

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 8**

December, 1945

DECEMBER, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



Christmas at Home

Millions of our brave young men and women have come home from the battlefields of the world to enjoy this Christmas Season with happy families and loving friends.

Thank God the war is over, and many others, too, are on their way home. They come after completing chores that were neither easy nor pleasant . . . many ill, wounded or handicapped, but happy once more to enjoy the American Way of Life.

May Christmas to them be as joyous as they have long dreamed it would be . . . a memorable 1945 Christmas . . . CHRISTMAS AT HOME!

HOW TO MAKE
KNOW-SHOPPERS! SAY

Yes!



Your average smart young housewife can't be fooled. She knows her Vitamin A-B-C's! Knows her proteins, fats, carbohydrates—just about all her own family needs . . . And she looks for her answers in the packaging she sees at the stores which she prefers for quick, easy shopping.

Do your packages comply with these wise, aesthetic and health-promoting demands? Why not call in a Rossotti Packaging Consultant for an analysis of your package modernization needs? Learn in detail about our self-selling labels and packages—designed to please today's highly food-conscious shoppers. We are staffed and equipped in every way to spotlight your product to sell itself right from the shelf . . . against your stiffest competition!

Rossotti
SINCE 1898

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

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Increased Durum Wheat Acreage Imperative

President C. W. Wolfe of the National Macaroni Manufacturers Association Urges Industry-Millers-Farmers-Government Co-operation to Assure Adequate Semolina Supply for 1946



President C. W. Wolfe

Calling upon the four agencies most directly concerned, the macaroni manufacturers, the semolina millers, the Department of Agriculture and the farmers of the Northwest states to act immediately to meet the needs of the industry for which he speaks, President C. W. Wolfe of the National Macaroni Manufacturers Association suggests an immediate, united move to bring about the increased planting of durum wheat in areas most adapted to its growth.

He has scheduled the matter as the most important business of the planned Winter Meeting of the Association, but has already put the machinery in motion in a letter to durum millers and officials of the United States Department of Agriculture asking that they cooperate in an agreed plan to enlarge the acreage planted to durum wheat and thus insure the semolina to supply the industry requirements in 1946. It is a timely move that should have the support of all who are interested in the welfare of the industry. His letter in part, reads:

"The macaroni and noodle industry has made no headway this fall in building stocks of macaroni, spaghetti and egg noodles in the hands of retailers, jobbers or chain stores. No doubt the durum millers sense the same thing by the demand for semolina and durum flour.

"The question generally in everyone's mind was whether the demand for our products would drop off with the end of the war and the end of rationing. The canceling of government contracts sixty days ago has freed more production for the civilian market. However, this production has been absorbed by an increase in demand from civilian outlets, which leads us to believe that returning veterans are aiding in the increased consumption of macaroni-noodle products at home.

"One of our manufacturers expresses the situation. It is my opinion that the huge consumer sampling program which took place during our acute food shortage,

plus—and very much plus—the low cost of our products (during a period of increased living costs), will keep demand jam-up in the foreseeable future, and that these same factors will work for greater than prewar demand for the next decade. I say decade for the additional reason that all estimates point to a **substantial increase** in population during this period and beyond."

"I have in my possession," continues President Wolfe, "letters written me during the last thirty days by manufacturers along the Atlantic seaboard, the midwest and the Pacific Coast, all urging me to bring to the attention of the millers, the farmers and officials of the Department of Agriculture, the necessity of increasing the acreage of durum wheat planted in the spring of 1946, to the point where there is assured a crop of absolutely no less than 40,000,000 bushels of durum wheat.

"It is felt that this production will provide the least amount of carry-over that will be a safe margin for the continued use of durum wheat products by our industry.

"Macaroni and noodle manufacturers have always been desirous of making top quality products and they have considered durum wheat products as being the most desirable raw material. It can be said most affirmatively that our industry feels that it is necessary to have sufficient durum wheat to provide the raw material for our industry to hold the gains it has made in having consumers increase their purchases of our products.

"There is no substitute for semolina, and we want no substitute!

"This point has been made by another manufacturer that since our industry is largely concentrating on making macaroni products from semolina exclusively and not using durum flours, more durum wheat is required to supply our industry with raw materials. Among us all, we hope that something can be done now about the visible short supply of durum wheat."



Through the years—

A symbol of excellence and
highest quality in semolina

MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

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Industry's Winter Conference

The Macaroni-Noodle Industry has been officially advised by the Office of the Secretary of the National Macaroni Manufacturers Association that the 1946 Winter Conference of the Industry will be held at the Seaview Country Club, Absecon, New Jersey, Monday, February 4.

The survey recently conducted through that office shows a positive demand on the part of the leaders of the industry for a get-together to consider the many vexing problems that confront business as a result of the ending of warfare and the planning for peaceful operations.

Some of the firms to whom the questionnaire was sent paid no heed to it. That was not unexpected, but among those that regularly or quite regularly send representatives to national and sectional meetings and are depended upon to set up Industry policies in any emergency, the vote was practically unanimous in favor of a postwar meeting.

Several attempts were made soon after "V-J Day" to gather the interested manufacturers and allied into a national conference to discuss the many current problems affecting business. For varying, but good reasons, it was impossible to choose either a suitable date or the right place convenient to a reasonable majority. With the implicit demand as reflected by the survey, the National Association is committed to the holding of a Winter Meeting.

For many years it has been an accepted practice by the Industry to hold a winter meeting of the Board of Directors of the National Association and a general meeting of the entire industry the following day—and both in connection with the annual convention of the Cannery Association or the Grocery Trade Conference, usually held in Chicago the latter part of January.

This winter the management of the nation's leading canners and distributive trades found it impossible to get suitable hotel accommodations in its usual convention city, so it was decided that the 1946 Grocery Trade Conference would be held at Atlantic City, New Jersey, starting the week of February 4, 1946. It will continue throughout most of the week, with a very elaborate exhibition of the latest machines and equipment for food packaging and distribution.

Most of the city's largest available hotels were immediately taken over by the several associations that combine to stage the Grocery Trade Conference with the result that hotel accommodations will be at a premium that week. Several of the city's largest hotels are still occupied by the Army and Navy and will not be available next February for civilian use. Even some of the smaller hotels are booked solidly. To get a hotel room in Atlantic City that week, one must have his reservation request approved by the convention committee and in most cases agree to pay room rental for at least four days.

Because of the usual presence of so many of the prominent macaroni-noodle manufacturers in one place at the same time, it has always been quite logical to provide them an opportunity to meet and discuss their own problems at least one day during the Grocery Trade Conference. However, the hotel situation made it almost impossible to get sleeping rooms, though arrangements might have been made for meals and meeting rooms.

Since the National Association is committed to staging a winter meeting convenient to the Grocery Trade Conference, President C. W. Wolfe of the Association suggested a practical alternative. "Why not meet in one of the many fine seaside hotels convenient to Atlantic City?" Acting on that suggestion the Association Secretary has arranged for suitable accommodation for our meeting and guests at the Seaview County Club, Absecon, New Jersey, Monday, February 4.

This is an ideal spot within each reach of Atlantic City, five miles away, with convenient bus and cab service. It is noted for its fine food and quiet surroundings. Macaroni-Noodle manufacturers and their friends can confer there in an atmosphere of their own making, and still be able to take in such convention features of the Cannery Convention as interest them.

Macaroni-Noodle manufacturers and allied, whether members of the National Association or not, are invited to attend this Winter Conference of the Industry—the only requisite being that they be concerned in united action to solve problems common to the trade. It is not too early to make definite plans to attend the Industry's Winter meeting at the Seaview County Club, Absecon, New Jersey, on February 4, 1946.

Stronger Postwar Advertising Program Urged

Four major tasks of postwar advertising were outlined recently to the sales executives club by Clarence Francis, Chairman of the Board of General Foods Corporation. He addressed the final session of the Club's first national marketing forum in the Grand Ballroom of the Waldorf-Astoria.

The future of America's mass production economy may well depend upon postwar advertising, Mr. Francis told the Club. He pointed out that those countries which permit free competitive advertising have the highest standards of living. "Only if advertising does its job," Mr. Francis declared, "can we achieve the \$140,000,000,000 (billion) economy we are striving for."

Conceding that the competition of the future will be "a competition between different economic ideas," he said: "No system is ever overthrown by words. The American system of free competitive enterprise is safe so long as it continues to deliver the goods to the American people."

"Strong advertising support is necessary if salesmen are to carry out their four major tasks of the postwar years, the four tasks being as follows:

"1. *The first task of postwar selling, backed by postwar advertising, is to rebuild markets.*

"Prewar patterns of distribution were broken by shortages, by war needs, by the requirements of conserving transportation.

"Manpower shortages interrupted many of the services which we had been able to offer. The threads of personal contact, the established channels of communication were often broken. Service suffered; but it suffered in a good cause—the cause of victory, a cause which the American people understood and easily forgave.

"Now these channels of distribution must be rebuilt.

"In the war years, some products went off the market altogether. In the food industry, for example, tapioca and coconut were unobtainable. Sugar shortages curtailed the manufacture of other products such as Jello or curtailed the housewife's use of such products as Certo or cakelover. Demands for some products must be created anew.

"Channels can be rebuilt, demands recreated, only by knowledge. That knowledge must come from skilled salesmen who understand the problems of the manufacturer on the one hand

and of the wholesale and retail markets on the other. For greatest effectiveness salesmen must be supported at every step by advertising—advertising which informs—advertising which sells.

"The public must know and understand our products. The trade must know the quality and character and integrity of our products. Both must understand how best to use the service industry has to offer.

"2. *The second task of postwar selling and advertising is to introduce and establish new products.*

"To make that contribution, we in General Foods are working hard. New products, new plans, new markets: all these should increase employment. Our laboratories are testing new products continuously. New mixes. New soups. Pre-cooked and frozen meals for the liberation of the housewife. These are only a few of our new enterprises.

"In every other American industry this same pioneering is taking place. Industry is searching for new frontiers within the framework of our economy.

"3. *The third task of postwar advertising and selling is to lift public demand for goods to new levels.*

"Our machinery of distribution must lift consumption. A satisfactory postwar economy, CED tells us, should require a national income of \$140,000,000,000. That will be worth creating. It will mean a well-fed, well-clothed, well-housed, and well-informed America.

"4. *The fourth task of advertising and selling is to produce an understanding of the American economy and how it works.*

"Perhaps the greatest single difference between America and any other nation in the world is our ability to promote and distribute new products and new ideas. We have created dissatisfaction and discontent with the old. We have created desire for the new.

"There are some countries of the world where the new is not welcome. To say that a thing is 'new' damns it with the consumer. As one harassed American advertiser wrote from one such country, 'To sell anything we have to convince the public that our products were founded "fifty years ago."'

"In America advertising and selling have broken that bottleneck on the road to progress. Invention and ingenuity have gone forward with a speed never equalled under any other

kind of economic system the world has ever seen.

"By creating mass selling we have made mass production possible.

"Look at the world around you. Examine the standards of living of those nations where advertising is a free and accepted institution—America and countries of western Europe. Then look to the standards of living of the nations where advertising has not been free to create that divine discontent.

"You will agree I am sure that there seems to be a direct relation between advertising and the standard of living.

"Examine the same problem from another angle. Would you as sales executives accept the same sales budget without advertising support as you accept with it. Of course you would not. And as the sales—the distribution of goods—dropped, there would come a steady, inescapable drop in jobs and income—a decline in what we call the American standard of living.

"It is time to end the spirit of carping criticism, the griping and sniping and rumor. Statesmen, businessmen, Americans must build for the future. All must face and solve the problems people want solved."

Donald Barr to Join Young & Rubicam, Inc.

Appointment of Donald Barr, vice president of Birds Eye-Snyder, Inc., in charge of marketing, to an executive post with Young & Rubicam, Inc., advertising agency, was announced today by Sigurd S. Larmon, president. Mr. Barr will join Young & Rubicam on January 4 and will be assigned to the Hollywood office of the agency.

Mr. Barr has been with the Birds Eye division of General Foods Corporation since his appointment as advertising manager in January 1934, during which period he contributed greatly to the national growth of Birds Eye Frosted Foods. He later became production manager of the company and was appointed vice president in charge of marketing in 1943.

Prior to joining Birds Eye, Mr. Barr served for two and one-half years as a food consultant to the Russian Government which was followed by a year in a similar capacity with British Cammors, Ltd. He entered the canning business as a young man in his father's canning factory in Minnesota. He is a graduate of the University of Wisconsin.

General Mills

GOLD MEDAL

SEMOLINA

NO. 1

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

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

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

Urge Immediate Return of Package Questionnaire

Information Need for Industry's Protection and Promotion

Macaroni-Noodle manufacturers who have not yet completed and returned the questionnaire sent them recently by the industry committee seeking to compile information on macaroni-spaghetti-egg noodle packages for submittal to the government in support of its plea for a wider tolerance of fill are urged to do so immediately.

