

THE MACARONI JOURNAL

Volume XXVIII
Number 1

May, 1946

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MAY, 1946

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

The World Food Situation

Proportionately, the Macaroni-Noodle Industry of America is affected to the same degree as are other food trades by the food situation existing in other countries with which we do business.

We in America, all 140,000,000 of us, enjoy the highest standard of living in the world. How long can we expect to continue to enjoy this splendid condition while 2,000,000,000 people in other lands are merely existing on a starvation diet?

To keep our standard up, we must do our part in helping to raise the standards of those less fortunate people in the rest of the world . . . otherwise we must learn to live within ourselves.

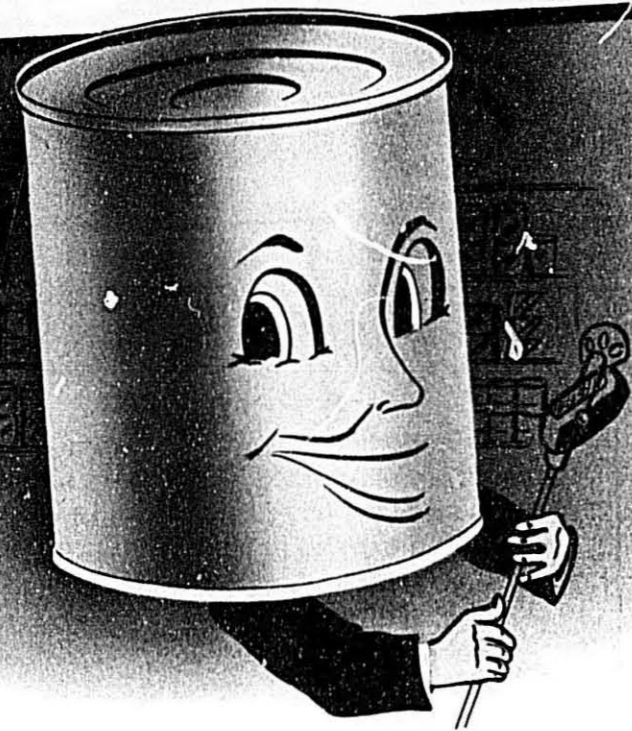
A little sacrifice "over here," will help immeasurably "over there."

Official Organ
National Macaroni Manufacturers Association
Irvingwood, Illinois

Printed in U.S.A.

VOLUME XXVII
NUMBER 1

**YOUR SYSTEM'S NOT SOUND
WITHOUT GOOD LOUD SPEAKERS!**



Have you good loud speakers hooked up to your sound system of marketing? Do your packages shout their influence in sales volume? You can be sure they will—designed in the modern manner by ROSSOTTI!

The ROSSOTTI organization knows how to make your package design drown out competition. We have been at it since 1898. To our broad background of experience, we add progressive modern techniques. Not until we have made an ex-

haustive analysis of your markets, do we create your new label and carton designs. And we are content with nothing less than new packaging that is distinctively different from your competitors!

We invite your inquiry into our complete service—which features the finest color printing in our own large modern plant. Call in the ROSSOTTI consultant nearest your headquarters—without incurring obligation.

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

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Official Announcement of 1946 Industry Conference Date and Place

In an official bulletin to the Members of the National Macaroni Manufacturers Association, Secretary M. J. Donna made known the time and place of the first post war meeting of the Association and open conference of all who are in any way interested in the promotion and general welfare of the macaroni, spaghetti, noodle trade. For the information of all those interested, the official announcement is given in part below:

Our 1946 Conference, the first post war Industry Meeting, will be held in—Hotel Nicollet, Minneapolis, July 17-18-19.

Generally, here's the schedule, subject, however, to later adjustments, as necessary:

BUSINESS

All Sessions will be in The Minnesota Terrace of Hotel Nicollet.

Wednesday, July 17, will be "INDUSTRY DAY"

It will feature Association Activities, Industry Problems, Supplies and Government Regulations.

Thursday, July 18, will be "DURUM DAY"

It will feature co-operative efforts of the Durum Wheat Growers, the Semolina Millers and the Macaroni-Noodle Manufacturers to alleviate the present unsatisfactory conditions affecting our trade.

Plans are under way to have the Governors of the durum-growing States, durum-growing agencies and semolina specialists appear on our program that day.

Friday, July 19, will be "MILL-VISITING DAY."

The Durum Millers plan to show their semolina mills to their customers and friends.

HOTEL ROOMS

The hotels of the country are still crowded. Rooms in hotels in Minneapolis will be at a premium during the week of our convention. Therefore, it is suggested that all those who desire rooms for occupancy during our convention, make their reservations *EARLY* and *DIRECT* with the Hotel Management.

Hotel Nicollet will be our Convention Headquarters. Among other good hotels in Minneapolis are—The Andrews, The Curtis and The Radisson. Rates are approximately the same.

ENTERTAINMENT

Durum Millers' Reception and Dance

The ten Durum Mills of the Northwest will be hosts to the Macaroni-Noodle Manufacturers and other Allies of the Convention the late afternoon and evening of Wednesday, July 17, 1946.

They will sponsor a Reception and Dinner-Dance at the Lafayette Club, Lake Minnetonka.

Rossotti's Buffet Luncheon

At 12:30 p.m. in the Minnesota Terrace, Hotel Nicollet, Wednesday, July 17, 1946, the Rossotti Lithographing Company of North Bergen, N. J., will be host to the convention folks and their ladies, too. It will be personally supervised by Alfred and Charles Rossotti.

Clermont Machine Company's Cocktail Party

In Hotel Nicollet's *East Room*, 6:30 to 7:30, the evening of Thursday, July 18, 1946. All macaroni-noodle manufacturers, Allies and invited guests are welcome.

Consolidated Macaroni Machine Corp. Floor Show

Lively and pleasing entertainment and fine music for dancing during and following the National Association's Banquet Thursday evening, July 18.

National Association's Annual Dinner-Dance

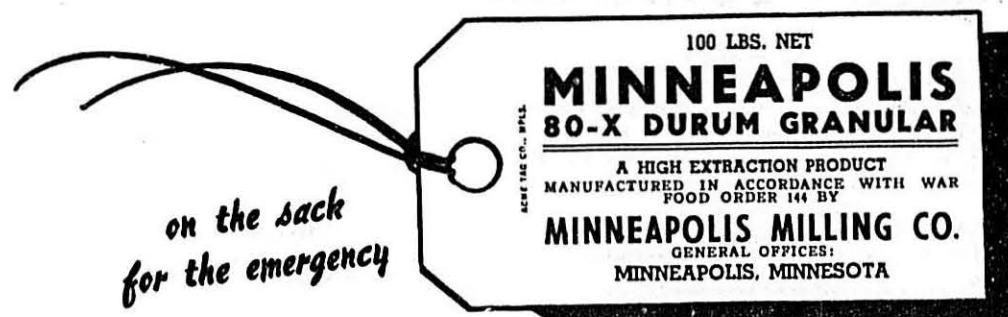
In the Grand Ballroom of Hotel Nicollet, Thursday night, July 18, 1946. 7:30 p.m. to Midnight.

General Entertainment

Friday, July 19. Individually, the Durum Millers will be hosts to their customers and friends in showing their semolina mills.

Minneapolis Annual Aquatennial Celebration, a spectacular, colorful parade and pageant, starts July 19.





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 XXVIII

May, 1946

Number 1

Manufacturers, Millers and WFO No. 144

Never before has anything happened in the macaroni-noodle business to bring out so clearly the interdependence of manufacturers and durum millers as did the United States Department of Agriculture's Wheat Flour Order Number 144, effective March 1, 1946, and the natural scarcity of durum wheat as the result of increased conversion into macaroni products to meet unprecedented demands, at home and abroad.

The original order compelled millers to mill and manufacturers to use a so-called semolina of 80 per cent extraction. Subsequent orders allocated goodly quantities of scarce durum supplies for shipment abroad to feed the hungry in other lands. The original order has been explained fully and is well known to the harassed macaroni-noodle manufacturers. The more recent orders even more drastically curtailing available raw materials are not so well understood. An authority, commenting on the entire situation, brings to light the plight of the millers and manufacturers and the attempts undertaken by the mills and the National Macaroni Manufacturers Association to make the best of a most discouraging situation.

According to this commentator, the order as it stands as of May 1, without further amendments or explanations, obligates the durum mills, as of May 1 to turn over to the Government through the Commodity Credit Corporation, all wheat in excess of twenty-one days capacity or the equivalent in the form of flour for export. This order cuts across previous amendments which had permitted millers to maintain stocks equal to ninety days of capacity as compared with forty-five days capacity for the bread wheat mills. This order, as it stands, also compels the durum mills to grind no more durum products monthly from April 1 to June 30 than 75 per cent of the amount they ground in the corresponding period of the previous year of domestic business, or, in other words, 75 per cent must be calculated against only domestic business after whatever export business that may have been done, has been deducted.

The durum mills and the macaroni-noodle manufacturers have long been aware, even before it became apparent that great quantities of breadstuffs would be required for starving Europe, that there would not be enough durum wheat to take care of domestic requirements at the production pace made necessary to meet home demands and encouraged by heavy Government buying for UNNRA and other needs abroad.

Months ago President C. W. Wolfe of the National Association urged the government to permit the importation

of Canadian Wheat to augment the dwindling local supply and to import seed wheat from Russia and other durum-growing areas for distribution to the durum farmers to insure increased production of better durum. Approximately a year ago, the durum millers negotiated with the Government for importation of durum wheat from Canada granted on condition that the quantity imported be applied against Government orders only.

Having gained that small concession, the durum millers, in the face of the fact that the amount of acreage planted to durum in 1945 would probably not produce a crop sufficient to take care of the requirements of the macaroni-noodle industry, urged the Government either to increase its Canadian imports or to put into effect immediately a program to prohibit the exportation of durum wheat from this country.

At the same time the macaroni industry likewise brought to the attention of the Government agencies the necessity of protecting their interests and those of their customers, by maintaining and securing more adequate stocks of durum wheat. Both the manufacturers and the millers are hopeful that remedial action will be taken. Their hopes are bolstered by a U. S. Department of Agriculture request to millers for, "First, the amount of durum wheat the mills had in their possession together with the amount they had purchased to arrive, as well as the estimated amount they would require to produce for licensed exports and domestic distribution to June 30 at 75 per cent of domestic distribution for the corresponding months of 1945."

During the late winter months the durum mills and the macaroni manufacturers through the National Association and in co-operation with the Northwest Crop Improvement Association and other agencies in the durum-growing areas made a concerted move to interest the planting of increased quantities of good durum wheat on which the very existence of the macaroni industry depends. They have aggressively continued that effort in the spring months, durum planting time, and will bring their promotion to a head at the 1946 convention of the Macaroni Industry in Minneapolis, July 17-19, when the subject will be up for joint, exhaustive study by farmers, millers, manufacturers and Government officials.

One of the reasons for the existence of the National Macaroni Manufacturers Association is to maintain the nucleus for instantaneous group action when an emergency arises. In this vital emergency, the National Association very properly and quickly "filled the breach."

Report of the Director of Research for the Month of April, 1946

By B. R. Jacobs

On May 1 Mr. Wolfe and I spent the day in Washington interviewing officials of the Department of Agriculture concerning the condition of the durum wheat crop and supply and officials of the OPA concerning increases in the ceiling prices for macaroni and noodle products.

On May 2 Mr. C. F. Mueller and Mr. G. G. Hoskins joined us and we again went the rounds seeing other officials concerning these same matters.

On May 3 a meeting was held at the Hotel Pennsylvania in New York City to discuss the matters that had been taken up at Washington.

The following interested persons attended this meeting in New York City:

Henry Mueller, C. F. Mueller Co.
C. F. Mueller, C. F. Mueller Co.
C. W. Wolfe, Megs Macaroni Co.
Frank L. Lodera, Pillsbury Mills
Harvey M. Cook, Cook's Products Co.
John P. Zerega, Jr., A. Zerega's Sons
H. H. Raeder, General Mills
Louis Petta, General Mills
G. Palombo, Procono-Rossi Corp.
A. Rossi, Procono-Rossi Corp.
L. Roncace, Philadelphia Macaroni Co.
Davis Wilson, King Midas Flour Mills
J. L. Ross, Foulds Milling
W. E. Roys, Foulds Milling
J. A. Masury, National Foods, Inc.
Frank A. Zunino, Atlantic Macaroni Co.
V. Giatti, De Martini Macaroni Co.
Joseph Scarpaci, Bay State Macaroni Co.
Robert F. Scheeran, Essex Macaroni Corp.
E. J. Thomas, North Dakota Mills
Peter La Rosa, V. La Rosa & Sons
Jos. Giordano, V. La Rosa & Sons
Joseph Corniglio, Paramount Macaroni Co.
Peter Grassi, Frank Pepe Macaroni Co.
George B. Johnson, Keystone Macaroni Co.
C. J. Travis, Keystone Macaroni Co.
Bartolo Filippini, National Macaroni Mfg. Co.
Luyses De Stefano, Crookston Flour Mills
Samuel Regalbuto, Pillsbury Mills
R. A. Craig, Heintz Brothers
A. Arena, V. Arena & Sons
Charles Rossotti, Rossotti Litho.
Paul Rosenfeld, Hygrade Products
Peter L. Rack, Kurtz Brothers
H. H. Hoskins, Consultant, Chicago
Alfonso Gioia, Alfonso Gioia Macaroni Co.
Louis A. Viviano, Capital Flour Mills
Joseph Pelligrini, Prince Macaroni Mfg. Co.
B. Marchese, Refined Macaroni Co.
J. Santoro, G. Santoro & Sons
Luigi Abbenante, Colonial Macaroni Co.
B. R. Jacobs, Washington Representative
E. Ronzoni, Ronzoni Macaroni Co.
S. Campanella, Campella & Sons

All the subjects which we discussed in Washington were threshed out at the meeting and the following conclusions were reached, based on the best information that was available in Washington from the highest authorities concerned.

