

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 4**

August, 1945

AUGUST, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Fiercer Food Competition

Students of prevailing food conditions and of those to be expected, particularly in the United States, predict that competition will be fiercer, not only between brands, but also between classes.

Quality control will prove an even more vital factor, as will methods of preparation, packaging and distribution.

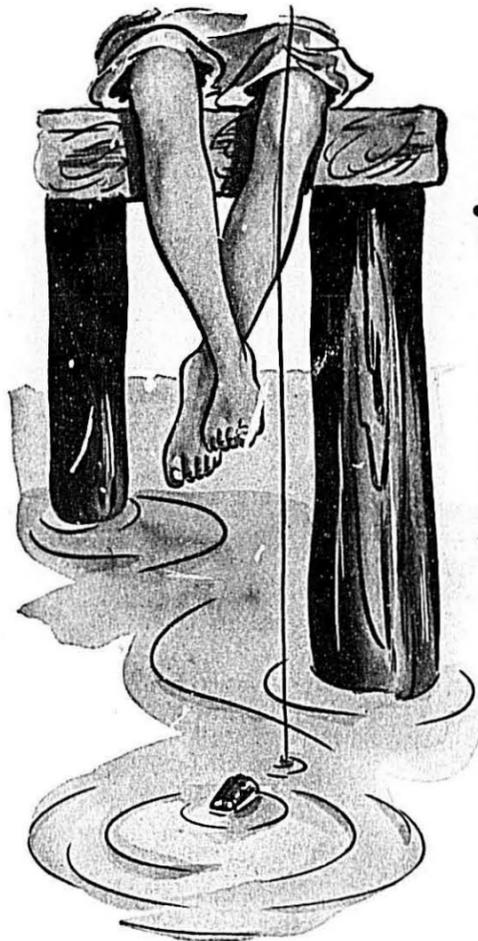
What can Macaroni-Noodle Manufacturers do to prepare for this coming food battle? Is this an industry problem, or one that each should try to solve as best he can?

From this angle it seems to be another case for serious study and sincere cooperation—another occasion for a two-point attack, sensibly directed for self-protection and industry promotion.

Chicago, Oregon
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVII
NUMBER 4



What kind of Hook is on Your Fishing Line?

It's the kind of hook you use that decides whether you'll catch flounders or trout, minnows or whales. And if you're fishing for more sales direct from the shelf or display counter at the point of sale—it's the kind of packaging and labeling you use that signals the shopper's eye and perhaps makes her mouth water to serve her family the product within your package.

An attractive, quick-to-see package or label, however, is only a part of the careful job that the Rossotti Organization offers you. Rossotti Packaging Consultants survey, study and analyze current buying habits of shoppers—keep abreast of every market trend—know precisely what merchandising problems and competition your products are presently up against. And we fit all such influences into your particular advertising and selling objectives in creating your package or label.

Many up-to-the-minute plans and ideas for your use in packaging and labeling your goods to meet your stiffest postwar competition—make them sell themselves from the shelves—are available to you NOW, through Rossotti. What are your requirements? Our consultant services are yours for the asking—without obligation.

Rossotti
SINCE 1898

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

NEW ENGLAND OFFICE: 200 Milk Street, Boston 9, Mass.

SOUTHEASTERN OFFICE: 1106 Barnett National Bank Building, Jacksonville 2, Fla.

MID-WEST DIVISION: ROSSOTTI MID-WEST LITHOGRAPHING CORP., 520 N. Michigan Ave., Chicago 11, Ill.

WEST COAST DIVISION: ROSSOTTI WEST COAST LITHOGRAPHING CORP., 255 California St., San Francisco 11, Calif.

President Wolfe Views Durum Situation With Alarm

Scarcity of Good Milling Durum and Transportation Deliveries Threaten Future Government and Civilian Supplies of Macaroni Products



President C. W. Wolfe

A serious situation confronts the Macaroni-Noodle Industry in the opinion of President C. W. Wolfe, president of the National Macaroni Manufacturers Association, who is in constant touch with the durum millers and the leading manufacturers of macaroni-noodle products. It is due to the growing scarcity of good-milling durum wheat and the difficulties of transporting it when found to the various mills and thence to the many manufacturers whose semolina stocks are dangerously low.