Charles C. Rossotti, vice president of Rossotti Lithographing Company, working with Director of Research, B. & R. Jacobs, in planning and distributing the questionnaire approved by the package committee, feels that some have neglected to appreciate the import and the purpose of this survey. As the matter concerns all who sell their products in packages, be they of 4, 6, 8, or 12 ounces, 1 pound, 5 or 10 pounds, the wider the source of information, the more effective will be its influence on the action to be taken by the Government.



Charles C. Rossotti

Commenting on the questionnaire and the need for its submittal by all affected manufacturers, B. R. Jacobs, Director of Research of the National Macaroni Manufacturers Association, says that the spirited co-operation of an industry ally like Mr. Rossotti, whose interests though indirect are most sincere, is commendable, and that no manufacturer is too small not to be interested in the objective of the survey.

"The information that you call for in your questionnaire will undoubtedly be very useful to you as a supplier of containers, but also to the Food and Drug administration in advising them concerning the quantity of our products that are packaged in the various sizes and the quantity sold in bulk.

"I believe that the information concerning the variations in sizes of packages for the same weight of products would be very helpful in determining what tolerance of slack-fill the Industry should have in the various types of products.

"This information could be obtained simply by requesting the Industry to supply the dimensions of containers of five pounds or less of products that constitute 80 per cent or 90 per cent of their total packaged output. The data obtained could be compared for the range of volume as related to weight and in that way we could determine what the normal tolerance is and what we should be justified in asking for."

Since rumor has it that Government

copy, may write to Mr. Rossotti for another copy. Just address him in care of his firm, Rossotti Lithographing Company, North Bergen, N. J. "We in our organization," says Mr. Rossotti, "are also trying to personalize our survey as much as possible by having our sales representatives follow up the replies by personal calls on individual manufacturers in the territories covered by our men. However, many manufacturers have overlooked the significance of the facts sought and the purpose for which they are being gathered, and failed to send in their answers. Hope that this reminder will obtain for the committee increased support through increased return of answered questionnaires. The committee is one representing the entire industry, doing an industry job, and seeks the co-operation of all the leading manufacturing firms, irrespective of membership or lack of membership in any organization, national or sectional."

USDA October Food Sales Total \$1,323,348

The U. S. Department of Agriculture has reported sales of Government-owned food during October amounting to \$1,323,348—a decrease of \$828,626 from the September sales total of \$2,151,974. October sales brought to \$40,202,689 the total amount sold since May 1, 1944.

Declared surplus property sales totaled \$96,186 during the month, as compared with \$1,026,763 in September. Making up the balance were USDA-owned commodities, including items released in regular stock-turn-over operations and inventory reductions, as well as those purchased originally in price-support operations.

and State officials are contemplating action against manufacturers and distributors whose packages are allegedly slack-filled, it would seem pertinent to supply the committee with the data requested in order that it may present the industry's position in the matter before drastic action is taken.

Manufacturers who have not as yet answered the questionnaire sent them two months ago and have lost their

Relief for "Below Cost" Producers

Processors of macaroni and noodle products whose maximum prices are at levels below costs of production may apply for individual price adjustments under conditions announced December 4, 1945, by the Office of Price Administration.

This action, effective December 8, 1945, is intended to help maintain production of these items at the lowest possible prices to consumers, OPA said, and is similar to "low end" adjustment provisions already provided for a number of other commodities.

Since some processors' ceilings do not return production costs, loss of their output would make it necessary for consumers to buy similar products remaining on the

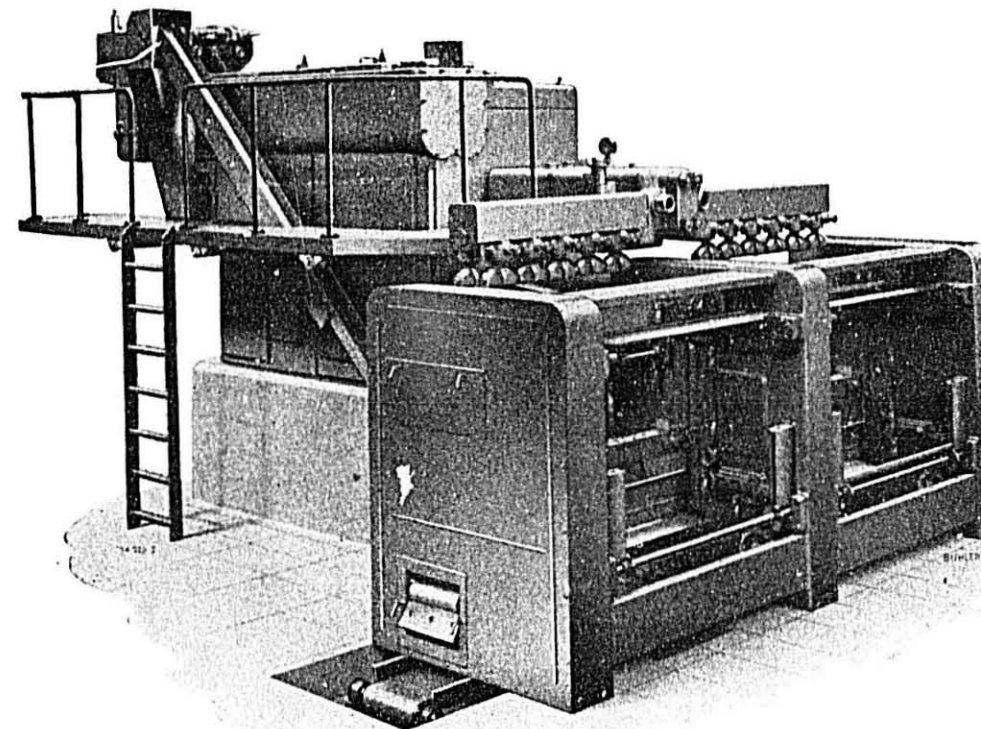
market at prices considerably higher than the increased prices permitting "low end" processors to remain in business.

Under this action no processor's ceilings will be increased to a point above the median price at which sales of macaroni and noodle products are made by other processors in the general processing area.

The amounts of adjustment that will be granted depend upon the individual processor's current operating position.

(Amendment 1 to Supplement 1 to Food Products Regulation 1—Macaroni Products and Noodle Products—effective December 8, 1945.)

BUHLER



CONTINUOUS PASTE GOODS PRESS

WITH

FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1960



1945

BUHLER BROTHERS

INCORPORATED
NEW YORK

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NEW YORK 4, N. Y.

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

Removal of Wartime Food Subsidies

Withdrawals Planned on Different Dates to

Minimize Effect on Selling Prices

Semolina Subsidies to Be Eliminated Not

Later Than June 30, 1946

Judge John C. Collat, Stabilization Administrator in the Office of War Mobilization and Reconversion, issued the following statement on November 9, 1945, concerning the Government plans for withdrawing wartime food subsidies:

"The Government proposes to end virtually all wartime food subsidies by June 30, 1946. These subsidies were authorized by Congress and initiated in order to stimulate production to meet the necessities of war while keeping a stable cost of living. The record shows that this objective has been accomplished. Between May, 1943, when food subsidies were first used on a substantial scale, and V-J Day, the cost of living rose only 3.2 per cent. Retail food prices were brought down by 1.5 per cent. At the same time, despite acute manpower shortages, food production in 1943, 1944 and 1945 rose from 6 to 10 per cent above the already high level reached in 1942, the year before subsidies were used.

"Food subsidies have cost considerable money. For the current fiscal year alone Congress authorized expenditure of \$1,798,000,000 for this purpose. Consistent with the general policy of removing wartime controls and regulations, they should be eliminated as soon as it is practicable to do so.

"But due regard must be observed for the stabilization of the cost of living, continued production needs, and the financial interest of the producer. Care must be taken in raising price ceilings on these few food items to avoid a general increase in the cost of living. On the other hand, if subsidy payments to producers should be suddenly discontinued without permitting an upward adjustment in price ceilings, the result would be a drastic reduction in the producers' income, which like too drastic reductions in income generally, should be avoided.

"To accomplish the elimination of subsidies and at the same time increase the ceiling prices on the affected commodities without increasing the general cost of living requires a careful synchronization of those events with decreases which already have occurred or which may reasonably be expected to occur in the prices of nonsubsidized items affecting the general cost of living, so that the result will be a fairly constant and stable over-all cost of living.

"From the standpoint of certainty in stabilizing living costs, it would be desirable, before removing the subsidy on a particular commodity, to wait until the general cost of living had declined sufficiently to offset an increase in the price of that commodity. But this would very probably continue the stimulating effect of the subsidy on production so long that the supply of the commodity would be too large to enable the producer to sell at a higher price when the subsidy was withdrawn. He would then suffer the same drastic cutback in income which would now result from elimination of the subsidy without a corresponding increase in ceiling prices. Hence, in announcing any long-range plan for the removal of subsidies, not only must the elimination of subsidies be gradual in the interest of a stabilized cost of living but also, in order to protect the producer, there must be some anticipation of general decreases in the cost of commodities which are not subsidized.

"We believe the time has come to proceed with a plan for the removal of subsidies. Termination of some subsidies will not affect retail prices at all. Increases in retail prices which result from termination of other subsidies are expected to be offset by declines in retail prices of other commodities. The termination program has been planned to prevent an increase in the over-all cost of living. Between July and September, 1945, the cost of living for the nation declined four-tenths of one per cent, while retail food prices fell 1.6 per cent.

"The withdrawal of subsidies on butter and peanut butter at the end of October, 1945, were the first steps in this program. Retail price increases for these commodities were more than offset by declines in the retail prices of potatoes, an important item in the food budget of the American family, and of some other items.

"In announcing a long-range plan it is impractical to announce the exact date when each subsidy will be removed. This is true because of the inability to predict with exactness when compensating future cost of living decreases will occur. Another obstacle to a rigid timetable lies in the fact that in some instances and with respect to some commodities, the advance announcement of the termination of the subsidy on those commodities might result in hoarding by the producer and

wholesaler and the withholding from the consumer of products on which the production subsidy had been paid in order to realize the additional profit incident to an increase in the ceiling price. Then, too, production needs may necessitate adjustments upward in a few commodities within the period preceding final termination.

"In the judgment of the Secretary of Agriculture, the Price Administrator and Judge Collat, Stabilization Administrator, the subsidy on flour, including semolina, may be terminated not later than June 30, 1946."

McCall's Editorial Expansion in Foods And Equipment

McCall's Magazine plans immediate editorial expansion in both food and home appliances, according to an announcement made today by Otis Wiese, Editor-in-Chief of the publication. Because of the rapidly expanding post-war developments in home appliances, and the techniques involved, Elizabeth Sweeney, who has been Food and Equipment Editor, will devote her attention exclusively to the Household Equipment department of McCall's and as its Director will increase the scope of the work there both as it concerns material for the magazine, and in the direction of testing. Kenneth Brody continues as Engineer at the McCall's Kitchens and Test Rooms, in association with Miss Sweeney. Mrs. Susan Adams, Associate Editor in charge of food presentation for the past year, becomes Food Editor. She was for many years Home Economics Director and Women's Feature Editor of the Oklahoma Publishing Company in Oklahoma City, before she came to the McCall organization a year ago. Her assignments there included a daily column in *The Daily Oklahoman*, Oklahoma's largest state newspaper, and a daily broadcast over radio station NKY.

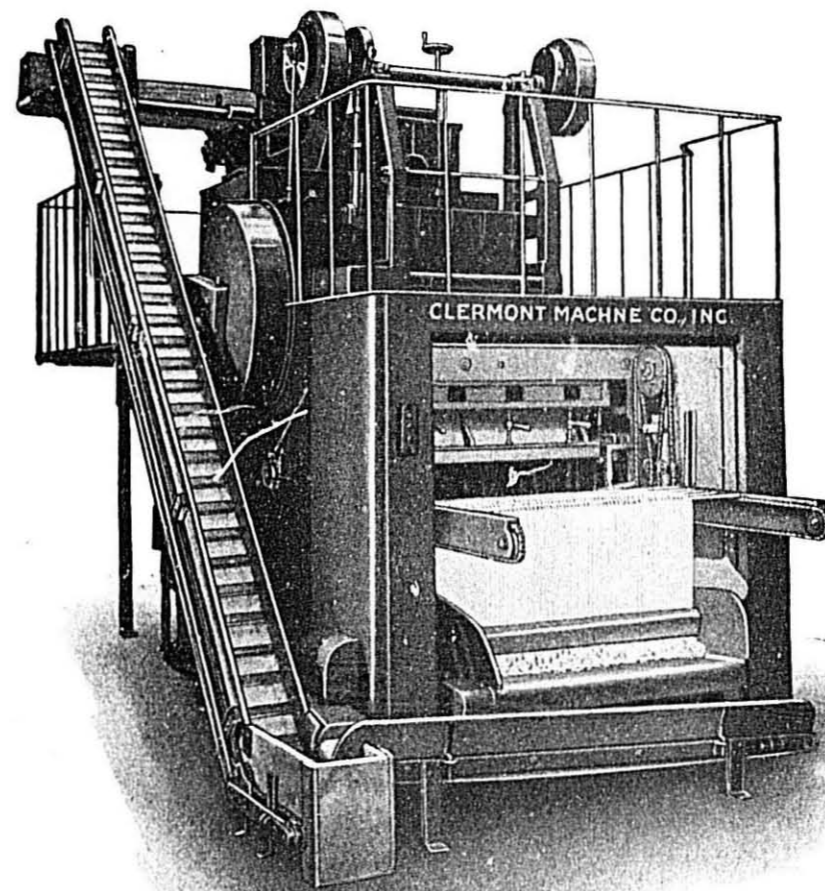
Pelligrino-Cognilio Restaurant

In a report on new business enterprises within its boundaries, Boston, Mass., announces the opening of a new restaurant by two prominent businessmen—Joseph Pelligrino, president of the Prince Macaroni Manufacturing Company, Lowell, Mass., and Dr. Leonard Cognilio. The restaurant features Italian foods, which may be consumed on the premises or taken out in frozen form. Mr. Pelligrino is a member of the Board of Directors of the National Macaroni Manufacturers Association.

