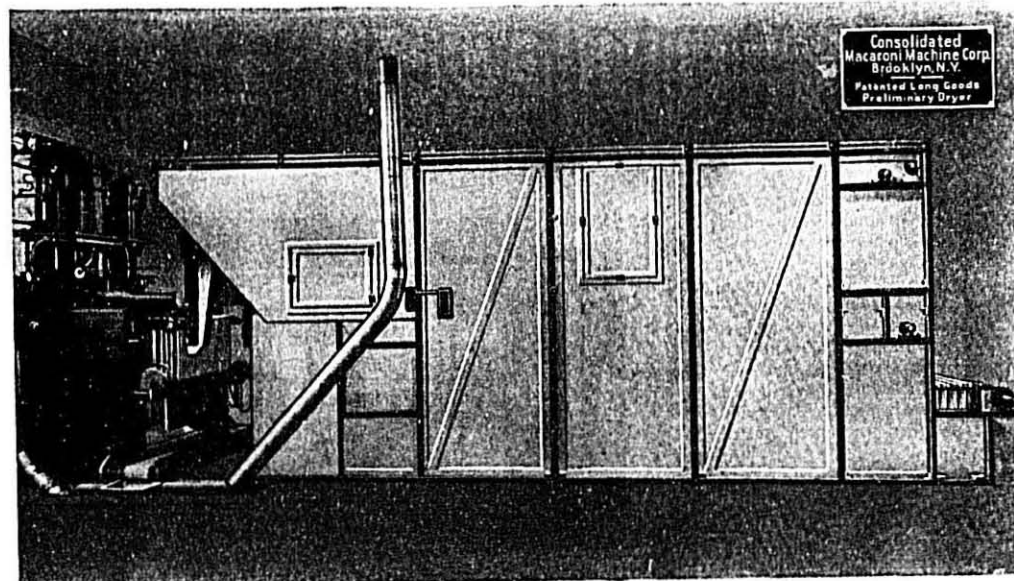
All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

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

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

Practical and expedient. Fully automatic in all respects.

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

MACARONI PRODUCTS, WINTER OR SPRING, AS BASIC FOODS, THEY'RE JUST THE THING

The war with all its shortages and rationing, has had no deterrent effect on public appreciation of macaroni, spaghetti, egg noodles and kindred wheat products as a food that can always be depended upon for availability, nutrition and economy, as well as ease of preparation. The National Macaroni Institute in line with its obligation to the Industry overlooked no opportunity to capitalize favorable situations as they presented themselves.

Americans, now, like millions of Europeans before them, need no longer be told so much about the merits of macaroni-noodle products as a good food, economical and nutritious, but welcome occasional reminders of how best to prepare this grain food in keeping with the seasons of the year, because, unfortunately, so many American cooks know so few ways of preparing tempting dishes of these products.

Adopting this method of suggesting opportunely, the National Macaroni Institute during the winter, through the Lenten Season and now in the spring has been beaming to housewives and homemakers some factful, very interesting information about macaroni-noodle products, and some tested, very practical recipes for dishes in keeping with the seasonal needs of consumers.

For the colder months of the year, it stressed the "casserole" idea of preparing this wheat food into tasty, energizing and satisfying dishes. These were contained in two releases—"Macaroni Products in Casserole Dishes" and "Macaroni—An Energy Food," both of which have proven generally popular.

For the Lenten Season when millions prefer meatless dishes and for the spring months when most people crave lighter foods, the Institute prepared two stories—"Spaghetti Lenten Dishes," and "Egg Noodles—Economic Delight." Both met a ready acceptance of home economists and housewives.

In this necessary and useful work of promoting the products of the entire industry, the Institute has had to depend upon the support of the forward-thinking, progressive element in the trade, and for this backing the

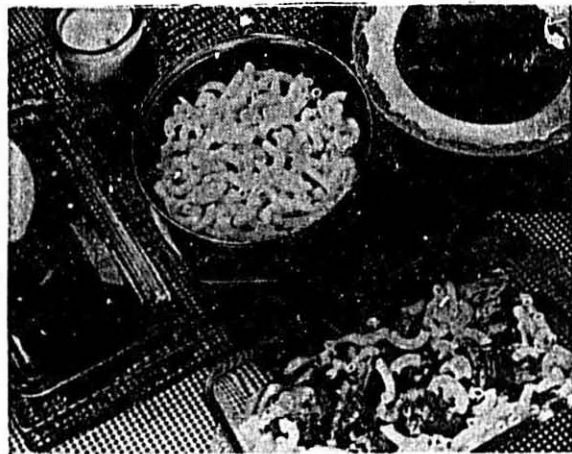
executives are most appreciative as must be the millions of women who find the suggestions helpful.

The stories about macaroni, spaghetti and egg noodles told in behalf of the entire industry and the seasonal

Macaroni Products in Casserole Dishes

That ever popular dish, the casserole, which history says dates back to the days of Napoleon or earlier, also is one to which today's busy and resourceful cook can turn and rely upon as a main dish of infinite possibilities. It is a time-saver; it is a money-saver and it lends itself readily and satisfactorily to the quick and easy preparation of a variety of tasty and nutritious foods, not the least among them, dishes concocted from the popular macaroni products. This is partly because these products are such good working partners in so many combinations from a simple tomato or cheese sauce to more elaborate mixtures, and again because they are good in their own rights.

There's a legendary story that during a Napoleonic war, the Little General's personal chef, finding himself without butter for frying a chicken, sauteed the chicken in olive oil, added tomato, garlic and mushrooms, cooked



Elbow Macaroni and Salmon Casserole

recipes recommended to an appreciative group of American home makers who are ever on the alert for new dishes and economical foods, as repeated below, speak for themselves, for the Institute and its supporters.

and served the dish in a caisse or "little cask" and saved the day for Napoleon, not to mention himself.

Now known as the casserole, this type of dish is widely recognized as one in which leftovers may be used. The casserole dish also answers the problem for the homemakers in utilizing cheaper cuts of meat and it provides ideas for dressing up her menus so as to achieve variety and at the same time provide nourishing meals that will find favor with the family. They are easily prepared; they are nourishing and are adaptable for use either as a main dish or as a "side" dish.

Macaroni products are economical, nutritious and easy to prepare. Macaroni, spaghetti and egg noodles—there is no end to the ways in which they can be utilized to whip up tasty lunch-cream, dinner or supper menus. And the wise housewife who keeps them on her cupboard shelf for emergency use will

find herself well repaid on a rainy or cold day when she wants to prepare a meal without having to go to the grocery. Tomatoes, eggs, onions, green peppers, bacon, canned soups, carrots, chicken, hamburger steak, canned salmon or tuna, canned or fresh mushrooms, meat sauces and other garnishes—these are reserve food stocks nearly every home cook has on hand at all times, and they are only a few of the foods that can be combined successfully with macaroni products.

Most good cooks know about the popular spaghetti and hamburger combination casserole recipe, but try it, as given here, with the added tomato-cheese-onion-celery dressing trick which is guaranteed to make a major dish out of an otherwise simple recipe:

Layered Spaghetti Casserole

- 8 oz. long spaghetti
- 1 lb. hamburger
- 3 c. stewed tomatoes
- 1 large onion, cut fine
- 1/2 c. diced celery
- 1/2 lb. quick melting cheese

Cook the spaghetti in boiling salted water until tender. Drain. Brown the hamburger, celery and onion in cooking oil or margarine. Combine the ingredients in layers in the following order: spaghetti, meat, tomatoes, cheese. Hold out a little spaghetti and cheese for the topping. Bake covered at 350° F. for about 30 minutes. Uncover and continue baking until top is brown. Serve 6 to 8.

Chicken and noodles also have long been a popular combination, but have a try at adding flavor, nutrition and zest to it as the following recipe prescribes:

Chicken 'n Noodle Casserole

- 8 oz. egg noodles
- 3 tbs. cooking oil or margarine
- 1/4 c. chopped onion
- 1 c. condensed tomato soup
- 2 c. cooked and sliced chicken or 4 to 6 jointed pieces, cooked.
- 2 tbs. chopped green pepper
- 1/2 lb. fresh mushrooms or 1 c. canned
- 1 large can evaporated milk

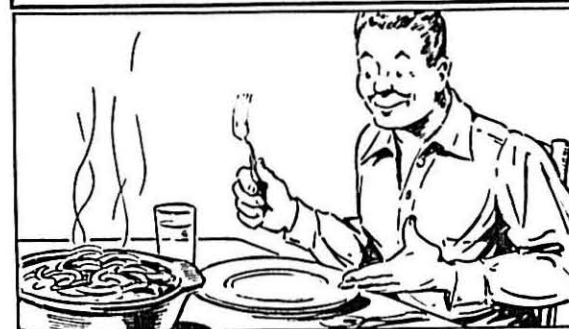
Cook egg noodles in boiling salted water until tender; drain. Sauté onion, green pepper and mushrooms in the cooking oil until tender but not brown. Then combine with the soup and evaporated milk. Arrange alternate layers of noodles and chicken in a casserole and pour over this the soup mixture. Bake at 350° F. for about 1 hour. Serve 6 to 8.

And for a third delectable dinner delight, there's the accompanying casserole dish which combines elbow macaroni and salmon and tosses in sour cream, green pepper and minced onion for extra special and inviting flavor:

Elbow Macaroni and Salmon Casserole

- 8 oz. elbow or short cut macaroni
- 1 large can red salmon
- 1 lb. minced green pepper
- 2 tbs. minced onion
- 1/2 pt. sour cream, thick

Macaroni -- An Energy Food



By BETTY BARCLAY

We need more food during cold days, whether we toil at strenuous tasks, or do lighter work at home or in the office. Food is the fuel that heats our body engine, and our summer diet is seldom sufficient for winter.

Macaroni and its cousins, spaghetti and egg noodles, are real energy foods. They are nutritious and they combine with other healthful foods so that the flavor of all are improved. So place macaroni on your shopping list often. With a supply on hand, you can always whip up your favorite macaroni dish.

And don't forget to try out new macaroni dishes as you come across recipes that appeal to you. You'll be surprised at the delightful combinations of foods and the unusual flavors you will discover.

Here are two recipes for your consideration. One, and perhaps both, will probably be new. Try these energy food dishes soon. In these, as in most macaroni recipes, spaghetti, egg noodles, elbows or other shapes of macaroni products may be substituted "for a change."

Macaroni Casserole—Italian

- 1/2 lb. macaroni
- 1/2 cup grated cheese
- 1/4 cup vinegar
- 2 tablespoons sugar
- 1 teaspoon salt
- 2 cups chopped meat
- 2 cups tomatoes
- 1 chili pepper

Cook the macaroni in boiling salted water until tender. Drain. Combine the macaroni in alternate layers with salmon, broken in small pieces, the onion and green pepper. Pour over this the liquid from the can of salmon. Then add the sour cream. Bake at 300° F. for 1 hour. Serves 4 to 6.

Macaroni Miracles

Macaroni, like the genie of the magic lamp, performs miracles. This good-for-you food, has a food-value story to tell as well as a rich appetite-appeal. Institutional folk who are nutrition-minded are pleased to serve macaroni dishes for they know that a simple combination of macaroni and cheese supplies a generous portion of the daily allowance of valuable food essentials.

- 1 teaspoon mustard
- 1/2 teaspoon paprika

Cook macaroni in boiling, salted water until tender. Drain and place in buttered baking dish. Push macaroni to the sides and fill center with meat. Sprinkle with grated cheese and cover with sauce made by boiling other ingredients together for 30 minutes. Bake in moderate oven for 20 minutes.

Macaroni Beef Surprise

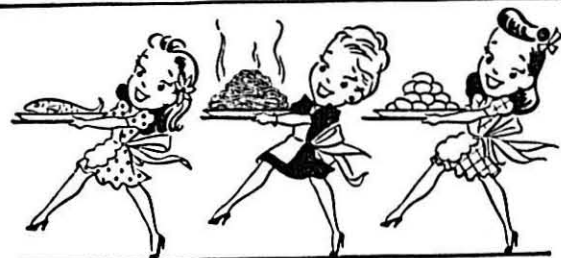
- 1/2 lb. macaroni
- 1 teaspoon butter
- 1/4 lb. boiling beef
- 1 small can mushrooms
- 1 bell pepper
- 1 small can tomatoes
- 2 stalks celery
- 1 carrot
- 1 onion
- 10 drops Tabasco
- 1/4 teaspoon black pepper
- 1/2 teaspoon salt
- 1 tablespoon flour

Boil meat, pepper, onion, celery and carrot until tender. Cook macaroni in boiling, salted water until tender; drain. Grind meat through food chopper, using coarse cutter. Run vegetables through colander. Add the vegetable juice. Thicken juice with 1 tablespoon flour, adding butter, salt, pepper and Tabasco. Fill large casserole or individual casseroles with alternate layers of macaroni, meat, sauce, finishing top with bread crumbs, grated cheese over all. Bake at 350° F. for 30 minutes.

Italian Spaghetti . . .

This may cause much discussion—and many authorities may be heard from—but I've found what I believe to be the secret of that elusive flavor in Italian Spaghetti with Meat Sauce! Brown finely ground beef—about a pound—add two medium sized onions, chopped fine, and simmer until onion is tender. Add a can of tomato paste, and two cups of canned tomatoes. Slip in a bud of garlic—but I leave it whole so I can remove it before serving the sauce. Salt and—no, not pepper—that's the secret! Instead of pepper, sprinkle the sauce with allspice—just the same dash you'd give if it were pepper. Now cover and simmer until beautifully blended. It really has what it takes!

