

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 6**

October, 1944

OCTOBER, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

War and Peace

Patriotically, the Macaroni-Noodle Manufacturers of America have been devoting all their energies to the war efforts of the country.

Other industries likewise engaged have for some time been giving consideration to the problems of Peace, when it comes.

Peace offers a great challenge to the Macaroni Industry, too. How well prepared will the Industry be to meet the challenge?

Official Organ
National Macaroni Manufacturers Association
Edward, Illinois

Printed in U. S. A.

VOLUME XXVI
NUMBER 6



This is an age of efficiency. And one way to speed food sales is self-service. Which means that every day the ability of your label to attract customers is increasingly important. The Rossotti organization has kept right in step with this merchandising trend. That's why every label or carton job we tackle starts . . . not on an artist's easel, but practically—out in the open market . . . with a thorough survey and a comprehensive analysis of the point-of-sale problems. We build your package for self-service, not shelf-service. It is designed with dignity to compete successfully against all comers. Often we discover new serving suggestions in the Rossotti Kitchen . . . or nutritional values that may be emphasized to increase consumer acceptance—bring wider use—and up sales.

What is your label or carton problem? There's a Rossotti consultant nearby who can help you. Certainly it is worth discussing. And remember—there is no obligation of any kind. He'll bring you the benefit of experience which dates from 1898.

Rossotti
SINCE 1898

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Protest Subsidy Proposal as Unfair to Macaroni Industry

Failure to include durum wheat and durum wheat products in the Government's new proposed subsidy plan has brought a strong protest by President C. W. Wolfe of the National Macaroni Manufacturers Association, to Fred M. Vinson, director of economic stabilization. The protest is based on reports appearing in the business and trade press which indicate that the charge would favor wheat flour to the end product of bread only, to the detriment of the millers of semolina and other durum products, and to the macaroni industry.

"Judging from the press reports," says President Wolfe in his letter of September 12, 1944, "no consideration is being given to durum wheat and its products, namely, macaroni and noodle products.

"I wish to bring to your attention the necessity of considering the relation of durum wheat to macaroni, spaghetti and other macaroni and noodle products.

"There are no other ingredients added to semolina and durum flour (which are the raw materials ground from durum wheat) used in the making of macaroni, spaghetti and other macaroni products.

"There are other ingredients added to flour in the making of bread.

"The only additional ingredients added to durum flour in making noodles are 1/2 per cent of egg solids.

"It is true that macaroni products show a lower per capita consumption than bread on the basis of the whole nation; but macaroni products are consumed by low-income racial groups, like Italians, on a larger per capita consumption basis than bread.

"Macaroni products are selling at a lower price today compared to bread when the two products are considered on their nutritive value. For instance, macaroni products contain 1,600 calories per pound, while bread only contains 1,000 calories per pound, as purchased by the consumer.

"Bread contains 38 per cent moisture. Macaroni products contain 10 per cent moisture.

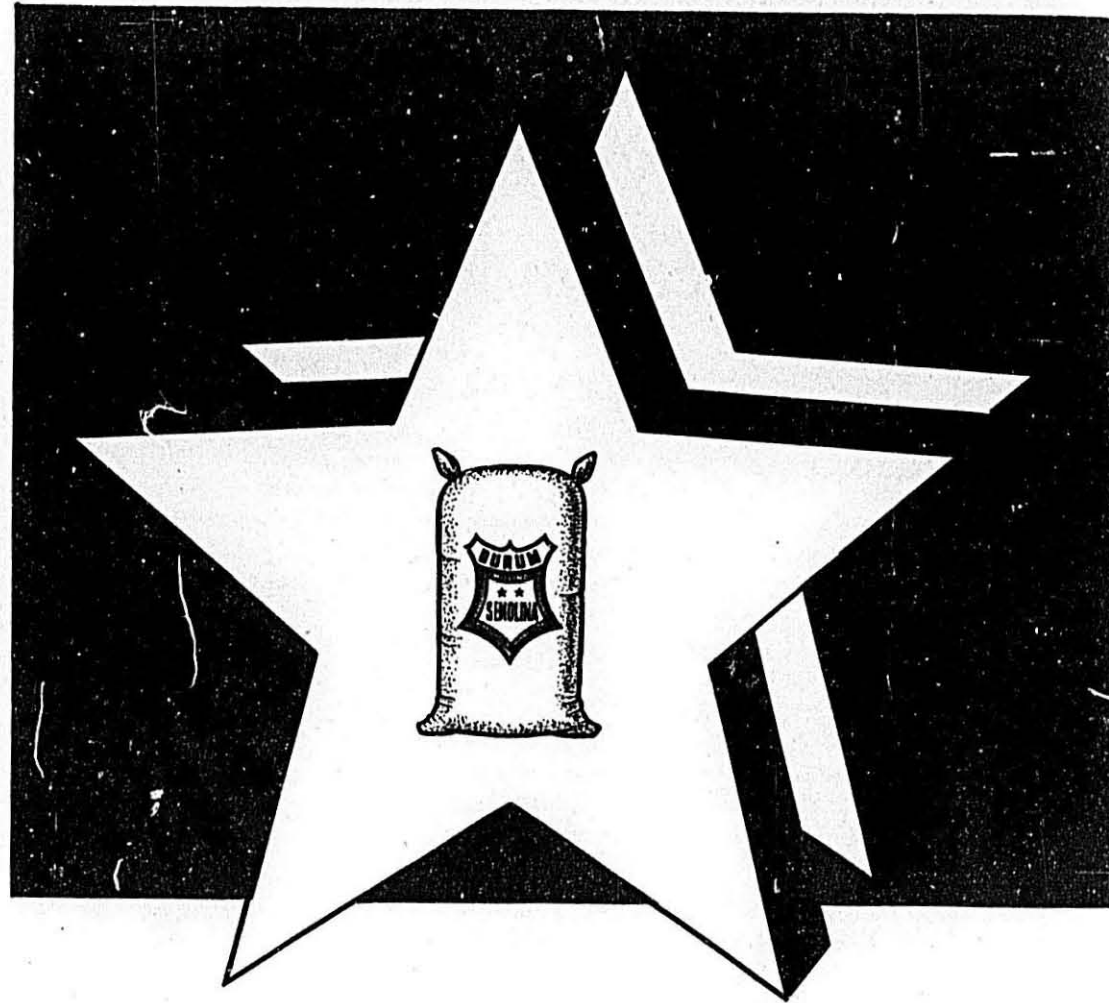
"A very large percentage of macaroni products are sold in bulk to low-income families at 10 cents per pound, and less.

"If the subsidy is removed on the grinding of durum wheat into semolina and durum flour, which are the raw materials used by about 300 macaroni and noodle manufacturers for the making of macaroni, spaghetti and other macaroni and noodle products, consideration should certainly be given to the granting of a subsidy on macaroni and noodle products, otherwise they will disappear from the market.

"Semolina and durum flour are selling at their ceiling prices now with the subsidy and with the removal of the subsidy, mills would be unable to sell the sole raw material macaroni manufacturers use in their product.

"If the ceiling prices on semolina and durum flour were increased, further increases in ceiling prices of macaroni and noodle products would have to be granted also.

"We respectfully bring these matters to your attention, so that the one product—BREAD—will not govern your actions in this matter."



The Two Star Semolina brand has won the confidence and good will of the macaroni industry because it symbolizes those things that mean most—unvarying high quality, dependable performance, and prompt, personal service.

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Planning for the "V-Era"

Businessmen who look to world conditions as a barometer are already planning on what might best be done to safeguard their interests now that hopes for the end of the war in Europe are brightening. It is assumed that macaroni-noodle manufacturers, too, have been seriously considering reconversion to peacetime production, changing from war to postwar sales policies, and the making of many other needed preparations for the coming "V-Era."

The general thinking of business leaders is that it is not too early to start exercising caution so as to be prepared for the transition from war to peace. Fortunately, the macaroni-noodle manufacturers, with few exceptions, are in a position to effect such a change without too great disruption of business practices that are strictly war measures. Even those firms that are loaded down with orders for special grades, such as those required by the government, will find little difficulty in reverting immediately to production for civilian consumption, without disastrous losses. It will be in the realms of profitable distribution that all business will be put to the greatest test when peace comes.

Most manufacturers of macaroni products have always operated with the utmost caution, expanded conservatively, making business changes gradually, thus keeping themselves in a fluid position to veer with the national trends. However, some did expand their facilities considerably, and in many of these latter cases, the return to normalcy will be made with some loss, but as a whole the industry seems to be in an enviable position compared to other trades.

Most executives recognize the need of general planning, too, for the good of the entire industry, feeling that the general objective can more easily be attained if operators keep in step in riding over the humps that will come with the sudden cessation of hostilities which cannot be far ahead, in the opinion of so many students of international affairs. From the ideas advanced by the leaders in the industry, here are some of the pertinent suggestions that macaroni-noodle manufacturers should attempt if they have not already been put into practice:

First—Expand cautiously. Domestic consumption, though somewhat higher as a result of war demands—rationing, government purchases and such—will probably return to prewar levels, or thereabouts when peace comes

... and there will be much idle machinery and unused drying rooms in the plants of those who have unduly expanded.

Second—Hold inventories of finished goods to a reasonable level. Fresh products will move much easier than old stocks, and with lot less trouble, expense and annoyance than old stocks because of the dangers to which they may be exposed.

Third—Specialize, as far as possible, on the production of the staple styles, which are not only more economically produced, but for which there is a more steady demand.

Fourth—Buy judiciously; don't be caught with too heavy purchases of raw materials and other supplies, bought at war prices. No one knows which way prices will jump when peace comes.

Fifth—Watch your stock of government-preferred types of spaghetti. Government buying may end abruptly at the close of the war in Europe and as yet there has been created little domestic demand for this type.

Sixth—Appraise the present and the postwar consumer reaction to macaroni products and overlook no effort to win greater domestic consumer acceptance of American-made macaroni products.

Seventh—Check your employe roll with the idea of culling out the most ineffectual to make room for returning servicemen to whom we all made definite pledges.

Eighth—Don't try to get it alone, altogether. Even the wisest gain knowledge and inspiration from contacts with their fellow businessmen—from the experiences of others. Co-operate even more fully with the going organization in your industry—the National Macaroni Manufacturers Association that has for years served the industry faithfully—always the nucleus from which beneficial action can be developed to meet any emergency.

Ninth—Do your part in any program that has for its ultimate objective the winning of a better place on the American table for macaroni, spaghetti and egg noodles.

Finally—Keep your firm in a fluid position, ready to meet reverses, if that be the immediate result of an early termination of the conflict; ready to grasp all opportunities for increased business should that be the natural result of our war efforts.

Report of the Director of Research for The Month of September

By Benjamin R. Jacobs

During the month of September I have contacted practically all the macaroni and noodle manufacturers in New England and the New York City metropolitan area in connection with the publicity plan that the Association has proposed to the durum millers. I have yet to find one macaroni manufacturer who objected to this plan and most of them have received it most cordially and enthusiastically as the only means available to macaroni and noodle manufacturers to keep their products before the American consumer.

It is perhaps the most encouraging work that I have undertaken for the Association in the twenty-four years that I have been associated with the members of the industry. The fact of the matter is, that a number of manufacturers have stated that they felt that the amount of the contribution is too small and that it should be at least two or three times as much as the amount proposed in the plan.

Recently Mr. C. W. Wolfe, President of our Association, wrote a letter to the Food and Drug Administration calling its attention to a matter which is disturbing a number of the members of the industry, and which is brought up for discussion at every meeting that we have, and that is the subject of adulteration and misbranding of macaroni products. In reply the FDA stated that it was very glad to have these matters brought to its attention and to note the co-operative efforts of the Association in helping the FDA to reduce the number of violations along this line. However, it desires to bring to our attention the fact that so many of our plants upon inspection have shown infestation and a considerable lack of sanitary conditions. It stated as follows:

"Finally, we believe that your Association can be of great service to your members and to this Administration by continuing to stress the necessity for elimination of insanitary conditions where they exist in connection with the manufacture of macaroni products."

These matters of insanitary conditions and infestation of plants were the subject of discussion with a number of manufacturers on whom I called recently.

It is well known that a large amount

of infestation by insects is due to poor storage conditions after the products leave the plants and go into warehouses and other places where these products are kept by the buyers and where they come in contact with grain and other cereal products which are poorly packed and from which insects spread. However, insanitary conditions due to rodents are entirely the responsibility of the manufacturers. These can only be eliminated by continuous drives against these rodents. No manufacturer has the time to do this himself but every community has exterminator firms who take care of these conditions in all sorts of plants and do this on a monthly retainer basis. The names and addresses of these concerns can be taken from your classified telephone books, and there is really no excuse for any macaroni or noodle manufacturer to continually have rats and mice contaminating his plant and his products if the proper exterminating firm can be employed and the plant kept free from this type of infestation.

Insect infestation can also be reduced to a minimum by installing equipment which is guaranteed to rid your raw materials of eggs, larvae and adult insects, and I will be glad to send to any manufacturer, whether a member of the Association or not, the names of manufacturers of equipment which will eliminate this type of infestation from your raw materials.

The Food and Drug Administration, as well as the State and Municipal Health Departments, are getting tougher all the time concerning insanitary conditions in plants manufacturing food products and the sooner we become conscious of this the sooner our troubles will be over, and also the sooner will these various law-enforcing agencies be in a position to co-operate with us more in constructive enforcement, such as that which deals with unfair competitive practices, instead of putting so much time of their inspectors and chemists in eliminating these conditions which are obviously the obligation of the manufacturer himself.

The recent report that was made by the Committee of the Association on cheese and submitted to the War Food Administration has been passed on by the WFA to the Office of Price

Administration. No action has yet been taken on this report but I am constantly in touch with the officials who have this in hand and we may expect action very soon. Just what this action will be has not been disclosed, but it is my belief that we should be able to obtain some relief on the cheese situation which will enable the consumer to use it more freely, and of better quality for our macaroni products.

On my recent trip through New England a number of manufacturers gave me the impression that they were not very well informed concerning the status of subsidies on wheat. The Defense Supplies Corporation, under Regulation No. 4, issued December 1, 1943, has established certain subsidies on wheat and it was the impression of some of these manufacturers that durum wheat was not included. Durum wheat is included and the products from durum wheat are also included.

Under Section 1(c) the term "flour" means flour from wheat, semolina and farina. It may be that because in general the term "flour" is used, some manufacturers believe that the term "semolina" is not included. This, however, is not the case, as may be seen from the above definition of flour.

The Defense Supplies Corporation has had under discussion the transferring of payments from wheat to flour or to the end products, bread, etc. Nothing has been done as yet in this regard and the matter is still under consideration. If and when a change is made there is no doubt that our products will be included if the subsidies are paid on the end products. However, it would seem that the industry would be best served by allowing the subsidy to remain where it is. This is the feeling of the baking industry as expressed in communications submitted to the Defense Supplies Corporation by the bakers' associations.

Noodle Maker's Plaint

Noodler: "My goodness, eggs are high!"
Supplier: "Sure, on account of the war demands."
Noodler: "How?"
Supplier: "All the hens are making shells."

Eye and Appetite Appeal in Macaroni Dishes

A Milwaukee Writer's Idea of a Fine Food and Its Proper Preparation for Home Serving

By the re-use of an old, but still popular story of the origin of the practice of shaping ground wheat into spaghetti and similar products, Miss Alice Richards in a recent issue of *The Milwaukee Journal* tells of the varied ways in which macaroni and spaghetti may be prepared by housewives to spur and to sate hungry appetites. Illustrating the article is a picture of a casserole of spaghetti with ground beef.

The romance of macaroni is all tied up with an Italian swain by the name of Spaghetti who fell in love with a beautiful Chinese girl. His courtship was long and ardent. So much so that the lovely maiden forgot her duties as a bread baker and let the dough run over the sides of the pan. The strings of dough dried but her devoted lover said: "Never fear, dear, we will cook them." Whereupon he took them to his ship's cook who boiled the bread strings in water until they were tender. When Spaghetti got back to Italy he introduced this new dish and immediately it became a national favorite and has remained the first dish of the people.