CLERMONT INTRODUCES

A CONTINUOUS AUTOMATIC MACARONI PRESS

WITH AUTOMATIC SPREADER

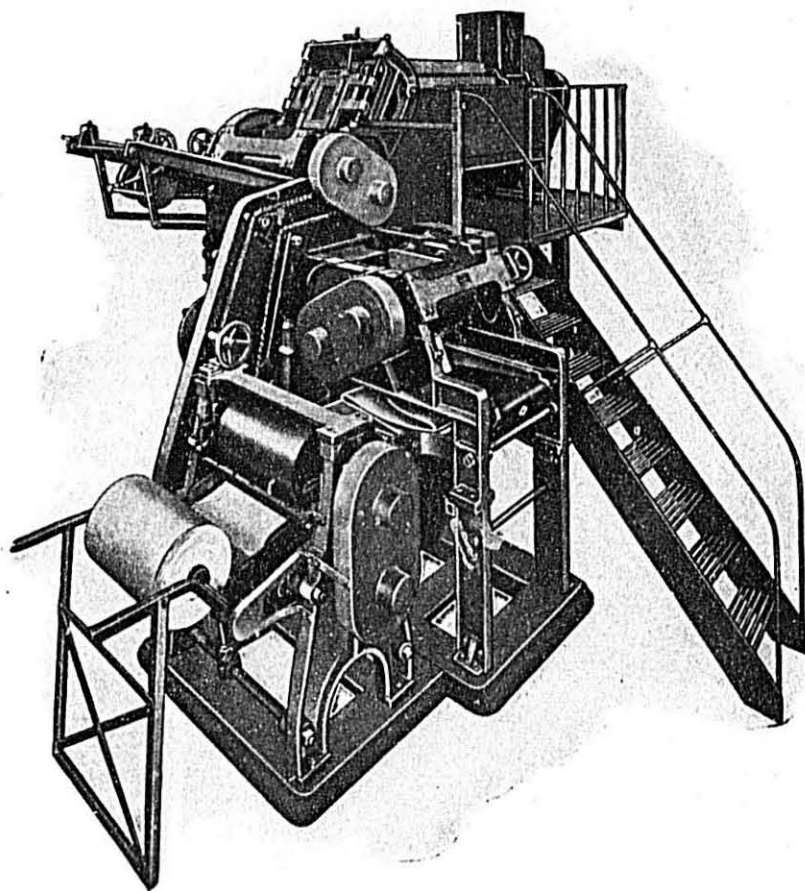


Patent Nos. 1,627,297
2,223,079

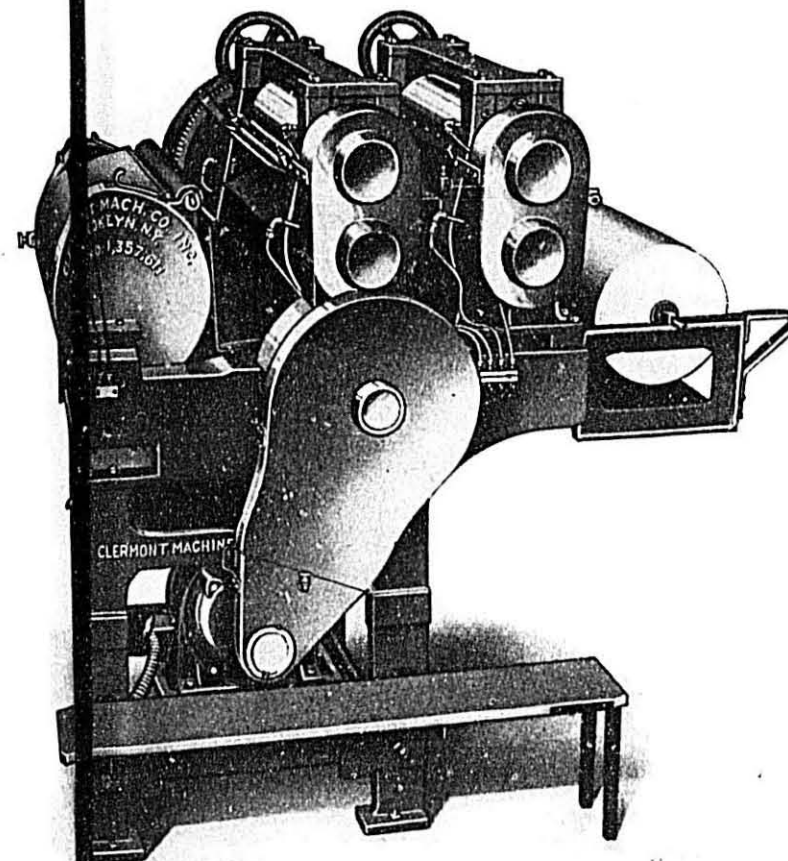
Other Patents Pending

CLERMONT

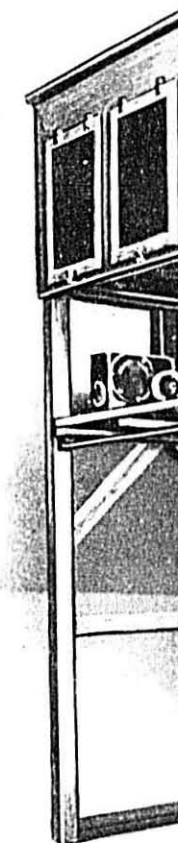
PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



AUTOMATIC SHEET FORMING MACHINE



HIGH-SPEED NOODLE CUTTER



Write for detailed information to

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BROOKLYN, NEW YORK

CLERMONT

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

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

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

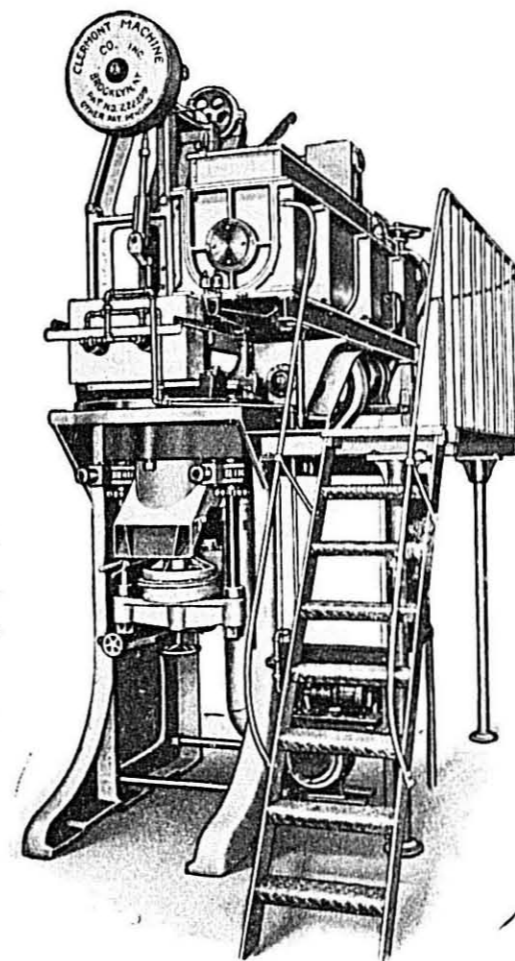
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

CLERMONT MACHINE COMPANY, INC.
266-276 WALLABOUT STREET
BROOKLYN, NEW YORK

*Presents the Greatest Contribution
to the Macaroni Industry*

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

Accurately Built

Simple and Efficient in
Operation

Production—1200 pounds
per hour

Suitable for long and short
cut goods

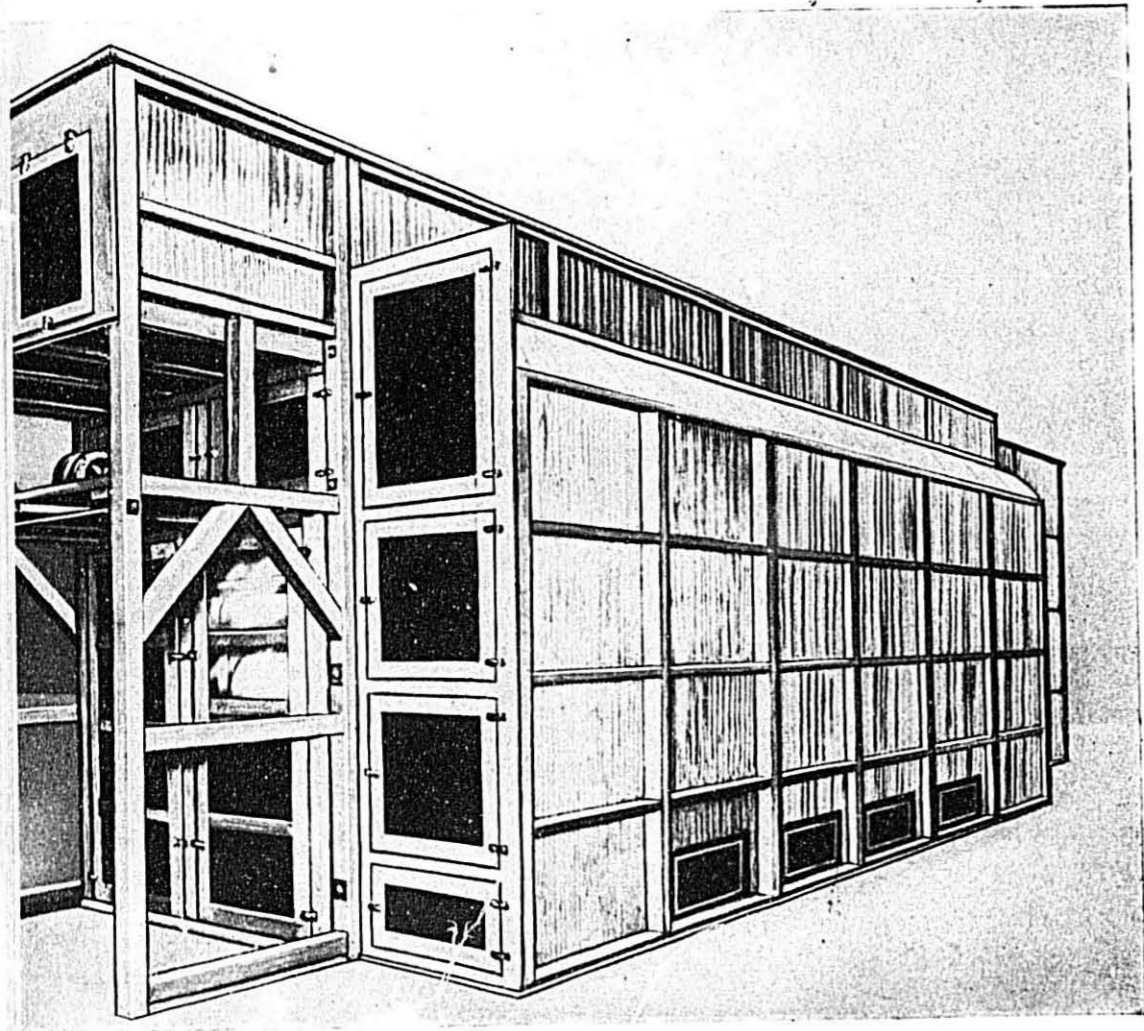
Brand new revolutionary
method

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

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

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

MACHINES CONVERT
AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

**U.S.-Canadian Wheat
Men Confer**

M. W. Thatcher, general manager of Farmers Union Grain Terminal Association, has announced that the National Federation of Grain Co-operatives had invited the Canadian wheat pool co-operatives to participate in a conference, tentatively set for March in St. Paul, to discuss establishing of an international co-operative to handle world export of grain for regional grain co-operatives.

The invitation was extended to W. J. Parker, president of the Manitoba Pool Elevators, Winnipeg. Thatcher said that Parker had been requested to ask all Canadian wheat co-operatives in the western provinces to attend the meeting. Parker was one of the principal speakers at the eighth annual stockholders' meeting of Farmers Union Grain Terminal Association in St. Paul on December 13, emphasizing the importance of co-operation between the grain co-operatives in the United States and Canada to build export markets, particularly for wheat.

