

# THE MACARONI JOURNAL

Volume XXV  
Number 10

February, 1944

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FEBRUARY, 1944

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

**WE ARE  
COOPERATING**

*In the Government Sales  
Promotion*

Featuring  
**NO-POINT LOW-POINT  
FOODS**

*The Macaroni-Spaghetti-Noodle  
Industry*

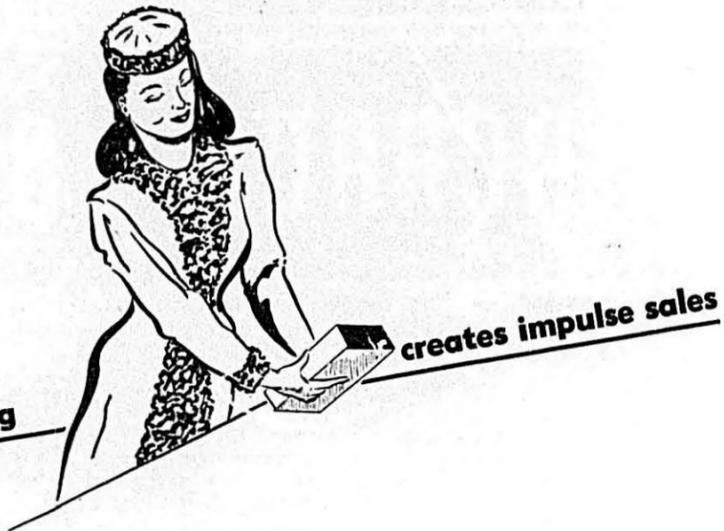


Official Organ  
National Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV  
NUMBER 10

good packaging



### WHY GOOD PACKAGING?

1. It lowers costs because of efficiency in packing and handling.
2. It lends itself to window, counter and mass displays.
3. It whets the appetite, stirs the consumer to impulse sales.
4. It sells your product in the store.
5. It shows how to use your product properly in the home.
6. It encourages repeat sales through suggestions for new uses.
7. It helps make your product a household word.
8. It promotes the sale of your other products.
9. It builds prestige for your brand.
10. It represents 100% advertising, with no waste circulation.

**A** GOOD package is neat. It is sanitary. It is easy to handle by the packer, the shipper, the storekeeper and the housewife. It identifies the brand and product. But above all, a good package carries an emotional punch. It gladdens the eye, whets the appetite, makes the consumer reach and buy.

Since 1898, Rossotti has been designing and manufacturing packaging calculated to get action at point-of-purchase. In fairness to our regular accounts, we can take only a limited amount of new business now. But our Design Staff and Merchandising Counsel are at your service for those postwar packaging plans.

Why not let us show you how very helpful we can be on your requirements for Labels, Package Wrappers, and Cartons?

# Rossotti

LITHOGRAPHING CO., Inc., NORTH BERGEN, N. J.  
"BETTER MERCHANDISING THRU PACKAGING"

## "All-Out" Drive

By Government Food Producers and Distributors on  
"No-Point-Low-Point Food Sales Program"

Through the watchfulness of the National Macaroni Manufacturers Association macaroni, spaghetti and egg noodles are included among the fourteen foods and beverages whose sale will be promoted in March and April in the Government War Food Administration's "No-Point-Low-Point Food" program to be made known to consumers everywhere in the United States of America.

Every retail food outlet in America, approximately 250,000, will be supplied with literature that should make the 30,000,000 families in this country fully aware of what foods are plentiful and which should be eaten in greater quantities during the present food emergency. Every producer, processor, manufacturer and distributor will be told how best to cooperate in putting over this important war program.

The Macaroni-Noodle Industry is determined to do its part. Representatives at New York, Chicago and Pacific Coast meetings pledged their fullest support, with liberal financial contributions to share the Industry's part of the expense of this Government-backed promotion. Those absent from the meetings can be expected to "Share" and "Play Square" as soon as they acquaint themselves with the program as explained in literature sent them from the office of the National Association.

Newspaper and magazine articles and advertising, radio allocations, billboard messages and attractive store posters will stress to millions of civilians the need for consuming greater quantities of plentiful foods like macaroni, spaghetti and egg noodles, thus conserving the scarcer, rationed food for those on the fighting fronts.

What a wonderful break for our food! What a welcome opportunity for every manufacturer to enroll as a volunteer contributor to the Industry's necessary expense to "Share and Play Square!"

### No Point in Not Cooperating Gung Ho! (Work Together) Fit Yourself to the Picture

The Macaroni-Noodle Industry is the trusted guardian of an important part of the Nation's Food Supply.

We have a responsibility to consumers, to our Government, because of the need of rationing other less plentiful foods so that those in the Armed Services may be fully and properly fed.

Let's give our fullest cooperation to the serious job that faces our country—the fair and just distribution of the nation's precious food resources.

Let's accept with sincerest appreciation and thankfulness, our Government's help to encourage Americans to "Eat more macaroni, spaghetti and egg noodles," leading "No-point-Low-Point" foods.

Share the Industry's expense in the promotion and then capitalize its many opportunities.

M. J. DONNA,  
Managing Director  
National Macaroni Institute

Fellow Manufacturers:  
An opportunity has been presented which we should grasp with a determined hold.

Food is a vital war weapon—let's help make our products count to the utmost.

To best accomplish this let's adopt the motto of the Chinese Red Army—"GUNG HO!" meaning "Work Together."

This "No-Point-Low-Point Foods Sales" program comes at the opportune moment, when the sale of Macaroni Products have tapered off considerably.

We have the force of Government agencies asking and telling the people to eat more of our foods.

Let's share the Industry's expense and play square with each other, with the War Food Administration and consumers.

Contribute your share. We've done something for you! Help your own cause! "GUNG HO!"

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

Wheat and macaroni products made therefrom are plentiful.

Put yourself and your product prominently into the picture—the 1944 Outlook.

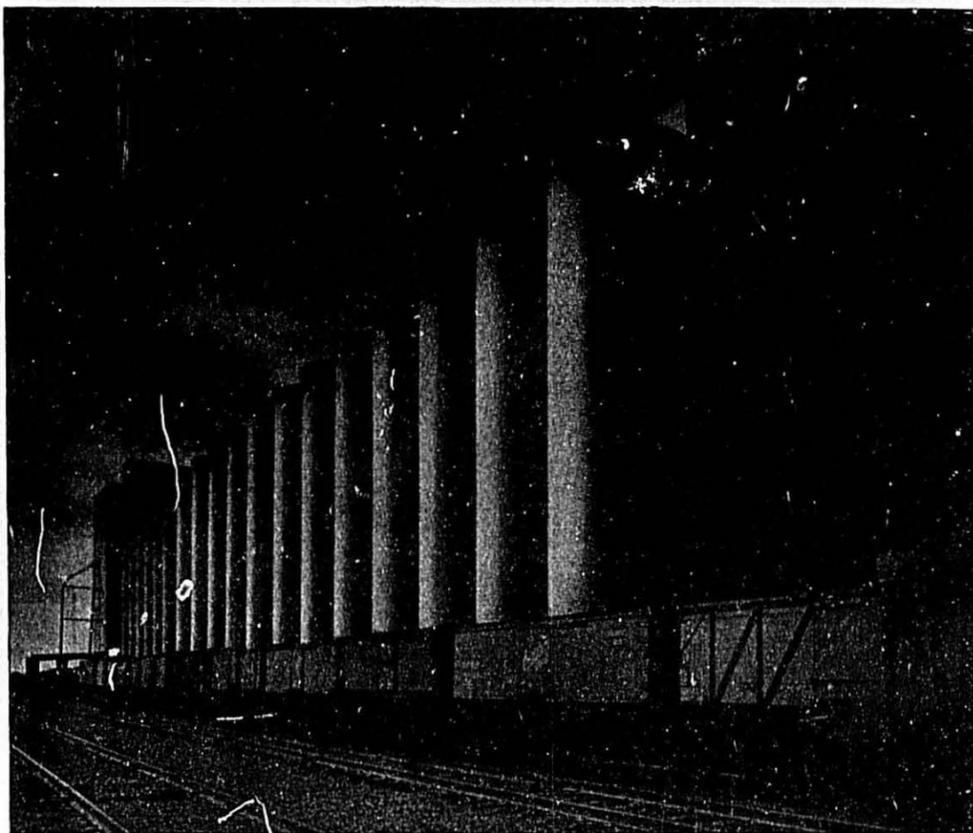
"Tremendous increases in food production by farmers and processors have made it possible to meet most of our military and other strategic needs, and will keep the wartime civilian food supply to full prewar size.

"Winning on the food front of the war depends on making the best use of our total food supply. For the individual family that means choosing the right foods to keep its members fit. It also means sharing the total supply with our armed forces, our allies, and the liberated peoples and playing square with food here at home.

"To bring about fair sharing, to play absolutely square with foods, it is important that all of us plan and act to make full use of "No-Point-Low-Point Foods," the seasonably abundant foods."

MARVIN JONES,  
War Food Administrator.

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



# The MACARONI JOURNAL

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## Democracy Functioning

The United States of America is an outstanding example of a democracy—a form of government that gives as well as takes.

A democracy is defined as—"A form of government in which the supreme power is directly or indirectly lodged in the hands of the people; a government by all the people for the benefit of all classes."

The United States government is a democracy because the people are the real rulers and they naturally know their thinking, their requirements, hopes and ambitions. Such a government is the exact antithesis or opposite of the despotic or tyrannical forms that still exist, principally among the nations that still emphasize the rule of might versus right.

A despotic form of government is defined as "a government by a ruler or ruling body exercising or invested with absolute power in a state, irrespective of the wishes of its people," while an oligarchy is "a government by a few for the benefit of the few." Either of these take all, gives little.

An example of a working democracy was made apparent to the leaders of the Macaroni-Noodle Industry who attended the Mid-Year meeting of the Industry in Chicago, January 24, 1944, and a regional meeting in New York City ten days before. There Government and Industry set up a working team that would be impossible under any other form of rule.

Government officials asked the cooperation of all macaroni-noodle manufacturers, as individuals, and the Industry, collectively, to get fully behind the Fourth War Loan Bond drive now in progress. They called upon all citizens to help finance the cost of the war into which our peace-loving nation was thrust unwillingly, but which it is determined to fight vigorously until victory is won for a nation that seeks only to live and let live. While millions in the service of their country give their all, stay-at-homes are asked to lend their money, to invest in the best government on earth.

As individuals and as an Industry, we are asked to make a double loan to our Government—a loan of money that we can spare, and a loan of our ability and influence to incite in all our employes and in our respective communities a desire to perpetuate our democratic form of government, by seeing to it that the Fourth Bond drive is a gigantic success.

In making this demand, it takes from the people only that which they can well afford to give—an investment in the future of the country, a duty willingly performed.

But a true democracy gives, too. At the Mid-Year meeting there was a good example of this obligation of government. The War Food Administration in carrying on its duties, told the macaroni people of its plan to increase consumer interest in its products through the "No-Point—Low-Point Food" campaign which is to be launched in February. The purpose?—to equalize the food distribution by increasing the use of the more plentiful ones and lowering the demand for those that have become relatively scarce.

Currently, there are no points on macaroni foods in the present rationing setup, though many of the foods that combine naturally with them are of the high-point or scarce variety. Happily, many of the "low-point" foods blend tastefully with macaroni, spaghetti and egg noodles in healthful and satisfying dishes, so the campaign is one that the Industry can and will support to the utmost.

To the credit of the Macaroni-Noodle Industry, it is pointed out that nearly all the leading producers showed themselves patriotic and considerate of this Government promotion, oversubscribing the Industry's quota as set up by the War Food Administration from early, unofficial returns. They enlisted wholeheartedly and all out in the venture, realizing that the Government approval of their products as one worthy of official recommendation as a plentiful food, even under an emergency, should bring future, lasting benefits to the trade.

It is naturally expected that manufacturers who found it impossible to attend the meetings in New York City and Chicago to hear of the War Food Administration's plans, will "share" in any expense necessary for its promotion, contributing willingly to the quota set up for the Industry's part in the promotion.

The manufacturers who heard the plan explained in detail at the Industry meetings have assumed the double assignment ungrudgingly. They are solidly behind the Fourth War Loan Bond drive with every ounce of their energy, every dollar they can afford to invest. They are cooperating fully in the "No-Point—Low-Point Food" campaign, appreciating the effect such a program will have on the eating habits of a democratic people who deserve the best, though presently making many sacrifices to preserve our present government "of the people, by the people, for the people."

Buy War Bonds; sell War Bonds! Contribute to the War Food Administration "No-Point—Low-Point Food" program, by sharing the expense and by fully merchandising its potentialities!

# Industry In Enthusiastic Mid-Year Conference

Manufacturers Volunteer to "Spearhead" Government's "No-Point-Low-Point Food Sales Promotion" . . . Agreed on Continued Study of Improving Cooking Methods, More Protective Packaging and Increasing Protein in Raw Materials

"Let's join wholeheartedly in the War Food Administration's No-Point-Low-Point Foods Sales Promotion program!"

"Let's educate Food Nutritionists and Home Economists on real value of Macaroni Products as prepared for eating!"

"Let's provide the best possible food for servicemen and civilians and package it to reach them shipshape!"

Those were the most popular battlecries of scores of leading macaroni-noodle manufacturers gathered for the Mid-Year Conference on the Industry in Chicago, January 24, 1944, and of the preliminary meeting held in New York City ten days previously. Once more the National Association scored a timely hit in presenting the opportunity for joint, decisive industry action when the need is so generally apparent, the opportunity so promising.

