

**THE
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JOURNAL**

**Volume XXVI
Number 11**

March, 1945

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The MACARONI JOURNAL

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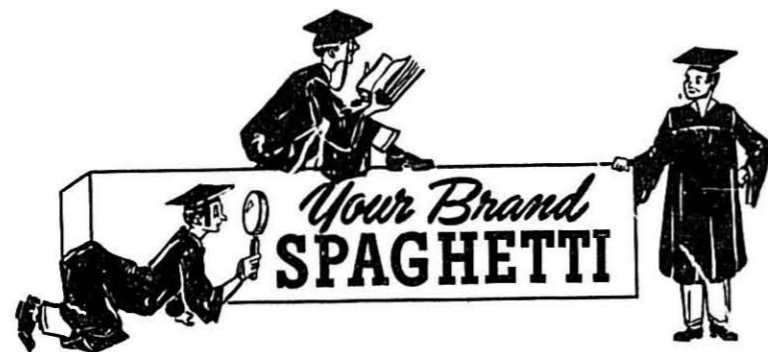
The Red Cross War Fund campaign goal is \$200,000,000 this month . . . and every cent of it will be needed to properly care for the needs of those in the Army, Navy, Marine and Air Corps and Coast Guard.

There's no quota for the Macaroni-Noodle Industry, but if we double our usual donation, as everyone should, we need never be ashamed of our contribution to the humanitarian care of the American Red Cross.

Chicago, Illinois
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVI
NUMBER 11



AN EDUCATION in PACKAGEology!

Up-to-date packaging under Rossotti standards calls for vastly more than an attractive label or a sturdy carton.

In producing your packaging job, the Rossotti organization goes far beyond these first essentials. Rossotti Packaging Consultants go deeply into current marketing conditions for your particular selling problems. They make a thorough survey and full analysis of all competing point-of-sale factors. They consider the present trend toward self-service and see that your package sells itself from the shelf by featuring the proved best appeals. They go into such matters as descriptive labeling—study the best ways for you to present via package and label the "how" and "what to do" type of information that buyers want concerning your product.

Back of this Rossotti consultant service is one of the best equipped packaging and labeling plants in America. Even a modern kitchen is here operated to study and reveal new selling points for our clients' food products. Here we have a staff of artists and designers to develop new original designs for you. To make sure our work approaches perfection as far as humanly possible our methods include such practices as the grinding of our own colors and the control of our interior weather for finest printing results. Indeed, to describe our entire procedure with your work would be "an education in packageology." What are your requirements? Won't you write us?



Rossotti
SINCE 1898

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

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TO COMPANY PRESIDENTS:-----



Here's Another
BIG CHANGE FOR YOU!
to "Pass the Ammunition!"

Today—thanks largely to you and other industrial executives—22,000,000 civilian workers are speeding victory and achieving postwar security through the Payroll Savings Plan. Over 60% of the 6th War Loan subscriptions came from this source—and, between drives, this forward-looking plan has been responsible for 3 out of 4 War Bond sales!

Good as this record is, the Payroll Savings Plan can be still more effective. Believing this can best be accomplished by giving Bond buyers a definite idea of the many benefits accruing to them, the War Finance Division has prepared a variety of active aids for employee education.

This new "ammunition" includes:

- a—An entertaining, swift-paced moving picture, graphically showing the importance of buying—and holding—War Bonds
- b—An interesting, easy-to-read booklet, explaining how War Bonds may be accumulated to provide education for children, homes, retirement incomes, etc.
- c—Attractive, handy War Bond envelopes, enabling Bond holders to note each separate purchase—and the specific purpose for which each Bond or group of Bonds was bought.

Passing this particular ammunition requires that you reappraise your own company's Payroll Savings Plan. Have your own War Bond Chairman contact the local War Finance Committee—today! They will welcome the chance to discuss this new program with you.



The Treasury Department's knowledge and appreciation of the publication of this message by

THE MACARONI JOURNAL

COLOR FLAVOR

KNOWN QUALITIES
with

DURUM MILLING COMPANY
SEMOLINA
HIGHEST QUALITY
NO. 1 SEMOLINA
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★ ★ Two Star Semolina is a firm foundation for excellence in your products. Huge wheat storage facilities, scientific milling processes, and exacting laboratory control assure uniformity and quality of the highest degree. Two Star Semolina is your best insurance for continued consumer demand.

MINNEAPOLIS MILLING COMPANY
GENERAL OFFICES
MINNEAPOLIS 2, MINNESOTA

The MACARONI JOURNAL

Volume XXVI

March, 1945

Number 11

Noodles From . . . What Next?

It is not in good taste even to refer to "unsavory" remarks about food, particularly when they apply to a good food, but there is an end to patience when such a product as egg noodles is used as a football.

Interesting whether true or fabricated out of whole cloth, is the story that comes out of war-mad Japan and its food-hungry inhabitants. The story that merits only a few paragraphs in such an informative publication as *Food Materials and Equipment*, January, 1945, is worth this whole column in this magazine that is primarily interested in the promotion of increased consumption of macaroni-noodle products.

So scarce has good food become in the enemy country whose people before the war subsisted mostly on rice and fish, and so hungry are the gullible Japanese, that they never question the ingredients that enter into the making of the food made available to them by their heartless government. To these hungry hordes, the offering need not have any semblance to that which they were accustomed to eat, neither appearance, taste nor nutrition—just so it is edible, that's all.

The story should make egg noodle manufacturers even more resolved to call their food "Egg Noodles," and never by the shortened name "noodles." To imply the nutritious qualities and the tastiness of this palatable food, the name should always include the qualifying word "egg" to definitely differentiate their product from the kinds of pseudo-noodles that are incomparable in every element that enters into a good food. The story reads:

" . . . In a radio dispatch from the German Interocean News Agency picked up by monitors of the Federal Communications Commission, it is disclosed that Japanese food chemists have been making great contributions to the Japanese wartime diet.

"Decorations were awarded recently for the invention of a new food concocted from rotting wood, sawdust and starch, seasoned with sunshine. According to the news dispatch it is prepared as follows:

"The mould spreading on rotting wood is planted in sawdust. Later, a little starch is added, and the whole mass is steamed for a while. When it has gone into fermentation, it is dried in the sun. The product is edible and can be mixed with flour to make noodles."

"Another development is said to be of great interest to warfare, insofar as it reduces the weight of the food needed by a soldier. . . . Rations have been prepared which have only one-tenth the weight and only one-eighth the volume of an ordinary day's ration.

"These are not the only tempting delicacies that are cooked up for the Sons of Heaven," says the dispatch, which continues, "Another invention mixes the nitrogen of the air with bacteria, thus producing albumen, which may be used for baking bread."

"People who have been eating this kind of food for a week . . . no longer complain of hunger, claim the Japanese chemists." (Probably true . . . they are dead.—The Editor.)

Egg Noodles, as manufactured in all of the better class of plants in the United States, are just as wholesome as the tid-bits our famed grandmothers are credited with making in their kitchens. They are much superior in that they are uniform—always of the same fine consistency, with selected hard wheat flour, durum or semolina and a regulated quantity of selected eggs . . . government inspected eggs. They are of the kind which painstaking manufacturers are proud to call, "our Egg Noodles," because they know the ingredients that enter into their making; because of their careful processing and the proper blending of good flour and selected eggs in proper quantities—3½ per cent of egg solids, as the Federal law requires—produces one of the best, most economical of grain foods—one that is at once very palatable, fully satisfying and exceedingly nourishing.

So, let's stay with our "Egg Noodles." Let's call them by their full name "Egg Noodles." Let the Japanese and their kind eat ersatz "Noodles" (?).

New Instructions Regarding Regulations Concerning Deferment of Key Men

Macaroni-Noodle Products Manufacture Classified as Essential Activity by War Manpower Commission

On March 3, 1945, Government Chairman J. O. Lamkin of the Advisory Committee of the Macaroni and Noodle Industry, and chief of Special Products Section, Office of Marketing Service, War Food Administration, Washington, D. C., informed President C. W. Wolfe, president of the National Macaroni Manufacturers Association regarding the new instructions to District Representatives of the War Food Administration referring to regulations of the Selective Service System and the deferment of men under thirty years of age.

"The manufacture of macaroni products and noodle products is considered as being an activity included in the War Manpower Commission list of essential activities. Your effort to place this information before the members of the National Macaroni Manufacturers Association and other employers of labor who are manufacturers of macaroni products and noodle products will be appreciated."

As a supplement to instructions regarding Selective Service Regulations, sent to all District Representatives, the latter are informed that: "While there is no responsibility on the District Representatives to initiate a program to inform the industry operators of the new regulations of the Selective Service System, it is highly desirable that such operators understand the procedure which must be followed in order to obtain consideration for the deferment of their employees. Accordingly, any measures taken by your office to inform the industry will tend to alleviate the problem arising from the induction of young men into the armed forces. In addition, your continued close co-operation with the members of industry will effect the retention of those key men whose services are necessary to the operation of those plants which are essential to the program of the War Food Administration."

The Instructions to District Representatives of War Food Administration regarding regulations of the Selective Service System in the deferment of men under thirty years of age are clear and to the point, as are the

responsibilities of employers affected. These read:

"The regulations of the Selective Service System recently published pertaining to the induction of registrants under thirty years of age place upon the War Food Administration (in Washington and its field staff) the responsibility and authority of recommending for deferment certain employees in the food industries, who—

- 1—were under thirty years of age on January 1, 1945;
- 2—were classified 2A or 2B on January 1, 1945, and
- 3—are indispensable in an activity included in the War Manpower Commission List of Essential Activities. (Incapable of replacement from less essential work within the plant, by recruitment outside the plant, or by a replacement or recruit who, through intensive training, can be qualified to perform the

work in three months. Workers engaged in planning, research, development or production of a postwar nature are not eligible for certification of deferment.")

Responsibility of Employer

- 1—Furnish the District Representative with a list in triplicate of all workers who on January 1, 1945, were both under thirty years of age and classified 2A or 2B. (This date-line applies to both items, i.e., a registrant thirty years of age on January 1, 1945, in 2A or 2B would not be listed; a registrant twenty-nine years of age on January 1, 1945, in 2A or 2B would be listed.) This list of men shall be arranged in order of importance to the plant or establishment, the most essential irreplaceable men coming first on the list. A registrant twenty-

INFORMATION TO BE SUBMITTED BY EMPLOYER

The recommended Forms 2A to be filed must contain the following information:

- Name of Plant or Establishment
- Address
- Certifying Agency
- Total Employment

Name of Registrant	Age	Occupation	Selective Service Order No.	Local Board	Present Selective Service Classification
1—					
2—					
3—					
4—					
etc.					

It is certified that all men listed above—

- a—Are now in my employ
- b—Are now or were classified 2A or 2B on January 1, 1945 and are in the age group 18 through 29
- c—That such list has been submitted to no other Certifying Agency.

.....
Signature of Company Official

nine years of age on January 1, 1945, in 1A would not be listed.

- 2—Furnish District Representative with two complete sets (6 Sheets) of Form 42-A Special Revised for each man on the list provided in above regulations of Selective Service System.
- 3—Furnish District Representative with a certification that the list and forms are being submitted to only one certifying agency. (Note: Only those employers who submit the lists and forms referred to above will be eligible to have their employees certified for deferment.)

There follow specific instructions to District Representatives on procedure for handling lists submitted by employers, and then the following general regulations, in part:

District Representatives will be limited to certification of 12 per cent of total number of registrants on lists submitted by employers.

- 1—Industries for which War Food Administration has authority to certify for deferment of workers are
 - a—Fruit and vegetable canning, packing, freezing and dehydrating
 - b—Meat packing
 - c—Poultry dressing and products
 - d—Fats and oils
 - e—Grain products

- f—Dairy products
- g—Sugar Processing
- h—Wholesale and retail distribution
- i—Fertilizer
- j—Ice manufacture and harvest
- k—Cotton and fibre
- l—Tobacco

3—Any certification may be cancelled at any time by the Washington office of War Food Administration.

4—Certification in no sense is mandatory to the local board. The local Selective Service board still has the final word (subject to appeal) on the question of whether or not a deferment should be granted.

Oppose Proposed Labeling Law

The State of Pennsylvania already has one of the strictest labeling laws pertaining to labeling of macaroni and noodle products. Currently there is before the legislature of the Commonwealth, a new law that would require, among other things, a declaration on the label of the ingredients used in the production of any bakery product offered for sale in that state. The adoption of the proposed law would work a great hardship on macaroni-noodle manufacturers within the state and will also affect out-of-state manufacturers who do business there.

Members of the National Macaroni Manufacturers Association, in Pennsylvania, through President C. W. Wolfe, have been invited to join in a protest against the passage of the amendment. A letter to the Pennsylvania manufacturers from the headquarters of the Association gave the following warning:

"It is our understanding that Senate Bill No. 272 has been introduced in the present session of the Pennsylvania State Senate, and House Bill No. 512 has been introduced in the present session of Pennsylvania House of Representatives, which bills, if passed, will require the ingredients to be declared on all bakery products, including macaroni and egg noodles. These bills will also require the names of manufacturers to appear on the packages, even where private brands are concerned.

"Stating that macaroni products are made from semolina and water, and that egg noodles are made from flour, egg yolks and water, will not add to the glorification of our products. In fact, these bare statements will detract from the air of mystery of just what macaroni and spaghetti are made from—which has value.

"Will you write a letter to all members of the House of Representatives, as well as to the member of the State Senate from your District, requesting that they oppose this legislation and state all the reasons you can think of? Please write these letters at once."

A legal authority, well considered in the grocery field, reviews the proposed amendment, as follows, in part:

This law is Act No. 168 of 1933, as amended. It defines bakery products to include "bread, rolls, cakes, cookies, crackers, ice cream cones, crullers, doughnuts, biscuits, pies, macaroni, spaghetti, noodles, alimentary pastes, pretzels, potato chips, and all other products whatever manufactured in a bakery and intended for human consumption, as well as the ingredients and materials entering into their manufacture." And bakery is defined to mean "all buildings, and parts of buildings . . . used for the manufacture and handling of bakery products intended for sale, and for the mixing and other preparation of ingredients and materials entering into the manufacture of bakery products, where more than fifty pounds of flour, flour substitute, flour mixture or potatoes are used each week in the preparation of such products."

Section 3 requires every person, resident or non-resident who operates a bakery for the sale of bakery products in Pennsylvania, annually to apply for a license by the Department of Agriculture and to register such products therewith and to pay a fee ranging from \$5 to \$20. It also requires that the package of a bakery product sold in Pennsylvania shall clearly and legibly state (in addition to information ordinarily required by food law) the words "Registered with Pennsylvania Department of Agriculture," or any approved abbreviation thereof. (Note—this abbreviation has been officially approved: "Reg. Penna. Dept. Agr.") The foregoing license is subject to suspension or revocation, if the bakery is found in an unclean or insanitary condition on inspection.