Purposes of the first meeting was to explore the possibilities afforded for the grain co-operatives of the two countries to work on a joint program for establishing export markets and to study means for protecting grain producers, particularly wheat farmers,

from the dangers of deflationary world prices.

Thatcher is president of the National Federation of Grain Co-operatives, made up of 14 regional farmers' organizations in the United States that annually handle more than 350,000,000 bushels of grain. The Federation membership is represented in all the commercial grain-producing states. It serves grain producers from the Pacific Northwest to Indiana and from the Northwest spring wheat states to the Gulf of Mexico.

Thatcher said that the Federation members had authorized the calling of such a preliminary conference to lay the groundwork for others to be held in the future. He frankly admitted, however, that the success of the program, at least as to what North American co-operatives would do, would hinge on the willingness of Canadian co-operatives to participate.

In explaining the purpose of the meeting to Canadian co-operatives, Thatcher said that the Federation members hoped the foundation could be laid for inviting other wheat exporting countries. It was suggested that future conferences could be held alternately in Washington, Ottawa and London.

The Federation members in the United States favored a greater leadership on the part of the co-operatives,

with less regulation from the various governments, in formulating of export policies. In line with this it would be desirable for the United States and Canadian co-operatives to work closely together to set up fair export quotas and price structures, and possibly to create a joint sales organization for export of grain.

The Federation officers already had been instructed to investigate the export possibilities and the advisability of acquiring facilities to carry out the program.

Campaigns

The *New York Sun* announces Van Camp's Tenderoni in a new package is being nationally advertised in a campaign registering two billion advertising impressions a month.

The *New England Grocery and Market Magazine* reports: The C. F. Mueller Co., of Jersey City, N. J., one of the country's largest users of local and regional newscasts, has added four cities to its newscast schedule, making a total of seventy-six news broadcasts per week. A staff of seventeen radio reporters and commentators now participate in the Mueller campaign over stations in the twenty-two major cities covering the Mueller markets east of the Mississippi.

THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

Evaporated Milk and Macaroni

Though there is no way of measuring the value of advertising of related foods, it is becoming more and more the practice of producers of foods to say a good word for other foods that combine naturally with theirs. An example of this is the new leaflet prepared by Evaporated Milk Association for distribution by its field workers during their lectures and demonstration. Number Two on the list of selected recipes is one entitled "Macaroni and Cheese"—an appetizing macaroni dish with evaporated milk. Here's the recipe.

Macaroni and Cheese

12 ounces macaroni
1 quart boiling water
1 teaspoon salt
1 tall can evaporated milk (1½ cups)
½ lb. American cheese, grated
5 large stuffed olives, sliced
½ cup buttered bread crumbs

Drop macaroni into the rapidly boiling water to which the salt has been added. Cook until tender. Drain and rinse. Seal milk over boiling water. Add cheese. Continue cooking until cheese is just melted, about 5 minutes. Stir to blend well. Add olives. Alternate layers of macaroni and cheese sauce in well-greased casserole. Top with buttered crumbs. Bake in moderate oven (350° F.) about 30 minutes. Yield: 6 generous servings.

Evaporated Milk Qualities

To all foods, and especially to wheat foods like macaroni, spaghetti and egg noodles, evaporated milk brings a characteristic smoothness and richness as well as nourishment. For children's lunch try boiling macaroni-noodle products in the smallest possible quantity of water and when nearly done, add evaporated milk, somewhat diluted, and again bring to a boil before serving. It is an economical milk supply, generally costing less than any other whole milk available, and when combined with nutritious macaroni, spaghetti and egg noodles, provides a wholesome, tasty and satisfying meal.

Evaporated milk is good whole cow's milk with about half the water removed by evaporation in vacuum. It supplies all the nutrients—protein, minerals and vitamins—which good whole milk is depended upon to supply. That to which extra vitamin D has been added supplies desirable quanti-

ties of this essential vitamin and helps to assure the best use of the milk's calcium and phosphorus.

Evaporated milk is homogenized, a process which breaks up the butterfat into tiny particles and disperses them evenly through the milk. Thus there is no "cream line" and every drop of the milk is equally rich. Evaporated milk is sterilized in the sealed can so that it remains safe and sweet indefinitely. The heat of sterilization also changes the curd tension of the milk, making it easier to digest.

Just as it pours from the can, evaporated milk is doubly rich in whole milk nutrients and has a cream-like consistency. It may be used in the concentrated form in many recipes, thereby improving flavor and texture and at the same time incorporating extra milk in foods. Because of its creaminess, it is especially suitable for use on cereal, puddings or fruit, or in tea or coffee. When thoroughly chilled, evaporated milk whips easily for the preparation of frozen desserts and salads, fruit whips, bavarians and other gelatin desserts, sauces and garnishes.

Mixed with an equal amount of water, evaporated milk can be used for drinking or wherever milk is called for. In many recipes, vegetable liquids, meat broths, or fruit juices may be used in place of water, thus saving valuable minerals and vitamins and flavor goodness which might otherwise be lost.

Food Editors Macaroni Views

If You Would Save On Food, Use Macaroni

"Macaroni, spaghetti and noodles—there's as welcome a trio of words and cooking aids as any homemaker can come across in her persistent search for new ideas," says food page editor Ida Clemens of the Memphis, Tenn., *Commercial Appeal*.

Today's meal planner must include economical meals in her weekly menus in order to balance her weekly food budget. But in aiming at economy, she cannot afford to sacrifice nutrition or appetite appeal.

Macaroni products meet all require-

ments. Not only are they inexpensive, and nutritious, they require little time to prepare. They can be combined with many other foods and whipped up into as delectable a variety of dishes as any busy homemaker ever set before a hungry husband and children.

Concomitants

"When you think of macaroni, spaghetti or noodles, think of tomatoes, eggs, onions, green peppers, peas, bacon, canned soups, chicken, meat and chicken stocks, liver, mushrooms, gravy and garnish sauces."

"There is no end to the list of foods that can be combined with macaroni products to make up economical nutritious and tasty menus."

Educational Material Clicking

In its effort to cover the home economics field and all other teachers and leaders interested in food, its production, preparation and proper serving, the National Macaroni Institute last fall offered two timely booklets—"Macaroni Magic" and "Macaroni Facts"—free to teachers, home demonstrators, radio commentators and others whose good will is invaluable. Requests for these have come in much faster than the printers and the mailing staff have been able to fill them.

Some have ordered additional copies to give to their pupils for use as textbooks. Many very encouraging comments have been received from every section of the country. The Institute is particularly proud of the reception of its most recent booklets by the American Red Cross of Buffalo, N. Y., cited here as an example of the general reaction of the recipients.

The American Red Cross
786 Delaware Ave., Buffalo 9, N. Y.
December 4, 1945

Mr. M. J. Donna, Managing Director
The National Macaroni Institute,
Braidwood, Illinois.

Dear Mr. Donna:
We have just received one of your very valuable little booklets entitled, "Macaroni Magic."

If it would be at all possible, we could use two more of these books in our work. Thanks very much for this literature, and we would appreciate being on your mailing list to receive all your future releases.

Very truly yours,
(Mrs.) Mary R. Lerche,
Director, Nutrition Service.

December, 1945

THE MACARONI JOURNAL

13

TODAY'S
*Merchandising Trends**

1. self-service
2. convenience
3. brand emphasis
4. protection
5. informative labeling

* Based on authoritative surveys of both consumer and retailer preferences.

Self-service stores
want it Packaged!

The swiftly moving trend toward self-service in retail food stores, as well as in many other type stores is recognized by all who are familiar with present-day merchandising.

Packaging has been the very essence of this development and will continue to be the major factor in self-service stores.

It is, therefore, imperative that your product is packaged to compete for consumer attention with all the color, eye-appeal, and display value it needs to do a SELF SELLING job.

Milprint specializes in designing packages that LEAD THE TRENDS. Consult us today — for better sales with better packages.

MILPRINT, INC., MAIN OFFICES - MILWAUKEE, WIS.

* SALES OFFICES AT • NEW YORK • CHICAGO • BOSTON • SAN FRANCISCO • PHILADELPHIA • GRAND RAPIDS • LOS ANGELES • CLEVELAND • DALLAS • MINNEAPOLIS • CINCINNATI • ATLANTA • PITTSBURGH • ST. LOUIS • INDIANAPOLIS • KANSAS CITY • MEMPHIS

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

sales offices in all principal cities

MILPRINT

PACKAGING CONVERTERS, PRINTERS, LITHOGRAPHERS

points of sale in all principal cities



Christmas Lights Glow

Every act of kindness is just another candle that adds its beam to light a world. It may be but a little candle, a wish, such as this, for your happiness and joy at Christmas. Let it be remembered in Shakespeare's words: "How far that little candle throws its beams; so shines a good deed in a naughty world." Thoughts of getting turn to thoughts of giving. It is a brief interlude, an armistice, in which we strive to make others happy and by some strange alchemy we find ourselves happy. You want to see the real lights of Christmas? Look in the shining eyes of your children, your loved ones and your friends and there you will find them. That you may see them and know the gladness is the Christmas Wish of the

Amber Milling Division

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Office
1923 University Ave.
St. Paul, Minn.

Mill and Elevator
Rush City
Minnesota

Trade Marks

Drawings

Rule 38

38. When there are drawings, the description will refer to the different views by figures and to the different parts by letters or numerals (preferably the latter).

Rule 52—Extract

(f) The different views should be consecutively numbered. Letters and figures of reference must be carefully formed. They should, if possible, measure at least one-eighth of an inch in height, so that they may bear reduction to one twenty-fourth of an inch; and they may be much larger when there is sufficient room. They must be so placed in the closed and complex parts of drawings as not to interfere with a thorough comprehension of the same, and therefore should rarely cross or mingle with the lines. When necessarily grouped around a certain part, they should be placed at a little distance, where there is available space, and connected by short lines with the parts to which they refer and by short broken lines when the number or letters refer to parts shown in dotted lines. They should not be placed upon shaded surfaces, and when it is difficult to avoid this, a blank space must be left in the shading where the letter occurs, so that it shall appear perfectly distinct and separate from the work.

If the same part of an invention appears in more than one view of the drawing it must always be represented by the same character, and the same character must never be used to designate different parts.

It is suggested that numerals or letters be used without exponents.

Notice Regarding Payment of Fees

All fees must be paid in advance. Payment of money required for office fees must be made in specie, Treasury notes, national-bank notes, post-office money orders, or certified checks. Money orders and checks must be made payable to the "Commissioner of Patents." Money sent by mail to the Patent Office will be at the risk of the sender. (See Rule 194.)

Certified checks, bank drafts, express and foreign money orders must be immediately negotiable in this country and for the full amount of the fee required by the Patent Office. No allowance can be made by this Office for any charge for their collection or exchange. Postage stamps will not be accepted. Failure to comply with the above instructions will cause delay.

Returnability of Fees

Hereafter all questions pertaining to the return of fees will be referred to the Financial Division. Examiners and chiefs of other divisions will ex-

press no opinion to attorneys or applicants as to whether or not fees are returnable in particular cases.

Recording Corporate Names

Corporations wishing to prevent others registering their names as trademarks under the act of 1905 may record their articles of incorporation in the Patent Office. The Government charge for such recording is \$3.00 for each paper not exceeding six pages, and \$1.00 for each additional two pages or less. The Macaroni Trademark Department will handle such recordings for a small fee commensurate with the intricacy of the transaction.

TRADEMARKS APPLIED FOR

Dutch Garden

The Swiss-American Importing Co. of St. Louis, Mo. on July 24, 1944, applied for the registration of its trademark—"Dutch Garden"—for use on foods and ingredients of foods, including "Spaghetti in Italian Style Sauce," "Egg Noodle Dinner" and "Mostaccioli" (a prepared Antipasto Food in Italian Style Sauce). Firm claims use since January, 1942.


The mark consists merely of the name in heavy script with the lower portion of the letter "G" swung so as to underline the name. It was published November 6, 1945, under Serial Number 472,592.

IN 1946

it's

WESTERN

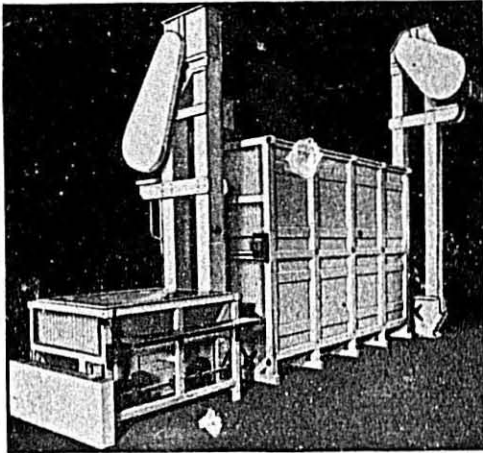
for distinctive packaging materials and unusual low pressure laminated plastics



WESTERN PRODUCTS INCORPORATED

Creative Engineering in Packaging and Plastics

NEWARK, OHIO



THIS CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER automatically aerates, blends and sifts the flour, removing all foreign substances. SAVES time, hard back-breaking labor, frequent replacements of expensive dies, and aids in the production of better products. OTHER CHAMPION TIME-SAVING EQUIPMENT: DOUGH MIXERS • WEIGHING HOPPERS • WATER METERS, ETC.

