

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 3**

July, 1945

JULY, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Millions for Relief

Our Government is calling upon the American macaroni-noodle manufacturers to supply millions of pounds of their products for the relief of the millions of hungry civilians in Europe.

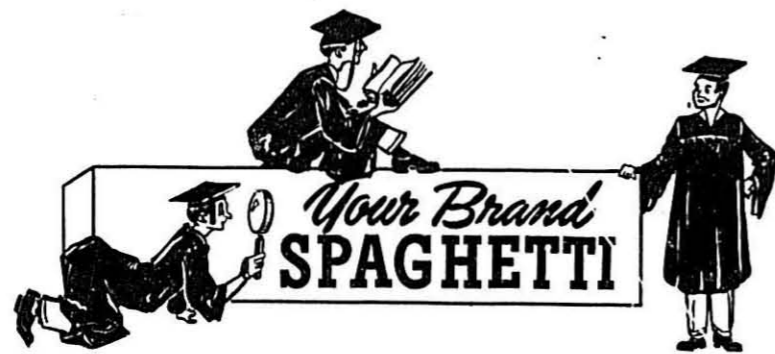
The relief agencies will not be disappointed with the quantity of macaroni, spaghetti and egg noodles made available for this purpose and it is hoped that the millions being fed will not be disappointed by the quality of the products being supplied.

Among all classes, quality tells.

Office: Oregon
National Macaroni Manufacturers Association
Evanston, Illinois

VOLUME XXVII
NUMBER 3

Printed in U. S. A.



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THE MACARONI JOURNAL

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The MACARONI JOURNAL

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Are "Imitation Noodles" Legal?

The Federal Food and Drug Administration has set up definite standards of identity for macaroni, spaghetti and egg noodle products, as it has for many other foods. Generally speaking these products are considered to be misbranded if the statement on the label is misleading in any way, or otherwise in violation of the standards set. Despite the clarity of these regulations, there are still too many violations, some planned, others unavoidable.

Under the Federal standards, Noodle Products—(Noodles, Egg Noodles, etc.) are defined:

"Noodle Products are the class of food each of which is prepared by drying formed units of dough made from semolina, durum flour, farina, flour, or any combination of two or more of these, with liquid eggs, frozen eggs, dried eggs, egg whites, egg yolks, frozen yolks, dried yolks, or any combination of two or more of these, with or without water and with or without one or more of the optional ingredients specified. . . . The total solids of Noodle Products contain not less than 5.5 per cent by weight of the solids of egg or egg yolk."

The Federal Security Agency of the United States Department of Agriculture, despite the many new obligations growing out of the war efforts, has been trying to enforce regulations to safeguard the health of the consumers. Though most of the seizures of macaroni products in recent months reported by the Government are based on charges that foods are contaminated, even though in the case of macaroni products such contamination occurs after the products leave the factory, there are also some based on egg deficiency and artificial coloring, both prohibited, illegal practices.

Under the present regulations there are no "plain noodles." If a food bears the name "noodle," "noodles" or "egg noodles" in any form, it must contain 5.5 per cent of egg solids . . . so there can be no legal "imitation noodles."

A recent decision by the U. S. Circuit Court of Appeals in Cleveland, Ohio, January 31, 1945, says that—

"'Imitation foods,' when shipped in large containers and later sold or served to consumers in small quantities, and who are not informed that they are imitations or substandards, constitute a violation of the provisions of the Food and Drug Act."

The case in question concerns the use of artificially colored poppy seeds by bakers. They were shipped to bakers properly labeled, which labeling may be permissible with reference to poppy seeds, but prohibited in the case of egg noodles. When the baker used them without informing consumers that the seeds were artificially colored, the court held that the inferiority had been withheld from the consumer . . . the artificial color made the seeds appear better than they would if they had not been colored. The original container may have been truthfully labeled, as artificially colored, but the baker made no attempt to pass on that information to the consumer. "The law is intended to protect consumers, not merchants or traders."

That brings up the question as to where in its course from factory to consumer does the liability of the manufacturer cease, if ever? Suppose that a restaurateur chooses to buy plain vermicelli or a slightly larger strand or ribbon of plain macaroni in twenty-pound boxes. It is properly labeled as vermicelli or whatever other trade name that applies. The restaurateur places the open, properly labeled box under the counter and proceeds to take quantities therefrom for cooking in plain sight of his patrons, who on reading the menu card order and consume the food believing they got egg noodles, is there any violation of the present food laws? They looked like noodles and were probably "doctored" to taste like noodles, but neither the proprietor, nor the label on the box claimed that they were other than vermicelli or plain macaroni.

This is a practice that has puzzled the authorities. There seems to be nothing illegal in this particular instance—merely a case of "mistaken identity" by the consumer—but it does leave open for discussion just where the liability ceases under the present law.

The Coming Winter in Europe

By Roy F. Hendrickson, Deputy Director General,
United Nations Relief and Rehabilitation Administration

The coming winter in Europe will witness the most difficult food shortages of modern times. There will be few islands of relative plenty; for most areas it will be a period of serious scarcity.

Extensive restoration of inland transportation, badly shattered by the effects of war, would be a major ameliorating factor. The second mitigating factor will be the extent to which the rest of the world is willing and able to provide food which can be shipped into Europe.

A glance at the war maps of last September and the positions of the armies through the months of winter and spring climaxed by Hitler's collapse in May, shows that a vast area of Europe was overrun by active warfare during that period. Among the significant by-products of this activity was serious interference with harvests last fall, with autumn plantings of cereals, and with tillage and spring plantings in many areas. It follows—taking into account also the absence of fertilizers on most soils for several years, and the loss of draft animals—that this year's harvest in Europe will be far below normal despite heroic efforts on the part of its people.

Centuries of cultivation in Europe have depleted soil fertility which in most areas required frequent replenishment, especially with chemical fertilizer. This has been impossible for several years to any considerable extent, except for potash in some central European areas. Shipments of phosphates, mostly from North Africa, have been negligible because of war conditions and shipping shortages. Many countries went without nitrates except for the use of minor reserves for three to five years.

As a consequence, productivity is down even in such areas as were able to maintain a substantial production of animal draft power—and there are few if any areas which escaped military demands either on the part of their own armies or those of the enemy. The loss of tractors was very heavy, with relatively small replacements made during the war and with other machines immobilized by lack of fuel or repair parts.

Crop estimates are relatively unreliable at this time, but in the case of cereals it is unlikely that Europe will achieve much better than a half crop this year. Dairy production, while it

may recover greatly in 18 months, cannot recover rapidly enough to affect the picture next winter very substantially, because the oilseeds that furnish protein supplements in dairy rations and other fodder are not available to the extent necessary to meet more than a small percentage of the need. Meat production will be low with emphasis laid as far as possible on restoring breeding herds and flocks. Sugar production, too, will be far below normal. Vegetable and potato production has the best prospect of making a contribution to the over-winter food supply. But even the production of these will be affected by the fertilizer and transport shortage.

While the production picture may mean that certain limited areas, rich in soil and other resources, may have fair yields and a good outlook, the over-all situation, the total output, will be far below need—and Europe has normally for many years been a big importer of food.

The second over-all factor affecting the available food supply will be distribution. The physical aspects of distribution present a dark picture. First of all, the damage to railroads, the heavy losses of rolling stock, mean that a heavier-than-normal load is thrown on other forms of transportation—which means on trucks, primarily. And the shortage of trucks, of tires, of repair parts, and of fuel—unless a trend of greater success in making up the deficit in coming months develops than has been possible since liberation thus far—will mean that what amounts to an exportable surplus in one area cannot be moved into deficit areas.

Deficit areas do not mean cities alone. There are vast areas which have long had a population load far greater than their land resources, even in times when per-acre productivity was high. The transport shortage will also affect the ability to move inland and distribute properly the goods from abroad. But inland transport shortages should not deter a substantial effort to bring goods in from the outside.

There are other aspects of distribution which cannot be remedied rapidly. Under German occupation black markets flourished. Those who patriotically resisted the Germans tried hard to avoid, despite extreme military regimentation, yielding up their produce when levies were made on them. They felt it was loyal, and certainly profitable—though often risky—to contrib-

ute to the operations of the black market rather than to donate to the enemy.

New or liberated governments cannot quickly set up the necessary machinery, staffed from a population deeply cut in numbers and more deeply cut in skill by war. To meet the objective of equitable distribution becomes very nearly impossible when it involves meeting the demand with a supply half as large as the demand. It is not necessary to meet needs 100 per cent, or to the point of saturation; no one really expects that. But even the best regulatory machinery with the best disciplined population behind it is not likely to achieve great success in distributing evenly a supply smaller by 25 to 50 per cent than the demand, especially in the case of most foods.

As much emphasis as possible must be laid not only on meeting the crisis which is faced next winter, but on taking all possible steps to insure that 1946 shall bring forth as bountiful a harvest as Europe can provide for itself. The first program then must envisage supplying fertilizers which need to be applied this fall and winter, providing farm tools, including tractors and draft animals where they can be used effectively, and having seed on hand in ample time to allow for some slowness in distribution. Meantime the need for doing everything possible to restore inland transportation, especially through the provision of trucks and repairs for those now incapacitated, should be made not only to assist in insuring next year's harvest but to distribute effectively the limited harvest of this year.

For the next few months, until the end of November, the indigenous supply of food raised by the Europeans through their own efforts should be most in evidence. It is from December until the first results from the 1946 harvest are available that the most severe pinch will come. Nations being assisted by UNRRA and all others will therefore be more dependent on imported foods to be shipped during the fall for storing and in later months for immediate consumption than they are even at the present time.

For the second half of 1945, the minimum import requirements in metric tons of food for nations to be assisted by UNRRA (including a small child-feeding program that averages 16,000 tons a month for Italy under a special provision authorized by the UNRRA Council) will be 2,423,000

(Continued on Page 8)

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The Coming Winter In Europe

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tons. Of this supply, more than one-half, or 1,259,000 tons, will be grain and grain products. Even if we assume that less than 2,433,000 tons of food will be shipped the last six months of the year, food will still constitute more than one-half of 3,895,000 tons of supplies which we should send to countries requiring UNRRA's assistance during that period. In terms of dollars, the cost of the over-all program would be about \$750,000,000, which when shipping charges are added increases to a total cost of about \$913,000,000.

The food needs for the period July through December include these: dairy products, 132,000 tons; meat, 168,000 tons, nearly half of which is fatbacks; fish, 87,000 tons; edible fats and oils, 154,000 tons; oilseeds, 122,000 tons; dried beans and dried peas, 102,000 tons; sugar, 69,000 tons; inedible fats and oils, 4,000 tons; soap, 40,000 tons, oil equivalent; animal feeds, 211,000 tons.

While the United States must be called upon for the largest share, very substantial quantities are being requested and obtained in Canada, Brazil, Mexico, Cuba and other Latin-American countries, Australia, New Zealand, the United Kingdom, South Africa and others. We depend for our allocations upon the Combined Food authorities of the United States, the United Kingdom and Canada to assign UNRRA its sources of supply. UNRRA depends upon the United Maritime authority, which includes in addition to the United States and the United Kingdom, Norway, France, the Netherlands and other nations, for shipping. European countries financing imported food and other supplies and shipping with their own resources go to the same allocating authorities.

It has long been axiomatic to those who have studied the effects of war upon supplies that the end of a war increases rather than decreases the demand. UNRRA is hopeful that the period during which it must provide assistance—serving as an arranger between the nations of good will and the nations in need—will be short. But it is foolish to be so optimistic as to believe that these nations can recover quickly from the effects of long years of occupation and plundering. It is not possible for these countries, practically without foreign exchange, to restore quickly their former export position so that they can in effect trade surplus goods for foods and other items they must import although every effort must be made in that direction.

How well prepared are the nations of good will to meet the deficit during the coming year?

It has been a long and difficult war

in which marked expansion in food production has taken place in the U.K., the U.S., Canada and many other areas. The demands of the military forces are not dropping away fast. In addition to troops, there still are large numbers of prisoners of war, and in zones of military occupation the military has a responsibility for civilian supply. The brightest spot is in cereals, but cereals cannot do the whole job of meeting the food deficit.

It is evident that the deficits, as at the outset of the war, are in the fields of proteins and fat. Meat is short, and dairy products, in terms of quantities apparently available to liberated areas, appear to be equally short; fish is also short.

I said "available to liberated areas." This availability has to be determined by the people and the governments of the supplying areas—it cannot be determined by the liberated areas. To make foods available to liberated areas will require sacrifices as well as a generous spirit motivated by humanitarianism. But it will also require an appreciation on the part of governments and people that starvation or near starvation in European countries will mean disease, unrest and a threat to securing the foundations of a durable peace.

The American people are not without an appreciation of the facts, and their attitude, judging by Mr. Gallup's most recent poll, shows on the part of the great majority of people a true realization of the situation.

To the question: "Do you think many people in Europe will starve this year unless we send them food?" 70 per cent replied in the affirmative, 23 per cent in the negative. It is hard to find where the last group found ground for this optimism. To the question: "Do you think there is enough food in this country to keep Europeans from starving and still not reduce the amount people eat here?" 56 per cent replied "no," while 35 per cent replied "yes."

Eighty-five per cent replied "yes" to the question: "Would you be willing to continue to put up with present shortages of butter, sugar, meat, and other rationed food products in order to give food to people who need it in Europe?"

Mr. Gallup's fourth question was: "If necessary, would you and your family be willing to eat about one-fifth less than you and your family are now eating in order to send more food to Europe?" Seventy per cent replied in the affirmative, only 23 per cent replied in the negative, and 7 per cent had no opinion.

All of this indicates a realistic appreciation of the situation, a most generous spirit of helpfulness and sacrifice, and a determination to support the official position of the United States Government.

The share that the supplying nations can provide will of course depend not only on the attitude of the people and their governments but upon the fortunes of the crops this year, and it is always dangerous to divide up a crop which isn't made.

Now what is the attitude of the peoples of the countries in need? There is no categorical answer to this but there are some factors which we should not quickly overlook. These people met the forces of the German attack first, and without any really significant exceptions they fought bravely. Even after they were defeated and their lands occupied, their resistance continued. They heard over their radios from their allies that the most patriotic measures they could take would be to resist the enemy fiercely, to harass him, to be unco-operative, to sacrifice their resources and their lives if necessary. In turn they were told obliquely and directly that their sacrifices would not be in vain, that when liberation came there would be stocks of supplies in the hands of supplying nations ready to be moved in to assist them. There must have been some skepticism, but the evidence of their bravery and their sacrifices indicates that skepticism was scant indeed.

As allies, they do not have the role of beggars. Their nationalism, driven underground for some years, has emerged and it is an asset to build upon and not a liability, just as the desire and the determination of those nations with foreign exchange resources to do everything possible for themselves is an asset of character and independence which is one of the truly impressive assets of the postwar period.