Serious as are its effects on manufacturers within the state, the law, even as it stands, is manifestly un sound in its license application to manufacturers outside Pennsylvania, because they are beyond its inspection. Therefore, it is proposed to co-ordinate opposition to the amendment proposed, even concentrated action for the

repeal of the law itself, by manufacturers of all the affected grocery products in the state and those on the outside doing business therein.

Three Violations Charged

Only three violations were reported by the Federal Security Agency in its "Notices of Judgment," February, 1945. They involved all three items, egg noodles, macaroni and spaghetti. Sixty-six cases of macaroni were seized in the first case, charging adulteration, the adulteration being due to insect infestation. The second case involved eighteen boxes of spaghetti, also charged as misbranded, the spaghetti being weevily.

In the egg noodles case, the charge was misbranding of 500 cases. The decision, which is interesting, reads:

The labeled packages were alleged to be misbranded, in that the statement "Net Weight One Pound" was false and misleading as applied to an article that weighed only half that amount, and in that its container was so filled as to be misleading since the packages were only half filled. The unlabeled packages were alleged to be misbranded in that the article was in package form and failed to bear a label which contained the name and place of business of the manufacturer, packer, or distributor; and in that its label failed to bear the common or usual name of the food. Both lots were misbranded in that the article was in package form and failed to bear an accurate statement of the quantity of the contents.

In all the three cases reported, no claimant appeared and the products were ordered destroyed.

Food Buying Habits After Three Years of War

By Ben Duffy

Executive Vice President, Batten, Barton, Durstine & Osborn, Inc.

Three years of war have produced drastic and far-reaching changes in the lives and habits of the American people. Perhaps no period in our history ever has so altered the food buying habits of housewives.

The impact of shortages, rationing, motoring restrictions and manpower difficulties in food stores has been radically felt. How the housewife is reacting is of vital interest to everyone concerned in the distribution of grocery store products to the homemakers of today and tomorrow.

BBDO is concerned with the advertising, distribution and sale of many food products. Naturally we are interested in knowing what the housewife is thinking about when she shops for food, what difficulties beset her, what may be done to make her contacts with her grocery store mutually smoother.

For some time Batten, Barton, Durstine & Osborn, Inc., has been conducting a continuous study of American housewives' shopping habits. The study was made by interviews with a carefully selected cross-section in five separate, distinct geographical areas. Since these areas remain the same, we are able to discover over-all trends and report significant changes in buying habits during a six months period. This discussion concerns itself with major trends in buying habits which have developed, and which are of immediate interest to the food advertiser.

Trend No. 1. "Food Shortages" and "High Cost" now top the list of shopping difficulties. Here is how women rank the four major difficulties in shopping under wartime restrictions: Food Shortages, 27.4 per cent; High Cost, 27.3 per cent; Lack of Variety, 22.1 per cent; Lower Quality, 12.5 per cent. In our continuing studies, this is the first time that "Food shortages" have topped "High Cost," even though the difference is negligible.

Breaking this down further reveals that the shortages causing the chief meal-planning headaches are butter and meat; 63 per cent say butter is giving them the greatest difficulty; meat follows with 51 per cent; fresh fruits, 12 per cent; sugar, canned fruits, fresh vegetables and chocolate descending in that order from 8 per cent to four per cent.

Trend No. 2. The housewife is willing to take alternate products. Seven out of ten resort to alternates to solve their food-shortage problems, taking margarine for butter is an example. About three in ten report that they go without if they can't buy what they want, and these ratios hold throughout the list of scarce food items.

Trend No. 3. Many foods are enjoying unprecedented popularity. Housewives were asked which of six specific food products they were buying now in greater quantities than before the war.

Margarine was mentioned by 52 per cent, macaroni and spaghetti by 49 per cent, prepared desserts by 40 per cent, dehydrated soups by 38 per cent, precooked beans by 20 per cent, and soybean products were mentioned by 17 per cent of those interviewed.

And, as a corollary, these same housewives reported in the following percentages that they expected to continue to buy these products after the war: Macaroni and spaghetti, 58 per cent; prepared desserts, 46 per cent; dehydrated soups, 38 per cent; margarine, 28 per cent; precooked beans, 21 per cent; soybean products, 19 per cent.

It is enlightening to note that continued use is expected in all classifications. Even in the case of margarine, 28 per cent say they expect to continue using it after the war is over.

Trend No. 4. Wartime restrictions are putting more and more non-grocery store items on the grocer's shelves. The list of non-food-store items mentioned by housewives as having been bought at food stores in the past six months reads almost like a mail-order catalogue. Department store, hardware, drug store, stationery store, variety store and even paint store merchandise is being stocked by grocers today. The list is far too long to enumerate here. Seventy-three items were mentioned, from orange squeezers to stockings, cosmetics, films, aspirin, adhesive tape, thumb tacks, mothballs, books and magazines, greeting cards, hairpins, nail polish, ribbon, paints and varnishes—a conglomerate that brings back nostalgic memories of the General Store down at the Four Corners.

Trend No. 5. The majority say that service has not fallen off.

	Today	6 Months Ago
About the same	60%	64%
Not so good	38%	31%
Better	2%	5%

In the face of the increasing difficulties of the past six months, an increase of only seven percentage points in the "not so good" classification is a splendid tribute to the job being done by the food retailers of America.

A breakdown of the way in which women think service has fallen off results in these percentages: Insufficient help 44 per cent; slower service, 25 per cent; lack of supplies, 20 per cent; infrequent deliveries, 16 per cent; inexperienced clerks, 15 per cent; indifferent clerks, 9 per cent; not enough checkers, 9 per cent; courtesy forgotten, 7 per cent; rationing complications, 5 per cent.

"Slower service" is up ten percentage points, while on the encouraging side "indifferent clerks" is down eight percentage points from six months ago. Most of these complaints are beyond the power of the grocer to rectify. He can, however, through morale-building promotions, help to improve "indifferent clerks."

Trend No. 6. Friday has taken Saturday's place as the day of the week for doing the most food shopping. The table shows "before and after" popularity of each week day.

	Today	Before rationing
Monday	1.5%	1.1%
Tuesday	1.4%	0.8%
Wednesday	1.3%	1.1%
Thursday	7.8%	4.8%
Friday	45.2%	36.8%
Saturday	33.9%	44.9%

Of course, the above percentages do not necessarily indicate sales volume by days of the week. They simply show the one day of the week when housewives say they do the bulk of their shopping.

Here are reasons given for changing shopping days: Better choice of foods, 55 per cent; avoid the rush, 27 per cent; change of living schedule, 16 per cent; save gasoline, 4 per cent.

And while we were on the subject of shopping days, we asked this ques-

(Continued on Page 24)

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

General Mills, Inc.
Durum Department
Central Division
CHICAGO 4, ILLINOIS

"Press-Tested" is a registered trademark of General Mills, Inc.

Durum Wheat

Stocks on January 1, 1945, of 30,207,000 Bushels Smallest Since 1938; Mill Grindings July-December, 1944, Largest on Record But Feed Use Lessened

Supplies of durum wheat in the United States on January 1, 1945, were the smallest since 1938 and amounted to 30,207,000 bushels, states the Office of Marketing Services, War Food Administration, in the Semi-Annual Durum Report. On January 1, 1938, supplies were 21,500,000 bushels, and during the period 1939 to 1944, the January 1 durum wheat inventory ran from 35,000,000 bushels in 1939 to 53,000,000 bushels in 1942. January 1, 1945, stocks were held in the following positions: On farms 19,781,000 bushels; in interior mills and elevators 4,881,000 bushels; in commercial storage 1,185,000 bushels; and on hand at merchant mills 4,360,000 bushels.

The 1944 durum crop of 32,823,000 bushels, though above the 10-year (1933-42) average, was smaller than the production of recent years. One reason for the smaller crop was the abandonment of considerable acreage in North Dakota, which was flooded at harvest time. The carryover of durum wheat on July 1, 1944, had dropped to 14,763,000 bushels mainly because of the large quantities used for feed during the preceding 12 months. This carryover, plus the 1944 crop and shipments of Canadian durum into the United States, provided 50,679,000 bushels for the 1944-45 season. Supplies available for the 1943-44 season were 65,585,000 bush-

els and the year before they were 80,168,000 bushels.

Disappearance during July-December, 1944, was less than corresponding periods of the preceding two years because of the smaller quantities used for feed. Mill grindings, on the other hand, were the largest of record. Durum mills operated at or near capacity throughout the period and ground 12,770,000 bushels of wheat. While this established a high grind record, the production of semolina and durum flour fell short of the January-June, 1943, output when slightly less wheat was ground. This reflected the poorer quality and lower milling yield of the 1944 durum crop. Mill grindings during the last six months of 1944, together with the use of 7,702,000 bushels for feed, made for a total utilization of 20,472,000 bushels during this period. Disappearance during July-December, 1943, was 27,473,000 bushels and during July-December, 1942, 29,291,000 bushels.

The quality of the durum produced in 1944 was the poorest in years. The crop neared maturity late in July under fairly satisfactory conditions but as harvest time approached, the principal producing area of North Dakota was flooded by constant rains. The result was a crop of excessive moisture, poor color, and abnormally low protein. The following inspection data of durum wheat receipts at Minneapolis tell the story. Few cars qualified for the Hard Amber or Amber classifications and the bulk of the receipts fell into the subclass Durum. Over one-fourth of the receipts graded Sample grade and 26 per cent of the inspections bore a "Tough" notation.

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

	Durum Wheat Ground BUSHELS	Production*		Exports Macaroni, etc. POUNDS
		Semolina POUNDS	Flour POUNDS	
Average, 1936-37				
1940-41				
July-December	7,605,068	235,907,913	78,162,566	1,771,283
January-June	6,880,117	227,092,342	63,321,798	1,542,749
Total	14,485,185	463,000,255	141,484,364	3,314,032
1936-37				
July-December	7,178,821	220,863,580	69,389,292	903,688
January-June	4,872,839	165,362,260	36,523,424	1,515,939
Total	12,051,660	386,225,840	105,912,716	2,419,627
1937-38				
July-December	6,747,909	209,747,636	69,444,564	1,532,537
January-June	6,881,882	223,646,780	58,168,292	1,345,699
Total	13,629,791	433,394,416	127,612,856	2,878,236
1938-39				
July-December	7,590,460	244,093,892	81,245,920	1,783,847
January-June	7,231,375	246,364,944	66,016,328	1,494,226
Total	14,821,835	490,458,836	147,262,248	3,278,073
1939-40				
July-December	8,213,110	272,970,572	79,602,264	2,929,050
January-June	7,210,373	230,460,524	77,225,764	1,882,683
Total	15,423,683	503,431,096	156,828,028	4,811,733
1940-41				
July-December	8,294,812	231,863,884	91,130,788	1,707,295
January-June	8,204,118	269,627,204	78,675,184	1,475,196
Total	16,498,960	501,491,088	169,805,972	3,182,491
1941-42				
July-December	9,319,560	290,510,220	103,518,380	†
January-June	9,641,236	293,775,384	108,615,360	†
Total	18,960,796	584,285,604	212,133,740	†
1942-43				
July-December	11,137,704	338,371,616	134,651,216	†
January-June	12,742,102	398,104,420	146,656,216	†
Total	23,879,806	736,476,036	281,307,432	†
1943-44				
July-December	11,235,744	361,364,377	119,971,716	†
January-June	9,172,805	314,664,400	78,474,391	†
Total	20,408,549	676,028,777	198,446,107	†
1944-45				
July-December	12,769,977	360,975,200	178,688,800	†

*Total production included under semolina when production of semolina and flour is not reported separately. †Not available.

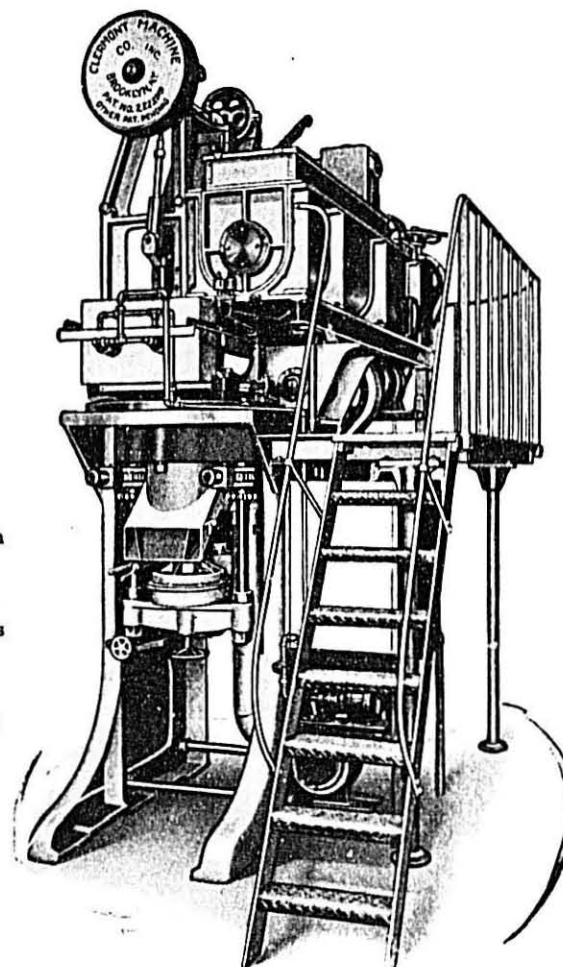
Container Restriction Order

On February 6, an amended fibre shipping container order L-317 was issued. The new amendment further curtails the use of this type of container for most of the products produced in the United States. This action is necessary because of a shortage of container board which is further accentuated by increased military requirements for the packaging of all types of war supplies and equipment. In a circular to the Members of the National Manufacturers last month, it was pointed out how some relief might be obtained in cases of extreme necessity. Meanwhile officials of the Association have been in the nation's capital seeking further relief. They argue that it is unfair to macaroni-noodle manufacturers to base their container allowance on what was perhaps the dullest three to six months period in years.

Presents the Greatest Contribution
to the Macaroni Industry

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



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

Ingeniously Designed

Accurately Built

Simple and Efficient in
Operation

Production—1200 pounds
per hour

Suitable for long and short
cut goods

Brand new revolutionary
method

Has no cylinder, no 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.