The durum wheat supply as of April

1 reported on May 1 is estimated by the U. S. Department of Agriculture as 17,300,000 bushels of which 16,000,000 bushels were on farms and in country elevators, one million bushels on hand and in transit to mills and three-hundred thousand bushels in storage at terminals.

There were 8,400,000 bushels of durum wheat that disappeared in the first quarter (January to March) 1946. Based on quarterly reports of durum products output, mill grindings during the period amounted to about six million bushels, while 2,400,000 bushels were used for feed, cereal manufacturers and others. Durum wheat stocks as of January 1, 1946 totaled 25,700,000 bushels.

On the basis of the above supplies it has been tentatively decided by the U. S. Department of Agriculture, Production and Marketing Administration that all available durum wheat supplies will be allowed to remain in this country and as far as possible will be allocated to the durum wheat mills for domestic consumption.

The allocation will be made by officials of the Production and Marketing Administration in Minneapolis under the direction of Mr. Cole.

Some macaroni and noodle manufacturers have been concerned because they were of the opinion that they were restricted in the use of flour to 75 per cent of the flour and semolina that they used in 1945.

War Food Order No. 144 as amended, restricts the use of WHEAT to mills and food manufacturers. It does NOT, however, restrict the use of flour by either macaroni and noodle manufacturers or any other manufacturer of food.

In our interview with OPA and at the meeting in New York, where Mr. Merrill C. Gille, Head, Grocery Specialties and Restaurant Section, appeared for the OPA, we were assured that the questionnaire which was worked up in co-operation with the industry, has been sent to the manufacturers.

Nine manufacturers were selected as representative of the industry. These are distributed geographically and by amount of business done so that every part of the country, as well as size of producer, is represented.

We have been advised by the OPA that originally only increases in labor costs were to be considered but now that WFO No. 144 has been promul-

gated the costs will have to be determined on a restricted production.

It is safe to say that the average production of macaroni and noodle products for 1946 may be as low as 50 per cent of 1945. OPA can give no consideration for any production below that of the base period, which, according to the best available figures is about 67 per cent of the 1945 production. The two most important problems now are, therefore, as follows:

(1) To keep our plants running as much as possible with the supplies of durum available.

(2) To obtain as soon as possible an increase in the ceiling price of our macaroni and noodle products.

It is estimated that the durum mills require 60 cars of wheat per day to keep their mills going. From May 1 to September 1 is seventeen weeks. Assuming that the mills run five days per week we will have 85 running days and we are hopeful that the mills will be able to make enough durum products on their 75 per cent restriction to keep us going at least 65 per cent of the time. Those who may be a little bit pessimistic have guessed that we will run only 60 per cent of the time but anyone's guess is of the same worth at present because our information on the amount of wheat that will be in the market with the thirty-cent bonus will not be definitely known until May 25 when the bonus expires.

Gets Congressional Co-operation

Frank Pepe, president of F. Pepe Macaroni Co., Waterbury, Conn., through contacts with a friend was able to get the co-operation of Senator Brian McMahon and Congresswoman Mrs. Chase Going Woodhouse in the support of the National Macaroni Manufacturers Association to obtain relief in the current semolina crisis. The result was the adoption of restriction of export preferences during the period of growing scarcity in grains and semolina products.

When the activity was reported at a meeting in New York City early in May, Frank Pepe was highly commended for his co-operation and for the manifestation of how the help of U. S. Senators and Congressmen may be had in critical matters similar to the present semolina stringency.

Wheat and Wheat Products Restrictions

Amendments to War Food Order No. 144 to Speed Up Food Grains

and Products for Relief

Secretary of Agriculture Clinton P. Anderson on April 19 announced new amendments to WFO No. 144 which became effective on May 1. They concern inventories of surplus wheat in hands of millers. He also announced six actions designed to speed up and increase shipments of grains urgently needed to avert famine abroad.

"These measures," he said, "are taken after consultation with the Governments of Canada and the United Kingdom, in which it was indicated that they would work with this nation toward the two common objectives of increasing total relief shipments of grain promptly and giving priority to areas abroad most urgently in need of special aid."

The six measures follow:

1. Millers are required to reduce their production of flour for domestic consumption to 75 per cent of the quantity distributed domestically in the corresponding months of 1945, under an amendment to War Food Order 144 issued today by the Department of Agriculture. In addition to making more wheat available for export, the order is designed to bring about more equitable distribution of wheat among millers. Wheat milled in excess of that permitted for domestic distribution is to be made available for famine relief shipment. This order will be effective at 12:01 A.M. Monday, April 22, and will cover the period through June 30, 1946.

2. Under the amendment to War Food Order 144, and effective on the same date, food manufacturers are required to limit the use of wheat in the manufacture of products for domestic human consumption to 75 per cent of the quantity used in the corresponding months of 1945.

3. Effective May 1 millers and food manufacturers are limited to 21 days inventory of wheat. After that date no miller or food manufacturer may use wheat unless quantities of wheat or flour equivalent in excess of this amount are offered to the Commodity Credit Corporation for export.

4. The Department of Agriculture is offering a bonus of 30 cents a bushel on wheat delivered under the certificate plan by May 25. To be eligible for this bonus a producer must select a date for payment between the date of

delivery and June 15, 1946. The wheat certificate plan, for normal operation without consideration of the bonus provision, permits immediate delivery of wheat by the producer with the privilege of selecting any date for payment between the date of delivery and March 31, 1947.

5. The Department of Agriculture will buy 50 million bushels of corn from producers, for which they will be paid a bonus of 30 cents a bushel above the market price on the date of delivery for corn sold to the Commodity Credit Corporation. Corn will be purchased through normal trade channels, with the local elevators acting as purchasing agent for the Commodity Credit Corporation.

6. The Department of Agriculture is offering to buy an unlimited amount of oatmeal from millers in the United States to make available additional food for relief purposes. Whole oats also will be purchased for relief shipment.

"These measures," Secretary Anderson said, "have been taken only out of dire necessity to meet urgent relief needs. We are faced with a situation in which every additional bushel of grain that can be saved in this country will save additional lives abroad."

"These measures are not a substitute for voluntary conservation efforts. They will help to reach our objectives but there will be continued

need for every bit of saving that can be accomplished by every person in this country, especially savings of cereal grains and grain products. We expect to accomplish two results with the wheat and corn bonus payments—to make more grains available for food purposes immediately and to encourage the farmers in the surplus corn-producing states to market more corn and stop feeding livestock to heavy-weights.

Distillers Grain Use

The U. S. Department of Agriculture has restricted distiller's use of grain to three days mashing capacity in May. In March and April the distillers were allowed five days.

The reduction to three days means that the permitted use of grain by distillers will be not more than 2,500,000 bushels during May, or 40 per cent less than in March and April. No wheat or wheat products and only low-grade corn can be used.

The limitation on the percentage of rye which may be used is the same as in March and April. No distiller may exceed 6 per cent of the total quantity of grain authorized to be mashed or 2,000 bushels of rye, whichever is greater. In no case shall the quantity of rye mashed exceed 15 per cent of all grain authorized to be mashed during the month.

Enrichment of Macaroni-Noodle Products Approved

The United States Food and Drug Administration on May 17 announced approval of the enrichment of macaroni-noodle products as proposed by the National Macaroni Manufacturers Association.

A circular to the members of the National Association was released May 18.

Details of the enrichment regulations will appear in the June issue of THE MACARONI JOURNAL and be fully explained at the Industry Convention in Minneapolis, July 17-19.

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!

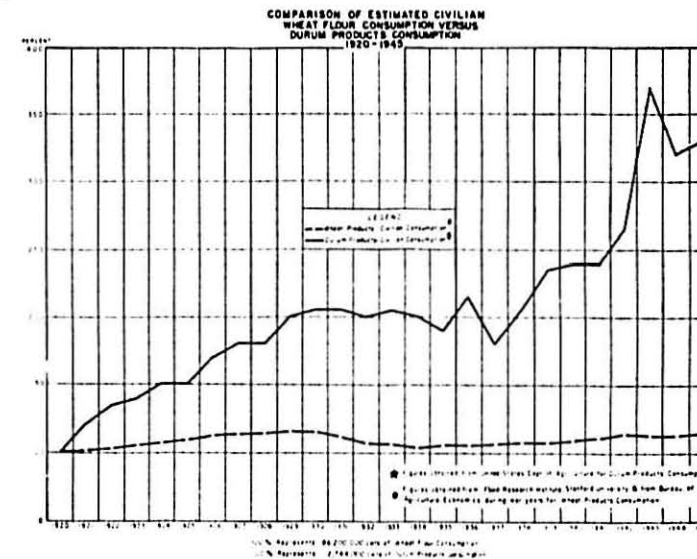
Why?

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.

Ask Food Manufacturers' Aid in Feeding World's Hungry People

A 7-Point Program of Action Proposed

The United States Department of Agriculture, through its Famine Emergency Committee, has sent an urgent appeal to all food manufacturers, wholesalers and retailers to help conserve the food supply in this country in order that the quantity saved may be passed on to millions of starving men, women and children in Europe and Asia. This plea for conservation of food was followed later in April by an appeal through another government agency for contributions of foods, canned goods and funds when the famine conditions abroad became even more apparent to the authorities.

The plea for contributions was made through the office of Secretary Wallace, but the aid of the entire food trade was solicited through an appeal by Walter F. Straub, Director, Office of Emergency Food Program, which is in part as follows:

To Food Manufacturers:

The report that Herbert Hoover, Honorary Chairman of the Famine Emergency Committee, and Dr. D. A. FitzGerald of the U. S. Department of Agriculture, cabled April 12 from Europe emphasizes more than ever the dire and immediate need for larger shipments of wheat, fats and other foods to countries facing starvation. In their own words, the "Critical urgency of food needs of Europe cannot be overemphasized. Unless the pro-

gram of Famine Emergency Committee can be realized, widespread starvation during the next three months is inevitable!"

This is not a pretty picture. The sympathy that is in all our hearts for the starving millions is enough to motivate our most vigorous co-operation. But aside from the humane interest that all of us have in this important effort, you, as food manufacturers, have a definite and personal interest. Your industry is directly affected. Your attention, therefore, should be focused even more intensely on the emergency program and the accomplishment of its objectives.

Aside from effective economies in the use of critical materials in your plant, you can render a most necessary and valuable service to this great voluntary campaign by having your sales force spread the message to wholesalers and retailers whom they contact, and by including conservation messages in your regular advertising campaigns. To make our appeal more definite, we indicate a 7-point program of action for all food manufacturers.

How Food Manufacturers Can Help Fight Famine

1. Include program messages, slogans and symbols on "point of sale" advertising—posters, price tags, descriptive strips, etc.

2. Instruct salesmen and supervisors to encourage greater participation on the part of distributors.
3. Include program messages in national advertising copy, and encourage distributors to include program slogans in advertising space paid by you.
4. Use alternate ingredients wherever possible in lieu of ingredients in short supply in the manufacture of food items.
5. Intensify your efforts to provide greater conservation and to prevent food waste in manufacturing channels.
6. Salvage by-products for use as human food or feed for livestock wherever practical.
7. Store raw materials and finished products in such a manner as to eliminate or reduce spoilage. Use or dispose of products in the order they were obtained or processed.

All in all, I know we can count upon your immediate and active co-operation to help insure the success of the conservation campaign on the highly desirable *voluntary* basis. This achievement, through voluntary means insofar as possible, will have a wonderful morale effect, and will help to prove that the American people do not need to be heavily regulated to respond to a humane appeal.

New Book on Macaroni Products

The Dunod Library of 92 Rue Bonaparte, Paris, France, announces the publication of a 232-page book entitled "La Fabrication Industrielle des Pâtes Alimentaires" which is now being distributed throughout France and Europe. It is edited by Ch. Renaudin, Ingenieur des Industries Agricoles, with a preface by E. Peyromaure-Debord, Conseiller d'Etat, and President des Comités Professionnels de la Semoulerie et de l'Industrie des Pâtes Alimentaires of France.

The book treats of the history of the industry from its early establishment as a home industry many centuries ago and its modern development, with figures on production and exportation. It contains 147 illustrations of finished products and the machines necessary in

the production of this grain food that stands very high in the estimation of the French people and the colonies. Price 635 francs.

The book is published and distributed by Dunod of Paris.

Liquid, Frozen and Dried Egg Production March 1946

The production of liquid egg during March totaled 129,507,000 pounds, compared with 135,233,000 pounds in March last year. Smaller quantities were used for drying than last year but the quantity frozen was larger. Also the quantity that went into immediate consumption was larger than a year earlier.