How long must assistance be provided to Europe? It is too early to supply a reasonably accurate forecast. This does not depend alone upon the rate of the restoration of European food production and upon its effective distribution by means of the restoration of inland transport. It also depends upon these factors:

1. The rate at which effective, efficient government can be restored.
2. The rate at which transport and industrial production in Europe can be restored, which in turn depends upon the output of coal, steel plants, the forests, and industry generally.
3. It depends, too, upon the rate at which effective instrumentalities are established in the outside world for providing credit and for supporting and stabilizing currency.

As rapidly as normal trade—trade other than relief goods—is restored, UNRRA assistance can be reduced; but normal trade does not restore itself without appropriate credit or other

(Continued on Page 10)



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The Coming Winter In Europe

(Continued from Page 8)

foreign exchange arrangements. These simply are not in sight for some months to come in the case of any of the countries now being assisted by UNRRA which are the countries poorest by far in foreign exchange resources.

Military food surpluses so far as Europe is concerned are a myth. The needs of the military during deployment, the needs of their prisoners of war and of areas under military occupation, will continue to make the military requirements large in Europe for some time to come. Instead of yielding up food supplies which can be used in a substantial degree to alleviate European distress, military stockpiles will go for military needs. There will be some equipment—we hope there will be a goodly number of trucks—but actual progress to date in the release of surpluses has been inconsiderable even in these categories. The needs for vast armies to carry on the struggle in the Southern Pacific and the Far East are such that military demands show no sign of any rapid cutback, despite the many optimistic forecasts that seemed to radiate in the late summer and early fall of 1944. Pipe dreams they proved to be in the case of food—pipe dreams which lured many to the belief that V-E Day, which they then saw just ahead, would magically change the needs for food even though history provided no evidence for such a dangerous conclusion.

In the case of both Europe and China, UNRRA will emphasize plain, staple foods. These, not highly processed foods, will dominate the picture. But children especially, and adults, too, cannot live on bread alone. I met a man in Greece who claimed that he and his family lived on raisins for two years, with the exception of some vegetables during the summertime. It was, as one can well imagine, not a very happy experience.

I also met many people there who had been forced to live on bread alone for many months at a time. Many Europeans, Eastern Europeans particularly, have always consumed very large quantities of bread, but it produces a problem of malnutrition if this diet cannot be supplemented by other more concentrated foods which yield a better balance to the diet as a whole.

The solo bread diet is a challenge to man's powers of indigestion—you can't take in enough in three meals a day to meet bodily needs, even when one is relatively inactive physically. I found it a common sight in Greece, Yugoslavia, Albania, and Italy for working people—truck drivers, street-car operators, chambermaids—as well as adults and children in the stores, to

reach into their pockets and pull out a chunk of bread. They would take a large bite and go on chewing. These in-between meals are necessary because the solo bread eaters require many extra eating periods to get necessary nourishment even when physical activity is moderate. Meat, milk products, and fats were very scarce. Any casual examination of a normal diet in this country will show how importantly they figure in the calorie make-up of our diets.

The principal supplying countries are finding it difficult to provide either the supplies or the shipping necessary to carry out the program which appears essential to provide a decent level of assistance to the liberated countries. In the face of evidence that the people of supplying countries have a realistic appreciation of the facts and a desire to help generously, their governments appear to doubt whether further sacrifices will be accepted. We have found increasing doubt and hesitation on the part of the officials responsible for allocating and procuring for UNRRA the foods the peoples of the liberated areas definitely need.

For example, UNRRA could not obtain from the United States any cheese, dried eggs or margarine, and obtained only small quantities against its request for sugar, canned fish, dry skim and condensed milk for the second quarter of 1945. UNRRA's request for about 4,000 tons of canned pork from the United States for the second quarter of 1945 is expected to result in procurement of only 175 tons for this period. The request for over 31,000 tons of lard from the United States to fill UNRRA's requirements for the first half of 1945 resulted in procurement of only 6,000 tons in this period.

Where we asked for 12,500 tons of evaporated milk for the third quarter of 1945 for the small children of areas being assisted by UNRRA, indications are that we will be allocated not more than 5,670 tons; out of 14,000 tons of condensed milk which we requested for the same period, the allocation appears to be 1,134 tons. Out of 45,000 tons of refined sugar requested from the world supply, as in the case of evaporated and condensed milk, indications are that for the third quarter of 1945 we will get only the 20,000 tons we have bought in Cuba. And it has been indicated to us that we will get even less in the fourth quarter.

Perhaps it will require a considerable time for the very complex machinery of allocation and procurement to adjust to the demands resulting from liberation—but time runs out rapidly when the problem is as urgent and dangerous as the problem of shortages this coming winter.

I have drawn a picture of what the situation will be this coming winter unless we get some of the protective

Death of Mrs. M. J. Donna

Mrs. Esther Donna, beloved wife of M. J. DONNA, Editor of THE MACARONI JOURNAL and Secretary-Treasurer of the National Macaroni Manufacturers Association, died Friday evening, July 13.

Born in Braidwood, Illinois, nearly sixty-three years ago, she had resided there practically all her life. She was well known to the macaroni-noodle manufacturers and allied, having frequently attended the conventions of the Industry with her husband until illness in recent years made that impossible.

Besides her husband she is survived by two daughters, Mrs. Esther King and Lucille Krahulec; two granddaughters, Estherlee King and Mary Donna King; one sister, Mary L. Sheridan; and one brother, Michael J. Sheridan.

The funeral was held from the family home to the Immaculate Conception Catholic Church on Monday, July 16, where a solemn requiem high mass was celebrated by Rev. Paul J. Nolan, pastor. Burial was in Mt. Olivet Cemetery, Braidwood, Illinois.

foods, such as some milk for the small children, nursing mothers and invalids, substantial quantities of fats and some small quantities of meats and other animal proteins. But these will not do the job alone because inland transport is needed first to utilize the production in Europe, and secondly, to move the imported foods inland. Some additional trucks will be required to make up for destruction of the railroads. There are hundreds of thousands of trucks in the European area now. A small fraction of that number released by the military forces can practically solve that problem for the winter.

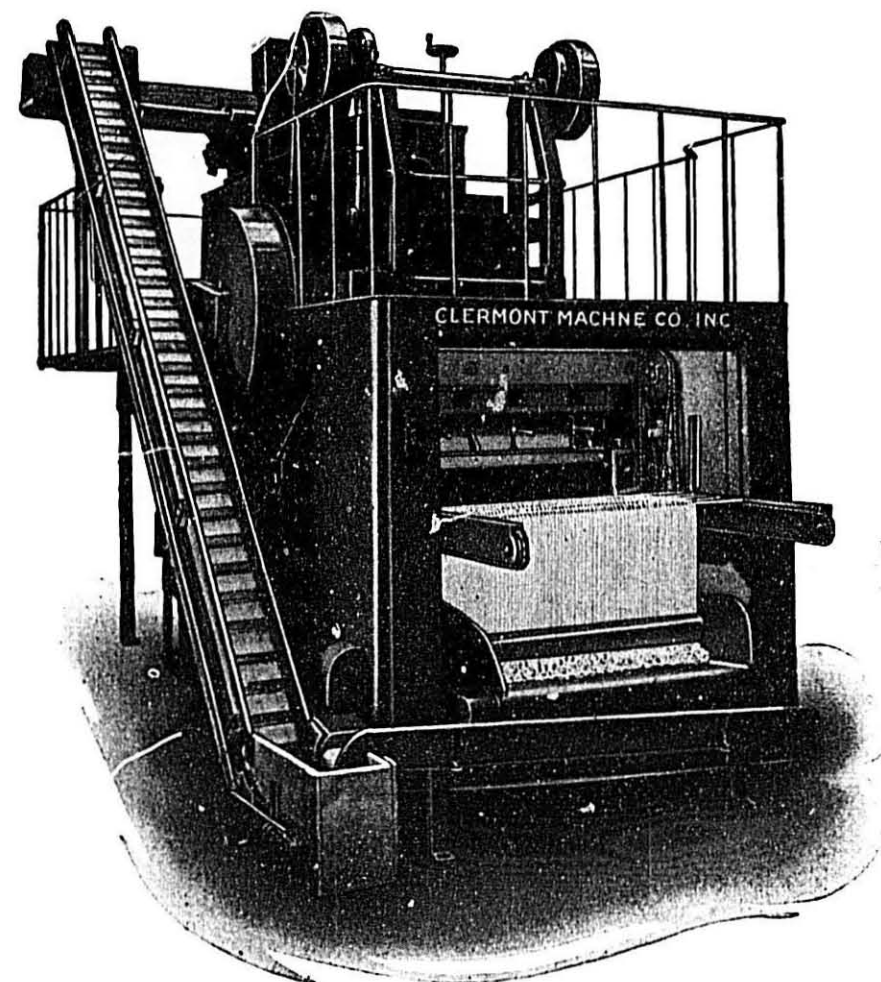
Unless the inland transport and food problems are attacked resolutely, suffering will be intense; and the effects on the people physically and psychologically, will be severe, with results that will take much from the contribution to the peace which the great military victory promised to make possible.

The most difficult problem appears to be to convert the good will, desire and realistic appreciation of millions of people, anxious to help the peoples of liberated areas, into effective expression—the kind of expression that delivers the goods.

Milprint, Inc. In Tucson

President M. R. Heller of Milprint, Inc., Milwaukee, announces the opening of a new plant in Tucson, Arizona, for the manufacture of its Pliofilm products. The new plant will be in charge of his son, Ivan Heller.