CLERMONT
266-276

CLERMONT

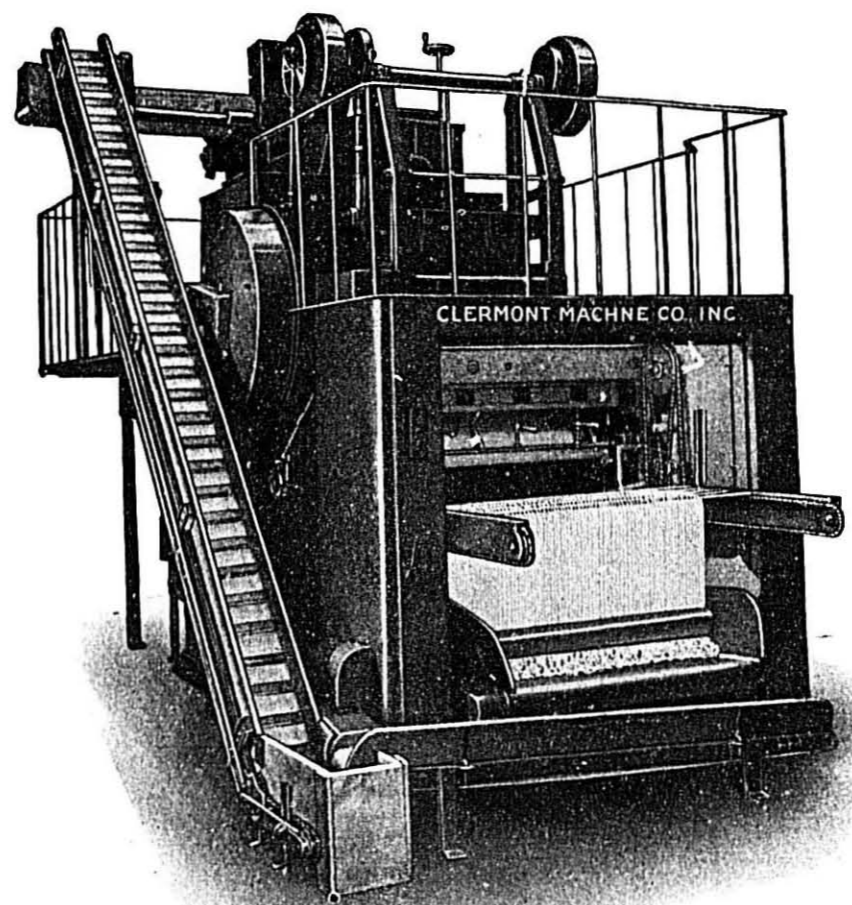
The Clermont Continuous Automatic Macaroni Press with Automatic Spreader is the largest producing machine of its kind on the market, producing from 1,800 to 2,000 pounds of finished goods per hour.

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

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

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

CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



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

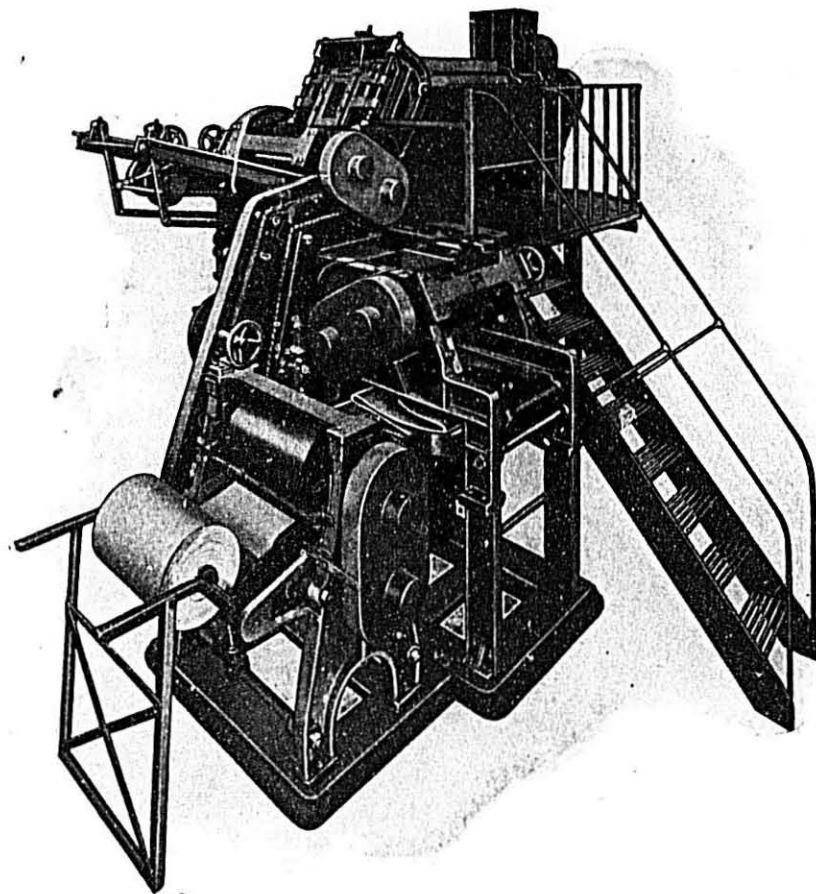
CLERMONT MACHINE COMPANY, INC.

56-276 WALLABOUT STREET

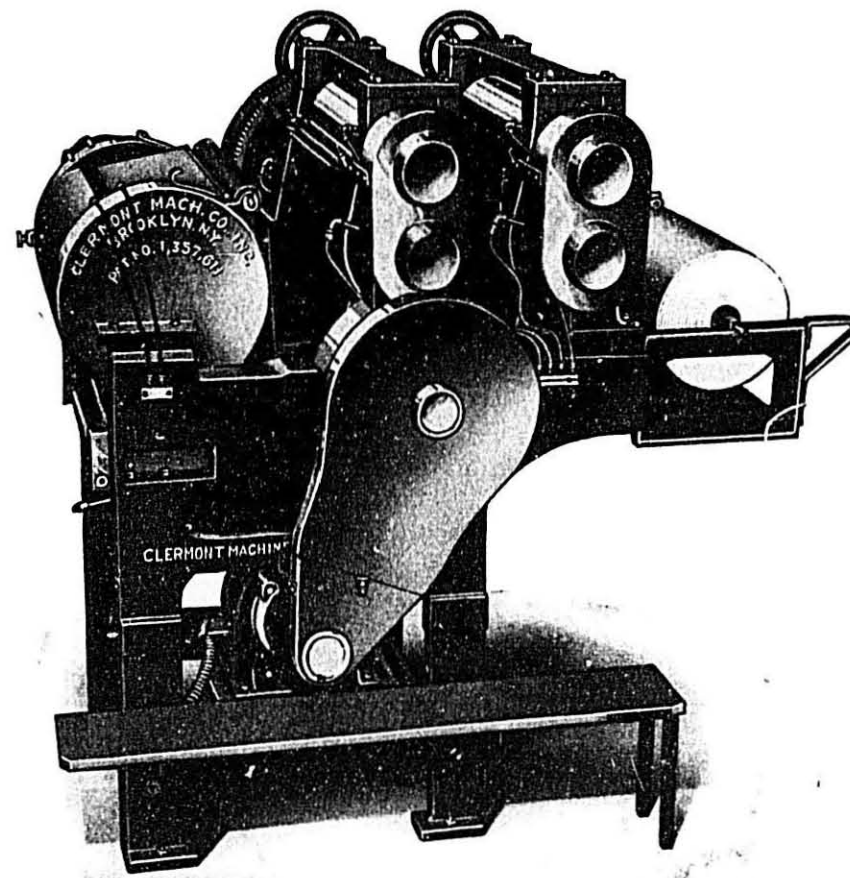
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PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUO



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HIGH-SPEED NOODLE CUTTER

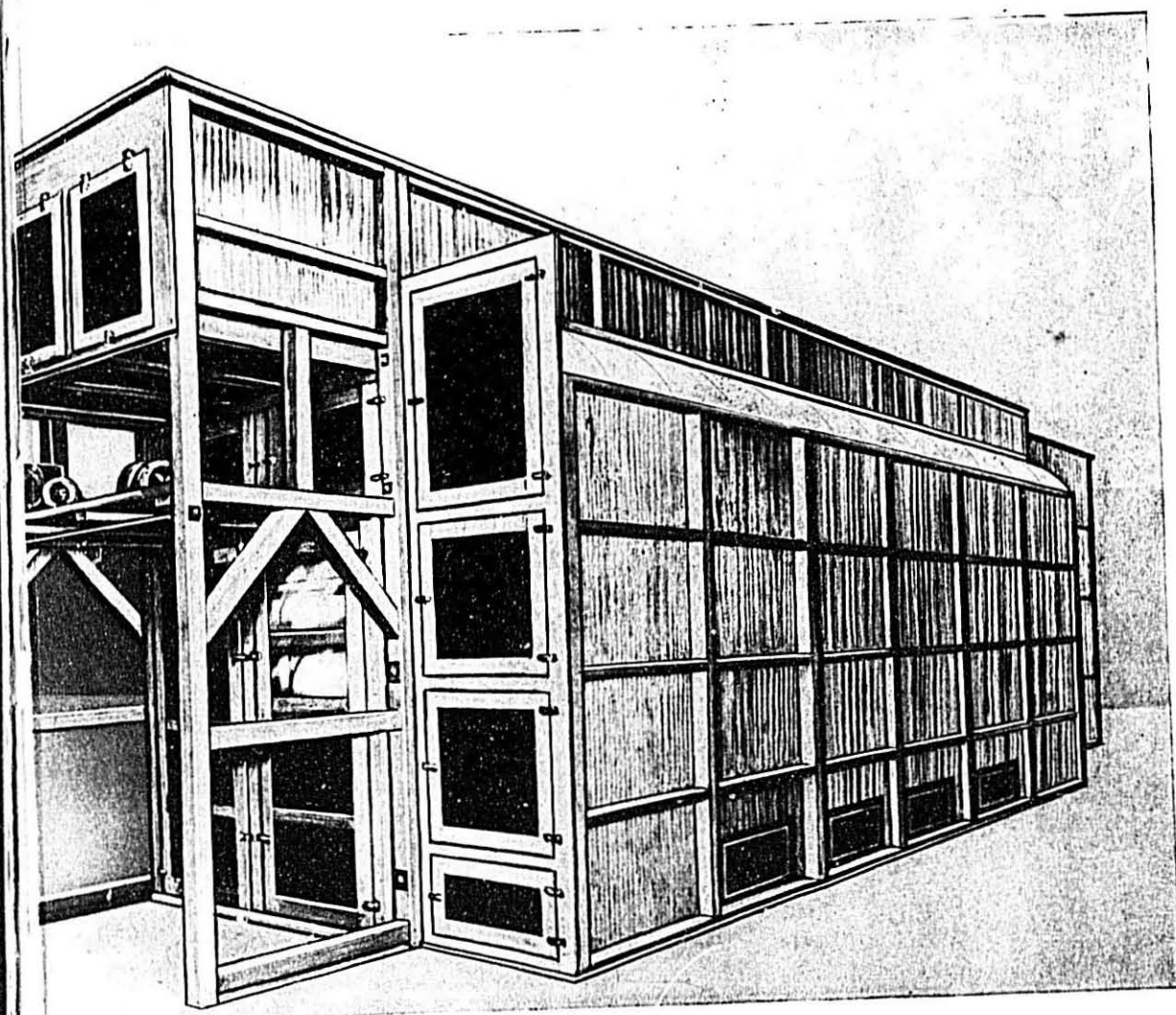
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US AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

A REAL HONEST-TO-GOODNESS VALUE. YOU
CAN'T GO WRONG ON CAPITAL NO. 1 SEMOLINA



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Liquid, Frozen and Dried Egg Production

January, 1945

Liquid egg production of commercial egg-breaking plants during January was considerably under the production of January last year, the Bureau of Agricultural Economics reports. Production of liquid egg in January was estimated at 27,137,000 pounds compared with 71,264,000 pounds in January last year—a decrease of 62 per cent.

The quantity produced for immediate consumption totaled 1,497,000 pounds compared with 2,202,000 pounds in January last year. The quantity frozen totaled 7,200,000 pounds compared with 11,796,000 pounds in January, 1944. The remaining 18,440,000 pounds were dried. In addition 38,293,000 pounds of frozen egg from storage were used for drying.

Production of dried egg in January totaled 15,192,000 pounds compared with 21,565,000 pounds in January last year. Considerable quantities of Government-owned frozen eggs are now being dried. From January 1 through February 10, the War Food Administration has accepted offers on only 10,538,488 pounds of dried egg.

Supplies of eggs during January

were light relative to civilian demands and the demands of the Armed Services. Prices of eggs remained relatively high as compared with a year earlier and conditions have been unfavorable for egg breakers. The production of 7,200,000 pounds of frozen eggs during January compares with a record production of 11,796,000 pounds in January last year. Because of the relatively light supplies of shell eggs during January for egg-breaking purposes, much larger quantities of frozen eggs were withdrawn from storage than during January last year. The quantity drawn from storage was 3 times as great as last year and 3 times as great as average.

Stock of frozen eggs on February 1 totaled 99,693,000 pounds compared with 165,933,000 pounds on January 1, 81,712,000 pounds on February 1, 1944, and 65,573,000 pounds for the February 1 (1940-44) average.

Save Points A-La Guardia

Because rationing has been extended to include almost every kind of meat and many other foods, the press of the East has been passing around a recommendation by the Mayor of New

York City, Hon. F. La Guardia, because of its good sense and timeliness. Here's the way it is quite generally treated:

Way to Save Points

One of the good things that must occasionally be credited to New York's Mayor La Guardia is a way of getting along with OPA without dipping into the black market.

The mayor offers a recipe for a dish which he says is popular among the Americans of Italian descent, and which he promises has the proteins, the vitamins, the starches and everything else you need for a balanced meal—and no points.

The dish he calls OPA pasta faggioli. It is made up of noodles and kidney beans with, as his Marie makes it, a little salt pork substituted for the ham bone or slice of ham ordinarily used. It's great stuff, the mayor says, and you can fill yourself on it without giving up a red or blue stamp.

And as a further recommendation to the thrifty, the mayor says that after one full meal of pasta faggioli he goes on a diet for a week, thus saving many more of the precious stamps.

But, the mayor says, the dish is worth the penalty, and the points you save are so much velvet.

That's one way to beat the OPA, if you can't think of a better one.

Henry Mueller on Industrial Relations Committee

President Paul S. Willis reports the membership of the newly created Industrial Relations Committee in keeping with a resolution adopted by the Board of Directors of Grocery Manufacturers of America. Henry Mueller, president of the C. F. Mueller Company, Jersey City, N. J., will represent the macaroni-noodle industry on this important committee. The members were selected as high-ranking executives expert in personal matters. In announcing the committee appointees, President Willis says, in part:



Henry Mueller

"While first consideration will be given to the specific problems of returning veterans, GMA has decided to broaden the scope of its employer-employee relations to include all the fundamental industrial relations problems affecting grocery manufacturers. The committee is instructed to take into consideration the following factors in its study of the rehabilitation of veterans:

1. That veterans have certain responsibilities as well as rights bestowed upon them under existing legislation.
2. That the rehiring of veterans should be made a responsibility of top management with proper reinstatement interviews.
3. That the rehiring of veterans is limited by statute to those who are qualified to fill the job, but that a moral responsibility devolves upon industry to adapt other jobs to the full extent possible, to re-employ as many handicapped veterans as possible not as a matter of law but as a matter of moral responsibility toward employes and former employes, and as a matter of economic protection of the nation as a whole.
4. That certain problems will arise in each organization specifically dealing with seniority, with increased pay at former jobs (upgrading of job or pay), that certain veterans will return having acquired new skills, etc., and that companies will have to consider these various problems in the light of their own needs and their own ability to meet the altered situations.
5. Possibly most important of all, that whatever policy is adopted by the company cannot be permitted to rest at the policy-making level, but must be translated to the employes themselves

Veterans to Influence Postwar Style

Habits of grooming and neatness learned while he was in uniform have made the returned serviceman more particular of his appearance when he dons civilian duds, according to a nationwide survey conducted by the *American Legion Magazine*.