Spaghetti Lenten Dishes



By BETTY BARCLAY

Housewives who observe the no-meat or less-meat regulations during Lent find their "what-to-serve" problem intensified during this season. Many of their favorite recipes call for beef, lamb, chicken, ham or bacon, but they should have little difficulty in varying their menu with healthful, tasteful, nutritious main-course, meatless dishes, when desired, if they would reach for a box of spaghetti more often.

Here's a food that blends with oysters, fish, mushrooms, eggs, vegetables, and even fruit (in salads) to form healthful surprise dishes appropriate for Lent.

Spaghetti, macaroni and egg noodles, cousins all, are rich carbohydrate foods, containing plenty of protein as well—just what you need on meatless days. Cultivate "Mr. Spaghetti" during the next few weeks. You'll find him a wonderful aid to your what-to-serve problem. The following recipes should help:

Sea Chicken Spaghetti

1/2 lb. spaghetti
1 can tuna fish (7 oz.)
1 cup cooked, diced carrots
1/2 cup butter
1 tablespoon flour

1 cup milk
Oil from tuna fish
1 tablespoon chopped onion
4 tablespoons catsup
4 tablespoons coarsely grated cheese
Cook spaghetti until tender in boiling, salted water; drain. Make thick white sauce from butter, flour, milk and oil from tuna. Place alternate layers of spaghetti, tuna fish, cooked, diced carrots, chopped onion and white sauce in casserole until filled. Cover top with catsup and cheese and bake in medium hot oven (350 degrees) for 20-25 minutes. Serve hot from the casserole.

Spaghetti with Mushrooms

(Its unequalled flavor cheers the appetite)

1/2 lb. spaghetti
1 can mushroom soup
1/2 lb. fresh mushrooms
3 tablespoons butter
Salt and pepper to taste

Cook the spaghetti in boiling salted water until tender—drain. Combine with the diluted mushroom soup that has been heated to the boiling point. Sauté the fresh mushroom caps in the butter until tender and serve with the spaghetti dish.

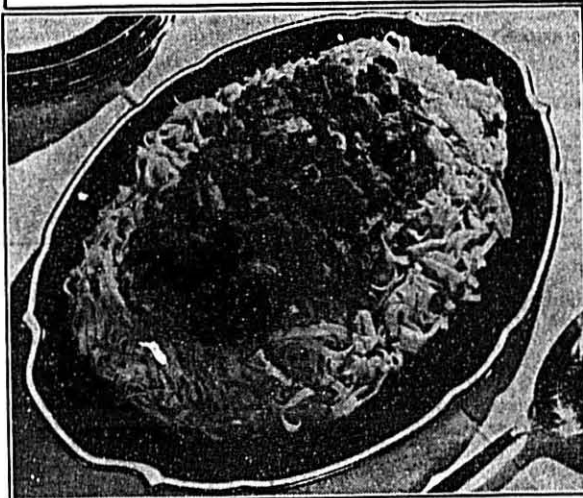
Spaghetti Al Burro

(Buttered Spaghetti—The Children's Favorite)

1/2 lb. spaghetti
1/2 cup butter
Salt and pepper
1/2 cup grated cheese

Cook spaghetti in boiling salted water till tender and turn onto a hot platter. Add seasoning and butter. Stir till all strands are well buttered and sprinkle grated cheese over all. Excellent with fish.

Egg Noodles--Economic Delight



By BETTY BARCLAY

The rapid rise of macaroni and spaghetti to a high "rump" on the nation's ladder of favorite foods must not permit us to forget the third member of "The Energy Trio"—egg noodles! This tasty "Wheat and Eggs" product is sometimes referred to as "Ribbon Macaroni." In fact it may be substituted with splendid results for macaroni or spaghetti as the three foods are usually interchangeable. Therefore, spaghetti or macaroni could be used in any of the three egg noodle recipes given below, for a "change."

Egg noodles, as well as the other members of the macaroni family, supply three essential food elements—carbohydrates for fuel; protein for body building and repair; and minerals, etc., for body protection and regulation. These macaroni products may be served several times weekly without monotony because of the many different ways they can be used in almost endless combination, and at this particular season they make ideal Lenten dishes since they satisfactorily take the place of meat in any menu. With this in mind, may I submit three delicious and nutritious egg noodle "surprises"? They're easy to make and economical too. In fact you'll be repeating them long after the Lenten season is over.

Here's an easy-to-prepare—fine-to-eat— all-weather favorite:

Cottage Style Egg Noodles

8 oz. egg noodles
1 lb. cottage cheese
3 eggs
1/2 cup sour cream
1/2 teaspoon salt
1 teaspoon cinnamon

Boil egg noodles in salt water till tender; drain. Mix cheese, eggs, sour cream, salt and cinnamon. Line casserole alternately with egg noodles, then with cheese mixture until full. Bake in moderate oven till light brown. Garnish with browned bread crumbs; serve hot.

Butter-Cheese Egg Noodles

(This makes an excellent accompaniment for fish)

1/2 lb. egg noodles
1/2 lb. cheese (grated)
1/2 cup butter
Seasoning to taste

Add egg noodles to 1 quart of boiling salted water in top of a double boiler. Cover and simmer till water has cooked out. Add butter, seasoning and cheese. Mix well.

Egg Noodle Lenten Delight

1/2 lb. egg noodles
1 cup tuna (flaked)
1 cup buttered crumbs (brownied)
2 tablespoons butter

Cook egg noodles in boiling, salted water until tender, drain and keep hot. Sauté tuna fish in its own oil and the added butter until it is thoroughly heated. Arrange egg noodles on platter, pour tuna fish and sauce over it. Sprinkle with buttered crumbs and serve.

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The 27th Anniversary and Trade Marks

M. S. Meems
National Trademark Company

In twenty-seven years THE MACARONI JOURNAL, the official organ of the National Macaroni Manufacturers Association, has built up the macaroni industry and the morale of the members of the Association to a high degree. The JOURNAL has made long strides since 1925 when the title was registered in the Patent Office as its trade mark.

The general public as well, where it is interested in the macaroni industry, looks to this JOURNAL as an authoritative source of information on this subject, and to patents and trade marks used in the manufacture and sale of these products.

Applications for registration are published in the *Official Gazette* of the Patent Office, but many persons do not see the *Gazette*, so the Secretary-Editor, who is continually looking for helpful suggestions for the members of the Association and JOURNAL readers, has devoted space in the JOURNAL to this subject, where are published each month the trade marks applied for, and/or registered relating to macaroni-spaghetti-egg noodle products. Furthermore he has arranged for a special trade mark service for members of the association and subscribers of the JOURNAL.

Such service coming through this connection is quite valuable and it seems that it should be used more frequently than it has been in the past. This service is not limited to searching for a trade mark, but can be used for obtaining information about oppositions, interferences getting copies of registrations, information as to whether or not certain registrations have been renewed, the present ownership of registered marks, how to register a surname, a descriptive term or geographical trade mark, whether the name of a deceased President of the United States may be registered, and many other questions continually arising, concerning this subject. Some members have their own attorneys but others do not, and those would not know who to select, or how to get the desired information.

Why Trade-marks?

Macaroni products, like other commodities, must have names to distinguish them from like products of others, and those distinguishing names are their trade marks, the "commercial signature" of their owners. Those trade marks must be carefully selected, and carefully taken care of or the good will attending them will be lost, or at least lessened, and in time destroyed.

There is another problem confronting trade mark owners at this time—the attempt to compel grade labeling. There was an able article about this in the March issue of the JOURNAL. If that gets a footing it looks like the end of competition, and what is trade without competition? There would be no incentive to produce a better article than your competitor. Grade labeling would apply to macaroni products as well as to canned foods. We would no longer be able to purchase by trade marks, and as the majority of housewives have no knowledge of the origin of the goods, a great deal of dissatisfaction would arise, and the old standbys would be pushed into the discard, and confusion in general would occur. Owners of famous trade marks have fought and bled for marks handed down to them through generations, like the family silver, and they have the right to keep them before the public. This proposed grade labeling should be brought before the public in every possible way in order that it may be discussed in public and in private to the end that it may be defeated now before it is too late.

Grade labeling would, in a great degree, do away with trade-mark registrations, as there would not be any trade-marks. One could hardly register Grade A and Grade B, etc.

Trade-mark Limitations

The subject was brought up recently as to whether or not a manufacturer could have more than one trade-mark for a certain article of commerce. The answer is yes, he can have as many as necessary, as it is frequently desirable to have different marks for different localities, so they are confined to the same product. However, the law forbids the use of a single mark on various grades of the same product as it would vitiate the trade-mark and deceive the public.

The trade mark practice is continually changing, and the following remarks may be of interest to those about to apply for registration. Recently, we understand, an order was passed by the Commissioner of Patents, to the effect that in future descriptive wording in a trade-mark may not be registered even though disclaimed apart from the rest of the mark. This is quite a change as disclaimers have been allowed since as early as 1920 when the Supreme Court in the "Beckwith" case (Beckwith v. Commissioner of Patents, 274 O.G. 613) decided proper disclaimers

could and should be allowed as part of the registered mark. The Court said, for one thing, that deletion of the descriptive matter sometimes would change the mark until the public would no longer recognize it. The Court of Customs and Patent Appeals and the Commissioner of Patents have heretofore consistently followed the Supreme Court and permitted the inclusion of properly disclaimed features. This order may be amended to some extent, but right now it is causing consternation to a certain degree. The practice of incorporating disclaimers has been seemingly abused in the last few years, and which might have something to do with this Order.

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Trade-Mark Registrations Granted

Cavaliere

"Cavaliere," the trade mark of Clarence W. Wolfe, doing business as Megs Macaroni Company, Harrisburg, Pa., was granted registration April 2, 1946, under registration number 420,192. The mark, which has been used since July 1, 1935, on the owner's macaroni, elbow macaroni, spaghetti and egg noodle products, was filed October 16, 1939, under serial number 424,610 and published for opposition, October 21, 1941.

Eg-Noo's

The trade mark "Eg-Noo's" used by the Curtiss Candy Company, Chicago, Illinois, for use on noodle products, was granted registration March 26, 1946, under registration number 420,153. The mark, made up of the word "Eg-Noo's," in heavy print, was published for opposition January 8,

April, 1946

THE MACARONI JOURNAL

49

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1946, under serial number 488,575. The owner disclaimed "the right to the exclusive use of the word 'Eg' except in relation and association as shown on the trade-mark."

Kakty

"Kakty," a trade-mark of the St. Louis Macaroni Manufacturing Co., Inc., St. Louis, Missouri, was registered March 26, 1946, under registration number 420,152. The trade-mark, which is used on the firm's egg noodle products, consists of the word "Kakty," in heavy type, superimposed on a bow-shaped outline of a fancy macaroni product. It was published for opposition January 8, 1946, under serial number 488,383. The owner disclaimed "the representation of the goods apart from the mark."

Tu-Jack

The trade-mark "Tu-Jack," owned by National Food Products, Inc., New Orleans, La., was registered March 19, 1946, under registration number 420,000. The mark, used by the firm for spaghetti sauce with meat and mushroom spaghetti since January 5, 1945, was filed June 15, 1945, and was published for opposition January 1, 1946, under serial number 484,580. The mark is composed of the word "Tu-Jack" in heavy, fancy print; the word sounding similar to that of the

firm's executives, Leon G. and J. L. Tujague.

Trade-mark Limitations Aida

"Aida," a trade-mark owned by G. Rossano & Brother, Inc., New York, New York, is to be renewed April 13, 1946. It was first registered April 13, 1926, and notice of renewal was dated March 5, 1946, under serial number 211,622. The word "Aida," along with a drawing which form the mark, is used on the owner's macaroni and canned tomato products.

Friends For Italian Aid

Mrs. Nunzio Russo Is Executive Committee Member

Speaking for the American Friends for Italian Aid, Inc. a Chicago charity organization, Mrs. Nunzio Russo, wife of the president of A. Russo & Co., macaroni manufacturer in that city, appeals for clothing and food to succor the needy in Italy. "We have already sent off fifty boxes of used clothing, forty complete lavettes, and twenty-three cases of powdered milk, but the need for more is urgent.

"We make an urgent appeal for funds on behalf of the Italian babies and children. Note this quotation in a current publication:

"So scarce is bedding, for instance, that the average infant is swaddled in sawdust. If he survives these birth hazards, the child still has only a 50-50 chance of living to reach his first birthday. He will get no cow's milk. If his mother tries to nurse him, malnutrition will prevent her from replacing the calcium in her system. She will be an easy prey to tuberculosis, which in Italy is up 300 per cent over the prewar rate."

"This is the crucial year. If the Italian people can be helped now with clothing and food, in another year they will be able to help themselves. Such evidence of practical sympathy and such material assistance as we can give now will do much to lighten the sufferings of the Italian people and give them courage to begin a new life."

Mrs. Nunzio and her co-workers appeal to all friends of the Italian people to collect used clothing, women's and children's especially, to contribute soap, canned goods and notions, such as thread, needles, safety pins, hooks and eyes, et cetera; also to give money to the committee with which to buy powdered milk, eggs, foodstuff, and materials for the workshop at 1344 Actor St., Chicago, Ill.

Liquid, Frozen and Dried Egg Production

February, 1946

The production of liquid egg during February was practically the same as in February a year ago, the Bureau of Agricultural Economics reported. A smaller quantity was used for drying than last year, but both the quantity that was frozen and the amount that went into immediate consumption were considerably larger. The quantity frozen during February was probably the largest of record for that month.

Dried egg produced during February totaled 7,449,000 pounds, compared with 13,655,000 pounds in February last year. Production consisted of 6,544,000 pounds of dried whole egg, 122,000 pounds of dried albumen, and 783,000 pounds of dried yolk. The Department of Agriculture announced on March 21 that it had increased its purchase program for dried eggs from 25 million to 45 million pounds. The product is being purchased for foreign nations, largely the United Kingdom—under the program first announced in February. Purchases through March 21 have amounted to 28 million pounds.