As the chief executive of the industry's leading organization representing more than one hundred of the country's most important macaroni-noodle manufacturers, he has already approached the several Government agencies with appeals for help in getting necessary semolina to enable them to meet government orders and civilian needs. Here are some of the most telling points in his presentation:

A very serious situation is facing the macaroni-noodle industry, one that will need Government help in order to avoid utter collapse.

Government estimates are that 5,000,000 bushels of durum wheat remain on the farms of the Northwest, with little prospect of its coming into the market soon. Durum mills have durum wheat "bought to arrive," with sales of semolina and durum flour against it, yet the durum mills cannot mill because they do not have the wheat.

Our durum mills ground 26,000,000 bushels of durum wheat during the year, July 1, 1944, to July 1, 1945. Approximately 22,500,000 bushels of durum wheat were ground during the two preceding years. The ten-year average grind from 1930 to 1940 was 17,000,000 bushels of durum wheat.

The government estimates the crop of durum wheat to be harvested in 1945 at 28,000,000 bushels, out of which have to come deductions for seed, red durum not used by durum millers, and other wheat of unmillable quality.

Suppose that the government estimate of 5,000,000 bushels of durum remaining on farms is wrong . . . and that can well be, since with only one month to go before harvest, none of it is coming to market . . . there

is not going to be enough durum wheat in our country to supply macaroni and noodle manufacturers with ordinary needs for raw materials.

Canada has a carry-over of durum wheat and a new crop coming in. Some portion of this durum wheat should be permitted to come into the United States for use by our durum millers, and NOW.

Macaroni manufacturers have been induced to give 50 per cent of their production to the armed forces through the Chicago Quartermaster. They are not able to fulfill their contracts on time because of the shortage of semolina.

Macaroni manufacturers are unable to keep civilians supplied, at the time when their products are the most useful because of the shortage of other foods.

The month of August is going to find the greatest shortage of macaroni and noodle products in the history of the industry . . . and this August seems to be the most important month in the history of the industry, in order that macaroni and noodles may be manufactured to the capacity of the industry, because of said government and civilian requirements.

The production of our industry has dropped 30 per cent during the month of July. It will drop to 25 per cent of capacity the month of August if the Department of Agriculture does not get durum wheat to the durum mills.

The government has many food problems, but none of them is so easily solved as this one. The solution is to get durum wheat to the durum millers. The government knows where the durum wheat is, whether it be on our farms, or across the border in Canada, it is obtainable. . . .

It is planned to follow through on this presentation to the Department of Agriculture with committee hearings, if necessary, with a delegation of macaroni manufacturers and durum millers, unless favorable action is soon taken to bring the relief that seems so necessary if the industry is to continue filling government orders for the armed forces, for feeding the people in foreign countries and satisfying the demands of civilians for macaroni products as substitutes for scarce and rationed foods.

COLOR FLAVOR

KNOWN QUALITIES
with

DURUM
MILLING
★★
SEMOLINA
MINNEAPOLIS, MINNESOTA

Highest Quality
NO. 1 SEMOLINA
MANUFACTURED BY
MINNEAPOLIS MILLING CO.

★ ★ Two Star Semolina is a firm foundation for excellence in your products. Huge wheat storage facilities, scientific milling processes, and exacting laboratory control assure uniformity and quality of the highest degree. Two Star Semolina is your best insurance for continued consumer demand.

MINNEAPOLIS MILLING COMPANY
GENERAL OFFICES
MINNEAPOLIS 2, MINNESOTA

The MACARONI JOURNAL

Volume XXVII

August, 1945

Number 4

Producer -- Grocer -- Consumer *Anti-Inflation Campaign*

Macaroni-noodle manufacturers, recognized processors of a food that holds an important place in the country's food economy program, have been asked to co-operate in a campaign to prevent runaway prices in the food field. It is suggested that if growers, processors, grocers and consumers will co-operate earnestly with the Government in this matter, the disastrous situation that developed after World War I will be avoided.