His complete ensemble will emphasize dash and color. He will be more style conscious and will demand better tailoring in his clothes.

Recognizing that veterans will have a positive influence on postwar styles, the magazine sent a questionnaire designed to get an advance picture of what the peacetime civilian will wear, to thousands already back in civilian life. The survey was based on the premise that they faithfully reflect the same tastes as their brother GIs still overseas. Of those who replied, 66.52 per cent were Army; 9.89 per cent

Navy; 2.12 per cent Marines, and 21.47 per cent Air Corps.

More than half of those participating in the survey reported they are more concerned with their appearance now than before entering the armed forces and agreed service life was responsible. About 62 per cent said they looked for better tailoring in their civvies. A substantial majority, 65.96 per cent, have become more style conscious, and 45.4 per cent put a noticeable emphasis on color. Many also mentioned that they sought wearability, quality and comfort when buying clothes.

The returning GI, the Legion found, knows his brand names and trade marks. Fully 72.94 per cent mentioned name brands.

The survey provided a composite picture of what the average ex-GI will wear. He will step into a Hart, Schaffner & Marx suit, topped off by a snappy Stetson. He will wear a white Arrow shirt, with a button-down collar, and a \$9 pair of shoes over cotton socks. He will wear two-piece underwear the year round, preferably cotton shorts and knit shirts.

Here's a tip for the wives and girl friends of servicemen. Only 2.4 per cent said they do not buy their own neckties but 63 per cent of the married men admitted they sometimes let their wives help them shop.

As for underwear, nine out of ten said they wanted two-piece underwear summer and winter. Most of them like cotton shorts and knit shirts. Only 8.25 per cent voted for winter heavyweights. Short pajamas in summer were preferred by 45 per cent.

The survey disclosed that the average exserviceman buys two \$40 suits a year. Months spent in heavy khaki or blues have taught him the value of lightweight suits. He will turn in the summer to tropical worsted, Palm Beach, rayon or gabardine.

The serviceman's greatest contribution to civilian clothing will be the T-shirt, with quarter sleeves and round neck, and the field jacket. The tight-fitting field jacket was originally tailored for British generals and was okayed last spring for the overseas GIs.

The survey also touched on hobbies and recreation. Most veterans, 91.72 per cent, will buy sport clothes—and they will use them for such active sports as hunting, fishing, swimming, baseball, football, camping, motorboating, etc. Favorite indoor sports are card playing, dancing and bowling. Hobbies include photography, softball, music, boxing, handball, gardening and farming.

They know what they want, these boys who already have come back. One thing you can be sure they don't want is a civilian suit—in brown.

Install
Whiz-Packer
filling
machines

for Fast Filling
all types of
> envelopes,
> bags and
> containers

WHIZ-PACKERS are the ideal bench-type machines for handling **MACARONI, ALPHABETS, ELBOWS and SHELLS**—Popcorn, Peanuts, Candy and Nuts—Frozen Peas and Beans—Coffee, Tea, Spices, etc.

WHIZ-PACKERS are speedy—packaging up to 50 per minute.

WHIZ-PACKERS are accurate—will not crush the product.

WHIZ-PACKERS also may be adapted for tiny containers, and any girl can change the adjustments from one size to another in a minute or two.

WHIZ-PACKERS are simple in construction, simple to operate and easy to clean.

WHIZ-PACKERS are made in a wide range of sizes—available on MRO Priorities.

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PITTSBURGH 10, PENNSYLVANIA

AUTOMATIC WEIGHING, PACKAGING and CONVEYING EQUIPMENT

Argentine Macaroni

By J. A. Shellenberger

Department of Milling, Kansas State College
Manhattan, Kan.

As published in "Food Industries," November, 1944, the article was illustrated by two cuts, one showing a dozen fancy shapes that are quite popular in that section of South America and the other showing the widely approved more common shapes in packages of transparent wrappings.—The Editor.

There are more people of Italian than Spanish extraction in Argentina, where approximately 87 per cent of the population descend from Spanish and Italian immigrants. Naturally, there is a large consumption of alimentary pastes.

The successful development and growth of a macaroni industry in Argentina is of special interest because it is not based primarily on true macaroni types according to our standards.

Genuine macaroni should be sufficiently rich in gluten to bear its own weight without breaking during drying. In the United States and Canada, durum wheats are generally considered to be superior for alimentary pastes. But there is practically no durum wheat grown in Argentina. Even if Polish wheat, which is grown to some extent, is included with the durum, less than 0.5 per cent of the country's total production is of a type ordinarily considered in the United States as suitable for the manufacture of high quality macaroni. Nevertheless, the macaroni products made in Argentina are consumed in large quantities by a people of very discriminating tastes. In addition, Argentina has also developed an export business with several other South American countries.

January Food Deliveries Under Lend-Lease Total 597.6 Million Pounds

Deliveries of food and other agricultural products for shipment to the allies under Lend-Lease during January, 1945, totaled 597.6 million pounds compared with 391 million pounds in December, 1944, and 695 million pounds in January a year ago, the War Food Administration reports.

Deliveries of meats and meat products and grains and cereals led other commodities during January, registering substantial increases over December deliveries. Comparisons by commodities (in millions of pounds) follow: Dairy and Poultry, 65.1 com-

pared with 94.2; meats and meat products, 184.5, compared with 92.6; fats and oils, 39.6 compared with 18.6; grains and cereals, 157.6 compared with 68.2; fruits and vegetables, 65.2 compared with 45.2; sugar, 55.8 compared with 37.0; special commodities, 24.5 compared with 19.4; tobacco, .8 compared with .7; and cotton and fiber, 4.5 million pounds compared with 15.1.

The 597.6 million pounds delivered in January were assigned as follows: United Kingdom and other British possessions, 273.9 million pounds compared with 184.8 million pounds in December; Russia, 196.6 million pounds compared with 178.2 million pounds in December; and others, including Poland, Greece, French North Africa,

duces finished products possessing distinctive color and taste as well as contributing to the nutritive value of the product.

Up-to-Date Plants

In the more modern plants macaroni is dried in specially constructed compartments equipped with air conditioning and air filtration apparatus. The specialty items are dried on trays, while racks and rods support the long-cut types. The temperature and humidity of the drying rooms are carefully controlled.

The entire enterprise from wheat selection to packaging is done under fairly thorough supervision and control in most of the factories, and great effort is made to maintain clean, sanitary premises and equipment. Employees are usually dressed in neat, clean uniforms. At the present time the ratio of women to men employes in this industry is approximately three to one.

Standards

In this country, a soft yellowish-colored, rough textured, elastic, hard, and smooth-fracturing alimentary paste is considered preferable. Color is usually given great importance in grading macaroni here, and the Argentine product is definitely inferior in this respect. However, from the standpoint of volume increase during cooking, resistance to disintegration, and tenderness after cooking, Argentine macaroni is of satisfactory quality.

Anyone who has ever lived in Argentina can attest to the fact that very attractive, appetizing, and novel macaroni dishes are served in both restaurants and homes.

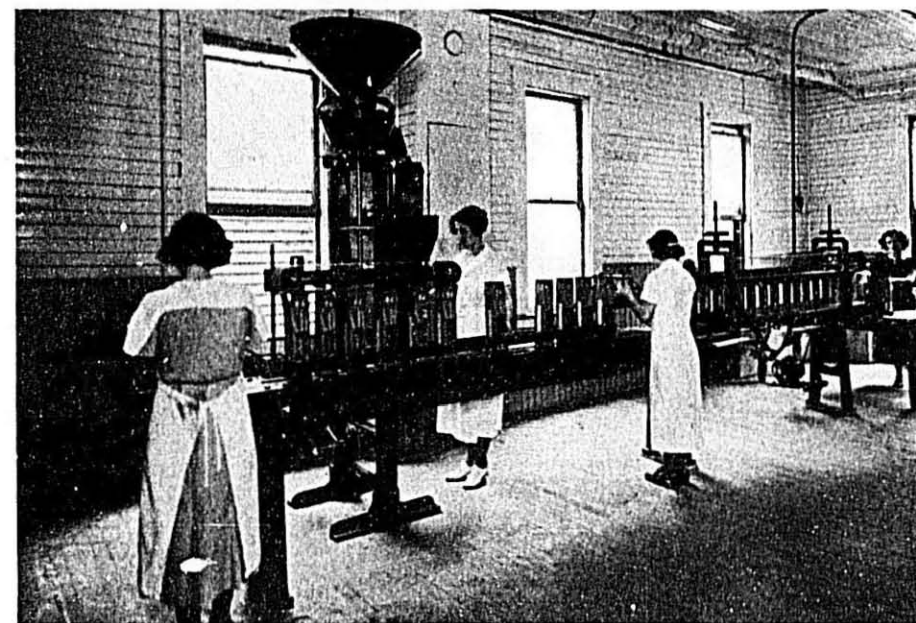
Eggs from two to four weeks old make more tender angel food and sponge cakes than do fresh eggs, the University of California claims; but spoiled eggs must not be used.

Metropolitan France, French West Africa, Yugoslavia, the French Colonies Supply Commission, 127.1 million pounds compared with 28 million pounds in December.

Will Enlarge Plant

The small macaroni manufacturing plant at Endicott, New York, is to be enlarged according to announcement made by Patsy Turrigiano, the owner. Plans for enlarging the present building to provide greater production capacity and increased drying space have been approved. They are expected to be completed by early spring.

Macaroni Plants Reduce Packaging Costs—Increase Profits with TRIANGLE PLANNED PACKAGING

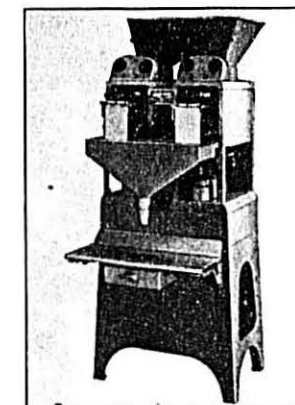


Triangle SK Weigher, S1 Sealer combination at a New York macaroni plant. Used for weighing, filling and sealing cut macaroni products into 8 oz. to 1 lb. packages at a rate of 20 packages per minute.

MORE and more macaroni producers are looking at their packaging departments to streamline their methods and speed up production for increased profits.

Triangle Weighers, Fillers and Carton Sealers make up a complete line that can be used to advantage for every macaroni packaging problem. If you wish, a Triangle Packaging Engineer will come to your plant and study your problems firsthand. His recommendations will cover every step of your packaging operations and you'll readily discover that he can show you how to obtain the increased production, lower costs and labor savings you want.

Write today for details—or, better yet, submit sample-filled packages and a statement of production required for our analysis and recommendations. No obligation, of course.



Model N2A Elec-Tri-Pak

Model N2A Elec-Tri-Pak Laboratory Feed Weigher for packaging all kinds of macaroni products. Discharges weighed load automatically. Production—15 to 30 weighings per minute. Range—1 oz. to 5 lbs.



TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO 51, ILLINOIS

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

Denver; Cleveland; Birmingham; North Quincy, Mass.; Montreal, Can.

Irish Originate Macaroni

James T. Williams of Creamette Co.
Repeats His Favorite Version

In emphasizing the value of macaroni and noodle products as aids in stretching points in the face of the current meat shortage, feature writer, Jeannette Campbell for the *Minneapolis Daily Times* recently carried a report on a dinner given to people of Minneapolis and vicinity who have helped with the local Red Cross nutrition program, wherein President James T. Williams of the Creamette Co. told his favorite story of who invented macaroni making. Briefly, here's the story that gained favorable publicity to a food that is becoming more and more appreciated as "extenders," as well as nutritious foods of more than usual merit.

A few weeks ago, Mr. James T. Williams, who is president of the Creamette company which manufactures macaroni and macaroni products, gave a dinner for the people who have helped with the local Red Cross nutrition program. After the last delicious morsel of that very fine dinner had been eaten, Mr. Williams stood up, welcomed us and



James T. Williams

told this story which I think is priceless. You'll like it, too.

It's the story of how macaroni got its name. Don't you often wonder how certain foods are named? It seems that many, many years ago in Ireland, there lived a man who had stomach trouble. Whatever food he ate upset him. Finally his wife in desperation concocted a mixture of flour, water, etc., and rolled this into long strands which were hollow in the center. When she cooked these and fed them to her husband, he was able to eat them and his stomach didn't become upset. The news of this spread far and wide throughout Ireland, and

because the woman's name was Margaret Rooney, this new food came to be known as Margaret Roones. An Italian visiting Ireland at the time tasted the delightful dish, and took the recipe back to Italy with him, but he couldn't say Margaret Roones very well, and the closest he could come to it was to call the food—macaroni—and macaroni it is to this day.

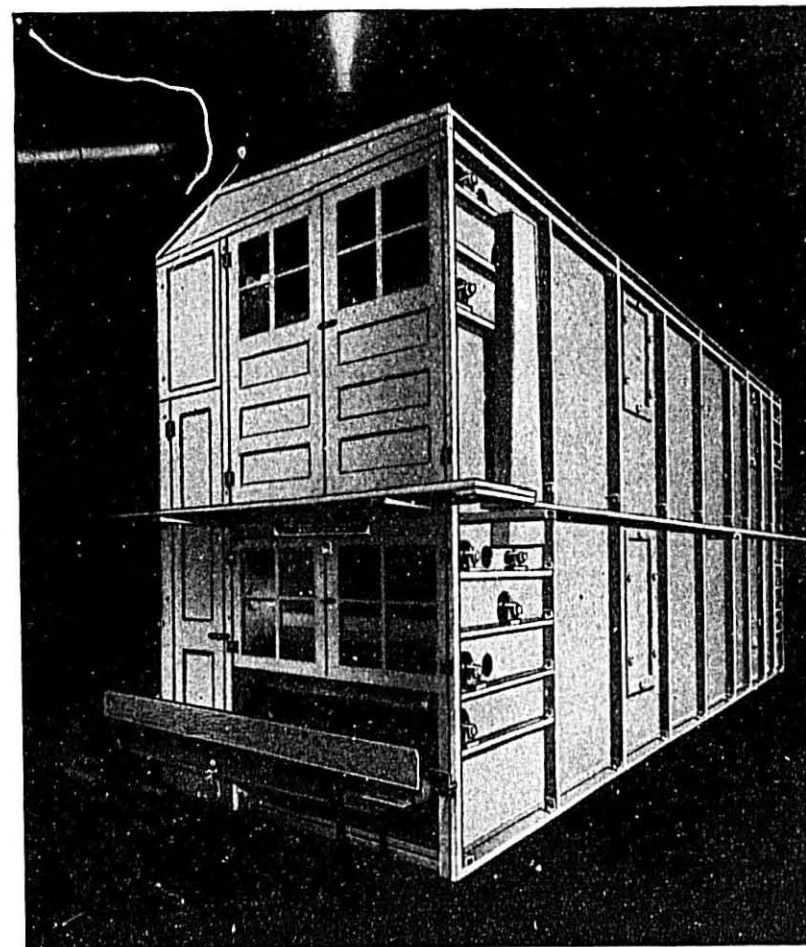
Macaroni, spaghetti and egg noodles—there are as valuable and welcome cooking aids as any homemaker can find in her continuous search for new recipes which are economical and point stretching. The nice part about them, too, is that they can be prepared quickly and easily. They can be combined with a great variety of other nutritious food products and whipped up into a delectable variety of dishes.