The production of 45,361,000

pounds of frozen eggs during February was 33 per cent larger than February last year and was probably the largest February production of record. Storage stocks of frozen egg on March 1 totaled 117,796,000 pounds, compared with 85,499,000 pounds on March 1, 1945 and 71,921,000 pounds, the March 1 (1941-45) average. The quantity held by the Government on March 1 totaled 53,186,000 pounds.

Poultry and Egg Production: Farm flocks laid 4,954,000,000 eggs in February—3 per cent more than in February last year and 45 per cent more than the 10-year (1935-44) February average, although 8 per cent less than the record February production in 1944. The increase over February, 1945, production was the result of a 4 per cent increase in egg production per layer, which more than offset a 1 per cent decrease in number of layers. Egg production was up in February in all parts of the country except the South Central States, where it was down 4 per cent from February last year. Increases above a year earlier were 8 per cent in the North

Atlantic States, 6 per cent in the West North Central, 4 per cent in the West, 3 per cent in the East North Central, and 1 per cent in the South Atlantic States.

Egg production per layer in February was 12.2 eggs, a new record high for the month, compared with 11.7 in February last year and the 10-year February average of 9.7. The rate for the month was up in all parts of the country except the South Central States, where it was down 1 per cent. The rate reached record high levels in the West North Central and South Atlantic States. Increases above February last year were 7 per cent in the West North Central States, 5 per cent in the East North Central, 4 per cent in the North Atlantic, 2 per cent in the South Atlantic and 1 per cent in the Western States. Average egg production per layer for the first two months of this year was 22.4 eggs, compared with 21.6 during the period last year, and the 10-year February average of 17.9.

Farm flocks averaged 407,365,000 layers in February—1 per cent less than in February last year, but 18 per cent above the 10-year average for the month. Numbers of layers were fewer than last year in all parts of the country, with the exception of the North Atlantic and Western States, where they increased 4 and 2 per cent respectively. Decreases from February last year were 3 per cent in the South Central States, 2 per cent in the East North Central, and 1 per cent in the West North Central and South Atlantic States.

Prices received by farmers for eggs in mid-February averaged 32.6 cents per dozen—9 per cent below the price in February last year but 40 per cent above the 10-year February average. The seasonal decrease from January to February was 8.5 cents per dozen, compared with a decrease of 5.2 cents in that period last year and a 10-year average decrease of 2.1 cents. February egg markets, featured by speculative support, strengthened during the month. From the low point reached, which was at or close to Government support levels in most areas, prices advanced moderately but steadily, and were firm at the end of the month.

Scrap metal from partly completed military aircraft not needed by the Army because of the end of the war is being salvaged and sold; all usable equipment is first removed.

The lowly coot, or mudhen, might be called the "whitehill," it is suggested, to make this edible but unpopular fowl more acceptable on the dinner table; the coot is the third most plentiful waterfowl in America.

Production of Frozen Egg and Dried Egg 1945 (Revised)

Months	Frozen			Dried				
	Total frozen	Whole	Albumen	Yolk	Total dried	Whole	Albumen	Yolk
January	6,941	5,893	576	472	15,645	15,454	161	31
February	34,183	25,500	5,469	3,214	13,655	13,722	101	383
March	70,677	47,000	15,620	8,057	19,183	17,868	159	1,156
April	88,229	60,613	15,881	11,735	15,846	14,476	225	1,145
May	89,458	72,909	13,061	3,488	12,906	11,256	229	1,421
June	51,840	41,939	5,268	4,613	9,177	7,980	228	969
July	26,248	19,555	3,806	2,887	8,031	7,017	207	807
August	14,291	11,076	1,701	1,514	7,858	7,217	91	550
September	8,187	4,609	2,137	1,441	2,674	2,007	153	514
October	5,417	2,508	1,090	1,219	544	351	64	120
November	1,313	709	320	284	159	42	79	38
December	795	412	203	180	183	148	13	22
Total	397,579	292,723	65,752	39,104	105,862	96,988	1,710	7,164

Liquid Egg: Production and Disposition, United States, 1939-45

Year	Production	Disposition		For immediate consumption
		Frozen	Dried	
1939	220,233	177,144	31,000	12,089
1940	229,274	189,578	27,505	12,646
1941	421,919	237,182	165,972	18,765
1942	1,010,106	257,611	711,040	21,429
1943	1,221,012	412,615	782,080*	26,317
1944	1,554,037	511,791	1,009,402*	32,844
1945	681,371	265,580	265,587	18,704

*In addition 115,752,000 pounds of frozen egg (included in the 257,611,000 pounds of frozen egg) were later dried.
 *In addition 159,346,000 pounds of frozen egg (included in the 412,615,000 pounds of frozen egg) were later dried.
 *In addition 179,146,000 pounds of frozen egg (included in the 511,791,000 pounds of frozen egg) were later dried.
 *In addition 122,167,000 pounds of frozen egg (included in the 397,580,000 pounds of frozen egg) were later dried.

Production of Liquid Egg by Classes of Product

Product	1939	1940	1941	1942	1943	1944	1945
Whole	23,368	26,348	213,932	818,982	1,008,703	1,355,114	514,458
Mixed emulsions	18,514	18,160	33,332	57,333	7,424	39,369	31,281
Albumen	68,286	70,845	94,932	70,654	78,151	84,343	77,893
Plain yolks	27,323	23,386	34,175	28,443	27,138	42,774	32,979
Sugared yolks	22,918	22,698	29,554	22,073	21,432	19,143	16,636
Salted yolks	9,484	17,654	15,611	11,825	10,994	11,167	6,652
Yolk emulsions	340	183	403	796	2,270	2,127	1,672
Total	220,233	229,274	421,919	1,010,106	1,221,012	1,554,037	681,371

Why you can depend on Cloverbloom Frozen Yolks to make noodles finer in texture . . . deeper in color



1. **Unvarying Uniformity.** Laboratory tests prove the uniformity of Cloverbloom Frozen Yolks. Every batch is checked for purity . . . against a scientific guide for depth of color . . . and with a Zeiss Refractometer for a guaranteed solids content of 45%.



2. **Made from 100% Fresh Eggs.** Only breakfast-fresh, shell eggs are selected for Cloverbloom Frozen Yolks. And they are processed and packed in the spring of the year, when egg quality is highest to assure finest fresh-egg qualities.



3. **Meet Rigid Quality Standards.** After pre-cooling for 48 hours, expert candlers "look inside" every egg. It must have a well centered yolk . . . be free from all imperfections to meet Armour's rigid specifications for the Cloverbloom label.



4. **Fresh Aroma and Taste.** In air-conditioned rooms, under the most sanitary conditions, eggs are broken and separated by skilled workers . . . carefully inspected for deep color and odor and clarified to remove any trace of grit, shell or fibre.



5. **Best for You.** Quick freezing preserves the new-laid freshness and flavor of Cloverbloom Yolks right to you. Their deep color and high solids content can be counted on to make noodles richer looking, smoother textured, every time.

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Cloverbloom Frozen whole eggs, whites, sugared and 45% solids dark color yolks; spray-powdered whole eggs, whites and yolks.

UNION STOCK YARDS, CHICAGO 9, ILLINOIS



The Macaroni Situation in Greece

Review by G. Dimopoulos of G. Dimopoulos & Cie
Athens, Greece, Specialist in Macaroni-Noodle Manufacture in
That Country and the Near East, Particularly Egypt and Turkey

During the period of twenty years (1920-1940) the Greek Macaroni Industry carried out two great achievements: On the one hand it developed into a modern one, on the other hand it succeeded to satisfy all wants of local consumption, at such a point to exclude the Italian macaronis which at other times had been a privilege course on the Greek family table. Still in the last years before the war the Greek Macaroni Industry made short exports to neighboring countries. Its daily production, then, touched 100 thousand kilos and was worked out by about seventy factories throughout Greece, especially in Piræus, Athens and Salonica, where the renovation fever gave rise to perfect plants and choice product's quality. Three thousand men were engaged in the Greek factories.

That creative tendency stopped short in April, 1941 because of the triple barbarous invasion of Italian, German and Bulgarian conquerors. Macaroni Industry died away, as every industry and every productive manifestation did. It was the time when the conquerors started to suck out the smallest juice of the country, so that in that unforgettable winter 1941-1942, nothing eatable was left and the people died by hundreds in the streets from hunger. A macaroni dish, then, was a dream for everyone, which, alas, could not be turned to reality. There was neither electric motion to put in operation flour mills and macaroni factories, nor wheats to make flour and noodles. Even if there were, it was strictly forbidden for the factories to do so, except should they work exclusively on behalf of the conquerors.

Only in the midst of 1943, the macaronis were added in a little quantity, to the insignificant food stuffs which had been rationed by fits and starts to the Greek people with the aid of the International Red Cross. Of course the Macaroni factories were too busy (in working compulsorily under the orders of occupation forces) to be allowed to dispose of a greater production to the profit of the people.

When the time had come for the conquerors to leave the country, they did not fail to extend their destructive wrath even as far as the macaroni factories plants, so that nothing might remain out of the totalitarian devastation they had devised and carried out from the Capital to the least village. Machines were destroyed or sacked away, factories set on fire, own-

ers had disappeared or were dislodged, specially in the north regions.

After deliverance (October 1944) the English service M.L. (Military Liaison) kept under control the re-activating task, naturally within the narrow military allowances, providing the noodle factories with flour. In early April 1945 that task went over to UNRRA and since then all factories in Athens, Piræus and Salonica have to produce each month a quantity of noodles equivalent to 1½ "oka" per inhabitant (1 oka is equal to 1280 grams). It is believed that provincial factories will soon act fully too.

All macaroni plants in Greece, without exception, are in need of material renovation, wholly or partly. The creative tendency which was obstructed by the war, will be vividly repeated as soon as situation will allow the importation of machines. The factories, some of which have been founded during the war, will try to emulate each other and the result will be an enrichment of their plants. Old-fashioned and of a small capacity factories will be perhaps forced to close

E. De Rocco, Macaroni Manufacturer, Dies

Erminio De Rocco, sixty-eight years old, owner of San Diego Macaroni Manufacturing Co., San Diego, Calif., died in his home, 2155 Willow Street, after an illness of about eight years. The funeral services were held on March 11 in Bradley Memorial Chapel, followed by private entombment in Glenwood Mausoleum.

A native of Italy, born in 1877 in Fara S. Martino, Province of Chieti, he devoted his life to the business he learned as a youth from his father. He came to America forty-six years ago and was first employed as the superintendent of a macaroni factory in Philadelphia. After holding a similar position in Denver, Colorado, he went to Salt Lake City in 1904, where he started the Western Macaroni Company and operated it until 1911, when illness forced him to sell out and move to California.

He settled in San Diego where he opened the San Diego Macaroni Mfg. Co. in 1912 and remained in active charge of the plant until forced to retire some years ago by illness. His sons are carrying on.

Before his recent illness and semi-retirement, he had been an active member of many local civic and social

giving their place to modern ones of a larger productiveness.

Two might be the machine suppliers: Italian and American. The former, who had been the traditional and exclusive furnishers of the Greek Macaroni industry before war, are now hardly heard but, even so, it is not unlikely for them to recover soon and make their appearance in the Greek market. The latter are the American producers whose machines and systems are completely unknown to the macaroni manufacturers of the country. However the fame that they construct good macaroni machines with automatic manufacturing and drying process, has reached here. It is by them that the macaroni manufacturers of Greece are now expecting to be covered in their wants.

Whether the American macaroni machines Industry succeeds or not, in the course of time, in supplanting the Italian one in the Greek competition field, this is a moot point that will be made clear chiefly according to the successful or unsuccessful installation of the first American machine in Greece.

There is also another factor which one must make allowance for. This is the Greek macaroni machines industry whose products are not automatic ones but they exceed in other points of view, such as quick delivery, et cetera.

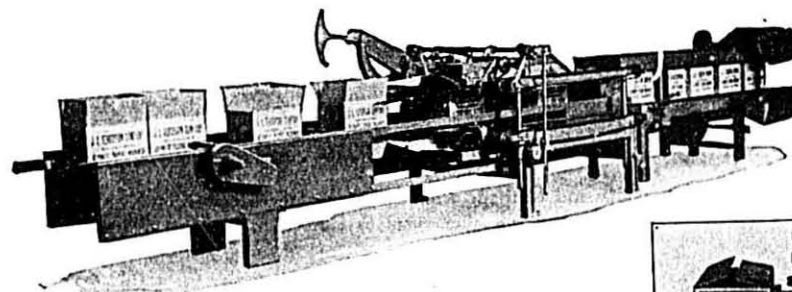
organizations. He was a member of the San Diego and Rotary clubs; San Diego chamber of commerce; B.P.O. Elks, 168; Sons of Italy of America,



E. DE ROCCO
... devoted life to trade.

and National Macaroni Manufacturers Association.

Survivors include his widow, Mrs. Ginevra De Rocco; two sons, Edward and Walter De Rocco; a daughter, Miss Albina De Rocco, all of San Diego; two brothers, Camillo and Feuray, both of Los Angeles, and two grandchildren.



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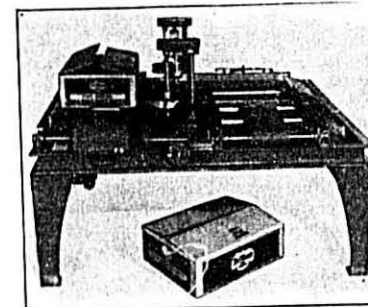
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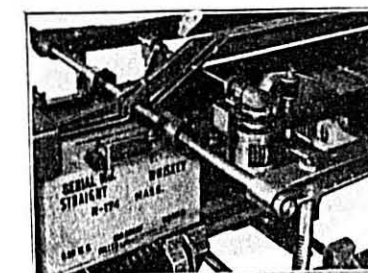
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America's Babies to Have Ample Supplies

Secretary of Agriculture Writes H. W. Roden That Government Will Show Consideration for Infants

Research on New Products and Methods Announced at 25th Anniversary Celebration of Industry Grown From Basement to \$100,000,000 Sales

The babies of America, whose specially prepared cereals and meats appeared to be threatened, are not going to be asked to tighten their belts this year, like the adults, and share their foods with the people of foreign lands. Parents who have wondered if the grocers' shelves would continue to carry ample supplies of the small containers that make up baby's diet may now relax.