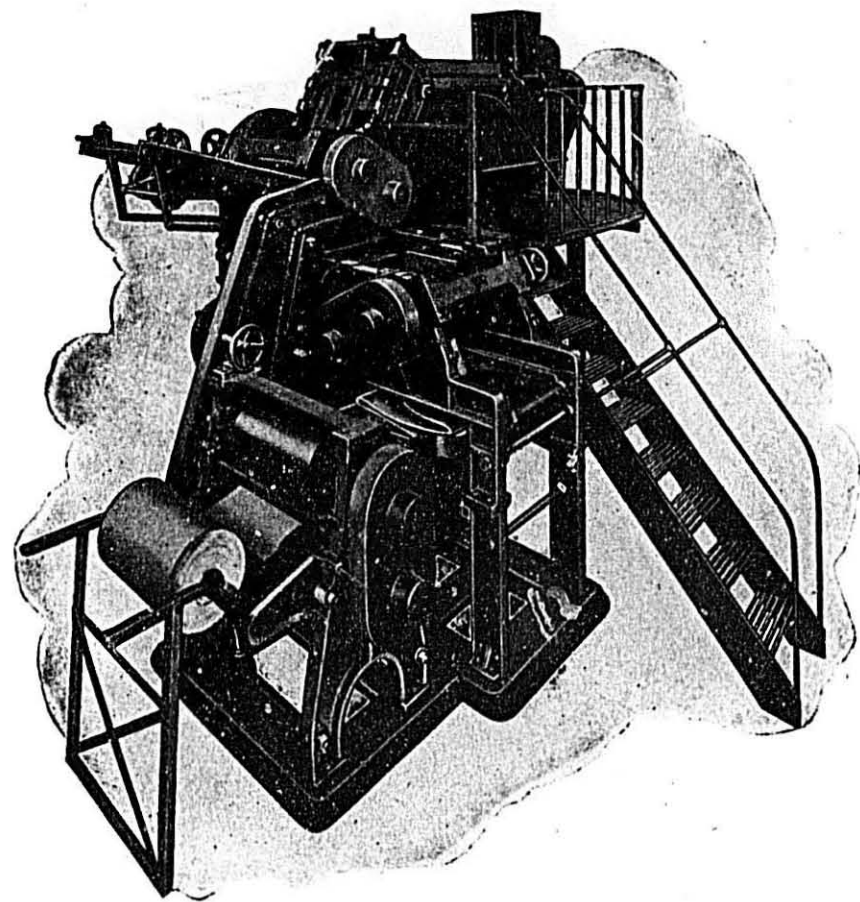
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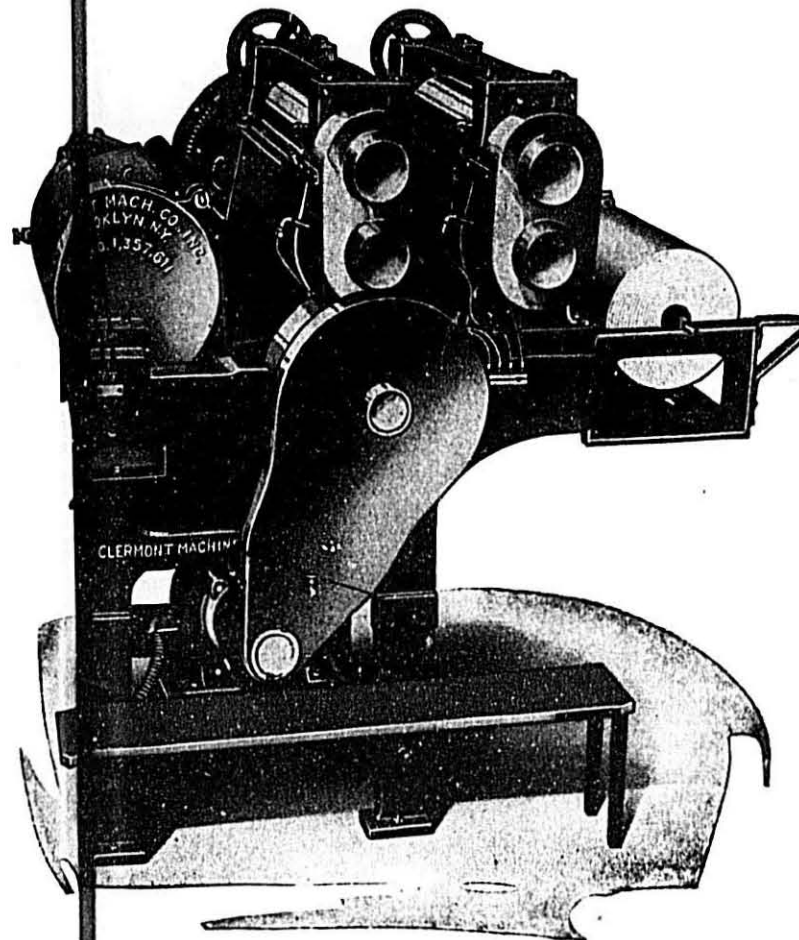
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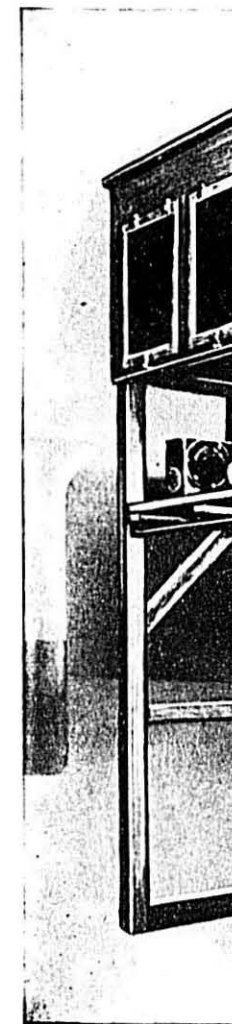
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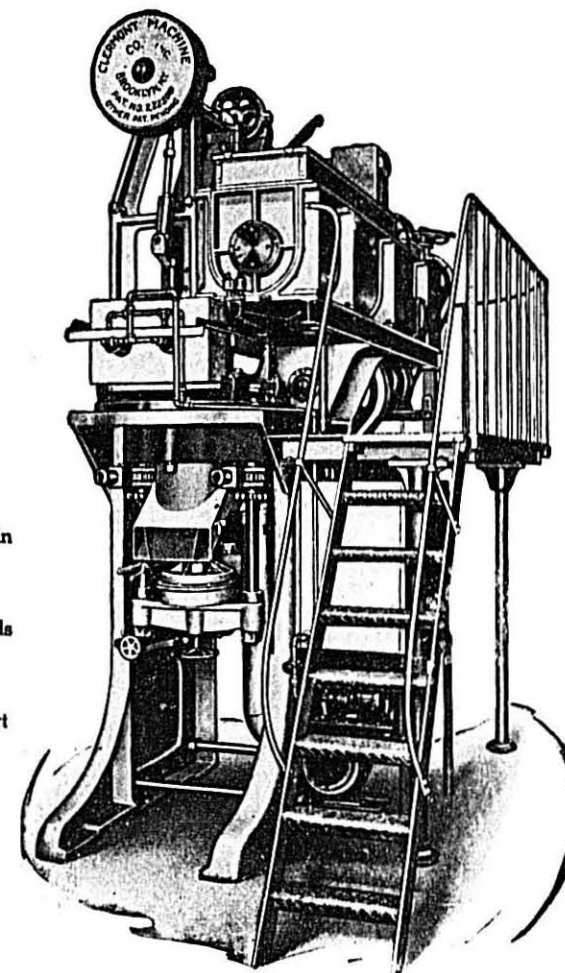
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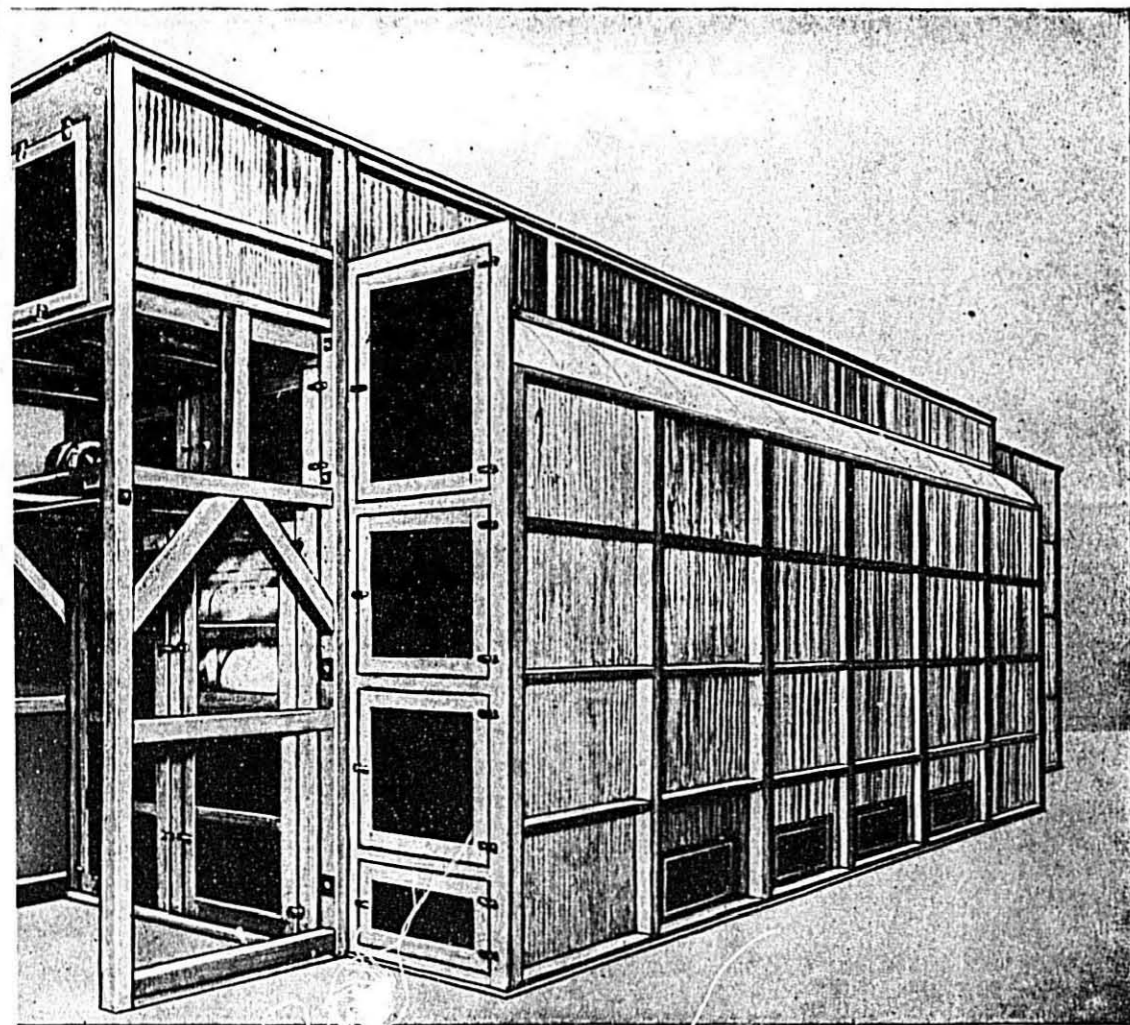
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CONTINUOUS AUTOMATIC NOODLE DRYER

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



Scarcity Threatens

Just to be in style with general conditions, macaroni, spaghetti and egg noodles will soon be playing "hard-to-get," if the predictions of the press materialize. Editors and some government officials are beginning to worry about the availability of these perennial foods to civilians later this summer and fall, because, (1) of the increased use made of these grain foods by civilians who are trying to stretch their limited meat allotments; (2) the heavy demands by the government for this food for feeding those in the services and the liberated millions in Europe; (3) the prospects for a reduced durum wheat crop because of rains and late plantings, and (4) the Army's priority on available eggs.

Oddly enough, the manufacturers do not reflect these fears. Perhaps they are too close to the operation to see the over-all picture. However, everything points to a very busy summer for all plants if they can get the needed semolina, flour and eggs. Here are some views of those on the outside, looking in:

Perennial Favorites Scarce

"Add to the growing list of scarce foods, the perennial favorites, noodles,

macaroni and spaghetti," says *Neville* in its "Periscope" section that aims to tell "What's behind today's news and what's to be expected in tomorrow's." "The industry fears the complete shutdown in noodle production this summer or fall because of Army priority on eggs. This will increase the already expanded demand for macaroni and spaghetti. In addition, Army demands for these products are being steadily increased. . . . The civilian egg supply will continue tight until next fall.

Operate to Limit

"Manufacturers of macaroni products continue to operate up to the limit of their capacity on Army orders and domestic demands," says the *New York Journal of Commerce* of June 20. "There is no letup in Army demands but it is reported that the opening of the export packaging plant (in the New York metropolitan area) had proven a boon and permitted many smaller manufacturers to participate in this business."

"Demands from the regular trade remain very heavy and the industry generally is behind in deliveries, with shutdowns for vacations during the latter part of June and early July expected to cause further delays."

Macaroni Joins Scarce List

"Macaroni and other similar wheat products are going to be increasingly difficult to obtain, states the *Hull Street Journal*. "The Army and Lend-Lease authorities have been buying durum and hard wheat manufactured foods but they have been able to obtain only a small percentage of their actual needs. Recently the Army sent buyers to the East and manufacturers were informed that shortly an order would be issued instructing them to put aside 30 per cent to 40 per cent of their total output of these macaroni products which will be taken up by the Armed Forces and used for relief distribution abroad."

New Research and Educational Director

Dr. Horace L. Sipple has been appointed director of the research and educational program of the Evaporated Milk Association, according to an announcement by Dr. Frank E. Rice, executive secretary of the association. Doctor Sipple was formerly associated with the research division of the American Can Company where he was engaged in conducting research in the fields of food preservation, packaging, and canning technology of food and nonfood products.

Report of Director of Research for the Month of June

By Benjamin R. Jacobs

On June 1 after conference with the War Food Administration concerning the availability of eggs, it was decided to make a survey of the egg requirements of the Macaroni and Noodle Industry for the year July 1, 1945, to July 1, 1946.

I sent out Bulletin No. 175 requesting all manufacturers, whether members of the Association or not, to send in their requirements for whole eggs or yolks for which no provision or contract had been made.

Replies came in fast in the beginning but it was found necessary to send another notice. Replies have trickled in until now, when I believe that we have practically all of the large users reported.

We received reports from eighty firms who require 1,518,000 pounds of whole eggs and 10,493,000 pounds of yolks.

If these yolks are converted into whole eggs it would require 23,084,000 pounds of whole eggs to produce them. However, if the users used whole eggs instead of separating them it would require 18,887,400 pounds of whole eggs to satisfy the requirements for yolks and this added to the requirements of whole eggs would make a total of 20,405,400 pounds of fresh or frozen whole eggs required by the industry for the above stated period of one year.

Nothing of a definite character has been suggested by the War Food Administration in respect to alleviating the critical situation on eggs so far as the macaroni and noodle manufacturers are concerned, except that it has been suggested that users of eggs go out and buy shell eggs and have them converted.

I have obtained some figures from one manufacturer concerning the cost of conversion as compared with the cost of frozen yolks and it works out about the same per pound but this procedure would not be practical except to the larger users of eggs and also to those smaller manufacturers who could get their eggs converted locally or use fresh eggs.

The following figures are from a New York manufacturer who purchased and converted his eggs in Chicago and had them shipped to New York:

Cost of shell eggs per case	\$11.64
Cost of conversion per lb. .05c.....	L75
Total	\$13.39

Yield 35 lbs. of whole eggs—	
19 lbs. of whites, 16 lbs. of yolks.	4.37
Sold whites to converter 23c per lb. . .	\$9.02
Net cost of 16 lbs. of yolks \$9.02 or 56.4c per lb.	
F.O.B. Chicago; freight from Chicago to New York 1c per lb.	
Cost in New York 57.4c per lb.	

The above figures do not agree with the figures that were recently submitted to the Anderson House Committee on Food Shortages reported by Mr. Ralph D. Ward, Chairman of the War Committee of the American Bakers' Association as reported in *The Northwestern Miller* of July 4, 1945.

Mr. Ward reported that of the 260 million pounds of frozen eggs packed each year the bakers use approximately 160 million or about 70 per cent. He stated that the cost of eggs was approximately \$10.50 per case and that they broke out, on an average of 38 lbs. or approximately 28c per pound. To this add 2c per lb. for breaking labor and expenses; 1/2c for cost of freezing and first month's storage; 1/2c for the cost of the container; 1/2c for insurance, interest, etc.; plus 1c profit adds up to 4 1/2c. This, he states is the lowest possible raw cost of today's shell eggs which figures them up to the total of 32 1/2c per lb. for frozen eggs and the ceiling is fixed by OPA as 31.2c per lb. Continuing he states that, no breaker can operate at a loss as there is no opportunity later in the season to obtain an offsetting profit. Already several small breakers have closed and only recently one of the largest breakers in the business closed up shop.

Mr. Ward protested against the preferred treatment given dried eggs vs. frozen eggs. He stated that dried eggs are being broken under a priority system on a cost-plus basis and that the drieds have a fairly free hand on paying prices for shell eggs, and therefore, have a considerable advantage over the egg freezers.

Scarcity of Durum Wheat and Purchases of Semolina

Recent reports show that the durum millers are fearful that stocks are insufficient for all needs. Both the Army and the War Food Administration has been unable to fill their semolina needs. The millers have suggested that the CCC import Canadian wheat to relieve the situation and this is being considered. Millers have bought small quantities of durum in Canada

and paid the duty but recently the Canadian Food Board has prohibited further sales to individual U. S. buyers pending negotiations with the CCC.

It is thought that the shortage of domestic durum is due to the North Dakota farmers being slow in making shipment and are holding back much of the grain until they can determine how the new durum crop will turn out.

Fibre Shipping Containers

Quota restrictions on the use of new fibre shipping containers for food products has been eased by making the quotas, with few exceptions, interchangeable for all foods, the War Production Board announced a few days ago. This should help macaroni and noodle manufacturers in obtaining quicker action on their appeals. Some manufacturers have been addressing their appeals to the Containerboard Branch of the Paperboard Division and this has resulted in unnecessary delays. All appeals from Order L-317 should be addressed to the Container Division, War Production Board, Washington 25, D. C.

The Food and Drugs Administration plans rigid plant inspection.

The FDA has extended its program for checking sanitary conditions in food manufacturing plants and storage warehouses.

Officers of the Food and Drugs Administration appeared before the House and Senate Appropriations Committees for an increase of \$250,000 to use for the above purposes for the fiscal year beginning July 1. Commissioner Dunbar stated before the Appropriations Committees that a serious factor of the domestic food supplies is the breakdown of sanitary control in manufacturing plants, which has resulted from carelessness or a shortage of employees.

In the last six months the Food and Drugs Administration seized 1,391 lots of food, of which 1,020 were filthy or decomposed. Some of these showed rats and mice and rodent excreta, insects and other evidence of infestation.