Unrationed meats, fish, eggs, vegetables—have a look at the long list of recipes available for combining any of these with macaroni products to turn out delicious meals. When you think of macaroni, spaghetti, or egg noodles, think of eggs, tomatoes, onions, green peppers, carrots, milk, chicken and foods like cheese which are rationed.

FLY LIGHT BULBS TO ITALY

To beat the black market in Italy the Red Cross recently shipped 2,500 light bulbs by air and 7,500 by boat for use in its servicemen's clubs. Shipments of 100 small pianos for Red Cross hospital recreation rooms have also been made to Italy.

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

MANY EXCLUSIVE FEATURES

Doughboy ROTARY HOT KRIMP Sealer

The many exclusive, time and money saving features found in the Doughboy Sealer make it the most popular on the market today.

- Seals any size bag in width.
- Adjustable to any height.
- Controlled heat—any degree from 150 to 500° F.
- Uses no more power than ordinary toaster.
- Seals 240 lineal inches per minute.

REGULAR MODEL, for cellophane and light materials...\$199.50
PRE-HEATER MODEL, for heavier or foil paper...\$235.00
Heat roll and pre-heater separately controlled.

Toggle-Jaw Type Sealers		
8-inch Jaws	10-inch Jaws	12-inch Jaws
\$98.50	\$106	\$113.50

Another exclusive feature of the Doughboy Sealer: Instant and simple removal of sealing rolls. Only one bolt to remove. Several types of roll surfaces available, including the patented "checkered" or double cut type, up to 1-inch face.

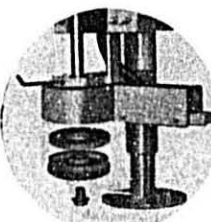
FOR DETAILED INFORMATION MAIL BELOW—

PACK-RITE MACHINES

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Milwaukee 2, Wis.

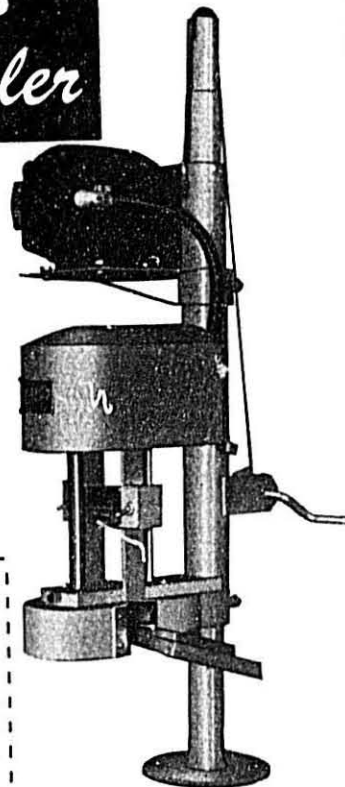
Please send complete information on:
Doughboy Rotary Hot Krimp Sealer
Doughboy Toggle-Jaw Sealer

Attn. of
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City State

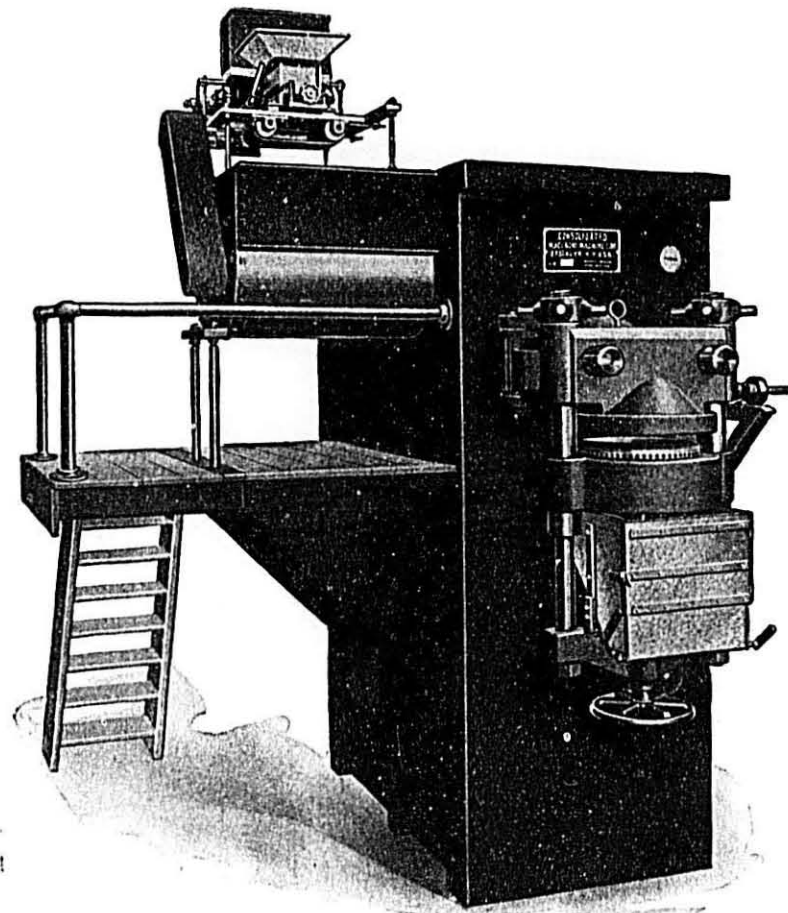


PACK-RITE MACHINES

Div. of Techtimmann
Industries, Inc.
828 N. Broadway
Broadway 3355
Milwaukee 2, Wis.



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.

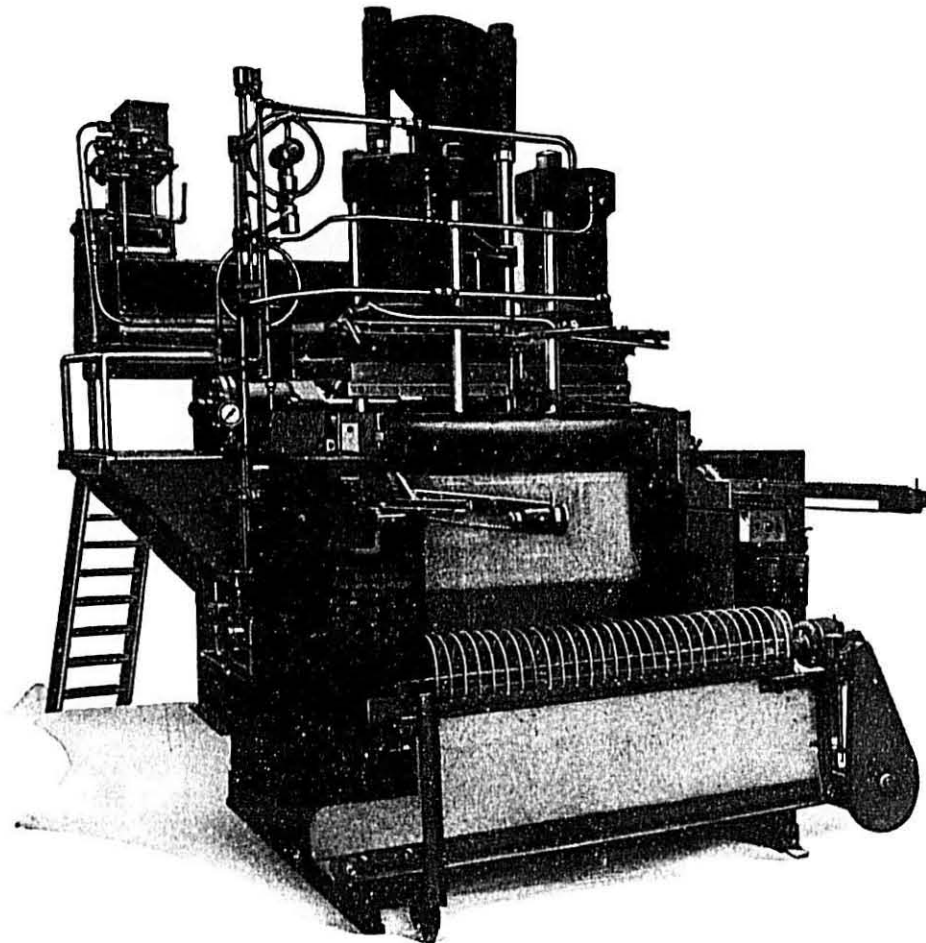
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

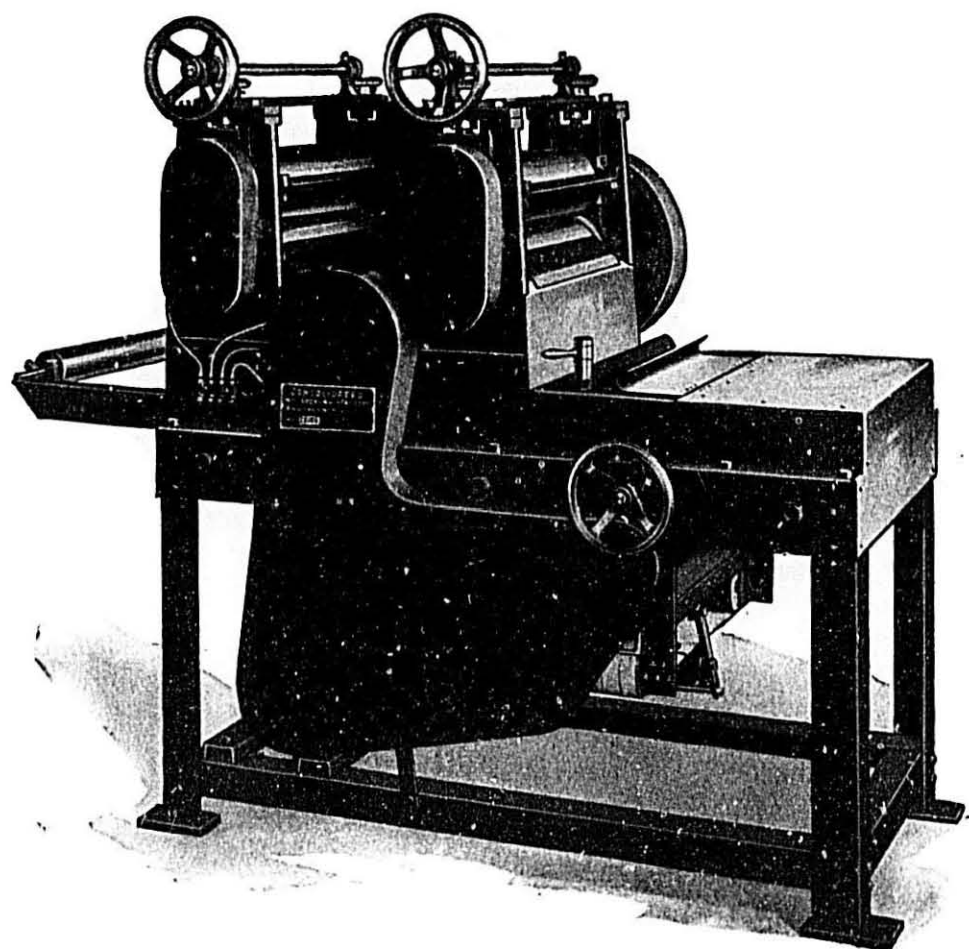
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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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

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.

Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Reduce Egg Ceilings

Reductions have been made in processors' ceiling prices on manufactured egg products, says the Office of Price Administration.

The ceilings on dried egg albumen are reduced by seven cents a pound, on whole dried eggs by three cents a pound, on dried egg yolks by two cents a pound, and on frozen eggs by 8/10 of a cent a pound. These reductions are effective March 1, 1945, and apply for the rest of this year. The last schedule of egg product ceiling prices, for various basing point cities for each month of the year, was issued September 25, 1944. (See Revised Maximum Price Regulation No. 333, and press release OPA-4770 for Sunday Papers, September 17, 1944.)

The new measure follows an adjustment in shell egg prices on October 1, 1944, which reduced the ceiling prices of "current receipt" grade eggs by one cent a dozen during the 1945 Spring period of flush production. "Current receipt" grade is the principal grade used in the manufacture of egg products. A major proportion of egg products manufacture takes place during the spring, OPA said.

The pricing agency also explained that the reduction was necessary to

maintain a proper procurement relationship between shell egg operators, breakers and driers.

Since the United States Government purchases most of this country's egg products for war purposes the reductions effected today should result in a savings of about \$6,000,000 to the Government this year, OPA said.

A new section has been added to the egg regulation, in this action, which permits the addition of transportation costs from a railroad delivery point to a buyer's place of delivery, if these two places are 50 or more miles apart. This section was added to assure proper supplies of eggs for such isolated communities as Key West, Fla.

Spaghetti—All One Can Eat for 50 Cents

In the days of old, one would not wonder at a statement saying—"Spaghetti—All You Can Eat for a Half Dollar." While a dish of good spaghetti is still available in restaurants in the United States for 35 or 40 cents, a nurse reports that in Australia the statement is literally true.

Lieut. Marjorie Endora Minor, a dietitian with the army station hospital, has been in Australia and more re-

cently in New Guinea. In a letter recently published in her home town paper she tells of "a hike for a dish of good spaghetti." "Wednesday evening we decided to have some Italian spaghetti, which some one told us was served at a private home at the edge of the city. It was dark and as we had never been in that section before we had difficulty in finding our way. We walked and walked and not finding the 'Spaghetti House,' we finally gave up. We went back to town to be satisfied with some Chinese food. We were all disappointed but will try again some of these days. Had we found a Yank, he could have told us as the Yanks know where everything is—especially spaghetti houses and other good places to eat.

"Easter Sunday we went to bed about 9 o'clock, it was so cold. Everything closes on holidays over here. Finally on our next try we found the Spaghetti House, which was different from what I had expected. It reminded me of threshing time back home. There were four large tables which seated quite a number. There were twelve benches to sit on. The place was filled. The tables had red-checked table cloths and the food was served family style.