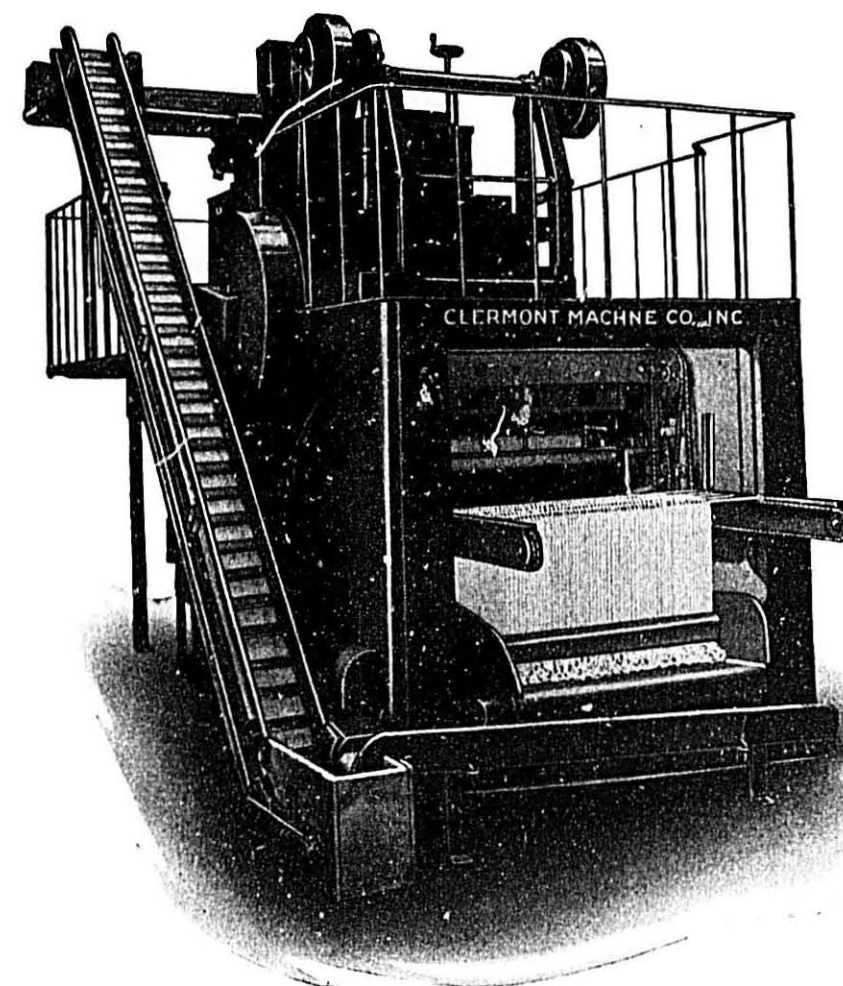
The production of dried egg during

March totaled 18,335,000 pounds, compared with 19,183,000 pounds in March a year ago. Production consisted of 16,555,000 pounds of whole dried, 261,000 pounds of dried albumen and 1,519,000 pounds of dried yolk. The purchase program of dried egg by the Department, largely for the United Kingdom, has been increased from 45 million to 57 million pounds since March 21.

The production of 76,119,000 pounds of frozen egg during March was the largest of record for that month, exceeding the previous high output of March, 1944, by 1,326,000 pounds. Storage holdings of frozen egg on April 1 totaled 153,571,000 pounds, compared with 114,814,000 pounds on April 1, 1945, and 106,675,000 pounds for the 5-year (1941-45) average. The quantity held by the Government on April 1 totaled 33,653,000 pounds.

CLERMONT INTRODUCES

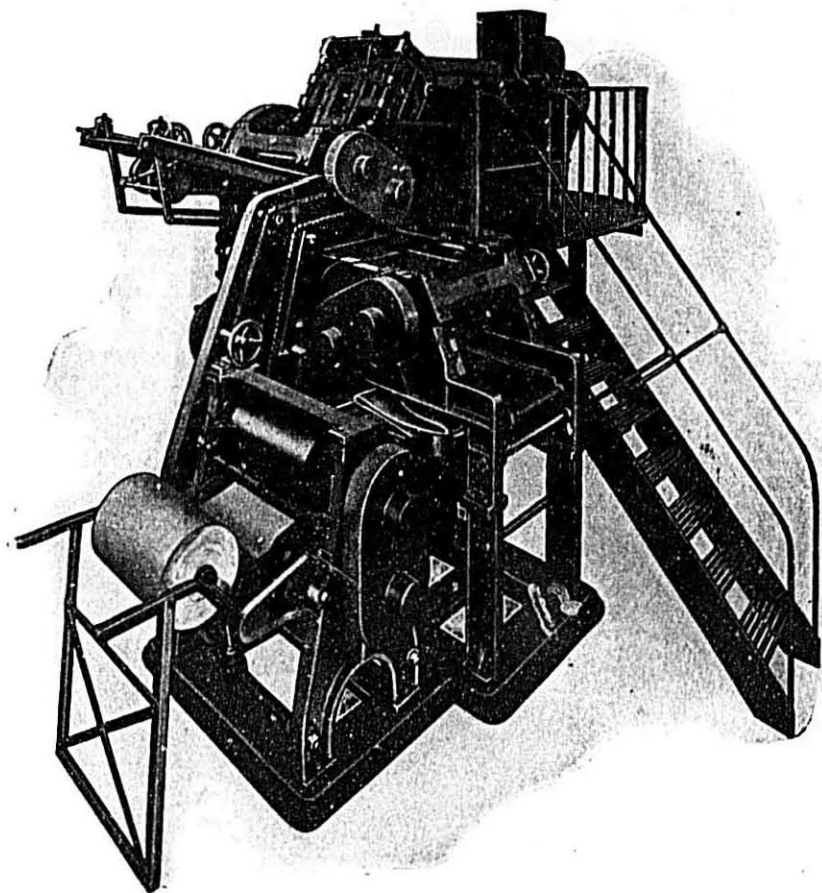
A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



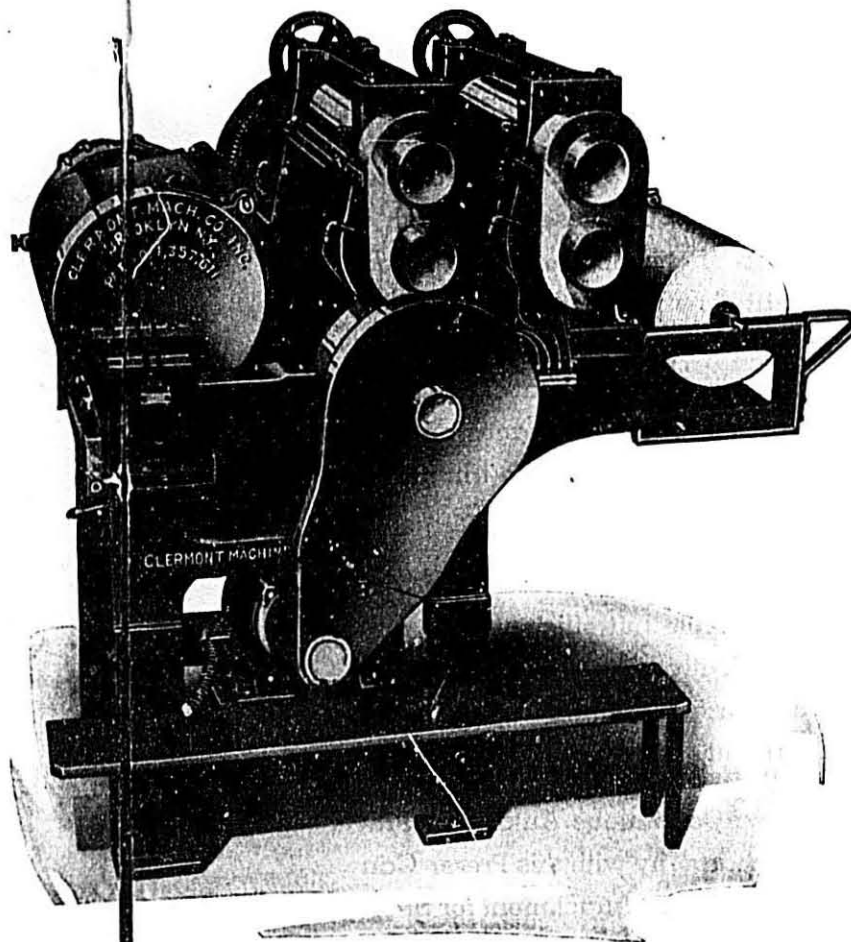
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

CLERMONT

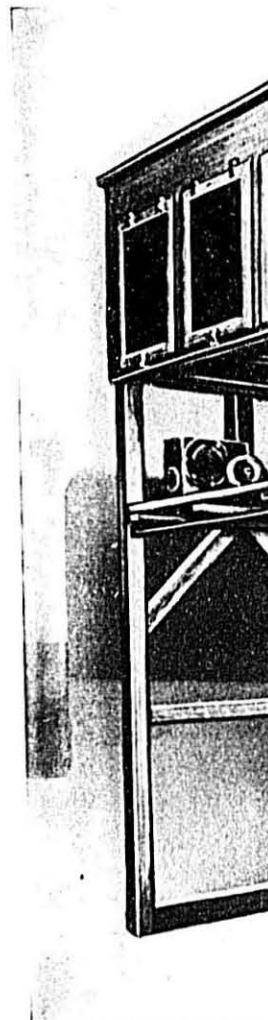
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This Press is a masterpiece of engineering and ingenuity. Designed with simple but efficient slow running mechanism, all electrically controlled, noiseless in operation, sturdily and accurately built. Skill and workmanship typical of Clermont's well-known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

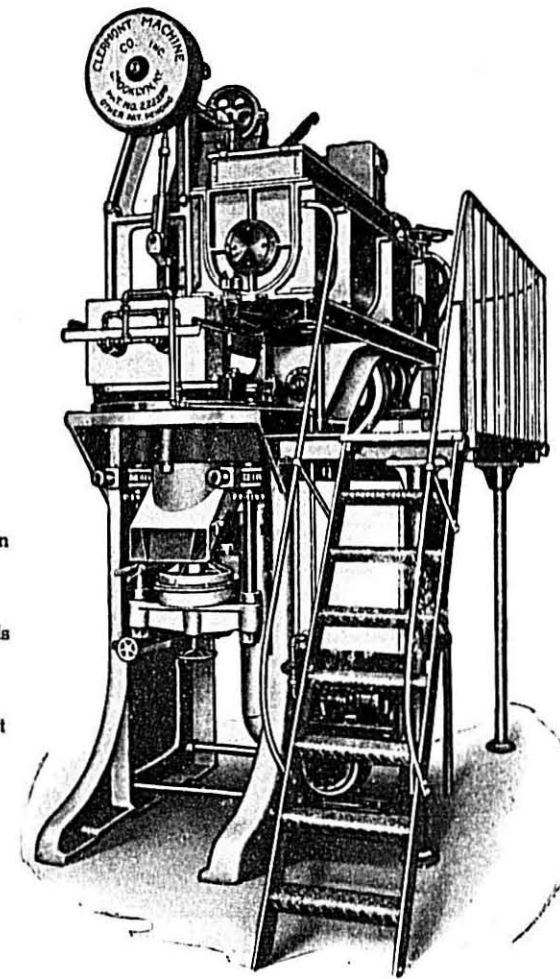
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

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Ingeniously Designed

Accurately Built

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per hour

Suitable for long and short
cut goods

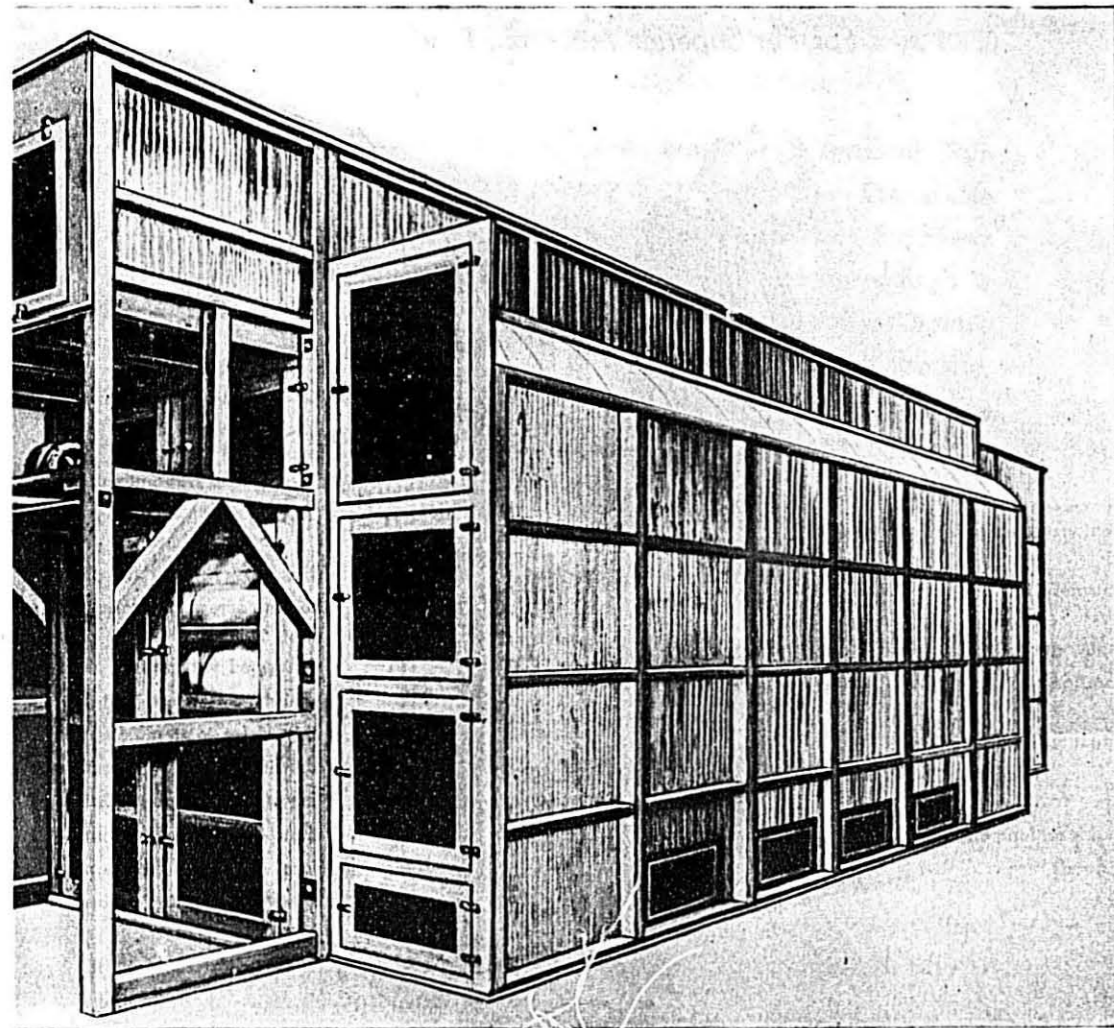
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method

Has no cylinder, no piston,
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Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform in
shape, free from specks and
white streaks.