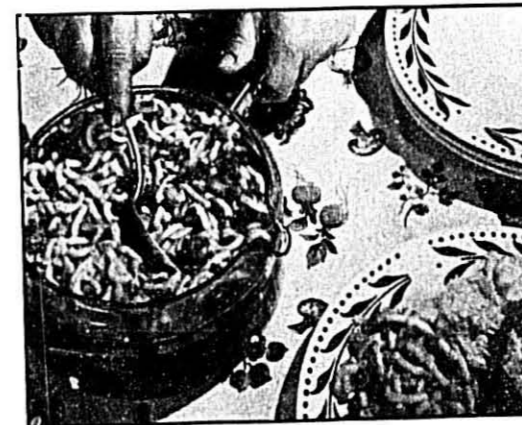
Best Cooking Method

Whether you call it spaghetti, macaroni or shells, the composition is the same. In European countries there were about 157 varieties of macaroni whereas in America we have only about six.

For best results there is a special way to cook macaroni products. Never dump the boxful into a pan of cold water and let it slowly come to a boil. Instead let the water boil vigorously, then add the macaroni gradually so as not to lower the temperature. Cook until tender, stirring occasionally to prevent sticking. When done pour into a colander and drain. Never hold under the cold water tap to wash off the excess starch. If the quality of macaroni is good there will be no excess starch. However, overcooking will cause it to become flabby and pasty.

If macaroni is to be served cold in a salad, cook in the usual way, drain thoroughly and then store in a covered container in the refrigerator until ready to use.

There are two techniques when it comes to eating spaghetti—the American and the European. The Americans break it in pieces and eat it like they would eat a casserole dish—with a fork. The Europeans have a fancier technique. With a fork in the right hand and a spoon in the left, they spear a few strands of spaghetti with the tines of the fork. Then they hold the end of the fork against the bowl of the spoon and twist the fork so as to entwine spaghetti into a small ball that can be easily placed in the mouth.



Spaghetti with Ground Beef

Cook six ounces (one and one-half cups) spaghetti in boiling salted water until tender. Drain. Mince three slices of bacon and cook slowly. Add one-fourth cup chopped onion, two tablespoons olive oil and one-half pound ground round steak. Cook until meat is nearly done. Add two and one-half cups tomatoes, one-half cup chopped green peppers, one-half pound sliced mushrooms, salt, cayenne and paprika to taste and two cups grated American cheese. Combine with spaghetti. Add stock or bouillon if the mixture is dry. Cook slowly for one hour. This makes two and one-half quarts. (From photo supplied by The National Macaroni Institute.)

Macaroni Casserole

Macaroni casserole is a full meal dish or it can be served with filet of trout or halibut. Cook until tender one-half cup diced celery, two medium onions chopped fine and two tablespoons chopped green peppers in two tablespoons butter. Cook one-half pound macaroni in boiling salted water until tender. Drain. Combine macaroni and cooked onion mixture and arrange in baking dish with alternate layers of one-fourth pound grated cheese and one can whole tomatoes. Season to taste with salt and pepper. Pour over two cups medium white sauce. Cover and bake in a 350 degree oven about 30 minutes.

Spaghetti chop suey has been dubbed a United Nations dish. Cook one-half pound spaghetti in one and one-half quarts of boiling salted water until tender and drain. To the spaghetti water add one cup chicken stock, one cup finely shredded celery, one large onion, minced, one cup chopped mushrooms and one cup cooked, minced chicken. Cook slowly until mixture becomes creamy. Place hot spaghetti on platter and make a nest in the center. Pour in the hot vegetable mixture and season with salt and pepper. Sprinkle with soy sauce. Cooked veal or other leftover meat can be substituted for the chicken. This makes four generous servings.

Macaroni Beehive

If you are trying to achieve eye appeal make a macaroni beehive. It is much easier than it sounds or looks. Cook one-half pound of unbroken macaroni in boiling salted water until tender. Drain and then put on absorbent paper to take care of any excess moisture. Butter a baking bowl or mold and line with strips of macaroni coiled around the sides. Melt two tablespoons butter in a double boiler, add two tablespoons flour and mix well. Gradually add one and one-half cups milk and cook, stirring constantly until thickened. Add one teaspoon salt, a few grains of pepper and one and one-half cups grated American cheese. Stir until the cheese is melted. Beat three eggs slightly and add slowly to the mixture, stirring constantly. Add the remaining macaroni cut in one inch pieces and one-fourth cup chopped pimento. Pour in the macaroni lined bowl and place in a pan of hot water. Bake in a 350 degree oven 50 to 60 minutes or until set. Unmold. Serve with a tomato sauce.

For a more substantial fruit salad fortify it with macaroni or spaghetti. Cook one-half pound macaroni in boiling salted water until tender and drain. Chill. When cold combine with one cup chopped apples, one can drained fruit cocktail, one cup chopped celery and one cup mayonnaise. Serve on a lettuce leaf.

Betty Crocker's VICTORY SPAGHETTI DINNER



Introduced
October 20th*
to 6,000,000 housewives!

● Hot spaghetti, rich tomato sauce flecked with onions and green peppers . . . topped with savory meat balls . . . Mmmm nmm!

An appetite-arouser? Uh-huh!

A good recipe? Naturally. Because that's where Betty Crocker comes in.

When America's "First Lady of Food" introduces her new taste-sensation, "Victory Spaghetti Dinner," to 6,000,000 women over a coast-to-coast broadcast, you've really got something to talk about! Every woman knows that Betty Crocker recipes get results. That's why Betty Crocker's spaghetti and

macaroni promotions have been so successful in the past. That's why it's plain good business to make your plans now to capitalize on the influence of America's best loved, most widely recognized Home Economics Personality.

Steam up your salesmen and jobbers on Betty Crocker's nationwide "Victory Spaghetti Dinner" promotion. Urge dealers to build displays, supply them with FREE recipe slips.

Make sure you get your share of extra sales action October 20th! Start your customers buying spaghetti and macaroni products now—and you'll start a buying habit that will lead to bigger and better sales!

*** 38 STATIONS • COAST-TO-COAST**





Here's a recipe folder that will give millions of women NINE good ways to prepare spaghetti and macaroni dishes!

"Tempting Main Dishes" prepared especially for YOU by Betty Crocker's famous staff of home economists will create greater macaroni sales now—insure continuing demand for the future. Once women establish the habit of making these easy to prepare, easy on the budget dishes, your sales will go up and stay up!

● If you use the phrase "By Betty Crocker" when featuring these recipes, it is necessary to add "Betty Crocker is a registered trademark of General Mills, Inc."

GENERAL MILLS, INC. Durum Department
CENTRAL DIVISION • CHICAGO, ILL.

NEW!
ANOTHER SALES HELP for you!

"Tempting Main Dishes" is an ideal promotion piece to distribute to dealers. See that they place it on their counters, on spaghetti and macaroni displays. Tell them to send it along with their grocery deliveries. The more folders that reach housewives, the more packages of spaghetti and macaroni you'll sell—and continue to sell! And the grocer will profit too! He'll cash in on extra sales of milk, butter, eggs, cheese, tomatoes, celery, and numerous other related items.

ASK YOUR GENERAL MILLS MAN FOR DETAILS. HE WILL TELL YOU HOW YOU CAN BUY BETTY CROCKER'S "TEMPTING MAIN DISHES" AT COST.

Feature these recipes in your bulletins, on packages and inserts. Use them in newspaper ads. This is your promotion. Make it pay dividends for you!

October, 1944

What Happens On the Inside?

The National Industries New Service presents among other interesting items in its release early in October, the following as symbolic of the quandary of an American businessman who has his "ear to the ground" and is publicly stating what many other businessmen of similar status and stature may be thinking:

"Will Americans lose the peace?" was the question discussed by tireless, energetic and able Eugene W. Castle, main stem of Castle Films, before the Rotary Club of Pittsburgh one day this week. Castle has the unique distinction of being recognized as a plain businessman, who loves his country and is in the same class with Bobby Burns, enjoying "the glorious privilege of being independent." That is why he is a welcome guest at so many gatherings of clubs, advertising men, Shriners and educational organizations.

"For more than a year I have been criss-crossing this country talking to civic and business groups, and my one outstanding impression has been that many millions of anxious Americans believe that our country has fallen to the role of being a one-way cash drawer, a moulder of fine but meaningless phrases, a portrayer of ideas and ideals that in the end will not hold water and that will be buried and forgotten when full and final victory over our enemies has been achieved," said Castle, before expressing the frank opinion that "what happens on the inside has been kept pretty much in the dark." He explained the "inside" as President Roosevelt's meetings with other Allied leaders with whom he has planned for the global peace.

This, apparently, is the way businessmen all over the country are thinking when they measure-up the phrases and promises that come out of the Big Top gatherings of Allies.

Businessman Castle brings us down to brass tacks and helps his countrymen to sustain the basic policies of the founders of our Government who made the charts and patterns for Democracy. "It is regrettable that the diplomatic accomplishments are not on a par with the brilliant battle achievements of our Military Commanders and the millions who serve under them," Castle told the Pittsburghers at the Fort Pitt Hotel, and he threw in another firecracker, as follows: "As far as the average citizen can observe it would seem that these meetings for this 'Global design' are the prolongation of the process of losing our shirt. We have shed one garment after another at each meeting; it is to be hoped that before the really cold weather sets in this diplomatic strip tease will take

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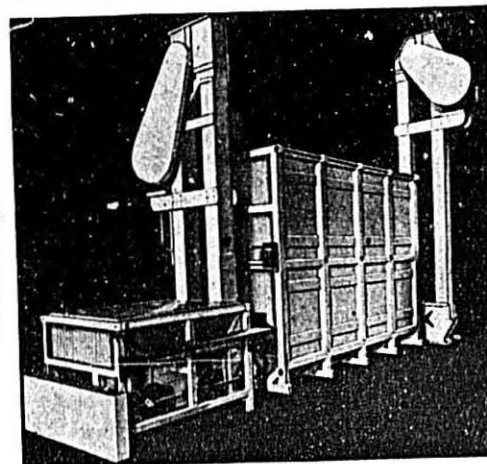
a turn for the better for Americans." It is a statement of fact that more than one-third million of Americans, the youngest, the strongest, and the best blood of our land—have been killed, maimed, or wounded on the battlefields of Europe, Asia and Africa. Our businessman said—and a politician would not say that "before these Americans went away none of them went off to war to get killed, maimed, or wounded, for the purpose of bringing personal glory to any political per-

sonage or clique of the present or the future." While Germans have died for their demented Fuehrer; Japs for their insipid Sun God Emperor; Italians for their dumb Duce, every American who fell "died only for his country."

It is a relief, a treat, to hear and read what is in the heart and soul of businessmen. So, this report is recorded as an invigorating and bracing uplift to the mind and soul of the American public.

* prepare for PROFITS! with CHAMPION EQUIPMENT

For more than half a century, Champion Engineers and Champion Equipment have been serving the Macaroni and Noodle Industry—in developing better methods, lowering costs and in increasing profits for macaroni and noodle products. You are invited to submit your Postwar problems to us for free counsel.



This Modern CHAMPION semolina BLENDER

automatically blends and sifts the flour to a uniform fineness. Saves frequent replacements of expensive dies, and insures the production of an improved product. Sturdily built for life-time service.

CHAMPION MACHINERY CO.

Makers of Complete Line of Popular-Priced Modern Bakery and Macaroni-making Machinery.

JOLIET, ILLINOIS

★ STRIVE HARDER FOR VICTORY ★ ★ BUY MORE WAR BONDS

The 1944 Durum Situation

By HENRY O. PUTNAM, Executive Secretary
Northwest Crop Improvement Association
Minneapolis, Minnesota

Macaroni processors will find products from the 1944 durum crop showing slightly less color and about three-fourths to one per cent lower protein than last year. Both southwest hard red winter and northwest hard red spring wheats were also lower in protein this year, reports The Northwest Crop Improvement Association of Minneapolis, Minn.

Low protein is caused by an insufficient supply of nitrogen, a plant food, during the growing season. Light moisture supplies during the winter, coupled with a cool summer failed to decompose enough old crop residue to supply ample nitrogen for a higher protein crop.

The color change is due to two factors, the type of growing season and heavy fall rains which caught much of the crop in windrows and shocks. Wheat was rain soaked followed by cool, damp weather that retarded drying. The result was some sprout damage and some changing of the berry from a hard, vitreous condition to a softer texture causing much more of it to grade Amber Durum and Durum rather than Hard Amber Durum.

The durum supply in 1943-44 was 65 million bushels—28 million carry-over and a 37 million bushel crop. 1944-45 offers a 50 million bushel supply—14.8 million carry over and 35.5 million bushel crop. Mills ground 20.4 million bushels during the last crop year. For the past nine years the average grind was approximately 17.6 million bushels annually. Mills should have an ample durum supply, but the smaller carry over allows less opportunity for blending of the two crops for color improvement or increased protein content of semolina and flour.

Low protein, yellow berry, and softening of the wheat kernel by rain will reduce the semolina yield of the wheat somewhat.

Durum wheat protein has been gradually decreasing since 1941 when it averaged about 13.5 per cent. In 1942 it was 12.3 per cent, 1943—12.2 per cent and 1944 around 11.5 per cent. Protein content of 1944-45 semolina and durum flour will probably range between 10 and 10.5 per cent which will figure 11.5 per cent to 12 per cent on a moisture free basis. The present crop is similar to that of 1928 when semolina proteins averaged below 11 per cent. However, quality rather than quantity of protein is the important item. Low protein semolina and flour can produce good macaroni if prop-



Henry O. Putnam

erly processed and there are no indications that the 1944 crop will not produce a satisfactory product.

Lower protein will create problems to some macaroni processors provided they are not prepared to make necessary adjustments to overcome this condition.

In discussing with durum millers the effect of protein on the manufacture of macaroni products, they advise that lowered protein will to some extent decrease macaroni tolerance. This is particularly true in the winter months when the relative humidity is low and macaroni products are usually subjected to severe or too fast drying which causes increased breaking and checking. Some macaroni manufacturers may find it necessary to adjust their processing procedure, setting up more careful control in the handling and drying of macaroni products to eliminate the possibility of breakage losses.

Decline in Grain Food Demands

"Postwar Food Stocks" was the subject of a talk by Lee Marshall, Director of the Office of Distribution, before a meeting of the American Meat Institute held at Chicago, Ill., recently. "Getting out of this war is going to be as much of a job as was getting the Nation into full production for war," Mr. Marshall told institute members.

A disposal of surplus commodities—capital goods and foods—will require a lot of careful handling, and I think they can be handled in a businesslike manner. The adjustments required in our economy may be as great as those for the intensified development of our resources during the war period and an important part of this "getting out" process will be the disposal of Government-owned foods.

"I believe Government-owned food supplies can be marketed without disrupting the trade. There are some preliminary things we can and are doing to make the job easier. These involve keeping Government food stocks as small as we can without endangering war needs, and in such condition that stocks not used in the immediate war effort can be used later."

Mr. Marshall pointed out that in addition to the adjustment of WFA's buying program in accordance with foreseeable requirements, WFA is also checking its inventories regularly and marking for immediate sale (1) Food reserve to meet a need that would not materialize, (2) Food purchased in fulfillment of price-support commitments, and (3) Food packed last year or in previous years so that such stocks can be replaced with 1944-packed food.

"In the immediate future the emphasis on meats will be on buying rather than selling. WFA stocks of pork and other meat and substantial purchases this fall and winter will be needed to meet lend-lease requirements. Although demands by our allies for such foods as grains and vegetables are starting to decline, the demand for meat and dairy products continues high."