"The spaghetti was wonderful. All we could eat for fifty cents!"

Frank J. Cuneo, Heart Attack Victim

Frank J. Cuneo, 50 years old, plant superintendent for the LaPremiata Macaroni Corporation, died suddenly the morning of February 15, 1945, at his home, 237 East Crawford avenue, Connellsville, Pa., of a heart attack.

He complained of pains around his heart Wednesday and went to bed. He was sitting in a chair when stricken fatally.

The death was the third in ten months in the family, his brothers, Lawrence and Joseph J., preceding him.

A veteran of the First World War, he was an active member of Walter E. Brown Post, Veterans of Foreign Wars. He also was a member of Immaculate Conception Church, the Knights of Columbus and American Legion. He spent eighteen months in France, being with the Army Engineers at Tours.

A son of Mrs. Antoinette Cuneo and the late Albert Cuneo, he was born in Connellsville and had spent his entire life here. Since the macaroni concern's reorganization in 1933, he had been associated with it. Previously he was with the old firm for about 15 years.

Surviving are his mother, two brothers and three sisters, Vincent J.,

Raymond, Jennie and Mrs. James C. DeOre of Connellsville and Sister Marie Anita of Bronx, N. Y.

The funeral was held Feb. 17, at the Immaculate Conception Church. Burial was in St. Joseph's Cemetery. Milton L. Bishop Post of the American Legion and Walter E. Brown Post, Veterans of Foreign Wars, of which Mr. Cuneo was a member, having served overseas with the 34th Engineers in World War I, had charge of the service at the grave.

Spaghetti for Birthday Dinner—Babe Ruth

Babe Ruth, the famous Bambino of baseball, celebrated his 51st birthday on February 7, 1945, in his usual quiet manner, cogitating on whether it was the 51st as he figures it or only the 50th as his sister claims, and which the birth certificate issued by the Baltimore Bureau of Vital Statistics shows.

He was little worried about it, and went on celebrating on February 7, with the thought uppermost in mind—the treat that he would get on all his birthdays, a heaping dish of spaghetti. The old Sultan of Swat, the idol of the Yankees baseball team, heaved himself to his feet, saying: "I'm going out to get some spaghetti. I make a

very good spaghetti sauce. We'll have a few friends dropping in tonight—maybe twenty or thirty—and spaghetti makes a good showing on the plate and doesn't require any ration points, either."

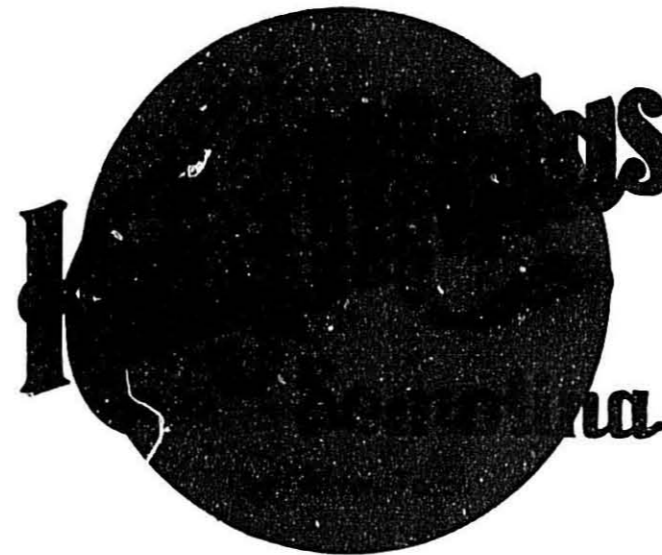
Lower Price on Italian-type Cheese

More Cheddar cheese will be available to municipally-operated kitchens preparing free or low-cost lunches for school children as a result of an action by the Office of Price Administration authorizing a service wholesalers' markup for cheese delivered to premises supplying these kitchens, OPA said.

The action, effective March 5, 1945, also provides alternative pricing methods that are expected to lower retail prices of imported Italian-type cheese; restates, in answer to inquiries from the trade, the retail prices of various types of cheese; corrects an error in the regulation governing allowances for sales of 5- and 10-pound rolls of butter, and changes the definition of "primary wholesalers" of Limburger cheese.

High temperatures are not pleasing to desert reptiles as commonly supposed; all of them will die if exposed too long to direct summer sun.

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



LEADS IN QUALITY

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



HAVE YOU ISSUED PRIORITIES TO YOUR PLANS?



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



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 25-40 cartons per minute. Requires no operator.

In these days *everything* must be given a priority in order to meet war schedules. Only in this way can the most important jobs get right-of-way over the less urgent items of our daily work.

One matter which should carry a high priority on your work calendar is the consideration of your carton packaging plans for the time when you return to the competition of civilian production.

PETERS machines which provide for automatic or semi-automatic carton setup and closing offer one means of saving labor and reducing costs in packaging your macaroni, spaghetti and noodles. These machines can offer great assistance in reducing your present cost of hand cartoning, and increase your overall profit.

A sample of each size carton you expect to use will bring our recommendations promptly. Priority of action now on this matter may save costly delay later, as PETERS expects to make deliveries in the same sequence as orders are received.

— IMPORTANT NEWS —

TO ALL MACARONI MANUFACTURERS:
YOU will be interested in my new and successful patented

Macaroni Stick

Due to its special construction, it will not warp during the usual process of drying long macaroni products.

Sticks that warp are very expensive because they waste from four to eight ounces per stick every time you fill them. With the new patented stick, which remains straight, you can have the following advantages:

1. Increased production with no additional cost.
2. Small macaroni heads.
3. Uniform lengths for better packing.
4. Pack in smaller containers.
5. Considerably less waste in sawing.
6. Improved appearance.
7. Increased capacity of your racks and drying rooms.
8. Sticks need little or no replacements.

MANY OTHER GOOD FEATURES.

Write today! Let me help you solve your macaroni stick problem. Send correct length of your sticks; also let me know how many you are using. I will send you free two samples for examination and testing.

According to their builders, these new sticks are suitable for, and also an improvement to, the new automatic spreading machines.

You will be well pleased with the results. Am certain that equipping your plant with these new sticks will convince you that you have made a good investment which will pay for itself in a short period of time.

S. VIVIANO

1176 Center Drive St. Louis 17, Mo.

PETERS MACHINERY CO.
4170 Ravenswood Ave. Chicago, Ill.

Food Buying Habits After Three Years of War

(Continued from Page 8)

tion, the answer to which may indicate a trend as the war progresses:

"Assuming food stores were open at night, at what time would you prefer to do your principal shopping?" Twenty-seven per cent answered: "After six o'clock."

Trend No. 7. Shopping in more grocery stores is still on the rise. Thirty-four per cent say they are now shopping in a greater number of

stores. This is an increase of two percentage points over six months ago.

Trend No. 8. Changing "regular" grocers continues to increase. Six months ago 20 per cent of the "floating" shoppers reported that they had changed "regular" grocers.

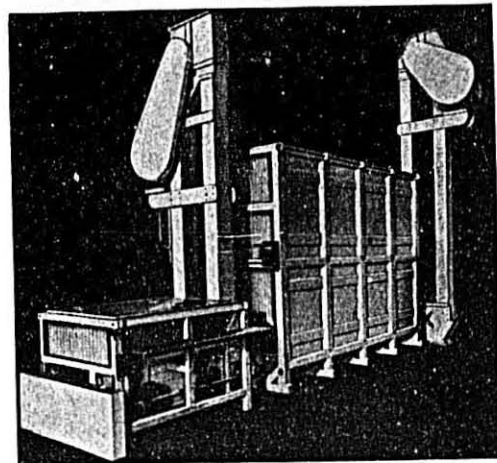
Today 22 per cent say they have switched "regular" grocers. Only an increase of two percentage points, but something to think about. And since wartime studies—our own and those made by other researchers—consistently show that housewives are loyal to brands they know, it would seem

obvious that one way to hold regular customers and to entice the "floaters" is to stock well-known brands.

To many it may seem gratuitous to report the fact that shopping habits have changed and are continuing to change. This war is changing many things, and it behooves all of us engaged in any way with the distribution of goods to inform ourselves, not only of the fact of change, but also of the shape of all the factors of the change.

It is upon the consumer that the retail food business—and every other business—depends for its profitable existence. Giving a thought to the consumer's likes and dislikes, her (or his) difficulties as emphasized by changing conditions, seeking ways and means to take advantage of known trends, not ignoring them, is just sound common sense. What we do about these trends will count in days to come.—Courtesy Advertising & Selling.

STREAMLINE PRODUCTION with CHAMPION EQUIPMENT for POST-WAR PROFITS



The Champion Flour Handling Outfit and Semo-lina Blender, illustrated above, automatically sifts, blends and aerates the flour—removing all foreign substances. It improves the quality of your products—saves the frequent replacement of expensive dies, as cleanliness helps prevent scorching—is sanitary, sturdily built for long life with low maintenance expenditure. Let our engineers aid you with Postwar plans. No obligation.

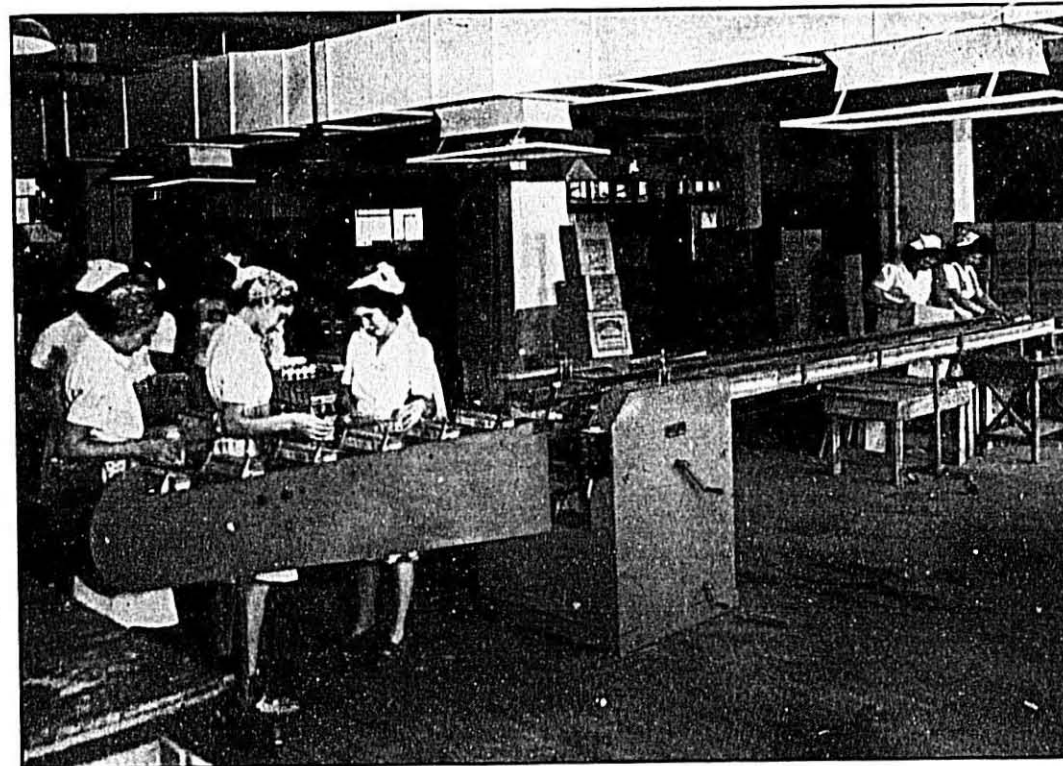
Champion Machinery Co.

JOLIET

Also Manufacturers of Dough Mixers,
Weighing Hoppers and Water Meters

ILLINOIS

★ KEEP ON BUYING WAR BONDS ★ SPEED UP THAT VICTORY ★



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

Adjustable CECO Carton Sealing Machine

*Reduces packaging costs and
Eliminates sealing cartons by hand*

- ★ Adjustable to seal ALL your cartons
- ★ Adjustment takes only one minute
- ★ Seals both top and bottom of filled cartons simultaneously
- ★ Same machine accommodates both long and short cut products
- ★ Average speed, 40 to 120 cartons per minute
- ★ Reduced sealing costs will liquidate your low initial investment in first year of operation. Maintenance cost is negligible

CECO

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

Container Equipment Corporation 210 Riverside Avenue
Newark 4, New Jersey

Potato Shortage By Spring

There have been rumors to the effect that there will be a shortage of potatoes in the markets of the country before the 1945 crop is ready for distribution, but to many the rumor had little or no appeal. However, the shortage prediction was supported by no less an authority than the Food Information Service of the New York State College of Agriculture, according to a recent press release.

Present storage stocks of potatoes are about one-fourth smaller than last year and only about three per cent above those of January, 1943, when potato supplies became quite short by spring.

The report advises against hoarding potatoes. "Hoarding only exaggerates a tight situation and often leads to waste. More may be bought than can be stored properly, or is actually needed or used. It is better to leave potatoes in commercial storage because

sprouting is less likely to occur there." Among the several recommendations made to consumers to meet the expected shortage is to use ever-increasing quantities of macaroni, spaghetti and egg noodles and other plentiful foods.

Recognizing the possible shortage and wishing to encourage the increased planting of potatoes this spring, the Office of War Information through its Price Administration Division, as of February 24, 1945, announced ceiling prices for white potatoes. The announcement, in part, follows:

Ceiling prices, f.o.b. shipping point, for sales of white potatoes during July, August and September, 1945, will be the same as the prices established for such sales during the same months in 1944, the Office of Price Administration said today.

However, "disaster" allowances necessary because of reduced yields resulting from unfavorable weather during 1944 will not be included

in the 1945 country shipper ceiling prices, OPA said.

Notice of the intention to re-establish these ceiling prices for white potatoes during July, August, and September, is given in advance of the planting season to enable growers to make their plans on the basis of this information, OPA said.

Violators Fined; Unclaimed Goods Destroyed

Four cases involving macaroni-noodle products were reported in the January, 1945, issue of *Notices of Judgment* under the Federal Food, Drug and Cosmetic Act. Three charge adulteration and one both adulteration and misbranding. The cases reported were instituted in the United States District Courts by United States attorneys acting upon reports submitted by direction of the Federal Security Administration.

Three involved Eastern firms and one a Southern manufacturer. One entered a plea of guilty and was fined \$900. In the other three cases, no claimants of the seized goods appeared and after judgment was entered the contaminated goods were ordered destroyed.

Despite the fact that artificial coloring of macaroni products has been prohibited by law for nearly twenty years, one of the prosecutions was against a user of added coloring agents. This particular case involved the seizure of more than 1,000 cases in Ohio, Pennsylvania and New York. The charge of misbranding was based on improper labeling, in part: "Pure Egg Noodles . . . Contains 5.5 Per Cent Egg Solids . . . Artificial Coloring Added."