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

**MACHINES CONVERT
AUTOMATIC PROCESS**



CONTINUOUS AUTOMATIC NOODLE DRYER

**C
26**

Prince Spaghetti House

The first of what is planned to be a chain of the most modern "spaghetti houses" throughout New England has been opened by the Prince Macaroni Manufacturing Company of Lowell, Mass. It is located at 595 Washington Street (corner Avery), Boston. Macaroni manufacturers and all lovers of properly prepared, tasty spaghetti, macaroni and egg noodle dishes are invited to inspect the establishment and to test out its specially prepared dishes. In announcing the opening of the firm's first "Prince Spaghetti House," president Joseph Pellegrino says:

"Our Italian cuisine features world famous dishes exquisitely prepared under our personal supervision. Prince will continue to be the standard of excellence in fine food as it has been since 1912... our pledge is to delight the most particular tastes."

The announcement has created nation-wide interest among consumers and a discussion of the merits of the suggestion that a chain of such houses be sponsored by the National Macaroni Manufacturers Association in all the large centers of the country as the means of properly convincing the eating public that macaroni-spaghetti-

noodle products would be increasingly popular if properly prepared and the general public taught the simple rules for home cooking of this bland food that is capable of being cooked and served with almost every other food enjoyed by Americans.

One of the leading durum millers of the country is fully sold on the project launched in so modest a way by Prince. "It is a project in which I have been interested for ten to fifteen years. I have advocated it at many times to different macaroni manufacturers as the grandest advertising that they could possibly do. I don't know exactly how the principals operate this, whether it is a money-making proposition or merely an advertising one, but it seems to me there isn't a thing that the macaroni industry as a whole could do that would give them better results from an advertising standpoint and do more to increase the consumption of their product than deals like this in the larger cities, particularly."

"My idea always was to just have a stand something like the 'White Castle,' serving nothing but spaghetti. Cook it right in front of the customers in a battery of small steam cookers and

have the product liberally advertised in the place. It seems to me that it would get more customers for macaroni products than anything the trade could do. I am wondering if it is something that could be taken up by the National Association in a more or less general way."

C. W. Wolfe, president of the National Macaroni Manufacturers Association feels that it is hardly practical for the manufacturers to set up a pool of money with which to start "Spaghetti Houses" throughout the country, but feels that it would be most timely and opportune for the Association or leading manufacturers to recommend to the proper Bureau in Washington, D. C. that such a business might be suggested to returned GI veterans who apply for loans to enter business. It looks very much like the profitable venture that our returned servicemen are hoping to find. Suggesting to them the opening of Spaghetti Houses after learning how to properly prepare this food would not only be a service to our servicemen but a boon to the industry, as well.

Macaroni-spaghetti-egg noodle manufacturers with ideas on the subject are invited to submit same to this magazine for publication, all with the thought of creating wider public interest in Macaroni Foods. Editor

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What About the OPA?

By Paul S. Willis

President of the Grocery Manufacturers of America, Inc.

For some time, most of us have been trying earnestly to form opinions as to the direction extension of the emergency price control law should take if the public interest is to be served best. Because of the many different points of view, this has been most difficult.

Two points stand out clearly, viz., that the public favors the extension of price control, and that Congress will extend the law in some form.

Recently we surveyed the GMA member-manufacturers to ascertain their attitude with respect to extending the OPA. Seventy-five per cent of those replying voted in favor of an extension but, in many instances, qualified their vote by offering specific recommendations of changes in the act as well as in the administration of it.

A Full Appreciation

It is the natural desire of most businessmen to get away from operating under wartime government regulations as soon as possible. There is, nevertheless, a full appreciation of the fact that because of the shortages of important items such as sugar, fats and oils, etc.—all necessary ingredients in most food products—some price controls should remain in effect until supplies come into better balance with demand. Rent is another example.

Any realistic approach to the matter of what to do about OPA must include a recognition of the fact that the original act was hurriedly put together as a means of dealing with a war economy. During the war all efforts were concentrated on the production of war materials in order to win. The shooting war is now over, and we are facing the job of providing employment, the production of goods and generally working toward the restoration of a normal economy. Therefore, this whole price stabilization program should be reviewed in the light of the job ahead and so revised as to accomplish those results which are in the best public interest.

An examination of current OPA policies and practices reveals that a number of changes should be made. Many manufacturers of trade-marked products are selling at prices which were frozen as of March 1942 when costs were substantially lower than they are now. These manufacturers are, therefore, selling many products at substantial losses today. One re-

sult is that such production gradually dries up, and the public is denied the availability of many such products. It serves no purpose to condemn the manufacturer for this situation which is entirely beyond his control. To stay in business the manufacturer must meet his payroll and other costs, and his earnings under the price law must cover the costs of operating his business. The administrators of OPA must liberalize their policies and make prompt adjustments where such inequities exist.

Cover the Costs

The OPA must speed up its action in the removal of price control on those items where the supply situation is fairly in balance with demand and where there is little or no likelihood of price advances. There are many

grocery items which could be released immediately from price control without any effect upon the cost of living. The removal of these items would reduce the duties of great numbers of OPA people and they, in turn could perhaps, be used to administer those items continuing under price control. Moreover, the steady removal of price controls would build up a cushion against the day when all price control is finally eliminated.

This matter of extending the OPA is now up for consideration before Congress, and it remains to be seen what type of legislation will be enacted. What is of equal importance will be the future operating policies of OPA. The latter should approach the administration of the new act with a full appreciation that what is most needed is maximum production of goods.

The emergency price law has seemingly been administered in the past with the emphasis placed first on profits, second on price and third on production. This order of importance needs to be reversed with the emphasis first on production, prices second and profits third. . . . Maximum production is the surest means of curbing inflation.

—Courtesy Food Field Reporter.

Products Wanted—Not Recipes

Commenting on conditions in other lands as compared with those that exist in this country, the May issue of "Durum Wheat Notes," organ of the Durum Wheat Products Division, Wheat Flour Institute, says: "Food commentators tell us that in other lands, men, women, and children receive a maximum allowance of as little as seven strands of spaghetti, 10 inches long, for each individual as his weekly quota. Americans are fortunate that the good durum foods—macaroni, spaghetti and noodles—are available at their neighborhood grocery store.

"During the present food-sharing program, homemakers are asked to take special care to make wise use of each bit of precious food. Recipes are prepared to meet the needs of the family unit—giving them food they like to eat and food that likes to make them healthy and happy folks.

"In their cookery-economy plan, homemakers find macaroni, spaghetti, and noodles helpful busybodies as mealtime swings around. They know four ounces of one of these durum wheat foods makes generous servings for a family of four. They know, too, that the little odds and ends tucked away in the refrigerator welcome the opportunity to escape in a tasty, satisfying dinner dish. Along with these merits, macaroni, spaghetti and noo-

dles add their nutritious virtues, for these products, made from protein-rich durum wheat, supply needed proteins to the daily diet along with the good vitamins and minerals added in the many pleasing food combinations.

That is the message the May "Durum Wheat Notes" directs to the thousands of home economists for relaying to their classes and to readers of the many papers and magazines on food. To the homemakers, it suggests: "A package of one of these macaroni products kept on the pantry shelf is wise insurance for better, thrifter eating during this food emergency. Then, too, folks get their needed proteins from these durum wheat foods these days of meat scarcities."

Stop Macaroni Manufacture

Manufacture of all cake, confectionery and macaroni in the Union of South Africa will stop May 1, due to the wheat shortage, Agriculture Minister J. G. Strauss announced. Production of biscuits was ordered cut to 40 per cent of the pre-war figure. The serving of bread or any other wheat product at meals or with refreshment between 3 p.m. and 4 a.m. was prohibited.

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Polio Will Strike This Summer!

That much is certain about infantile paralysis. That during the three or four months beginning in June it will strike with varying intensity in some sections of the United States; that hundreds, possibly thousands, of children now well and happy will be stricken with the disease before schools reopen in the Fall.

But only chronologically is poliomyelitis consistent and its known affinity for the summer and fall, shown by records extending back to the last century, tells us only *when* it will strike in force—not *whom* or *where*. These can be matters for conjecture only, for it may concentrate its attack in rural sections and small cities, as last year, or follow the 1944 outbreak and strike in densely populated areas. Even medical experts of the National Foundation for Infantile Paralysis, men who have spent much of their professional lives studying this baffling disease, are unwilling to venture an exact forecast.

This far they will go and no farther: "Areas free of epidemics for several years are the most vulnerable."

But just as this reassurance should not beget undue confidence in areas recently afflicted, the possibility of an epidemic should not give rise to panic elsewhere. Medical science still does not know the carrying agent of the polio virus nor has it, despite millions spent in research by the National Foundation, found an effective serum or vaccine. It does know that 50 per cent of all victims recover completely with no trace of paralysis, 30 per cent are left with slight disability, and only 20 per cent suffer crippling or death.

Comforting as these figures may be, the fact remains that infantile paralysis in epidemic strength is a staggering blow to any community. Statistics do not heal the crippled nor comfort the bereaved, and even in cases of complete recovery the disease is frightening, painful, and costly. Nurses and physical therapists trained in the most modern treatment must be enlisted and provided with elaborate and expensive equipment.

The National Foundation has taken six other major steps to fight future epidemics and help minimize effects of the disease. It has:

1. Organized four emergency aid units for epidemic use.
2. Expanded its Polio Emergency Volunteer training program.
3. Developed a fully equipped mobile unit to supplement inadequate hospital facilities in epidemic areas.
4. Initiated polio preparedness conferences with health officials in 15 states.

5. Made provision for seven new training and treatment centers similar to the Knickerbocker Hospital Polio Unit in New York.
6. Financed specialized training for physicians and nurses.

Last year 13,514 new infantile paralysis cases were tentatively reported by the United States Public Health Service, fourth highest annual total in the country's history.

And a few simple precautions exercised in an epidemic area may prevent the disease or mitigate its severity:

- Avoid chilling and overtiring.
- Do not swim or bathe in polluted waters.
- Avoid tonsil and adenoid operations.
- Wash hands before eating.
- Protect food from flies.

Above all, don't yield to panic and don't worry about the expense. Experienced medical personnel and the best equipment known are ready and, although infantile paralysis is one of the most expensive diseases known to medicine and few families can afford prolonged treatment, the National Foundation and its chapters, supported by your March of Dimes, are pledged that no victim need lack treatment for want of funds—regardless of age, race creed or color.

Food Is Good Will

"The people whose lives we are trying to save have little time or energy to think about the future," said Secretary of Agriculture Anderson in an address on the world food situation. "They are thinking about bread and potatoes, not about the advantages of Democracy. They have little time to reflect on the fact that the democratic nations are their only large source of help. They know as well as we do that ours is the best-fed nation on earth, but to them it means something far different from what it means to us. We don't want cringing thanks. We don't want praise. We don't want servility. We do want our less fortunate neighbors to know that we consider their misfortunes our misfortunes; that our land of milk and honey still produces the milk of human kindness; that the brotherhood of man is more than a doctrine in the United States. We want our own good will to beget good will in all parts of the world. We want to translate good will into lasting peace and prosperity. But the words we want to speak to the peoples of the world must be words of truth. We cannot speak these words unless we supply the food."

Daughter of President Wolfe Weds Captain

Miss Nancy Wolfe, daughter of Mr. and Mrs. C. W. Wolfe of Harrisburg, Pennsylvania, became the bride of Captain L. R. Thurston, Jr., son of Mr. and Mrs. L. R. Thurston of Bellevue



Park, Pennsylvania, on Saturday afternoon, April 27, at Zion Lutheran Church, Harrisburg. Miss Wolfe is the eldest daughter of the president of the National Macaroni Manufacturers Association.