Among the highlights of the conference were—the spontaneous acceptance of the Government's invitation to get behind its "No-Point-Low-Point Foods Sales Promotion"; the agreement to supervise even more closely the production of quality goods and their proper packaging; the education of that great body of women who play so important a part in food acceptance; joint action with durum millers in ways to increase the protein in raw materials and winning the soldiers' and seamen's acceptance of macaroni, spaghetti and egg noodles through their proper preparation for feeding by Army and Navy cooks.

## Support WFA Program

J. Sidney Johnson, Advertising Director of the War Food Administration, was the principal speaker at the morning session held in La Salle Hotel and over which C. W. Wolfe, President of the National Macaroni Manufacturers Association, presided. He explained in detail the Government's plan to educate the consumers to make greater use of "No-Point-Low-Point Foods" in a nation-wide campaign of education. He supported his talk with

illustrations of the store posters, newspaper and billboard advertisements, radio script and spot announcements to be used in promoting the educational campaign.

He explained why macaroni, spaghetti and egg noodles were chosen by the War Food Administration as among the dozen suitable and available foods to be featured in the 250,000 food retail outlets during the months of April and May. He told the manufacturers present, as he had previously told those who attended the New York meeting on January 14, that the Government expected financial assistance to the extent of at least \$6,000.00 to help defray the expense of the publicity posters and other promotional materials. He made it clear that at least one poster in every kit distributed would suggest the purchase of macaroni products as a "No-Point-Low-Point Food," during the drive and afterwards too, because of its high food value and its availability in needed quantities.

Mr. Johnson expressed the pleasure of the War Food Administration at the readiness with which the Macaroni-Noodle Industry accepted its share of the expense and responsibility for this great food promotion program, and felt that after the plan was heard or studied, manufacturers and allied would rally to the support of the program.

Prompt acceptance of an obligation, and liberal contributions by processors to share the expense of the timely undertaking, was the answer of both the New York and Chicago meetings to the appeal of the War Food Administration which is sponsoring a program to make Mr. and Mrs. America just a bit more macaroni-noodle conscious, more appreciative of this plentiful food that supplies needed nutrients at a cost within easy reach of all purses. It was classed as a Government need from the angle of leveling off consumption of the more available foods, but a godsend to the macaroni industry under present conditions.

The \$6,000.00 requested by the War Food Administration as the Industry's

share of the cost of printing the posters, etc., were promptly subscribed. Furthermore, it was unanimously decided to "spearhead" the Government promotion, with two objectives in view, insofar as the Macaroni-Noodle Industry is concerned—(1) to increase consumer interest in and purchases of macaroni, spaghetti and egg noodles regularly, because they are nutritious, economical and readily available in all markets, and (2) to take such steps as may be needed to win wider and greater support for these products at the hands of food nutritionists and home economists—two most worthy aims deserving the unstinted support of every friend of the Industry.

For the benefit of manufacturers who were unable to attend either of the two meetings and those who had not yet reached a decision on the matter, excerpts from the fine talk by Mr. Johnson are reproduced elsewhere in this issue. Also an appeal by President C. W. Wolfe to get the support of every worthwhile manufacturer to the two-pointed program to create increased purchase and consumption of this food because of its unsurpassed value as a basic food, as a carrier and extender.

## Purchases by Quartermaster Corps

Through its purchasing and procurement departments, the Government is also interested in the quality of macaroni products available for consumption by the Armed Services and for lend lease; also in the manner in which they are packed for safe delivery.

The Chicago Quartermaster Depot purchases all the foods, other than the seasonal and perishable varieties, needed for the Army and much of that consumed by the Navy, hence is vitally concerned about specifications on quality and proper packaging. That was the message given the macaroni-noodle people at the Mid-Year meeting by Colonel Jesse H. White, Assistant Director of the G&C Subsistence Research and Development Laboratory.

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He was supported by Lieutenant Robert F. Mikus who is in charge of the laboratory and by James F. Driscoll who supervises all macaroni, spaghetti and egg noodle purchases for servicemen's consumption.

Col. White emphasized the need of proper processing and protective packaging by saying that as a rule it averages about nine months between the time the Government purchases a shipment of macaroni products and the date when that particular shipment may be eaten. He also gave some figures on preference as to types, saying, for instance, that during the month of January this year, the schedule was to buy at the ratio of about 40 pounds of spaghetti, 6 pounds of macaroni and 15 pounds of egg noodles per every 100 servicemen per month.

Also to refresh the minds of his listeners and for the benefit of those unable to be present, there is reproduced elsewhere in this issue a résumé of the fine talk by Colonel White.

## Protein in Semolina Varies

The relatively small quantity of protein in semolina and durum flour milled from the present durum crop is causing macaroni manufacturers considerable worry. The matter of the ten cents per bushel subsidy differential on durum as against bread wheats has also created a situation that is not encouraging. As a result, a special committee consisting of President C. W. Wolfe, Peter La Rosa, Fred Mueller, Al Ravarino and C. L. Norris was appointed to confer with representatives of the nine durum mills on those and other matters of mutual concern. Their meeting preceded the Mid-Year conference.

Speaking for the committee and the millers, Thomas L. Brown of Commander-Larabee Milling Company, Minneapolis, reported on the understanding reached on the main points in question. It was agreed that nothing should be left undone to help bring about every possible improvement in the protein contents, as far as can be done naturally, but that the quantity of protein in durum was one that cannot be predetermined, weather conditions being the sole judges of whether protein is to be high, low or normal. It was agreed to carry on experiments with seeds and to enlist the cooperation of all crop improvement organizations, Government agencies and farmers in developing better wheats for semolina milling and macaroni manufacture.

It was reported that relief in the matter of price differential would be adjusted during February so that durum millers would again be in the market as usual.

Mr. E. V. Hetherington of General Mills, Inc., submitted a schedule showing eras of high and low protein productivity, emphasizing the fact that

in years when moisture is plentiful, the crops are usually good, and the proteins relatively low, while in drought years, the protein in the smaller crop is usually higher. Elsewhere, Mr. Hetherington's table is given with his explanations—all most interesting.

## O.K. Service Cooking

Last spring the industry was considerably perturbed by general reports that the approved methods of preparing macaroni products for serving in service camps was not conducive to creating postwar acceptance of this food. The National Association felt that a little investigating would result in no harm. A special committee was appointed during the 1943 convention. Speaking for the Committee, Albert Ravarino, Association Director and an executive of Ravarino & Freschi, Inc., St. Louis, Mo., expressed great satisfaction with the cooking practice, and, after personally partaking of a meal of spaghetti as served at an Army camp in Missouri, with the food as prepared the Army way for end use.

Mr. Ravarino underwent a soldier's routine life for a day, and made a hit in describing the soldier's reaction to the mess command, "Come and get it!"

Benjamin R. Jacobs, Director of Research, who worked with the Committee in the study, reported that a change had been made in the cooking instructions, the cooking time being reduced from 30 minutes to a maximum of 20 minutes with surprisingly beneficial results in tastiness, eye appeal and soldier acceptance.

## Products Promotion and Consumer Education

M. J. Donna, managing director of the National Macaroni Institute, outlined the work being done in products promotion through consumer education with funds provided by voluntary contributions. Manufacturers were shown a set of photographs of appetizing dishes prepared in line with the Government No-Point-Low-Point program, and copies of releases recently made to radio and to the press were distributed. The promotional material released first on January 20, 1944, will continue through the spring. All agencies concerned are glad to get helpful literature of this kind.

New York City was chosen as the 1944 convention city. The dates, June 14-16; the place, Hotel New Yorker.

## Spring Program on Unrationed and Low-Point Foods Will Be Known as "No-Point-Low-Point Foods" Promotion

By J. Sidney Johnson, Advertising Director,  
War Food Administration, Washington, D. C.

The food manufacturing industries, as well as the retail and wholesale food distributing trade including independents, super-markets, and food chains, as well as the restaurant and hotel industry, will be asked to support a nation-wide drive under the banner of "No-Point-Low-Point Foods," which is expected to (1) create larger sales of unrationed and low-point value foods, and (2) advise the public that the most practical method of sharing our precious food supply is to give emphasis to the available or more plentiful foods, during the early spring, with peak activity occurring in March.

Trade associations representing unrationed and low-point value foods are joining hands with the food distributing trade, the War Food Administration, and other Government agencies, in cooperation with the War Advertising Council in supporting this program according to J. Sidney Johnson,

WFA advertising director. One of the features of the program will be a novel kit of store display material which will be supplied to the retail trade.

The "No-Point-Low-Point Foods" promotion will be the retailers' part of a general program to encourage of more abundant foods in place of scarce ones during the spring months. By focusing consumer attention on unrationed or low-point foods, retailers will tie in with the "Share and Play Square" objectives of the Food Fights for Freedom program launched last fall.

The foods tentatively chosen for special emphasis include most of the grain and soya bean products, spreads for bread, some processed and frozen vegetables, eggs, potatoes, oranges and grapefruit and other seasonally fresh fruits and vegetables. The trade associations representing these products have underwritten the cost of store pennants on which the names of these

foods will be imprinted. The grocer's promotion of these foods will be backed by national spot radio in March, a twenty-four sheet poster, newspaper advertising, and special activity by local nutrition committees. The committees will urge use of the more abundant foods as a means of preventing food waste, conserving scarcer foods, and assuring the nutritional welfare of families.

The free kit of store display material will be made available for distribution through voluntary group headquarters, chain store headquarters, wholesale grocer, and other food distributors. The display material—enclosed in a large envelope imprinted with instructions for store use—will consist of the following:

One window poster, 10 1/4" x 28".  
One over-wire, double-face banner, 52" x 16 1/2".

Fourteen double-face pennants, 12" x 18"; eight to be imprinted with specific foods such as macaroni, spaghetti, and noodles, cereal breakfast foods, oranges and grapefruit, and bread, etc.; others to be blank for the retailer to use for foods of his own selection (probably fresh fruits or vegetables as available locally); and the remaining two pennants to feature the Home Front Pledge and that ration points are required with the purchase of rationed foods.

Six display cards 5 1/4" x 5 1/4" in blank for the retailer's use in quoting products and prices on No-Point—Low-Point Foods.

Three larger price cards with space available for product and price imprint by the grocer, approximately 9" x 12".

Four lapel badges featuring on one side "Share and Play Square with Food" and on the other side "Food is a Weapon of War, Don't Waste It."

Dominating the twenty-four sheet poster show is an illustration of a retail grocer. The heading, "Help Him When You Shop," is followed by this copy:

1. Have ration points ready
2. Know ceiling prices
3. Buy No-Point—Low-Point Foods

Most of the proposed "No-Point—Low-Point" foods are large-volume items which will be in good supply throughout the country during the period of the promotion. This promotion is especially appropriate because it will come during the Lenten season. Other foods will be added as conditions justify. As Mr. Johnson explained, the list of items for promotion in any section will be determined by supplies available locally.

Home Economics Women in Business are being asked to support the program by distributing recipes and menus incorporating these no-point and low-point foods. Meetings will be scheduled with the Home Economics Women in Business under the leadership of Marie Sellers, of the General Foods Corporation, both in Chicago and New York. Also, representatives of the leading national magazines are offering their services in

## Summary of Talk Given Before the National Macaroni Manufacturers Association

By Col. Jesse H. White, Asst. Director, QMC Subsistence  
Research and Development Laboratory, Quartermaster Depot, Chicago

War has brought many problems of production and distribution of food supplies. In no previous war in which the United States has been engaged have our troops been so widely scattered under such varied climatic conditions. The rough handling that food supplies are receiving in shipments overseas, and the extreme conditions of temperature and humidity to which they are being exposed, necessitate careful study of their packaging. The fact that the average length of time between production of food commodities and their final consumption by the troops in the field is nine months, necessitates the production of food commodities having high keeping qualities.

Spaghetti, macaroni, and noodles are staple items in the Army field ration. The menu for the Sixth Service Command for February indicates that there will be issued to the troops in that Command during that month approximately forty pounds of spaghetti, six pounds of macaroni, and fifteen pounds of noodles for each 100 men.

contacting the trade and assuring their cooperation and support under the chairmanship, in the Eastern territory, of Fred N. Dodge of the American Weekly and, in the West, under the chairmanship of Frank W. Mahan of *This Week* magazine.

The grain foods include bread, enriched or whole wheat flour (self-rising and processed), cereals, soya bean products, biscuits and crackers, macaroni, spaghetti and noodles. The "spreads" as now designated are citrus marmalade and peanut butter.

Other products proposed for featuring as "No-Point—Low-Point Foods" include:

*Vegetables and fruits*—Frozen food, dried soups, canned green and wax beans, carrots and spinach, frozen vegetables (except corn, peas, lima beans).

*Fresh foods*—Oranges and grapefruit, potatoes (white and sweet), and locally available fruits and vegetables.

*Poultry products*—Eggs.

Details of the promotion are now being worked out in cooperation with trade representatives and officials of OPA, OWI, and WFA.

But this does not mean that these quantities are inflexible or invariable. The quantities used of each item vary from month to month.

Within the United States, the use of spaghetti, macaroni, and noodles is not complicated since these items are utilized very soon after they are purchased. For use overseas, however, all products must be substantially packaged and of a quality that will insure their being in good condition when they are used many months later. The standard commercial package for spaghetti, macaroni, and noodles was not at all adequate for shipment overseas. Reports from overseas posts indicated that these packages were easily broken, that the products became contaminated by dirt and infested by insects, and that pilfering and loss were excessive. Accordingly, a new package was designed for these items and it is proving quite satisfactory. The same packaging is being used for shipments within the United States as well as for overseas. For overseas shipment, however, the packages are enclosed within moistureproof coverings and packed in substantial outer cases. These three items are now arriving at foreign destinations in good condition.