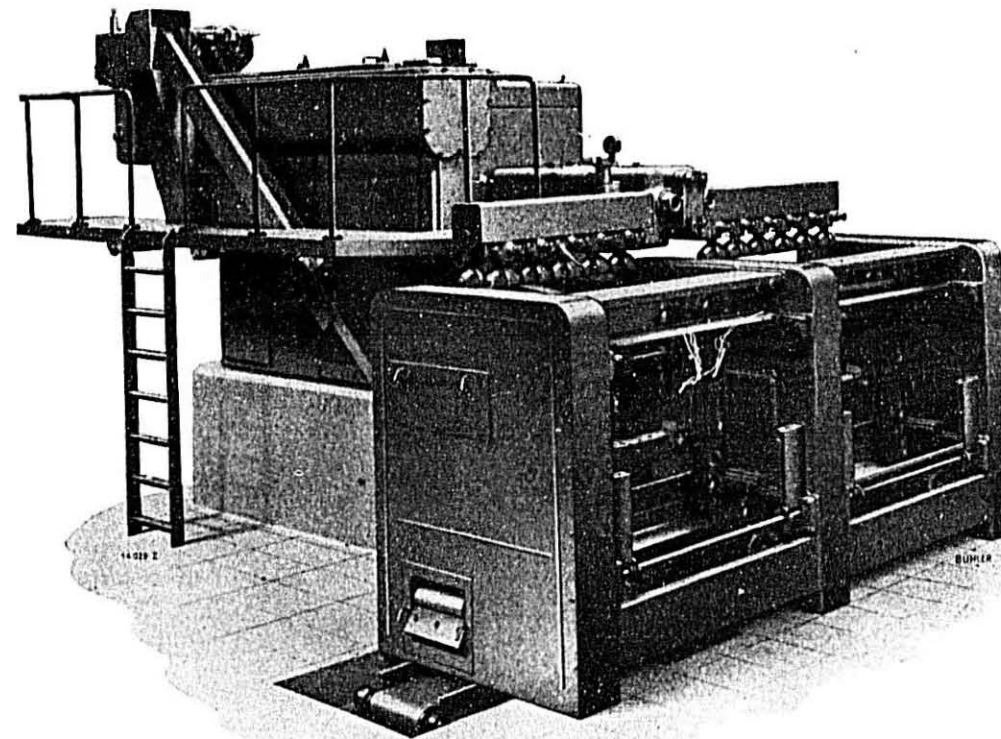
Decision was that this "was false and misleading as applied to artificially colored noodles deficient in egg solids."

The egg noodles in this particular seizure were alleged to be adulterated: "The article was alleged to be adulterated (1) in that a valuable constituent, egg, had been in whole or in part omitted therefrom; (2) in that artificially colored noodles deficient in egg solids had been substituted in whole or in part for pure egg noodles, which they purported and were represented to be; (3) in that inferiority had been concealed by the addition of artificial coloring; and (4) in that artificial coloring had been added thereto or mixed or packed therewith so as to make it appear better or of greater value than it was."

WHOLE BLOOD

The Red Cross Blood Donor Service now supplies whole blood to the armed forces in addition to providing for the plasma program. Whole blood is flown to the war theatres, where it is used to supplement plasma transfusions.

BUHLER



**CONTINUOUS PASTE GOODS PRESS
WITH
FULLY AUTOMATIC SPREADER FOR SOLID GOODS**



BUHLER BROTHERS
INCORPORATED
NEW YORK

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

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Case Sealers & Imprinters, Volumetric Fillers, Net Weight Scales, Carton Making and Sealing Machines, Dating (Coding Devices), Auger Packers, Paper Case Tube Cutters, Tube Clovers, Shrinkers, Cappers, Setup Conveyors, etc.

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Check the PACKOMATIC package-expediting equipment listed above . . . Note the calibre of business and industrial organizations for which this equipment has been designed and built. Consider the tremendous volume of merchandise that has been sped to Global destinations with the aid of PACKOMATIC packaging machinery—safely, surely, economically!

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J. I. FERGUSON CO. JOLIET, ILL.

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Trademarks and Brand Names Valuable

Where 60,000,000 Jobs Are Coming From

How are we going to provide the sixty million jobs necessary to a healthy postwar economy? Is there any one force strong enough to make these jobs?

The answer is Yes. But chances are that few people can guess offhand what it is. Yet, without it, American business would fold like a pup tent and quietly pass away.

See if you can guess what it is by looking at a few facts.

In 1904 a famous make of automobile cost \$7,000. In 1939, when almost three million cars were bought, the average price of all makes was only \$613.

Between 1910 and 1936 the price of tires fell from \$25 to \$12, and mileage went up from 2,500 to 25,000.

In 1906 a certain brand name safety razor, without blades, cost \$5.00. In 1936 the same razor, with five blades, cost 49c.

Between 1927 and 1939 the average price of radio sets fell from \$125 to \$31.

Well, have you guessed what the one force is? If not, here are two more hints:

In 1908 annual car sales in the United States were only 63,000. In 1938 they stood at 2,960,000.

In 1921 only 5,000 refrigerators were made. In 1939 the number was 1,900,000.

Endless figures on mounting mass production and falling prices of better and better products could be given. The question is, What one force is behind these figures?

The System of Brand Names.

A one-horse farmer can work only a tiny farm. A one-horse-power manufacturer can produce for only a tiny market, hire only a few workers. Mass production alone can supply a mass market, provide work for thousands of workers. It takes a nation-wide system of mass production to supply all the things a nation buys, provide jobs for all workers.

But a mass producer can't stay in business, can't even become a mass producer in the first place, unless his name or trademark is favorably and nationally known. By high-pressure, direct-selling methods he may sell an ersatz product to a few thousand people . . . once. With the same methods, if his product is sound, he may sell the same people over and over again, and even widen his market.

But even if his product is tops in its kind, he can't supply the national market unless the nation knows his brand name. No buyer asks for a brand he never heard of.

The only sure-fire formula for manufacturing success is to make something of high quality, put your brand or trademark on it, keep the quality up to scratch all the time, and advertise it from border to border.

That's what American brand name manufacturers have done. Their success is shared by the American people, that is, by workers of all kinds—the wage- and salary-earners, the people with folding money . . . the buyers, the men and women who make demand something more than a word in the dic-

tionary. Americans put the bite on what they want because there are teeth in their demand.

They put mass production on a paying basis—the only basis it can stand on. By having the money to buy what they themselves make, they keep themselves in jobs and make jobs for others.

The combination that will assure sixty million jobs is mass production of brand name goods, tested and re-tested for many years in a mass market created by consistently high quality and national advertising.

Protect your Trademark by properly registering same. Promote your Brand Name by judicious advertising

TRADEMARKS APPLIED FOR

Gold Medal

On January 2, 1945, application bearing Serial Number 453,919 was published by Golden Age Macaroni Corporation, Los Angeles, Calif., for registration of its trademark "Gold Medal," for use on macaroni, spaghetti, noodles, vermicelli, soupmix, sea shells, alphabets and stars. Application was filed January 27, 1942, claiming use since November, 1912. Applicant is the owner of registration No. 247,969, registered October 9, 1928.

Besides the words "Gold Medal," for which owner makes no claim, the mark consists of two pedestals with an animal squatted on top of each. The animals hold in their mouth a band or ribbon, with an oval suspended in the middle of band or ribbon.

TRADEMARKS REGISTERED

Snoodles

On September 11, 1943, the Essex Macaroni Co., Inc., of Lawrence, Mass., filed an application for the registration of its trademark "Snoodles" for noodles, spaghetti and macaroni. It was published November 7, 1944, under Serial No. 463,348. Firm claims use since July 1, 1943. The mark consists merely of the word in heavy type.

The trademark was registered January 16, 1945, given number 411,343.



ONE Sure Introduction TO POSTWAR MARKETS

When America's dollar turns again to SELECTIVE, peace-time buying, you will need, and want, every sales weapon at your disposal. ☆ Surely one of the best introductions for your product to this new, highly competitive market, will be a new package . . . a package alive with color and eye-appeal;

imaginatively designed and skillfully created to attain the highest degree of attention values. Milprint is ready NOW with this type of package . . . ready to give you a powerful sales weapon that will fasten the eye of the postwar consumer on your product. ☆ Consult your Milprint representative today.



LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

STAINLESS STEEL DIES - WITHOUT BRONZE PLUGS

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

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

1153 Glendale Boulevard

Los Angeles 26, California

Meals-Checking by Nutrition Units

Agreeing with the leading industrialists of the nation that proper meals favorably affect absenteeism, inefficiency and lowered production to a great extent, the United States War Food Administration is encouraging the formation of Nutrition Units to study the eating habits of workers with the idea of recommending to various working groups food selections

that will afford the employe a more healthful and disease-resisting diet. The United States Chamber of Commerce through its Health Advisory Council is assisting.

Many cities have already formed such Nutrition Units and macaroni-noodle plants, especially those that operate cafeterias, may expect a visit from these volunteer nutritionists and dietitians. The press of the country is watching this work and reporting on the activities of the Nutritionists who are acting under government supervision. Macaroni-noodle plant operators will be interested in the procedure as followed in the reported visit to the plant of the C. F. Mueller Company of Jersey City, N. J. The press dispatch reads, in part, as follows:

On February 12, 1945, the nutrition group stood at the end of the cafeteria line of the Mueller Macaroni Company and awarded certificates showing percentage of nutrition values as employes filed by with their trays laden with food. Of those getting their trays checked, the average tray rated 89 per cent, exceedingly high total. Miss Corinne Tilden, medical director of the Mueller Macaroni Company, when interviewed today stated:

"I feel that the committee's work is help-

ful to the medical department and an aid to teaching the employes the importance of a well-balanced diet which is essential for the best of health."

Upwards of 500 employes' meals were checked in the Mueller plant. The Mueller plant is to be commended for its keen interest in its employes, the committee said.

The plant maintains a nurse who in addition to her regular duties, counsels the worker in regard to his food problems. The plant maintains a special place for employes who bring their own lunches. It has worked with the U. S. Government Nutrition Industry program by showing posters, use of literature, the committee said.

Government Sells Spaghetti

According to reports originating in Washington, D. C., the War Food Administration recently sold some of its surplus spaghetti at an exceptionally low price per pound. The announcement does not mention whether the food sold is for resale or other use, classifying it as "off-condition."

Sale of Government-owned Spaghetti—46,625 pounds to G. Cassia & Sons, Inc., New York city at 3c a pound, f.o.b., Pittsburgh.—*N. Y. Journal of Commerce*, Feb. 15, 1945.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks				
	1943	1944	1943	1942	1941
January	781,796	721,451	855,975	711,141	561,940
February	739,970	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		895,478	713,349	648,062	622,267
October		919,226	791,054	876,363	782,734
November		1,016,483*	839,778	837,792	642,931
December		870,681	801,847	923,014	525,795

Includes Semolina milled for and sold to United States Government. *Subject to revision when delayed reports are received.



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.

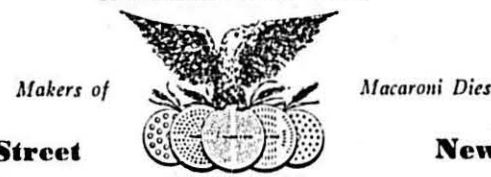
The patented process at Spencer Kellogg brings you soy flour at its best. Kellogg SOY is mild—uniform in texture—easy to use.

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.

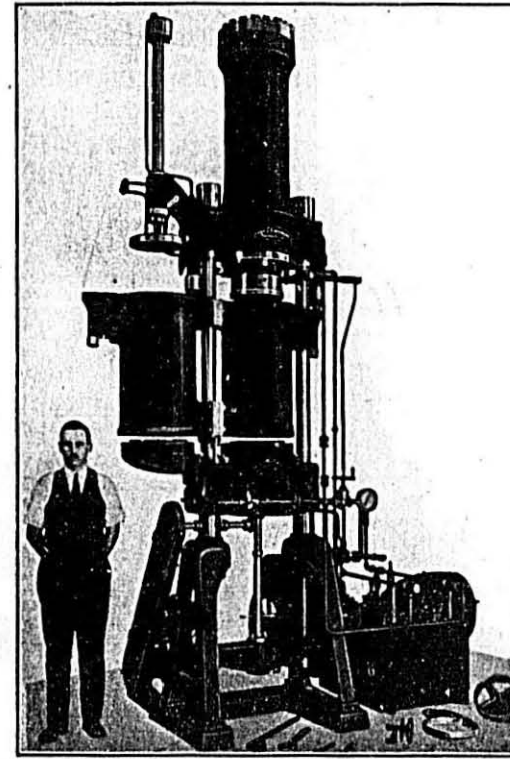


Makers of
178-180 Grand Street

Macaroni Dies
New York City

TRADE MARK

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



PRESS No. 122 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

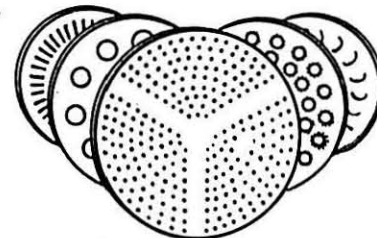
- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

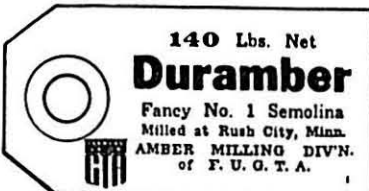
N. Y. Office and Shop 255-57 Center St.
New York City

STAR DIES WHY?

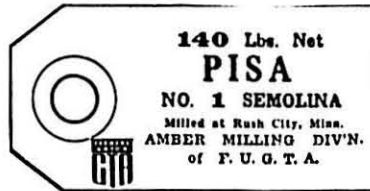
Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



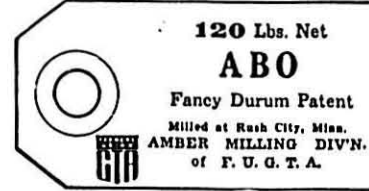
THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.



140 Lbs. Net
Duramber
Fancy No. 1 Semolina
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.



140 Lbs. Net
PISA
NO. 1 SEMOLINA
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.



120 Lbs. Net
ABO
Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.

Amber Milling Division of
FARMERS UNION GRAIN TERMINAL ASSOCIATION
Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

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
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 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
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Vol. XXVI MARCH, 1945 No. 11



"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."

Cereal Chemists Cancel 1945 Meeting

In fullest co-operation with the Office of Defense Transportation, the Executive Committee of the American Association of Cereal Chemists has passed a resolution canceling the 1945 Annual Meeting of the Association which was scheduled for Toronto, Canada, during the latter part of May. At the same time, the Executive Committee decided that the 1945 Annual Meeting will be postponed and held at approximately the same time and in the same place in 1946, providing that our progress with the war and our transportation facilities will permit. The Committee further decided that the present officers should be continued in office until their successors have been duly elected according to constitutional procedure.