Smaller Durum Crop

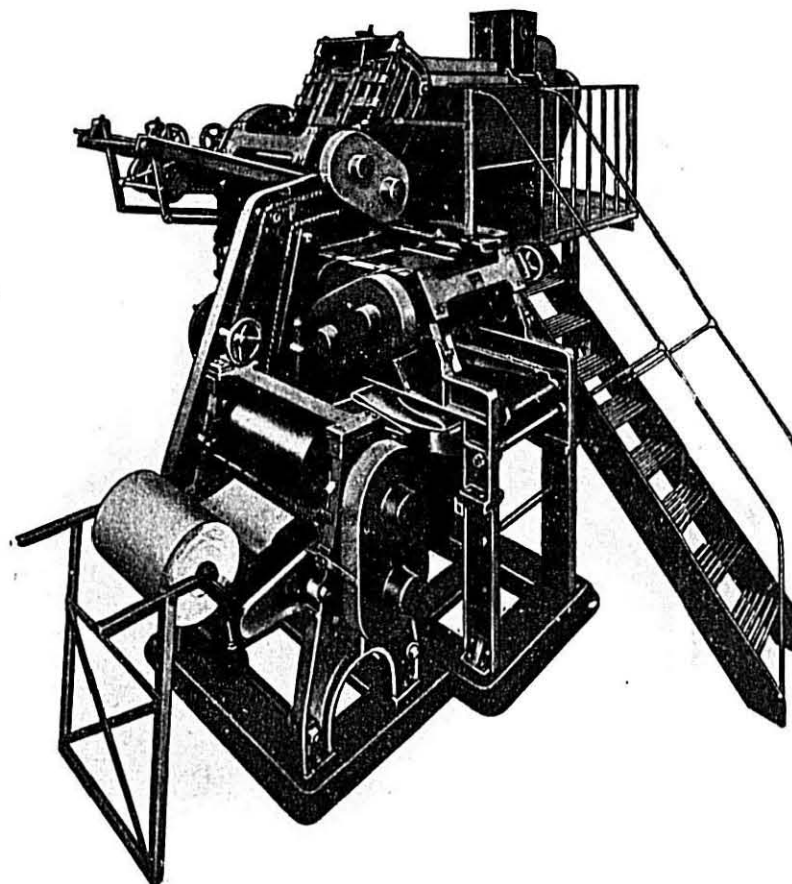
The yield per harvested acre of durum wheat is slightly below that of 1943 but substantially above the 10-year average, reports the Crop Reporting Board, Bureau of Agricultural Economics as of September 11, 1944. The indicated durum yield is 16 bushels per acre as compared with 17 last year and the 10-year average of 11.2 bushels.

The indicated crop for 1944 of 35,503,000 bushels is slightly below last year's crop of 37,204,000 bushels. This wheat bore the brunt of the adverse weather since August 1, particularly the rains in the ripening and harvest periods.

An airplane shipment of 10,000 bees to Fairbanks, Alaska, from Seattle, Wash., successfully completed, was made to aid in the pollination of Alaska's increasing farm crops as well as to produce local honey.

CLERMO

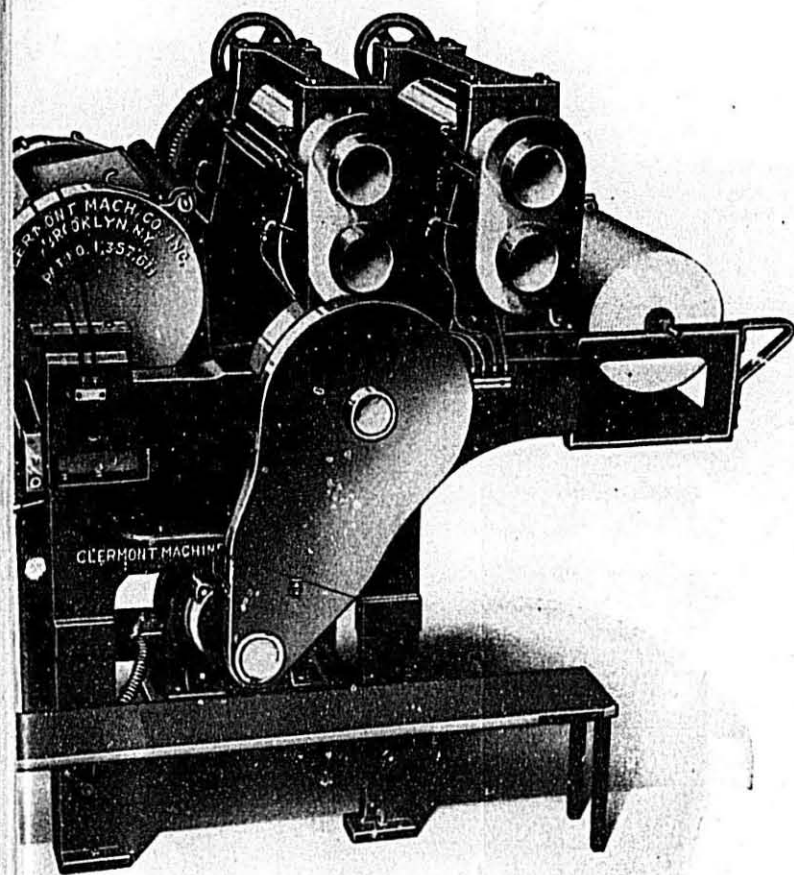
PRESENTS ITS GREATEST CO
THE RAW MATERIAL TO TH



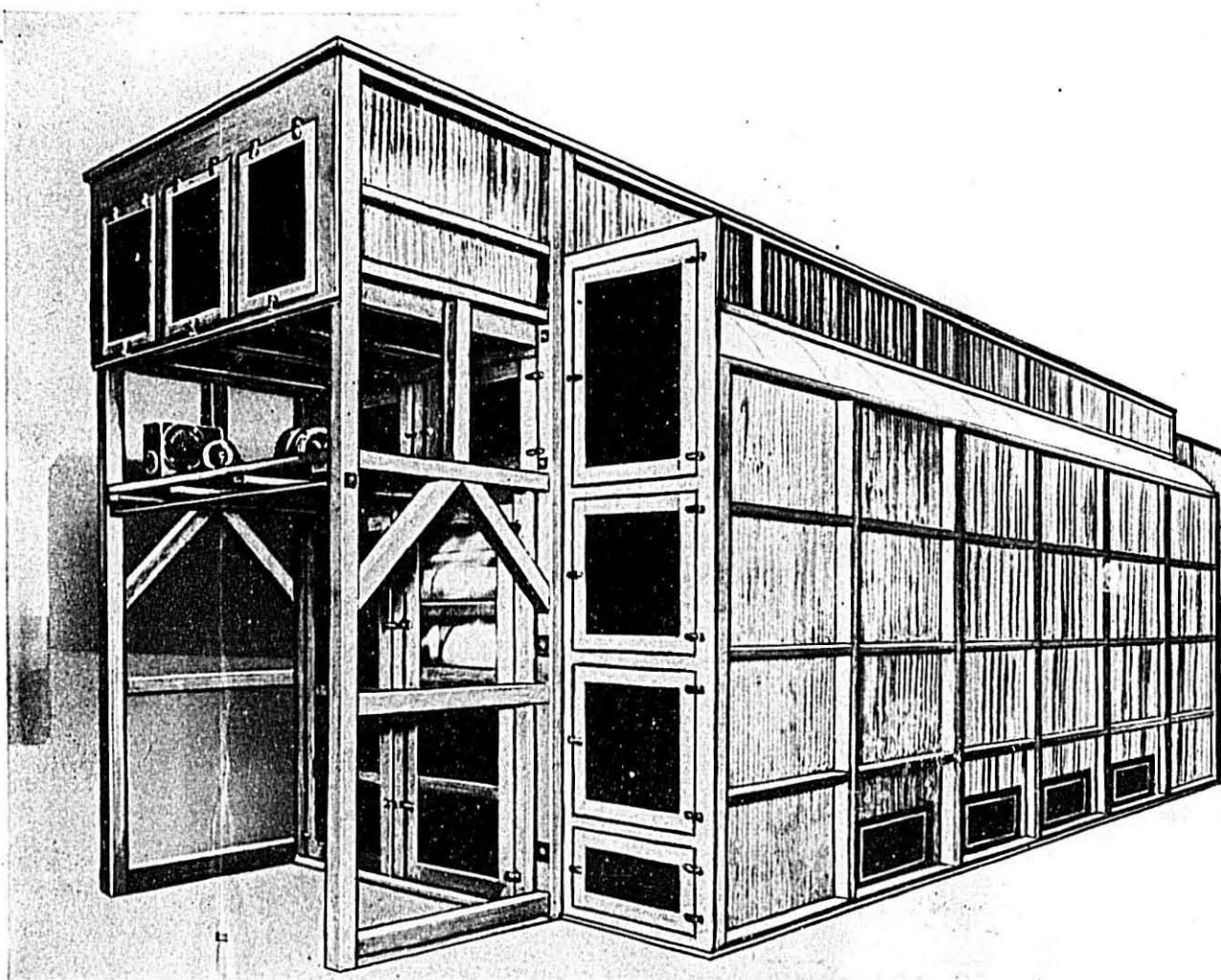
AUTOMATIC SHEET FORMING MACHINE

CLERMONT, CELEBRATING ITS 25th ANNIVERSARY,

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



HIGH-SPEED NOODLE CUTTER



CONTINUOUS AUTOMATIC NOODLE DRYER

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

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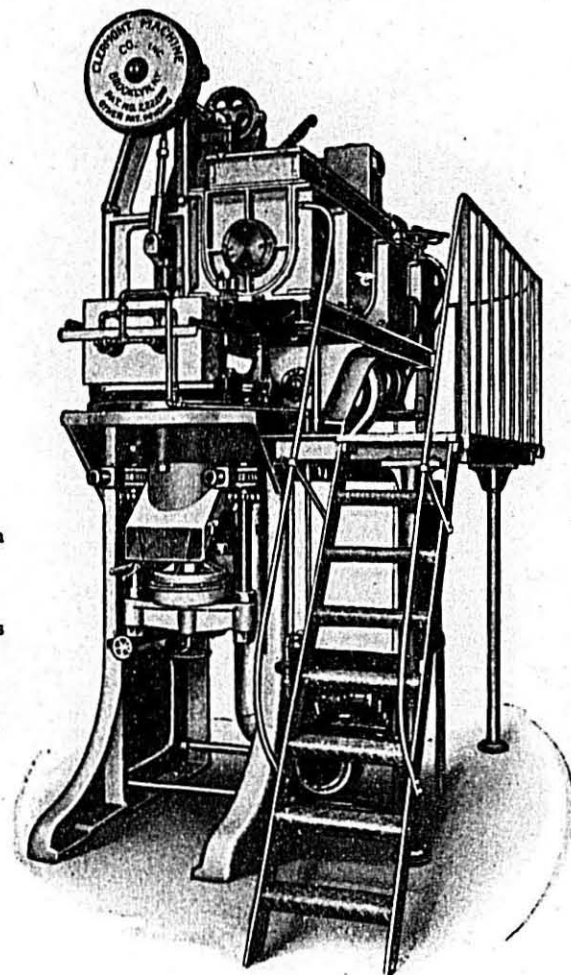
BROOKLYN, NEW YORK

CLERMONT, CELEBRATING ITS 25th ANNIVERSARY

*Presenting the Greatest Contribution
to the Macaroni Industry*

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



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

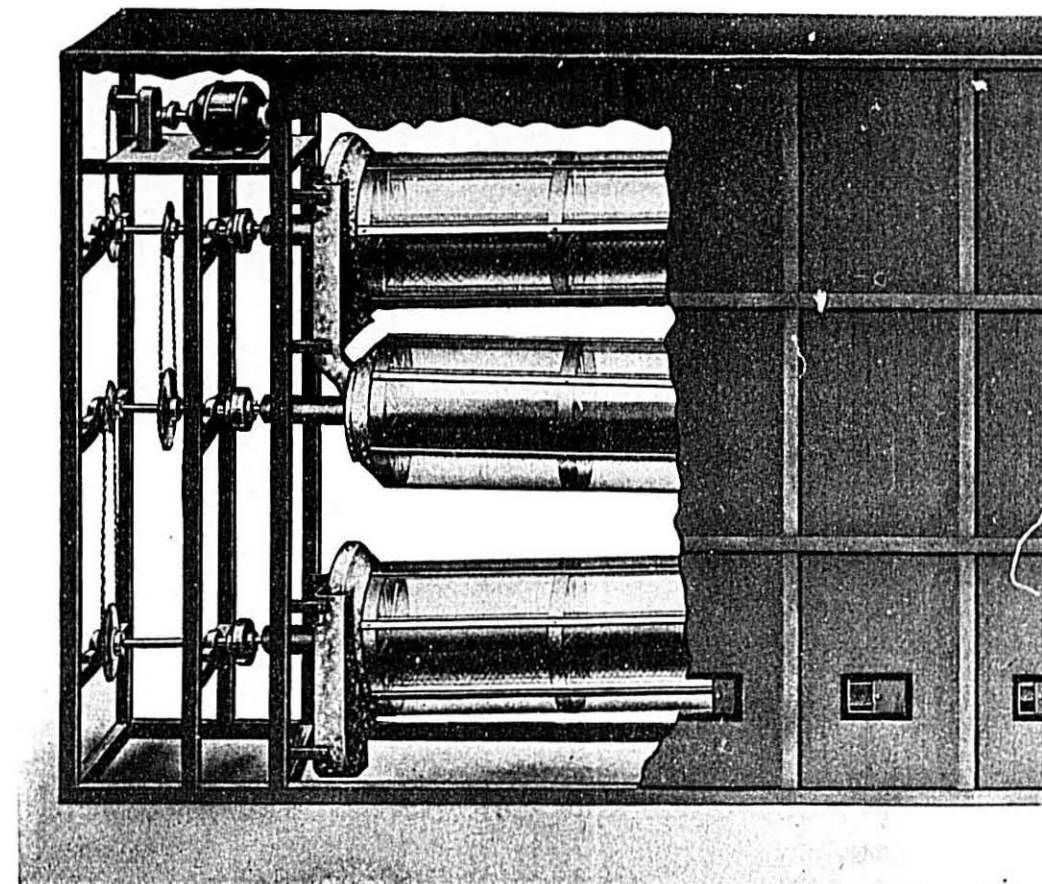
Has no cylinder, no pis-
ton, no screw, no worm.

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

INTRODUCING THE

FOR SHORT CUT NOODLES AND SMALL SOUP PASTA

CONTINUOUS IN OPERATION
COMPLETE DRYING PROCESS
CAPACITY—MADE IN SIZES FROM



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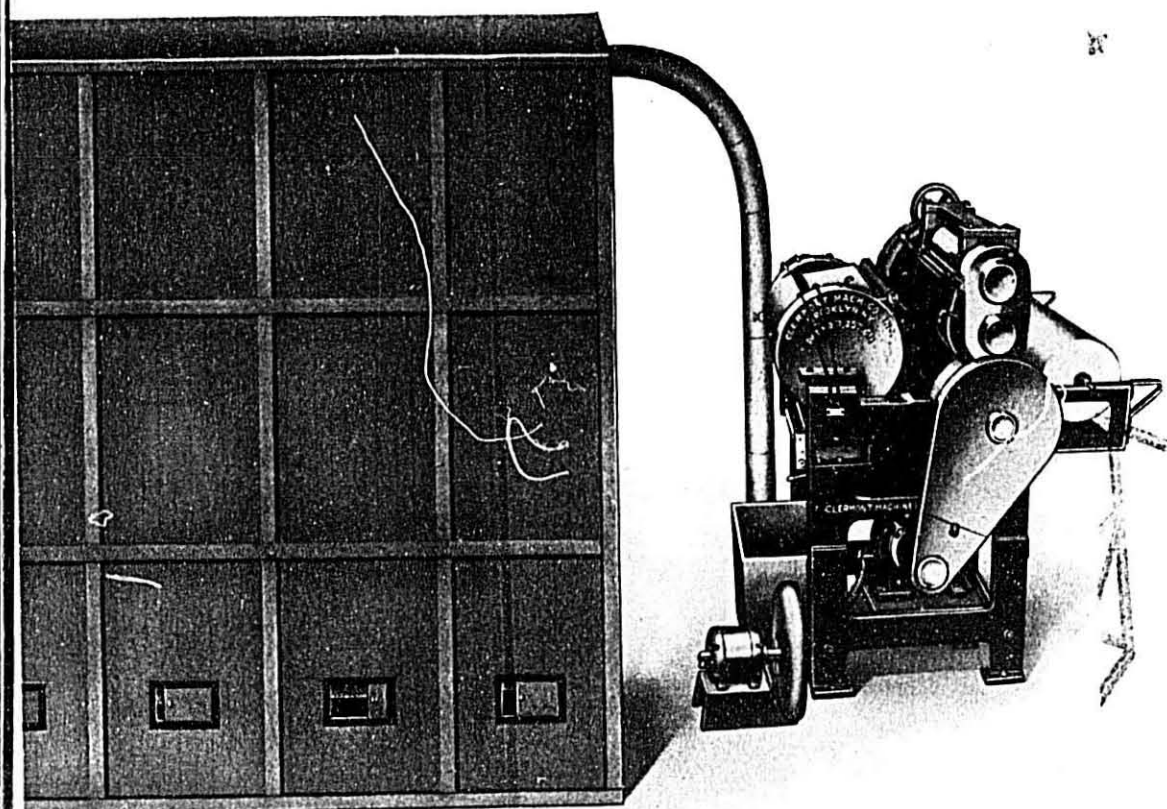
THE TUMBLER DRYER

DESIGNED FOR SUCH AS ALPHABETS, PASTINE AND SIMILAR PRODUCTS

OPERATION—FULLY AUTOMATIC

PROCESS—FROM 1½ TO 2 HOURS

CAPACITY—FROM 500 TO 1000 POUNDS PER HOUR



October, 1944

THE MACARONI JOURNAL

11

You
COMMAND
the Best
When You
DEMAND

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota



Government-Owned Eggs

Egg Noodle manufacturers, ever concerned in egg prices, will be interested in the attitude of the War Food Administration towards the egg situation as reported in its weekly food trade letter No. 50, issued September 9, 1944:

Disposal of government-owned shell egg stocks is governed by many factors. Of first consideration is the fact that these eggs have been purchased by WFA in support of the producers market, as directed by Congress. Consequently, disposal cannot be permitted to interfere with price support; as, for example, by the indiscriminate "dumping" of WFA stocks on the market, or by sales below ceiling levels when the market would be seriously affected by such sales.