The most serious difficulty with spaghetti and macaroni at this time is insect infestation. In spite of good packaging, these products are frequently found to be weevily when opened. Noodles have a very short shelf life. Under ordinary Army conditions, it has been found that noodles will not stand up for more than a few months. This is entirely inadequate for Army use. It is believed that these deficiencies are due to the poor quality of materials used and to lack of sanitation in manufacturing plants.

In order to insure an adequate and satisfactory supply of these food items overseas, the Army has started a program intended to bring about improvement in this situation. A new specification is being drawn for these items which contemplates the sanitary inspection of all plants producing these products for the Army. This specification will require, in particular, that such establishments be free from weevils. It is believed that this can

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## The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all 'round ability* to produce products

with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the *re-buying* action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?", Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

**WASHBURN CROSBY COMPANY**

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

be satisfactorily accomplished by fumigation. It is contemplated also that the flour used in the manufacture of these items will be fumigated or so treated as to destroy all insect ova. The fumigation of plants and the destruction of insect ova in flour must go hand in hand, for it is of no value to produce insect-free flour and then to process it in a nonfumigated plant.

In the matter of egg noodles, it is anticipated that, in addition to the above precautions, specification requirements will be made with regard to the eggs used. Already a new specification has been drafted for the production of frozen eggs. This specification requires that the eggs shall be of a specified quality, that the breaking and freezing procedures shall be subject to inspection, that the sanitation of

the plant and equipment shall be in accordance with strict sanitary requirements, that the eggs shall be frozen without delay, and that the frozen products shall have a low bacterial count. The new specification for noodles will require that the frozen eggs used in Army products shall be properly defrosted in a minimum time.

It is expected that a new price ceiling will be established for these improved products, in order that the industry will be compensated for the additional expense involved in producing these high quality products.

Before any new specifications are issued for spaghetti, macaroni, and noodles, it is contemplated that a conference will be called with leaders of the industry to discuss the provisions of such specifications.

## Protein Content of Semolina

By E. V. Hetherington, General Mills, Inc.,  
Minneapolis

The relatively low protein content of semolina products being produced this year is naturally attracting some attention. This factor is of importance to manufacturers of paste goods since an adequate protein level in durum products tends to lessen manufacturing problems. While semolina products this year do not come up to the protein content they have contained in the past several years, it appears they still possess adequate protein for the production of good paste products.

The protein content of any wheat is affected to a great extent by the climatic conditions prevailing during the growing season. A comparison of weather reports over a period of several years with data on the protein level of the wheat crop shows clearly that when rainfall is plentiful the protein content of the wheat crop of that year tends to be low; in dry years the converse is true.

A review of our records on semolina products indicates that for the eight-year period of 1922-9 the over-all average protein content was 11.27 per cent. During these years the average for any one year varied from 10.83 to 12.10 per cent with only one crop year showing a level above 12 per cent. In contrast, the eleven-year period of 1930-40 produced an average semolina protein level of 12.54 per cent. During this period, in only two years was the semolina protein content below 12 per cent, and the values in these years were only slightly below this level. Thus semolina produced in the 1930's averaged approximately 1.25 per cent higher in pro-

tein than semolina produced in the 1920's.

The 1941 durum wheat crop was unusually high in protein content and yielded the highest protein semolina produced in twenty years, the average being above 13.0 per cent. However, in 1942, as a result of a wet growing season, millers were confronted with a low protein durum crop. On an average this crop would not have produced semolina with a protein content above 11.5 per cent, but millers were not forced to produce semolina products with that low a level of protein in 1942 because there was available a large carry-over of 1941 high protein durum wheat which had been stored under government loan and was released during the spring and summer of 1942. By mixing the high protein durum wheat of the 1941 crop with the lower protein wheat of the 1942 crop, millers were able to produce semolina that averaged above 12.0 per cent protein for a few months in the fall and winter of 1942-3. As stocks of 1941 wheat were exhausted in the spring and early summer of 1943, millers were forced to grind more of the low protein 1942 wheat and the protein content of semolina dropped below 12.0 per cent.

The protein level of the 1943 durum wheat crop was no higher than that of the 1942 crop, and millers therefore have been forced to grind low-protein durum wheats. As a result they have no choice but to produce semolina with protein characteristics similar to those prevailing during the eight-year period of 1922 through 1929.

Durum millers tend to purchase the highest protein wheat available in a low protein crop year. Unfortunately, in the past two years there has existed only a very small quantity of durum wheat of a desirable protein content. A protein survey of the '42 and '43 crops showed that only 11 per cent of durum wheat of the 1942 crop and 17 per cent of the 1943 crop was high enough in protein to produce semolina containing more than 12 per cent of this constituent. Further, it is very unlikely that all of this higher protein durum wheat will be ground to produce semolina and similar products. It is estimated by the U. S. Department of Agriculture that approximately 18 per cent of the total durum crop is red durum which is not suitable for producing macaroni products and is used chiefly for feeding purposes. Some of the high protein durum wheats are deficient in color characteristics and accordingly will not be used for semolina. In addition the grind of high protein durum wheat will be still further restricted by withholding some of this wheat for seed and for other purposes.

At the present time it appears that the characteristics of the '42 and '43 wheat crops will allow millers to produce semolina with a protein content somewhat in excess of 11 per cent. While millers recognize that this protein level is not as high as it has been in recent years, it still appears ample for the production of high quality paste goods. The protein level is still higher than it was in some years in the 20's. With climatic conditions under which wheat is grown having as much bearing on wheat protein as they do, variations in this respect must inevitably be expected.

## Beatty Out— Johnson In

Vernon Beatty has retired after a most successful reign as director for the "Food Fights For Freedom" program, to return to his post as advertising manager of Swift & Co., Chicago.

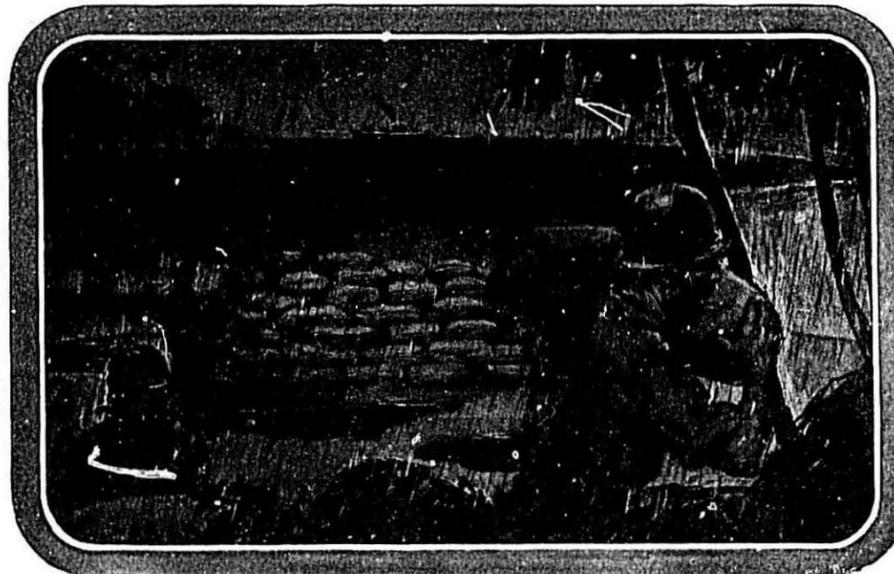
J. Sidney Johnson, formerly merchandising manager of the National Biscuit Co., New York, will continue on leave from his firm to manage the "Food Fights for Freedom" campaign early in 1944.

Want a big accordion?

It's easy. Just drive your car across a railroad track at the wrong time and see what the locomotive does to it.

Remember, though, there's a good chance that you and your passengers will get crinkled, too.

The National Safety Council says that about 1,500 persons were killed in collisions between trains and motor vehicles last year. About four thousand more were injured.



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Dirt, dust, vermin, moisture, find St. Regis Multiwall Bags impenetrable. Losses through

soilage, sifting, infestation, are practically eliminated. Developed in close co-operation with Army,\* Navy,\* and Lend-Lease authorities,\* St. Regis Multiwall Paper Bags are delivering the goods to every front... at home and abroad... from Brooklyn to Burma. The finest industrial peacetime package has demonstrated its right to be recognized as the essential wartime package.

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### Record of Attendance

The list of those who registered as attending the sectional meeting of the macaroni-noodle industry at Hotel New Yorker, New York City, on January 14, 1944, are:

- |                      |                                       |                     |
|----------------------|---------------------------------------|---------------------|
| Samuel Arena         | V. Arena & Sons, Inc.                 | Norristown, Pa.     |
| Frank A. Zunino      | The Atlantic Macaroni Co.             | Long Is. City, N.Y. |
| G. Biutoni           | Biutoni Products Co.                  | New York, N.Y.      |
| E. S. Chenoweth      | Capital Flour Mills Co.               | New York, N.Y.      |
| Edward Hawey         | Capital Flour Mills Co.               | New York, N.Y.      |
| L. A. Viviano        | Capital Flour Mills Co.               | New York, N.Y.      |
| Andrew Cardinale     | Cardinale Macaroni Mfg. Co.           | Brooklyn, N.Y.      |
| Joseph Genovese      | Cardinale Macaroni Mfg. Co.           | Brooklyn, N.Y.      |
| Conrad Ambrette      | Consolidated Macaroni Mach. Corp.     | Brooklyn, N.Y.      |
| V. Giatti            | The DeMartini Macaroni Co.            | Brooklyn, N.Y.      |
| Horace Gioia         | Gioia Macaroni Co.                    | Rochester, N.Y.     |
| Louis Petta          | General Mills                         | Rochester, N.Y.     |
| H. H. Raeder         | General Mills                         | Rochester, N.Y.     |
| J. L. Horowitz       | Horowitz Bros. & Margaretten          | New York, N.Y.      |
| Glenn G. Hoskins     | Hoskins Service                       | Chicago, Ill.       |
| C. J. Travis         | Keystone Macaroni Mfg. Co.            | Lebanon, Pa.        |
| David Wilson         | King Midas Flour Mills                | New York, N.Y.      |
| J. Sidney Johnson    | War Food Administration               | Washington, D.C.    |
| Joseph Giordano      | V. La Rosa & Sons, Inc.               | Brooklyn, N.Y.      |
| Peter La Rosa        | V. La Rosa & Sons, Inc.               | Brooklyn, N.Y.      |
| Joseph V. Lojacono   | Liberty Macaroni Mfg. Co.             | Buffalo, N.Y.       |
| Henry Mueller        | C. F. Mueller Co.                     | Jersey City, N.J.   |
| Fred Mueller         | C. F. Mueller Co.                     | Jersey City, N.J.   |
| C. W. Wolfe          | Megs Macaroni Co.                     | Harrisburg, Pa.     |
| Philip J. Silvestri  | National Macaroni Mfg. Co.            | Garfield, N.J.      |
| Bartolo Filippone    | National Macaroni Mfg. Co.            | Garfield, N.J.      |
| Rosario Coniglio     | Paramount Macaroni Mfg. Co.           | Brooklyn, N.Y.      |
| H. Miller            | Paramount Macaroni Mfg. Co.           | Brooklyn, N.Y.      |
| D. Passetti          | Paramount Macaroni Mfg. Co.           | Brooklyn, N.Y.      |
| Frank Patrono        | Frank Patrono Co.                     | Mt. Vernon, N.Y.    |
| L. Roncace           | Philadelphia Macaroni Co.             | Philadelphia, Pa.   |
| Frank L. Fodera      | Pillsbury Flour Mills Co.             | New York, N.Y.      |
| Joseph Pelligrino    | Prince Macaroni Mfg. Co.              | Lowell, Mass.       |
| Alfredo Rossi        | Procinio & Rossi, Corp.               | Auburn, N.Y.        |
| Daniel Piscitelli    | Quality Macaroni Co.                  | Auburn, N.Y.        |
| Emanuel Ronzoni, Jr. | Ronzoni Macaroni Co.                  | Long Is. City, N.Y. |
| Charles Rossotti     | Rossotti Lithographing Co.            | North Bergen, N.J.  |
| C. S. Foulds         | Spenser Kellogg Co.                   | New York, N.Y.      |
| Edward Vermeylen     | A. Zerega's Sons, Inc.                | Brooklyn, N.Y.      |
| John P. Zerega, Jr.  | A. Zerega's Sons, Inc.                | Brooklyn, N.Y.      |
| L. Memmol            | Food Advertising Chemist              | New York, N.Y.      |
| L. Cowen             | J. Walter Thompson Co. (Kraft Cheese) | New York, N.Y.      |
| H. C. Rossi          | Van Dolen-Givauden & Masseeck         | New York, N.Y.      |
| Benjamin R. Jacobs   | Washington Representative             | Washington, D.C.    |
| Mrs. Margaret Jacobs | Reporter                              | Washington, D.C.    |

List of Manufacturers and allied who attended the Mid-Year Meeting of the Macaroni Industry sponsored by the National Macaroni Manufacturers Association at La Salle Hotel, Chicago, January 24, 1944:

- |                    |                                 |                    |
|--------------------|---------------------------------|--------------------|
| John F. Diefenbach | Amber Milling Co.               | Minneapolis, Minn. |
| Frank R. Prina     | Amber Milling Co.               | New York, N.Y.     |
| J. M. Waber        | Amber Milling Co.               | St. Paul, Minn.    |
| A. W. Spang        | Armour & Co.                    | Chicago, Ill.      |
| C. D. Wilbur       | Armour & Co.                    | Chicago, Ill.      |
| C. L. Norris       | The Creamette Co.               | Minneapolis, Minn. |
| C. F. Meyer        | The Creamette Co.               | Chicago, Ill.      |
| C. B. Schmidt      | Crescent Macaroni & Cracker Co. | Davenport, Iowa    |
| Paul M. Peterson   | Capital Flour Mills Co.         | Minneapolis, Minn. |
| O. Tardelli        | Capital Flour Mills Co.         | Chicago, Ill.      |
| Fred T. Whaley     | Capital Flour Mills Co.         | Chicago, Ill.      |