That was the announcement made by H. W. Roden, president of Clapp's baby foods, pioneer company in the industry, when he released a reassuring letter from Secretary of Agriculture Clinton P. Anderson during a press conference in the Hotel Biltmore marking the 25th anniversary of the baby food industry.

The letter addressed to Mr. Roden said: "We shall give the same careful consideration to the needs of babies during the present emergency as was given by the Department of Agriculture during the war. We look to the adults of America to make the food savings, which I am sure they are willing to make, in order that we may do more to save the lives of starving people abroad."

"Baby foods were given the status of essential foods during the war," explained Mr. Roden, "and various government agencies allocated sufficient raw supplies and containers to the industry."

"With the exception of cereals and meats, of which the babies will receive sufficient amounts, the supply of basic products is not as critical now

as it has been during the war, so prospects for the future are brighter. With the co-operation of the Department of Agriculture, the baby food industry will be able to provide parents with a wide and plentiful selection to meet the crying demands of the coming generation."

From Basement to \$100,000,000 Sales

The manufacture of baby foods has grown from a Rochester neighborhood distribution in 1921 to about \$100,000,000 in annual sales among six companies, Mr. Roden revealed at this celebration of the industry's Silver Anniversary. It had its start in an idea born when Harold H. Clapp, then a night manager for a Rochester, N. Y., restaurant, was compelled to strain special foods for his sick infant son whose mother was hospitalized. He started with a few kitchen tools in his basement. Ten years later he sold out for a million dollars.

In 1926 the Harold H. Clapp Company was incorporated in Rochester, with an initial capital of \$10,000, and a factory was established in a small shed. In 1939 the business was acquired by American Home Products Corp. The original company is now the Clapp Baby Foods Division of American Home Foods, Inc., which has plants in Rochester, N. Y.; Burt, N. Y.; and San Jose, California. A new plant will soon open in Elkhart, Indiana.

"The 25-year history of this company is an outstanding example of what is meant in this country by free

enterprise," Mr. Roden said yesterday. "Here was a man with no capital, but he did have an idea. He started his business on the proverbial shoe string. He sold baby foods with a horse and buggy. His first factory was in the basement of his home, his next in a shed. During some of the early days of the business, the country was in a depression. Yet, this industry has grown to the point where today American mothers buy about \$100,000,000 worth of baby foods, and buy them cheaper and more scientifically produced than they could be made in the home."

"The growth of the baby food industry parallels the improvement in baby health in this country. In 1920, out of every thousand live births, 86 infants died under one year of age. By 1938, this number had been reduced to 51 per thousand, and in 1943 to 40.4. Today we know the figure will be still lower when the statistics for 1946 are compiled. Of course no one reason is responsible for all of that improvement, but doctors are convinced that this new type of infant feeding has been an important contributing factor. At one year of age, most infants in this country have been fed products of the baby food industry for about nine months."

St. Regis Paper Co. Has Record Sales

In connection with his release of St. Regis Paper Company's annual report to stockholders, President Roy K. Ferguson announced that the St. Regis Paper Company, with net sales of \$52,500,824, an all-time high, had a 1945 net income of \$2,211,411. Net profits for 1945 compare with \$1,853,513 in 1944 and \$1,855,927 in 1943. The sales total in 1944 was \$48,388,277 and \$25,527,784 in 1943.

The construction of new plants, modernization of equipment in present establishments and the acquisition of additional properties account for the substantial expansion of production being accomplished in all divisions.

The firm plans to continue development in all divisions, including heavy duty multiwall bags, flour bags, bag making and bag-filling machinery, and many others.

Editor's Note: In Italy, a land noted for its sturdy, robust babies before the war, Italian mothers give their babies their first solid food in the form of "Fidelini,"—very fine, hair-like strings of macaroni products, and later feed the growing youngsters the finer, smaller shapes of this wheat food cooked in milk or in broths.

The same practice is quite prevalent in many sections of this country where descendants of these European mothers carry on the same feeding practices handed down to them from generation to generation.

Teen-age children, in the United States as in European countries, are quite frequently fed increasing quantities of cooked macaroni, elbows, spaghetti and egg noodles in milk, or "al Burro," (with melted butter), an equal favorite among the healthy, growing children in this land.

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Dried Eggs—Do They Have a Future?

By W. F. Leimert

Tranin Egg Products Company

The drying of eggs has made remarkable progress under the war impetus, both in efficiency of processing equipment and in improvement of quality. However one can see very little prospect for continuance of egg drying on any large scale in the post-war period, in spite of the quality improvement that has been effected.

The 1944 output of dried eggs took 20% of all the eggs produced. If the drying industry cannot market such a volume in postwar years, what is to be done about the government price support guarantee to the farmers? That's the \$64 question.

There are 117 egg drying plants in United States today, whereas only 16 were in existence in the prewar years. The new plants can all spray dry whole egg or yolk, but very few of them have facilities for economical drying of albumen, which requires not only a special type of equipment but also a knowledge and a technique gained only from considerable experience.

The peak output of dried eggs before the war was in 1939 when 10 million poundswere produced, all for food manufacturing uses. Of this amount 7½ million pounds were yolk, 2¼ million albumen, and only ¼ million whole eggs. However, in 1944, 320 million pounds were produced (32 times our 1939 production) by only eight times as many plants as we had prewar. It is significant that the 310 million pound increase in powder production (from 1939 to 1944) is all whole eggs. There was no more yolk or albumen produced in 1944 than in 1939, and no increase in non-government use.

In prewar years the eggs were dried during the five or six months of flush production, and plants operated only 10 or 12 hours a day. In 1944 the plants were operated almost the entire year, 20 hours a day. If the existing plants operated only in the spring, and only one shift, as formerly, they could still turn out 60 million pounds of powder. That would be six times our peak prewar consumption. If postwar requirements are to be no more than prewar, that means five out of six of the existing plants are headed for the junk heap.

Conceivably, the consumption of dried eggs in this country in postwar years could be increased over the 1939 figure by intensive selling pressure and consumer education playing up improved quality and the convenience of

Reprinted from *The U. S. Egg & Poultry Magazine*, October, 1945.

dried eggs for many uses. However, we are not optimistic enough to believe that our domestic and commercial consumption will ever exceed 20 million pounds a year. Any increase at all will be at the expense of shell eggs in the home, or frozen eggs in the small bakery and food manufacturing plant. Also—and this is important—the possible increase will not be in whole egg powder, but in yolk and albumen. This means any of the existing plants that stay in business will have to be able to dry albumen as well as yolk, or else have a ready outlet for frozen whites resulting from a yolk spraying operation.

Improvements made since 1939 in drying technique, equipment, quality control, packaging, handling and keeping are so great that unquestionably dried eggs today are highly acceptable to the consumer and the food manufacturer. In many instances they are preferable to either shell eggs or frozen eggs—but only when they are cheaper to use.

The cost of drying is not great, and the cost of shipping and storing is much less than in the case of shell eggs or frozen eggs, but there still is a cost that must be recovered and a processing profit that must be realized. Accordingly, dried eggs would be cheaper to use only in periods of short supply of shell eggs, or in localities not readily accessible for the shipping and storing of frozen eggs. This definitely limits any increase in the domestic market for dried eggs.

Certainly, even better dried eggs than we have now can be developed in the postwar years—particularly if the plants are not forced, and if closer attention is paid to quality controls. However, that means higher costs, just as operating only four months on one shift means higher cost.

Entirely different methods of drying, such as vacuum drying from frozen form, are possible. But again this is more expensive and not practical from an economic standpoint, only tending to make dried eggs less competitive in price than shell eggs or frozen eggs.

Summing up, the dried egg industry, which has done such a remarkable job in the war effort, has very little chance of retaining anywhere near its present importance, or being of much more value to consumers and producers than it was before the war. Possibly for two or three years the industry can continue to prosper through export outlets until the devastated areas are rehabilitated. Possibly until the price

support guarantee to the farmers is completed, the dried egg industry will be an important cog in any government price support program. But, the long range view is not optimistic.

John Cataldo Dies— Proprietor of Westerly Macaroni Co.

John Cataldo, a well-known resident and businessman of Westerly, Rhode Island, passed away on March 23, aged seventy-two years. He founded and was the sole proprietor of the Westerly Macaroni Company plant at 157-159 Canal Street which he built in 1929.

Besides his wife, to whom he was married in Westerly on March 23, 1903, at the Church of the Immaculate Conception, Mr. Cataldo is survived by four daughters, all registered pharmacists. Mrs. Mary Cataldo Zannini, proprietor of the South County Pharmacy in Wakefield, R. I.; Miss Barbara M. Cataldo, Miss Virginia A. Cataldo and Miss Ida F. Cataldo, who conduct the Hope Valley Pharmacy. In addition he is survived by three brothers, Vincent Cataldo of California and Rocco and Salvatore Cataldo of Italy; two granddaughters, Miss Ursula L. Zannini and Miss Maryanne Zannini, both of Peace Dale, R. I., and several nieces and nephews.

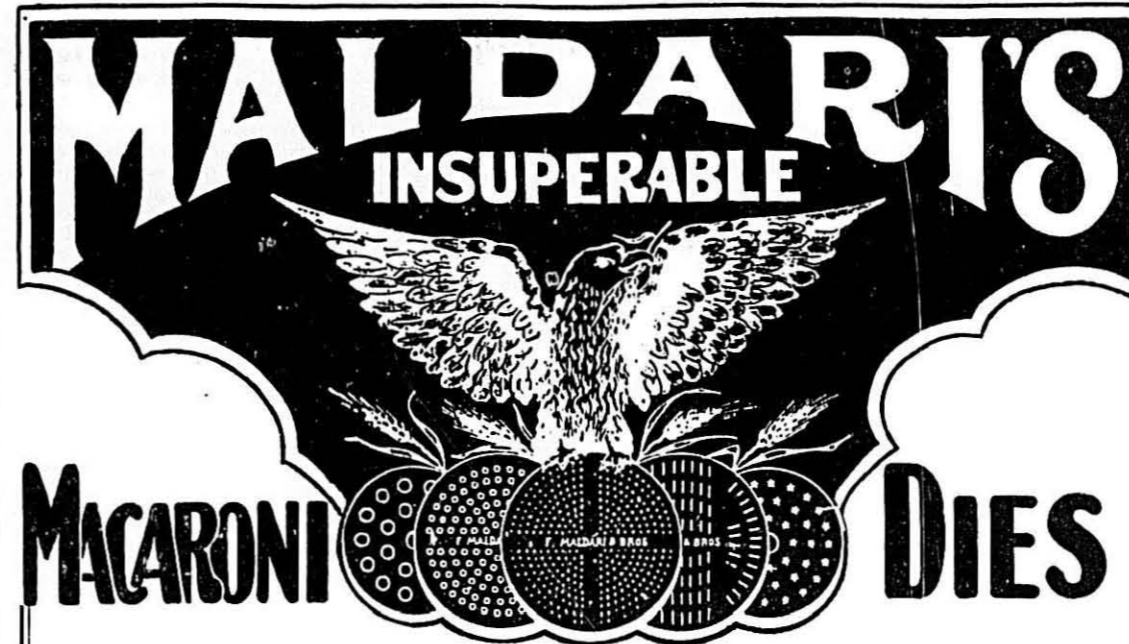
The funeral was held March 26 with solemn high mass of requiem at the Church of the Immaculate Conception. Burial was in St. Sebastian Cemetery.

Best Raw Materials Is Aim

With the changeover of the American milling industry to 80 per cent extraction flour now completed, Phillip W. Pillsbury, president of Pillsbury Mills, voices assurance to operators in the macaroni field that their current problems will continue to receive his company's top attention and best efforts.

"We realize," he said, "that there is a shortage of durum receipts but we will do our best to keep our production under the 80 per cent extraction order at the highest possible level with the best products for the macaroni trade."

"It is our belief," he continued, "that millers' products for the macaroni trade will continue to be good. If durum wheat is available, Pillsbury as a leader in the milling industry will do all it can to meet the requirements of macaroni manufacturers. We believe that those manufacturers will feel well satisfied with the quality of the products we are producing during the wheat emergency."



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History of Troop Feeding

A well-documented report on troop feeding programs prepared at the request of the Research and Development Branch of the Office of the Quartermaster General by the National Defense Research Committee has now become available. The book is edited by S. C. Prescott and provides . . . "historical perspective for the evaluation of current subsistence problems" of the Armed Forces, presenting a survey of rationing and subsistence in the United States Army, during the period 1775 to 1940.

Bread and meat were found to constitute the principal staples of the ration during the entire period. In early days the nutritional adequacy of the ration was based on human experience rather than on present-day scientific knowledge of nutrition. With respect to energy and protein, but not vitamins and minerals, the ration was consistent with modern ideas and practices. With passing years one is struck by the evident desire for improvement.

During the Revolutionary War the soldier with his corned beef, fresh beef, or salt pork, salted fish, flour, peas or beans, and potatoes was free to prepare his food and eat alone if he preferred. This practice was common even in the Civil War. The men often gravitated into groups, usually determined by the quarters in which they were sheltered. During severe winters, their supplies were pooled, and cooking was turn-and-turn-about. In this way they fared well, at a time when the colonial populace was not far removed from frontier days and elemental simplicity in living.