5 Per Cent Cut in Container Board

A five per cent cut in the use of nonmilitary shipping containers for nonmilitary purposes has been ordered by the War Production Board through amendment of Limitation Order L-317 (Fiber Shipping Containers; Manufacture and Use), reports WPB. The amendment limits the quarterly use of such containers to a number that will require only 95 per cent of the total containerboard (by both weight and area) in the containers lawfully used by a packer in the corresponding quarter of 1944.

"Sharply increased activity in the various war theaters creates an even heavier demand on cartons for military supplies, and this need can be met only by greater conservation at home," WPB officials said. The officials pointed out that containerboard requirements for V-boxes have increased almost 50 per cent since the first quarter of 1944.

The amendment to Order L-317 is effective as of January 1, 1945. WPB announced that all grants of appeals under Order L-317 are expressly cancelled by the amendment.

Guarantee Egg Delivery Prices

At the request of War Food Administration, the Office of Price Administration has changed its regulation governing dried egg ceiling prices to permit egg driers to be paid on the basis of contract delivery prices instead of actual delivery ceiling prices.

War Food Administration explained that if this technical change were not made, driers contracting in good faith for delivery of egg powder to the Government agency might be penalized up to 10 cents a pound if dried egg contracted for delivery in January was not shipped until February and if ceiling prices decreased in the meanwhile. This provision is retroactive to January 31, 1945.

Better Chance Offered "Little Fellow"

Practical steps to give immediate help to the nation's small businessmen in the food processing field were made public recently through announcement of a new buying policy by Safeway Stores, Incorporated.

Any manufacturer, regardless of size, having experienced, capable management, and making a product which will meet recognized grade standards, will now have the opportunity to seek the wide distribution facilities of the company.

The announcement by this national grocery store chain informs food suppliers that its buyers are encouraged

Jacobs Cereal Products Laboratories INC.
 156 Chambers Street
 New York 7, N. Y.
 Benjamin R. Jacobs
 Director

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

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

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

to purchase quality items without regard to the extent of brand advertising or established consumer demand.

This new buying policy opens a valuable potential market to thousands of small suppliers through the distribution machinery of one of the largest grocery retailers in the country. Purchases of new items will not be limited by public demand for advertised brands, but will be determined on the basis of value to the consumer.

The announcement emphasized that the company's interest is in giving an opportunity to small processors who are actually manufacturers seeking an outlet for their product.

Closed for Duration

The Youngstown Macaroni Company, Youngstown, Ohio, has ceased operations and will remain closed for the duration. Reason: Mr. R. Toriello, the chief executive of the firm, has been drafted into the Navy. Closing the plant entirely will relieve him of business worries and permit him to give all his attention to sinking German submarines or slapping the Japs.

Approximately 7,000,000,000 bushels of rice are produced annually throughout the world.

A DIGEST OF SUCCESSFUL SELLING IDEAS
THE SELLING PARADE
 (REGISTERED)
BY CHARLES B. ROTH

Remember Tomorrow

It's an old saw by now but still good. The restaurant put up a sign. It read:

**Don't Insult Our Waiters
 We Can Always Get Customers**

The trouble is that a good many businessmen—and salesmen—are comporting themselves as if that were actually true, as if customers would always be a dime a dozen, as if you could push 'em around and get more if they don't like it.



During the past three years of war Americans have taken a lot of beating at the hands of salesmen. They've waited in line. They've put up with inferior service. They've been humiliated by salesmen and clerks. And they've taken it all on the chin with good nature and courage.

But—and here's the main point—they haven't liked it a darned bit.

Secretly there isn't a man or a woman in the country who doesn't resent the arrogant treatment dished out during the past months. People resent for a long time—"They never forget nor forgive a slight," as Lord Chesterfield puts it—and they won't be as sweet when times change and businessmen and salesmen again need customers.

For wise salesmen the present, for that reason, is a grand opportunity to make lifelong customers.

These people who have been pushed around will literally fall all over themselves to show appreciation if properly treated. And alliances made now can last right on down through the years.

During World War I there were two firms, equal in size and prospects. Came lush times with easy selling. Firm No. 1 high-batted customers. Firm No. 2 showed understanding and appreciation, won their friendship and confidence. The second took over the other one in 1920 and has been leader in its field ever since. It's showing the same kind of consideration now that it showed during the last war. There isn't much danger of that firm being a war casualty.

\$5,000 from \$50

E. St. Elmo Lewis, a famous man in the field of business counseling, has an interesting little story about the cash value of honesty.

In a Pennsylvania community was a Quaker horse dealer. Said a farmer, on seeing one of this man's horses, "Want to sell?"

"Well, I bought this horse for my own use," said the dealer, "but there's no reason why I shouldn't sell him if we can agree on a price."

"How much do you want for him?"
 "I paid \$150 for him and think I'm entitled to a profit of \$50. If you want him for \$200, he's yours."

So the deal was made. The horse was delivered and proved to be very satisfactory to the new owner. A few weeks later, however, he received a check for 50 from the dealer and a note which said: "I told you I paid \$150 for that horse. On consulting my records I find I was mistaken. I paid only \$100 for him. I told you my profit was \$50, therefore I am sending you \$50 to make the deal right."

The dealer expected no reward for doing what he saw was right according to his lights, but the farmer was so pleased that he told the story over and over again and more than \$5000 of new business came to him from the advertising.

Bystander: "I observe that you treat that gentleman very respectfully."
 Salesman: "Yes, he's one of our early settlers."

Bystander: "Early settler? Why, he's not more than 40."
 Salesman: "That may be true, but he pays his bills the first of every month."

The Main Secret of Selling

Martin M. Hyzer, who lives in Andes, New York, has been an observer of the selling scene for years, and believes the main secret of selling is a very simple thing. He tells about a shoe salesman to illustrate what the secret is and its simplicity.

This man traveled out of the Chicago district for more than 40 years. He telephoned a prospect to meet him, a prospect he had never seen before. Let the prospect finish:

"Although he had never seen me before, when I walked into the room he took me by the hand, offered me a comfortable chair. There wasn't a sample to be seen. Then he asked me about my wife and family. How did he know that? He asked me other things about my family and business, and although I had never bought from his firm, he knew what I had been buying and what I needed. Before he was through with me he had sold me more shoes than I had ever bought before. He became the most

talked-of man in the industry, retired, and now lives in a lovely home in California."

The secret, according to Mr. Hyzer, is simply a sincere, honest, friendly, sympathetic—and helpful—interest in the prospect. I agree with Mr. Hyzer.

They Don't Like Flattery

An intelligent woman I know was indignant the other day when I saw her, though she is usually very collected and calm.



"What went wrong?"

"I'm a victim of poor salesman-ship," said she, and explained. "She went into a hat store to buy a hat. The effect, she said, was overwhelming: she looked awful in them. While she was trying to overcome the shock of her own reflection, the saleswoman went into raptures over the hats."

"You look just darling in that one," she exclaimed. "It is beautiful."

"Every hat got worse," said the woman, "but every one made her more chubbier. I knew, darn well how I looked and so did she, but she was so anxious to make a sale she had hysterics. That made me sore, and I'm still sore."

I knew how she felt. I've felt the same way many times, when I had the feeling that the salesman was not shooting square but was merely trying to get my money. You've had the same experience yourself. All we can do is not buy from such salesmen.

HELPS PRISONERS

The International Red Cross Committee watches over the welfare of war prisoners of all countries that have ratified the convention covering this phase of warfare. The Committee's delegates make periodic visits to prisoner of war camps, inspect housing and food, talk to the prisoners' chosen representatives in privacy, ascertain physical and spiritual needs, and see they are properly cared for.

<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>				
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>C. W. WOLFE, President..... Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President..... I. J. Grass Noodle Co., Chicago, Ill. 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> </td> <td style="width: 50%; vertical-align: top;"> <p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 F. D. De Rocco, Jr., Florence Mac. Mfg. Co., Los Angeles, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.</p> <p>Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.</p> <p>At-Large John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn, N. Y. Albert Ravarino, Mount City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p> </td> </tr> </table>			<p>C. W. WOLFE, President..... Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President..... I. J. Grass Noodle Co., Chicago, Ill. 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>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 F. D. De Rocco, Jr., Florence Mac. Mfg. Co., Los Angeles, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.</p> <p>Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.</p> <p>At-Large John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn, N. Y. Albert Ravarino, Mount City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>
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The Secretary's Letter

Invitation to Celebration

Yes, Mr. Reader, you are invited!

It may or may not be news to you, but it should be interesting to all readers that with the coming issue of THE MACARONI JOURNAL, April, 1945, this publication completes twenty-six years of continuous, faithful service to the Macaroni Foods processors of America, as the official organ of the National Macaroni Manufacturers Association, dedicated to the general welfare of a food group that has grown in size and stature with the passing years.

Naturally, the celebrant wants all its friends to rejoice—to join in whatever festivities may mark the occasion of another birthday. In our case, this means all our regular subscribers and advertisers, all manufacturers and allied, as well as occasional readers and those other friends who await these yearly celebrations to pay their respect to their friends in the business.

We are happy to have these friends and well-wishers join us in celebrating the passing of still another milestone in our journey aimed at making better the way of the macaroni-spaghetti-egg noodle processors—to celebrate with us in whatever way the spirit moves them.

The significant thing to bear in mind is that through these long and happy twenty-six years, the MACARONI JOURNAL has never veered from its dedicated course of helping to aid the industry to fortify itself to meet the challenge, year in and year out, come what may. A solidified, optimistic industry is ever ready to make occasional sacrifices as may be needed under certain conditions, to continue its charted course. So, we hew to the line, as we pass milestone after milestone on our journal.

M. J. DONNA, Secretary



1. This one man can load and stack 400 lbs. in Multiwall Bags as fast as...



2. ... two men can handle a single 400 lb. drum.*

* Report from large chemical manufacturer. Name on request.

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without losing time

AGAIN and again, Multiwall bags have proved their worth as time savers, space savers, and man-power savers.

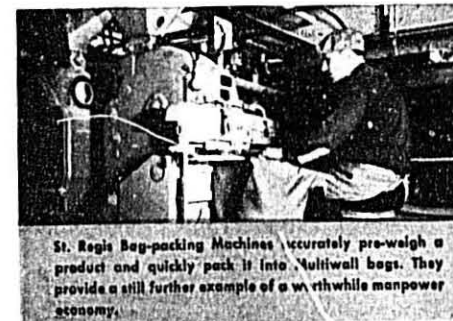
These convenient paper bags can be quickly and easily handled by a minimum number of loaders . . . a real saving of labor costs. And, because they can be stacked neatly and compactly, they save valuable space in storage and in transit.

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Multiwalls are rugged . . . tough. Made of from 2 to 6 plies of sturdy kraft paper, they withstand plenty of rough handling.

These bags are sift-proof and moisture resistant — a most important advantage in shipping hygroscopic chemicals and foodstuffs.

Multiwall Paper Bags will be especially designed to meet your immediate packaging needs. To find out more about the time and money-saving advantages which they hold in store for you, just drop a line to your nearest St. Regis office today.



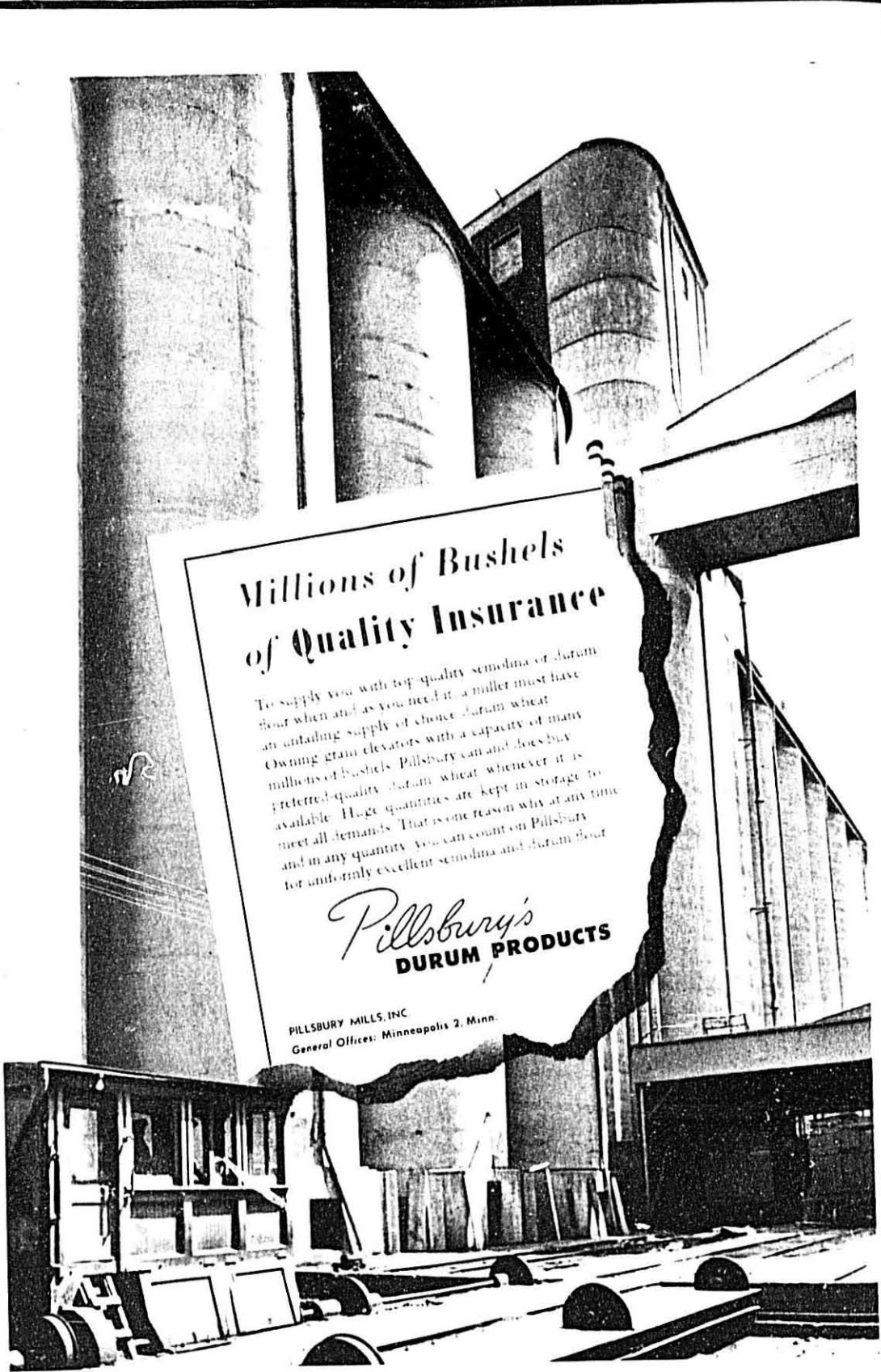
St. Regis Bag-packing Machines accurately pre-weigh a product and quickly pack it into Multiwall bags. They provide a still further example of a worthwhile manpower economy.

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