CHAMPION EQUIPMENT

*solves the problem of
Profits versus Fixed Prices*

In these days of rigid price control, the surest way to increase or to maintain profits is to cut your production costs. For more than half a century, Champion has been furnishing fast automatic equipment to the Macaroni and Noodle industry, designed to reduce operating time, to save on material and labor costs, and to improve the quality of products. It will pay you to investigate.

Our engineering staff will gladly assist you with your modernization plans. No obligation. Just address your inquiry to

CHAMPION MACHINERY CO.
JOLIET Established 1893 ILLINOIS

Food Prospects For 1946

An increased food supply of 11 per cent or more above the prewar average is the prospect for the average civilian food consumer in the United States next year. This will be a considerable improvement over 1945, says the U. S. Department of Agriculture, even though the supply may fall slightly below full consumer demand for the year as a whole. "The improved supply situation," says the Bureau of Agricultural Economics, "is expected to result in retail food prices about 5 per cent below the average for 1945."

Civilian supplies of some foods probably will continue short of demand at ceiling prices during the early part of the year, but by summer only sugar and some fats and oils may be short. The gap between over-all supply and over-all demand for food will be narrower in 1946 than in the last two or three years.

Cutbacks in military requirements will accrue to civilians in substantial part, but will also permit an increase in quantities to be exported, the Bureau says.

From 1935 to 1939 civilians consumed 126 pounds of meat on the average. In 1944 this was 150 pounds, and the forecast for 1946 is at the rate of 145 to 155 pounds until next

fall, when the supply is likely to be seasonally higher. Egg supplies will be so large that they will meet the full demand at lower prices. Civilians will be able to buy more chickens and turkeys. There will be more butter than in 1945, but perhaps not quite as much as consumers will want. Other dairy products will be ample, including a good cheese supply for most of the year.

Rationing of Meats, Canned Fish, Fats and Oils Ended

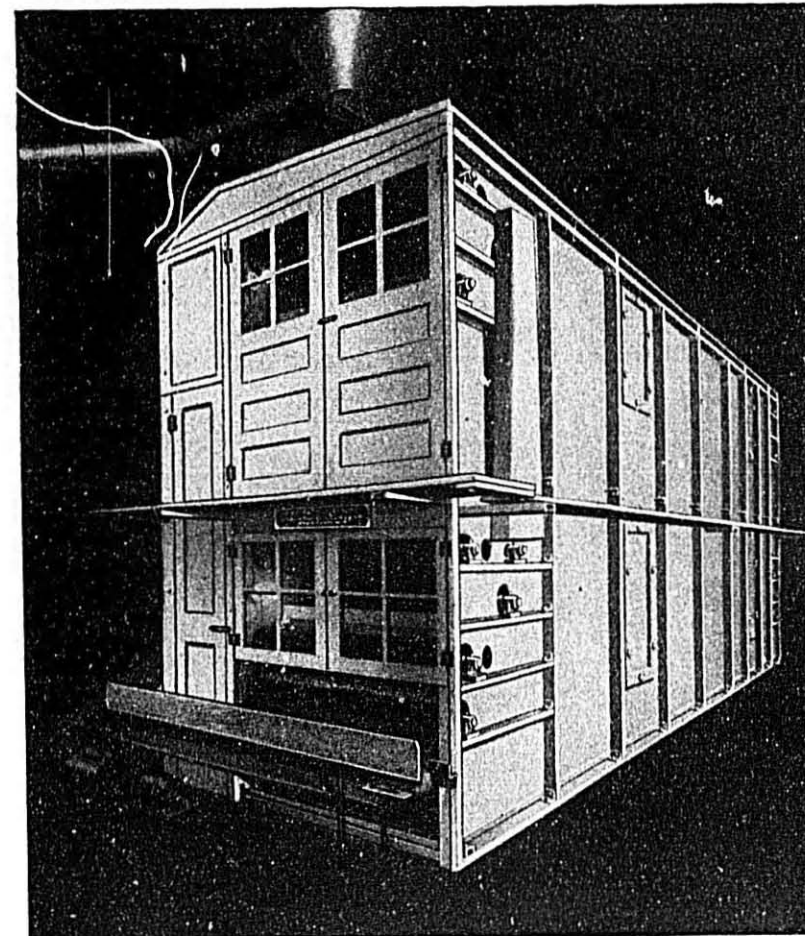
Consumers no longer have to turn in ration stamps for purchases of beef, pork, veal, mutton, canned fish, butter, lard, shortening, margarine, or related oils.

Removal of meats, canned fish, and fats and oils from rationing has been announced by USDA, with OPA concurrence, effective November 24, 1945. The only food item now under rationing is sugar, which remains scarce in world supply in relation to demand. Changes in food supplies and requirements due to the termination of the war with Japan, plus the seasonal increase in livestock slaughter, a record production of poultry, including turkeys, and prospects for a record supply of eggs in the near future, have allowed this action.

The termination of these rationing programs is not to affect plans for shipment of meats and fats and oils to allied and liberated countries, Secretary of Agriculture Anderson pointed out in making the announcement. The maximum quantities of food to help relieve distress and prevent starvation in devastated countries, including those paying directly for food supplies and those being served by UNRRA, will be sent to these countries in accordance with President Truman's promise.

USDA estimates place the supplies of meat available to civilians for December at an annual rate of about 165 pounds per capita, after allowing for military needs, for set-asides to produce over 30,000,000 pounds weekly for shipment abroad to allied and liberated countries, and 4,000,000 pounds for commercial export. Outlook of meat supplies for 1946 is also favorable, although there may be some tightening of supplies during the second and third quarters of the year. Indicated civilian supply for the January-March quarter will be at the annual per capita rate of approximately 155 pounds. Should UNRRA be given an extra allotment of 100,000,000 pounds per month, and set-asides be slightly more than that for sales by USDA to European countries, the supply would still be at a rate of around 150 pounds per capita in the U. S.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

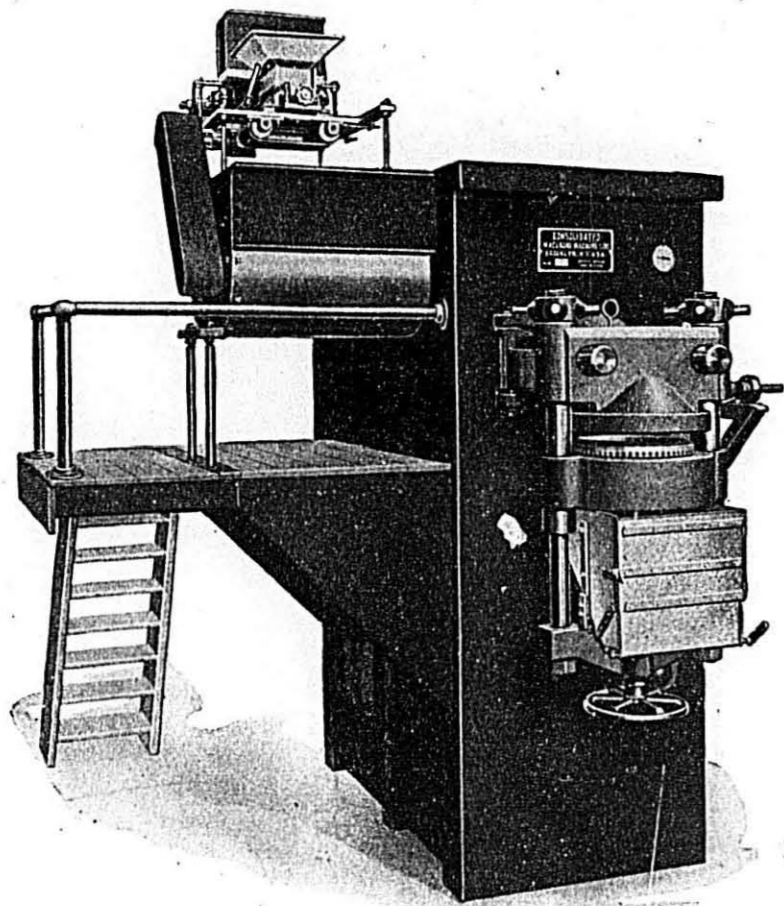
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

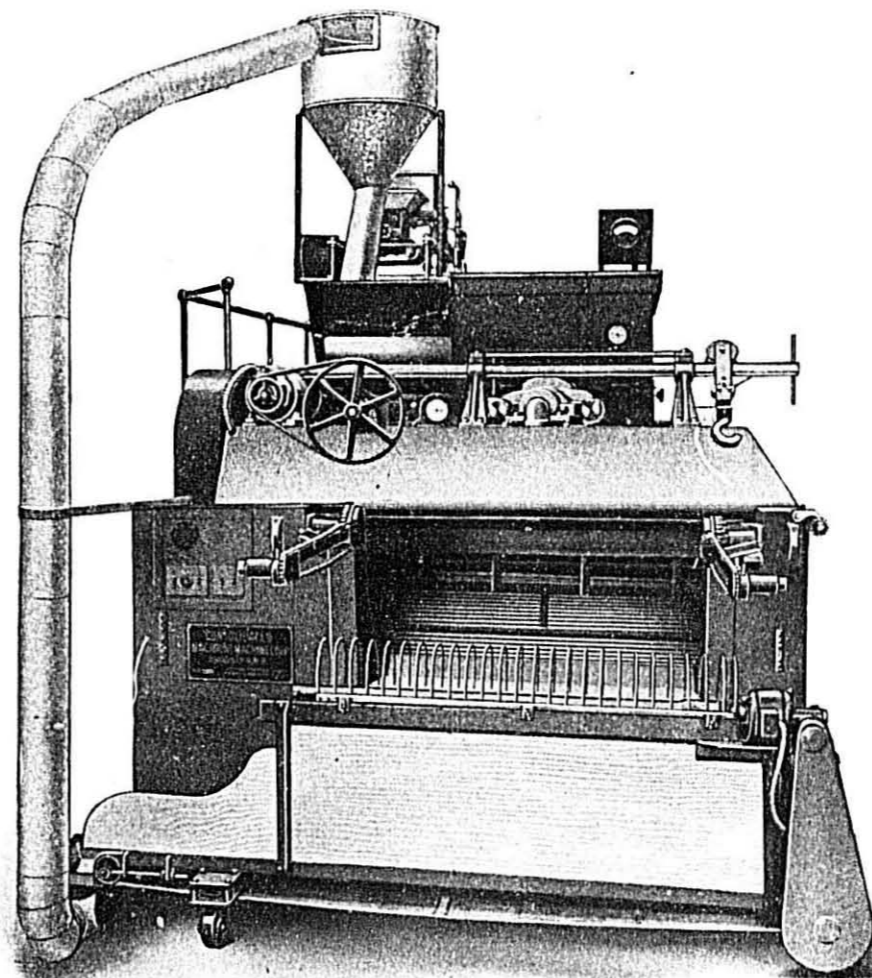
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

Model ADS

From Bins to Sticks Without Handling

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

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

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

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

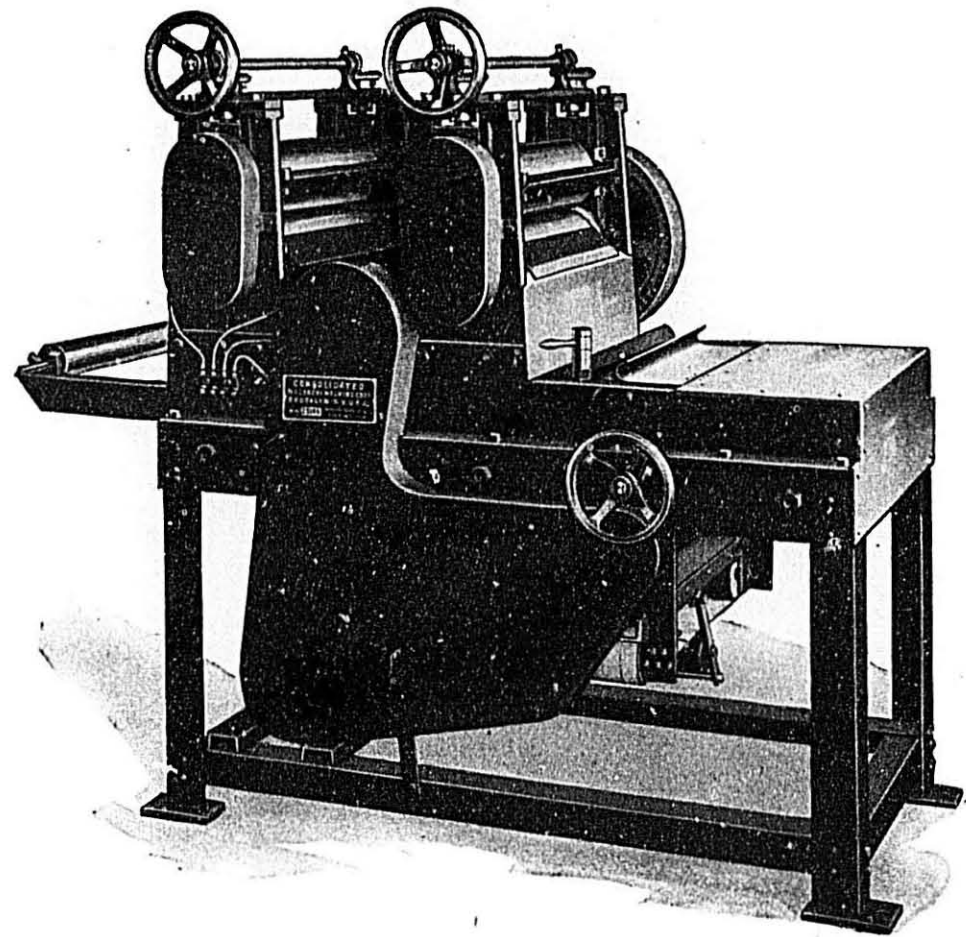
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