At least some stocks of shell eggs owned by WFA are offered for sale almost daily. These serve to test market strength. If bids below ceilings are obtained for these offerings there is ample indication that the market is not ready to absorb supplies over and above current offerings. On the other hand, when bids are received at ceiling levels by WFA, it is good indication that the market can take extra supplies of eggs without unfavorable reaction.

To ignore the significance of the prices offered for WFA shell egg

stocks would be to upset the whole structure of price support.

There is a legal aspect, too. Congress has forbidden the sale of eggs at prices reflecting less than parity so long as the eggs are fit for human consumption. There is, however, no restriction against sales below ceilings if the selling prices reflect parity.

The sale of WFA shell egg holdings now at less than ceiling prices, would mean ground lost in the price support program this year. Eggs from Government-owned stocks offered or sold by the Government below ceiling levels at this time could be expected to establish a generally lower market price for all eggs sold in major consumer markets. Market prices would tend to level off to the prices established as a result of WFA sales below ceilings. The price to farmers would be forced downward and WFA would have to buy more eggs to support the farm price, as it is required to do. If this were the case, the same problem of disposal would exist so far as WFA stocks were concerned, and, in the end, could have a disastrous effect upon the entire industry.

WFA has repeatedly emphasized that its eggs will not be "dumped" on the market. The Government is not in the egg business to compete with the trade. Purchasing of eggs by WFA is continuing so as to support the price

to producers in areas where market prices have dropped close to or below support levels. For the week ending September 4 purchases by regions amounted to: Midwest, 28,000 cases; Southwest, 7,500 cases; Western, 3,000 cases; and the Northeast, 895 cases. The volume of these purchases, however, is considerably smaller than the volume during the 1944 flush production season, ending in June.

WFA is now making every effort to move shell eggs from apple-storage warehouses, where they were placed during the emergency existing early this summer. The eggs are being moved into other storage or to breakers to make room for apples now in season.

In Involuntary Bankruptcy

In its report of September 10, 1944, covering actions in the bankruptcy courts of Massachusetts, Banker & Tradesmen, Boston, Mass., announces, among others, the petition for involuntary bankruptcy involving the Essex Macaroni Co., Inc., of 15 Union St., Lawrence, Mass. Petition was filed September 6, 1944, by the following creditors: William E. Taylor, North Andover, (\$100); Samuel P. Kimball, Brookline (\$100) and Blanche Simmons, Boston (\$100).

THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

Public Relations and Publicity Program for Macaroni—Spaghetti—Egg Noodle Industry

Prepared and Presented by The Industry Promotional and Educational Committee

For a number of years, the aggressive and forward-thinking macaroni manufacturers have been awaiting the opportunity to organize and put into operation a well-planned and complete public relations and public education program to promote more effectively the best interests of the Macaroni and Egg Noodle Industry, commonly referred to as THE MACARONI INDUSTRY.

This important industry activity has been discussed on a number of occasions in the past. But, with the exception of a few successful publicity releases, the full benefit of such a program to the industry has never been realized mainly because the time to undertake a complete program was never thought to be "right."

Conditions today have brought all of us *more business*, which looks like *more profits*. Sales are no longer a problem. Production has reached a scale few of us would have even dared dream about, a few years ago. However, more sales, more production, and more profits in themselves do not eliminate problems for the individual manufacturer or for the industry as a whole. New problems have arisen to replace the old. Fortunately, these problems are not insurmountable, thanks to the extremely good position in which the industry finds itself today.

The problems of the Macaroni Industry, as well as those of the individual manufacturer, concern the future mostly. Since there is no time like the present to deal with things affecting the future, this proposed public relations program is respectfully submitted to you for your most serious consideration and immediate action.

The Time Is *Right*—NOW!

What are these problems concerning the future welfare of the Macaroni Industry? For example—and always considering that macaroni makers for the greater part look upon meat as an accompanying, not a

competitive food, and due to the increasing scarcity of meat products for domestic consumption, Americans in greater numbers are eating larger amounts of macaroni products more often than ever before. This is only natural, since macaroni, spaghetti and noodles satisfy the craving for a protein-rich bulk food.

However, most Americans are unconscious of the high quality of food nutrients in macaroni products. And, the big swing to macaroni products in recent months to replace the energy producing deficiency in the normal American diet is due more to instinct, rather than the result of intelligent meal planning.

For the duration of the meat and other food shortages, Americans will instinctively eat the entire output of the Macaroni Industry whether or not the Macaroni Industry educates the public to the true food values to be found in macaroni products.

When victory is ours and peace is with us again, then what?

Will the American public immediately forget to eat macaroni products as often, supplanting them with other products when available once again?

Meat producers, processors and distributors, through the American Meat Institute, are not letting the public forget for a minute the importance of meat in the diet. The public is being kept aware of the nutrition, flavor and satisfaction of meat products even though they will get less and less meat for their tables throughout the war. Producers of other competitive foods are doing likewise.

When military and lend-lease demands upon the meat industry cease, the meat and other food industries will fight aggressively to regain a large part of the market now enjoyed by the Macaroni Industry.

Aided and abetted by the meat educational campaign wisely continued during the war period, the meat industry won't lose a minute in organizing their efforts to put meat back on the American table once more.

The government fostered nutrition program has failed to give full credit to the nourishing qualities of macaroni products despite the fact that they are making a substantial contribution in sustaining a "fighting nation."

Now eating habits are being formed today based on nutrition as well as flavor. Those foods Americans get to know now as healthful, nutritious foods will be the ones which will be included in their diets for a long time to come.

Although more macaroni products are being consumed currently, people are not aware of the real nutritional qualities of these fine foods. Since nutrition is the keystone to American eating habits now as well as in the future, it is imperative that the Macaroni Industry expend every effort to implant the nutritional facts about macaroni products firmly in the public's mind.

Right now, not next year or after the war, is the time to do something about this situation. Everything is in our favor to insure the successful prosecution of a program that will build for the future. What we do now will, to a great extent, determine the future progress of our industry. Let's not wait for lessened demand and de-

clining sales before we do something for ourselves. Let's do it NOW!

What can we do, and how can we do it? We should organize to support a broad and comprehensive public relations program of a continuing nature designed to:

1. Protect the present position of the Macaroni Industry.
2. Build a solid foundation for the future progress of the Macaroni Industry by educating the public to the true food values of macaroni products and increasing knowledge of the many and interesting ways in which these products may be served.
3. Promote the best interests of the American Macaroni Industry wherever, whenever and however.

In order to accomplish these objectives the following steps must be taken:

1. Gather all existing information about the true nutrition of macaroni products and, by means of research, develop further information to prove the importance of macaroni in the American diet.
2. Prepare nutritional information and facts in suitable form for distribution to newspapers, magazines and radio stations to use in educating the public to the food values to be found in macaroni products.
3. Interpret government action for the Macaroni Industry in terms of how it affects the general public and thereby forestall official action which must be detrimental to the industry as well as to the general public.
4. Make this program build better dealer relations for the contributing manufacturers.

The four-point program:

1. The correct facts about macaroni products and the Macaroni Industry must be established before our case can be presented intelligently.

We must determine the importance of our contribution in maintaining a "fighting nation."

We must get evidence to prove why it is in the best interests of a "fighting nation" to let the Macaroni Industry supply civilians, as well as the armed forces, with high energy producing macaroni products without restrictions due to price ceilings, materials, machinery, repairs or manpower, et cetera.

The nutritional contribution of the Macaroni Industry and its operating problems must be explored and then presented to the people from the standpoint of the nation's best interests. It is our responsibility to keep Americans healthy and strong in order to secure a lasting peace.

Research will develop any and all of the facts about the industry and its products. These findings will be the key to the entire publicity and public relations program and insure intelligent direction in order to achieve industry objectives.

2. With the facts from our research, we will then be in a position to bring the

(Continued on Page 14)



News travels fast . . . especially among women. Because women are your customers it is important *what* they say about you—and your products. To keep them saying the right things . . . favorable things . . . it's important to keep your product quality *up*. Helping you *keep* quality up is our obligation to you. An obligation we strive to fulfill by milling King Midas Semolina to consistently high standards, so that no matter what the conditions—King Midas Semolina is *always up* in quality.

You can depend on King Midas Semolina to keep the "grapevine" favorable to your products this year—every year.

KING MIDAS SEMOLINA

KING MIDAS
MINNEAPOLIS



FLOUR MILLS
MINNESOTA

National Institute Corner

(Continued from Page 12)

story of the Macaroni Industry and the true nutritional information about its products to the public.

The public should be told regularly and often not only WHY they should eat macaroni products, but also HOW they should prepare and serve them. There is a right way and a wrong way to cook macaroni, spaghetti and egg noodles. Through wrong cooking most of the water soluble vitamins and minerals are lost. It is important that Americans know how to cook macaroni products correctly so as to retain all of their nutritional benefits.

Let's see that the public knows about the vitamins, proteins and minerals in macaroni products. But let's also see that they get them when the products are eaten.

The public should be told of the many, many different ways in which macaroni products can be served. Make macaroni, spaghetti and egg noodles interesting to the public. Instead of having macaroni products served in the same way every time, tell housewives of the many intriguing macaroni, spaghetti and noodle dishes. This will prevent the public from becoming bored with macaroni products and developing an aversion to them after the war.

Regularly and with a continuity of thought, cookery hints, nutritional information and recipe ideas should be sent to all of the leading newspapers in the country. These facts should be sent out in the form of photographs, mats and clip sheets. This should be done between eight and twelve times within the year. Most of this material will appear on the women's pages in the form of food news.

Newspaper editors should be supplied with a simple but complete history of the American Macaroni Industry as a reference guide for them to use in preparing their own specially developed stories about macaroni products or the industry.

Magazines such as *Life*, *Post*, *Collier's*, *Woman's Home Companion*, *Ladies' Home Journal*, *Good Housekeeping*, *McCall's*, etc., should be supplied with all the pertinent information regarding the industry and its products for their use in developing special stories of particular interest to their readers.

The homemakers programs over the air should be furnished professionally prepared scripts for their use on those programs. The script writers of the leading network programs should be contacted and supplied with program ideas which will relate to macaroni products in a favorable way, rather than in a ridiculing manner.

All forms of media influencing the consumer should be used to carry the story of macaroni, spaghetti, and egg noodles.

3. The public relations counsel should be constantly on the alert to keep manufacturers, dealers and the general public informed of any and all regulations and orders from Washington affecting the Macaroni Industry.

The Macaroni Industry, now more than ever before, is an important supplier of highly important energy-producing foods to the armed forces and civilians. Any undue burdens upon our industry from government action which present operating difficulties forcing curtailment of production should be interpreted to the public in terms of how it affects the best interests of the people.

All information about the Macaroni Industry should be made available to the right people at the right time to guide officials in their decisions affecting the Macaroni industry. The judgment of the officials charged with the responsibility of winning the war on the fronts abroad and

at home is only as good as the information they have to help them in their decisions. We owe it to ourselves—and to the nation—to tell the story of our industry to the government officials to make them aware of its importance and its problems; that is, if we believe we are important in the present and future national picture.

4. Our salesmen, who now are selling all that can be produced, can use their time at the present to build more solid relations with dealers. Retail dealers are harassed with depleting stocks of a great many lines of merchandise and further hampered by growing restrictions. Sometime in the future they will again be in a better bargaining position. They will remember then the salesmen and the companies they represent for the help they gave them during this time of stress.

No, as much as we might like, it isn't possible for us to give them any more merchandise. But it is possible and easy for us to interpret the public relations activities supported by contributing manufacturers to retailers in relation to how it helps them now and what it will mean to them in the future. There are many little things which our salesmen can do to ingratiate themselves and our companies with retailers and enhance our long-time relations with them. Our salesmen should learn to understand the dealers' problems from the dealers' standpoint and know how they might assist in helping to reduce these problems.

By means of sales clinics in the various regions, the plan and purpose of the Macaroni Industry public relations program can be presented to the salesmen. At these meetings, all of the many confusing problems can be explained to the salesmen with sound suggestions which they can use in their everyday contacts with the trade.

Portfolios for presentation to dealers should be supplied to salesmen at these meetings which will identify the contributing members supporting the campaign and show what the program is doing for him and how he can take advantage of it in his own business.

The salesmen of contributing manufacturers can learn how the public relations program is helping them and their customers, and be given ammunition to demonstrate to dealers what the Macaroni Industry is doing to keep dealers supplied with something to sell.

The public relations counsel should be on call to any individual contributing manufacturer at any time the counsel can assist in any problem of a public relations nature in order to protect the best interests of the individual manufacturer as well as of the industry as a whole.

Many publicity opportunities exist for each and every individual manufacturer which can be used to promote the industry and the manufacturer. Through the publicity counsel every contributing manufacturer should be supplied with a publicity guide and handbook to acquaint him with publicity procedures and how he should take advantage of whatever opportunities present themselves for favorable publicity.

This current fortunate position of the Macaroni Industry can be used advantageously through the methods outlined in the foregoing to build for a solid future. We should be able to come out of this war with glowing opportunities for the expansion of our business, with much less to offer the public than we have used wartime circumstances to build their industries into much larger and more important operations. They have accomplished this mainly through aggressive and sound publicity and public relations.

Good examples of this are the cigarette and chewing gum industries. Before the last war both of these industries were not

as important as they are today. They saw an opportunity to establish new habits with the public during the last war. Promoting their interests through publicity, these new habits stuck and America emerged from World War I a nation of gum chewers and smokers.

The present war has a number of similar examples of industries taking full advantage of current good fortune to protect and build their futures.

Today the public knows a great deal more about the advantages of home insulation in terms of economy and comfort. They know and appreciate that insulation will give them 30 per cent more heating comfort—quite important during these days of fuel restrictions. These are lasting impressions which they will carry over for a long time to come and you can be sure that home insulation will be an accepted part of home construction in the future. Sound publicity and public relations work has been responsible for this greater public knowledge of insulation board.

The piano industry ten years ago facing extinction organized a public relations program that brought the industry back beyond its previous importance. Although pianos are not being manufactured for the duration, these forward-thinking businessmen are continuing this same hard-hitting public relations program to guarantee them a better place in the future national business picture.

It is up to us to look out for ourselves. With more people eating macaroni products, it is easy for us to teach them about the nutritional benefits of eating macaroni, spaghetti and noodles in interesting ways. We can tell people how to cook macaroni products to retain their full healthful and nutritional qualities. We can make people realize that macaroni products are not just a substitute in the diet to be dropped as soon as they are able to get other foods again. We can make people understand and appreciate macaroni products for the real nutritious foods they are and get them to serve them regularly in many intriguing ways that won't jade their appetites. We can make Americans a macaroni-eating, spaghetti- and noodle-eating people and do it with a minimum of expense.