- |                           |   |                    |
|---------------------------|---|--------------------|
| Frank A. Motta            | Champion Machinery Co.  | Joliet, Ill.       |
| Thomas L. Brown           | Commander-Larabee Flour Co.   | Minneapolis, Minn. |
| Conrad Ambrette           | Consol. Mac. Machinery Corp.  | Brooklyn, N.Y.     |
| Carl D'Amico              | G. D'Amico Macaroni Co.   | Steger, Ill.       |
| Robert F. Sheeran         | Essex Macaroni Co.  | Lawrence, Miss.    |
| Louis S. Vagnino          | Faust Macaroni Co.  | St. Louis, Mo.     |
| J. D. Ross                | Grocery Store Products Sales Co.                                      | Libertyville, Ill. |
| A. Irving Grass           | I. J. Grass Noodle Co.  | Chicago, Ill.      |
| Sidney Grass              | I. J. Grass Noodle Co.  | Chicago, Ill.      |
| E. F. Cross               | General Mills, Inc.   | Chicago, Ill.      |
| E. V. Hetherington        | General Mills, Inc.   | Minneapolis, Minn. |
| Grover C. Minter          | General Mills, Inc.   | Minneapolis, Minn. |
| Frank T. Herbert          | Johnson Herbert & Co.   | Chicago, Ill.      |
| Allen A. Herbert          | Johnson Herbert & Co.   | Chicago, Ill.      |
| Pater F. Vagnino          | Kansas City Mac. & Imp. Co.   | Kansas City, Mo.   |
| C. J. Travis              | Keystone Macaroni Mfg. Co.  | Lebanon, Pa.       |
| Pater F. Vagnino          | Kentucky Macaroni Co.   | Louisville, Ky.    |
| George L. Faber           | King Midas Flour Mills  | Chicago, Ill.      |
| Alex G. Graif             | King Midas Flour Mills  | Minneapolis, Minn. |
| Wm. Steinke               | King Midas Flour Mills  | Minneapolis, Minn. |
| Lester S. Swanson         | King Midas Flour Mills  | Minneapolis, Minn. |
| David Wilson              | King Midas Flour Mills  | New York, N.Y.     |
| Arthur W. Quiggle         | H. H. King Flour Mills Co.  | Minneapolis, Minn. |
| Patrick Crangle           | H. H. King Flour Mills Co.  | Chicago, Ill.      |
| Allen A. Wright           | Kraft Cheese Co.  | Chicago, Ill.      |
| Peter La Rosa             | V. La Rosa & Sons   | New York, N.Y.     |
| Joseph Giordano           | V. La Rosa & Sons   | New York, N.Y.     |
| C. W. Wolfe               | Megs Macaroni Co.   | Harrisburg, Pa.    |
| Walter F. Villame         | Minnesota Macaroni Co.  | St. Paul, Minn.    |
| Santo Garofalo            | Milwaukee Macaroni Co.  | Milwaukee, Wis.    |
| Fred Mueller              | C. F. Mueller Co.   | Jersey City, N.J.  |
| Harry E. Minard           | C. F. Mueller Co.   | Jersey City, N.J.  |
| B. C. Ryden               | Northern Illinois Cereal Co., Macaroni Division                       | Lockport, Ill.     |
| E. J. Thomas              | North Dakota Mill & Elevator Assn.                                    | Chicago, Ill.      |
| A. L. Ingram              | Pillsbury Flour Mills Co.   | Chicago, Ill.      |
| C. F. Larson              | Pillsbury Flour Mills Co.   | Chicago, Ill.      |
| H. H. Raeder              | Pillsbury Flour Mills Co.   | Buffalo, N.Y.      |
| W. J. Warner              | Pillsbury Flour Mills Co.   | Minneapolis, Minn. |
| Maurice L. Ryan           | Quality Macaroni Co.  | St. Paul, Minn.    |
| Al Ravarino               | Ravarino & Freschi, Inc.  | St. Louis, Mo.     |
| Henry D. Rossi, Sr.       | Peter Rossi & Sons  | Braidwood, Ill.    |
| Henry Rossi, Jr.          | Peter Rossi & Sons  | Braidwood, Ill.    |
| Charles Presto            | Roma Macaroni Mfg. Co.  | Chicago, Ill.      |
| N. Russo                  | A. Russo & Co.  | Chicago, Ill.      |
| Charles C. Rossotti       | Rossotti Lithographing Co.  | North Bergen, N.J. |
| Harry E. Watson           | Rossotti Lithographing Co.  | Chicago, Ill.      |
| Vincent J. Marino         | St. Louis Macaroni Mfg. Co.   | St. Louis, Mo.     |
| E. H. Rhodes              | Soy Flour Association   | Chicago, Ill.      |
| R. E. Baer                | A. E. Staley Mfg. Co.   | Decatur, Ill.      |
| Ray N. Peterson           | Stokely Bros. & Co.   | Indianapolis, Ind. |
| Walter Cloud              | Stokely Bros. & Co.   | Indianapolis, Ind. |
| Frank Traficanti          | Traficanti Brothers   | Chicago, Ill.      |
| Frank P. Viviano          | V. Viviano & Bros. Macaroni Mfg. Co.                                  | St. Louis, Mo.     |
| M. J. Ebeling             | V. Viviano & Bros. Macaroni Mfg. Co.                                  | St. Louis, Mo.     |
| Albert S. Weiss           | Weiss Noodle Co.  | St. Louis, Mo.     |
| H. W. Walker              | H. Walker & Co.   | Cleveland, O.      |
| John P. Zerega            | A. Zerega's Sons, Inc.  | Brooklyn, N.Y.     |
| Glenn G. Hoskins          | Hoskins Service   | Chicago, Ill.      |
| R. M. Green               | Hoskins Service   | Chicago, Ill.      |
| Edith S. Linsley          | Hoskins Service   | Chicago, Ill.      |
| Leone Rutledge            | Home Economist  | Barrington, Ill.   |
| Carroll J. Sidney Johnson | War Food Administration   | Washington, D.C.   |
| S. O. Werner              | Northwestern Miller   | Chicago, Ill.      |
| Lt. Robert R. Mickus      | Subsistence Research and Development Laboratory - Quartermaster Depot | Chicago, Ill.      |
| Col. Jesse H. White       | Subsistence Research and Development Laboratory - Quartermaster Depot | Chicago, Ill.      |
| B. R. Jacobs              | Director of Research  | Chicago, Ill.      |
| M. J. Donna               | Secy-Treas. NMMA  | Washington, D.C.   |
| James F. Driscoll         | Government Macaroni Buyer, Quartermaster Depot                        | Braidwood, Ill.    |
|                           |   | Chicago, Ill.      |



## YOU, TOO, NEED EXTRA PROTECTION

SOMETIMES a prospective customer asks us, "Why should I pay more for King Midas Semolina than for the brand I'm using now?"

Well, we like that question. We like it because it gives us an opportunity to show that the *extra protection* you get in King Midas Semolina is actually worth dollars and cents to a buyer. It gives us a chance to cite actual case histories of customers who have benefited many times from that *extra protection*.

Not just carload after carload . . . but crop year in and crop year out the unvarying high quality, the carefully guarded uniformity of King Midas Semolina is paying extra dividends to many leading macaroni manufacturers. We think it can do the same thing for you.

# KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA

## Contributors to Promotion Program

Preliminary List of Contributions by Macaroni-Noodle Industry to  
 "No-Point—Low-Point Foods" and Products Nutrition  
 Promotional Fund. (February 7, 1944)

American Beauty Macaroni Co., St. Louis and Kansas City .....	\$250.00	Milwaukee Macaroni Co., Milwaukee.....	100.00
V. Arena & Sons, Norristown.....	200.00	Minnesota Macaroni Co., St. Paul.....	100.00
Atlantic Macaroni Co., Long Island City.....	500.00	C. F. Mueller Co., Jersey City.....	500.00
Buitoni Products, Inc., New York.....	100.00	National Macaroni Mfg. Co., Passaic.....	100.00
John B. Canepa Co., Chicago.....	350.00	No. Illinois Cereal Co. (Macaroni Div.), Lockport	150.00
Capital Macaroni Co., Jersey City.....	50.00	Paramount Macaroni Mfg. Co., Brooklyn.....	100.00
Cardinale Macaroni Mfg. Co., Brooklyn.....	100.00	Prince Macaroni Mfg. Co., Lowell.....	100.00
The Creamette Co., Minneapolis.....	250.00	Procino & Rossi Corp., Auburn.....	200.00
Crescent Macaroni & Cracker Co., Davenport.....	100.00	Quality Macaroni Co., Rochester.....	100.00
De Martini Macaroni Co., Brooklyn.....	200.00	Ravarino & Freschi, Inc., St. Louis.....	250.00
G. D'Amico Macaroni Co., Steger.....	100.00	Ronfa Macaroni Mfg. Co., Chicago.....	100.00
Essex Macaroni Co., Lawrence.....	50.00	Ronzoni Macaroni Co., Long Island City.....	200.00
Gioia Macaroni Co., Rochester.....	200.00	Peter Rossi & Sons, Braidwood.....	100.00
A. Goodman & Sons, New York.....	250.00	St. Louis Macaroni Mfg. Co., St. Louis.....	50.00
I. J. Grass Noodle Co., Chicago.....	250.00	Traficanti Brothers, Chicago.....	100.00
Grocery Store Products (Foulds), Libertyville.....	350.00	Weiss Noodle Co., Cleveland.....	100.00
Horowitz Bros. & Margaretten, New York.....	50.00	A. Zerega's Sons, Inc., Brooklyn.....	500.00
Kentucky Macaroni Co., Louisville.....	350.00	Champion Machinery Co., Joliet.....	25.00
Keystone Macaroni Mfg. Co., Lebanon.....	500.00	Consolidated Macaroni Machinery Corp., Brooklyn	100.00
V. La Rosa & Sons, Inc., Brooklyn.....	500.00	Frank Patrono, Mt. Vernon.....	25.00
Liberty Macaroni Mfg. Co., Buffalo.....	100.00	Incognito (5 Friends) .....	500.00
Megs Macaroni Co., Harrisburgh.....	100.00	Rossotti Lithographing Co., North Bergen.....	100.00

NOTE: Checks have been received for most of the above pledges. Balance expected soon. Complete List to be published later.—M. J. DONNA.

### The Rossotti Entertain

The Rossotti Lithographing Company, North Bergen, N. J., was host to the many macaroni and noodle manufacturers who attended the two meetings of the industry last month. This firm claims to have more friends and customers among these food processors than does any other firm supplying this industry's many needs.

The two brothers, Alfred and Charles Rossotti, the owners and the leading executives of the company, took turns in personally supervising the entertainment they prepared for their many guests. Alfred took the lead as host to the manufacturers who attended the meeting at Hotel New Yorker in New York City, Friday, January 14, 1944.

The dinner was an informal get-together affair at the New York Rifle Club, 73 MacDougal Street, in Greenwich Village, New York City, of which Charles Rossotti is president. Under the latter's direction, the club steward made up some special dishes that the guests thoroughly enjoyed . . . as they did the special entertainment provided.

#### Chicago Dinner

Charles Rossotti took personal charge of the dinner-entertainment provided by his firm as host to the

many manufacturers who attended the Mid-Year Meeting in Chicago January 24. He was ably assisted by Harry Watson, the firm's representative in the North Central States.

This delightful affair was staged in the Chicago room of Hotel La Salle, Chicago, on Monday evening. Charles Rossotti supervised the dinner arrangements and Harry Watson looked after the entertainment of the guests—teamwork which produced results that the guests thoroughly enjoyed.

Rossotti dinners are getting to be most popular whenever there are any sizeable gatherings of the many good customers of Rossotti Lithographing Company.

### Food Technologists to Hold National Conference in Chicago May 29, 30, 31

War emergency of the future and postwar problems relating to the food industry will be discussed among other vital subjects at the fifth annual meeting of the Institute of Food Technologists at the Edgewater Beach Hotel in Chicago, May 29, 30 and 31. The three-day program, now being arranged, will include addresses and the presentation of technical papers by au-

thoritative speakers on topics of great moment in the food world.

Plans for the forward-looking conference have been under way for many weeks; in fact, since the Chicago Section of the Institute was assigned the convention last fall.

M. L. Laing of Armour & Company, chairman of the Section, in his latest report to William E. Cruess of the national body, indicated that more than 700 chemists, physicists, biologists, engineer and production executives engaged in food manufacturing and processing are expected to attend what promises to be the most eventful meeting in the history of the Institute. Virtually every state in the Union and Canada are represented among the more than 1,400 members of the I. F. T.

A feature of the meeting again this year will be an industrial exhibit to be concentrated in the beautiful Passagio of the Edgewater Beach hotel. Space will be assigned for 30 exhibits, which will be free to the public. An interesting display will be that of the Quartermaster Corps Subsistence and Research Development Laboratories.

The American Red Cross maintains a staff of trained workers to aid servicemen's families in trouble. This and other services to members of our Armed Forces and their families can be continued only with your help. Give to the 1944 Red Cross War Fund.

# Soy Flour

Make use of Staley's 70-man research laboratory of food chemistry in the solution of your wartime formulary problems. Write today for special informational material.