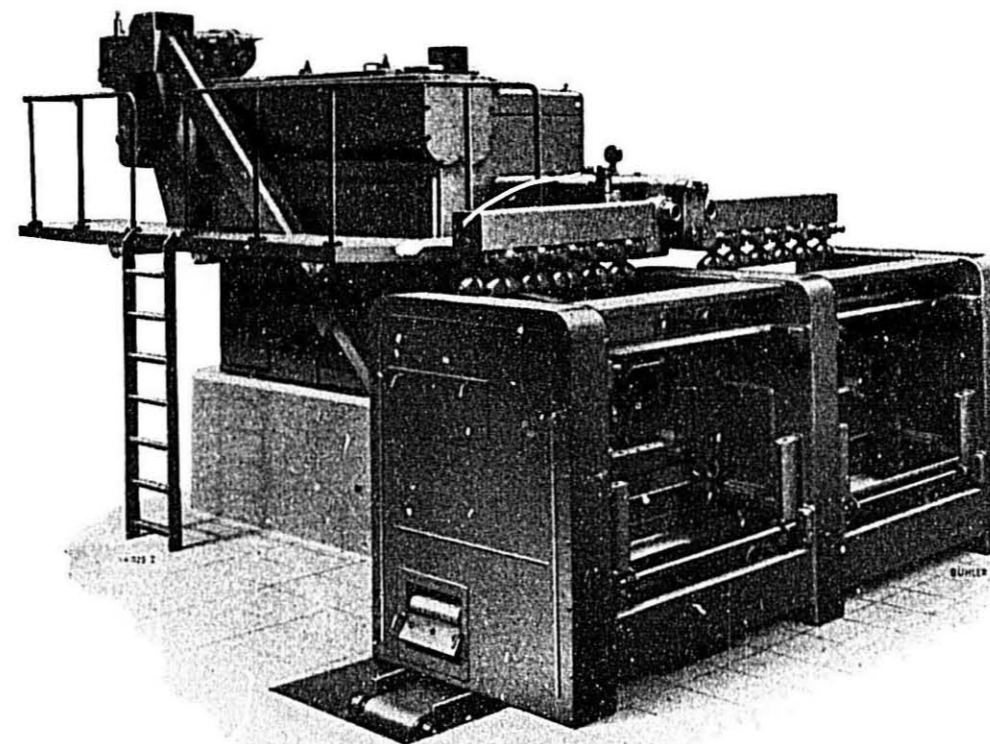
The bride was attended by her sister, Miss Priscilla Wolfe, as maid of honor, and six other bridesmaids. She was beautifully gowned in white satin, and carried a bouquet of pink orchids and gardenias.

Following a reception at the Hershey Country Club, Captain and Mrs. Thurston left for a wedding trip through the South. Upon their return they expect to live in State College, where Captain Thurston will enter his senior year at Pennsylvania State College.

USDA to Continue Cash Food Purchases for Foreign Countries

The Department of Agriculture has announced that, because of the worldwide food crisis, it would continue to purchase food for foreign governments after July 1, 1946, to supply countries whose sources of food have been radically dislocated as a result of the war. Although the Department continues to support the policy of returning food procurement for export to regular commercial channels, the current critical supply situation has made continued Government purchasing necessary.

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Wanted: Macaroni for Export

American macaroni products are among the most popular foods in other countries too, judging from the current demand for this grain food. Manufacturers are besieged by shippers to every part of the world for macaroni, spaghetti, egg noodles and other types in any type of container and at almost any price. Typical of such offers to buy is one by a leading New York exporter who desires offerings of up to 10,000 tons for shipment abroad.

The location of the manufacturer willing to supply all or part of the demand is not consequential. The buyer will accept goods from any manufacturer willing to supply them. He is particularly interested at the moment in macaroni and spaghetti types, promising payment upon presentation of documents with sight draft attached.

Because of the scarcity of durum and other raw materials suitable for macaroni making, heavy government buying, and a general desire of manufacturers to take care of the needs of domestic buyers on whom their future business depends, there has been no great rush among manufacturers to bid on any export business other than supplying the demands of UNRRA.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	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	672,899	823,981	608,947	793,866
May		992,675	704,071	750,963
June		859,867	656,214	723,733
July		751,210	716,957	648,356
August		694,782	889,515	758,903
September		883,662	895,478	713,349
October		1,101,092	919,226	791,054
November		1,116,434	965,527	839,778
December			921,251	801,847

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1—April 27, 1946	8,506,323
July 1—April 28, 1945	8,641,625

Exports of Meat Products and Wheat Decline in February

from \$75 million in January 1946 to \$33 million in February 1946, while in the same period wheat exports fell from \$53 million to \$36 million.

The Bureau of the Census announces a decline in the value of shipments of meat products, wheat, cotton, unmanufactured tobacco and finished manufactures was the principal cause of the decrease in exports of domestic merchandise from \$780 million in January 1946 to \$651 million in February 1946. Exports of meat products declined

A major part of the February 1946 decline in the exports of meat products was accounted for by a decrease from January 1946 of \$35 million in UNRRA shipments of this commodity. Although total U. S. wheat exports fell \$17 million in February below January levels, shipments of this commodity under the UNRRA program actually rose \$4 million in the same period.

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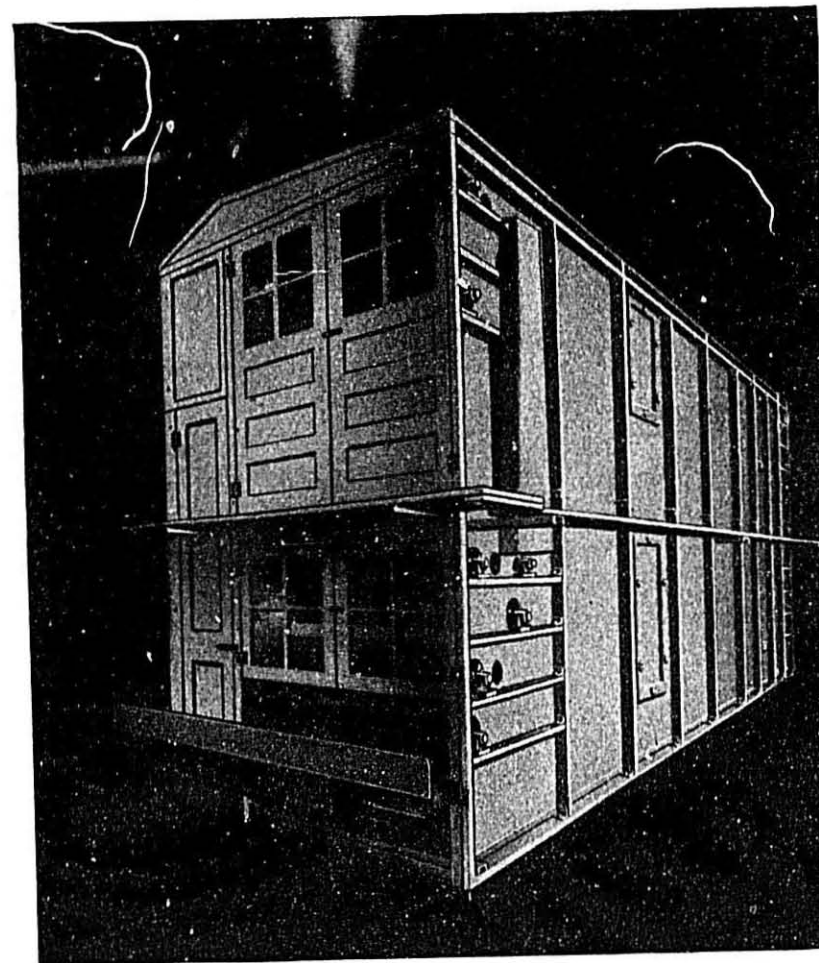
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Mills: St. Paul

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.

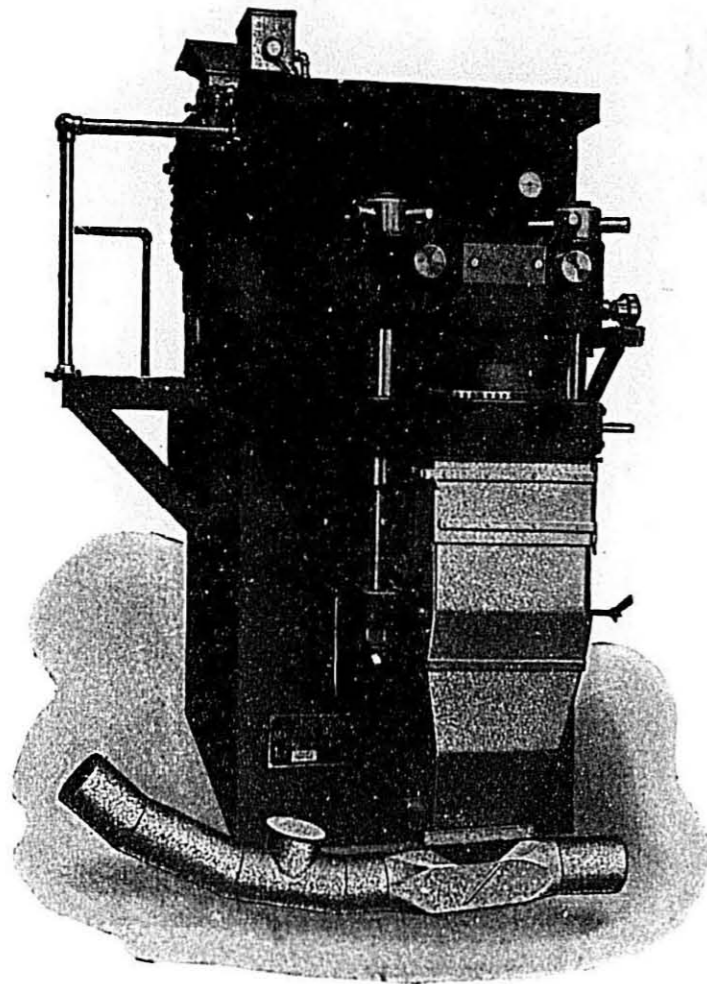
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

The machine illustrated above is our latest model Continuous Automatic Press for the production of Short Cut Goods of all types and sizes.

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

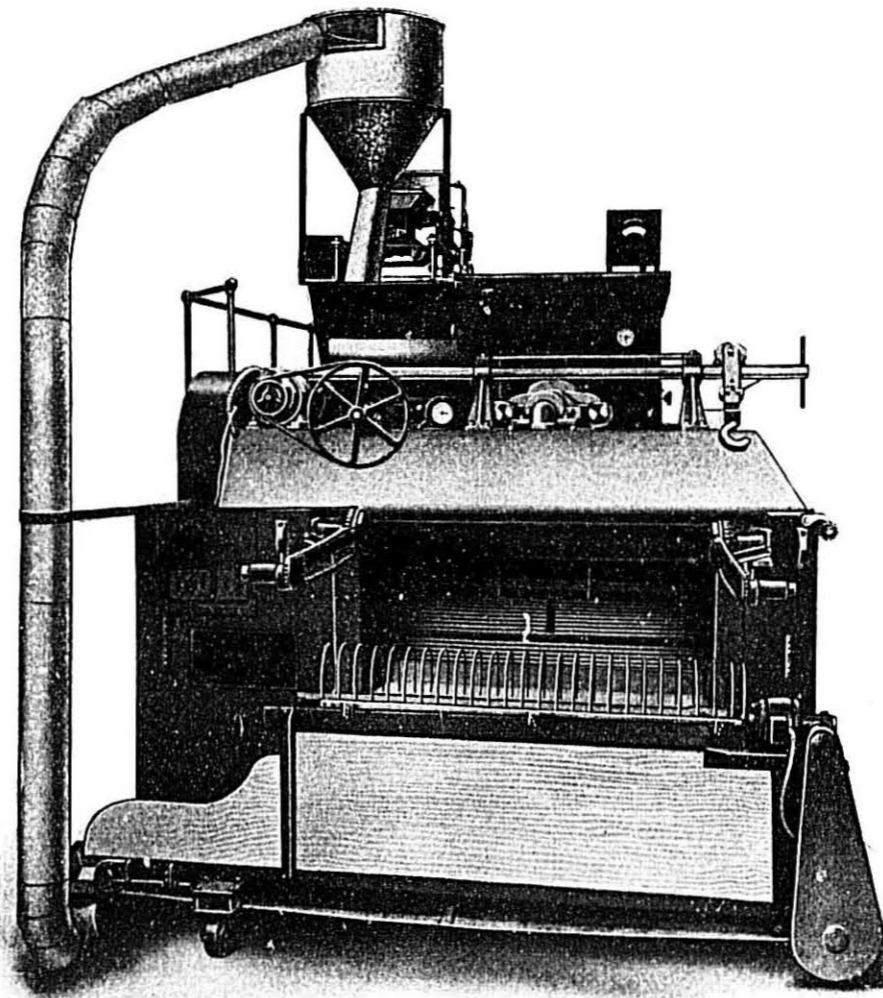
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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THE ULTIMATE PRESS

Model ADS

From Bins to Sticks Without Handling

The Continuous Long Cut Press with Automatic Spreading worth while waiting for.

The Press that automatically spreads all types of round goods, with or without holes, such as Spaghetti, Macaroni, Ziti, etc.

Also all types of flat goods, Lasagne, Linguine, Margherite, etc.

Timings reduced to less than 7%.

The Press that produces a superior product of uniform quality, texture and appearance. No white streaks; cooks uniformly.

Production—900 to 1,000 pounds net of dried products per hour.