All macaroni manufacturers are placed on notice that their plants may be subject to inspection and the manufacture of macaroni and noodle products stopped, if their plants are found to be in an unsanitary condition. Plants have had the equipment sealed by the Government until they can be

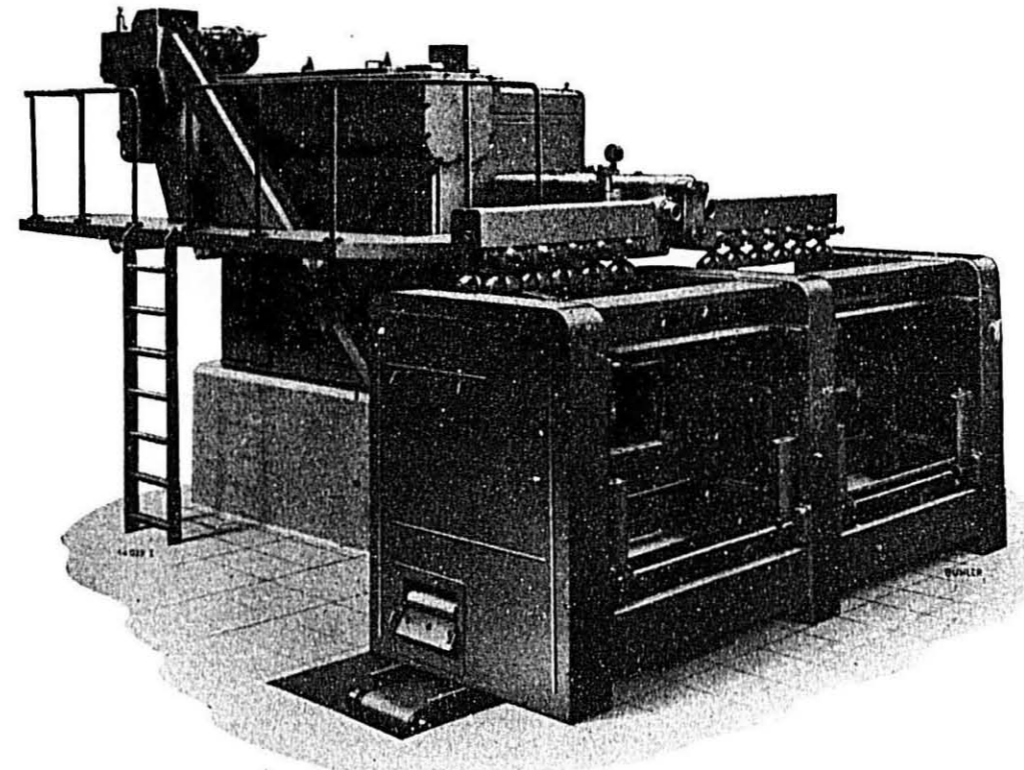
(Continued on Page 26)

July, 1945

THE MACARONI JOURNAL

13

BUHLER



CONTINUOUS PASTE GOODS PRESS
WITH
FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

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Further Reduction in Number of Shapes Due

Standardization Drive Voluntarily Adopted by Manufacturers Will Be Expanded

Are you still producing the fancy curlicues with intriguing names—semolina foods that are really only macaroni-spaghetti-egg noodles with frills? The prediction is that there will be an increasing decrease in the fancy shapes of macaroni foods after the war.

Several years ago the leading manufacturers of the country were commended by the War Food Administration on their voluntary decision to eliminate 24 of the less popular fancy shapes of macaroni products because of the need of labor, machines and dies for the production of the more popular ones. Many of the shapes not included in the group voluntarily eliminated have since been "hard to find" in the markets, because manufacturers were hard-put with machinery and help available to meet current demands for plain products.

The trend has recently become the subject of discussion by food writers in the press of the country. An article by Verdella Rose in the *New York Journal of Commerce* is an example.

A concerted effort to cut down permanently the number of shapes and sizes for macaroni and noodle products is being planned for the very near future by the pasta products industry, a survey reveals. Some 300 traditional sizes and shapes now are recognized as standard by the industry, but until the war years, only a handful of these were known to the general consuming public, it was pointed out. War agency demands on the industry serve to cut sharply the varieties being marketed, and the industry wants to cut down still further.

However, when temporary shortages in the most popular types developed at retail levels, the housewives turned to the more unusual shapes and discovered that their eye-appeal was a definite asset in promoting macaroni dishes as meat substitutes. As a result, statistics show, demand for many previously unpopular—because they were unfamiliar, styles has increased, but this is not expected to hamper efforts of the industry to delete scores of shapes.

Visual Packaging

Another marketing problem faces the industry—that of visual packaging. Prior to cellophane shortages, a large percentage of the noodle manufacturers switched from cartons to all-cello bags, and found that sales increased rapidly. However, it was discovered that the housewife bought "just a bag of noodles" instead of buying "Blank's Noodles," and the brand franchise the manufacturer had spent years and money establishing was being lost to some extent.

For this reason, many were glad when wartime shortages forced adoption of the window package. They felt that little of the visual appeal was lost and the brand name tended to resume its place as a buying guide. Sales volume was not lost, but continued to gain.

Although most manufacturers still are undecided whether to return to the cello, it was felt that a majority will continue to utilize the window package, because of two particular advantages:

Cellophane bags must be handpacked, while the carton can be filled, labeled and placed in cartons entirely by machinery.

As yet, cellophane and other transparent packagings available at an advantageous price have a tendency to become brittle, and breakage in shipment or while on the grocers' shelves account for a sizable loss each year. Window cartons combine strength with visibility of product.

Priority Given Food Machinery

A preference rating of AA-2X has been assigned manufacturers of food processing machinery and equipment, putting industries in this category ahead of virtually all other industries not actually engaged in war or war supporting production, members of the Dairy Machinery and Equipment Industry Advisory Committee were informed at their meeting last month, reports the War Production Board. This rating will apply not only to dairy machinery, but also baking, canning and cereal manufacturing machinery, meat packing machinery, etc.

To further assist food machinery industries, whose products are considered essential in the food program, they have been assigned a Production Urgency Rating of 5 and 6 (5 if behind schedule) for manpower, which also gives them advantage second only to those plants directly concerned in the more urgent war programs. Local production urgency committees, moreover, can grant a still higher rating if conditions in the area warrant it. A bulletin has been sent all such committees in the country calling their attention to the manpower needs of the food processing machinery and equipment industries with instructions to give full consideration to the importance of the industries in the food program when ratings are being assigned.

Members of the committee reported that the greatest bottleneck to meeting schedules, at this point, was components. Fractional horsepower motors particularly, they said, are in short supply and have to be ordered at least a year in advance. Malleable castings continue to be difficult to obtain, the trouble appearing to be principally manpower in the casting plants. WPI officials held out very little hope that the industry's malleable casting dif-

ficulties would be solved in the near future. Motors, however, may be in easier supply because of cutbacks in military programs.

Military procurements agencies, the committee was informed, have indicated a sympathetic interest in the proposal to shift war contracts from food processing machinery plants to other manufacturers. The War Food Administration has recommended that this step be taken to concentrate production in the food machinery and equipment establishments on food machinery.

Community Acts in Emergency

Civic and Service Clubs Aid in Filling Urgent Demands for Food for Armed Services

Macaroni - Noodle manufacturers were determined that they would not be found lacking in good intentions when the War Food Administration made heavy demands on them recently. Orders for the 30,000,000 pounds of spaghetti needed by the Quartermaster Corps for the War Department in a manner that the official thought equitable, and though it made heavy demands upon machinery and employes already being worked to the limit, the industry will come through with flying colors.

Different manufacturers chose varying means for meeting their share of the demand. Here is what the *New York Herald-Tribune* of June 26 says about the efforts of one particular firm—action that will be of interest to all manufacturers:

Team Work—Spaghetti manufacturers are right behind the eight ball, the industry being about thirty million pounds slow in government deliveries. A serious shortage looms unless sufficient manpower can be mustered to turn out the paste. Fould's Milling Company, of Libertyville, Ill., had a bright idea a few weeks back which is solving their problem. They advertised "A Desperate Plea" in the local newspaper explaining they had contracted with the Quartermaster Corps of the War Department to furnish thirty-seven carloads of products by July 1 for various theaters of war and unless workers could be hired there was no chance in this world of meeting the obligation. What they asked was, "Brother, can you spare an hour?" This appeal made to the local townsmen, to form volunteer teams to work spare hours evenings, met with whole-hearted response. The firm asked for two twelve-man shifts as part-time workers from 6:30 p.m. to 11 p.m. every night of the week until the thirty-seven carloads of foods were off to the fighting fronts. The firm now has five crews made up of persons from such groups as the Lions Club, the Fire Department, the Boys' Club, the Police Department. These volunteers receive pay as any worker—but their greatest reward is the satisfaction of knowing they are doing something definite for the boys in the Army.

Will your post-war product
get FEATURE DISPLAY?



On the self-service display counter, your product must sell itself to the shopper. There's no friendly clerk to remind or recommend.

But the retailer can help your product get a head start. By giving it preferred display space, he can make it easier for your product to catch the shopper's eye . . . to capitalize on impulse buying (24 per cent of all food purchases).

Sparkling Cellophane packaging that shows what's inside . . . that lets the appetite appeal of the product speak for itself, impresses the retailer when he builds displays because he knows it will help stop and sell the passing shopper.

Besides making a product its own best salesman, Du Pont Cellophane adequately protects freshness and flavor . . . and it does the job at low cost.

Right now, our fighting forces have first call on Du Pont Cellophane to protect food and other vital supplies. We hope the day is not far off when there will be enough to permit our converters and ourselves to meet all your requirements. In the meantime, write for the folder, "Idea Corner for Post-War Planners." E. I. du Pont de Nemours & Co. (Inc.), Cellophane Division, Wilmington 98, Del.

DuPont Cellophane

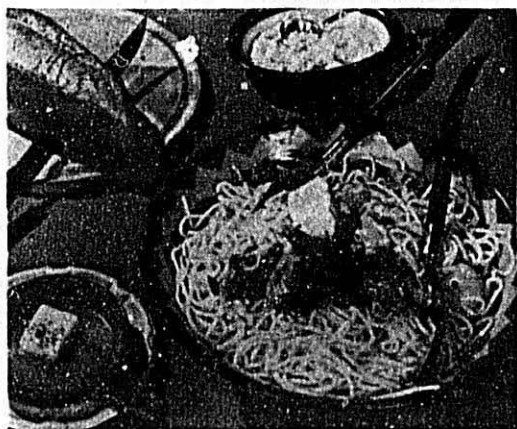
Shows what it Protects—at Low Cost



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Spaghetti as the Main Dish

Not all spaghetti need be prepared with tomato or meat sauce. Try this tossed spaghetti with a delicious sauce made of fortified margarine, thyme and watercress (or minced parsley). Grated cheese is added extra and all tossed together.



Tossed Spaghetti with Cheese and a Margarine Herb Sauce.

That is the special summertime recommendation of Miss Gertrude Blair, Home Economist of Publicity Associates, Inc., New York City and reproduced herewith by courtesy of *American Cookery*, Copyright 1945, The Whitney Publishing Co., of which Miss Rose Marie Martocci is managing editor.

The recipe follows:

Tossed Spaghetti With Cheese and a Margarine Herb Sauce

- 1 pound spaghetti
- 1 onion
- 4 whole cloves
- 4 tbs. fortified margarine
- ¼ tsp. thyme
- 1 bunch watercress
- ½ cup grated cheese

Cover spaghetti with boiling salted water. Add onion, studded with whole cloves. Cook until tender—8 or 10 to 15 minutes, depending upon spaghetti and degree of tenderness desired. Drain well. Melt margarine; add thyme. Pour over top of cooked spaghetti. Add watercress or parsley and the cheese. Toss together until spaghetti is well dressed. Serve at once. Serves 4 generously.

Note: Do you like garlic in your sauce? Add half a clove of garlic to margarine before melting. Remove before pouring over spaghetti. Or add ½ tsp. garlic salt to the margarine during melting.

Macaroni Crisps

By Lucy Reeves

Let's not get alarmed by food shortages nor rationing. American homemakers have met emergencies ever since they first set foot on the shores of this country.

salt and cook until thickened. Add grated cheese stirring until melted. Add remaining ingredients and mix well. Pour into a shallow, greased pan and chill. Cut in squares, dip in beaten egg then in fine crumbs. Cook in hot fat until brown on both sides.

A Macaroni "Quickie"

Elsie R. Buxman tells the 3,500,000 readers of *McCall's Magazine*, in the July issue, about three hearty dishes that may be prepared in an hour or less. One of the "quickies" is for *Creamy Macaroni and Cheese*.

Boil one-half pound elbow macaroni in 2 quarts boiling salted water. Drain. Melt 2 tablespoons butter or margarine; blend in ¼ cup flour with 1 teaspoon salt, ½ teaspoon dry mustard, ¼ teaspoon pepper. Add 2 cups milk, 2 thin slices onion. Cook, stirring 10 minutes or until thickened. Blend in 1 cup grated cheese. Add macaroni; simmer 10 minutes. Garnish. Serves 4.

Planning for Italian Trade

The Italian Trans-Continental Import-Export Co., Ltd., Naples, Italy, with Mario Aita as president, has been established for the purpose of exporting and importing all kinds of food products essential to the life and the necessities of the civilian population and also for the manufacturers and producers in both the United States of America and Italy.

They will represent the Chicago Macaroni Company of New York, Inc.

Mr. Aita was for many years engaged in the import-export business in the city of New York, and he is highly regarded in the commercial circles, everywhere.

The importation of food products from Italy for the said Chicago Macaroni Company of New York, Inc., will be in charge of Albert R. Purpura, sales promotion director.

Rosotti Headed South

The Rosotti Lithographing Company, North Bergen, N. J., is making a bid for increased business in the Southeastern states through the opening of a new sales office in Jacksonville, Florida. It will be in charge of Harvey W. Petty, a Southerner, whose "regional background is supplemented by extended study at the home office and plant in New Jersey, emphasizing technical and manufacturing processes as well as merchandising and packaging procedures.

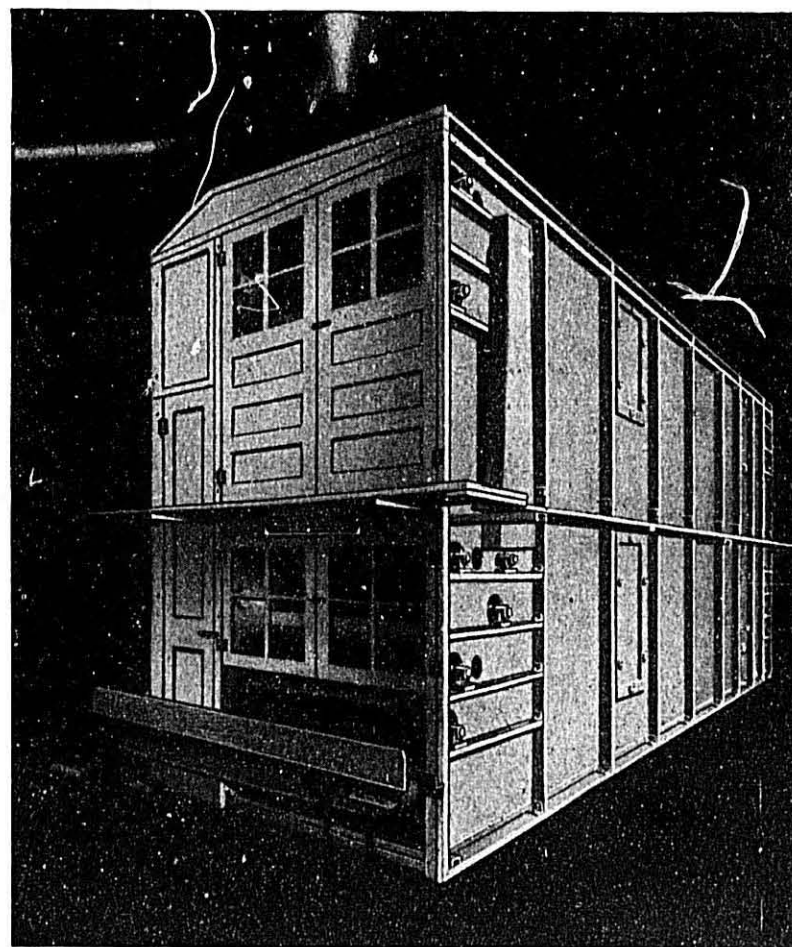
"Rosotti's decision to become actively represented in the Southeastern territory is based on the belief that this section of the country will experience a sound and steady postwar development," company officials said.