THERE are certain things that soy flour cannot do. But there are so many amazing things it *can* do and *is* doing in the food industries today, that it well deserves the title "miracle food of the ages."

Nutrition-wise, soy flour is unexcelled. Almost 50% protein, it is 2½ times higher in this vital food-substance than the finest meat. A single pound of soy flour contains as much protein as 36 eggs, or 7½ quarts of milk!

There is a nut-like goodness in soy flour that enhances most food flavors, making the final product richer-tasting, more appetizing, more satisfying.

Soy flour contains significant amounts of valuable food minerals,

such as calcium, phosphorus and iron. It is also rich in lecithin, with special properties which give it extra value as an ingredient.

In practically every branch of the food industries, chemists are finding new opportunities to save costly materials and improve the quality of products through the use of modern improved soy flour.

The A. E. Staley Mfg. Co., oldest and largest continuous producers of soy bean products in America, offers you the facilities of a competent staff to advise and counsel with you regarding any problems within their scope. Write today for a sheaf of special information regarding the use of soy flour in your particular field. There will be no obligation involved.





WAR FOOD

Coming!



# BIG NO-POINT LOW-POINT FOOD PROGRAM

SPONSORED BY  
UNCLE SAM 

This is a double-edged program. (1) Keyed to the urgent needs of the nation. (2) Keyed to receive the whole-hearted cooperation of food distributors everywhere. It is the first cycle of 1944's Food Fights For Freedom program, highlighting the necessity of Sharing and Playing Square with our nation's precious food supply.

Some important foods are now, and will continue to be, short in supply during '44. To relieve the pressure on such foods, emphasis will be placed on NO-POINT LOW-POINT FOODS. To accomplish the objective, a far-reaching program has been developed.

The role you are expected to play and the complete outline of this major undertaking are contained in a special booklet titled

"Sales Promotion Program No-Point Low-Point Foods". This booklet will be available about January 28th to every food distributor . . . retail groups . . . hotels and restaurants.

Remember it's a sales promotion program. It features No-Point Low-Point Foods. It will help your government. It will help you, too.



U. S. WAR FOOD ADMINISTRATION  
DEPT. OF AGRICULTURE, ROOM 302W,  
ADMINISTRATION BLDG., WASHINGTON 25, D. C.

Send me a free copy of the official  
Food Fights For Freedom trade booklet  
"SALES PROMOTION PROGRAM,  
NO-POINT LOW-POINT FOODS"

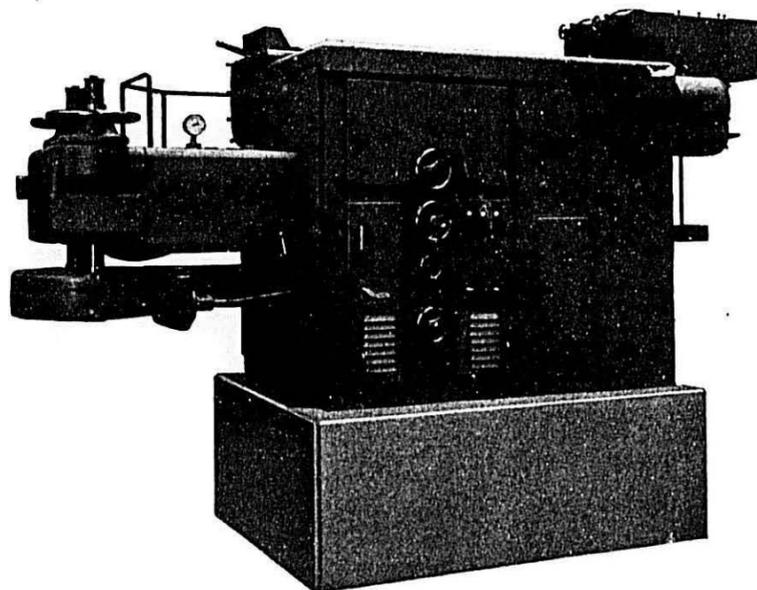
NAME.....  
ADDRESS.....

VALUABLE  
COUPON  
TEAR OUT.

Prepared for the Food Fights For Freedom Program with the cooperation of the War Advertising Council  
Space Contributed by THE MACARONI JOURNAL      Production Contributed by J. B. CARR BISCUIT COMPANY

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### Continuous Paste Goods Press

Type TPJ

For Long Goods  
For Short Goods  
Fully Automatic

1860

1000 Pounds  
Capacity  
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1944

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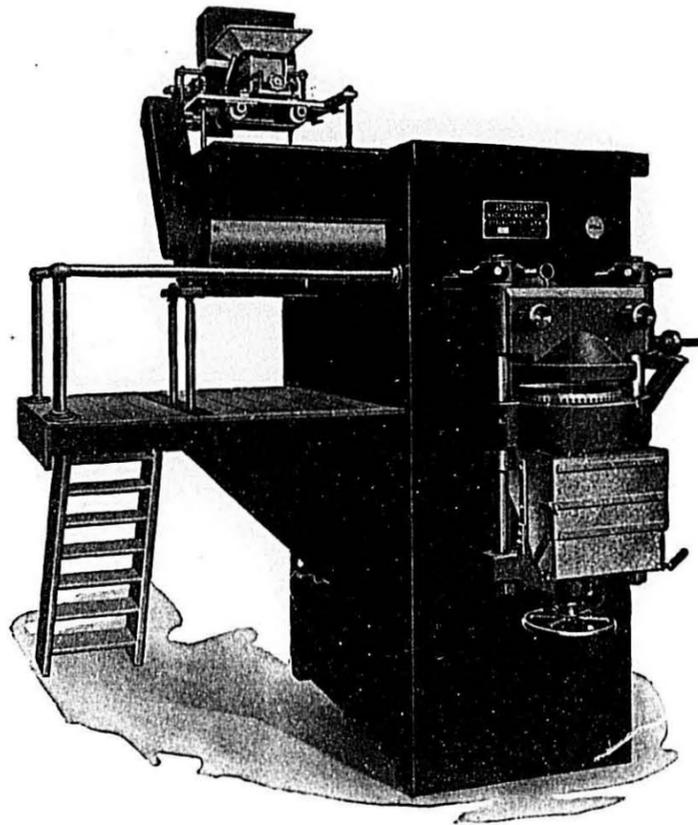
## BUHLER BROTHERS

INCORPORATED  
NEW YORK

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

## Consolidated Macaroni Machine Corp.



**AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE**

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

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

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

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

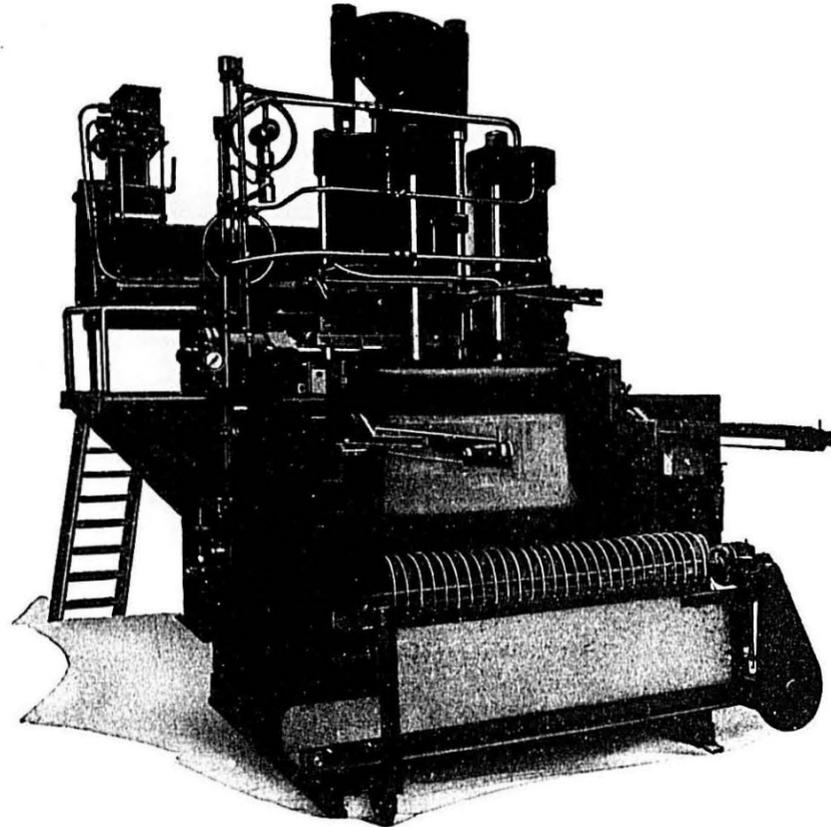
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**THE ULTIMATE PRESS**

*From Bins to Sticks Without Handling*

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

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

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

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

From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct hydraulic pressure. Production from 800 to 1,000 pounds per hour. Recommended where long, continuous runs are required.

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

Address all communications to 156 Sixth Street

*Write for Particulars and Prices*

### Salary Stabilization Bonus and Commission Payments

Robert E. Hannegan, Commissioner of Internal Revenue, has clarified the new salary stabilization policy which governs payments by employers of commissions, bonuses and other percentage-type compensation to employees, and extended the policy to cover 1943 as well as 1944 and subsequent years.

The new policy for 1944 was announced by the Director of Economic

Stabilization on December 30, 1943. Commissioner Hannegan has since requested and received authority to harmonize the 1943 regulations with the 1944 policy in order to prevent discrimination and hardship. Formal regulations embodying the changes are being drafted, but the new policy is effective immediately.

Since most 1943 payments already have been made, Commissioner Hannegan advised employers they may make supplementary payments to adjust 1943 payments to the new policy.

The new policy permits employers to pay—without the formality of ob-

taining approval—any percentage-type compensation earned by employees under a contract or established policy of the employer, provided no change has been made in the percentage, method of computation, or the employee's base salary (if any) since the beginning of the salary stabilization program (Oct. 3, 1942, in the case of salaries over \$5,000 per year; Oct. 27, 1942, in the case of salaries under \$5,000 which are under the Commissioner's jurisdiction).

These percentage types of compensation include commissions, bonuses and similar types of payments which are based on a percentage of sales, salary, profits, volume, new business or similar factors.

Under the above conditions, the new policy permits payment of the percentages without regard to the dollar amount. The new policy rescinds former provisions which limited the dollar amounts to the level of 1941-42.

Commissioner Hannegan explained that the effect of the new policy on 1943 payments is as follows:

1. *Salesmen earning commissions based on their own individual sales*—as a practical matter, the new policy makes no change in the compensation status of these employees since the former dollar limit rule was suspended in these cases. However, these employees will now be reassured that the dollar limit has been formally revoked, as to employees whose rate of commission and base salary have not been changed.

2. *Executives, branch managers and others earning overriding commissions or percentage bonuses*—employers are authorized to adjust any 1943 payments in accord with the new policy. For example, if an employee in 1943 was entitled by contract or established policy to receive a percentage bonus amounting to \$1,000 but was paid only \$900 because of the former regulations, he may now be paid the remaining \$100 without formal approval, provided that no change has been made in the percentage, method of computation, or base salary. If the percentage, method of computation or base salary has changed and the employer believes an adjustment is warranted, he may apply for a ruling to the field office of the Salary Stabilization Unit of the Bureau of Internal Revenue, in the region in which the employer has his principal place of business.

#### MORE SPUDS

The colored soldier had been peeling potatoes until his hands ached. Turning to a fellow K. P. he said: "What d'you suppose dat sergeant meant when he called us K. P.?" "Ah dunno," replied his co-worker. "But from de look on his face, Ah think he means Keep Peelin'."



## WHY THIS PREFERENCE?

The answer, of course, is taste and eye appeal . . . plus nutritional value . . . in Brand B! Housewives now consider macaroni products a basic food, so it's only natural that they compare the merits of competitive brands. They want more than a fancy label!

Cavalier and Durakota Semolinas build repeat sales and definite brand preference. Milled right in the heart of the durum belt, only top grade durum are used in these two famous semolinas. Scientific milling processes and exacting control methods assure absolute uniformity.

Make your brand a "preferred brand" by **always** ordering Cavalier or Durakota. Try them once and you'll use them always!



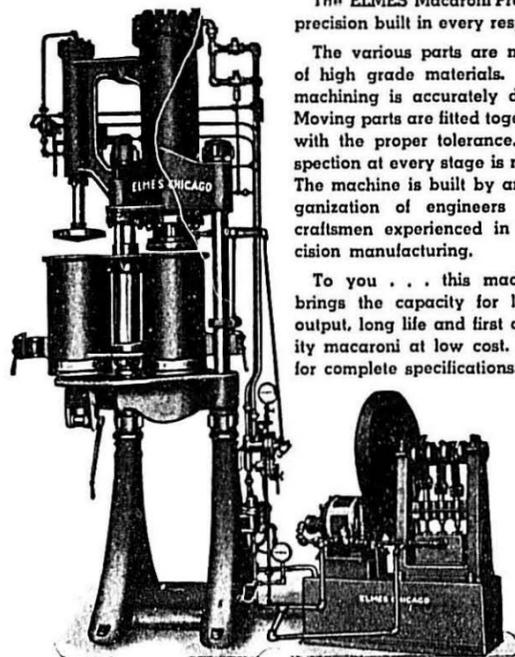
Highest Quality . . . Uniformly Maintained

**CAVALIER** EXTRA FANCY NO. 1 SEMOLINA  
**DURAKOTA** NO. 1 SEMOLINA

Address Inquiries to **EVANS J. THOMAS** MGR. DURUM DIVISION  
919 N. MICHIGAN AVE., CHICAGO, ILLINOIS

DURUM DIVISION  
**North Dakota Mill & Elevator**  
GRAND FORKS, NORTH DAKOTA

## A PRECISION BUILT MACARONI PRESS



The **ELMES Macaroni Press** is precision built in every respect.