Field cooking up to the time of the Spanish-American War was done in two ways. 1. The fighting men carried their food in haversacks and ate individually, or in small squads; or 2. Where practical, regimental wagon trains and cooks were brought up and the troops got much better hot meals. In early times the service was simple, consisting of the soldier filling his tin-plate and cup at the cooks window, then going to his table-seat and eating. Later, the men served in rotation, as waiters, kitchen police, and helpers.

The idea of turning out bread in quantity, as is now done, was current in both armies during the Civil War. In fact, a large baking unit was established in the basement of the Capitol Building. With improved methods of transportation this bread replaced the "hard tack" of earlier days.

In 1775 the first legislation fixing composition of the Army ration was passed and put into effect in the Continental Army. This ration was composed of beef, pork or salt fish, bread or flour, butter or lard, peas or beans

or vegetable equivalent, i.e., potatoes, milk when it could be gotten, rice or Indian meal, and spruce beer, cider or molasses, as well as such other items as candles and soap. Yellow, green, and leafy vegetables and fresh fruit were absent apparently, the diet being confined largely to salted meat or salted fish, and starch foods. In those days palatability was not as important as it is today and monotony in diet was the rule. As a matter of fact, the food supply was often inadequate and so precarious, that starvation was ever-present and a constant menace to morale.

The use of spruce beer is interesting. In the French and Indian War it had been learned that the decoction or tea made from spruce tips was effective as a scurvy preventive. At that time scurvy was most prevalent and a dreaded disease, chiefly because the diet was confined to food restricted in character and lacking fresh fruits and vegetables. In 1890 fresh vegetables were authorized as an addition to the ration and constituted an improvement in nutritive value.

Because the supply situation was inadequate during the War of 1812, the method of subsistence of the Army was changed, being placed under a Commissariat Department by Act of Congress, with a Commissary General appointed as head (1818). In The War of 1846 with Mexico the new system was put to test in actual combat.

Canning as a means of preservation of food progressed slowly during this period, receiving great impetus during the Civil War. While sundrying of foods was practiced as evident by the use of dried fruits and dried fish, the major developments of food dehydration are of recent date. Later, such articles as coffee, tobacco, chocolate, yeast, jam, and pickles were added to the field rations or substituted for other articles of the diet. Frozen and canned meats and fish were substituted for salted and cured meats, improving the nutritive value. In 1912 the Commissariat Department was merged with the Quartermaster Corps and our modern method of troop feeding began.

Army Messes

During World War II, the food consumed amounted to millions of pounds daily, the supply of which involved a huge responsibility. Food was made available in quantity and diversity of form in regions of every known type of climate—the temperate zone, steaming jungle, dry, burning desert, frigid Arctic, rarefied atmosphere of mountain regions, plateaus, and of high altitude flying, and re-

gions of heavy rainfall. As a result of experience in the South Pacific and North Africa, prewar concepts of food have been radically changed, and constant improvements made.

In surveys made of Army and Navy messes the recommended dietary allowances of the National Research Council have been attained without difficulty. Because a definite proportion of the food served was rejected in plate waste, such as the fat on meat for example, its equivalent calorically, was purchased outside the mess. Fat, according to McCay and associates (J. Am. Diet. Assoc. 21, 88-91 (1945)), comprises an important part of the rejected calories, while sugar and sweets largely from candy bars, ice cream, and soft drinks constitute much of that purchased. Speculatively, does this practice mean that eventually candy bars, soft drinks, and ice cream will supplement or perhaps replace, other established articles in the ration of the Armed Forces?—*Nutritional Observatory*—The Mellon Institute.

Sell Securities to Buy Macaroni Plant

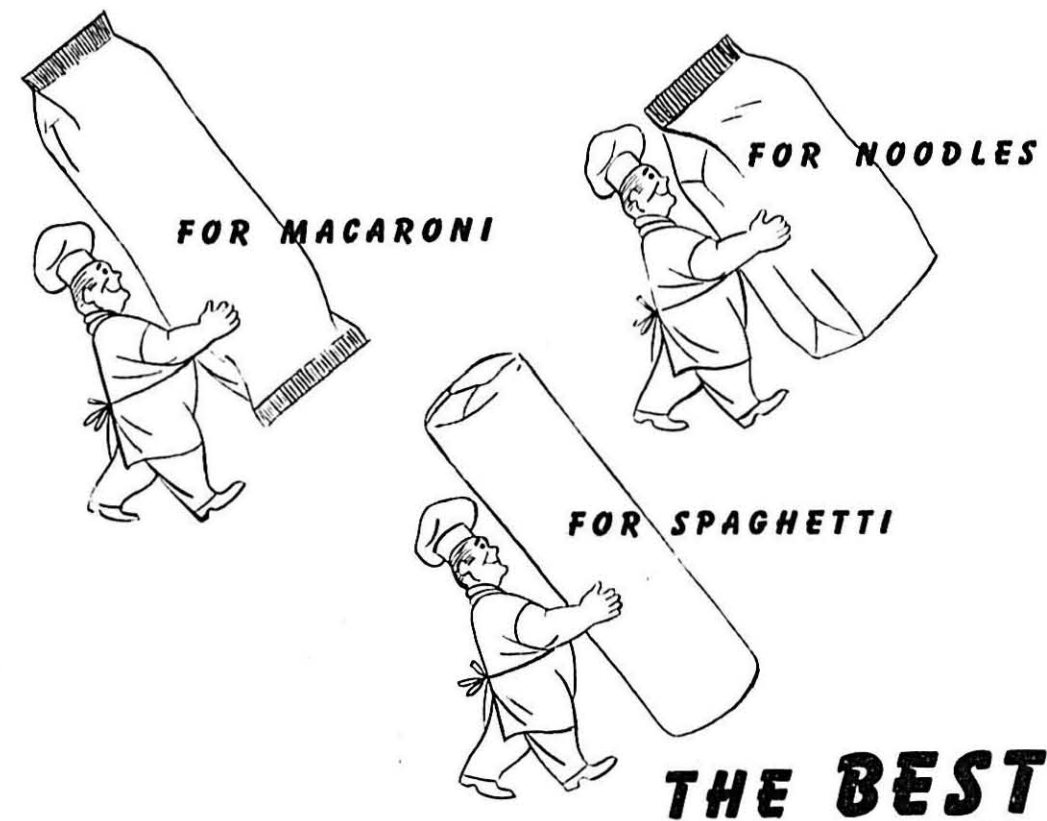
Underwriters headed by Herrick, Waddell & Co., Inc., last month offered financing aggregating \$2,520,000 by offering publicly debentures and preferred and common stock of Airline Foods Corporation, formed recently through the merger of seven established food-processing and wholesaling concerns. The securities consist of \$1,000,000 of 5 per cent sinking fund debentures due in 1961, 100,000 shares of 5½ per cent cumulative convertible preferred stock and 90,000 shares of common stock. The debentures are priced at \$98; the preferred stock at \$10 a share; and the common at \$6.

The merged companies included Wallace, Burton Davis Co., Inc. Max Ams, Inc. of New York, and Herman Kussy Company of New Jersey; Richard Frank & Co., Inc.; Hahn & Wessel, Inc., of New York; and Ouerbacker Coffee Company and Airline Foods, Inc. (formerly Godwin Preserving Company) of Louisville, Ky.

The consolidated enterprise plans to use \$773,850 of the proceeds of the financing to buy 82.7 per cent of the outstanding capital stock of the Atlantic Macaroni Company and the rest will be used to pay notes of subsidiaries totaling \$811,513 as of Oct. 31, 1945. With this financing, the company will have outstanding 250,000 shares of \$1 par value common stock besides the debentures and preferred stock now being offered.

Soybean milk, now being produced by several companies in the United States, has high nutritional value.

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Italians Hungry for Macaroni

Ex-President Herbert Hoover Confers on Italian Food Situation With Premier de Gaspare and Pope Pius XII

Because of the worst drought in over a hundred years, the natural devastation to a country overrun by war and the general looting by the Germans during their several years of occupation, Italy's plight today is almost beyond understanding. The condition of the people of that country was pictured to ex-president Herbert Hoover, chairman of the U. S. Famine Emergency Committee on his recent interview with Pope Pius XII in Rome and with Premier De Gaspare.

A correspondent of one of America's greatest papers relates the following incident to illustrate the normal Italian's hunger and his natural desire for his favorite macaroni, spaghetti and bread:

"Recently my wife and I moved into an Italian household. We brought along sufficient American rations for a month. These consisted of meat, both fresh and canned, fruit juices, soup tablets and tinned fruits. The average American here feels that he lives well on such a diet when it is supplemented by fresh vegetables and fruit. But after two weeks, the Italian servants came to us protesting that they were hungry and unable to work on this diet. The reason was the lack of bread and macaroni products—spaghetti, fettucini or ravioli. However Americans may regard this food, it is as essential to Italians as orange juice to Americans, suet pudding to the English, or rice to the Chinese.

Briefly, the Italian members of our household said we could keep our spam, corned beef and fruit juices as long as we provided bread and macaroni products.

That experience illustrated the whole food problem in Italy. Even the poor can now buy a little meat, fish, fresh vegetables and

fruit. But bread and macaroni and spaghetti are seriously short when to Italians this constitutes famine.

Suffer Severe Drouth

Italy has suffered the worst drouth in a hundred years. Lack of rain has upset the whole economy of a nation dependent for food and power on water. Hence, last year's grain harvest was little more than half the prewar averages. Plainly, the Italians would have starved without UNRRA aid.

Today it is said that Italy's bread ration of less than one-quarter pound per day and macaroni products ration of a half-pound per month are the lowest in Europe. The government is now talking of cutting both bread and macaroni products. De Gaspari says Italy's own stocks of grain are nearly exhausted. Unless Hoover can obtain augmented UNRRA imports, the official Italian ration will fall to the German level of 1,000 calories daily.

Italy has had one break: the drouth was broken by a fortnight's heavy rains, and this year's harvest should be a bumper. Already prices are going down.

So we come back to bread and macaroni products. By careful shopping these days, an Italian housewife could buy enough meat, fish, vegetables and fruit to provide her family with what we Americans would call a balanced diet. But as long as there are no mounds of spaghetti, no long loaves of bread on the table, Italian families will leave it after a meal feeling hungry."

Mr. "Durham" Pearson

The macaroni manufacturers are naturally critical of the common misspelling of the word "durum" with reference to the grain from which the essential, wholesome semolina is milled—and here is a former macaroni wheat grower that voices his objection to the "durham" spelling used by Drew Pearson in his Washington "Merry-Go-Round" last month, wherein the columnist referred to the protest registered with the U. S. Department of Agriculture against the inclusion of semolina in the 80 per cent extraction Order No. 144, saying: "Spaghetti, macaroni and noodles are made from semolina, a gritty flour made, in turn, from *durham* wheat."

Writing to the Editor of the San Francisco, Calif., *Chronicle* on March 9, 1946, defender of the "wheat" vs. the "tobacco" spelling, J. E. Nelson wrote:

Editor—Drew Pearson needs a little correction about "Durham wheat." There is no such wheat. There is a durum wheat, from which spaghetti and macaroni are manufactured. Pearson states this wheat is raised principally in South Dakota. It is raised in North Dakota in the "durum belt" (I lived there over 30 years), running roughly from Devil's Lake in the north to Oakes in the south, 75 to 100 miles wide. The total annual yield is some 15 to 25 million bushels. Milling this for spaghetti is not going to affect the over-all relief picture.



Officers and Directors of the J. L. Ferguson Co., Joliet, Ill.

Honor 15 Years Service

In recognition of his fifteen years service with the firm and his wartime accomplishments as its official Washington and Trade association representative, H. Lyle Greene was honored recently with a testimonial dinner by officers and directors of the J. L. Ferguson Company, Joliet, Illinois. Mr. Greene is first vice president of the Packaging Machinery Manufacturers Institute. During the war, he served in Washington, as a member of the Industry Advisory Committee on

Packaging & Labeling Machinery and Equipment. An award of merit was given him by the War Production Board for this service.

Shown in the photo above, taken during the testimonial dinner are, left to right: Seated, J. Lee Ferguson, Jr.; R. A. Stephen, executive vice president and treasurer; J. L. Ferguson, Sr., president; E. L. Koenig, secretary, and R. C. Ferguson; standing: P. A. Steed, Mr. Greene and R. J. Scherer. The Ferguson Company was organized in 1921. Its "Packomatic" packaging machines are in general use throughout the United States and in many foreign countries.



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CARTON CORPORATION

NORWICH, CONN.



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WINDOW CARTONS

Packages That Appeal, That Make for "Repeat" Sales

Patrono With Robles

Mr. Frank Patrono of Mount Vernon, New York, long associated with the macaroni industry, first as a manufacturer and later as the representative of supply firms, is now the exclusive representative of Robles Transparent Products Corporation, New York City. In that capacity he covers the entire macaroni and noodle field on transparent packaging, the specialty of his company.

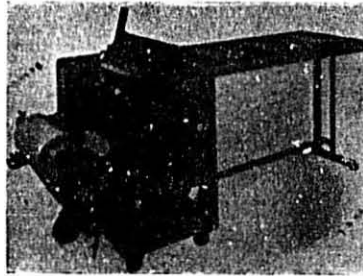
For years he operated a plant in Mount Vernon, N. Y., and is fully acquainted with the packaging problems of the industry.

New Sheeter-Gluer

A new Corley-Miller machine for automatically gluing, cutting and delivering sheets of cellophane or paper from rolls, for wrapping long macaroni or spaghetti, has been announced by Miller Wrapping and Sealing Machine Company of Chicago, Illinois. The new machine is the Corley-Miller Model BL "Sheeter-Gluer," which supercedes the old Corley-Miller SW "Sheeter-Gluer."