Macaroni Crisps

- 4 tablespoons fat
- 4 tablespoons flour
- 1 cup milk
- 1 teaspoon salt
- 1 cup grated cheese
- 2 cups cooked macaroni
- 1 teaspoon grated onion
- 2 tablespoons chopped parsley

Mix fat and flour, add milk and

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

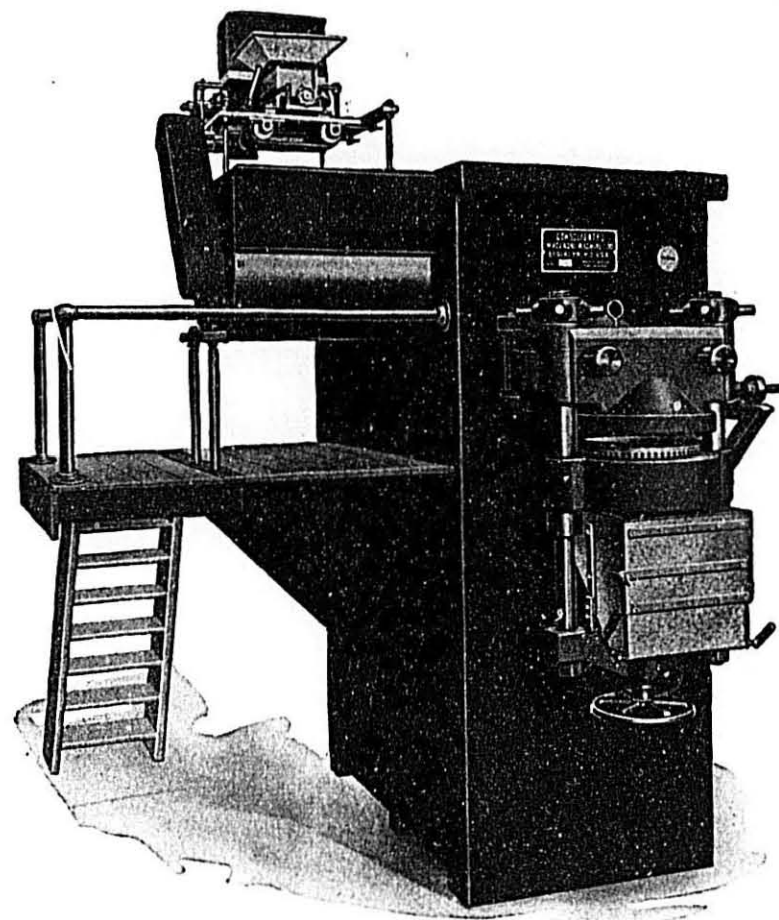
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

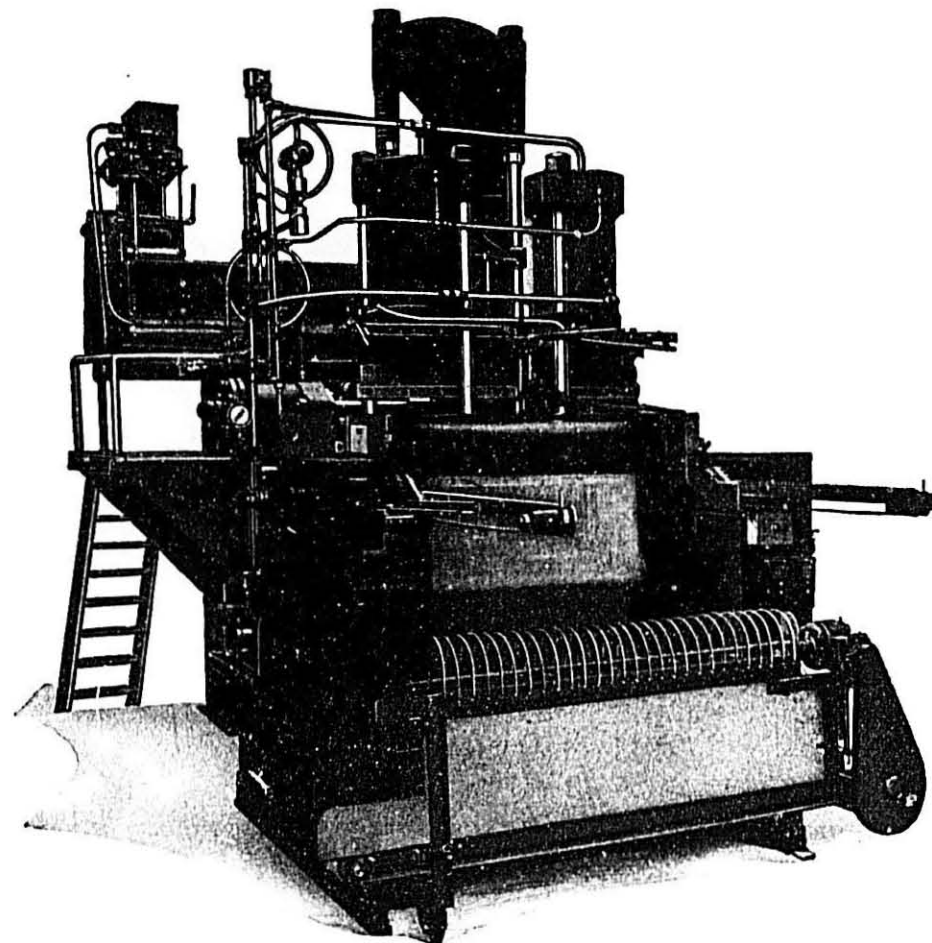
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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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.

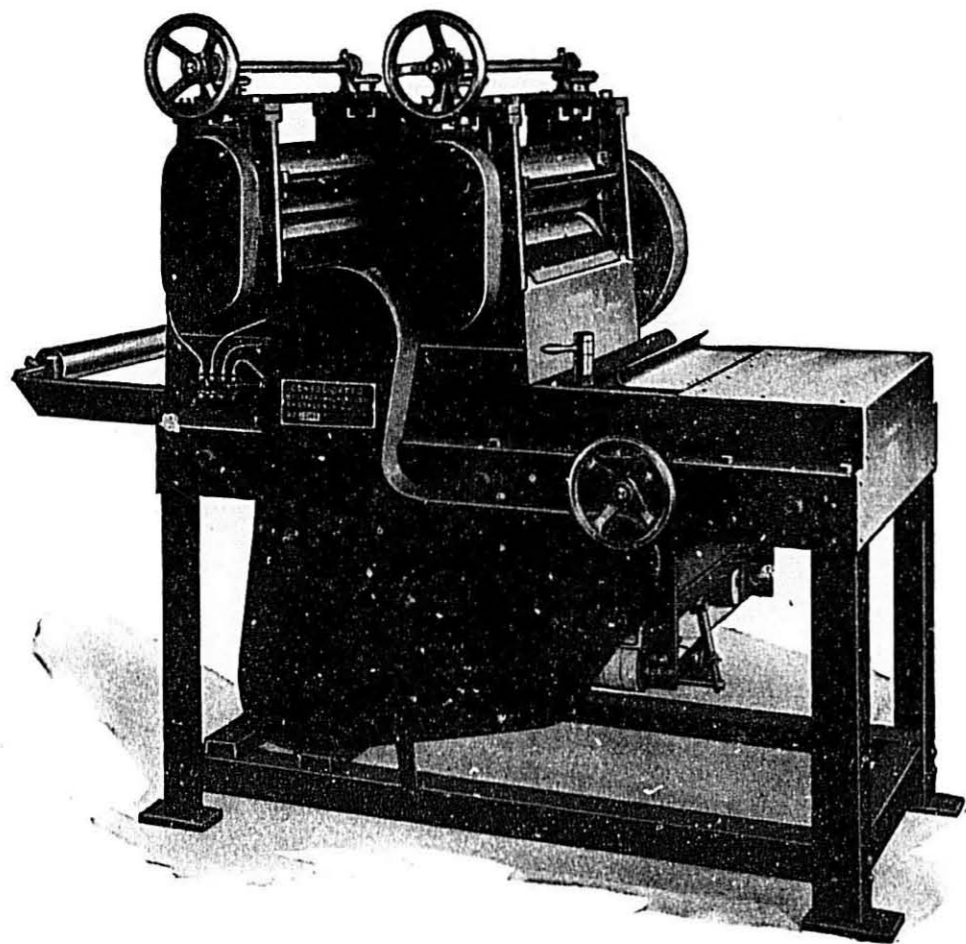
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

Enlarge Canadian Plant

The Creamette Company's plant at Winnipeg, Manitoba, Canada, has enlarged its production facilities by purchasing and equipping a four-story building adjoining. It thus acquired over 70,000 square feet of badly needed additional space.

James T. Williams, past president of the National Macaroni Manufacturers Association, is president of the company. His son Robert Williams is general manager of the Winnipeg branch. Another son, Lt. Lawrence D. Williams, recently returned from the war in Europe, will be assistant general manager.

Liquid, Frozen and Dried Egg Production

May, 1945

The production of liquid egg during May totaled 130,001,000 pounds compared with 236,015,000 pounds during May last year—a decrease of 45 per cent, the Bureau of Agricultural Economics reports. Much of the decrease shown was due to drastic curtailment in egg drying operations. The quantity of liquid egg used for drying during May totaled only 39,367,000 pounds compared with 126,889,000 pounds during May, 1944.

Dried egg production in May totaled 12,523,000 pounds, approximately 64 per cent less than the quantity produced in May last year. After June practically all of the dried egg production will be for the Armed Services. The War Food Administration will have had delivery on all of its outstanding contracts by the end of June. Dried egg production during May consisted of 10,934,000 pounds of dried whole egg, 219,000 pounds of dried albumen, and 1,370,000 pounds of dried yolk. The production of dried egg during the first five months of 1945 totaled 75,410,000 pounds com-

pared with 146,218,000 pounds during the same months of last year.

The quantity of frozen egg produced in May totaled 87,288,000 pounds—18,388,000 pounds or 17 per cent less than the record output of 105,676,000 pounds in May last year. Production of frozen egg during the five months of this year totaled 267,340,000 pounds compared with 319,745,000 pounds during the corresponding period last year—a decrease of 16 per cent. Stocks of frozen egg on June 1 totaled 231,192,000 pounds compared with 292,445,000 pounds on June 1 last year and 206,732,000 pounds for the (1940-44) average.

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			
	1945	1944	1943	1942
January	878,487	721,451	855,975	711,141
February	732,026	655,472	885,655	712,770
March	795,998	692,246	963,387	680,224
April	823,981	608,947	793,866	528,308
May	992,675	704,071	750,963	523,110
June	859,867	656,214	723,733	501,168
July		716,957	648,356	591,338
August		889,515	758,903	583,271
September		895,478	713,349	648,062
October		919,226	791,054	876,363
November		965,527	839,778	837,792
December		921,851	801,847	923,014

Includes Semolina milled for and sold to United States Government.

If

YOUR SEALING JOB IS BIG

OR SMALL

THERE IS A

DOUGHBOY HOT KRIMP SEALER

THAT WILL DO THE JOB BETTER

The many exclusive features in Doughboy Sealers make it possible to do any sealing job, large or small, with efficiency and savings in time and money. There is a Doughboy model for any need in any factory for hot krimp sealing of all materials.

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

**DOUGHBOY
TOGGLE-JAW
HOT SEALER**

**PACK-RITE
MACHINES**

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Industries, Inc.
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Broadway 3355
Milwaukee 2, Wis.

**DOUGHBOY
HOT ROTARY
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PACK-RITE MACHINES MMJ

828 N. Broadway
Milwaukee 2, Wis.

Please send complete information on:

Doughboy Rotary Hot Krimp Sealer

Doughboy Toggle-Jaw Sealer

Attn. of

Firm

Address

City

State

Combating Accident Proneness in Industry

By Ernest A. Dench

How prone are your employes to accidents, Mr. Macaroni-Noodle Manufacturer?

While no complete cure has yet been discovered, accident proneness can be lessened.

Many an employer who has done his humane best—the "spare no expense or effort" kind—to eliminate mechanical hazards in his plant, STILL has what he rightly considers too many unnecessary accidents. Should his analysis of these accidents extend to individual employes, he will, in time, find that some of them are more prone to accidents than others.

How many workers in a department or complete plant are likely to have this accident abnormality? Twenty years of research by the Industrial Health Research Board of Great Britain discloses that the affected workers will number from ten to twenty-five per cent of those on the payroll. Employers who have recognized accident proneness by adopting preventive measures are those with the lowest figures—ten per cent.

An effort should be made to ascertain the underlying cause or causes of accident frequency among certain workers. There is, to begin with, a temporary or passing form of accident proneness. The condition may be domestic troubles, poor health, financial worries, unbalanced meals, and inability to get a proper night's sleep. A remedy to suit the case is to give the worker helpful advice, or such temporary financial assistance as he needs. Other possible alternatives are switching him, for the time being, to an easier job; or putting him on part time; or by giving him a few days' absence with pay.

Accident proneness in its acute form is when it permanently exists in a worker. Some employers who have given insufficient study to the problem in their own plants, contend that the phase of work on which a man is engaged is the deciding factor. Full possession of the facts proves otherwise. In repeated checks of groups of men doing the identical operations in identical departments in identical plants, some men were more susceptible to accidents than others.

Research into the cause of accident proneness has not yet progressed beyond it being measured in individual reactions.

Working experience has no bearing on accident proneness. Tests have shown that a man with a high accident ratio during the first year, will have equally high accident ratios in subsequent years. Thus far there is nothing to prove that any specific hour, day or month influences the accident proneness.

The worker's age is equally immaterial, provided a man of from forty to fifty years of age is not expected to equal the production of a man from fifteen to twenty-five years younger than he. The normal man of forty or over is STILL a steady, accurate worker. The main difference is, the speed is not present.

Let's suppose a worker subject to accident proneness decides he might not have so many visits to doctors and hospitals if he seeks employment of the same type with another plant which he hears is a model of accident prevention. He may, at the same time, go farther than that by heeding his spouse's advice to take up a less hazardous occupation.

If he formerly worked in a dangerous place, or lived in a congested part of a large city, the cards are hopelessly stacked against him. The fact remains that his previous environment makes him more prone to accidents than another worker engaged in a safe industry, or who lives out in the suburbs or open country.