Financing and Machinery

Being convinced of the worthiness, timeliness and urgency of such an activity, its financing and administering must be considered. It might be through direct contributions as in the case of the Meat Institute or the Potato Growers, or indirectly, on the basis of any plan that might be considered practical and feasible.

Let's do a little figuring as to cost and means, if the activity were to be financed by direct and voluntary contributions.

To do meager justice to the campaign outlined, at least \$25,000 should be made available each year.

The 1944 production of all types of macaroni products has been estimated at nearly one billion pounds. This figure might be too high to base plans on, so for safety's sake, let's count on an annual output of 600,000,000 pounds—the prewar production. If every manufacturer could be counted on to honestly contribute his pro-rata share on the basis of 600,000,000 pounds annual production, only ONE-HALF CENT PER ONE HUNDRED POUNDS would be needed to insure a fund of \$25,000.

Realizing that many firms are too small to bother with and that some of the larger firms might not go along, the basis sum of \$25,000 could easily be realized from a contribution of ONE CENT for every ONE HUNDRED POUNDS production.

There are many other ways in which the needed funds could be accumulated, even

(Continued on Page 16)

"DELIVERING THE GOODS" for Victory!

Wherever freight is moving, here or through allied or liberated territory overseas, in . . .

- ★ fast freights roaring through the night
- ★ fleets of giant trucks scorching the highways
- ★ full-speed-ahead ships of the Merchant Marine
- ★ mighty-motored cargo planes riding the skyways

Multiwalls are aboard . . . carrying and protecting essential commodities . . . their compact structure conserving priceless shipping space and delivering the goods for victory.



Multiwall Paper Bags are required for industrial shipments of food products, chemicals, fertilizers, and construction materials — for domestic use and overseas to our armed forces and civilian populations of allied nations and occupied countries.

MULTIWALL
MULTIPLY PROTECTION • MULTIPLY SALEABILITY
ST. REGIS PAPER COMPANY
TASBART CORPORATION

NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.
BALTIMORE 2: 2401 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.

IN CANADA:
BATES VALVE BAG CO., LTD.
Montreal, Quebec
Vancouver, British Columbia

Boston, Mass. Birmingham, Ala. Dallas, Tex. Denver, Colo.
No. Kansas City, Mo. Los Angeles, Calif. New Orleans, La.
Franklin, Va. Seattle, Wash. Nazareth, Pa. Toledo, Ohio

National Institute Corner

(Continued from Page 14)

by assessments at the sources of supply, but the above figures emphasize the smallness of the contribution that might be expected whatever the plan of financing.

The public relations activity can be administered very simply.

Large and small manufacturers should be represented in the governing body of the National Macaroni Institute. The allied industries should be invited to participate in the support and direction of the program. The common interest of continuing good business should be the strong bond between all supporters of this industry effort to insure the successful operation of this plan.

In reality, whatever your assessment may amount to, direct or indirect, it is a very small sum when considered as a solid investment for the future growth of the Macaroni Industry. Most of us are enjoying more business, which should put us in a better position to do something to help us maintain our good business and build for more business in the future.

Now is the time to launch this undertaking. We should plan to start it off immediately. The sooner we get started on this activity, the stronger our position will be when we are once again able to expand our facilities to handle the increased business which will result from this co-operative effort.

The Time Is Right—NOW!

Editor Appreciates

Janet Thatcher, assistant Editor, Food Department, *Better Homes & Gardens*, Des Moines, Iowa, on September 14, wrote Managing Director M. J. Donna of the National Macaroni Institute, in part as follows:

"Thank you, Mr. Donna, for the very informative material on macaroni products sent us recently. We are formulating the material for the chart so it will be ready to roll when we can use it.

In the meantime, I know you'll be interested to know our February (1945) 'Cooks' Round Table' will feature macaroni products recipes."

"Spaghetti With Tomato Sauce"

Wins Children's Acclaim in Contest

In a nationwide survey sponsored by the American Spice Trade Association last spring, "Spaghetti with Tomato Sauce" won outstanding approval by the children of America over twelve other children's favorites listed in a questionnaire sent by 88 newspapers located in 84 cities in 28 states, to 1,529 families with 3.9 members per family. The group surveyed was composed of 3,797 adults and 1,296 children. Of the group, 22.9 per cent were in the upper income bracket, 63.9 per cent in the average income group and 13.2 per cent in the lower income class.

To the question, one of sixteen propounded, in the questionnaire—"If you have children, check any of the following thirteen items they like best" . . . "Spaghetti with Tomato Sauce" won top honor, outstripping the other twelve food items listed. Commenting

on the result of the survey, the sponsors say:

"Appetite appeal for children is just as important as for adults. Parents, especially mothers, know that children like dishes in which spices are used."

Many of the women reporting checked as many as ten out of the 13 items listed as being the favorites with their children—but like Abou Ben Adam—"Spaghetti with Tomato Sauce" led all the rest.

Another

Contributor

. . . Stokely Brothers & Co. . . .

Between the time of the mailing of the list of contributors to the National Macaroni Institute products promotion and consumer education fund and its printing in the September issue, a liberal contribution was made by Stokely Brothers & Co., Indianapolis, Ind., and which we herewith acknowledge, with thanks.

Incidentally, plans for the Fall promotion are about ready for release . . . and the opportunity to contribute in support of the work of the Institute remains open to all friends of the Industry. Good use will be made of every cent donated.

A 4th

Edition (?)

The question arises—Shall there be a FOURTH EDITION of the "Americanized Macaroni Products" booklet?

Apparently many feel that they can make good use of the information, data and recipes this fine beautifully-illustrated booklet contains and have asked for a supply. The supply of this booklet is exhausted—all of the First, Second and Third editions.

A survey is being made by the managing director of the Institute to ascertain how extensive is the demand so as to determine whether or not the printing of the Fourth Edition is practical.

If interested in obtaining quantities of this booklet, please make known your wishes. If you have not seen a copy of the booklet in question write for one.

Surplus Foods Disposal

In an effort to help speed the disposal of surplus foods made available by the war agencies and avoid glutting the normal channels of distribution, a daily listing of the surplus foods the War Food Administration intends to resell to the food industry has just been launched by the *N. Y. Journal of Commerce*.

Already, canned and processed foods, meats, dairy products and other food-stuffs in quantities ranging from cases to carloads are being offered for resale through the WFA. Current WFA policy is to give first call on surplus food offerings to the original vendor.

If he turns it down, the competing vendors are offered the surplus goods. And the unsold balance, if any, is then offered to wholesalers, retailers and other distributive interests.

Three "Betty Crocker" Recipes

General Mills to Sponsor Macaroni-Spaghetti-Egg Noodle Radio Broadcast, Oct. 20, 1944

Friday, October 20, over thirty-eight stations on a coast-to-coast hookup, Betty Crocker, General Mills' "First Lady of Food," will introduce VICTORY SPAGHETTI DINNER to her radio audience of 6,000,000 housewives. It's a tempting, delicious one-dish meal that's sizzling hot with both appetite and sales appeal.

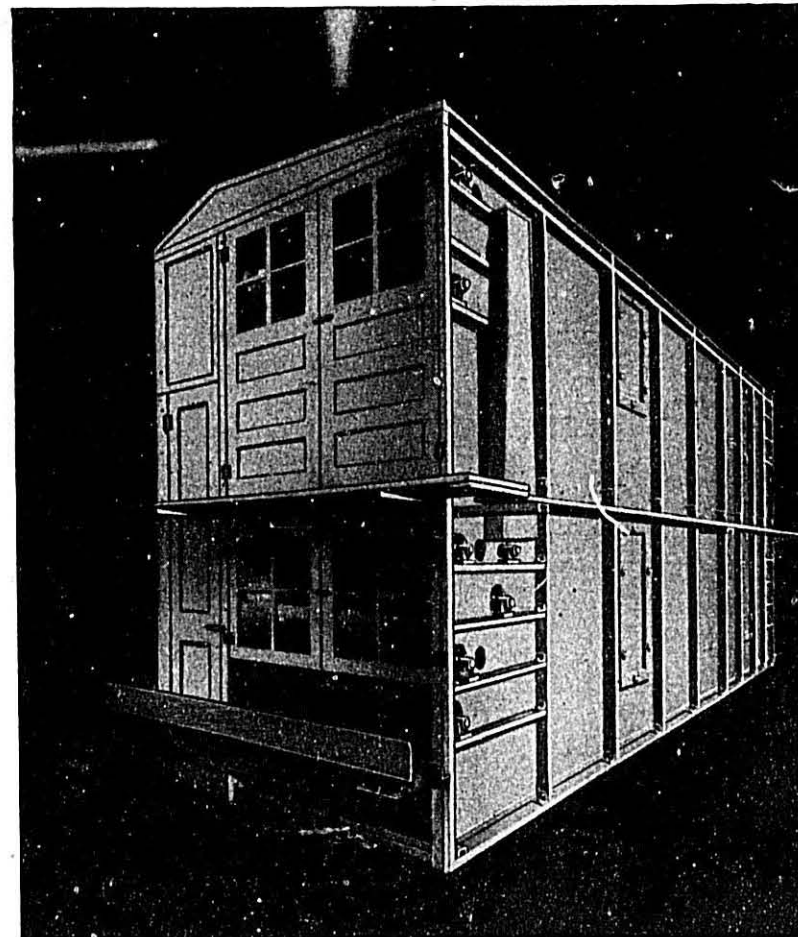
Macaroni, spaghetti and egg noodle manufacturers have been advised to tune in on the nation-wide broadcast of a new Betty Crocker story on their products on Friday, October 20. Also to make suggestions for the improvement of future releases of this nature. In addition, a four-color advertising will appear in the national magazines which are expected to be on the news stands about that date.

Interesting to macaroni-noodle manufacturers is the announcement, in connection with the magazine advertising, by an executive of General Mills to the effect that—"We believe that this is the first time that such support has been attempted in the interest of the macaroni industry. Further, we believe that all will be interested in knowing that to check the value of this copy, we arranged for a company that specializes in this work to make a survey of the number of women receiving the magazines containing our copy who read the ad and also whether or not they merely glanced at it or actually read it. Those figures show that 36 per cent of the women who saw the ad read most of it. This is an extremely high percentage of readership and indicates the housewife's interest in macaroni products."

The ad referred to appears elsewhere in this issue. Housewives are urged to "Give your ration books a rest with macaroni, spaghetti and noodles" and gives a selected recipe for each of these three types. Manufacturers are truly appreciative of this co-operative service, giving favorable publicity to this really fine food, and will be pleased to know that it is General Mills' intention "to continue supporting the macaroni industry with more such nation-wide broadcasts and promotions."

The nursery of many of the ducks, geese, swans and other migratory waterfowl that make their winter homes in the United States is in Canada; co-operation in wildlife conservation between these two countries is therefore important.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

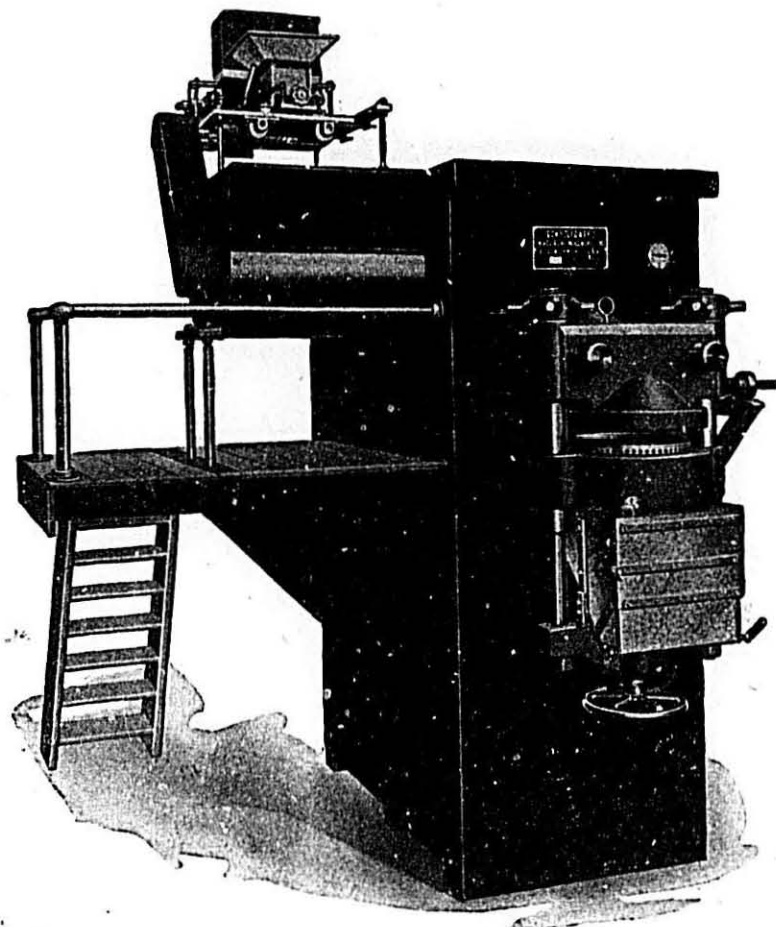
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

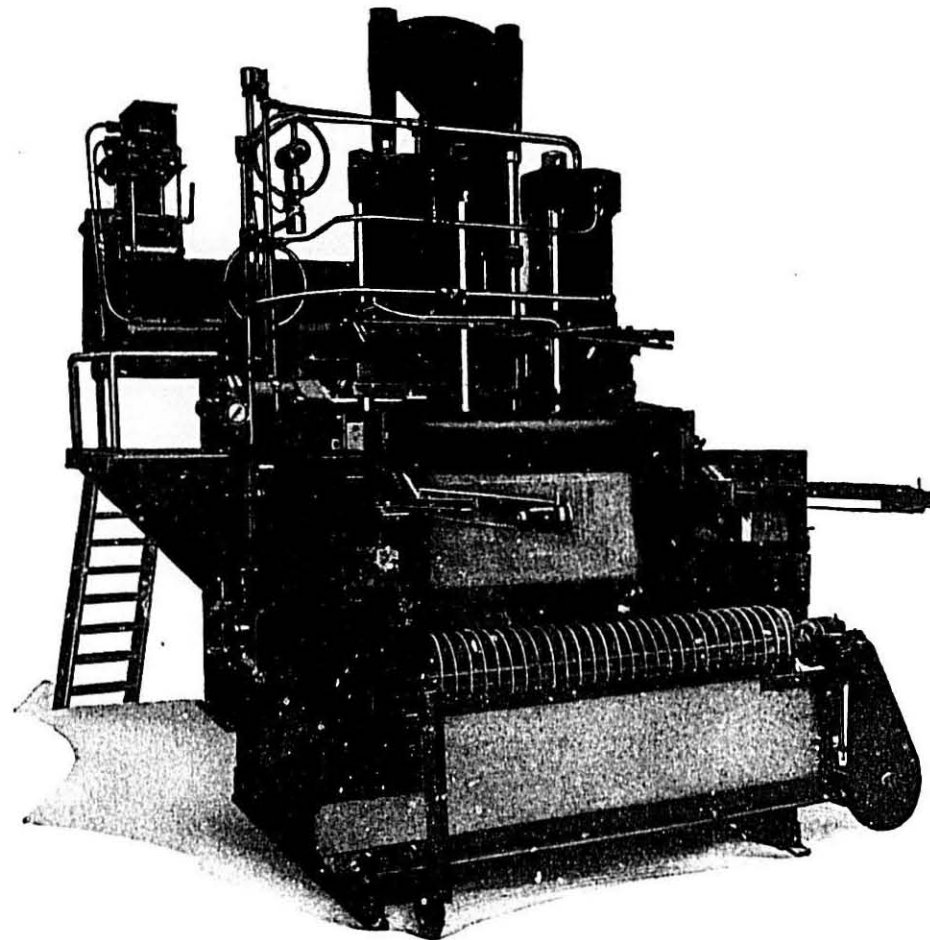
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