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

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

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

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

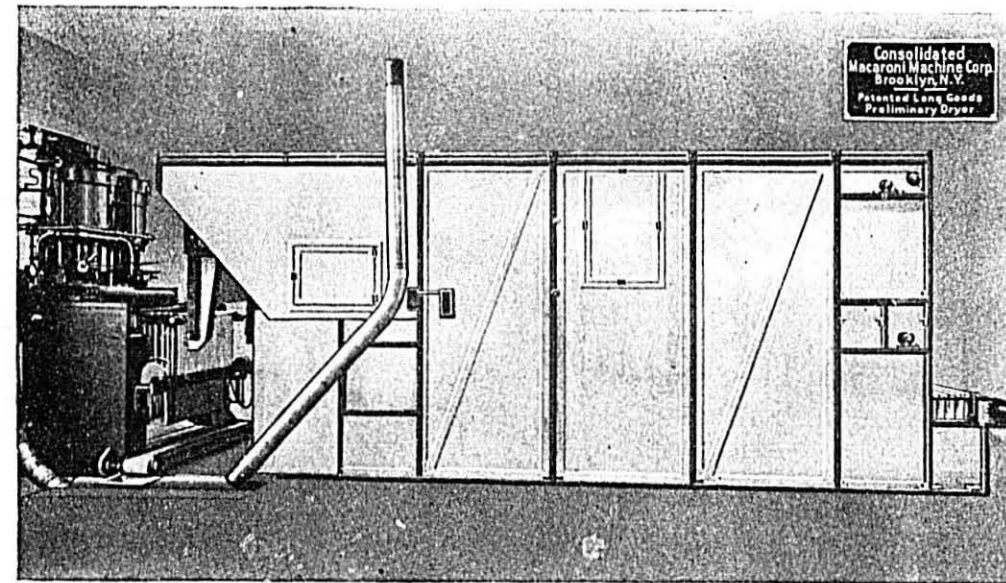
All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

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

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

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

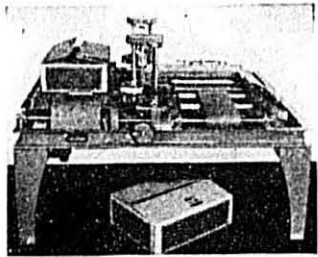
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

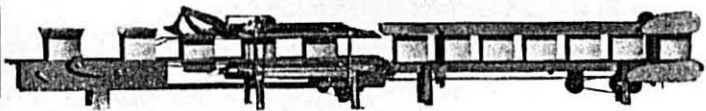
Practical and expedient. Fully automatic in all respects.

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Packomatic's Ideal Combination for . . .



CASE SEALING and IMPRINTING



- Shipping Case Sealers
- Consecutive Numberers
- Carton Sealers
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- Paper Can Tube Cutters
- Paper Can Shrinkers
- Paper Can Labelers
- Carton Makers
- Automatic Volumetric Fillers
- Paper Can Set-up Conveyors
- Paper Can Label Dryers

PACKOMATIC'S CASE SEALERS are furnished for automatic sealing of both shipping case tops and bottoms on one machine—or for top-sealing or bottom-sealing only, where desired. Portable or stationary models are available . . . adjustable to a wide variety of case sizes to handle regular corrugated or fiber shipping containers at various speeds. PACKOMATIC'S CASE IMPRINTERS are entirely automatic. Save warehouse space—eliminate use of stickers—reduce handling. Operate up to 20 cases per minute—print both

ends of cases simultaneously—after they are filled and sealed . . . print from one to seven lines of type. Can be built to print both case ends and sides. Adjustable for a wide range of case sizes. Simple—trouble-free—automatic. Anyone can operate a PACKOMATIC CASE IMPRINTER. For further information, consult PACKOMATIC'S office nearest you (see Metropolitan Classified Telephone Directory) or write Joliet. *No obligation!*



NEW YORK • CHICAGO • BALTIMORE • BOSTON • CLEVELAND • DENVER
SEATTLE • LOS ANGELES • SAN FRANCISCO

Liquid, Frozen and Dried Egg Production, Oct., 1945

The quantity of liquid egg produced during October was the smallest since October, 1940, the Bureau of Agricultural Economics reported. Production was estimated at 9,282,000 pounds compared with 70,574,000 pounds produced in October last year. Of the total October production, 861,000 pounds were used for drying; 6,805,000 pounds were frozen and 1,616,000 pounds were used for immediate consumption, compared with 58,704,000 pounds dried; 9,360,000 pounds frozen and 2,510,000 pounds used for immediate consumption in October last year.

Only 345,000 pounds of dried egg were produced during October compared with 23,947,000 pounds produced in October last year. With the reduction in war demands, the production of dried egg is rapidly approaching the prewar level. Production during October consisted of 116,000 pounds of whole egg, 59,000 pounds of albumen and 170,000 pounds of yolk.

Frozen egg production during October totaled 6,805,000 pounds compared with 9,360,000 pounds during October a year ago. Production for the first 10 months of 1945 totaled 375,710,000 pounds compared with 502,750,000 pounds during the same months last year. Storage stocks of frozen egg on

November 1 totaled 180,217,000, which was below average and almost 100 million pounds less than stocks of a year earlier. Stocks decreased 23 million pounds compared with 54 million pounds in October last year, and 44 million pounds was the average decrease for the month.

Poultry and Egg Production

Favorable weather throughout the country resulted in relatively high egg production during October. Farm flocks laid 3,140,000,000 eggs in October—5 per cent less than in October last year, but 43 per cent above the 10-year (1934-43) average for the month. Egg production in all parts of the country was below the record production of last year, with decreases of from 8 per cent in the South Central to only a fraction of 1 per cent in the South Atlantic States. Production during the first 10 months of this year was 48,849,000,000 eggs—5 per cent less than during the same period last year, but 36 per cent above the 10-year average. Production for the 10-month period was below that of last year in all parts of the country because of a reduction in number of layers on farms.

Rate of egg production during October was 8.79 eggs per layer, a new record high for the month, compared with 8.75 eggs in October last year and the 10-year October average of 7.42

eggs. The rate was at peak levels in all parts of the country except the South Central States, where it was 2 per cent below the record rate of October last year. Increase over the rate in October last year varied from 1 per cent in the North Atlantic, West North Central and Western States to 2 per cent in the East North Central and South Atlantic States. Average production per layer on hand was 136 eggs for the first 10 months of this year, compared with 132 last year and 121 for the 10-year average.

Layers in farm flocks averaged 357,190,000 birds during October—5 per cent less than in October last year, but 22 per cent above the 10-year October average. Layers were fewer than last year in all parts of the country, decreases varying from 3 per cent in the South Atlantic States to 7 per cent in the North Atlantic and Western States.

Potential layers on farms November 1 (hens and pullets of laying age plus pullets not of laying age) totaled 542,525,000—3 per cent more than on November 1 a year ago and 12 per cent above the 5-year (1939-43) average for that date.

Numbers of potential layers increased in all parts of the country this year except the West, where they decreased about 1 per cent. Increases above a year ago were 4 per cent in the North Atlantic States, 3 per cent

(Continued on Page 32)

A Simple Example of Multiwall Bag Economy



If it takes *men*
1 hr. to pack

9,000 lbs.

in heavy barrels or fabric bags

Why only *men*
1 hr. to pack

18,000 lbs.

in Multiwall Paper Bags?

Greater packing speed is only one of the advantages of Multiwall Bags and Bag-filling Equipment.

Multiwall Bags actually improve working conditions. They are tight and siftproof. They are compact and easy to handle.

With Multiwall Paper Valve Bags, your product is accurately preweighed . . . before the bags are closed. And, the bags require no tedious shaking by hand to assure proper settlement.

Multiwalls are closed automatically by the internal pressure of their contents. There is no bother with troublesome lids or hand-sewing. By this method, a single man, operating two filling machines, can keep two other men busy checking and stacking the bags at the rate of 18,000 lbs. per hour.

Space-Saving Advantage
Five hundred empty 100-lb. Multiwall Paper Bags can be stored in approximately the same space as one 200-lb. barrel. Think what this means in saving valuable plant floor space.

In fact, Multiwalls mean economy and improved packaging all along the line. These bags will be specially made to fit your particular requirements. For full information, write your nearest St. Regis office today.



MULTIPLY PROTECTION • MULTIPLY SALEABILITY
ST. REGIS PAPER COMPANY
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NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.
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Birmingham Boston Cleveland Dallas Denver Detroit Franklin, Va.
Los Angeles Nazareth, Pa. New Orleans No. Kansas City, Mo. Seattle Toledo

Resolved:**TO KEEP MACARONI FOODS ON AMERICA'S
DINNER TABLE IN INCREASED QUANTITIES****THE MACARONI INDUSTRY**

It's a big order—but it can be done, and we intend to do our part by continuing to furnish highest quality semolinas and durum flours to the macaroni industry.

COMMANDER MILLING COMPANY
 MINNEAPOLIS, MINNESOTA
**Spring Wheat
Growers Meet**

Grain farmers from four Northwest spring wheat states met for their first peacetime gathering in five years when members of Farmers Union Grain Terminal Association held their eighth annual cooperative stockholders' meeting in Saint Paul, December 11 to 13, to discuss national and world marketing problems and chart a postwar course for fair farm prices.

Emphasis on the international aspect of grain marketing was stressed by W. J. Parker, president of the Manitoba Wheat Pool Elevators cooperative of Winnipeg, according to M. W. Thatcher, general manager of the Farmers Union Grain Terminal Association.

Among the other speakers at the three-day session were M. D. Guild, manager of the Indiana Grain Cooperative, Inc., of Indianapolis, and James G. Patton, president of the National Farmers' Union.

The savings made through marketing grain and other cooperative operations for the 1944-45 fiscal year compare favorably with the savings of the year before, topping the \$2,000,000 mark, Thatcher said. The Association's cooperative operations include marketing grain for more than 500 cooperative elevators, the operation of over 80 cooperative lumber yards, a

feed plant, a durum flour mill, and eight terminal and subterminal elevators.

**Du Pont Owns No
I. G. Stock**

E. I. du Pont de Nemours & Co., of Wilmington, Delaware, publicly declares that recurring reports from Germany giving the impression that the Du Pont Company is a substantial stockholder in I. G. Farben-industries are entirely incorrect. The Du Pont Company has no investment whatever in I. G. or any of its subsidiaries.

The only stock interest Du Pont ever had in I. G. Farben, in fact, came as a result of an investment of \$1,785,522 made in 1925 in the stock of two German explosives firms, Dynamit A. G. and Kohn-Rottweil, which later were merged with or came under the control of I. G. The Kohn-Rottweil shares were converted into I. G. shares. The investment was later increased, by the exercise of purchase rights, to a total of \$2,395,316, which was approximately one-half of one per cent of the issued shares of that company.

Du Pont began disposing of its investments in I. G. in 1933. Sale of its whole remaining I. G. investment was authorized by Du Pont in 1934. This proved difficult because of currency regulations and blocked mark require-

ments. The I. G. stock was, however, fully disposed of in 1940, at a loss of \$671,406, and the Dynamit A. G. shares, sold at the same time, were liquidated at a loss of \$534,359.

**Hunt Merger
Ratified**

**\$30,000,000 Volume Seen Following
Consolidation**

Stockholders of Hunt Foods, Inc., San Francisco have ratified the merger of Hunt Foods and California Conserving Co., at a recent meeting in Hayward, according to Norman Simon, Chairman of the Board. This firm recently purchased the Fontana Food Products Co., of South San Francisco, Cal., one of the leading manufacturers of macaroni, spaghetti and egg noodles on the Pacific Coast.

W. E. Wangenheim, president of the California Conserving Co., was elected president of Hunt Foods, Inc., a food manufacturing and distributing organization whose annual volume is expected to exceed \$30,000,000 in 1946. The organization now has fifteen plants located in key agricultural areas of the West and the combined unit claims to be one of the largest food processors of the country.