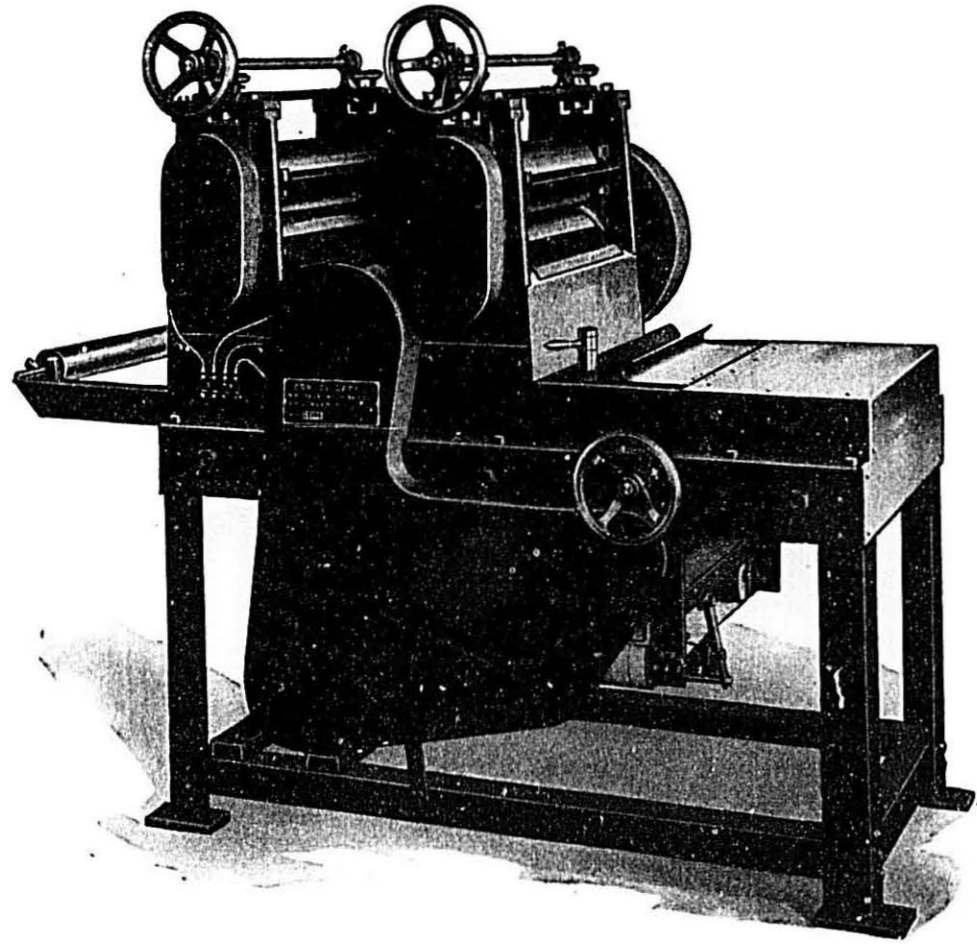
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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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.

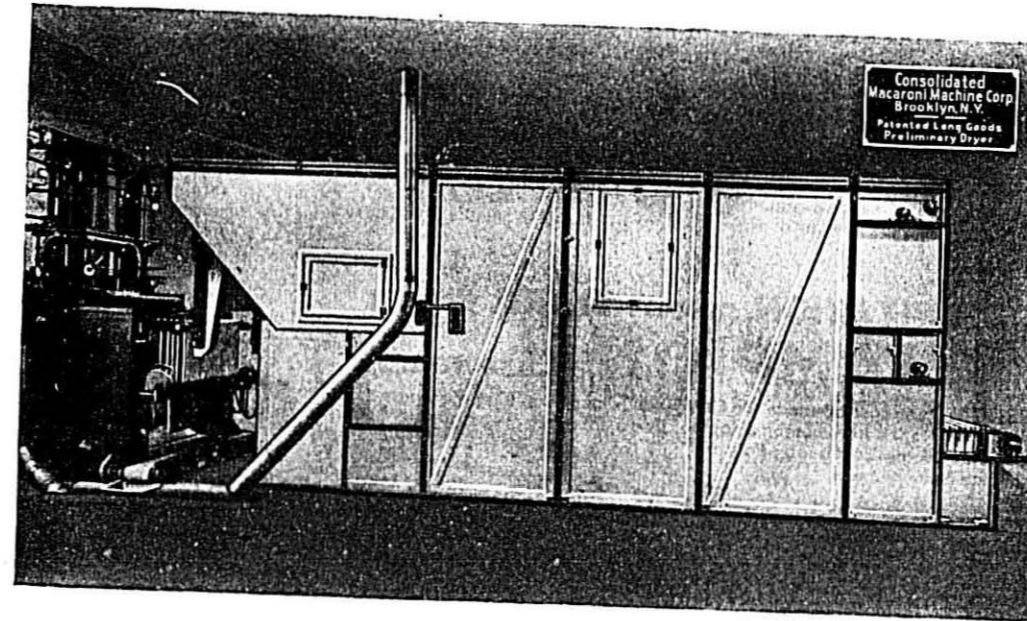
All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

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.

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Rice Distribution Announced

The Combined Food Board of the United Nations has urged countries controlling supplies of rice to keep deliveries in line with its recommended second quarter allocations except for substitutions of source that may be agreed upon to meet shipping and other problems.

The Board recommended further that the appropriate national authorities try to increase the amount of rice

available for export from all sources. Essential world import requirements during the April-June quarter, amount to approximately 2.1 million metric tons. The Rice Committee of the Board reports the quantity available for export from all sources is approximately 581,600 tons.

Widespread crop failures, coming at a time when wartime strains had already reduced production substantially, have led to a desperate situation. Famine is threatened in many rice-eating areas of the world, notably China and Southeast Asia, India and the Far East

generally. Present estimates indicate exports of less than 1.5 million tons from Burma, Siam, and French Indo-China in 1946 as compared with pre-war exports of nearly 6 million tons.

Stocks of Wheat, April 1, 1946

Stocks of 339 million bushels of wheat were in storage in all positions, on and off farms, on April 1, 1946, according to information compiled by the Crop Reporting Board. This total is made up of 204 million bushels on farms on that date, about 37½ million bushels in interior mills, elevators and warehouses and 56 million bushels at merchant mills, all of which are estimates by the Crop Reporting Board; nearly 34½ million bushels in commercial stocks at terminals, as reported by the Grain Branch of the Production and Marketing Administration; and about 7 million bushels owned by Commodity Credit Corporation and stored in their own bins or in transit. No estimate is made of other wheat in transit. Current April 1 stocks in all positions are about 60 per cent as large as the total stocks of 563 million bushels a year before, about 62 per cent of the 545 bushels on April 1, 1944 and only 38 per cent of the 901 million bushels on April 1, 1943. Although present total wheat stocks are the lowest for the date since 1938, they are larger than April 1 stocks in 1935, 1936, 1937 and 1938 when production and stocks were reduced by recurring drought. The lowest point reached in these years was 211 million bushels on April 1, 1937. The off-farm portion of this total is 135 million bushels, compared with 325 million on April 1 of both 1945 and 1944 and 575 million bushels on April 1, 1943.

Will Publicize Its Own Rotary Sealers

Wilber Techtmann, president of Pack-Rite Machines, Inc., Milwaukee, announces that after May 1, 1946, his firm will no longer be connected with the Doughboy Rotary Sealer, which they distributed nationally since shortly after its development, because Pack-Rite is now manufacturing two new rotary heat sealers in their new plant. The new units are the Pack-Rite "Fast-Tite," fast low-cost rotary, and the Pack-Rite Rotary "Speedscaler," which incorporates a new detachable conveyor-reheater unit and a detachable cooler-pressure unit.

Both rotaries were demonstrated at the recent Packaging Exposition and at the Industrial Packaging Exposition.

MODERNIZATION means EXTRA Profits for CHAMPION Customers!

INVESTIGATE the performance of Champion Flour Handling Equipment. We have developed new combinations of this machinery to take care of the continuous flow of flour which assures lower production costs.



Champion Machinery Co.,
Joliet, Illinois

Gentlemen:

We recently purchased one of your Champion flour handling and elevating outfits from Sichel Bakery Equipment Company of San Francisco. It is working perfectly, even on Semolina which is harder to handle than ordinary flour. We find it operates twice as fast as the other type of elevator we formerly had.

It is our intention to install some of your Flour blending and elevating outfits in our Seattle plant also.

Thanking you for your inquiry, we remain

Very truly yours,
GOLDEN GRAIN MACARONI CO.

V. De Domenico
V. De Domenico, Manager

CHAMPION MACHINERY CO., JOLIET, ILL.

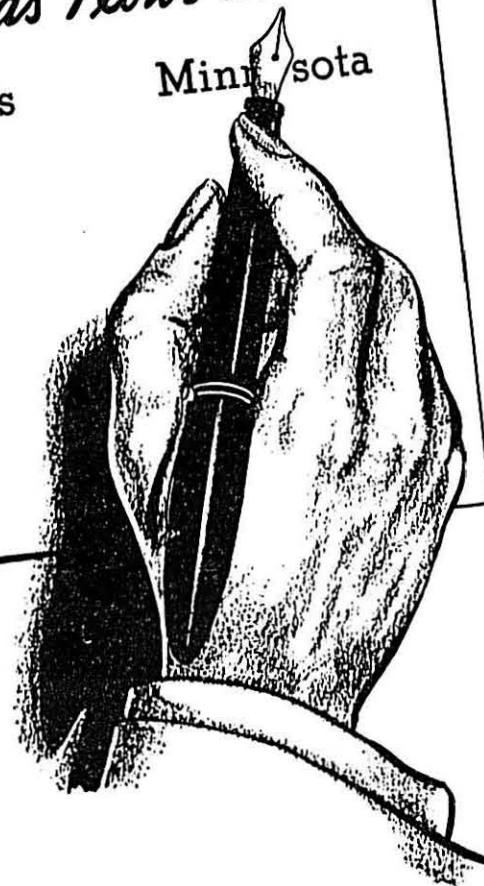
We invite your inquiries, and will help you plan for more economical production.

Also Makers of Dough Mixers, Noodle Brakes, Weighing Hoppers, Automatic Water Meters

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



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

England Bans Macaroni Export

A sharp curtailment of exports from Great Britain of food products, including macaroni and other types of this grain food, especially foods containing grain or sugar, was announced last month to the House of Commons by Sir Ben Smith, Minister of Food. Speaking of the food situation generally, he said that "Britain would get both less food and less foreign exchange than had been hoped for."

Further, while they will continue to permit the export of gin and whisky, no more cereals will be allocated for distilling.

Mueller's in Television Premier

First sponsored program over Du Mont's John Wanamaker Television Studios was audioviewed April 15, from 9:15 to 10:30 P.M., under the sponsorship of Mueller's Macaroni Products as a feature of the station's premier performance. Walter Ware, television director for Duane Jones Company, Inc., agency for Mueller, produced. Tom Hutchinson, well-known television authority, directed.

This telecast, Ware stated, contributed novel entertainment to the premier and also demonstrated the first

application to television of the package goods advertising technique which the Jones agency has perfected in radio commercials. It was also significant from a technical standpoint in that it was the first time four cameras have ever been used on one commercial television production.

The Mueller telecast, a half-hour combination variety-quiz, was called, "Let's Have Fun." It featured the Goldwyn Girls, coming to New York from Hollywood especially for this and other personal appearances, along with such outstanding New York talent as Audrey Marsh, radio and records songstress; June Graham, dancer currently featured in "Carousel," and Art Gentry, radio vocalist and former member of the famous Eaton Boys.

Wanted: 2,240,000 Pounds Elbow Macaroni

Last month the Commodity Credit Corporation circularized the entire industry asking offerings of elbow macaroni products to the United States Department of Agriculture. Offerings were to have been submitted to the Production and Marketing Administration, Grain Branch, Food Grains Division, Washington, D. C., not later than April 30, 1946. The offerings were also to be subject to acceptance

by CCC in whole or in part by telegram filed in Washington, D. C., not later than May 2, with the usual rights of the buyer reserved.

The announcement also contained this statement: "Inasmuch as additional purchases may be made by CCC subject to the same terms and conditions, it is suggested that you retain this announcement in your files for future reference."

The products offered shall conform in every respect to the provisions of the Federal Food, Drug and Cosmetic Act and regulations promulgated thereunder. It shall be clean, of good characteristic flavor, shall be reasonably free from cripples and checks, and shall have a high transverse breaking strength.

All containers shall be marked "UNRRA" in type 4 to 6 inches high and packed as per regulations covering the foreign shipment of this food. They shall bear markings specified.

Roasted eggs may soon be on the market; in roasting they are whirled briefly at 235 degrees Fahrenheit, which centers the yolk, and the cooked egg will keep for months at ordinary temperatures.

The century plant, which has a flower stalk that may be 30 feet tall, belongs to the same order of plants as lilies.



Why Cloverbloom Frozen Yolks

make noodles finer in texture
... deeper in color, every time!

1. Only Breakfast-fresh Eggs Used! In the spring of the year, when eggs are finest, Armour selects 100% fresh, shell eggs for Cloverbloom Frozen Yolks. Careful, speedy handling preserves all that fine flavor and country-freshness right to you.



2. Carefully Inspected for Quality! Expert candlers make sure that pre-cooled eggs meet Armour's rigid quality specifications for the Cloverbloom label. Every egg must have a well centered yolk, sound shell ... be free from all imperfections.