This much has been learned by the British Industrial Health Research Board: The accident ratio can be lowered by the systematic training of the new worker RIGHT AT THE START. The casual alternative "trial and error" method of assigning him a machine and letting him pick up crumbs of instruction from his experienced working associate, teaches him bad habits—the bad habits of the experienced working associate, who may be a poor instructor. Then, too, on actual production the novice is expected to maintain the prevailing speed.

When the novice is correctly trained in a classroom, and not allowed to leave it until he has successfully completed the course, he enters the production line with none of the clumsy and uncertain movements—conducive to accidents—of the beginner. Last but not least, he has had a thorough coaching in safety first, so he knows

what to watch out for while on the job.

Accident Records: Every employer should keep a detailed record of plant accidents. Not only to determine whether any of them are due to inadequate safeguards, or to seasonal trends (hot weather, too much overtime, etc.), but also to ascertain WHICH workers are more prone to accidents than others.

The simplest and most flexible method is by card index—a card for each and every worker. A model card, lengthwise from left to right, should have ruled sections along the top for the employe's name, time clock number, sex, type of employment, and department. Below this should be ruled divisions for date of birth, date of entering employment, date of leaving. Remaining space on card should allow ample space for the following "Accidents of all Kinds" divisions: Number, date, day, time of day, nature of injury, cause, occupation at time of injury, compensated or otherwise, number of hours or days lost.

These accident records should allow for no exceptions. For example, even iodine or a band aid supplied to a cut finger may seem too trivial to record, but the experience with minor accidents, when they reoccur with great frequency, is that they lead to major accidents. And if the trend is nipped in the bud at the trivial stage by a refresher in safety-first guidance, a worker's life or limb may be spared for further industrial usefulness.

It will be, from time to time, instructive to pull out the cards of workers who are obvious victims of accident proneness—the permanent and virtually incurable kind. These should be the FIRST workers to receive their dismissal notices when the labor market again favors the employer.

(All Rights Reserved)

"Caruso" on The Air

The Atlantic Macaroni Co. has a new radio program in the Columbia Broadcasting System's "Arthur Godfrey Show." The program started last month and will continue indefinitely on Mondays, Wednesdays and Fridays, boosting the firm's "Caruso" brand. Frank Zunino is the chief executive of this spaghetti firm.

July, 1945

THE MACARONI JOURNAL

23

"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



Youthful Hero Misses Mom's Spaghetti

Proof That More Than "A Tree Grows in Brooklyn"

The following from the May 26 issue of the *New York Herald-Tribune* has more than the appreciated "Spaghetti and Meat Ball" flavor. It proves that little men can do big things, and that a grateful country appreciates gallantry and loyalty.

He Gets the Japanese but Misses Mother's Food

The war is moving a lot faster than the mails for a nineteen-year-old Brooklynite, Joseph F. Ceresse. In his first five days of combat on Luzon he killed his first Japanese, rescued a wounded comrade, blasted out two caves of snipers, got a direct field promotion to sergeant and received a Silver Star Medal from a four-star general.

But in three months of hungry longing he has received not one jar of spaghetti and meatballs, although his mother has lovingly prepared and carefully mailed a quart of his favorite dish twice a week each week since he sailed for the Pacific battle zone.

Aside from the spaghetti and meatballs, everything has moved swiftly for Sergeant Ceresse. He has been in the Army less than ten months. On Feb. 6, eight days before his nineteenth birthday, his mother, Mrs. Josephine Ceresse, 81-A Hull Street, gave him his last home-cooked meal of—what's right—the same. The memory of this stayed with him, for in every letter he mentioned that he was gaining weight on Army diet, but he sure wished he could sit down to a heaping dish of Mom's spaghetti and meatballs. She began sending two jars a week, hermetically sealed and cotton packed.

Young Ceresse landed in the Philippines two months ago, but on May 5, date of his last letter, he had received no package from home. He was still gaining weight—and still was hungry.

His exploits thereafter were recounted by a combat correspondent with the 32d Infantry Division in northern Luzon. Joe went into combat on the Villa Verde Trail among the mile-high peaks of the Caraballo Mountains on Monday, May 7.

On Wednesday night he got his first Jap with a tommy gun. On Friday he started up a mountain side with a detachment from Company B, 128th Infantry, to clean out some enemy-infested caves. A sniper opened fire, wounded one of their men, and they withdrew.

It was then that the five-foot one-inch Joseph Ceresse showed his mettle. He crawled forward under intense enemy fire to within twenty feet of the enemy positions and rescued the wounded man.

Having dragged his comrade to safety, Joe crawled back up the hill, with dynamite and grenades, and knocked the snipers out of two caves, sailing the explosives into the openings with the skill and accuracy he acquired as a shortstop and second baseman with the Toppers, a neighborhood baseball team in Brooklyn.

The next morning, Private Ceresse, having been warned that something momentous was up, waited uneasily in the sandbagged regimental command post draw, nervously handling the same tommy gun with which he had bagged his first Jap three nights before. A jeep drove up, and suddenly the draw was overflowing with officers, a four-star general, a two-star, a one-star and assorted colonels, lieutenant colonels and majors.

The first to speak a piece was Ceresse's regimental commander, Colonel Merle H. Howe, who said in appropriate field lan-

guage: "I liked the way you came up on that cave. You showed you had the guts to go in there and you showed you knew how to make the approach. That's why we are making you a sergeant and a squad leader. I think you know how to lead the men."

The Red Arrow Division's commander, tall, lean Major General William H. Gill was next. "That was a wonderful thing you did yesterday," he told the flabbergasted new sergeant. "Your Army commander is going to give you an award."

Whereupon General Walter Kreuger, commander of the 6th Army, stepped forward and pinned the Silver Star upon Sergeant Ceresse's muddy twill jacket, shook his hand cordially and congratulated him. Major General Innis P. Swift, commander of I Corps added his congratulations and the remark: "You certainly upheld the honor of Brooklyn."

The generals withdrew and the draw was silent except for the distant sound of rifle and machine-gun fire in the clear mountain air. "Hey," some one said, "this kid's gotta have some lunch."

The big lunch will come when those twenty-four quarts of spaghetti and meatballs catch up with Sergeant Ceresse somewhere in northern Luzon.

Wins Anti-Trust Suit

E. I. du Pont de Nemours & Co., Inc. Absolved of Monopoly Charge

E. I. du Pont de Nemours & Co., Inc., Wilmington, Delaware, was acquitted in the plastics anti-trust trial concluded in Newark, N. J., June 20, 1945, after a hearing in which Government attorneys attempted to prove that the firm monopolized or attempted to monopolize the plastic field. Mr. William S. Carpenter, Jr., President of the firm, makes the following statement with respect to the decision:

Du Pont is naturally gratified at the outcome of this case. The decision gives convincing answer to repeated charges, in many cases by responsible Government officials, alleging improper conduct in the plastics field. Long before any judicial proof was offered, books, magazine articles, testimony before Congressional Committees and speeches carried on an incessant barrage of insinuations which a jury has now determined to be unfounded.

Two counts of the indictment, charging monopoly and conspiracy to monopolize, were dismissed at the instance of the prosecution before the case opened. A separate indictment concerning monopoly and restraint of trade in the denture field also was quashed.

It has been charged that artificially high prices have been maintained by agreement, particularly those applying to denture material. It has been alleged that Du Pont was a part of a cartel to territorialize the world.

Despite the serious implications and wide circulation of these charges, when the time came to produce supporting evidence in court the prosecution was unable to do so.

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

Patents and Trademarks

TRADEMARKS APPLIED FOR
Grocers Packing Co.

Serial No. 478,871—Leonard Gordon, doing business as Grocers Packing Co., Los Angeles, California, for macaroni, egg noodles, and spaghetti.

Filed January 22, 1941. Claims use since September, 1943. A little elf in a sphere, carrying sheaves of wheat. Published April 3, 1945.

Tubetti Dinner

Serial No. 477,594—Blue Ribbon Food, Newark, N. J.

Filed December 15, 1944. Claims use since April 15, 1945. The trademark consists merely of the words "Tubetti Dinner" in heavy type. (No rights to registration of the word "Dinner" are claimed apart from the mark as shown.) Published April 10, 1945.

Sardi's

Serial No. 468,005—Kurtz Brothers, Bridgeport, Pa., for spaghetti, spaghetti dinner, and spaghetti sauce.

Filed March 6, 1944. Claims use since February 16, 1944. The trademark consists of the word "Sardi's" in heavy type. Published April 24, 1945.

TRADEMARKS RENEWED

Superior

No. 178,891 for noodles, vermicelli, and similar paste products.

Registered February 5, 1924. The Pfaffman Egg Noodle Company. Renewed February 5, 1944. To the Pfaffman Company, Cleveland, Ohio, a corporation of Ohio, successor. Published April 10, 1945.

Big 3

No. 202,450 for alimentary products—namely macaroni, spaghetti, vermicelli and noodles.

Registered August 25, 1925. Chicago Macaroni Co., Chicago, Ill., a corporation of Illinois. Renewed August 25, 1945. Published May 29, 1945.

Busy Railroads

American transportation is carrying more grain and grain products this year than for the same period in 1944, in spite of severe setbacks due to last winter's worst weather in 40 years, says Col. J. Monroe Johnson, Director of the Office of Defense Transportation reported.

Up to June 2, railroads have hauled 1,018,300 cars of grain and grain products in 1945. In the same period last year, 1,008,246 cars were handled until this year, an all-time record. In addition, the waterways now are carrying 10 per cent more grain than in 1944.

"This year's grain crop will be the fourth consecutive record-breaker," Colonel Johnson explained. "And it must be hauled at a time when the nation's transportation, as a result of the war shift from Europe to the Pacific, is at the most critical stage since Pearl Harbor. With a continuing shortage of both cars and manpower plus the added job of making up for the 10,000,000,000 ton miles of transportation lost during last winter's severe storms, the nation's transportation system is actually setting up new records in grain haulage."

Colonel Johnson explained that the freight car situation, particularly box

cars for grain movements, will continue tight until additional equipment and manpower and some relief from the other transportation burdens is afforded. "Every freight car now running," Colonel Johnson explained, "is doing a far greater job than ever before. Not only are loads heavier but the average length of haul increased in the war years of 1939 to 1944 from 370 miles to 495 miles, well over 30 per cent. The longer overland route to the Pacific will undoubtedly still further increase the average haul."

Colonel Johnson said that he could not guarantee that, despite the magnificent job done by transportation in grain and all other commodity movements, there would not be delays and continuing car shortages.

"We have to move not only the tremendous grain crop, but a staggering amount of other essential war commodities as well," Colonel Johnson said.

A newspaper dispatch from Kansas City that stated that only 31 cars of wheat have been shipped out of El Dorado, Okla., was branded by Colonel Johnson as "completely wrong in fact." Since May 29, when the wheat movement started in the El Dorado area, 242 cars have been shipped, he said. "On June 8, because of a serious wreck caused by a bad washout, all traffic—freight and passenger—was

stopped. This condition is, of course, only temporary."

"The Frisco, which serves El Dorado, handled 606 cars of grain and grain products the week of June 2, last year. This year, for the same period, 1,011 cars were shipped. The previous week, that of May 26, 1,055 cars were handled compared to 782 last year. All in all, the job of moving grain is progressing at a rate not considered possible even a few weeks ago. Transportation will continue to do the very best job it can."

Form Consolidated Grocery Corp.

Two old-established wholesale grocery stores in Chicago—Reid, Murdoch & Co. and Sprague Warner-Kenny Corporation—combined last month to form one of the nation's largest food concerns, when the latter purchased the former to form the Consolidated Grocery Corporation.

Nathan Cummings, president of the Sprague Warner-Kenny Corp., remains as president of the new food firm which is a Maryland corporation. The new company will operate over fifty branches throughout the country; also nineteen canneries, fifteen pickle stations and seven grocery processing plants.

NEW . . . NET WEIGHT SCALE

by

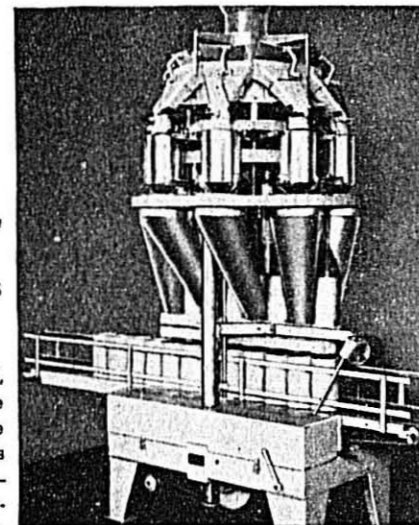
PACKOMATIC

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Fed from overhead onto a smooth disc revolving at high speed, your product is thrown by centrifugal force into gates feeding the scale buckets, which are automatically controlled and dump the net weight load into the container. The revolving disc never stops—and when gates open in synchronization with scale operation—a smooth, nonpulsating stream of product into buckets assures commercially accurate filled-weight. Now! Different! Proved practical—now is the time to see where PACKOMATIC'S AUTOMATIC NET WEIGHT SCALE can speed your products to market more efficiently and probably at a lower cost. Consult your classified directory for the PACKOMATIC dealer nearest you.



Eight bucket unit shown is equipped with plungers to speed packaging of rolled oats. Most products require simple shaker mechanism under conveyor.

New York • Philadelphia • Chicago • Boston • Baltimore • Cleveland • Denver • Los Angeles • San Francisco • Seattle

Changing Diet

Meat and Egg Shortage Brings Shift to Macaroni and Spaghetti

Americans are involuntarily altering their eating habits under the influence of food shortages, says the June 25, 1945, issue of *The Wall Street Journal* in an interesting review of the food situation throughout the country.

Americans are involuntarily altering their eating habits under the influence of food shortages.

More and more starch is creeping into the daily diet. Macaroni, rice and spaghetti are taking up the slack left by the loss of protein-rich meats. Pancake flour is emerging as a substitute for eggs which are steadily getting harder to buy.

In Cleveland where even beans, rice and macaroni are running low, a new treat is "vegetarian cutlet." People are attracted by the meat-like name of this item; actually it is an assortment of vegetables—out of a can.

What goes on the table depends, in good part, on where you live.

Boston, the "city of codfish and culture," used to think that only its culture was particularly meant for local consumption. Now it's eating nearly 500 per cent more cod and other fresh fish than ever before.

Chile Con Carne Instead of Steak

Inland Pittsburgh doesn't get enough fresh fish let alone meat. That city's steel workers, who used to regard T-bone steaks as a "must," are smacking their lips these days over bottled chile con carne poured over kidney beans.

These were a few of the culinary diversions found in a *Wall Street Journal* survey of fading food supplies in eight big cities across the nation. Cities, everyone agrees, are suffering a lot more from food shortages than small towns and farm areas.

The survey indicated that, if food rationing were lifted today, it wouldn't make a whole lot of difference in many municipalities. In the case of canned fruits and vegetables, as it long has been for meats, it's getting to be a question not so much of ration points but of whether a grocer has the goods. Too often he hasn't.