The new machine is of heavier construction throughout and includes

many mechanical refinements, including confinement of all main working parts within the side frames of the machine, whereas the Model SF had quite a bit of external mechanism. In the new BL model, the entire distance below the sheet conveyor is free and clear of working parts so that the op-



erators may sit facing the belt with their legs below the conveyor belt, where a foot rest is also provided.

The Model BL retains the shear action cutting knife but the cutting stroke is now actuated by a smooth rotary movement in place of the former reciprocal movement. Actuation of the running glue-line mechanism has also been changed to the rotary principle.

The Corley-Miller Model BL "Sheeter-Gluer" speeds up the wrap-

ping of stick macaroni and spaghetti by delivering cut and preglued sheets of cellophane or paper from rolls at a steady rate of speed. The machine may be set to deliver from 8 to 24 sheets per minute and acts as a "pace maker" by forcing the operators to use up the preglued sheets at the same steady rate they are delivered.

Also important is the fact that wrapping materials are much cheaper in roll form and this is especially true of the printed material or wraps with reinforced ends, which are commonly used in the Macaroni Industry. The machine can be equipped with Electric Eye for printed wrappers.

Horowitz Bros. & Margaretan

Horowitz Brothers and Margaretan, well-known manufacturers in New York City for many years, announce the removal of their general offices and plant from their old location at 369 East 4th Street to Review Avenue at 29th Street, Long Island City, New York. Its new phone number is—Ironsides 6-5420.

At their new location, they not only have more commodious quarters for their offices, production, drying and packaging departments, but more favorable shipping and distributing conditions.

A NEW AUTOMATIC WEIGHER FOR *Long Cuts!*



For production, efficiency and economy in your macaroni packaging set-up, investigate the Saroni Automatic Weigher.

This machine is engineered and produced exclusively for the macaroni industry and will handle all types of Long Cut macaroni and spaghetti. It fits into any type of packaging line and will pace the production at its most critical point.

You'll find it eliminates the human element; gets consistent production with less worker fatigue; eliminates the need for operational training. A Saroni Weighing Machine in your plant will soon pay its initial cost thru savings on labor alone.

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Green Cross for Safety Campaign

Americans will be called upon to rally behind the Green Cross for Safety this May, when the National Safety Council launches a nation-wide fund-raising campaign aimed at winning general public support of its far-reaching accident prevention work.

The Green Cross will serve as the emblem and banner of safety—safety in the home, on the farm, in the factory, and on the teeming streets and highways of America.

The drive, marking the first time in its 33-year history that the National Safety Council has gone directly to the public for funds, comes at a time when the public is growing increasingly aware of the accident problem because of the appalling rise in traffic deaths since the end of the war.

In announcing the campaign, Ned H. Dearborn, president of the Council, emphasized the following points:

During the war, deaths and injuries from accidents on the home front exceeded battle casualties among the American forces. Our losses to enemy action were 261,608 killed, and 651,911 injured. Home front accidents of all types during this period claimed 355,000 lives and brought injuries to 36,000,000 persons, no less than 1,250,000



of these injuries being of a permanent nature.

There were 96,000 Americans killed last year in all types of accidents—equivalent to the annihilation of six full infantry divisions.

At least 10,300,000 persons were injured in all accidents in 1945 alone—a total approximating the peak war strength of the armed forces of the United States.

"There is no more sense in our suffering an accident toll of nearly 100,000 deaths, ten million injuries and a five billion-dollar economic loss each year than there would be in our tolerating the typhoid rate of 50 years ago," Mr. Dearborn said. "We know just as definitely how to prevent ac-

idents as the medical profession knows how to prevent typhoid.

"The public must be educated in the ways of safety; it must be kept informed and on its toes. Safety is a problem of every citizen, not of the safety engineer alone. And over-all programs must be planned for the safety of the community."

The fund drive is designed to promote two important goals, Mr. Dearborn said. By having the men, women and children of the country contribute funds, it will make them stockholders in an enterprise working for their own protection. It will make them active participants in a program they accepted only too passively before. And by making the Green Cross an ever-visible reminder of possible carelessness, it will cut down the number and severity of accidents.

The Council thus expects to create such a strong concern for safety in the public at large and to broaden its financial support to such a degree that vigorous safety campaigns will be carried out on a scale never before possible.

Oranges and grapefruit may soon be on the market with all their first-picked freshness; they will be enclosed in a tight wrapping of Pliofilm, a transparent film made by reacting natural rubber with hydrogen chloride.

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Margherite—Fusilli Col Buco—Mafalda—Lasagne—and all Specialties

With world conditions changing rapidly shortages will soon come to pass. Then, ROBLES will be ready with "OODLES OF NOODLE CELLOPHANE BAGS."

At this stage, it is good common sense planning to actually work on your future requirements.

As Transparent Packaging Specialists, ROBLES has been supplying nationally known Noodle and Macaroni Manufacturers for many years.

Let ROBLES help tell your customers you have "OODLES OF NOODLES" through a new eye catching design. A deft Art Department is ready, willing, and able to create your future Noodle or Macaroni package.

ROBLES

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Transparent Packaging Specialists
PRINTERS AND DESIGNERS

New Short Cuts Weigher

The Specialty Package Service Company of Los Angeles has recently developed a weighing and packaging machine that handles cut macaroni, small shapes, and all widths of noodles. This machine has been tested

for the past several months in the production line of a local manufacturer. The weights achieved were extremely accurate in all products though the character of the product affects weight accuracy to a small degree.

In full 8-hour production tests, 1 average operator can accurately weigh and bag 30 bags of cut macaroni or

small shapes per minute or 1,200 dozen per day. The same operator averages 20 bags per minute of noodles or 800 dozen for the 8-hour day without crushing or detracting from the appearance of the finished product.

The bag weights produced were 1/2 to 2 pounds and as much speed is attainable on the 2-pound bag as on the 8-oz. bag.

Since the speed of this machine is greater than the speed of hand operations, either taping or stapling for the seal, it became apparent that to take full advantage it would be necessary to heat-seal the bags.

Specialty Package also offers C-K rotary type production heat-sealer which will handle either heat sealing cellophane or non heat-sealing cellophane when used in conjunction with plastic coated bag caps.

"Aged cheese" of excellent flavor and quality is now produced in three to four months by American cheese factories, half the time formerly required.

Birds have been tracked almost instantly when, by chance, they flew into the powerful beam of high-frequency waves at the mouth of a giant radar antenna used to jam enemy search equipment.

A Continuing Table of Semolina Milling Facts

Quantity of Semolina milled, based on reports to *Northeastern Miller* by nine Minneapolis and Interior Mills.

Production in 100-pound Sacks				
Month	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	885,655
March	741,624	795,998	692,246	963,387
April		823,981	608,947	793,866
May		992,675	704,071	750,963
June		859,867	656,214	723,733
July		751,280	716,957	648,356
August		694,782	889,515	758,903
September		883,662	895,478	713,349
October		1,101,672	919,226	791,054
November		1,116,434	965,527	839,778
December			921,851	801,847

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1 - March 30, 1946	7,934,346
July 1 - March 31, 1945	7,817,644

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GENERAL OFFICES MINNEAPOLIS, MINNESOTA

TO CUT COSTS In Carton Packaging



PETERS JUNIOR CARTON FORMING AND LINING MACHINE (above) sets up 35-40 cartons per min., one operator.

PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE (right) closes 35-40 cartons per min., no operator.

Are you finding that present hand methods of carton setup and closure are showing high costs? Do you want to cut these costs—save time—increase overall profits?

PETERS economical packaging machines are doing this for many macaroni, spaghetti and noodle manufacturers every day! They are releasing hand labor for other more necessary jobs.

Send us a sample of the various cartons you are now using. We will gladly make recommendations for your specific needs.



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OFFICES AND REPRESENTATIVES IN ALL PRINCIPAL CITIES

More People Lack More Things

By Tyre Taylor
NARGUS General Counsel

This is something about myths. According to the dictionary I have here in my office, a myth is a person or thing existing only in the imagination, or whose actual existence is not verifiable.

Take first the current myth of prosperity. The people have more money—more buying power—than they have ever had. They are spending more than they ever spent. Therefore, according to the prevailing school of economic and political thought, the Country is prosperous—or in any event, the condition we now have is the opposite of depression.

But is it? In the depths of the so-called "Hoover Depression" a lot of people couldn't buy sufficient food, clothes, shelter, medical care, recreation, so on. One third were "ill-fed, ill-clothed, and ill-housed"—remember? They couldn't buy these things because they didn't have the money, but the essence of the great depression—the cause of all the dissatisfaction and the misery—was the lack of the things that go to make up a satisfactory scale of living.

Today the grass is not growing in the streets and most people are able to obtain sufficient food for their needs—of course not including a number of "scarce items" such as butter, sugar, bacon, et cetera, et cetera, and of course we are soon to dine on dark bread. But what else can you say for the current brand of prosperity?

You can't get a house or an apartment. You can't get a shirt—save of the "New Deal Ersatz" variety—or a suit of clothes or an overcoat or a decent pair of shoes. When nylons are whispered thousands of women jam the stores stand in line, and waste hours. (It seems that the nylons—like a lot of other things, including food—are being shipped abroad for

higher prices than American consumers are permitted to pay under OPA ceilings.)

You are lucky if you can get a doctor or a nurse or a bed in a hospital. On the personal transportation front, the old jalopy should have been consigned to the junk heap years ago—while opportunities for what most Americans regard as real rest and recreation are virtually non-existent. And while I have said that the grass is not growing in the streets, our towns and cities present the same dirty, unpainted, and uncared for appearance as in 1933.

In other words, probably more people lack more things—things that really matter—today than at any time during the past fifty years and the American scale of living is steadily declining. In the case of food, we again have official acceptance of a practice (this time at the instance of Left Wing elements in the State Department and not OPA) long known and followed in the Orient—people are to be fed more grain and less meat. Going back to the dictionary definition of a myth, I am unable to identify or verify the present condition as prosperity. To me, it looks and feels more like depression, although I do not think it is quite fair to call it—as so many are now doing—the "Truman Depression." Rather it is part—and by no means the worst part—of the Roosevelt Legacy.

Then there is the myth of freedom. Most of us know by now of OPA's "Techniques of Interviewing" and of the way the "Administrator's Claim" is made to operate and so on through a long list of major and minor bureaucratic oppression. Let's look at the situation from another angle—using Labor and Unions as a measure of our Freedom.

Yes, organized labor—as built and fostered by what the late Franklin D. Roosevelt used—"again and again and again"—to term "YOUR Government"—can put you out of business any time it wants to and it can keep you from getting a job anywhere else. It can do more. It can starve you and freeze you and inhibit your freedom of movement.

Freedom? If you can verify the existence in this country today of Freedom as Americans have always thought of it, you are a better man than I am, Gunga Din. We have even forgotten what freedom is like.

There are of course a lot of other myths floating around—such as, for example, the Constitution of the United States and the Ten Commandments. But I have already exceeded my allotted space and, anyway, words to do not help much. It will take action to restore America to health and sanity—work and courage and a firm resolve that there shall be no compromise with totalitarianism, whether from the Right or Left.

Pack-Rite Booth Popular

Booth No. 317 at the Packaging Exposition in the Public Auditorium, Atlantic City, N. J., the week of April 2-5, 1946, was a very popular spot, being visited by thousands of business people interested in food packaging machines, according to W. Techtmann, president of Pack-Rite Machines, Milwaukee, Wis. Latest developments of machines that have as yet reached the photographic stage were shown visitors in addition to the many new packaging machines now functioning in most of the leading food plants of the country.

* The puff adder, a common snake in America, is one of the world's biggest bluffers; when cornered it spreads its head cobra-fashion, or opens its mouth as if to strike, which it sometimes does—but with its mouth closed.

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Home Economist for "Frozen Foods"

Miss Bonnie C. Duke, former supervisor of the "Kitchen of Tomorrow," travelling display of the Libbey-



Miss Bonnie C. Duke
Director Home Economics
Frozen Foods Institute

Owens-Ford Glass Co., has been appointed Director of Home Economics of the Frozen Food Institute, Inc., as of March 11, 1946.

Miss Duke holds a Bachelor of Science degree from Hardin-Simmons University and her past connections include Director of Home Economics, Southwestern District, for Edison General Electric Appliance Co. of Chicago, and Director of Home Economics, research new products division, of Servel, Inc., Evansville, Indiana.

Miss Duke's first program for the Frozen Food Institute, Inc. was the Director of the Consumer Home Economics Agenda at the Institute's Fifth Annual Convention, Park Ave. Armory, 34th St. and Park Ave., New York City, March 27 through March 31.

Wallace Favors Health Program

Adoption of a nation-wide health program would be a tremendous aid to business, and the small businessman in particular stands to benefit from such a program, says Secretary of Commerce Henry A. Wallace.

In a statement supporting Senate Bill 1606, Mr. Wallace said that the annual cost to American business of absenteeism due to non-industrial sickness and accidents has been estimated at about \$4,000,000,000 and that this

burden falls most heavily on the small businessman.

Moreover, the fact that more than 50 per cent of the working population suffers from some kind of ailment undoubtedly has a serious effect on productivity, and it has been found that there is a correlation between the incidence of industrial accidents and the physical condition of the worker.

"Such industrial accidents not only reduce production but also increase workmen's compensation premiums," Mr. Wallace said. "No accurate estimate can be made of the cost to business of these losses due to poor health, but it is probably considerably higher than the cost of absenteeism due to illness and accidents."

Various studies made by Government and business groups have shown the effectiveness of factory health programs in reducing the business costs of illness and low health standards, but small businesses—that employ more than two-thirds of all workers—are generally unable to provide such health service.