During the balance of the summer and the early fall months this campaign is being intensified with the co-operation of all the leading food trade associations, including the National Macaroni Manufacturers Association, all down the line through the wholesale groups to the retailer associations. Again, all leading consumer groups are involved and the Government is using all of its information facilities to get across to retail grocers and their customers a real appreciation of their tremendous stake in the firm stabilization of food prices during the dangerous months ahead.

The importance of this government and food trade campaign is clearly expressed in a letter from Chester Bowles, OPA Administrator, quoted in part, as follows:

"I have had ample indication recently that most grocery manufacturers have a real appreciation of the serious problems all of us face in stabilizing this economy of ours during the dangerous months ahead. As all know, the upward pressures on food prices are probably greater than they have been at any time during the war because of continued heavy purchasing power and increasingly serious shortages.

The black market activity which has sprung up in some areas has already given us some hint of what might happen if we lost control in a tight situation like the one we face today. I know that this is a real concern to the whole food industry.

"But beyond the threat of black market activity, it is clear that a general increase in food price levels would have an even more explosive effect on our whole stabilization program. Food takes about 40 per cent of the average American family's expenditures. Even a small increase in food prices thus has a substantial effect on the over-all cost of living and could easily set off a dangerous

inflationary spiral and a disastrous collapse which I am sure would be far worse under today's pressure than the one we faced after the last war.

"About 40 per cent of the increase in prices which took place during the last war occurred after the shooting stopped, and prices rose twice as fast after the Armistice as before.

"So far, as a result of really amazing feats of production on the part of our farmers, and the splendid co-operation by the food trade, and the public working with the government, we have been able to hold the line pretty well. According to the Bureau of Labor Statistics, food prices are about 4 per cent lower today than they were almost two years ago when the hold-the-line order was issued.

"However, surveys indicate that roughly 12 per cent of the items sold in retail food stores today are sold above ceiling prices for one reason or another. We can't determine the total cost of these overcharges exactly, but we estimate that they add about a billion dollars a year to the nation's food bill. If they could be eliminated it would result in a reduction of roughly 4 per cent in food price levels and a resulting reduction of perhaps one and one-half per cent in the over-all cost of living.

"For various reasons, we cannot hope to do anything about reducing legal food price levels this year. But if everybody, food trade people and their customers alike, fully understands his individual stake in the success of this stabilization fight during the next few months, I feel sure that we can eliminate the biggest part of these intentional and unintentional overcharges. It's a job that has to be done through intelligent, co-operative effort on the part of processors, grocers and their customers alike with a strong application of enforcement measures wherever they are necessary to bring the minority of persistent chisellers into line."

Regardless of what happens in Europe we still have this stabilization fight to win, as well as a war in the Pacific, so macaroni-noodle manufacturers can be depended upon to supply their products at prices that are within the spirit of the law and thus support the campaign to suppress all unfair inflationary trends.

Salute to Macaroni Industry

A Tribute to the Trade's War Effort and Future Planning by A. Arena & Sons, Norristown, Pa., Over "KYW", Westinghouse Radio Station, on the "Valley Forge Caravan" Show

Listeners in the North Eastern States to the programs that emanate over station KYW in Philadelphia, heard on the evening of July 3, a fine tribute to the macaroni-spaghetti-noodle industry for its fine contribution to the war and its postwar potential for the employment of American workers.

It was part of the "Valley Forge Caravan" show, sponsored by the Adam Scheidt Brewing Company, Norristown, Pa., that goes on the air nightly, with V. Arena & Sons, macaroni manufacturers, as hosts that evening.

The salute, reproduced in full herewith, is a definite contribution to a wider appreciation of quality macaroni products and to American Free Enterprise.

ANN: THE VALLEY FORGE CARAVAN
SALUTES THE MACARONI INDUSTRY!