The various parts are made of high grade materials. The machining is accurately done. Moving parts are fitted together with the proper tolerance. Inspection at every stage is rigid. The machine is built by an organization of engineers and craftsmen experienced in precision manufacturing.

To you . . . this machine brings the capacity for large output, long life and first quality macaroni at low cost. Ask for complete specifications.

**Elmes**  
SINCE 1851  
MACHINE WORKS

**CHARLES F. ELMES ENGINEERING WORKS**  
OF AMERICAN STEEL FOUNDRIES  
213 North Morgan Street • Chicago, Illinois

**H**UNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**  
Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**



**Packaging Exposition and Conference**

Many progressive Macaroni-Noodle manufacturers will be among the thousands expected to attend the 1944 Packaging Exposition next month to see the exhibits of wartime packaging, packing and shipping, together with developments which will be available after the war and which will be on view at the 14th Annual Packaging Exposition sponsored by the American Management Association, to be held at the Palmer House, Chicago, March 28-31.

This year's exposition, which is expected to draw about 9,000 executives whose work is concerned with packaging, packing, and shipping, will be the largest in the Association's history. It will occupy all of the hotel exhibition hall and the Red Lacquer Room as well, extra space having been obtained because of the number of exhibitors and the size of the displays. More than eighty companies will exhibit.

Packaging machinery and equipment and packaging, packing, and shipping supplies for wartime and postwar uses will be on display. Featured will be a clinic for packagers supplying the armed forces, and government ex-

perts will be on hand to advise manufacturers on wartime packaging problems.

Concurrent with the Exposition, the Association's Annual Packaging Conference will be held, with speakers from government and industry. Changes in government specifications for overseas packing, postwar uses of wartime substitutes, trends in merchandising that will affect packaging in the postwar period, the re-use of containers and paper conservation will be among the topics. There will also

be a technical session devoted to packaging testing, and bulk packing versus individual packaging will be considered. In addition, there will be an address on the organization and operation of a packaging department.

Sessions are being planned under the direction of Joseph Givner, Merchandising Executive, R. H. Macy & Co., and M. C. Pollock, Sales Promotion Manager, Cellophane Division. E. I. DuPont de Nemours, is Chairman of the Exhibitors' Advisory Committee.

**Semolina Milling Facts**

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

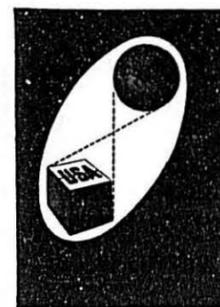
Month	Production in 100-pound Sacks			
	1944	1943	1942	1941
January	694,356	855,975	711,141	561,940
February		885,655	712,770	603,964
March		963,387	680,224	565,917
April		793,866	528,308	519,277
May		750,963	523,110	453,997
June		723,733	501,168	499,392
July		648,356	591,338	531,119
August		758,903	583,271	511,366
September		713,349	648,062	622,267
October		791,054	876,363	782,734
November		839,778	837,792	642,931
December		801,487	923,014	525,795



15 Tons of Macaroni Products Sealed in an eight-hour day

**Adjustable CECO Carton Sealing Machine**

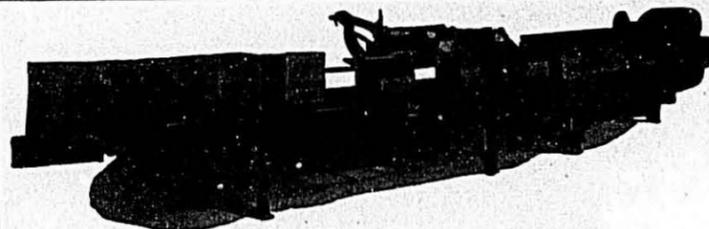
*Reduces packaging costs and Eliminates sealing cartons by hand*



- ★ Adjustable to seal ALL your cartons
- ★ Adjustment takes only one minute
- ★ Seals both top and bottom of filled cartons simultaneously
- ★ Same machine accommodates both long and short cut products
- ★ Average speed, 40 to 60 cartons per minute
- ★ Reduced sealing costs will liquidate your low initial investment in first year of operation. Maintenance cost is negligible

Our suggestions and recommendations for immediate or postwar installation are yours for the asking. Write for details.

**Container Equipment Corporation** 210 Riverside Avenue  
Newark 4, New Jersey



PACKOMATIC MODEL "D" GLUER AND 10 FT. COMPRESSION UNIT

**PACKOMATIC  
CASE SEALERS  
SAVE TIME IN  
WAR PLANTS  
AND ESSENTIAL  
FOOD PLANTS!**

**OTHER  
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The Packomatic Model "D" Case Sealer is carefully designed to automatically seal the Government "V" cases, or any other type of paper shipping containers, giving continuous low-cost operation at any required speed.

It will meet your requirements for automatic sealing of both top and bottom flaps simultaneously, or it may be equipped for either top or bottom sealing only. No regular operator required. Easily adjustable for different sizes.

We can only supply equipment to essential industries who can furnish suitable priority. We are now accepting orders for postwar deliveries.

**PACKOMATIC  
PACKAGING MACHINERY**

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED IN ALL PRINCIPAL CITIES

**The Proof of the Pudding  
Is in the Eating**

That is the test products made from our Semolina meet. The spaghetti or macaroni made from our high grade Semolina first attracts and entices the buyer by its amber color, then satisfies with its goodness and nourishes with the richness of its proteins. The proof of its quality is in every kitchen and on every table.

**Our Semolina Is Better**

BECAUSE we can and do select from a source of supply of more than 400 local elevators in the Northwest which ship only to the Farmers Union G.T.A. We would be foolish to accept the poorer grades when we can have the best. That's why all the quality in the crop is in the Semolina we grind.

Ambe. Milling Division  
of

**FARMERS UNION GRAIN  
TERMINAL ASSOCIATION**

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

**Stocks of Wheat in Interior Mills,  
Elevators and Warehouses, Jan. 1, 1944**

Wheat stored in interior mills, elevators and warehouses on January 1, 1944, is estimated at 145,986,000 bushels by the Crop Reporting Board. These stocks are about 39 per cent lower than the record holdings of 238,125,000 bushels in these positions one year earlier, 34 per cent below those of January 1, 1942, and 13 per cent below January 1, 1941. They exceed, however, January 1 stocks for any other year of record and are 15 per cent larger than the 8-year (1935-42) average for that date of 126,630,000 bushels.

Not included in these estimates are commercial wheat stocks at the 46 terminal markets reported by the Food Distribution Administration, wheat in Merchant Mills reported by the Bureau of the Census, and that owned by Commodity Credit Corporation, which is stored off farms in their own steel and wooden bins. Stocks of wheat in unusual locations such as distilleries and feed plants where wheat had not been stored in significant quantities previously, appeared in the reports of operators of storage concerns upon which these estimates are based.

January stocks were higher than a year ago in only a very few states, mostly in the Northeast, which hold stocks of feed wheat. Most of the major producing states of the North Central and Great Plains areas reported stocks only about half as large as a year ago, while most Western States showed reductions in stocks of a third or more. In only a few states, however, were current stocks lower than the 8-year average.

**The consumer will soon  
be back in the driver's seat . . .**



Then (and thank Heaven) it will once again take real salesmanship, aggressive merchandising and honest-to-goodness hard work to get and build sales. ★ Will you be ready with the kind of packages, which the postwar era will require? Packages more colorful, more compelling, better designed from every standpoint? ★ The time to start planning those packages is now . . . when it can be done carefully and with consideration. To delay means the risk of competitors beating you to the draw . . . of getting bogged down in the rush and confusion when everybody is trying to do at the last minute what should have been done now. ★ This organization is ready to go to work now on your new packages. Why not get in touch with us today.

Printed Cellophane, Pliofilm,  
Glassine, Aluminum Foil,  
Coated and Laminated Papers  
in all forms including Sheet  
Wraps, Rolls, Pouches or  
Specialty Bags.

Revelation Bread Wraps,  
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Cartons, Counter Displays,  
Simplex Pie and Cake Units.

**MILPRINT Inc.**

PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

PLANTS AT — MILWAUKEE  
PHILADELPHIA • LOS ANGELES

SALES OFFICES IN — SAN FRANCISCO • CHICAGO  
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CLEVELAND • CINCINNATI • PITTSBURGH  
DALLAS • INDIANAPOLIS • GRAND RAPIDS

**Liquid and Dried Egg Production**

December, 1943

Commercial egg breaking and drying plants produced 31,032,000 pounds of liquid egg during December, compared with 30,556,000 pounds in December last year. Of this amount, 5 per cent was used for immediate consumption, 91 per cent was dried, and 4 per cent was frozen. For the entire year 1943 the preliminary estimate of production is 1,223,122,000 pounds of

Source	Dried Egg Produced in December—Thousand pounds							
	Whole		Albumen		Yolk		Total	
	1942	1943	1942	1943	1942	1943	1942	1943
Produced from fresh shell eggs	4,567	1,968	1	19	5	4	4,573	1,991
Produced from storage shell eggs	3,559	5,860	24	0	4	0	3,587	5,860
Produced from frozen eggs	4,960	13,560	24	89	0	15	4,984	13,664
Total	13,086	21,388	49	108	9	19	13,144	21,515
1942 Revised.	1943 Preliminary.							

liquid egg, compared with 1,010,105,000 pounds in 1943—an increase of 21 per cent.

Dried egg production during Decem-

ber totaled 21,515,000 pounds—an increase of 64 per cent over December last year. Preliminary estimates of dried egg production during 1943 totaled 262,453,000 pounds, compared with 237,638,000 pounds in 1942—an increase of 10 per cent. The amount of eggs dried during the year was equivalent to 25,217,000 cases of shell eggs. Present indications are that production of dried eggs in 1944 will not differ very much from the 1943 production. From January 1 through January 21, the War Food Administration has accepted offers on 15,183,000 pounds of dried egg for delivery in February.

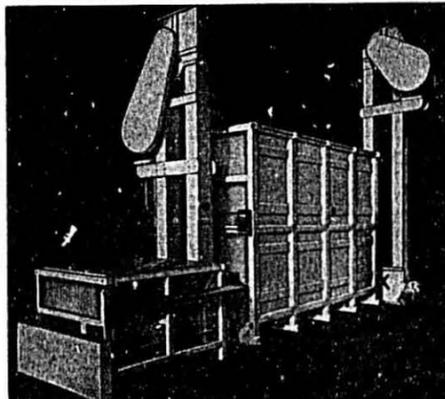
The 77,831,000 pounds of liquid egg used for drying in December consisted of 7,231,000 pounds (193,000 cases) from fresh shell eggs, 21,097,000 pounds (570,000 cases) from storage shell eggs and 49,503,000 pounds (1,320,000 cases) from frozen eggs.

The amount of frozen egg produced in December totaled 1,144,000 pounds compared with 701,000 pounds a year ago. Production of frozen eggs during 1943 is estimated at 412,614,000 pounds, the largest of record, exceeding the previous high record of 257,632,000 pounds produced in 1942 by 154,982,000 pounds or 60 per cent. Frozen egg stocks were reduced by 70,686,000 pounds during the month of December. Stocks of frozen eggs on January 1, 1944, totaled 101,701,000 pounds, compared with 82,948,000 pounds on January 1 a year ago and 77,399,000 pounds the (1939-1943) January 1 average.

**Triangle Offers Booklet**

A new 20-page bulletin describing weighing, filling, measuring, and carton-sealing equipment has been issued by the Triangle Package Machinery Company, 906-920 North Spaulding Avenue, Chicago. This bulletin is copiously illustrated with installation photographs in food plants, grocery chains, metal working plants, etc. Details are given on production rates of the packaging machines, methods of handling goods, and other pertinent data.

Copies of this new bulletin are available upon request to the manufacturer.



This . . . CHAMPION Flour Outfit and Blender ends high production costs, thus boosting PROFITS

**PRODUCTION**

**"THE KEY TO VICTORY"  
—IN WAR AND IN PEACE**

Super Production is now providing our valiant fighting forces, and those of our allies, with the necessary equipment, munitions and supplies to assure them a military victory. In the Postwar days to follow, you can depend upon new, improved CHAMPION EQUIPMENT to provide production economies that assure you a profit margin. Complete data on request.

In the meantime keep your present Champion Machinery in good operating condition with proper maintenance. We have a complete line of replacement parts to assure prompt shipments.

**CHAMPION**

**MACHINERY COMPANY  
JOLIET . . . ILLINOIS**

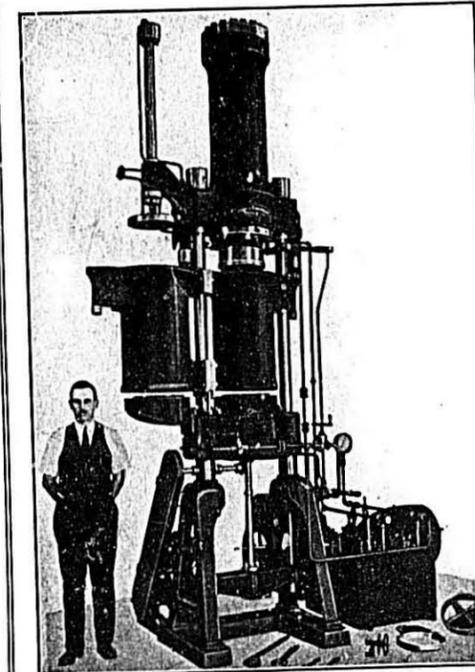
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All Sizes Up To Largest in Use

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**Semi-Annual Durum Report**

**Heavy Mill Grindings and Liberal Feed Use Make Inroads Into Durum Supplies: Stocks on Hand January 1, 1944, of 39,000,000 Bushels About 25 Per Cent Under Year Before**

Supplies of durum wheat in the United States at the first of January, 1944, though still large, were about 25 per cent less than the preceding two years and totaled 39,026,000 bushels, states the Office of Distribution, War Food Administration, in the Semi-Annual Durum Wheat Report. This January 1 inventory was held in the following positions: on farms, 22,408,000 bushels; in interior mills and elevators, 7,049,000 bushels; in commercial storage, 2,939,000 bushels; and on hand at merchant mills, 6,630,000 bushels. On January 1, 1943, stocks amounted to 50,877,000 bushels and on January 1, 1942, they were 53,243,000 bushels.