3. Double Checked for Freshness and Purity! All eggs are carefully selected for deep color and freshness as they are separated by skilled workers in sanitary, air-conditioned rooms. Then they are clarified to remove any trace of shell or fibre.



4. Scientifically Tested for Uniformity! The Zeiss Refractometer accurately tests the solids content of Cloverbloom Yolks—guaranteed not less than 45%. Every batch is also checked against a scientific guide for depth of color.



5. Guesswork Eliminated! The new-laid freshness and delicate, natural flavor of these yolks are preserved by Armour's quick freezing process. That's why you can always depend on making richer colored, finer noodles with Cloverbloom Frozen Yolks.

MAKE YOUR NEXT CONTRACT WITH ARMOUR

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

ARMOUR
Creameries

It's "Au Revoir" and Not Goodbye!

for these brands of quality to which you have been long accustomed. They have entered the foreign service to insure food for the hungry "Over There." They'll be coming back one of these days when V-F (Victory over Famine) comes: Let us call the roll:

Duramber Pisa Abo

W.F. order No. 144 has called them to the colors. Meanwhile our entire production has been converted to one standard brand:

A.T.X. Durum Granular Flour

which when made into macaroni, spaghetti and noodles will provide a darker product but one richer in proteins and vitamins. See that you get the best Durum flour from the finest of the wheat grown in these Northwestern prairies by ordering from

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Amber Milling Division
1923 University Ave. St. Paul 4, Minn.

Mrs. Coolidge Eats Her Spaghetti With Shoemaker's Family

As mythical history has it, Jovanella, the sly Italian maiden, who stole Chico's secret for making spaghetti, also robbed him of his rightful recognition as the true inventor, by serving a dish of the newly discovered grain food—spaghetti—to the King of Italy, who on eating the delicious morsel exclaimed "Ma Cari," and thus gave the name to the new food—macaroni, or maraconi products—the now generally accepted name for macaroni, spaghetti, egg noodles, and the many other types of this grain food.

Even unto these days, the great, the near great and, of course, the common people of every civilized country in the world, enjoy eating macaroni spaghetti and egg noodles in any of the almost numberless ways in which this food is temptingly served. Macaroni-noodle manufacturers of America will read with interest an *Associated Press* story released May 5 from Northampton, Mass. It reads as follows:

"Mrs. Calvin Coolidge kept a date today. It was a date made weeks ago when the former First Lady presented graduation pins to a class of nurse's aids. When Mrs. Coolidge reached 22-year-old Frances Borrelli in the line she noted her Italian name and asked if she could cook spaghetti. 'Yes,' said Frances, 'and my mother can, too.' Soon Mrs. Coolidge had been invited to dinner at the Borrellis'.

"She kept the date today. The menu was Italian spaghetti, roast chicken and wine. Four and a half hours later, when the late President's widow departed, Sam Borrelli, shoemaker, summed up this way: 'She ate slowly and she ate a lot.'"

..... Seal small and large cartons
in small or large quantities-ECONOMICALLY

The smallest manufacturer can enjoy the same benefits of mechanical carton sealing as the large concern, with a CECO Adjustable Carton Sealer. This machine is instantly adjustable, without special tools, for any size



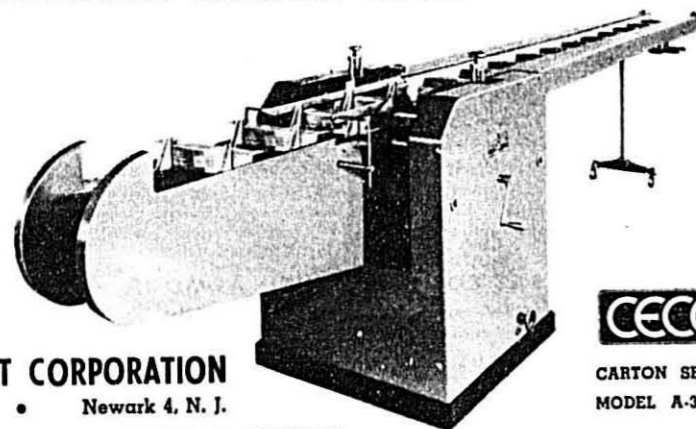
package. It is so simple in construction and operation that even an unskilled operator can maintain it.

Let us send you facts and figures which show what a CECO Adjustable Carton Sealer can do for you.

ADJUSTABLE CARTON SEALER

Features--

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes better-looking cartons



CARTON SEALER
MODEL A-3901-12

CONTAINER EQUIPMENT CORPORATION
210 Riverside Avenue • Newark 4, N. J.

A NEW AUTOMATIC WEIGHER
FOR Long Cuts!



For production, efficiency and economy in your macaroni packaging set-up, investigate the Sarioni 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 Sarioni Weighing Machine in your plant will soon pay its initial cost thru savings on labor alone.

We invite your inquiries.

LIOTTA SALES CORP.

17 E. 42ND ST.

NEW YORK 17, N. Y.

Every Worker an Idea Man

By W. H. Wilson

Some time ago a plant manager was showing a visitor through the various departments. The plant had quite a reputation for efficiency, and the visitor had often wondered to what that was due. Before he had been there an hour he knew.

Stopping suddenly beside the supervisor of the finishing room, the manager said, "John, we ought to be able to finish these parts three or four at a time. Think it over and see if you can't figure out a way."

John seemed surprised. It was a new idea to him. But it was easy to see that he was pleased that the big boss thought him able to work out a method to do the job.

As they continued on their trip through the plant, the manager pointed

out in almost every department devices or methods for saving time, or reducing waste, or eliminating lost motion.

"Almost all of them were thought out by the men," he said, "and nearly all were the result of just such a suggestion as the one I made back there in the finishing room. I make it a rule to plant one such suggestion every day, with the result that hardly a week passes that we don't increase our efficiency one point. I have the fun of getting better results and they have the fun of working out the methods for getting them."

"That's a fine spirit for any organization to have," replied the visitor, "but I can see that a lot of credit is due to the idea of getting the men to think things out for themselves."

Rice From Latin America

With the harvest season already on, rice from Latin America, the U. S. Department of Agriculture points out, affords aid in the international food crisis.

Current efforts in food conservation in the United States deal with the situation in two ways: (1) conservation of the 1945 crops with a reduction of use here of foods that can be shipped most readily to famine areas; and (2) a program of encouragement of 1946 plantings adjusted to supply as much food as possible for shipment later. Harvest of the 1946 crop of winter wheat will be the first important new supply item here.

The Office of Foreign Agricultural Relations reports, however, that the outlook in Latin America is favorable for a record rice surplus available for export in 1946 from crops harvested

principally from March to May. It is expected that supplies will not only exceed the limited exports last year, but may be somewhat larger than in 1944, the year in which previous record rice exports were made.

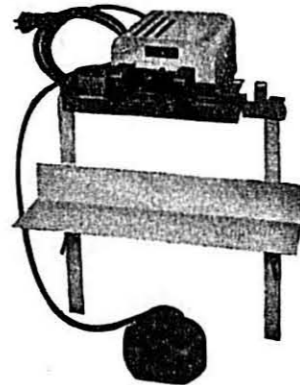
Old Violations Reported

Despite every precaution, cases of law violations are occasionally started against macaroni-noodle firms, most of them for what the latter term "unavoidable and unintentional violations." Last month the Federal Security Agency reported five such violations, charging four firms with adulteration because their products had become infested in transit from processor through distributors to consumers, and one with misbranding due to egg deficiency. The cases reported involved decisions made nearly a year ago but only recently announced.

New Solenoid-Operated Tech-Master Heat Sealer

Pack-Rite Machines, 714 W. Wisconsin Ave., Milwaukee 1, Wis., announce the development of their new solenoid-operated Tech-Master Heat Sealer, 8-inch and 12-inch models.

With the magnetic solenoid operation, no foot pedal is required; thus, increasing production speed, and sim-

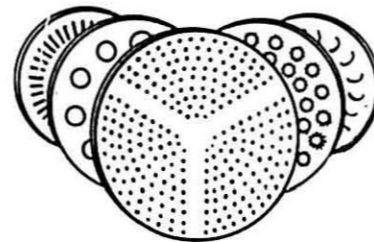


plifying work of operator. Operator merely touches safety foot switch which actuates solenoid; length of dwell on material being sealed is controlled by length of dwell of operator's foot on foot switch. Just a brief second is required. A long-life, replaceable-ram type solenoid is used.

Installable on table or work bench horizontally, as pictured—or vertically, or at angle, the Tech-Master has thermostat control; full length brass-sheathed expander cap heating elements; powerful leverage action; smooth-sliding pressure bars; white enamel adjustable feed tray; adjustment to regulate pressure on face of sealing bars; and choice of vertical or horizontal krimp impressions or flat-face sealing bars. A hole-punching device is obtainable, if desired.

STAR DIES WHY?

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



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

CARTON PACKAGING Can Be a "ONE OPERATOR JOB"!



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.



Many macaroni and noodle manufacturers have simplified their carton packaging problem by letting PETERS economical packaging machines, with one operator, do the work of many persons.

The result is lower production cost and greater over-all profit.

Why not send us samples of the various sizes of cartons you are now using? We will be glad to make recommendations for your specific needs.

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

Announcement

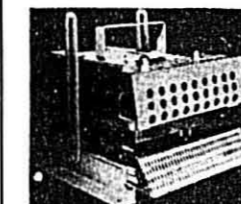
Doughboy Industries, Inc., announces that it will henceforth act as primary distributor for its

Doughboy Sealers

(Hitherto represented by an independent agency.)

Doughboy Sealers — renowned in the packaging field for quality of materials, machine precision and perfection of sealing operation — have this message for all users of sealing machines:

Doughboy Industries, Inc., designer, patentee and sole manufacturer of the widely used Doughboy Rotary Sealer, has added an ingenious Magnetic All-Position Sealer to a distinguished family. In addition to manufacturing this new machine in its New Richmond plant, Doughboy Industries, Inc., will serve as primary distributor. Inquiries are respectfully solicited for further particulars and delivery dates.



The Famous Doughboy Sealer Models

MAGNETIC MODEL

The all position Model 52 Magnetic Sealer can be used at any angle from vertical to horizontal depending on the bag contents. Requires table space of 12x12 inches. No motor, just plug in on 110-120 A.C. current, no belt, no complicated installation, no power problems.

\$135.00

ROTARY MODEL

Model 40 Rotary Sealer seals all material that can be sealed with heat and pressure. Operates either manually or on conveyor basis. Rolls travel at 240 linear inches per minute—just plug in on 110 A.C. current, no installation cost.

\$250 with preheater

Prices F. O. B. New Richmond, Wis.

Doughboy Industries, Inc.

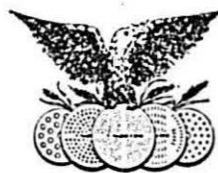
Machines Division
New Richmond, Wisconsin

The Seal of Quality

DONATO MALDARI

SUCCESSOR TO

F. MALDARI & BROS., Inc.

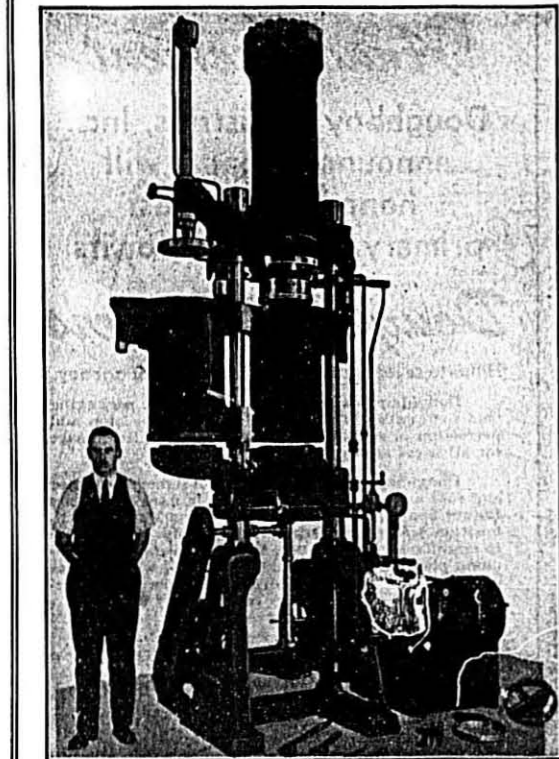


TRADE MARK

178-180 Grand Street

New York 13, N. Y.

"Makers of Macaroni Dies Since 1903—With Management Continuously Retained in Same Family"



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

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

All Sizes Up To Largest in Use

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

May-time Menu Suggestions

"Durum Wheat Notes" sponsored by the durum millers in a continuing drive to make macaroni, spaghetti, and noodles increasingly popular in American homes and with home economists, offers the following recipes as quite suitable for spring dishes:

—Macaroni Au Gra'in With Asparagus Tuck-ins—an all-in-one dish combining macaroni, cheese and asparagus.

—Scalloped Noodles with Deviled Eggs—any eye-catcher and a pleasing flavor combination.

—All-in-One Skillet Dinner—an easy-to-prepare dish of available springtime foods.

—Springtime Casserole—a party-going suggestion that needs just a bit of grooming before making its charming appearance.

—Noodle Ovals with Shrimp Salad—a delightful dish on warm spring evenings.