Well, friends, how about putting down that beer glass (or wine goblet) long enough to enjoy now a brimming plateful of macaroni. How do you like it? We'll serve it to you spaghetti-ed . . . ravioli-ed . . . cheese-ed . . . or just plain. Oh, man! I can just taste those warm macaroni and noodles now . . . What a treat! Maybe you haven't been getting as much macaroni lately, or your favorite brand . . . but there's a reason behind it. You see, everybody likes macaroni, and those soldiers, sailors, marines, coast-guard men and women appear to have highly sharpened appetites today. So what happens? That macaroni you've been missing has been on a high priority tour, appearing on the GI menus all over the world.

We have to thank as our hosts tonight, Mr. D. C. McCaffrey, of V. Arena & Sons, makers of macaroni products, for the notes following, concerning the origination and widespread use of this product we're saluting in this 912th broadcast of the Caravan. Starting with those broad fields of ripening grains of wheat, in the far Northwest of this great nation, farmers apply their talents to the first operations to begin the desired wheat grains on their way into the plant of our host where more careful handling, mixing, and kneading takes place before that product may be found on your table.

As our host puts it: "Macaroni, which is a product of semolina, has become an increasingly popular food item in the United States. While generally considered in this country as an Italian food, it is known that it orig-

inated in China, and was introduced to Italy by Marco Polo, who was impressed by this delicacy during his travels in the Orient. It has been for many years a principal item in the diet in many parts of Italy.

"The semolina from which macaroni is made is derived from durum wheat, and the best of this type of wheat is grown in our own Northwest States. The semolina is mixed with water into a firm dough, is thoroughly kneaded, and is placed in a hydraulic press. The press is equipped with a die in which there is a row of holes of the desired size and shape, and the dough is forced through these holes. After leaving the press, the macaroni is placed in a drying room, the drying time depending upon the size of the macaroni. After drying, it is packed and is then ready for the market.

"The use of macaroni has been growing steadily in this country, and more and more people are daily turning to the regular use of this healthful, nourishing food product."

In tribute to the fine product turned out, and the part it is playing in the war effort today, we find that: "Most of the macaroni manufacturers in the United States are filling contracts for the Army, Navy, Lend-Lease, and other government agencies, and have placed all of their facilities at the disposal of the War and Navy Departments until final victory."

As to the industry's postwar plans: "New sales and merchandising methods are being planned, as well as improved methods of production. In addition, the macaroni industry will no doubt be called upon to help feed the peoples of the various countries which have been ravaged by the war."

So our hats are off to the men and women of the macaroni industry to-

night, with a special bow to our host, C. D. McCaffrey of V. Arena & Sons, makers of one of America's tastiest products, which is even now helping to bring back to health and strength the peoples of many war-torn countries. And now while you finish that plateful of macaroni, and sip another cool draught of beer (or glass of "Vino"), we'll swing the spotlights back to the Valley Forge Caravan stage music in honor of your work during this wartime.

Buys Lumber and Coal Yard

Purchase of 33 retail lumber, and 24 coal yards by Farmers Lumber and Supply Company, a division of Farmers Union Grain Terminal Association, was announced by M. W. Thatcher, general manager of Grain Terminal.

The purchase involved the lumber, building material, and coal yards of the C. M. Youmans Lumber Company of Winona, Minnesota. The properties are located in Iowa, eastern South Dakota, and southwestern Minnesota. With the acquisition of these properties, Farmers Lumber and Supply Company will operate 77 yards.

"For the time being, the yards will continue to operate as the Winona division of Farmers Lumber and Supply Company under the supervision of Edward Strief," manager C. E. Watson of Farmers Lumber and Supply Company declared. Mr. Watson said that the entire operations of these yards later will be carried on by Farmers Lumber and Supply Company at its general offices, 1961 University Avenue, St. Paul.

GOLD MEDAL SEMOLIN 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.

As Others See the Macaroni-Noodle Industry

Products Described and Industry Reviewed by Grocer's Manual

The Twelfth Annual Edition of Grocer's Manual of the *Chain Store Age*, July, 1945, presents the facts on more than 1,500 grocery, dairy and produce items. It is a reference book prepared to answer questions that arise in the minds of grocers, clerks and customers.