The 1943 durum crop was about 15 per cent smaller than each of the preceding two years and amounted to 37,177,000 bushels. The carryover on July 1, 1943, was comparatively large at 28,187,000 bushels, which together with the 1943 crop and small imports from Canada provided 66,204,000 bushels for the 1943-44 season. Available supplies on July 1, 1942, were 80,168 bushels.

Although disappearance during July-December, 1943, was not quite as great as during the corresponding period the year before, utilization took place at a near record rate. Mill grindings held at practically capacity levels and amounted to 11,236,000 bushels, while the quantity used for feed and other use amounted to 15,942,000 bushels. Export figures are not available so any exports that may have been made are included in "feed and other use" total.

The 1943 durum crop while one of

**DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION**

	Durum Wheat Ground BUSHELS	Production† Semolina BARRELS	Flour BARRELS	Exports Macaroni, etc. POUNDS
Average 1911-32 1935-36				
July-December	6,916,568	1,159,716	284,785	1,223,713
January-June	6,566,430	1,089,188	307,461	1,187,546
Total	13,482,998	2,248,904	592,246	2,411,259
1935-36:				
July-December	8,079,600	1,277,468	354,860	943,239
January-June	7,642,642	1,181,320	343,401	1,042,154
Total	15,722,242	2,458,788	698,261	1,985,393
1936-37:				
July-December	7,178,821	1,126,855	354,027	903,688
January-June	4,872,839	843,685	186,344	1,515,939
Total	12,051,660	1,970,540	540,371	2,419,627
1937-38:				
July-December	6,747,909	1,070,141	354,309	1,532,537
January-June	6,881,882	1,141,055	296,777	1,345,699
Total	13,629,791	2,211,196	651,086	2,878,236
1938-39:				
July-December	7,590,460	1,245,377	414,520	1,783,847
January-June	7,231,375	1,256,964	336,818	1,494,226
Total	14,821,835	2,502,341	751,338	3,278,073
1939-40:				
July-December	8,213,310	1,392,707	406,134	2,929,050
January-June	7,210,373	1,175,819	394,009	1,882,683
Total	15,423,683	2,568,526	800,143	4,811,733
1940-41:				
July-December	8,294,842	1,182,979	464,953	1,707,295
January-June	8,204,118	1,375,649	401,404	1,475,196
Total	16,498,960	2,558,628	866,357	3,182,491
1941-42:				
July-December	9,319,560	1,482,195	528,155	†
January-June	9,641,236	1,498,854	554,160	†
Total	18,960,796	2,981,049	1,082,315	†
1942-43:				
July-December	11,137,704	1,726,396	686,996	†
January-June	12,742,102	2,031,145	748,246	†
Total	23,879,806	3,757,541	1,435,242	†
1943-44:				
July-December	11,235,744	§361,364,377	§119,971,716	†

Source: Data prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent data, Office of Distribution. †Total production included under semolina when production of semolina and flour is not reported separately. ‡Not available. §Pounds.

low protein content was quite satisfactory from a milling standpoint. The testweight averaged heavy and much more sound, bright colored grain was available than was furnished by the crops of the previous two years. Harvesting weather during the fall of 1943, though not perfect, was vastly better than that which prevailed in 1941 and 1942 when a lot of high moisture, sprout damaged grain resulted from almost continuous rains

**HOLDING FIRST PLACE**

MALDARI Macaroni Dies have held first place in the field for over 39 years. The leading macaroni plants of the world today are using Maldari Insuperable Dies. It will pay you to use Maldari Dies in your business. A better, smoother, finished product will help to increase your sales.

**F. MALDARI & BROS., INC.**



Makers of 178-180 Grand Street

Macaroni Dies New York City

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

which prevailed at harvest time. From the carlot inspection schedule shown below, it will be noted that only minor quantities of durum wheat graded "tough" during the months of October to December, 1943, inclusive.

A feature of the durum price situation during the current season has been the extremely narrow spread which existed between the poor feed qualities and the choice to fancy milling wheat. The extraordinary demand which persisted for feed wheat kept prices on the lower grades and types right close to the milling qualities most of the time. Durum wheat traded at or near ceiling prices at the time of this report. Including commissions, maximum prices at Minneapolis were: \$1.68 3/4 per bushel for No. 1 Hard Amber Durum or No. 1 Amber Durum, \$1.58 3/4 per bushel for No. 1 Red Durum, one cent discount for No. 2, 2c discount for No. 3, and 3c discount for No. 4 grades.

**Kurtz Brothers Appoint General Manager**



Kurtz Brothers, food processors of Bridgeport, Pa., announce the recent appointment of Mr. Ugo Anselmi as General Manager. He has had a quarter of a century of experience in the banking field, and will act in an advisory capacity. Mr. Anselmi was formerly associated with the Liberty Title and Trust Company of Philadelphia, Pa., as Assistant Treasurer.

**Pillsbury in New Offices**

Pillsbury's Northwest sales divisions offices have been moved to the ground floor of the Metropolitan building, 6th street and Second avenue south, Minneapolis, in which the company's na-

tional headquarters are located, J. I. Beatty, secretary, Pillsbury Flour Mills company, announced today.

The Northwest sales divisions, including grocery products, bulk products and distributing warehouses, will now operate from quarters occupied for many years by the investment firm of Wells-Dickey company. The fifth floor offices, in which the Northwest sales divisions were formerly located, are now required for expanding company headquarters operations.

**Recovering from Appendectomy**

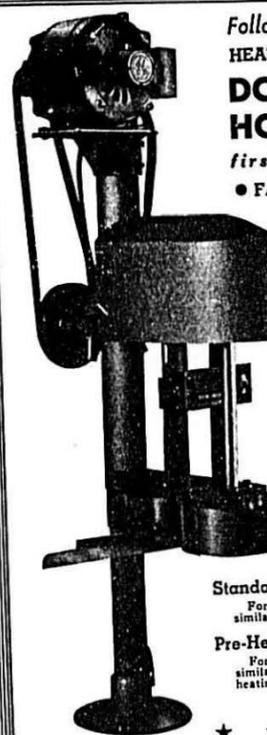
Friends of Mrs. Rose Miller, owner and proprietor of Miller Food Products plant at 3451 Whittier Blvd., Los Angeles, Calif., are pleased to learn of her recovery from an emergency operation due to an infected appendix, performed last month. During her convalescence, she managed her affairs from her apartment until strong enough to resume her trips to the office.

*Follow the Leader . . .*

**HEAT-SEAL YOUR BAGS WITH THE DOUGHBOY ROTARY HOT KRIMP SEALER**

*first choice of most big packers*

● FAST ● ECONOMICAL ● EFFICIENT



Heat-Sealing—the most economical and attractive closure method—is quickly and dependably performed by the Doughboy Rotary Hot Krimp Sealer! It's the sealer all the big-name firms prefer—including dozens of macaroni manufacturers from coast to coast! 7 stages of heat available—all thermostatically controlled, enable the Doughboy to seal any type of heat-sealing material. Rotary Krimping wheels seal any size bag. A big-time, line production machine in every sense of the word. Promptly available on suitable priorities.

*Seals 240 inches per minute!*

LOOK at these **3d** LOW PRICES

Standard Model .....\$199.50  
For cellophane, ploffilm and similar materials.

Pre-Heater Model .....\$235.00  
For kraft-foil laminated and similar materials requiring pre-heating.  
P.O.B. Factory

★ ★ Also NEW

**DOUGHBOY TOGGLE-JAW SEALER**

A foot pedal operated heat-sealing machine with 8" sealing bars. Toggle-jaw action applies firm, vise-like pressure with but a feather touch on the foot pedal. Rheostat gives wide range of uniformly controlled temperature, to seal ploffilm, cellophane, etc. A fast, economical machine! Quickly available \$139.50 on suitable priorities.



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828 N. Broadway  
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Please send complete information on:

Doughboy Rotary Hot Krimp Sealer

Doughboy Toggle-Jaw Sealer

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City..... State.....

JMJ

**The MACARONI JOURNAL**

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

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

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

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or unworthy concerns.  
The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.  
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Display Advertising.....Rates on Application  
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Vol. XXV FEBRUARY, 1944 No. 10



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

**Bouquets**

From St. Louis—Albert Ravarino of Ravarino and Freschi, Inc., writes—January 28, 1944:

"Merely wish to compliment you upon your active part in promoting the very successful meeting in Chicago over the week end. The Committee meetings with the Durum Millers, together with the Directors' meeting Sunday and the Mid-Year Meeting, Monday, January 24, 1944, were three of the most interesting and well conducted meetings I have had the privilege of attending during my years with the Association.

Congratulations again, and wishing you continued success and assuring you of our cooperation at all times, I remain  
Sincerely yours,  
Al Ravarino.

From Chicago—A. Irving Grass, vice president of the National Association, writes, January 29, 1944:

"I think our mid-year meeting was one of the finest ever held. There surely was a great deal of enthusiasm shown and all the boys will derive full benefit from the Low-Point—No-Point promotion. Here's my contribution."  
Sincerely yours,  
A. Irving Grass.

**Greetings!**

Somewhere in Great Britain,  
January, 1944

Mr. M. J. Donna, Editor  
The Macaroni Journal  
Braidwood, Illinois.

My Dear Mr. Donna:

First of all, allow me to express my sincere wishes to you and the Macaroni Industry on the New Year that I hope will bring VICTORY.



Sgt. Ralph A. Maldari, A.S.N. 32436881,  
Hq. 1st Bombardment Division,  
U. S. Army

I am enclosing a photograph of myself dressed in Scottish "kilts." I have so many friends in the Macaroni Industry that it would be impossible to send each one. Therefore, I humbly suggest that you publish a cut from it in the MACARONI JOURNAL so my many friends will be able to see it.  
Much to my sorrow, a genuinely good-tasting spaghetti dinner is—shall I say, non-existent in Great Britain. A short time ago my friends and I visited a much-heralded Italian Restaurant, expecting to sample some real, honest-to-goodness spaghetti. The results, however, were disappointing, and I have still to taste spaghetti that can match the flavor, richness and body of our good American spaghetti.

It begins to dawn on me that I shall have to patiently endure the war before I can once again taste some real spaghetti. I guess it will be worth waiting for.

Respectfully yours,  
RALPH A. MALDARI

The young American, somewhat camouflaged in kilts, is the son of Do-

**BUSINESS CARDS**

**Jacobs Cereal Products Laboratories**

Benjamin R. Jacobs  
Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.  
Vitamin Assays a Specialty.

Laboratory  
No. 156 Chambers St., New York, N. Y.

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**CARTONS**

GIVE US A TRIAL

NATIONAL CARTON CO.  
JOLIET, ILLINOIS

**OPPORTUNITY**

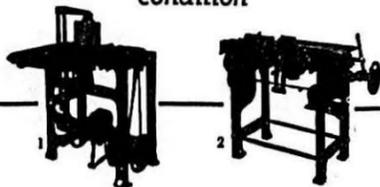
On Hand, a Million and a Half  
6-OUNCE SHELLS  
For Quick Sale

T. J. SMITH BOX COMPANY,  
INC.  
515 South I Street  
Fort Smith, Ark.

FOR SALE—Johnson JA-30 Cellophane Wrapping Machine to handle complete range of Macaroni items. Motor equipped excellent condition. Write Box CNN Macaroni Journal, Braidwood, Illinois.

nato Maldari, of F. Maldari & Bros., makers of macaroni dies, who says the lad has been in the Army over a year and is now stationed overseas. Prior to his entry into the service, he was in charge of his father's office in New York City.—EDITOR.

It pays to keep your machines  
in first class operating  
condition



Continuous performance and maximum production are obtained when your machines are operating efficiently. No time is lost. Every minute counts. Inspect your machines regularly, keeping them clean, well oiled and greased.

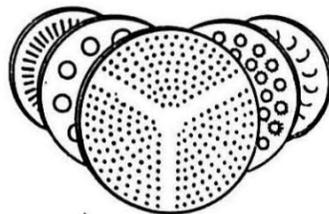
1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable.

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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.

IN BULK—TO THE MACARONI  
MANUFACTURERS — NOT  
RATIONED . . .

DEHYDRATED  
**SAUCE**

FOR

**SPAGHETTI  
DINNER**

COMPLETE WITH CHEESE

- 1 ounce makes half-pint finished sauce in 5 minutes, nothing to add but water.
- Delicious with macaroni, noodles and other pastes — also popular with meat balls, meat loaf and hamburgers.

Also a New Treat!