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

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

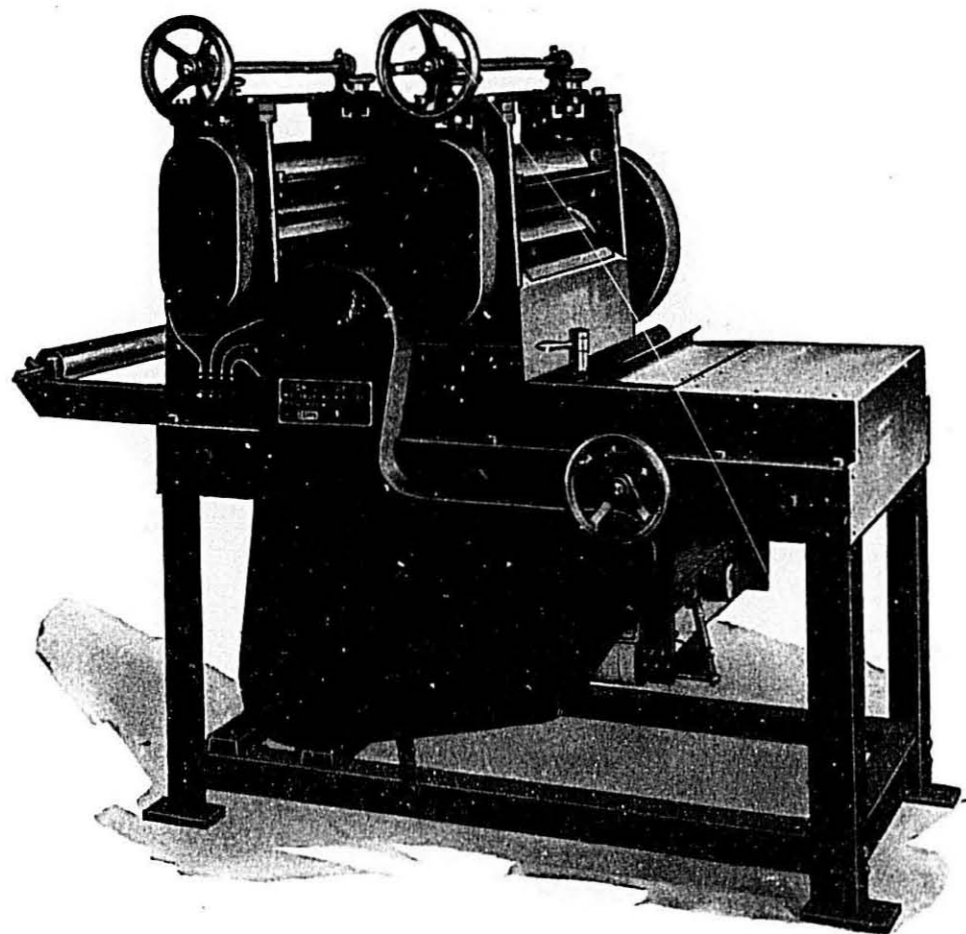
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Care for Work Garments

Remember, girls—when the starting bell rings, or the factory whistle blows, don't get the idea you're a smoke-eater and climb into your work garments like a hook 'n' ladder tillerman going to a four-alarm fire.

There's no need to rush. You're not going anywhere, except to your task, probably only a few feet away. If you burst a seam or recklessly tear holes in your service clothing that can't be mended, you run the risk of probably soon working in your own private garments and not the clean, sanitary costume provided for you through the linen service industry at your employing plant.

That is the warning given to feminine workers by the Linen Supply Association of America, representing linen suppliers who provide more than eighty per cent of all factory and personal service garments rented in America today.

The linen suppliers' constant admonition is not, they say, so much a matter of financial loss, though that is considerable in an industry with a two-million dollar aggregate turnover, but garments in current use, unless carefully handled, cannot be replaced under any circumstances. The War Production Board has earmarked all cotton textiles coming from the mills

for the next three months for war use.

So, girls—when you're about to start your working day, or get ready to "punch out," remember—the longer your plant garments hold out, the longer your own property will be available for after-work use. Anyway, what girl wants to work in her own clothes, as long as the nice work clothes are provided through members of the Linen Supply Association of America.

Counting Calories

Discussing food needs for the human body's energy, Dr. H. C. Sherman, nutrition authority of Columbia University, formerly of the U. S. Department of Agriculture, says that a helpful fact to remember is that an average man sitting still spends about 100 calories of energy an hour.

The "yardstick of good nutrition" provides for 2,500 calories from food as a daily allowance for a sedentary man, 3,000 for a moderately active, and 4,500 for a very active man. Women are estimated to have four-fifths of the body weight of men, and their corresponding allowances are: Sedentary, 2,100; moderately active, 2,500; very active, 3,000 calories. Those who eat food supplying more calories than they need often gain unwanted weight.

Healthy children should be active, and the "yardstick" allows them from 1,200 calories a day at one year to 3,800 calories for fast-growing boys of from 16 to 20 years.

Energy is provided for proteins, fats, and carbohydrates in foods.

Although it must never be forgotten that the body needs nutrients, other than those that merely furnish energy, the 100-calorie measure is often convenient in checking over food needs for the day. Too high a food calorie intake for the amount of energy expended leads to overweight, and for normal persons, says Dr. Sherman, the principle of controlling body weight is to eat just liberally enough to have the body weight one wants.

No WFA Beans

Because sufficient quantities of dry edible beans are now available from the current crop for civilian needs, the War Food Administration has withdrawn its offer to sell to country shippers or processors, or dealers, approximately 600,000 bags of dry beans.

As it pointed out when the offer was made, WFA does not have a surplus of dry beans, but to make beans available to civilians until adequate supplies from the new crop had been harvested, the 600,000 bags were released from Government stocks.



PLAN YOUR PLANT DRIVE NOW!

Good organization will be needed to sell the 6th. The task of raising the huge sum required will be the most difficult ever asked of Industry. As each new military success brings us closer to Victory, the public naturally will feel that the urgency of war financing is lessened—whereas it isn't. So organize now to prevent a letdown on the home-front from causing a letdown on the fighting front. Build your plant's payroll campaign around this fighting 8-Point Plan. You don't have to wait for the official Drive to start—swing into action NOW!

- 1 BOND COMMITTEE**—Appoint a 6th War Loan Bond Committee from labor, management and each representative group of the firm.
- 2 TEAM CAPTAINS**—Select a team captain, for each 10 workers, from men and women on the payroll—but not in a supervisory capacity. Returned veterans make most effective captains.
- 3 QUOTA**—Set a quota for each department and each employee.
- 4 MEETING OF CAPTAINS**—Give a powerful presentation of the importance of the work assigned to them. Instruct them in sales procedure. Have them carefully study the Treasury Booklet, *Getting the Order*.
- 5 ASSIGNMENTS**—Assign responsibilities for:
 - (a) Music, speeches and announcements of the opening rally.
 - (b) Pre-drive letter to employees from management and labor.
 - (c) Competitive progress boards.
 - (d) Meeting schedules, etc.
- 6 CARD FOR EACH WORKER**—Dignify each personal approach with a pledge, order, or authorization card made out in the name of each worker. Provide for a cash purchase or installment pledge. Instruct each captain to put a pencil notation on the card to indicate the subscription he expects to solicit from each worker.
- 7 RESOLICITATION**—People don't mind being asked to buy more than once. Resolicit each employee toward the end of the drive in a fast mop-up campaign. Call upon your State Payroll Chairman; he's ready with a fully detailed plan—NOW!
- 8 ADVERTISE THE DRIVE**—Use all possible space in the regular media you employ to tell the War Bond story.

The Treasury Department acknowledges with appreciation the publication of this message by

THE MACARONI JOURNAL

This is an official U. S. Treasury advertisement prepared under the auspices of Treasury Department and War Advertising Council

New ideas . . . More colorful and intriguing designs . . . More convenience and protection . . . These are the attributes which the successful postwar package must have . . . And the time to plan those new packages is NOW !

Printed Cellophane, Pliofilm, Glassine, Aluminum Foil, Coated and Laminated Papers, in all forms including Sheet Wraps, Rolls, Pouches, or Specialty Bags. * Revelation Bread Wraps, Specialty Folding and Window Cartons, Counter Displays, Simplex Pie and Cake Units.

MILPRINT Inc.

PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

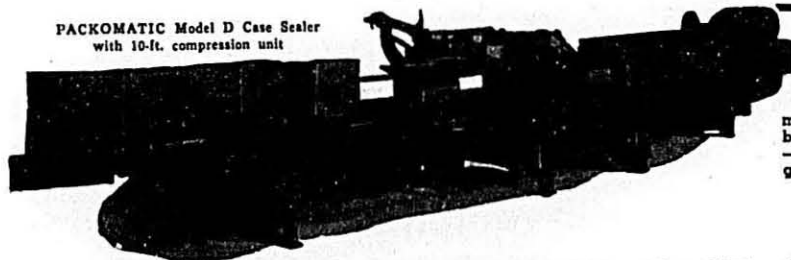
PLANTS AT MILWAUKEE • PHILADELPHIA • LOS ANGELES

SALES OFFICES IN: SAN FRANCISCO
CHICAGO • NEW YORK
PHILADELPHIA • LOS ANGELES
BOSTON • ATLANTA • ST. LOUIS
MINNEAPOLIS • CLEVELAND
CINCINNATI • PITTSBURGH • DALLAS
INDIANAPOLIS • GRAND RAPIDS



SPECIALISTS IN DISPLAY PACKAGE DESIGN AND DEVELOPMENT

PACKOMATIC Model D Case Sealer
with 10-ft. compression unit



Requests for information in regard to PACKOMATIC experience and equipment incur no obligation to buy. Write, wire or phone—depending upon the urgency of your situation.

PACKOMATIC SHIPPING CASE SEALERS

... For Postwar Packaging

PACKOMATIC'S war service record will be exceeded only by the job it is ready to do in the increasingly competitive era that is bound to follow the Peace.

In hundreds of plants throughout the Nation, PACKOMATIC equipment is helping speed the increased demand for essential foods to their global destination. The needs of our armed forces, our allies, and of the civilian population are being met more quickly, more efficiently, and

more economically—thanks to PACKOMATIC.

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

- ★ Fully Automatic
- ★ Automatic Case Feeder
- ★ No Operator Required
- ★ Positive Control Glue Skip
- ★ Positive Case Squaring
- ★ Operates Any Desired Speed
- ★ Quickly Adjustable
- ★ Sturdy Construction
- ★ Easy to Keep Clean
- ★ Low Maintenance Cost
- ★ Save 50% Adhesive
- ★ The Original Case Sealer
- ★ Hundreds in Use
- ★ Details Without Obligation

PACKOMATIC

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

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

Death of Vito Viviano

Vito Viviano, a pioneer manufacturer of the St. Louis area, died at his home at 6948 Washington Boulevard, St. Louis, Mo., on September 7, 1944, of a kidney ailment. At the time of his death he was president of the V. Viviano & Brothers Macaroni Manufacturing Co., 1022 No. 7th St., St. Louis, which he, with his brother Peter, established in 1903.

Known as the "Macaroni King," Viviano, a native of Terrasini, Italy, came to this country in 1900 and he and his brother, Peter, established their company in 1903. He was knighted by the King of Italy as a Cavaliere in 1925, for assisting the American Red Cross and helping Italian people in St. Louis during World War I.

The children of his deceased brother, Peter, whom Mr. Vito reared, are now the new owners of the plant and firm. They are:

Peter R. Viviano, Frank R. Viviano, Vito Viviano, Mrs. Madelyn Lo Piccolo, Mrs. Paul L. Piccione and Mrs. Michael J. Ebling.

Among other leading macaroni manufacturers who are members of the Viviano family, all cousins of Vito Viviano, are the following:

Joseph Viviano, Kentucky Macaroni Co., Louisville, Ky.

Sam Viviano, S. Viviano Macaroni Co., Carnegie, Pa.

Vito Viviano, Viviano Bros. Macaroni Co., Detroit, Mich.

John Viviano, Oak Park, Illinois.

Shellmar Earns "E" Award

Shellmar Products Co., Mt. Vernon, Ohio, supplier of many cellophane and similar flexible materials for consumer packaging to macaroni-noodle manufacturers, was recently awarded the Army-Navy "E" Flag and Emblem privileges for meritorious and distinguished service to the country in time of need.

The ceremony of presentation of the award was attended by hundreds of employees, relatives and friends, as well as leading officials of the Army and Navy. In accepting the award, president B. W. Martin of the Shellmar Company said:

"It is with a great deal of pride that I accept for the men and women of Shellmar here at home and for the 216 Shellmar men and women now in the military service of our government, this Army-Navy Award for out-

standing production achievement. We accept this award with a feeling of having done a job well—and we will continue to conduct ourselves in such a manner as to deserve and earn added stars to the "E" flag for which we will be eligible in the months to come.

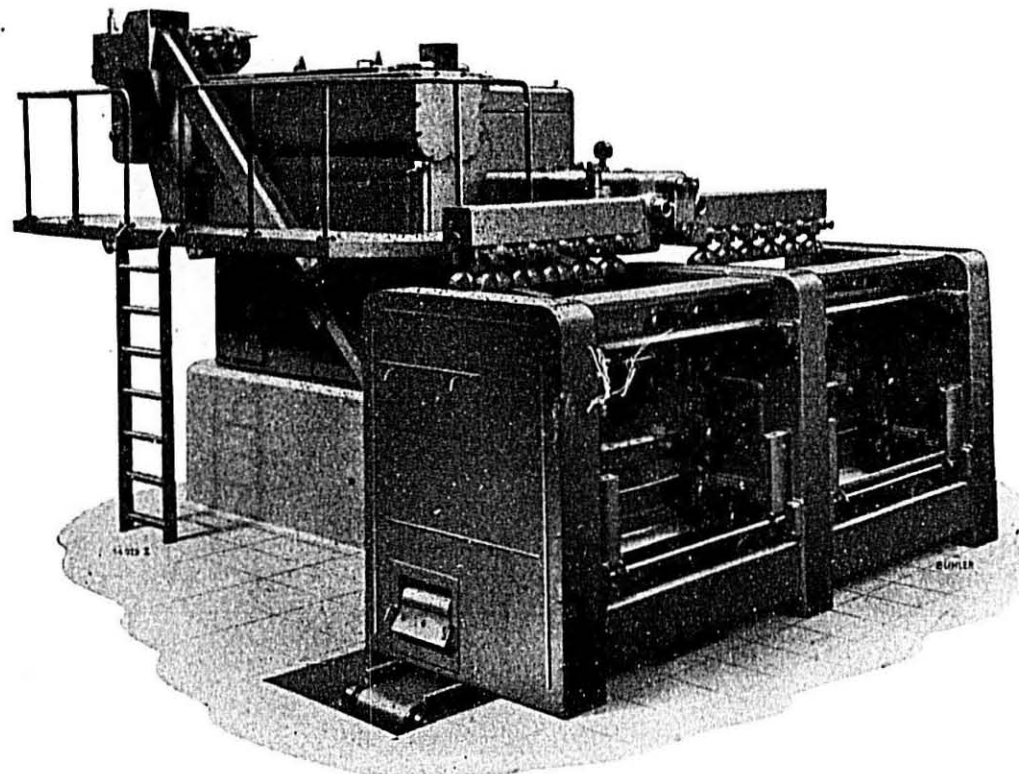
In making the presentation, Lt. Commander A. E. Heiser, USNR Resident Inspector of Navy Materiel, said:

"For their unflagging spirit of patriotism—by their acceptance of high responsibilities above and beyond the call of duty—by the skill, industry and devotion they are showing on the production front of the greatest war in history—the men and women of the Shellmar Products Company are making an enduring contribution not only to the preservation of the United States of America but to the immortality of human freedom itself."

The company has prepared a beautiful brochure as a memento of the presentation ceremony, a copy of which they will gladly send to all macaroni-noodle manufacturers requesting one.

Farm accidents in the United States take about 20,000 lives a year and injure some 2,000,000 others; farm machinery, livestock, slips and falls are the principal causes.

BUHLER



CONTINUOUS PASTE GOODS PRESS
WITH
FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1944

BUHLER BROTHERS

INCORPORATED
NEW YORK

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

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

30,000 Macaroni Packages a Day Sealed Automatically with this Low Cost



30,000 macaroni packages sealed automatically in 8 hours
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, N. J.



Adjustable CARTON SEALING MACHINE

CECCO offers you a low-cost machine which automatically and simultaneously seals both top and bottom flaps on 30,000 various sized macaroni cartons in an 8-hour day. Machine is adjustable in one minute for ANY size carton and for both long and short cut products. It also acts as a conveyor to permit single handling from scale to case. Machine will pay for itself in first year by reducing your labor costs. Maintenance is negligible. Write for details.