With reference to macaroni products, it tells what they are, describes each of the more popular shapes, how this grain food is processed, packaged and distributed and what government regulations are imposed. In order that manufacturers interested in this food may read what others think of their industry and food, the article is reproduced herewith.

Macaroni products, which include macaroni, spaghetti and other forms, are all made in the same manner and of the same ingredients although they vary in size and shape. All of them are made from wheat. There are several types and grades manufactured, the best qualities being made from a type of wheat which is rich in gluten—that part of the wheat berry remaining after the starch is removed.

Some manufacturers use semolina, a granular meal milled from the heart of the durum wheat berry. Durum wheat is known for its high gluten or protein content and its golden color. Other manufacturers use a mixture of high protein farina with semolina. Recently, some manufacturers have worked with soy flour, combining this with wheat flour.

The method of manufacture is to sift the ingredients, add a little salt, then water, and mix to form a dough which is kneaded thoroughly. The dough is placed in a steel cylinder where it undergoes tremendous pressure which forces the dough out through holes in a bronze die at the bottom of the cylinder. The size and shape of the holes in the die determine the size and shape of the product. After being cut to the desired length the dough is dried.

Spaghetti, macaroni and egg noodles may not be packed in tin. Egg noodles are being packed in glass in various forms as Noodles with Chicken, Noodles with Mushroom Sauce and Noodles with Tomato Sauce. These goods are not rationed.

Spaghetti dinners are packed. In these the spaghetti is dry, packed in paper cartons. The cartons include spaghetti sauce—mainly a tomato sauce—in small tins or glass, and grated cheese in cellophane or other container. These items are on the rationed list because cheese and tomato products are rationed.

Spaghetti, macaroni and noodles are not rationed. The supply of wheat suitable for making these products is sufficient for the increased demand but all manufacturers are facing shortages of help, containers.

Demand for macaroni, spaghetti and egg noodles has increased as a result of scarcities of other foods and of rationing of certain foods. Because of their high protein content they have been used in place of meat, in combination with meat and in place of potatoes when they were scarce.

Macaroni is the largest size in common use. It is tubular and ranges from 0.11 of an inch to 0.27 of an inch in diameter. There are three larger sizes, the largest being *Zitoni*, but they have little or no importance for the average grocery store.

Elbow Macaroni is the same product as macaroni, cut into short lengths and curved. It is tubular.

Spaghetti is made in both tubular and solid sticks, ranging in diameter from 0.06 of an inch to 0.11 of an inch. There are three sizes between spaghetti and macaroni but none of them is important.

Elbow Spaghetti or Short Spaghetti, like short macaroni, is becoming more popular in the preparation of casserole and other dishes.

Thin Spaghetti which is also known as *Spaghettini* is one size smaller than spaghetti. It is made in solid sticks. It is a popular item for spaghetti dinners and is widely sold in packages.

Vermicelli is the smallest size made. It is a macaroni product the units of which are cord-shaped (not tubular) and not more than 0.06 of an inch in diameter. It is generally used in soups. It is made straight or curled, with or without eggs. If eggs are used—and reference is made to eggs on the label—*Vermicelli* must contain at least 5½ per cent of egg solids.

Egg Noodles differ from macaroni products in two respects: they are made from flour and they contain eggs. They are made in the same man-

ner as macaroni but are cut in strips or ribbons of uniform widths, the most popular sizes being Fine, Medium and Wide. Egg noodles also are made in a variety of fancy shapes such as alphabets and shells.

U. S. Government regulations require that egg noodles contain not less than 5½ per cent by weight of the solids of eggs or egg yolks. No artificial coloring is permitted.

Egg Alphabets are made from the same dough as egg noodles and differ from the noodles in shape only. The dough is forced through cylinder heads into which the letters have been cut. A similar process is used to make stars and other shapes. Egg alphabets are used for infant feeding, for soups and for serving with plain butter or meat gravies.

Water Noodles or Plain Noodles are those which contain less than 5½ per cent of egg solids. They may not be labeled nor sold as Egg Noodles and no reference may be made on the package to the effect that eggs have been added to the product.