Sumac is a valuable shrub to protect soil from erosion because it grows in rough places with poor soil; at the same time it can be a valuable cash crop because it yields a tanning material needed in leather-making.

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There is a Fuller plant or warehouse near you.

Three manufacturing plants and eleven warehouse stocks assure you prompt service on your requirements of case sealing adhesive, carton glue, tightwrap adhesive, tube glue and other items.

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These two STAR ADHESIVES were developed particularly for the MACARONI INDUSTRY. They are Water-proof and Weatherproof and work equally well for hand or machine operation.

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980 Hudson Avenue



From \$20 to 60 Cents a Dose

"From January to June, 1943, the total production of penicillin was only about 400 million units, enough to treat about 400 serious cases. But by the last five months of 1945, production had been stepped up until more than 677 billion units were being produced each month," C. F. Speh of the U. S. Department of Agriculture said in a recent review of the work of the four regional research laboratories of the Department, working since 1940-41.

"Due to increased yield and improved methods of production the wholesale price of penicillin has dropped from \$20 to around 60 cents for 100,000 units," continued Speh, who is Assistant Chief of the Bureau of Agricultural and Industrial Chemistry. "The storage life of the drug has increased from three to eighteen months."

"In their search for higher yielding strains, scientists in the Peoria laboratory tested molds from many parts of the world, but, believe it or not, they found the grand champion yielder growing on a cantaloupe right under their noses in a Peoria market. About 6 million pounds of lactose (milk sugar) valued at \$1,560,000 and 12 million pounds of corn steep liquor,

valued at \$234,000 are being used annually in penicillin production.

"The cost of the Department of Agriculture's research that increased the yield of penicillin and led to the commercial production of this drug was approximately \$100,000. The value of penicillin produced in 1945 is estimated at \$100,000,000, but no value can be placed on the human lives saved as a result of the large scale commercial production of penicillin made possible by laboratory scientists soon after our entry into the war. It has been said that the penicillin work alone foots the bill for all four of the laboratories for the first twenty years of their existence. The Peoria laboratory was able to render this service because it has one of the largest collections of molds in the world, and a staff of highly trained scientists experienced in feeding and handling these and other micro-organisms."

Louis-Joseph Charbonneau Visits U. S.

Mr. Louis-Joseph Charbonneau of Charbonneau, Limited, Montreal, Canada, visited the Association's Membership Committee Chairman, Mr. A. Irving Grass of Chicago, April 1. While there, he was shown through

the plant of the I. J. Grass Noodle Company.

Mr. Charbonneau, who was in this country attending business meetings in Chicago and Minneapolis, is the president of his firm, a member of the National Macaroni Manufacturers Association.

Leading Brands in New York Market

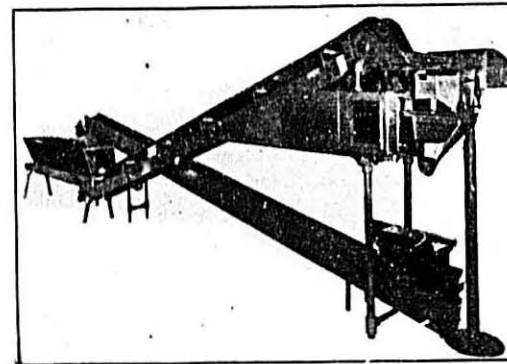
According to a compilation prepared by the *New York World-Telegram* for the period covering the first two weeks of February in 658 store outlets, its market inventory for Macaroni Spaghetti and Noodles (dry) show the following:

Brands	Average Unit Sold per store	Total Units	Number of Stores
Caruso	41.5	8,796	94
Goodman	55.7	11,146	120
Heinz	2.1	419	44
La Rosa	101.3	20,253	140
Mueller	124.7	24,945	180
Ronzoni	76.2	15,245	80

The water hyacinth, that clogs Southern rivers and lakes and makes navigation difficult, was an apparently harmless ornamental plant when it was brought from Venezuela about 60 years ago.

ANNOUNCING!

A Revolution in Packaging NOODLES and SHORT MACARONI That Will Cut Your Packaging Costs in Half



In Production

This Machine and 1 Operator Accurately Weighed and Bagged:

A—30 bags per minute of Cut Macaroni and small shapes—in 1/2 to 2 pound bags.

B—20 bags per minute of Noodles—all widths—in 1/2 to 1 pound bags.

For Details Write

SPECIALTY PACKAGE SERVICE CO.

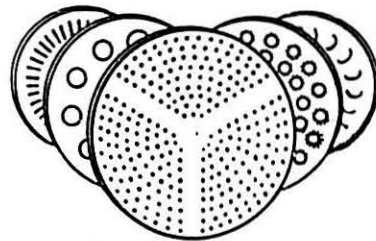
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Los Angeles 13, Calif.

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Because the Following Results Are Assured

SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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Also Sugar Yolks, Whites and Whole Eggs

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BRADLEY & GILBERT CO.

INCORPORATED

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"OUR 90TH YEAR"

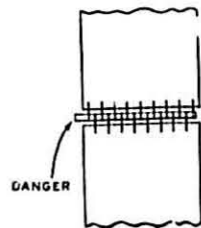
THE ENGINEERING DEPARTMENT

by

W. F. SCHAPHORST, M.E., 45 ACADEMY ST., NEWARK, N. J.

Don't Shift Belts With Your Bare Hands

There are various types of dangerous belt joints. Nearly any joint that is "rough" can be more or less dangerous, as for example those that are



held together with metal fasteners, and particularly those that are bolted.

When the type of belt joint shown in the accompanying sketch is employed, be careful. Do not attempt to shift such a belt by means of the bare hand while it is in motion because the projecting end of the rawhide or other pin may seriously tear the flesh. In some localities joints of this kind are prohibited by law on drives that are likely to be shifted by hand. In fact it is well to be on the safe side and make a ruling of your own to the effect that the bare hand must never be used for shifting a moving belt. Don't take unnecessary chances.

How to Prevent Ceiling Sweat

Ceiling sweat often is a nuisance, and the question is asked, "How can we prevent it?" Those of you who have experienced poorly insulated roofs or roofs that were not insulated at all have very likely known it to almost "rain" when the outdoor temperature was low and the indoor temperature normal and the air humid.

Briefly, without going into technical details or explanations, there are two ways in which to prevent ceiling sweat:

1. Apply an ample thickness of suitable insulation to the roof;
2. Keep the air "dry" inside of the building or room.

Regarding Method No. 2 which is the more difficult of the two in the long run, it is not necessary to keep the air "perfectly dry." In fact, it is exceedingly difficult to produce air that is perfectly dry even in a laboratory. The air over every part of the great Sahara Desert contains some moisture. But to prevent sweat in any room it is necessary to hold the humidity of the air down low enough so that no "dew point" will be established on the ceiling. By keeping the air properly dry it will absorb any tiny particles of sweat that may manage to collect on the ceiling, and dripping will thereby be eliminated.

Here is a new rule that was developed for simplifying the computation of ceiling sweat problems. It gives the limiting relative humidity under a wide range of conditions.

RULE: Subtract the outdoor temperature from the indoor temperature (both in degrees F.), multiply the difference by 0.19 and then subtract the product from 100. The remainder is the relative humidity limit. Should a greater relative humidity be permitted in the room, ceiling sweat is likely to occur.

But (and this is important), the above rule applies only to a well-insulated roof—4 inches of concrete, plus 2 inches of corkboard, plus 5-ply roofing. It will be found on checking the above rule that if the tempera-

ture is 10 degrees F. below zero outdoors, and 70 degrees F. indoors, the relative humidity indoors can be over 80 per cent and there will be no ceiling sweat. But if the humidity goes above 84.8 per cent there will be ceiling sweat.

For a roof made of 4-inch gypsum composition in place of the above structure, use 0.3 in the rule instead of 0.19. For a roof made of 2½-inch tongue and groove spruce planking, plus 5-ply roofing, use 0.5 instead of 0.19. For a roof made of 1½-inch tongue and groove spruce planking, plus 5-ply roofing, use 0.62. And for a roof that is made of bare concrete 4 inches thick, use 0.94 instead of 0.19.

How to Figure Fuel Saving

Many users of fuel, eager to save fuel as well as money, are asking this question: "After installing a fuel-saving device which has reduced the temperature of our chimney gas, how can we now correctly compute the fuel saving?"

This is the way: How many degrees F. has the temperature of your chimney gas been reduced? Multiply that reduction in deg. F. by the number of pounds of gas per pound of fuel. Multiply that by 24. Then divide by the heat value of the fuel in BTU per pound. The result is the saving in per cent. For example, if the temperature of your chimney gas was 650, and it is now 500, the reduction is 150 deg. F. If there are 19 pounds of gas per pound of fuel, and the fuel contains 14,000 BTU per pound, apply the above rule and you will find that the saving is 4.9 per cent. Or, more roughly, if you don't know all of these things, simply divide the reduction by 30. Thus 150 divided by 30 equals 5 per cent.

Boiler Evap. in pounds per hr.	Approx. Cost of Desaerating Heater Installation	Approx. annual saving effected based on \$5.00 coal, 8 lbs.						
		Evap. and 300 days operation if water temperature is increased						
		20°F.	40°F.	60°F.	80°F.	100°F.	120°F.	140°F.
15,000	\$1500.00	\$ 345	\$ 710	\$1050	\$1400	\$ 1740	\$ 2100	\$ 2430
30,000	\$2100.00	\$ 490	\$ 980	\$1470	\$1960	\$ 2450	\$ 2940	\$ 3360
45,000	\$2650.00	\$ 635	\$ 1270	\$1905	\$2540	\$ 3130	\$ 3720	\$ 4290
60,000	\$3200.00	\$ 780	\$ 1560	\$2340	\$3080	\$ 3820	\$ 4510	\$ 5100
75,000	\$3700.00	\$ 925	\$ 1850	\$2775	\$3620	\$ 4510	\$ 5400	\$ 6150
100,000	\$4600.00	\$1200	\$2420	\$3600	\$4840	\$ 5920	\$ 7140	\$ 8100

UWANTA BRAND Frozen and Dried Egg Products

FROZEN EGG YOLK
Whole Egg, Sugared Yolk and Whites

DRIED

Albumen, Pan Process

Yolk and Whole Egg, Spray Process

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FOR EXCELLENCE
IN PRODUCTION OF
FOOD PRODUCTS
FOR THE ARMED SERVICES

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

HENDERSON PRODUCE COMPANY

General Office

Monroe City, Mo.

Our Greetings and Best Wishes

to the

Macaroni Journal

On the Occasion of Its

27th Anniversary

and the

National Macaroni
Manufacturers Association

On the Occasion of Its

42nd Anniversary

THE EMULSOL CORPORATION

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Central 4285

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Manufacturers of high quality
frozen and dried egg products

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YOUR NOODLE AND MACARONI
PRODUCTS WITH BEAUTIFULLY
PRINTED VISUALIZED "PARAMOUNT"
BAGS, PATENTED CELLOPHANE WIN-
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**A DIGEST OF
SUCCESSFUL
SELLING IDEAS**

THE SELLING PARADE

(REGISTERED)

BY CHARLES B. ROTH

Be An Assistant to the President

The assistant sales manager of a California firm astonished me by his answer to my question of, "How many salesmen do you have now?" For he said: "None." "None?" "None," he repeated.



"Then what are these men who sell your products?" I asked. "I'll tell you a story." "Fine." "As you know, we had a new president elected in our firm two years ago," he began.

"Yes, I know." "Things weren't so good when he took over, and our morale, especially among the salesmen, was low. The first thing the new man did was call all the boys together and expound his beliefs. "Principally, he said, he wanted each man to look on himself, not as a mere salesman, but as his own assistant—assistant to the president. "What you sell our customers and prospects," said, "is official. Every one of you acts, on or off the job, reflects the character of the firm, because you are working for me personally—are my assistants."

"That's all he said. But it was miraculous the effect those simple words had on our men. Before they were often disgruntled or downcast, as salesmen often are. Now each man took a personal interest in everything the company did."

"What happened to sales?" I interposed. "Say, that is something. Our business increased forty per cent the first year. Our turnover of salesmen practically ended—all because our men became assistants to the president, not just mine-run salesmen."

Salesman Also Serve

It's an old story but one of those things ever new, the story which Anatole France wrote years ago entitled "My Lady's Juggler." Maybe you read it. If not, here is the theme. At a monastery in Europe were many learned monks and one who was not so learned—a poor little waif who had been a juggler with a traveling circus. The monks wanted to serve and show their devotion to the Virgin Mary, so each decided he would make a gift. Among the monks was an architect: he would build a magnificent chapel. One was a painter: he would paint the last supper. One was a scholar: he would translate the Bible into a different tongue.

So, the monks set to work—all but the poor little juggler. What had he to contribute? At length the chapel was done, the painting completed, the translation finished. And the monks were all glad. All but the juggler. He was unhappy because he hadn't served.

Then one morning when the learned monks went into the chapel for their devotions, they saw a sight that astonished and angered them. For in front of the altar on a piece of dirty rug, was the little juggler exhibiting his prowess. It was all he could offer the Virgin. The other monks were going to restrain him when they noticed over his head there was a halo: he in his simple way was more sainted than they.

Selling in the Future

"Out where I come from," remarks a character in one of O'Henry's stories, "we even imagine in facts." Which was his way of saying that he was a hard-boiled realist to whom pretty theories were of no use.

He might have been describing the chief attribute of tomorrow's sales-

men—a desire to face the music of facts and sell on facts rather than on hopes.

This is the first attribute of selling tomorrow, according to a survey made among top-ranking sales executives. Without exception these men say: "The salesman who makes the grade tomorrow will be a man who respects and uses facts all the time."