With Best Wishes



for

A Merry Christmas

and

A Happy New Year

MALDARI'S INSUPERABLE MACARONI BRONZE DIES

with removable pins

Quality

Trade Mark Reg.
U. S. Patent Office



Workmanship

Service

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SUCCESSOR TO

F. MALDARI & BROS., INC.

178-180 Grand Street, New York City

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

TEAMWORK

Won the World's Greatest War and Will Help Win the Peace!

At the close of the last WAR YEAR and the opening of a NEW YEAR of PEACE, let's say what everyone is thinking, that TEAMWORK between Macaroni-Noodle Manufacturers, and they with their Suppliers will help continue the present PROSPERITY and speed peaceful operations.

You've Done A Good Job—Keep It Up!

In that Spirit we WISH ONE and ALL
A MERRY CHRISTMAS
and
A HAPPY NEW YEAR

Frank Lombardi, President

LOMBARDI MACARONI DIES

1153 Glendale Blvd.

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Gauss and Winslow With Western Products, Inc.

Mr. J. G. Gauss and Mr. F. P. Winslow, both formerly from the Shellmar Products Company and both

This company has recently purchased a new factory in the city of Newark and, while a considerable por-

Mr. Gauss is vice president in charge of sales and Mr. Winslow is also vice president. They were largely responsible for setting up the present packaging standards for macaroni and allied products, and helped engineer and design many of the outstanding packages in this industry.

Mr. Gauss will make his headquarters at the Chicago office, 188 W. Randolph Street, while Mr. Winslow will be located at the Newark plant.

The General Situation

The macaroni-noodle manufacturers have enjoyed a fine business throughout most of the year and the end of 1945 finds most of them well fortified with back orders to carry them into the New Year.

There is a heavy export demand which has been generally ignored because of the inability to supply domestic demands. Prices remained at ceiling very generally throughout the trade.

There have been some heavy cut-backs in army orders, but these have been spread quite evenly so that none is seriously affected. Cancellations to date exceed 2,000,000 pounds, but the army is demanding early delivery on products outstanding against the remaining contracts.



J. G. Gauss

well known in the macaroni industry for their work in the development of modern packaging practices are now associated with Western Products, Inc. of Newark, Ohio.



F. P. Winslow

tion of their facilities are still engaged in the production of packaging for war material, are rapidly setting up new and enlarged production facilities for civilian packaging and for the conversion of laminated and coated metal foils, transparent films, fabrics and papers into modern packages.

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



LEADS IN QUALITY

King Midas Semolina is the highest priced semolina in America and worth all it costs. It is the finest quality semolina available and is made from the best wheat flour.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



A PRECISION-BUILT MACARONI PRESS

THE ELMES Macaroni Press is precision built in every respect.

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

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

ELMES ENGINEERING WORKS of
AMERICAN STEEL FOUNDRIES
213 N. Morgan St. Chicago 7, Illinois

Also Manufactured in Canada

ELMES HYDRAULIC EQUIPMENT

Research to Measure Markets

Like all other successful businesses, macaroni-noodle processors are seeking to spur peacetime production, as fully as possible, or to at least hold on to the gains made during the war. To do this they are turning to the business "weather man" to learn which way the trade winds are blowing.

These are professional researchers of public tastes, who make a business of forecasting what whole populations will like or reject on the basis of sample polls in selected areas.

Their business is booming now. The reason, as one researcher puts it, is that "the premature peace caught many businesses up to their ears in war work. When the post-war baby was tossed into their collective lap, they had to call us in to give it a good start in life by speeding up their public research projects."

Some manufacturers want to know if the outlook is fair or cloudy for new peacetime products and brand names. Others want to measure post-war markets for long-scarce pre-war goods. Still more are seeking charts for a push into new sales territories.

Civilians Are Back in Limelight

Nearly all, however, basically are interested in getting reacquainted with Mr. and Mrs. Consumer. Companies

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	751,280	716,957	648,356	591,338
August	694,782	889,515	758,903	583,271
September	883,662	895,478	713,349	648,062
October	1,101,092	919,226	791,054	876,363
November	1,116,434	965,527	839,778	837,792
December		921,851	801,847	923,014

Includes Semolina milled for and sold to United States Government.

Crop Year Production

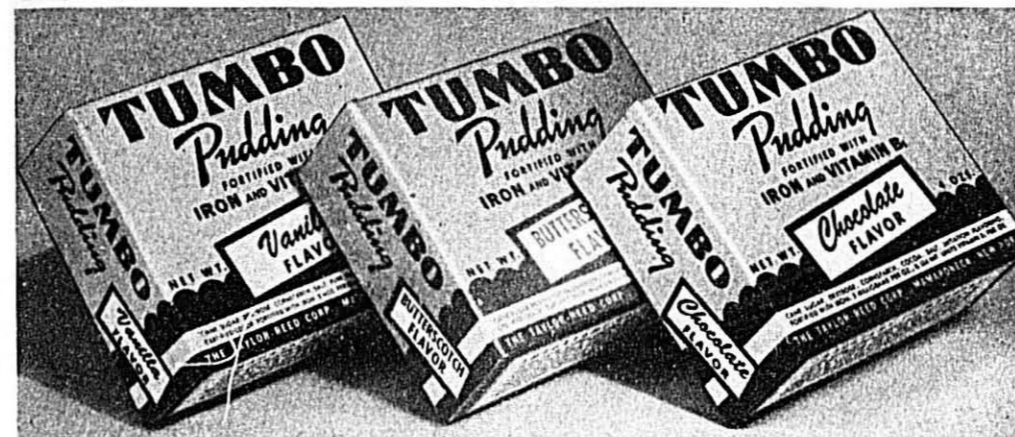
July 1—November 30, 1945	4,502,250
July 1—November 30, 1944	4,569,514

too busy, or too shorthanded during the war to fret much about the civilian buyer, now are reconverting to the theory that as the wind of public opinion blows, so goes their business.

Learning how consumer tastes have changed during the war is an important phase of much current polling. One California survey for a food processor showed how much housewives had revised everyday menus because of shortages; 35 per cent to 40 per cent

have been serving macaroni or spaghetti at least once a week, and younger women had been sold on the convenience of preparing such foods. Companies whose food products were scarce in wartime now must re-sell their pre-war lines.

People changed their habits of buying by brands during the war, too. Sales of many once unknown food companies have boomed because of the scarcity of long-established brands.

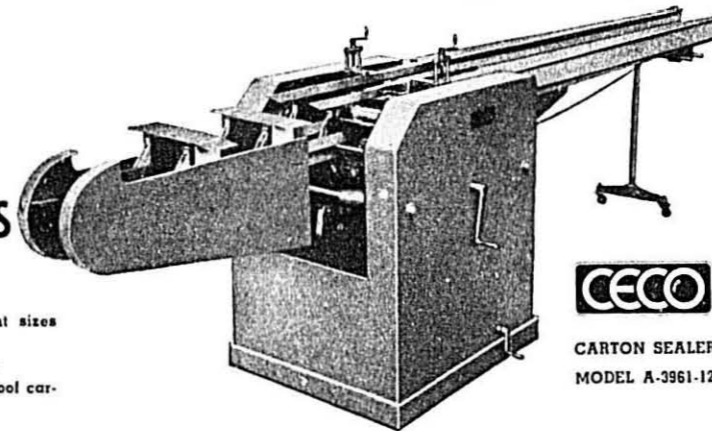


Phenomenal demand for Tumbo Puddings met with



Adjustable

CARTON SEALERS



CARTON SEALER
MODEL A-3961-12

- ★ Adjustable instantly for different sizes and speeds without tools.
- ★ Seals both ends simultaneously.
- ★ Produces square, neat, tamperproof cartons.
- ★ Portable, self-contained.
- ★ Automatic carton feed available.

CECO Adjustable Carton Sealers have enabled The Taylor Reed Corporation to meet the phenomenal demand for its Tumbo Puddings. CECO Sealers are giving dependable service turning out millions of clean, neat, square packages at economical cost. Mr. Charles M. D. Reed writes:

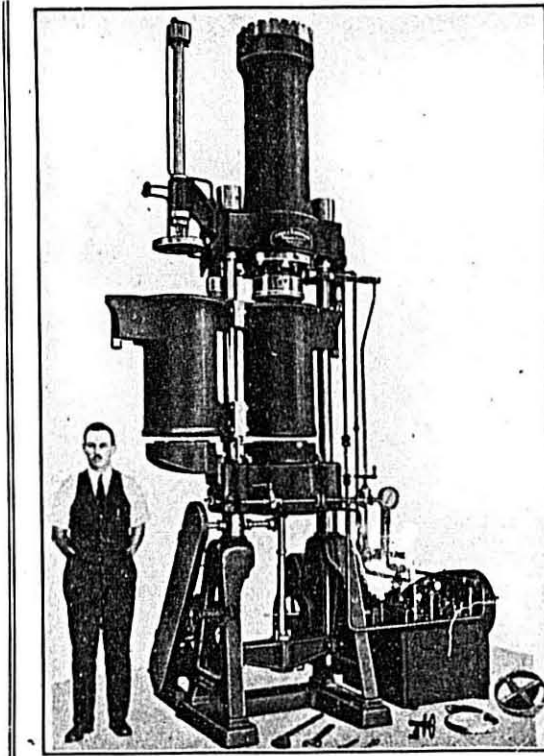
"Our CECO Sealers have proved to be most satisfactory. We have had the newest one running as high as 110 a minute although normally we run it around 90 a minute. Since we purchased them, they have turned out a good many million packages of Tumbo Pudding. We plan to set one of them up to handle a larger package and feel confident that results will be more than satisfactory."

You, too, can secure better packages faster and at less cost with a simple, inexpensive CECO Adjustable Carton Sealer. Write for details.



Packaging Machinery
Specialists

210 RIVERSIDE AVE. NEWARK 4, N. J.
CHICAGO • TORONTO • BALTIMORE • ST. LOUIS
SAN FRANCISCO • ROCHESTER



PRESS No. 222 (Special)

John J. Cavagnaro

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and Machinists

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

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Since 1881

- Presses
- Kneaders
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- Moulds

All Sizes Up To Largest in Use

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HOW DO YOUR PACKAGING COSTS LOOK NOW?



PETERS JUNIOR
CARTON FORMING
AND LINING MA-
CHINE sets up 35-40
cartons per min., one
operator.



PETERS JUNIOR
CARTON FOLDING
AND CLOSING MA-
CHINE closes 35-40
cartons per min., no op-
erator.

Many makers of Macaroni products are now reviewing the records of current civilian production costs in order to meet peacetime competition. The item of packaging these products is one cost which should be looked into.

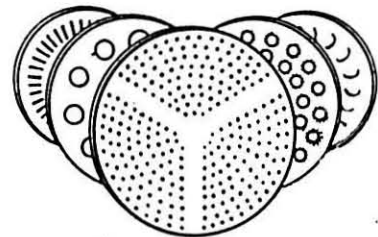
If you are still setting up or closing cartons by hand, it will pay you to investigate PETERS economical packaging machinery. These machines have helped cut costs and increase production for many plants. Why not learn how they can fit into your reconversion program.

Send us a sample of each size carton you are now using and let us make recommendations for your specific requirements.

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

STAR DIES WHY?

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



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

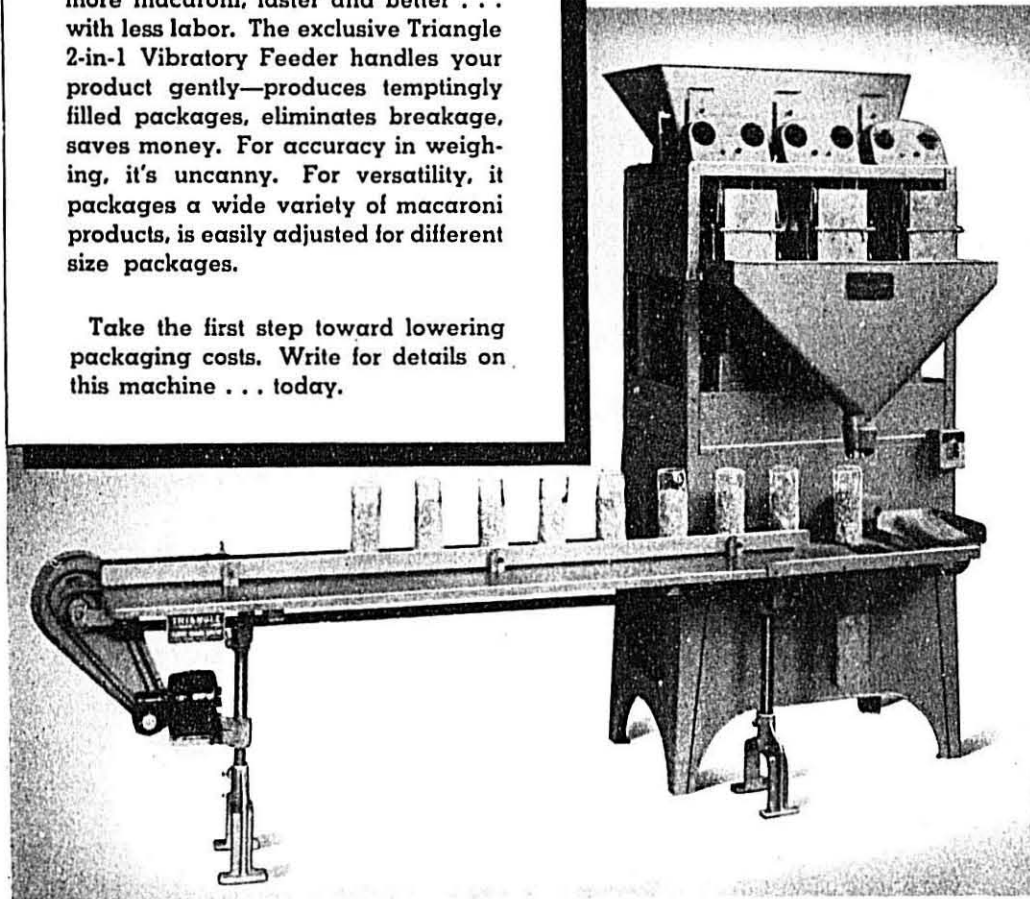
HERE'S THE WAY TO Package Macaroni!