Death of Mrs John P. Zerega

Mrs. John P. Zerega, wife of the chairman of the board of A. Zerega's Sons, Inc., Brooklyn, N. Y., died July 31 at her home in Bayport, Long Island. Besides her husband she is survived by her son, John P. Zerega, a member of the Board of Directors of the National Macaroni Manufacturers Association and an active executive of A. Zerega's Sons, Inc. She was also the sister-in-law of Frank L. Zerega of the same firm, a former president of the National Association, and the representative of the firm at the organization meeting of the Association in 1904. The entire Association membership joins with the Journal Editor in extending sympathy to Director John P. Zerega, Jr.



324

DIFFERENT PRODUCTS NOW PROVE THE ECONOMY OF MULTIWALL PAPER BAGS

324 different products—foods, chemicals, fertilizers, cement and other building materials—are now being packaged and shipped in St. Regis Multiwall Paper Bags.

These sturdy containers are daily proving their efficiency and economy under the rigorous conditions of wartime shipping. Husky, moisture-resistant Multiwalls protect products from dampness, salt spray, and even rain. And, Multiwalls reduce siltage losses as well as losses caused by infestation and contamination.

In addition, Multiwall Paper Bags are easy to handle . . . save manpower and valuable loading and unloading time.

Faster packaging, too—Specially designed St. Regis bag-filling machines bring high speed and a saving of labor and equipment to the users of Multiwall Bags.

By the Valve-pack System, for example, your prod-

uct is accurately pre-weighed and automatically propelled into self-closing bags.

A complete bag-packaging service—St. Regis manufactures all types of Multiwall paper bags and bag-filling machines. Our packaging engineers are now available to study your packaging problems and to recommend the complete units which will be best suited to your individual needs.

If you are considering a better all-around package for your post-war production, call your nearest St. Regis representative TODAY.

MULTIWALL
MULTIPLY PROTECTION • MULTIPLY SALEABILITY

ST. REGIS PAPER COMPANY
TAGGART CORPORATION

NEW YORK 17; 230 Park Ave. CHICAGO 1; 230 No. Michigan Ave.
BALTIMORE 2; 2601 O'Sullivan Bldg. SAN FRANCISCO 4; 1 Montgomery St.

IN CANADA:
St. Regis Paper Co. (Can.) Ltd.
Montreal, Quebec
Vancouver, British Columbia

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

Durum Wheat Stocks Critically Low

Scant Carryover July 1 to Be Supplemented

By 1945 Crop Smaller Than Average

Supplies of durum wheat in the United States available for use during the 1945-46 season will be the smallest in a number of years, states the Office of Marketing Services, USDA, in the Semi-Annual Durum Report. The carryover on July 1, 1945, dropped to only 8,607,000 bushels, which together with a prospective 1945 crop of 28,053,000 bushels provides a total supply of but 36,660,000 bushels. This is the smallest domestic supply since the drought years and only about one-half of the quantity available during 1941, 1942, and 1943 seasons. The July 1 carryover was held in the following positions: 5,833,000 bushels on farms; 1,394,000 bushels in interior mills and elevators; 276,000 bushels in commercial storage; and 1,104,000 bushels on hand at merchant mills.

Mill grindings of durum wheat into semolina and durum flour during the 1944-45 season (July through June) were at a record high and amounted to 26,030,780 bushels. The normal domestic demand for durum products was supplemented by large government purchases and most mills operated at or near capacity throughout the year. Durum wheat used for feed, cereal manufacture, and other uses accounted for 14,483,000 bushels while seed requirements took 2,815,000 bushels. This made for a total disappearance during the 1944-45 season of 43,329,000 bushels, which is considerably greater than the supply available for the season now beginning. Thus, it is evident that mill grindings cannot be maintained at last season's level unless domestic stocks are supplemented by sizeable imports.