This is bringing out a form of self-rationing by stores in some cities.

One St. Louis market owner, for example, is limiting customers to five pounds of sugar no matter how many coupons they hold. Also, none of his customers can have more than three oranges, three pounds of potatoes, two pounds of apples and one pound of rice.

Now It's Neighboring Rationing

Cleveland stores, similarly, are adopting neighborhood methods of food control when Office of Price Administration rations are more generous than supplies. Typical was a maximum of a half-dozen eggs per customer. Housewives who tried to beat this voluntary rationing by shopping around were meeting discouragement. Many stores would serve only regular customers. All others who came into his market, said one grocer, were "chiselers."

New eating trends spring up wherever there are shortages of one food or another.

Pittsburgh store shelves are bare of all canned fruits except apricots, plums and diced peaches; even canned kidney beans and lima beans are hard to find. As a result there has been a big upsurge in consumption of frozen foods which are plentiful. And they'll continue to be popular be-

cause the cold spring weather and long rains will make fresh farm produce late and in scanty supply.

In Cleveland and other cities, pancake flour is reaching unheard of popularity. Families say it's the best substitute they know for scarce eggs.

More Starch in San Francisco

San Francisco, like the rest of the nation, is eating more starch foods. It is drawing heavily on supplies of macaroni, rice and spaghetti (about 200 per cent more than normal) as meat "stretchers." But San Francisco and Los Angeles still don't know what a real meat shortage is. Lamb, veal and some beef can generally be had for ration points; in eastern cities such as Boston, even pigs' knuckles are hard to find anywhere except in the black market.

Among rationed foods only butter appears to be generally plentiful. The reason: Consumers haven't bought it because its point value was too high. This drove them to margarine, which was subsequently hiked on the point schedule. People currently are buying up non-rationed mayonnaise for a spread, and that's already beginning to run low.

Hoarding in other lines also goes off at odd tangents.

Consumers generally haven't been able to lay aside much sugar, because points are barely adequate for everyday household needs. But in San Francisco a 400 per cent increase in buying of jams and jellies is taken as an indication that the public will find a way if there is one.

Washington food dealers offer the one bright spot. Capital society matrons haven't been giving so many dinner parties because they couldn't count on a main meat dish. Now merchants there look for relief by August 1 when meat normally begins to move in good supply. The capital city, which pays more attention to such things than the rest of the country, also expects that the suspending of Lend-Lease meat exports on July 1 will help.

No Canadian Meat

In response to numerous inquiries recently as to why meat cannot be imported into the United States from Canada, the United States Department of Agriculture issued the following statement:

"Canada has made commitments to ship its exportable surplus of meat to the United Kingdom and to liberated areas. Most of the meat shipped to the United Kingdom is supplied under the mutual aid (free contribution) program and most of that shipped to liberated areas is a part of Canada's contribution to the United Nations Relief and Rehabilitation Administration.

"The Canadian export commitments to the United Kingdom is a minimum of 500,000,000 pounds annually (about 20 per cent of Canada's total estimated production in 1945). However, efforts are being made, as in 1944, to exceed

this figure substantially, although hog production is down about 35 per cent from last year. The Canadians have already this year shipped to the United Kingdom slightly more meat than the United States. This availability to the United Kingdom from Canada entered into the decision to allocate no United States meat to the United Kingdom for the July-September quarter of 1945.

"It is estimated that in addition to the foregoing the shipments by Canada to liberated areas in 1945 may reach about 110,000,000 pounds of canned meat. Canada also is continuing to assume the responsibility of providing meat for certain areas, such as Newfoundland and British West Indies. Altogether, exports may be 30 to 35 per cent of this year's total meat production in Canada.

"To obtain meat for export and to restrict domestic consumption, Canada utilizes a system of government requisitioning at inspected packing plants. This is similar to the set-aside system employed in the United States to procure supplies for lend-lease and the military services. Slaughter plants in Canada are required to reserve for overseas delivery all grade A hogs everywhere, all grade B hogs in western Canada and 65 per cent of grade B hogs in Ontario and other eastern provinces. These two grades comprise the bulk of the hog marketing.

"Canadian consumption of meat is at a lower per capita rate than last year and canned meat has been withdrawn from civilian consumption except for certain priority users. Per capita consumption of meat in Canada this year is expected to be about 10 pounds higher than in the United States.

"To import meat into the United States, an export license must be obtained from the Canadian Government, and no permits for export to the United States are being issued at the present time. Some meat from Canada, however, is being furnished to the U. S. military forces.

Report of Director of Research

(Continued from Page 12)

passed on and a number of manufacturers have had large fines assessed against them and their goods confiscated and destroyed because of unclean plants. Dr. Dunbar stated further that even in war time the American consumer is entitled to pure, clean and noncontaminated foods and that the Food and Drugs Administration is doing some of the most important work performed by the Government for its citizens when it insists on clean plants to protect the public health.

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

Your Egg Requirements

On the advice that the War and Lend-Lease requirements of the Government will absorb most of the available eggs and the need of making proper representation to the War Food Administration of the necessity of reserving a sufficient quantity of eggs to permit the continuing production of egg noodles and other egg macaroni products, the National Macaroni Manufacturers Association through Director of Research, B. R. Jacobs is attempting a survey that will clarify the egg needs of the industry for the next year.

Members of the National Association have been sent a questionnaire, and in a follow-up letter have been urged to make immediate replies thereto. It is a very simple questionnaire requiring the insertion of only two figures, one giving the number of pounds of frozen whole eggs that will be needed to maintain normal production from July 1, 1945 to July 1, 1946. The other question covers the requirement of frozen egg yolks for the same period.

Manufacturers that use other than frozen whole eggs or egg yolks are asked to indicate the kind of eggs used so that the poundage reported can be connected to its equivalent in the frozen product.

This information should be sent immediately to B. R. Jacobs, 2026 "Eye" St., N.W., Washington, D. C.

"The more widely the manufacturer extended his market, the more essential became the trade mark, as an identification of its source and sponsorship."—George Burton Hotchkiss, Professor of Marketing, New York University.

A Profitable Answer To Your Problem

Many plant managers are wondering how they can produce Macaroni, Spaghetti and Noodles at a profit when "all out" civilian production is resumed. Every operating cost must be analyzed right now to determine where possible savings can be made.

If the present methods in your Packaging Department include setting up and closing cartons by hand, you can figure one saving very easily.

The use of PETERS economical carton set-up and closing machines requires just one operator. All the other girls who are now on these operations can be shifted elsewhere as needed. This saving in labor can be figured just as simply as that!

If you will just send a sample of the various carton sizes you expect to use we will gladly recommend machines to meet your specific requirements. It is important to act now, as we expect to make deliveries in the same sequence orders are received.



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



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE. Closes 35-40 cartons per minute. No operator.

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

New Continental Plant

H. A. Eggers, vice president in charge of the Paper Division of the Continental Can Company, Inc., has announced the addition of a manufacturing plant in Watertown, N. Y.

The property consists of a modern 60,000 sq. ft. two-floor concrete factory building, served with a railroad siding to accommodate six cars.

Local factory personnel were hired and trained, machinery installed and the first carload of cans was shipped April 10, within thirty days after acquiring the property.

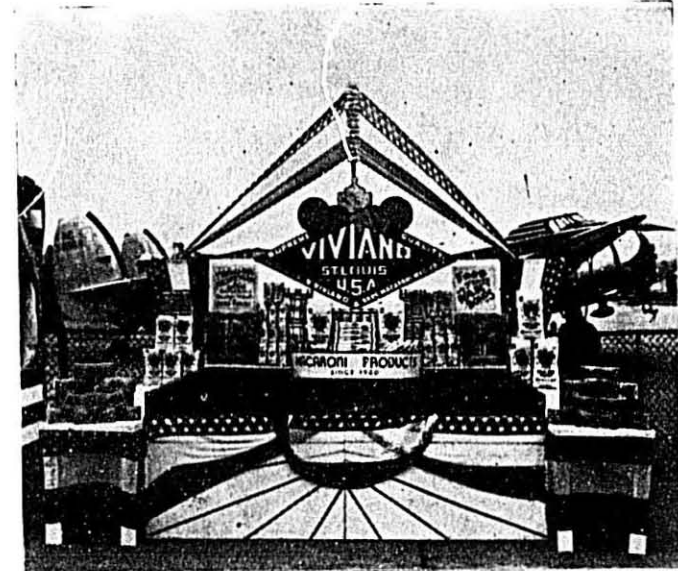
Fifty employees are presently employed on two full automatic production lines manufacturing fibre side wall metal top and bottom cans. Present shipments are running approximately two cars per day and expansion of present production facilities is contemplated.

"Ugly-Duckling" Dried Eggs May Be Postwar Swan

Dried eggs, now regarded disparagingly by overseas GIs, may make friends more readily in postwar households as a result of storage researches. Under unfavorable storage conditions—such as the high temperatures encountered in many war theatres—the quality of dried eggs drops rapidly. But scientific tests concluded recently by food research specialists of the U. S. Department of Agriculture show that good quality spray-dried whole eggs stored for as much as a year at cool temperatures compare favorably with fresh eggs in flavor and cooking qualities.

With proper storage methods dried eggs may prove as useful a supplement to shell eggs as dried milk has to fresh—offering the advantages of compact storage and helping to equalize prices during the year by preserving the spring surplus for the winter months.

In the laboratories of the Bureau of Human Nutrition and Home Econom-



Viviano in Air Show

The management of V. Viviano & Bros. Macaroni Manufacturing Co. of St. Louis is proud of the part it took in promoting the sale of bonds in the Mighty Seventh War Loan Drive last month. Accompanying is a cut of the booth especially built for the big air

show at the St. Louis Airport, June 10, 1945.

With the latest in the line of aircraft, the firm's booth showed some of its leading products in consumer packaging. The placard at the right reads—"Food Fights—So Do War Bonds." The one on the left states that the firm has manufactured 6,478,470 pounds of macaroni products for the armed forces.

ics, scrambled eggs, baked custards, popovers, mayonnaise and foundation cake made with dried eggs were compared with these same foods prepared with fresh shell eggs, in order to check characteristic functions of eggs in cooking—from flavor to baking qualities.

The temperature at which dried egg is stored is extremely important in the saving of flavor and cooking quality, the specialists found. Stored at temperatures below 60 degrees F., dried whole egg retained its original quality

characteristics for a year. Scrambled eggs made of the year-old dried eggs were tender and creamy, and cakes were no different from those made with shell eggs.

After being stored for less than one month at 86 degrees F. and above, however, dried eggs produced scrambled eggs that were dry, grainy and brownish, and soft, watery custards. Off-flavors in dried eggs stored at high temperatures showed up more slowly in cake because of the many old ingredients.

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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

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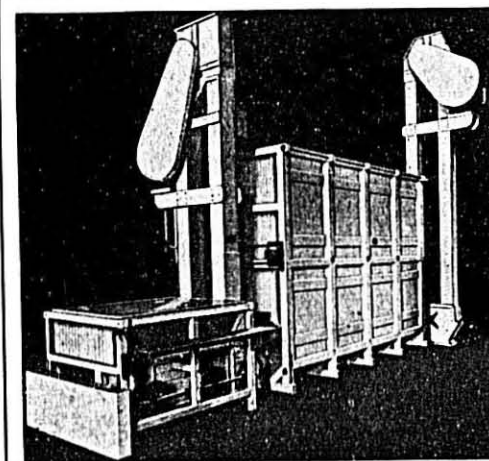
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**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**
Office: 1923 University Ave., St. Paul, Minn. Mill: Rush City, Minn.



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provides the most profitable means to maintain wartime gains into the Postwar period, with better products at lower production costs. The Flour Handling Outfit and Semolina Blender, illustrated above, automatically sifts, blends and aerates the flour—all by merely pressing a push-button—no more heavy, back-breaking labor. Cleanliness of the flour helps prevent scorched dies, saving costly replacements. Built extra sturdy for long economical service. Complete details on request. Just address

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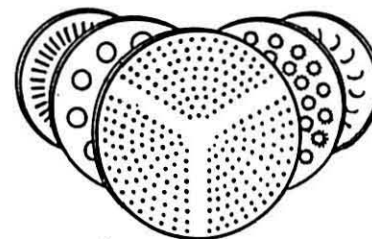
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Finds Sister Trapped in Italy

St. Louis papers carried a real human-interest story last month, one concerning the son and daughter of one of the city's well-known macaroni manufacturers. "Webster Groves," referred to in the story, is a suburb of St. Louis. The story:

A Webster Groves army captain, sent to Italy by the fortunes of war, recently sent word home to his parents that he had found his sister—unheard from in three years.

The captain is Robert A. Freschi, a liaison officer stationed in Naples. As soon as the advance of the Allied armies would permit, he made a special trip to Bassignana, in the province of Alessandria, to see his sister Helen. She had left here five years ago to visit relatives in Italy and was caught there by the war.

He wrote his parents, Mr. and Mrs. Joseph Freschi, of 214 Jefferson rd., Webster Groves, that he had found Helen and that she would be coming home as soon as transportation could be provided.

The town in which she was living, he said, was off the main highways, and was untouched by war. The Germans did not occupy it. She had been unable to get letters through to the United States, and had been worried about her parents. She had had plenty to eat, however, and had not been affected by the hardships of war.

Capt. Freschi and his sister visited a week together. They also saw another St. Louis soldier there, Louis Zerega, Jr., they reported.

The elder Freschi is president of Ravarino & Freschi, Inc.

Spaghetti From Home

Mother Regularly Mails Spaghetti-Dinner Makings to Son in China

Cecil Dixon, roving "Gannett News Service" correspondent in a feature story recently told how fighting men on the China front could enjoy a real spaghetti dinner because of the thoughtfulness of a soldier's mother and sister in Utica, New York. The story reads in part:

They get no bread with their meatballs, but they get plenty of meatballs—meatballs, hot sausage, and spaghetti.

"They" are the Mohawk Valley-China-Utica Spaghetti Club, Inc., composed of

Utica officers and men who are served good homemade spaghetti when Sgt. Richard Poccia, 807 Eleanor Pl., and Sgt. Rocco Rintrona, 744 Blecker, receive the supplies from home.

How can spaghetti sauce and meatballs reach the boys in China in usable condition? Thanks to the Whitesboro canning center, Mrs. Philip Poccia has been able to send her son one can of sauce, meatballs and sausage every week. She sends the spaghetti packaged in one pound containers.

Sergeant Rintrona's mother has faith in her son's cooking ability and sends him canned tomatoes, tomato paste, and either the prepared macaroni or ingredients to make his own. Sergeant Rintrona was a cook in Camp Sutton, N. C., before he went overseas and also worked in his parents' bakery.

Sergeant Rintrona has permission to use the kitchen of his post in China and prepares the spaghetti for the men there. Once he and Poccia had saved enough supplies from home to treat the entire regiment, 100 men, to a spaghetti dinner. Four hundred meatballs were made for the dinners.