Liquid, Frozen and Dried Egg Production

August, 1944

Egg breaking and drying continued at relatively high levels during August, the Bureau of Agricultural Economics reported. During August, 133,426,000 pounds of liquid eggs were produced, compared with 69,086,000 pounds in the same month last year. Of the total production 105,741,000 pounds were dried, 24,450,000 pounds were frozen, and 3,235,000 pounds were used for immediate consumption.

Egg-drying plants during August operated at near capacity, with production of dried eggs totaling 34,507,000 pounds, compared with 31,517,000 pounds during July and 16,169,000 pounds in August last year. Production from January through August totaled 245,774,000 pounds, compared with 175,471,000 pounds during the same period last year—an increase of 40 per cent. Contracts with the War Food Administration for dried eggs from January 1 through September 18 totaled 228,647,590 pounds.

Fairly large quantities of liquid egg from frozen eggs and storage shell eggs are now being used for drying to supplement the liquid produced from fresh shell eggs. During August, li-

quid from 23,160,000 pounds of frozen eggs and 452,000 cases of storage shell eggs was used for drying.

Production of frozen eggs during August was comparatively large. Production totaled 24,450,000 pounds, compared with 15,728,000 pounds in August last year—an increase of 55 per cent. The production of frozen eggs during the first 8 months of this year totaled 475,890,000 pounds, compared with 405,303,000 pounds during the corresponding period last year—an increase of 17 per cent.

Frank P. Viviano Elected President

Frank P. Viviano has been elected president of V. Viviano & Bros. Macaroni Manufacturing Co., Inc., St. Louis, Mo., to succeed the late Vito Viviano. He has been associated with the company in various executive capacities for fifteen years and is well acquainted with its policies which will be continued with needed variations to conform with current business trend.

He is the son of Peter Viviano, a former executive of the company who died many years ago. His uncle, the late Vito Viviano, a bachelor, raised and educated him and other fatherless children, later placing him in an

executive position in the firm, training him for the position to which he was recently elected. He first worked in the production department, then took over sales duties, and later, executive direction of the firm.

In January, 1944, he represented his firm at the midyear meeting of the National Macaroni Manufacturers Association, and henceforth will direct his firm's Association activities.

Death of Frank X. Hogan

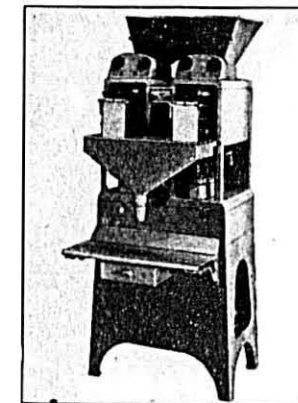
Frank X. Hogan, vice president and general sales manager of the Container Company, a division of Continental Can Company, died suddenly while on vacation in Monroe, New York, on September 30 at the age of fifty-five.

Mr. Hogan joined the Container Company in 1930 as Eastern sales manager. Prior to that he had been with the Robert Gair Company of New York and the A. George Schulz Company of Milwaukee.

Early in his career he was a member of the New York Police Department, and in that capacity was awarded membership in the Department's Honor Legion. He was a sergeant with the U. S. Army Tank Corps in World War I. He was born and educated in New London, Connecticut.

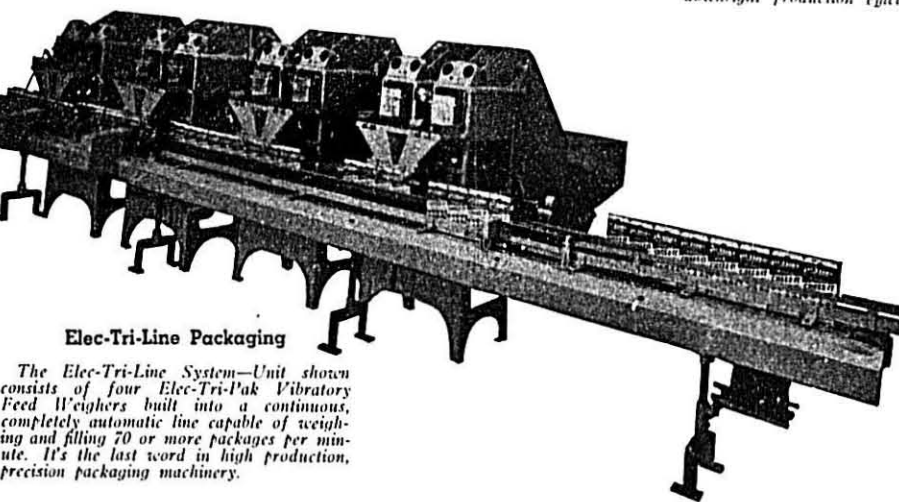
A COMPLETE LINE OF PACKAGING EQUIPMENT ...Keyed to the Macaroni Industry

For years Triangle has pioneered in the development of packaging machinery specially to meet the requirements of the macaroni industry. Because of this, Triangle machines enjoy a reputation as "standard" for packaging many macaroni products. Development and refinement of Elec-Tri-Pak Vibratory Feed Weighers has further enhanced this reputation, and today Triangle can promise you that after the war there will be a sensational new Elec-Tri-Pak for packaging macaroni products.



Model N2A Elec-Tri-Pak

The finest and most accurate weigher for macaroni products ever manufactured. No other weigher can approach the Elec-Tri-Pak for flexibility, quick change-over, self-cleaning and downright production efficiency.



Elec-Tri-Line Packaging

The Elec-Tri-Line System—Unit shown consists of four Elec-Tri-Pak Vibratory Feed Weighers built into a continuous, completely automatic line capable of weighing and filling 70 or more packages per minute. It's the last word in high production, precision packaging machinery.



TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO 51, ILLINOIS

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

Denver; Cleveland; Birmingham;
Framingham, Mass.; Montreal, Can.

Alex Graif Retires

Alex Graif, veteran Durum department representative for King Midas Flour Mills, was guest of honor recently at a farewell party given for him in Minneapolis at the home of W. M. Steinke, vice president of the company. Graif, who is leaving Minneapolis to make his home in Pasadena, California, will represent King Midas on the West coast. In addition to many tributes for his loyalty, his sincerity, and his fine spirit of cooperation, Mr. Graif received a suitably inscribed gold watch from the company.

Starting with King Midas 32 years ago as a salesman in Wisconsin and Minnesota, Alex Graif has made a major contribution to the growth and progress of the King Midas Flour Mills. For the past 17 years he has served in the Durum department as Home Office Representative, in which capacity he has traveled throughout the country contacting leading macaroni manufacturers.

Always popular with associates and customers alike, Alex Graif has long enjoyed a fine standing with the trade.

He will be succeeded by L. S. Swanson, associated with King Midas for 20 years, of which the last year and a half have been in the Durum department.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1944	1943	1942	1941
January	721,451	855,975	711,141	561,940
February	655,472	885,655	712,770	603,964
March	692,246	963,387	680,224	565,917
April	608,947	793,866	528,308	519,277
May	704,071	750,963	523,110	453,997
June	656,214	723,733	501,168	499,392
July	716,957	648,356	591,338	531,119
August	889,515	758,903	583,271	511,366
September	895,527*	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

*Includes Semolina milled for and sold to United States Government

*Subject to revision when delayed reports are received.

A.T.A.E. Convention

Announcement has been made of the time and place of the national convention of the American Trade Association Executives in which the National Macaroni Manufacturers Association holds a membership through its secretary, M. J. Donna. The convention time has been reduced to two

days, Thursday and Friday, November 9 and 10. It will be held at Hotel Pennsylvania, New York City, and will be open to all secretaries, managing directors and chief executives of all trades organizations.

Plans are under way to honor the twenty-five year members in some way. Secretary Donna is a charter member of ATAE, having personally attended the organization meeting in Lenox, Mass., in 1920.

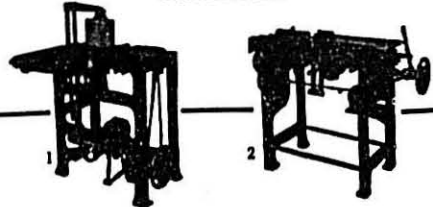
Vitamin C Grows On Bushes

Because bush fruits, both raw and cooked or canned, are high in vitamin C, the U. S. Department of Agriculture urges home gardeners to plant varieties suitable to their areas to improve family diets. In some parts of the country there is still time to set out bush fruit plants before winter. Where freezing has already stopped fall planting, bush fruits may be listed among the "firsts" to plant in the home garden next spring. The county agricultural agent can advise on varieties and best planting time for each area.

The Department gives vitamin values for several widely grown bush fruits. A common serving of each fruit—from half a cup to a cupful of fresh raspberries, blackberries, or dewberries—will supply 20 to 35 milligrams of vitamin C. This is about one-third to one-half of the daily requirement of 70 milligrams for an adult. A serving of raw blueberries supplies 16 to 23 milligrams; of red currants 25 to 45; of gooseberries 15 to 75 milligrams of vitamin C.

Even the cooked or canned berries have a relatively high vitamin C content. For canned raspberries this may be as high as 25 to 31.5 milligrams in 100 grams (one serving) of fruit; red currant jam, 13; canned gooseberries, 17.8 to 28.5. These values compare with 30 to 70 milligrams for fresh oranges and 35 to 85 milligrams for fresh strawberries. Strawberries are one of the easiest fruits to grow at home. They yield one year after planting. Many gardeners will find their high vitamin C value an added reason for planting strawberries.

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 on to the conveyor belt where they are carried to be filled. Can be made adjustable.

2. This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable.

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

Donald D. Davis Heads Paper Company

Donald D. Davis, former President of General Mills, Inc., Minneapolis, has resigned his position as Vice Chairman of the War Production Board in Washington to accept the position of Executive Vice President of Minneapolis and Ontario Paper Company.

He will assume his new duties about November 1. There is a rumor to the effect that he is being groomed for the Presidency of the firm, when the stockholders hold their annual meeting next May. If the plan goes through as outlined, he will succeed R. H. M. Robinson, who has served as President of the Paper Company since its reorganization in 1941. The latter will become Chairman of the Board of Directors.

DuPont Promotions

Charles M. Switzer, director of cellophane production since 1935, has been appointed director of nylon production, E. I. du Pont de Nemours & Company announced today in a group of four organization changes effective October 1.

J. F. McCune, superintendent of the cellophane plant at Clinton, Ia., succeeds Mr. Switzer as director of cellophane production, and F. W. Barkley, assistant superintendent at Clinton, replaces Mr. McCune as superintendent. D. B. Campbell, assistant superintendent of the cellophane plant at Buffalo, N. Y., is promoted to superintendent of the plant. He takes over the duties of A. T. Twing, who is on an extended leave of absence.

Mr. Switzer, who is 54, succeeds E. F. du Pont, recently named assistant manager of the Acetate Rayon Division. A graduate of Washington and Lee University, Mr. Switzer was born at Ruddle, W. Va. He was employed by the du Pont Company as a chemist and a plant supervisor from 1915 to 1921. After an absence of four years, he rejoined the company in 1925 and was occupied in rayon production until 1930 when he was transferred to the Cellophane Division.

A native of Volant, Pa., Mr. McCune, who is 53, studied at Westminster College. He joined the du Pont Company in 1916. After 15 years in the Explosives Department, he was transferred to the Cellophane Division in 1931 and has been in charge of the Clinton plant since 1940.

Mr. Barkley, who is 40, is a native of Wilmington and a graduate of the University of Delaware. Employed by the du Pont Company in the Engineering Department from 1927 to 1931, when he joined the Cellophane

Division, he was appointed assistant superintendent at Clinton two years ago.

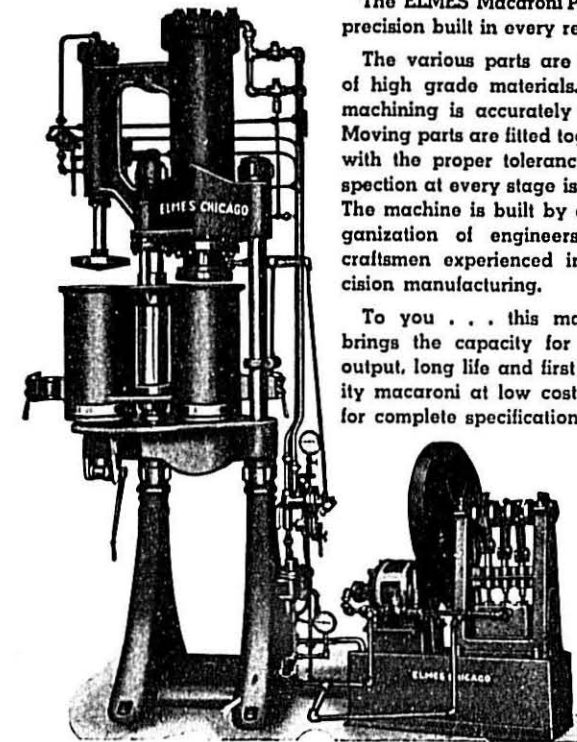
A graduate of Oregon State College, Mr. Campbell was born at Peru, Ind. He joined the du Pont Company in 1926 and spent five years in the Explosives Department before his transfer to the Cellophane Division in 1931. Transferred to the Remington Arms Company in 1941, Mr. Campbell succeeded Mr. Twing as works manager of the Denver Ordnance Works, operated by Remington, and returned to the Cellophane Division last April. He is 43 years old.

Factory Damaged By Fire

The small macaroni factory operated by Valentino Giambona at Mechanicsville, New York, was badly damaged by fire of unknown origin on September 16. The fire was confined to the first floor of the plant located at 804 Broadway.

By agreement between the two countries the United States will buy all pyrethrum flowers grown in Brazil not needed for domestic insecticides.

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
MAYHEW 5078

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

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Broadwood, Illinois

TRADE MARK REGISTRATIONS GRANTED

(Act of February 20, 1905)

Mazurka

"Mazurka" is the trade mark of Louis Milani Foods, Chicago, Ill., for use on noodle soup mix with chicken fat. It was filed on June 12, 1944, and was published July 25, 1944, bearing serial No. 471,159.

The mark consists merely of the name in outlined figures. Its registered number is 409,391.

The announcement of the registration appeared in the October 3, 1944, issue of the *Official Gazette*.

Soyetti

"Soyetti" is the trade mark of The Quaker Oats Company, Chicago, Illinois, for wheat and soy spaghetti product. It was filed on March 3, 1944, and was published in the July 4, 1944, issue of the *Official Gazette*, bearing serial No. 467,948, and claiming use since December 1, 1943.

The mark consists merely of the name in heavy type. Its registered number is 409,044.

The announcement of the registration appeared in the September 12, 1944, issue of the *Official Gazette*.

TRADE MARK REGISTERED (Not Subject to Opposition)

"Noodlette" is the trade mark of Capital Macaroni Company, Inc., Jersey City, New Jersey, for use on noodles. It was filed on May 31, 1943, claiming use since May 18, 1943, and bearing serial No. 461,040.

The mark consists merely of the name in broken letters. It's registered number is 409,274.

The announcement of the registration appeared in the September 26, 1944, issue of the *Official Gazette*.

TRADE MARK REGISTRATIONS RENEWED

College Inn

"College Inn" is the trade mark of College Inn Food Products Company, Chicago, Illinois, a corporation of Illinois, for use on canned food products—namely, chicken noodle soup, boned chicken, chicken-liver spread, jellied tomato bouillon, cream-of-tomato soup, chop suey, chile con carne, cream spaghetti with mushroom, chicken a la king, chicken broth with rice, and deviled chicken; bottled mayonnaise and thousand island dressing, and a sandwich spread made from minced ham, pickles, olives, and mayonnaise dressing. The trade mark was registered February 3, 1925, and will be renewed February 3, 1945.

The announcement of the renewal appeared in the October 3, 1944, issue of the *Official Gazette*.

TRADE MARK REGISTRATIONS RENEWED

Silver Rey

"Silver Rey" is the trade mark of Pacific Wholesale Grocery Company for canned macaroni, spaghetti, and

other food products. It was registered September 23, 1924, by Pacific Wholesale Grocery Company, and renewed September 23, 1944, to Pacific Wholesale Grocery Company, Los Angeles, California, a firm, successor. Its registered number is 189,530.