You can't beat this Triangle N3A Elec-Tri-Pak Weigher for weighing and filling short cut goods into cartons or bags. It's designed for packaging more macaroni, faster and better . . . with less labor. The exclusive Triangle 2-in-1 Vibratory Feeder handles your product gently—produces temptingly filled packages, eliminates breakage, saves money. For accuracy in weighing, it's uncanny. For versatility, it packages a wide variety of macaroni products, is easily adjusted for different size packages.

Take the first step toward lowering packaging costs. Write for details on this machine . . . today.

TRIANGLE ELEC-TRI-PAK Model N3A

Production 25 to 35 weighings per minute. Range 4 oz. to 3 lbs. WRITE FOR 20 PAGE BULLETIN.



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North Quincy, Mass.: Montreal, Canada

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
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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.

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

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Vol. XXVII December, 1945 No. 8



"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."

Packaging Exposition In Atlantic City

The Packaging Exposition of 1946 will be held in the Public Auditorium, Atlantic City, N. J., April 2 to 5, inclusive, 1946, it is announced by the American Management Association, the sponsoring organization. This show will be the largest in the fifteen year history of the exposition, according to the association's announcement, with some 150 leading manufacturers of equipment, machinery, supplies and services essential to the field of packaging, packing and shipping, participating.

Concurrently with the exposition, the American Management Association will hold a conference on packaging, packing and shipping, with outstanding authorities in the field addressing the technical sessions. An attendance of between 6,000 and 7,000 executives of package-using industries in the United States, Canada and Latin America is anticipated.

"Holding the Packaging Exposition of 1946 in the Atlantic City Auditorium

reflects the great strides made in the field of packaging, packing and shipping during the past twenty years, and particularly during the war years," it was stated by Alvin E. Dodd, president of the American Management Association, commenting on the announcement. "The vital role of packaging in the supply phases of the war has been acclaimed by numerous high military and civilian authorities. Now the field returns to a peacetime role of far greater magnitude than it played before the war, and the Packaging Exposition which for fifteen years has accurately mirrored and contributed to progress in packaging, packing and shipping, reflects that advance in its own great expansion.

Allis-Chalmers Salutes Food Industry on Boston Symphony Broadcast

As an intermission feature of the Allis-Chalmers broadcast of the Boston Symphony Orchestra on January 19, 1946, men and women workers of the Food Industry, both management and labor, will be honored for their services and for the notable contribution of their industry to scientific progress in the food habits of the nation.

This third season of the Allis-Chalmers broadcasts of the Boston Symphony marks the Symphony's sixty-fifth year and Dr. Serge Koussevitzky's twenty-second year as its conductor.

This season's programs include such outstanding artists as Igor Stravinsky, Sir Adrian Boult, and Leonard Bernstein, conducting, and Raya Garbousova, Efram Zimbalist and Vladimir Horowitz, soloists.

The Boston Symphony broadcasts are heard over the Blue network, Saturday evenings, 9:30-10:30 P.M., EST.

In New Location

The F. G. Findley Company, which supplies adhesives to many firms that package macaroni-noodle products has announced the removal of its offices to 3033 West Pemberton Avenue, Milwaukee, Wis. The firm has manufactured industrial adhesives for years.

Liquid, Frozen and Dried Egg Production

(Continued from Page 22)

in the North Central, 2 per cent in the South Atlantic, and 1 per cent in the South Central States. The U. S. seasonal decrease in potential layers from October 1 to November 1 was 7 per

Jacobs Cereal Products Laboratories INC.

156 Chambers Street
New York 7, N. Y.

Benjamin R. Jacobs
Director

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

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

CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

EQUIPMENT FOR SALE—3 vertical screw presses with dies; 1 "Consolidated" hydraulic short cut horizontal press and die; 1 kneader, 66"; 1 "Champion" dough mixer, No. 1 1/2 (chain drive); 1 "Consolidated" noodle cutter and 1 "Consolidated" dough breaker; 1 lot of trays for use with Noodle Cutter; 1 die washer; 1 small hammermill; 2 flour sifters and blenders and 3 steel macaroni cutting tables. All in good condition. Box 24, c/o Macaroni Journal, Braidwood, Ill.

cent, compared with a decrease of 8 per cent last year and a 5-year average decrease of 5 per cent for the period. This indicates that culling during October was heavier than usual, although not quite so heavy as the record of October last year.

There were 169,255,000 pullets not of laying age on farms November 1—23 per cent more than on November 1 a year ago and 10 per cent above the 5-year average for that date. Movement of pullets into laying flocks is occurring later this year than last, because of much later hatching season and a heavy late hatch after June 1. Pullets not of laying age decreased about 30 per cent from October 1 to November 1 this year, compared with a decrease of 35 per cent during the month last year. Most of these pullets moved into laying flocks.

THE SELLING PARADE

A DIGEST OF
SUCCESSFUL
SELLING IDEAS

BY CHARLES B. ROTH

How to Make a Resolution

This is a season when a good many salesmen make resolutions. The week of January 1 is the season when they break them.

It's perfectly natural to make resolutions at the first of the year, and perfectly natural to break them, because they never really have a chance, you see, not being engendered into your habit pattern strongly enough to last.

The trouble with broken resolutions is that they are discouraging and set up a defeat pattern and may give you the idea you are "weak-willed." And that may worry you.

So what I want to do is to give you directions for not making resolutions and getting just as much out of the process.

A good many psychologists now are advising men who want to change something in their lives, not to think too much about the change, or sign a pledge, or make a resolution, or confide in anyone of their new plan.

What they are advising is that if you want to turn over a new leaf or adopt a new habit or do something else new, you just go ahead and do it without talking too much about it.

As one of their number told me last week: "One ounce of action is worth a ton of good intentions in breaking a habit or forming a new one."

"Those salesmen of yours you are talking about, if you'll tell them just to go out and do all those fine things they are thinking about, they'll be farther ahead than if they stewed and fretted and thought too much about them."

"The reason is this: the end of all life is action, not thought. Therefore the way to get action is merely to act, to do, not to dream."

"See my point?"
I told him I did and that I would recommend it to you.

During 1946, if there are changes you want to make in your life or habits or actions, why, beginning January 1, 1946, just go out and make the changes.

It's very simple, don't you see?

How to Become Distinguished

When he was living in a small community, Dr. Frank Crane the writer let a raw-boned Swede farmer have \$5.

"I'll pay you back March first," promised the borrower.

"That will be fine," said Dr. Crane, and promptly forgot the matter.

During the last week in February, a terrific storm came. Roads were clogged. Railroads stopped running. Life came to a standstill.

But on the evening of March 1 there was a knock on Dr. Crane's door. The Swede plunged or rather stumbled into the light and warmth of the house. He had walked eight miles through the storm to return the money, keep his word.

"You didn't have to come out a night like this for a little matter like \$5," said Dr. Crane.

"I give my word I pay you on March 1," explained the farmer. "I keep my word."

This story has a sequel. The man who kept his word became a merchant, a successful farmer, governor of his state, and later was elected to the United States Senate, where he served with distinction for many years.

Now, maybe his insistence on keeping his word was not all there was to his success. But it undoubtedly helped him to make good.

For the truth is that in these days many persons have grown so careless of their words that a man who keeps his becomes immediately distinguished!

Many salesmen make promises to prospects with no intention whatever of keeping them; many intend to keep promises, then forget about it.

It is no great moral lapse to make a small promise and not keep it, but there is an ethical and a moral power behind the man of whom, to use an ancient expression it can be said, "His word is as good as his bond."

The Secret of Winning People

Anyone who wants to be important to others and to influence them favorably—and that includes salesmen—realizes that he must remember names correctly and also remember other things about people.

Yet many otherwise able men and women ignore this simple art.

An old story about two men and their methods bears repeating here.

Theodore Roosevelt, one of the ablest handlers of people in public life, was campaigning and saw coming down the reception line a man he recognized but couldn't remember. He asked his aid, standing nearby, who the man was. "Name's Watson," said the aid; "you ought to remember him—he visited you in Washington. Comes from Wyoming. Has five children."

When Mr. Watson approached the President, "Teddy," grasped both his hands, shook them warmly, said: "My dear fellow, how glad I am to see you! I shall never forget the delightful hour we had in Washington. And how are Mrs. Watson and those fine children of yours?"

Mr. Watson, politically influential in his state, became a more ardent Roosevelt supporter.

The other side: The same sort of thing happened to William Howard Taft in Seattle. "There is a man coming you ought to remember, Mr. Taft," said his advisor, calling the man's name. When the man approached, Taft declared: "They tell me I ought to remember you, but, bless my soul I cannot recall you at all."

And then this man, a former admirer, went away and turned his strength against Taft, because of the slight.

The tip for you: Remember names and little things about people. Make notes about them. Practice recalling names and incidents. There's hardly a surer way to win goodwill than this

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY — Then— MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1944-1945</p>		
<p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. H. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
<p>Region No. 1 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Ralph Navy, Cumberland Macaroni Mfg. Co., Cumberland, Md.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 Ralph Rauli, Sunland Biscuit Co., Los Angeles, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.</p> <p>Region No. 9 C. L. Norris, The Creamette Co., Minneapolis, Minn.</p> <p style="text-align: center;">At-Large</p> <p>John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn, N. Y. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>	



Increased Durum Acreage (?) and Industry's Winter Meeting

Representatives of the semolina millers interested in getting an adequate supply of good durum in 1946, met at Fargo, North Dakota, on December 7, with leading durum wheat growers and grain men to discuss the proposal that more acres be planted to durum next spring to anticipate the increased demands by the macaroni industry.

Reports have it that there is little interest in the proposal on the part of many farmers who openly expressed themselves in favor of using the additional acres for the ordinary spring wheat planting, as that crop involves less trouble and uncertainty. Durum wheat growing presents some hazards which farmers are unwilling to risk unless they are offered a premium on durum, and the prevailing opinion of the meeting, according to those in attendance, is that the farmers should be offered a premium to encourage increased durum production.

The meeting proved to be a friendly gathering of

farmers and businessmen of common interests, but no definite program was agreed upon that would seem to give the macaroni men much encouragement. The Northwest was blanketed with snow and a blizzard was blowing during the meeting, giving the farmers other things to think about than next spring's planting. The millers present, too, had other matters to worry about. How were they to get the present crop to their mills for grinding into semolina with highways blocked and the railroads impeded by the early snowstorm?

The question of next year's semolina supply is one that will occupy place one in the program of the winter meeting planned for late in January or early in February, 1946. It is of sufficient importance to warrant the attendance of all the regular conventioners and probably many new ones.

M. J. DONNA,
Secretary

"Eastern" Semolina In Your Vicinity



MILL AT BALDWINVILLE, N. Y.
ASSURES SPEEDY SERVICE-

... on uniform, high quality Durum Products
Order Robin Hood Semolina from experienced Durum Millers

Eastern Semolina Mills
Division of
INTERNATIONAL MILLING COMPANY,
Baldwinsville, New York

Flour Mills at Buffalo, Davenport, Detroit, Greenville, New Prague, Ponca City, Sioux City and Wabasha



**"Ah! This One's Good Enough
for Pillsbury's Semolina!"**

It's quite a job to track down, each year, the finest durum wheat in the country. But Pillsbury's wheat experts—you might almost call them Durum Detectives—have been doing it for *many* years.

Last summer, for instance, we kept close tab on the crop throughout the growing season. As the wheat ripened, we tested hundreds of samples to see which

areas were producing the year's best durum. By the time the grain started moving to market, Pillsbury buyers knew exactly where to look for the cream of the crop. The same thing happens *every* year . . . with the result that the *choicest* durum wheat consistently finds its way into Pillsbury's semolina and durum flour.

PILLSBURY MILLS, INC.

General Offices:

Minneapolis, Minn.

PILLSBURY'S DURUM PRODUCTS