The May bulletin carrying the above suggestions is artistically decorated and expertly prepared by Mary Albright Jackson.

Emergency Semolina

On March 1, durum wheat mills began milling 80 per cent extraction durum wheat semolina and durum wheat flour in accordance with War Food Order 144, says "Durum Wheat Notes" issued by Durum Wheat Products Division—Wheat Flour Institute.

"Throughout this period, those two durum wheat products, used in making macaroni, spaghetti, and noodles, are to be known as Emergency Durum Wheat Semolina and Emergency Durum Wheat Flour. Thus, under this new order durum millers will be required to make eighty pounds of durum wheat semolina or durum wheat flour from each 100 pounds of cleaned durum wheat. This means that both semolina and durum flour will contain a small percentage of the darker parts of the wheat kernels.

"In the manufacture of macaroni and spaghetti with Emergency Durum Wheat Semolina, the uncooked product is slightly greyish-tan in color rather than the creamy, translucent macaroni made from high quality Durum Wheat Semolina. Other than the slight color variation, there seems to be no great difference between the two products. On cooking, both macaroni and spaghetti keep this slight tan color but cook to a delightful tenderness and satisfactory eating quality.

"Noodles made with Emergency Durum Wheat Flour make quite satisfactory dishes of many kinds. Home-makers will continue to combine these emergency products with other good foods in their favorite recipes—cooking them as previously and enjoying their goodness at many meals and on many occasions."

Don't Argue

You've been warned many times about the futility of arguing. Always you have been told of its effect on the other fellow, on your sales, on your chances of getting ahead in the world. Listen then to another, and better, reason for not arguing: the deleterious effect it has on your own personality and life.

Psychologists today realize that argument is a canker eating at the very core of a man's personality. It is emotional and it upsets the emotions, clogs the brain with prejudices, the blood cells with the poisons of anger and frustration.

There is only one way to win an argument, these psychologists say. It is to avoid it. Agree with the person who wants to argue and follow the advice of wise, sage, old Walt Whitman and "Let your soul stand cool and calm."

You lose every argument you undertake—win every argument you avoid.

Be Wise! BUY DIES THAT LAST LOMBARDI DIES

Stainless Steel Dies
Without Bronze Plugs



Guaranteed Smoothness
No More Repairing



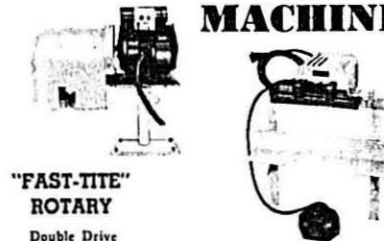
Write for Information LOMBARDI'S MACARONI DIES

1153 Glendale Blvd. Los Angeles 26, Cal.

Eastern
DURUM GRANULAR
In Your Vicinity NOW!

MILL AT BALDWINSVILLE, N. Y.
ASSURES SPEEDY SERVICE
—on uniform, high quality Durum Products
Eastern Semolina Mills
DIVISION OF
INTERNATIONAL MILLING COMPANY, Baldwinsville, N. Y.
Flour Mills at St. Paul, Des Moines, Detroit, Cincinnati, New Prague,
Pomona City, Iowa, City and Waterloo
GENERAL OFFICE: MINNEAPOLIS, MINNESOTA

PACK-RITE Heat Sealing and Packaging MACHINES



"FAST-RITE" ROTARY Double Drive

"Solenoid" operated TECH-MASTER Sealer

Both sealing roller shafts driven in unison to insure perfect mesh and contact of sealing roller faces. Thus, bag or material travels through rolls on perfectly straight line. Speeds 300 or more linear inches per minute depending on material being sealed. Thermostat control. No carbon points of brushes. Powerful construction. Vertical, horizontal or angle operation. Vertical - krumpled, horizontal - krumpled, checked, checked-krump or flat face sealing rollers obtainable.

\$175

Lifting Device

Lowering Device

\$12.50 extra if desired



MULTI-USE SEALER

Ideal all-purpose sealer. For flat-sealing and spot-sealing, overlays, etc.—packages of all sizes and shapes. Light weight—Compact—3-heat switch. Only \$19.50.

PACK-RITE MACHINES 31
714 West Wisconsin Ave.,
Milwaukee 1, Wis.
Please rush complete information on your heat sealing machines to:
Attn. of.....
Firm.....
Address.....
City.....State.....

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.

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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. XXVIII May, 1946 No. 1



"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."

Heads Millers Federation

William P. Bomar, president of Bewley Mills, Fort Worth, Texas, was unanimously elected president and chairman of the Board of Directors of the Millers National Federation, being the first man from Texas ever to be chosen to head this efficient organization of flour millers. He will be installed on May 14, the second day of the Annual convention of the Federation scheduled to be held in Chicago, beginning May 13.

A. Borrelli Is The Executive

The management of the West Coast Macaroni Manufacturing Co., Oakland, Calif., requests that a change be made in the records to show that Mr. A. Borrelli is now the chief executive of the firm instead of D. Merlino who is no longer with the firm.

Mr. J. DeDonato is the general manager of the firm.

Association Director Weds

Formal announcement of the marriage of her daughter, Helen Marie to Albert John Ravarino has been made to the friends of the couple by Mrs. Joseph Badarocco of St. Louis, Mo. The wedding ceremony took place at a nuptial mass in the Church of Christ the King, University City, Missouri on Saturday the eleventh day of May.

The groom is an executive of Ravarino & Freschi, Inc., St. Louis and has been identified with the macaroni-noodle trade practically all his lifetime. At present he is a member of the Board of Directors of the National Macaroni Manufacturers Association.

After a short honeymoon, the young couple will be at home to their many friends in St. Louis.

\$150,000 Fire Loss

The Superior Macaroni Company plant located at 704 Clover Street, Los Angeles, Calif., was practically destroyed by fire of undetermined origin the night of April 10. The fire was discovered about midnight and despite the efforts of eight companies of firefighters, the plant was gutted and the contents either destroyed or irreparably damaged.

Besides the building and equipment loss, nearly 150 pounds of macaroni products undergoing processing and a considerable quantity of raw materials, containers and other supplies were destroyed, causing a loss estimated at approximately \$150,000.

Three firemen were injured in fighting the stubborn blaze. The plant was owned and operated by Fred Spadaforo. Future plans were not immediately announced, nor was any statement made as to what portion of the building and stock was covered by insurance.

Plan \$125,000 Addition

The Courant of Hartford, Conn., in its issue of April 13, 1946, makes this announcement of interest to the macaroni industry: "The LaRosa Macaroni Company of Danielson plans construction of a two and one-half story factory addition 60 by 100 feet, estimated to cost \$125,000.00."

Five Noodle Plants In Seoul

Koreans should not want for noodles in the near future, according to an Associated Press dispatch from Seoul, the capital city of the country recently freed from Japanese control. It reads: "Use the noodle" is a practical pun to the U. S. Military Government.

Five noodle plants have been opened in the past five weeks to alleviate the food problem by substituting for rice and other grains. The plants have pro-

Jacobs Cereal Products Laboratories INC.

158 Chambers Street
New York 7, N. Y.

Benjamin R. Jacobs
Director

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

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

CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS

MACARONI -SPAGHETTI

We require for distribution large quantities 20-pound boxes bulk spaghetti and macaroni for private label. Write full particulars.

Box. No. 30
Macaroni Journal, Braidwood, Illinois

WISH TO PURCHASE: Actively operating macaroni and noodle manufacturing business, complete with personnel. Box 29, c/o Macaroni Journal, Braidwood, Illinois.

WILL PURCHASE 8" or 10" Hydraulic press with or without dies. Also some Knadders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.

duced approximately 165,000 pounds of noodles which will be marketed soon, Lieut. Col. Carroll V. Hill of Pittsburgh, Pa., military government food administrator, said.

A DIGEST OF
SUCCESSFUL
SELLING IDEAS

THE SELLING PARADE

(REGISTERED)

BY CHARLES B. ROTH

Honeymoon's End

There's no question but the honeymoon for a good many salesmen has ended or is about to end.

One salesman complained about it to me just the other day. Said he: "Imagine having to try to get somebody to buy what you have to sell! That happened to me last week."



He was indignant. He had made the mistake of believing that the conditions which prevail in a seller's market, when everybody is trying to buy and nobody has to try to sell, are normal. The truth is, however, that the opposite condition is normal—a buyer's market.

I am almost inclined to think that what E. W. Howe, noted Kansas editor and writer, said long ago is a fact. "If you cannot make money in depression years, you will never make money," said he.

Now, the tragedy of the end of the selling honeymoon is that many salesmen won't be fitted for conditions that face them. They will flounder around, a lot of them, trying to find themselves, and many won't ever be able to do it.

It looks from where I sit that, although business will be good, competition will be better, and the years of tough, bare-handed selling are here. And good salesmen hail that as a fine sign. They like to live when business is hard to get, when a man feels as though he had been through a fight at the end of each day. They're kind of glad the honeymoon is over—now they can get down to work.

Don't Give Up Too Soon

It seems to me that if war has done anything permanently harmful to our selling personalities it is that it has made us defeatists.

Here is what I mean: I went into a retail store to ask for some scarce goods. The clerk said, without looking to see if he had what I wanted, "Oh, we haven't had those for a long time."

"I see." But later I asked the proprietor of the store if he had this item.

"Certainly." And he showed me a whole bin full of the thing I wanted, and in place of buying one, I bought half a dozen.

Even if the store had been out, the salesman could easily have switched me what he had, because I've learned how to take substitutions and like 'em during the war.

The rule of the champions in this selling game is to try to make a sale to everyone who comes in or to whom-ever you talk.

"Every prospect a customer," is the way one man phrased it to me recently—he earns \$25,000 a year.

Such Little Things

He retired last year, worth a small fortune. Yet he never owned a business and always worked as a salesman for others. But he found it possible to retire while still young.

Others envy him, say he's just lucky in his investments, but I know this isn't true. I know that the real reason for his success is that he's always been just a shade or two ahead of all other salesmen, because he has made everybody like him.

His methods are absurdly simple. He has cultivated, as no other man I know has cultivated, the human touches of selling that mean so much—the little things.

He remembers things about you; what you said the last time you met; what kind of hat you were wearing; how your boy is making out in his premed course at Northwestern. These little things he mentions, and you cannot help yielding him your full confidence, nor giving him all your business.

It has always struck me as strange that more men do not pay more attention to the little human things in selling—the humanities—because it's they, not glamorous personalities or high-pressure desk-pounding, that give salesmen their big results.

Law of Averages Pays Out

This is the time of the year, it seems to me, when it would be wise for every salesman to adopt as a working aid the old immutable law of averages.

Some salesmen do have that aid. More do not. All should. All your life you are beholden to that law, every day of your life. When



you go out in the morning, for example, to sell, the law determines how much money you shall make. You are a creature of averages. Why not know your average? Why not try to make it better?

One man in a lowly business worked out his average. He was an organ grinder with a monkey to help him. He could tell you to a nickel what his average collection was at different times of the year in various sections of town. He laid his work out accordingly, and made more than many a salesman makes.

Another salesman I know figured out to the dollar how much each interview was. At the beginning of the year all he had to do to forecast his earnings was to plan his work ahead so as to get in a certain number of interviews. That's scientific selling.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
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OUR OWN PAGE
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Farmer-Miller-Manufacturer Relationship

The interdependence of the triumvirate—the durum wheat growers, the semolina millers and the macaroni-noodle makers—is so evident that nothing that is possible should be left undone to promote the most cordial relationship, the fullest co-operation among them to enhance the vital interest of all three groups.

As an aid to the accomplishment of this common objective, a Farmer-Miller-Manufacturer Panel is being planned as the outstanding feature of the Industry Conference program the afternoon of July 17 in Minneapolis. In the round-table discussion of a problem of common interest will be representatives of durum wheat growers, semolina millers and macaroni products processors. The result should be the forging of a chain of action that will insure the durum farmer a profitable market, the durum

millers a steady flow of the best quality of macaroni wheat to his mill and the macaroni-noodle manufacturers a sufficient supply, year in and year out, of quality raw materials so essential to the production of the grade of macaroni-spaghetti-noodle products that Americans have learned to expect from the American Macaroni Industry.

To serve as the proper sounding-off board from which this co-operative action is to be reflected through all the interested channels, necessitates not only a large attendance of manufacturers, which advanced reservations practically assures, but a true interest and practical support of anything that may be agreed upon to effectuate this most vital, badly needed, three-way action of the triumvirate.

M. J. DONNA,
Secretary-Treasurer

**".....WATCH YOUR STORAGE CONDITIONS
WITH THE NEW 80% FLOUR...."**

Warns

BAKERS

WEEVIL AND ROPE

Ever since it was announced that flour of 80% extraction would be the only type available we have used this space to emphasize that bakers must guard against certain troubles which have not been as common with patent flour. The longer the extraction, in other words, the more the darker portions of the wheat berry the flour includes, the greater the

chance for the development of weevil and of rope. Practical experience in handling the 80% flour has already proved these points. Therefore we repeat the warning: Watch your storage conditions with the new flour, and check up on each dough and each loaf to be sure that adequate preventive measures have been employed.

—Editorial, Bakers Weekly, March 11, 1946

The tough, multiple layers of kraft paper in Multiwall Paper Bags are your best protection against outside infestation. Ask your miller to ship your flour in the protective Multiwall Paper Bags... They stack well in the storeroom, are quickly opened... and easily emptied.



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