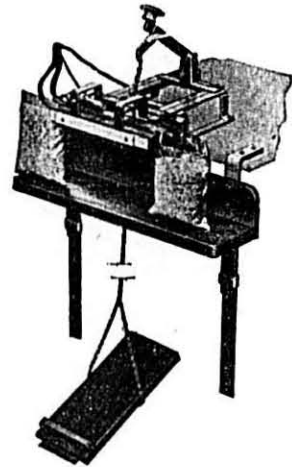
On another occasion, Rintrona wrote to his parents, he used 25 pounds of flour and 10 dozen eggs and made noodles for the boys. When the supplies from home get low, the boys buy them in China if they are available. Rintrona once paid \$50 for a bushel of tomatoes.

New Pack-Rite "Tech-Master" Sealer

The new Pack-Rite "Tech-Master" Sealer has been invented (patent pending) by Henry A. Techtmann, vice president in charge of production, Pack-Rite Machines, 828 North Broadway, Milwaukee 2, Wis. One of the principal features of this jaw type sealer enables bags or pouches to be fed into the machine in an absolute vertical position, thus causing the contents of the bag or pouch to naturally sift to the bottom, consequently permitting a perfect seal close to the actual contents of the bag, eliminating the danger of the contents sifting into the krimper bars.

Another feature is the leverage arrangement, which allows for heavy pressure with a minimum of pressure on the foot pedal. Slight pressure on the foot pedal actuates two sturdy steel bands which slide smoothly back and

forth, bringing the forward krimper bar in close mesh with the rear krimper bar. Absolute uniformity of pressure is provided by an arrangement of



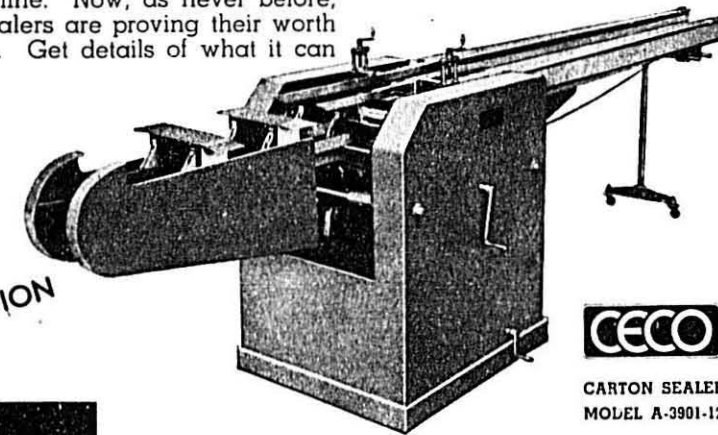
heavy steel bars through which the pressure members slide. Spring tension returns the krimper bars to feeding position. Two adjustment bolts above the krimper bars insure uniform pressure vertically on the krimping face. To facilitate feeding bags into the "Tech-Master" Sealer, a "lead-in" or feeder attachment is provided, mounted independently of the heated bars. To facilitate exit, a light wire elevates and spreads the heating element wires, thus forming an exit bridge. Electrical specifications: Operable on 110 AC. Thermostat to provide range of heat to seal any heat-sealing material. Full-length brass sheathed Regan heating elements provide uniform heat distribution. An asbestos guard is attached to the forward krimper bar, to protect operators hand.

Three sizes of machines are obtainable—8, 10 and 12 inch bars. Also—three types of krimp impressions—horizontal, vertical or flat seal. The adjustable feed tray is obtainable as additional equipment.

Peak Production with Inexperienced Help

High production and inexperienced help do not generally go together. But with a Ceco Adjustable Carton Glue Sealing Machine you can get peak package production with **any** help, experienced or not. This machine automatically seals tops and bottoms of cartons simultaneously at from 40 to 120 a minute. No experience is needed to adjust the machine for various size cartons or to service this simple machine. Now, as never before, Ceco Adjustable Carton Sealers are proving their worth to macaroni manufacturers. Get details of what it can do for you.

Adjustable CARTON SEALER

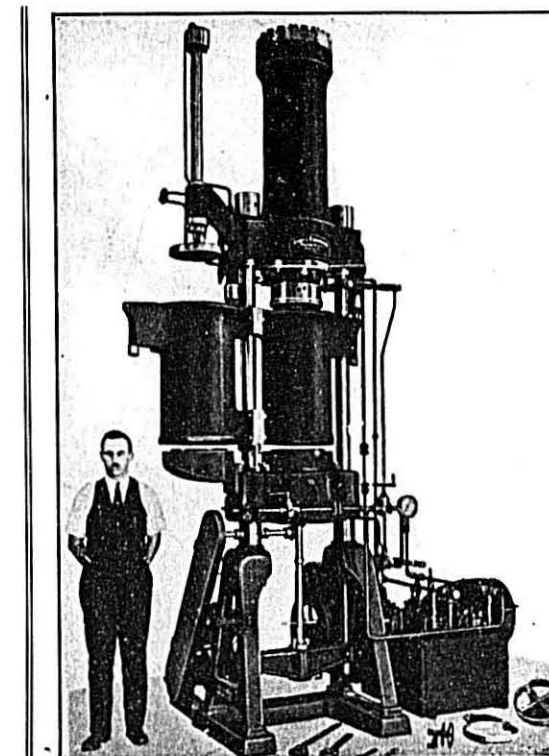


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A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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

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

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Vol. XXVII JULY, 1945 No. 3



"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."

Headquarters Visitors

C. M. Johnson of the semolina division of Commander-Larabee Milling Company, Minneapolis, accompanied by E. L. Kelley, Illinois representative of the firm, were callers at the headquarters of the National Macaroni Manufacturers Association last month.

New Egg-Pricing Methods

Pricing methods for processors and wholesalers of eggs and egg products have been revised to facilitate deliveries to ships and to help Government agencies obtain their egg supplies, the Office of Price Administration said today.

The action, effective July 5, 1945, also brings the prices charged to household consumers by retail route sellers into balance with the community prices charged by retail stores. Formerly markups on eggs sold by retail route sellers, producers and all

sellers except retail stores, were based on current prices. Now these sellers will apply their markups to the preceding week's prices, the same method used in establishing community dollar-and-cent prices for retail stores.

In the case of sales to ships, OPA pointed out that eggs handled by licensed ship suppliers are either bought through regular trade channels or purchased with priority assistance through Government agencies. The term "purchased from a U. S. Government agency" has been enlarged to cover eggs bought at the direction of or with the aid of the War Shipping Administration; or the Army. These agencies often set up priorities for egg supplies and require that they be sold to licensed ship suppliers.

1938 Macaroni Imports

In its comprehensive report on "Agricultural Imports and Exports in Relation to American Agriculture," the Agricultural Department of the U. S. Chamber of Commerce presents the following facts concerning the 1938 imports of macaroni, egg noodles and semolina that are of primary interest to macaroni-noodle manufacturers because they reflect peacetime business in these products:

—Imports of macaroni products containing no eggs or egg products in 1938—1,154,646 pounds, worth \$107,405. Importers paid an import duty of two cents a pound thereon.

—Imports of egg macaroni products totaled 9,353 pounds with a total value of only \$1,290. The import duty on these was three cents a pound.

—Imports of semolina, crushed, cracked and other similar wheat products were 6,666 pounds, valued at \$531 on which importers paid import duty at the rate of 1.04 cents per pound.

Spaghetti For Relief Distribution Abroad

American spaghetti will go to the relief of millions in Italy and France, nations that claim this as their national food, and to other countries in Europe, according to plans by the War Food Administration. Bids have been asked for the production of fifty-five million pounds for this purpose, though bids will become demands unless the needed quantity is forthcoming voluntarily. Government figures estimate the total production of this food at 85,000,000 pounds in April, with much of it going to the army. Under the new order, approximately one-third of the entire production will be earmarked for that purpose.

Manufacturers feel that this means that even the heavy current produc-

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tion will have to be stepped up materially to meet the demand, despite rumored shortages of semolina, scarcity of containers, lack of needed manpower and inability to get cars to move durum wheat to mills. The macaroni industry has never failed the Government before—cannot afford to fall down now. If the 85,000,000 pounds monthly rate is maintained throughout the year domestic production will pass the one-billion pounds yearly output mark for the first time in the nation's history.

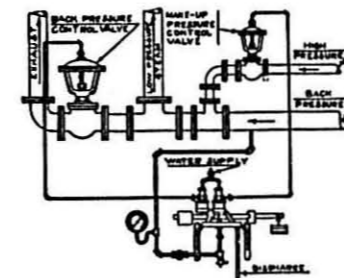
THE ENGINEERING DEPARTMENT

by

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

How to Hook Up With Your Neighbor Who Has Exhaust Steam to Sell

Have you a neighbor who is wasting exhaust steam? Would he like to sell it to you? Would you like to buy it?



In instances of this kind—and it is not at all uncommon for some concerns to waste exhaust steam—it is often possible to obtain steam at bargain rates, but, the owner of the neighboring plant may ask, "How can we arrange our piping in order to take care of the situation most economically?" He doesn't like the idea of doing it "by hand." He would like to have it handled automatically, for which he cannot be blamed.

The handling can be done automatically, and the sketch herewith shows one of the simplest and best hookups from every standpoint that this writer has ever seen.

This arrangement makes it possible to utilize 100 per cent of the exhaust steam provided such usage is at all possible. Should there be a surplus of exhaust steam at any time it is automatically switched by the regulator into the atmosphere. If on the other hand the amount of exhaust steam is insufficient for requirements, the sensitive control device automatically admits live steam make-up into the exhaust. Then, as soon as the required amount of extra heat is supplied the live steam is again automatically cut off.

In other words this arrangement guards the exhaust and saves live steam with the utmost precision—much more efficiently and economically than would be possible with the best of human supervision and hand control.

An important advantage is that this arrangement usually permits the uti-

lization of much of the old piping and valves. That is, it is not necessary to install entirely new equipment throughout in attaining the highest degree of modernization.

Every effort should always be made to utilize exhaust steam rather than to allow it to go to waste. Exhaust steam contains nearly as much heat as does high pressure steam.

In the event that the above is impracticable and you haven't enough exhaust steam from your own system, it is usually a comparatively simple matter to secure the desired results at all times by means of supplementary heat and properly arranged regulating devices. Most problems of this type can be solved.

On the other hand maybe it is you who are wasting exhaust steam, and you are wondering whether or not you could sell it to a neighbor. If so, the above method applies in precisely the same way.

Should Pipe Insulation Be Inspected?

Not long ago an interesting article on pipe insulation appeared in a prominent publication. This writer's attention was arrested particularly by the statement that pipe insulation should be inspected at rather frequent intervals, "contrary to the practice" of many users of insulation.

That statement caused the writer to wonder what an engineer friend of his would say about it—the chief engineer of a large concern that manufactures insulation. Knowing that it is not uncommon for some manufacturers to say regarding their product: "Install it and forget it," this question was put up to the chief engineer for an answer: "If the insulation were installed by you, is this statement true?"

It was the writer's guess that the statement would be ridiculed by the chief engineer and that he would say in effect, "Don't pay any attention to what that gentleman says. He doesn't know what he is talking about." Instead of that, this is what he wrote, which practically verifies the questioned statement:

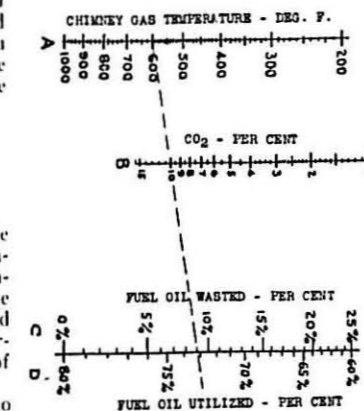
"I never quarrel with a statement of that nature. Pipe covering, in general, is lucky to get any inspection, and if an article such as this makes the operator look at it once a year, all well

and good. There is no such thing as too frequent inspection, from the manufacturers' point of view."

How Much Fuel Oil Do You Waste? How Much Do You Utilize?

This chart will answer the above questions for you if you will simply run a single straight line across the columns as indicated by the dotted line.

For example, if your chimney gas temperature is 600° F., column A, and your CO₂ is 10 per cent, column B, the dotted line instantly tells you that you are wasting 9 per cent of your oil, column C, and you are utilizing a little



over 73 per cent of the oil's heat value, column D.

The chart is based on the attainable efficiency of 80 per cent. That is, it is assumed that if you are utilizing 80 per cent of the fuel oil you are doing about as well as can be expected and the chart, column C, shows that you are not wasting anything. Thus if you are utilizing only 60 per cent of the fuel oil, column D, you are wasting 25 per cent of the fuel, column C.

A study of the chart makes it clear that high CO₂ is important and so is low chimney gas temperature. For instance if you can attain a chimney gas temperature of 400° F. and at the same time have 15 per cent CO₂, you will utilize more than 80 per cent of the heat in the oil. Although that is beyond the limit of this chart it "can be done," and it is commendable operation.

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ORGANIZE
HARMONIZE

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The War for Peace

A Review and Prediction

By J. E. Jones, National Industries News Service

Washington, D. C., June—For the past two months all the skirmishes for peace have occupied the full attention of delegates of fifty United Nations. When President Truman rang down the curtain it was upon a victory that was even more important than the landing of Allied troops upon the Normandy beach. It took a remarkably short time for the American Army to capture Paris. Hitler said at that time Germany would win the war. He guessed wrong!

Now Hirohito talks moonshine about what the Japanese are going to do in the Pacific. This Washington correspondent is not a prophet or the son of a prophet. But write it down on a piece of paper: Japan will be completely licked before snow flies in New England.

There was an armistice that unfortunately destroyed plans for peace after World War I. The present European War was wisely finished with "unconditional

surrender." There can be nothing less than unconditional surrender by Japan. There has not been, and there cannot be any dickering with our defeated enemies because we have learned from experience what must be done. The United Nations at Dumbarton Oaks and San Francisco have laid solid foundation for permanent peace.

Senator Willis, Republican of Indiana, made a statement a few days ago that seems to cover the situation when he said he had "no illusion" that the San Francisco Charter is a "full preventive of war but it offers the only available medium" to reconcile differences in a peaceful way.

The United States is going to stand by its bargains with Great Britain, Russia, France, China, and all large and small nations. Perhaps the rest of the World will do the same, as they are likely as tired of war as is the United States.



How to make the Japs lose face and SAVE MATERIALS

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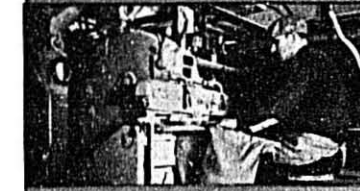
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the year's best durum. By the time the grain starts moving to market, Pillsbury buyers know exactly where to look for the cream of the crop, and are ready, if necessary, to pay premium prices to get it.

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