"More data—less hunches," is the way one salesmanager who expresses himself in terms of epigrams puts it—"more data—less hunches."

For you in making good tomorrow what does this tendency mean? Simply this: that if you want to sell more all you have to do is collect and use more facts. These facts will cover three main fields:



1. Facts about your product. You should know all about it. Few salesmen know everything about their products. But you should.

2. Facts about its uses. You should be an authority on the uses of your product, and should know uses which your prospects do not even suspect until you show them.

3. Facts about the prospect's business. If you know all about his business, you can find many needs for your product, and as you find needs you will find sales.

The thing every ambitious salesman should do now is start thinking in terms of facts, gather new facts, study, read, think, dig.

If he worships facts during the coming year, he won't have to worry much about volume. It will come.

Compliments of
WESTERN PRODUCTS
Incorporated

Converters of laminated and coated metal foils, transparent films, fabrics and papers.



NEWARK, OHIO

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and
BEST WISHES**

A. L. Stanchfield & Co.

Minneapolis, Minn.

GREETINGS

to the
**MACARONI MANUFACTURERS
of the U.S.A.**

The war is over as far as the fighting is concerned, but unrest and bitterness still prevail among millions of starved, innocent victims of this Global Tragedy.

You have done a good job during the war in providing Spaghetti and Macaroni Products for our Armed Forces, but you now have a bigger job in helping to feed hundreds of thousands of starving men, women and children in Europe and Asia.

So, go ahead and produce as never before. We'll try to do our share with Grated Cheese and Sauce.

EHRAT CHEESE COMPANY

Operated by Louisa Caravetta & Sons
33-35 W. Kinzie St. Chicago 10, Ill.

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

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A. J. Grass.....Vice President
M. J. Donna.....Editor and General Manager

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SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....50 Cents Per Line

Vol. XXVII April, 1946 No. 12



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

Welcome, New Members!

The National Macaroni Manufacturers Association's continuing activities in the interest of the whole industry are always reflected in the list of supporting members. Basically, the prime purpose of the National Association is to provide the organized nucleus from which action may spring in any emergency. Such emergencies have not been lacking in recent years, and leading firms in the business have been liberal and ready with their support in appreciation.

As previously reported, three firms were enrolled as members at the Winter Meeting, Feb. 4, 1946, namely:

- Active**
Foulds Milling Co.—Libertyville, Ill. (D. V. Givler).
- Associate**
Better Quality Egg Co.—Chicago, Ill. (Irving Manaster).

In March, four other leading firms have been enrolled as Active Members, namely:

- Golden Grain Macaroni Co., Inc.—Seattle, Wash., (P. Dedomenico);
- National Food Products, Inc.—New Orleans, La., (J. L. Tujaque);
- Steiner & Co.—New York, N. Y. (Frank J. Steiner);
- Viviano Brothers Macaroni Co.—Detroit, Mich. (John A. Viviano).

A New York firm that has recently undergone a reorganization advises that it is making ready to join the Association as soon as the preliminaries are completed, and two others have requested the Association Secretary to keep them advised as to the date and place of the 1946 convention which they are planning to attend as supporting members of the Association.

Welcome!

Standards-of-Fill Bills Defeated

Mississippi Senate Bill No. 152, which would have permitted a state official to fix standards-of-fill for all packaged macaroni products and other commodities, died on adjournment of the Legislature, April 5, 1946. Even though the bill passed the Senate, and had been favorably reported in the House, opposition to it from business was so great that it could not be brought to a vote in the House.

A somewhat similar bill is pending in the New Jersey Legislature. It is Senate Bill No. 7, which would make it a penal offense to sell packages not filled to the level the ordinary purchaser believed they should be filled even though they contained the full weight marked on the package. No action as yet has been taken by the House Unfinished Business Committee.

Commercial Wheat Flour Exports Authorized for March-June:

The Department of Agriculture has authorized commercial exportation of 2,467,000 hundredweight of wheat flour in March and April to 36 countries, and tentatively authorized exportation of 2,364,000 hundredweight in May and June in 33 countries. Most of these countries in the past have depended on the United States for their flour supplies.

The March-April authorization specifies exportation of 630,000 hundredweight of wheat flour to Cuba, and the same amount tentatively during the next two months. The next highest authorization calls for 415,000 hundredweight to France during the March-April period, with the same quantity proposed for May-June.

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.

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

Crystal Tube Corporation
538 SO. WELLS STREET
CHICAGO, ILLINOIS

Products of
Sylvania Cellophane

RAVIOLI • NOODLE
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For the INDUSTRY • INSTITUTIONS etc.
Models available in every price range

AURELIO TANZI ENGINEERING COMPANY
430 JEFFERSON STREET, BRIDGEVIEW, ILL.

WILL PURCHASE—Well-established Macaroni business. Box No. 28, % Macaroni Journal, Braidwood, Ill.

3,813,000 Tons of Food for Relief

The U. S. Department of Agriculture has announced that during the first quarter of 1946 (January-March) approximately 3,813,000 tons of food from U. S. supplies have been designated for shipment to combat starvation in liberated and occupied countries—out of a total of 5,347,000 tons estimated as available for all exports, including United Kingdom, U. S. territories, and others.

Fulfillment of the export program for the liberated and occupied countries—considered by officials to be the maximum that could be supplied this quarter—depends primarily on the success of procurement programs, and the ability to overcome domestic and trans-ocean transportation difficulties. Wheat, flour and other grains, generally considered most vital in war-devastated areas, comprise about 71 per cent of the Department's maximum estimates for these claimants.

In accordance with the President's policy of "complete and immediate mobilization of this country's tremendous resources to win this worldwide war against mass starvation," the Department is putting emergency measures into effect as rapidly as possible in order to make this food available to foreign claimants.

Amounts included in the Department's maximum estimates fall considerably short of what claimants have submitted as their minimum requirements, many of which are held at or below subsistence level because of financial limitations. All food designated for liberated countries is paid for either directly by them on a cash or credit basis or by UNRRA for areas under its supervision.

Dusting a sugar beet seed crop with DDT mixtures in Oregon eliminated destructive Lygus bugs so thoroughly that it was impossible to find any, where previously the average population was 19 bugs per scoop of an insect net.



Responsible Advertisers of Equipment, Machinery, Materials and Services Recommended by the Publishers

Amber Milling Co.....	33	Jacobs Cereal Products Laboratories.....	80
American Coating Mills, Inc.....	8	King Midas Mill Co.....Inside Back Cover	
American Lecithin Co.....	72	Koelle Mueller Label Co.....	70
Anamosa Poultry & Egg Co.....	72	Lanzit Corrugated Box Co.....	71
Armour Creameries.....	51	Lazzaro, Frank.....	47
Atlantic Carton Corp.....	61	Liotta Sales Corporation.....	63
Becker, David, Co.....	64	Lombardi's Macaroni Dies.....	68
Bingham Brothers Co.....	73	Maldari, Donato.....	57
Bradley & Gilbert Co.....	75	Mengel Co.....	62
Buller Bros.....	5	Miller Wrapping & Sealing Machine Co.....	9
Capital Flour Mills.....	25	Millprint, Inc.....	3
Cavagnaro, John J.....	37	Minneapolis Milling Co.....	12
Central Carton Co.....	72	National Carton Co.....	80
Clampson Machinery Co.....	35	North Dakota Mill & Elevator Co.....	73
Clermont Machine Co.....Facing Page 26		Orchard Paper Co.....	62
Commander Milling Co.....	23	Oshkosh Corrugated Box Manufacturing Co.....	64
Concord Cheese Corporation.....	55	Paramount Paper Products Co.....	77
Consolidated Macaroni Machine Corporation.....39, 40, 41, 42, 43		Peters Machinery Co.....Back Cover	
Container Equipment Corporation.....	29	Pillsbury Mills, Inc.....	66
Crookston Milling Co.....	69	Producers Produce Co.....	74
Crystal Tube Corporation.....	80	Robles Transparent Products Corporation.....	65
Cudahy Packing Co.....	70	Rossotti Lithographing Co.....	65
Dobeckmum Co.....	67Inside Front Cover	
Du Pont de Nemours, E. I., & Co.....	6	S. K. Produce Co.....	49
Ehrat Cheese Co.....	79	St. Regis Sales Corporation.....	21
Emulsol Corporation.....	77	Shellmar Products Corporation.....	59
Ferguson, J. L., Co.....	53	Specialty Package Service Co.....	75
Frigid Food Products.....	31	Stanchfield, A. L., & Co.....	79
Fuller, H. B., Co.....	71	Stange, Wm. J., Co.....	7
Gaylord Container Corporation.....	69	Star Macaroni Dies Manufacturing Co.....	74
General Mills.....	18, 19	Tanzi, Aurelio, Engineering Co.....	80
Gereke-Allen Carton Co.....	81	Triangle Package Machinery Co.....	27
Henderson Produce Co.....	77	Western Products, Inc.....	79
Hoffman-La Roche, Inc.....	10		
Huntington Laboratories, Inc.....	11		
Inland Container Corporation.....	4		
International Milling Co.....	66		

Gereke-Allen Carton Co.
SPECIALISTS IN FINE COLOR PRINTING CORRECTLY DESIGNED FOR
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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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 Louis S. Vagino, Faust Macaroni Co., St. Louis, Mo.
 Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

Our Anniversary Resolve

Perhaps we set our expectation too high by way of hard-hitting, specific, inclusive and realistic policies and hopes in the past.

Long ago we were forced to the realization that it is utterly impossible for instance, to expect to get every macaroni-noodle manufacturer to become a paid subscriber and regular reader of THE MACARONI JOURNAL. It just can't be done; a few do not read and some don't want to.

Ever since the National Association was organized forty-two years ago, some have dreamed of the day when every processor of macaroni-noodle products in the U.S.A. would be enrolled as a supporting member of the national organization of his trade. Another impossibility! Some are too small to be bothered about, and a relatively few, fortunately, just don't want to co-operate.

Under the circumstances, experience has taught us to tread lightly, to accept the co-operation of the volunteers and to continue as friendly as possible with the others until they see the light.

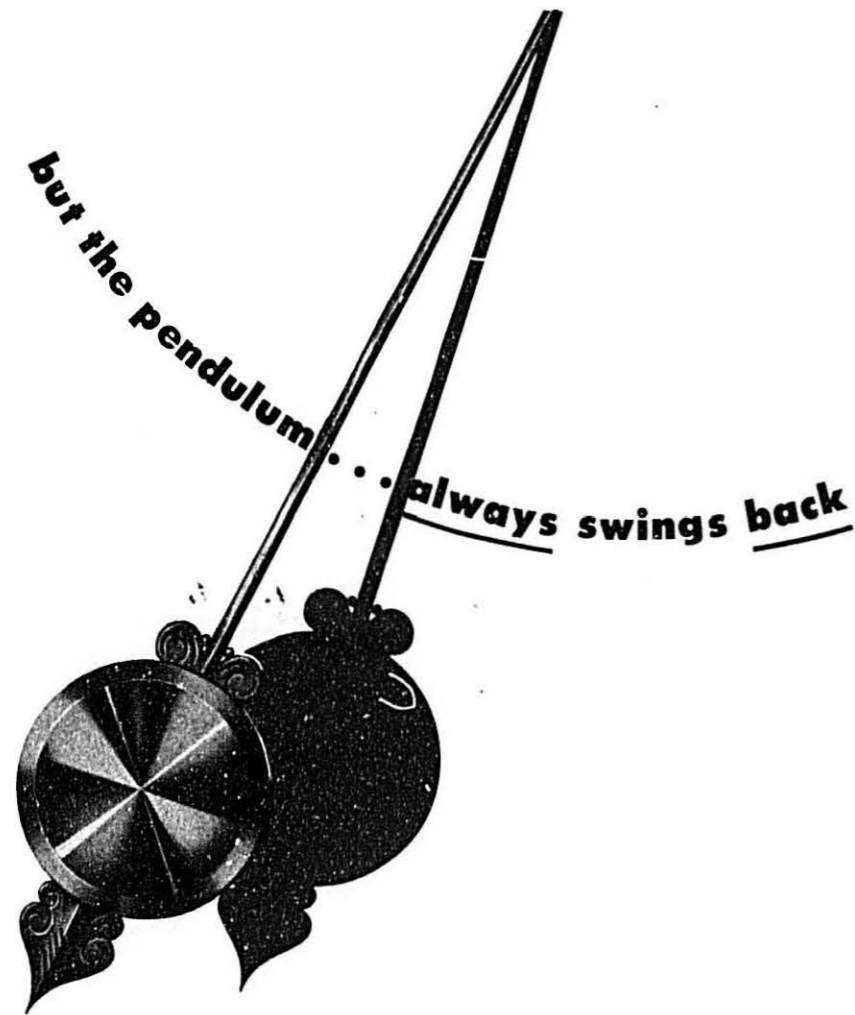
In that spirit we greet every friend of the Industry, the Association and the JOURNAL on the occasion of this Double Birthday. Likewise, we think all suppliers who have chosen to advertise their products and services and otherwise compliment their customers in this Anniversary Edition.

M. J. DONNA
 Secretary and Editor.

OUR PLEDGE... now as always
 ... to supply you with
 the very finest Products
 modern milling methods
 can produce!

King Midas Flour Mills
 Minneapolis Minnesota

Our Emergency Grades
 Great Lakes Durum Granular
 Great Lakes Durum Flour



Until the pendulum swings back, we'll be giving you the best durum products it's possible to produce under present conditions.

We're using all our knowledge of durum wheat and all our milling skill and experience. We're not only making our usual laboratory tests, but are testing the *performance* of our durum

products as carefully as ever in our experimental spaghetti plant.

Today, as always, the Pillsbury name is your assurance of *dependable* durum products.

PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc.
General Offices: *Minneapolis, Minn.*