The announcement of the renewal appeared in the September 12, 1944, issue of the *Official Gazette*.

All types
Soy Flour
for macaroni
products

SOY adds healthful proteins to macaroni products. Texture and eating qualities are excellent. Let us help you use Kellogg SOY for high-protein macaroni products.

The patented process at Spencer Kellogg brings you soy flour at its best. Kellogg SOY is mild—uniform in texture—easy to use.

SPENCER KELLOGG

and Sons, Inc.

Soy Flour Division
DECATUR 80, ILL.

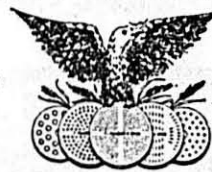
HOLDING FIRST PLACE

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

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

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

Makers of



Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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

Mill Representative's Daughter a Bride

Announcement has been made of the marriage of Miss Jacqueline Spagnol, daughter of Mr. and Mrs. Jack Spagnol, Semolina and Durum Products Salesman, Pittsburgh, Pennsylvania. The groom is Dr. Richard H. Jablonski of Pittsburgh.

Mr. Spagnol is a regular attendant at conventions of the Macaroni Industry, and his daughter Jacqueline occasionally accompanied him to these gatherings. She is a graduate of Seton Hill College and did postgraduate work at Middleberry College. Dr. and Mrs. Jablonski will reside at Crafton, Pennsylvania.

OPA Sues for \$3,000,000

The St. Louis Office of Price Administration has filed suit against the Ralston Purina Company in the Federal Court of that city seeking \$3,000,000 damages for alleged overcharges on sales of mixed feeds.

The OPA asked an accounting of sales aggregating 1,000,800 tons of such feeds and a permanent injunction on which the complaint was based.

The Company, following the announcement of the suit on August 29, issued a statement to the effect that as of that date it had received no official notice of the suit, denied the allegations, and stated that it would defend its position aggressively if the suit develops.

Expect Increased Merchandising Activities

Civilian food consumption, following a steady climb between 1940 and 1943, is now only slightly higher than the prewar level, but the nation's menu has undergone a decided change, said M. Crawford Pollock of the Cellophane Division, E. I. du Pont de Nemours & Co.

The present situation indicates a period of record-breaking merchandising activity immediately following the war, based on a study now being made by the Du Pont Company.

Rationing and shortages have brought revolutionary changes in the distribution of food. According to government surveys, bakery products, poultry, eggs and potatoes, for example, have increased materially in the consumption volume, while fresh, canned and dried fruits, fish in all forms, and cheese show substantial losses in percentage of sales.

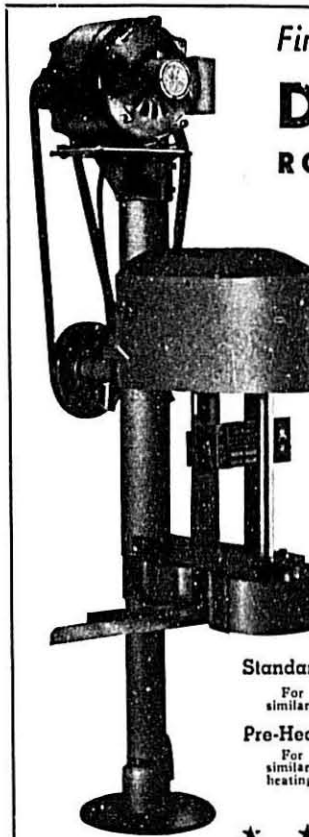
These surveys further point out that total civilian food consumption climbed steadily from 1940 to 1943, but point rationing and allocation brought consumption down again so

that by the end of last year it was only fractionally higher than in 1940.

As food distribution resumes its normal course, tremendous merchandising problems will be imposed on manufacturers and distributors. Those who have made gains must employ real strategy to prevent sharp declines, while those having lost position may be expected to indulge in every type of high-pressure promotional offensive to secure their objectives. Advertising, salesmanship and packaging will be important factors.

Correction

Apologies are due Mr. J. M. Waber, John F. Diefenbach and other co-operating executives of Amber Milling Division, Farmers Union Grain Terminal Association for incorrectly substituting the name "American" for "Amber." Writes a friendly manufacturer in calling attention to the error—"Purely a slip-up, I'm sure, but what Mr. Waber says about the public interest in the 'Americanized Macaroni Products' booklet, is true, based on personal observation at the fair."



First Choice of the Leaders

DOUGHBOY ROTARY HOT KRIMP SEALER

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 steadily at high speed.

LOOK at these LOW PRICES

Standard Model\$199.50

For cellophane, ploffim and similar materials.

Pro-Heater Model\$235.00

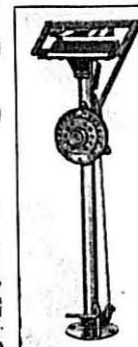
For kraft-foil laminated and similar materials requiring pre-heating.

P.O.B. Factory

★ ★ Also NEW

DOUGHBOY TOGGLE-JAW SEALER

A foot pedal operated heat-sealing machine with 8", 10" or 12" sealing bars. Toggle-jaw action applies firm, vice-like pressure with but a leather touch on the foot pedal. Rheostat gives wide range of uniformly controlled temperature, to seal ploffim, cellophane, etc. A fast, economical machine! Quickly available \$98.50 up on suitable priorities.



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Please send complete information on:

Doughboy Rotary Hot Krimp Sealer
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Address.....
City..... State.....

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

C. W. Wolfe.....President
Joseph J. Cuneo.....Adviser
M. J. Donna.....Editor and General Manager

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

SPECIAL NOTICE

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

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

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

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

ADVERTISING RATES

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

Vol. XXVI OCTOBER, 1944 No. 6



"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."

Still With Us

W. F. Lauer, for many years associated with The Pfaffman Company, Cleveland, Ohio, in a letter to the Editor dated September 27, 1944, states that the announcement of his death in the September issue of this publication is "very much premature"—that he was quite surprised to learn that he was dead. "I may be dead insofar as the macaroni and noodle industry is concerned, but I am very much alive with my new connections, the Basic Food Materials, Inc., of Cleveland. To prove it, Mr. Lauer sends a check covering a year's subscription to THE MACARONI JOURNAL in order to keep in touch with the Industry with which he has been associated for over a quarter of a century.

"Won't you be good enough to forward the September issue of the JOURNAL as there are very few people who get to read their own obituary,"

writes Mr. Lauer. The erroneous report is herewith corrected with apologies and congratulations to Mr. Lauer. May he have a long and successful career in his new connections.

WFA Flour to Cuba

The War Food Administration announced a temporary reinstatement of the program to export United States flour to Cuba that was discontinued last July, according to Marcus J. Daly, agent in charge, Marketing Programs Division of the Midwest Office of the Grain Products Branch. The program involves payments by WFA to exporters covering the differences in prices of flour in the United States and Cuba.

Mr. Daly said that under the temporary reinstatement of the program, effective October 4, payment of price differences will be limited to 300,000 bags of 100 pounds each. This quantity will be allocated among exporters on the basis of the quantity of flour each exporter sold for export to Cuba during the 1943 and 1944 special programs. The rate of payment to be made will be announced at 2 p.m., EWT., October 4, according to Mr. Daly.

That Tobacco Habit

The habit of enjoying the smoke from slowly-burning vegetable matter by no means has its origin in the fact that Sir Walter Raleigh found the American Indians to be nicotine addicts. The habit is of much older origin. The ancient Greek, Herodotus (484-425 B. C.) recounted the following about the savage Scythes, who dwell on the shores of the Black Sea: "From this hemp the Scythes take the seeds, creep into their tents of felt and throw them (the seeds) on fire-heated stones. When the seeds are thus heated such a vapor arises as may only be equalled by a Helenic steam-bath, and the Scythes murmur and cry out in pleasure at the aromatic smoke."

At the time of Columbus's landing, natives of the West Indies and of the eastern coast of South America were quite unaware of the delights of the pipe. They enjoyed their tobacco in a form rather like our modern cigar, rolling the leaf into a firm cylinder, which was covered with an outer sheath of maize leaves. The Indians called these cylinders "tabago"—and hence the universal name today.

The Spaniards became passionate addicts to tobacco even from the first years of their conquests. First the fever-stricken and ailing took to smoking, to alleviate their pain and misery. And soon hale and hearty con-

Jacobs Cereal Products Laboratories INC.

156 Chambers Street
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Benjamin R. Jacobs
Director

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

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

CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

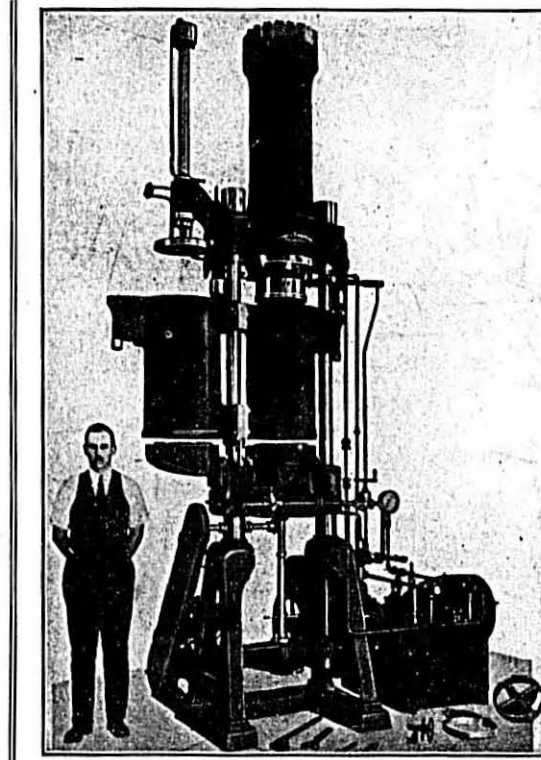
WILL PURCHASE—established Macaroni and Noodle business. State full particulars. Box 10, c/o Macaroni Journal, Braidwood, Ill.

FOR SALE: Elmes 6" Kneader; W & P Dough Break Elmes and Cavagnaro Dough Mixers, Noodle Cutters, Peters Carton Making and Forming Machines. Loeb Equipment Supply Co., 910 N. Marshfield Ave., Chicago 22, Ill.

FOR SALE: Wrap-Ade Heat Sealing Machine—1/6 H.P. motor—used only few hours—Thermostatic heat control. No priority needed. For further information write or call Lee's Food Products Co., 342 W. Montrose Ave., Chicago, Illinois. (Phone: Keystone 2342).

FOR SALE: One 13 1/2" J. J. Cavagnaro Short Cut Press, complete with pump and five (5) bronze dies. For quick cash sale will take \$900.00. Address Box F.S.M., Macaroni Journal, Braidwood, Illinois.

quistadores took up smoking—just for the pleasure it gave them. Presently they began to cultivate the delectable weed, raising new varieties and developing new flavors. Already at the end of the sixteenth century the West Indies, Cuba, Trinidad, etc., were well covered with tobacco plantations. From there the new pleasure was introduced by Spanish, English and Dutch seamen to the Old World.



PRESS No. 222 (Special)

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and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

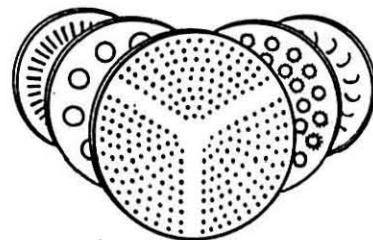
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Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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

140 Lbs. Net
Duramber
Fancy No. 1 Semolina
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
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NO. 1 SEMOLINA
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Amber Milling Division of
**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**

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

<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY</p> <hr/> <p>Then— MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1944-1945</p> <p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La Premia Macaroni Corp., Connellsville, Pa. H. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
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The Secretary's Letter

Success Is As Successful Men Do

Just as "Quality of Products Creates Its Own Reputation," so does the "Willing Co-operation By Manufacturers in Macaroni Industry Promotion Planning."

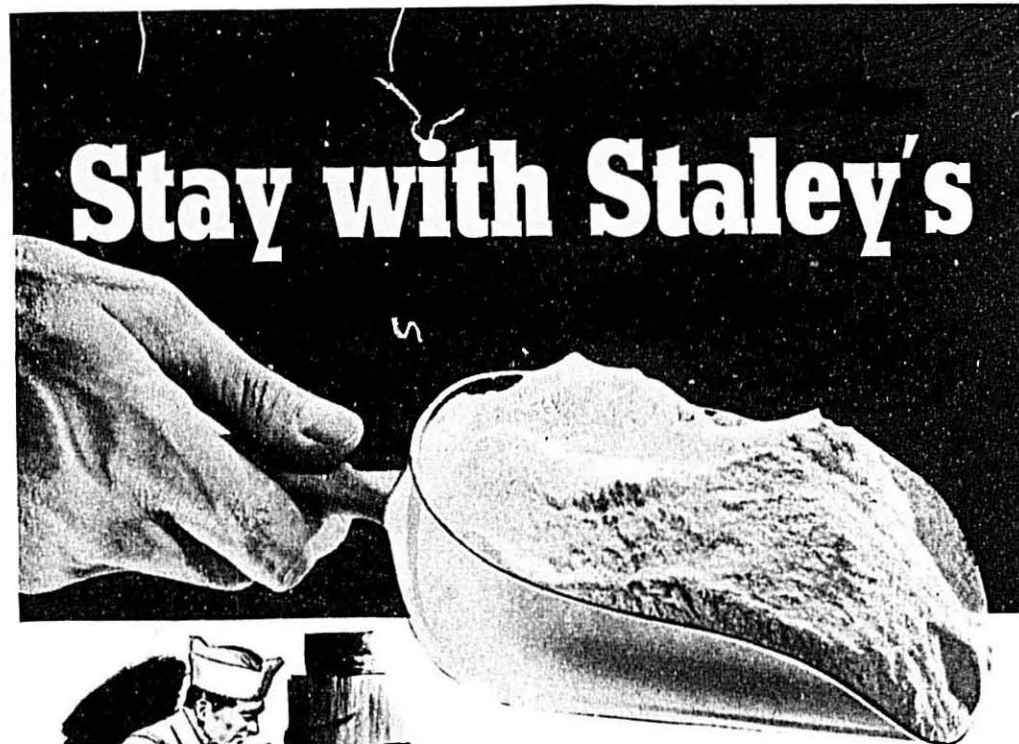
It is hardly expected that any successful manufacturer in this business can find anything seriously objectionable in the above conclusion, though there is an apparent need of a change of attitude on the part of some towards that thinking.

Many manufacturers in this industry always devote some of their time to the serious consideration of things aimed at the general advancement of the trade and in co-operating with others, with the national association of their industry, in doing what seems so apparent and fair—an industry, not an individual job.

"Because of the many industry problems that are sure to be presented by the arrival of victory in Europe, and later on by victory in the Pacific—including reconversion, re-employment of returning veterans, recapture of civilian markets, interindustry competition based on new and improved products, new methods, etc.—we believe that trade association work in the future is going to be even more important than in the past," says *Advertising Age*, a statement with which we are in full accord, and which we pass along to the few leading macaroni-noodle firms that have for some reason or other withheld their membership and co-operation in what seems so clear-cut an obligation, or, let's say, duty to themselves and their fellow manufacturers.

As we approach the beginning of a new year, it may be opportune for quite a number of manufacturers to assume a new attitude, and volunteer their co-operation and support to the National Macaroni Manufacturers Association. That would be most welcome. Why not plan it that way?

M. J. DONNA, Secretary



Here are just four of the reasons why so many leading paste goods manufacturers are using Staley's Soy Flour, and getting results that cause them to stay with it:

1. High nutritional values.
2. Bland flavor.
3. Fine even granulation.
4. High-quality protein, at low cost.

Be sure to send for the special data our technicians have prepared to help you realize the advantages of soy flour in your own production. Use the free coupon given below.

SEND FOR SPECIAL DATA!

Industrial Sales Division, Dept. C.
A. E. Staley Mfg. Co., Decatur, Ill.

Please send me your special data proving the advantages offered by soy flour in the manufacture of macaroni, spaghetti, and other paste goods.

NAME.....
FIRM.....
ADDRESS.....
CITY..... STATE.....





What happens here affects your products!

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

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

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

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

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

Pillsbury's DURUM PRODUCTS

PILLSBURY MILLS, INC.

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