DEHYDRATED  
Sauce for "Chili-Mac"  
Dinner

**Chatsworth Dehydrating Co.**  
Chatsworth California

**OUR PURPOSE:**  
EDUCATE  
ELEVATE  
—  
ORGANIZE  
HARMONIZE

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

**OUR MOTTO:**  
First—  
INDUSTRY  
—  
Then—  
MANUFACTURER

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# The Secretary's Message

## Why

### Support This Promotion?

The War Food Administration says:

"As you read these words, there's a hungry, dirt-soaked lad, crawling out of a foxhole in a hot, mosquito-infested jungle. He's headed for mess back of the lines. . . . Another lad takes over. Food, a snatch of rest . . . then the first lad returns to his post of duty.

"Mister, when that lad, and thousands of his buddies, pull tired, bruised bodies into the mess line, all of us have got to make sure they get plenty of food. So far you've been turning in a swell job, but, mister . . . the months ahead are vital ones. Some food will continue to be short in supply, but many foods will be relatively plentiful . . . and we as a nation have got to eat more of what we have . . . in short, we've all got to SHARE our food and PLAY SQUARE with our food.

"That's the reason for this sales promotion of "NO POINT—LOW-POINT FOODS." It's an integral part of the 1944 "ood Fights for Freedom Program.

"Mister, there's a job to be done and we know you'll pitch in wholeheartedly."

J. SIDNEY JOHNSON,  
War Food Administration.

### Promote This Program?

Your fellow manufacturers say:

"As you read these words there's many a thought on just what the immediate future of the Macaroni-Noodle Industry will be.

"Mister, when the War Food Administration invited this Industry to cooperate in its timely "No-Point—Low-Point Food Sales" program, its leaders saw the light, immediately approved the idea and voluntarily pledged contributions to share the Industry's portion of the expense involved.

"Unquestionably, the Government-sponsored program will result in better business than would normally prevail . . . so, mister, its the bounden duty of all who have not yet subscribed . . . to contribute liberally to the \$15,000 fund which President Wolfe expects to raise for our Food Promotion and Nutrition Education campaign.

"That's the reason for requesting your support and inviting you to capitalize to the fullest extent the possibilities presented.

"See list of early contributors elsewhere in this issue. Enroll now! Don't hesitate because you're a little late. 'Kick in' liberally; pitch in wholeheartedly."

M. J. DONNA,  
Secretary

# PRACTICAL POINTERS

By Plant Engineer

W. F. Schaphorst, M.E.

## This Chart Gives the Money That Can Be Saved by Reducing Belt Slip

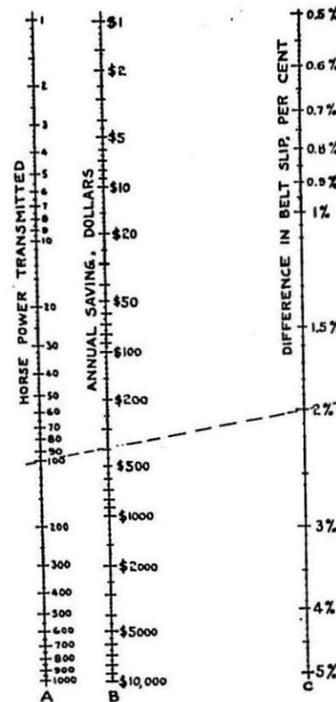
Easily avoidable losses are the ones to stop, always, especially if they are serious and if they can be stopped at small expense. Never before have we understood the strategic and money value of fuel as thoroughly as we do today. Never before has it been so necessary for us to save, even though considerable money must be spent in order to effect the saving.

Belt slip is more costly than is generally supposed, yet it is one of the simplest and least costly losses to overcome, and since belts are used to so great an extent it will pay most users to investigate the matter with more thoroughness than has been given it in the past.

Here is a chart that quickly gives the annual saving in dollars that results from reducing belt slip. For instance, let us suppose that you have a belt drive transmitting 100 h.p. You find that it slips 4 per cent. (See rule below.) You reduce the slip to 2 per cent. How much money do you save per year?

Applying the chart, connect the h.p., column A, with the difference in slip, column C, and the intersection with column B gives the annual saving as nearly \$400. Column C shows the "difference in slip," or the slip before reduction less the slip after reduction, which in this instance is 4% — 2% or 2%.

The chart is based on continuous operation and on a power cost of 3 cents per kw hour, which is a very conservative figure. It is much below the average cost nearly everywhere. In the event that the cost of your power is more or less than 3c, divide the figure obtained in column B by 3 and multiply by the actual cost in cents and the result will be the annual saving in dollars. Thus if your power costs 5c per kw hour we would have, applying it to the above problem,



\$400 divided by 3 equals \$133.33; then \$133.33 x 5 equals \$666.67, the corrected annual saving.

The range of the chart has been made great enough to take care of nearly every case where power may be transmitted through belting. The annual money saving, column B, ranges all the way from \$1 to \$10,000. It usually pays and pays very well to reduce belt slip where it is excessive. If slip is considerable, wear is also likely to be considerable. Reducing slip therefore saves money not only by saving fuel or power but by saving the belts themselves. And, in addition, production is often increased by a percentage identical

with the reduction of slip. Thus if slip is reduced 2% production is often increased by 2%.

To determine belt slip, here is an excellent simple method: Count the r.p.m. of the driven machine when it is unloaded, then count the r.p.m. of the same pulley when fully loaded. Subtract the latter from the former and divide the difference by the r.p.m. when unloaded. Multiply by 100. The result is the percentage of slip. The r.p.m. of the driving pulley must, of course, be the same when both loaded and unloaded.

## What Diameter Gasoline?

A number of years ago I attended an engineering meeting in New York City to hear the late Dr. W. F. M. Goss, at that time President of the American Society of Mechanical Engineers, deliver a lecture on locomotives and their efficiency. He made one statement that has "stuck to me" ever since, namely, that the fuel consumption of an efficient locomotive is so small that if it could take on its coal in the form of a solid bar of coal as it went along, the bar would be no larger in diameter than an ordinary lead pencil. I thought that was a very good way of putting it.

Similarly, applying Dr. Goss' interesting method to automobiles, I get the following results for the various miles per gallon of gasoline:

Miles per Gallon	Diam. of Constant Stream of Gasoline
10	0.0215 in.
15	0.0176 in.
20	0.0152 in.
25	0.0136 in.
30	0.0124 in.

Please note that some of these diameters are not much larger than certain black hairs which run from 1/450 to 1/140 of an inch in diameter. All of which, to me, is "marvelous" performance. Visualize, if you can, that thin hair of gasoline as you drive along in your car, and the energy it gives up and you will have a higher regard for the accomplishments of automobile manufacturers.

The above table is based on 231 cu. in. of gasoline per gallon.

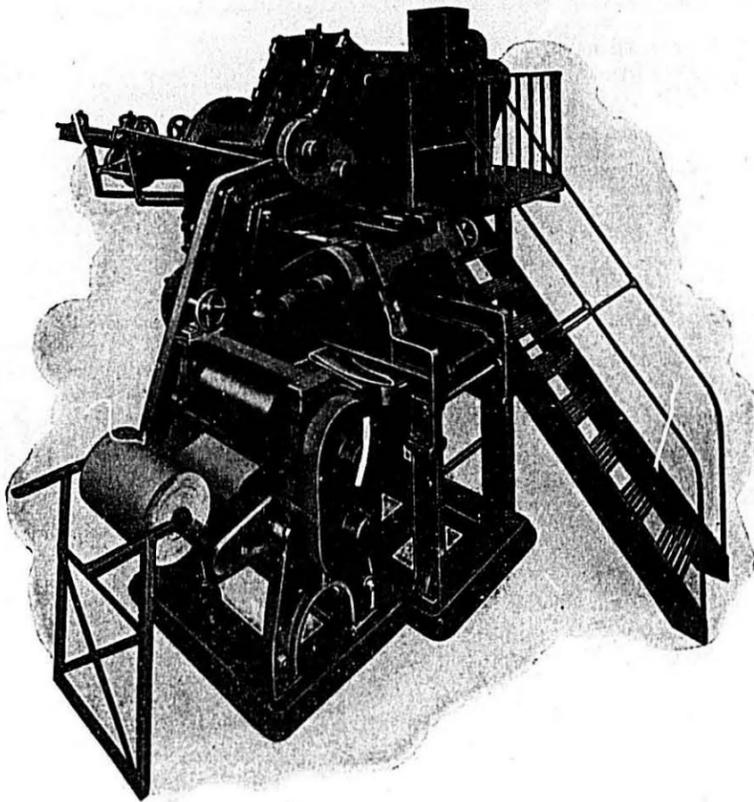
## Clermont Automatic Sheet Forming Machine

*The Greatest Contribution to the Noodle Industry*

From the flour bin to a sheet in continuous automatic criss-cross process, producing a uniform and silky dough sheet at the rate of 1600 pounds per hour



BUY  
WAR  
STAMPS



BUY  
WAR  
BONDS

Write for detailed information to

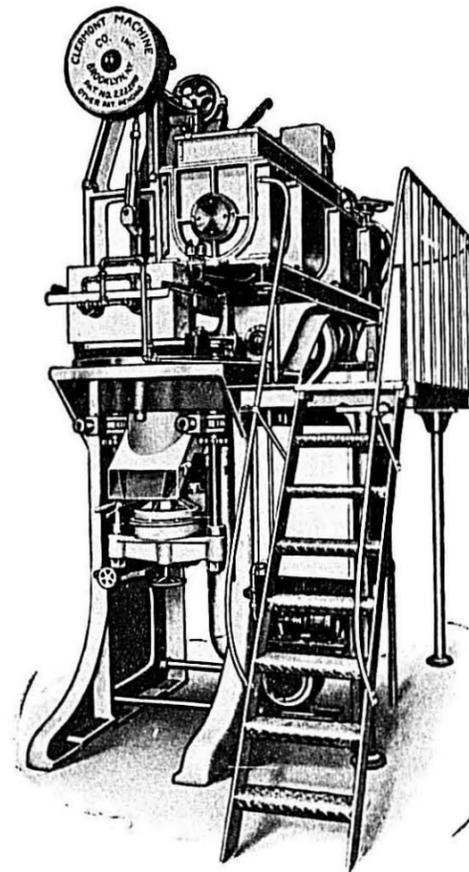
**CLERMONT MACHINE COMPANY, INC.**  
266-276 Wallabout Street  
Brooklyn, New York

★ For the Duration, Due to Government Restrictions, This Machine Is Available Only on High Priority Rating ★

## Clermont Automatic Macaroni Press

*The Greatest Contribution to the Macaroni Industry  
Producing Far Better Macaroni Than Any Other Press*

BUY WAR BONDS AND STAMPS



Ingeniously Designed  
Accurately Built  
Simple and Efficient in Operation  
Production—1200 pounds per hour  
Suitable for long and short cut goods

Brand new revolutionary method

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

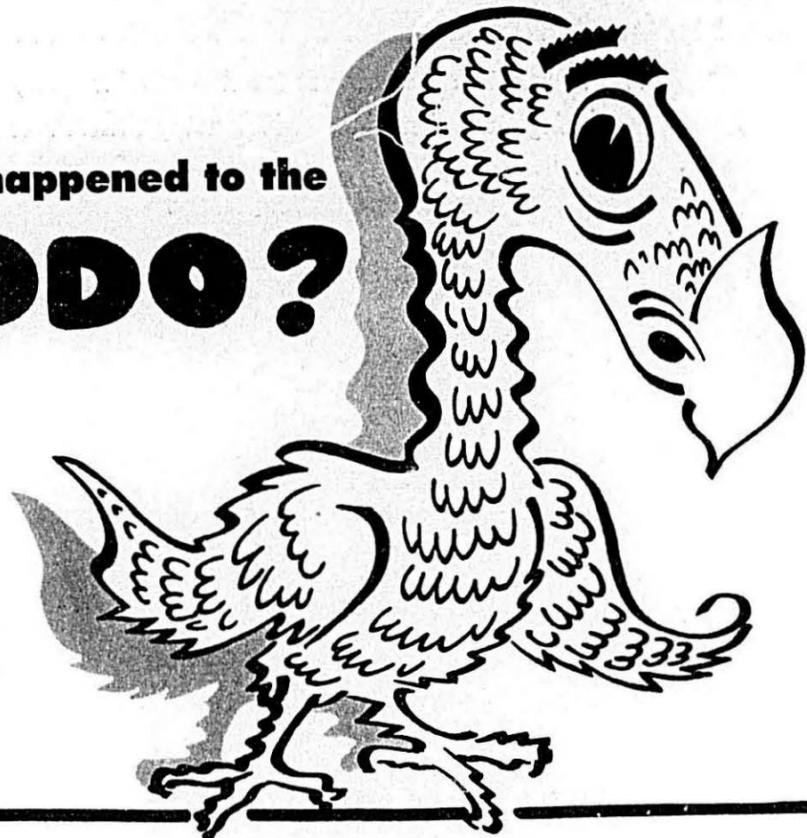
Equipped with rollers, the dough is worked in thin sheet before pressed

Write for detailed information to

**CLERMONT MACHINE COMPANY, INC.**  
266-276 Wallabout Street  
Brooklyn, New York

★ For the Duration, Due to Government Restrictions, This Machine Is Available Only on High Priority Rating ★

What happened to the  
**DODO?**



The dodo bird flourished while conditions were favorable for him. But when settlers came on his island, the dodo was wiped out. It was sad—very sad.

There's a flourishing demand for macaroni, spaghetti, and noodles *now*. But will that demand continue when scarce foods are plentiful again?

Play safe. Keep up quality with Pillsbury's Durum Products and build a permanent demand for your goods. It's your best defense against competition later on.

## **Pillsbury's DURUM Products**

Pillsbury's No. 1 Semolina

Pillsbury's Milano Semolina No. 1

Pillsbury's Fancy Durum Patent

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