Production of durum wheat in Canada is relatively small. Most of it is grown in the provinces of Manitoba and Saskatchewan where production ran from 3,600,000 bushels to 17,500,000 bushels during the past seven years. At the end of June, Canada held about 3,500,000 bushels of durum wheat in commercial positions. Canadian statistics indicate that 1,257,000 bushels of durum wheat were shipped into the United States during the period January through June, 1945. Of this quantity, 270,480 bushels were used for milling, 176,065 bushels for puffing, and the balance presumably for feed.

Except for a brief period early in the crop year, durum wheat traded at ceiling levels throughout most of the 1944-45 season. The current ceiling price at Minneapolis and Duluth, in-

cluding commission, is \$1.76 per bushel for No. 1 Hard Amber, No. 1 Amber, No. 1 Durum, and No. 1 Mixed Durum. No. 2 grades carry 1c discount under this base price; No. 3 grades 2c; No. 4 grades 3c; and No. 5 grades 4 1/2c discount.

The quality of the 1944 durum crop as previously reported was poor and presented a real problem to mills. It was revealed that only 40 per cent of the receipts fell into the Hard Amber or Amber classifications. One-fifth of the total receipts graded Sample Grade

and 20 per cent of the inspections bore "Tough" notations. Because of delayed seeding and slow growth, the 1945 durum crop is still several weeks from maturity, and at this time is in a varied stage of development. There has been some local hail damage but otherwise crop advices have been fair to good. The United States Crop Reporting Board in its July report indicated a yield per acre of 14.4 bushels. While this is .7 of a bushel less than the 1944 yield, it is 2.3 bushels greater than the 10-year (1934-43) average.

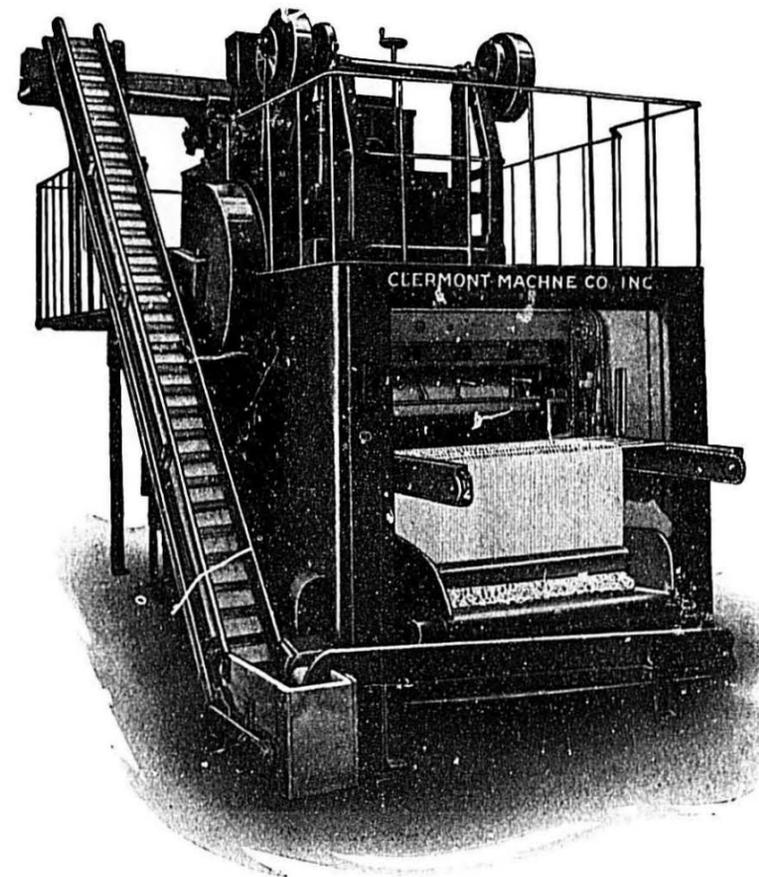
IMPORTANT DURUM WHEAT PRODUCTS—U. S. PRODUCTION AND DISTRIBUTION

Average, 1936-37 1940-41	Durum Wheat Ground Bushels	Production a/ Pounds		Exports Macaroni, etc. Pounds
		Semolina	Flour	
July-December	7,605,068	235,907,913	78,162,566	1,771,283
January-June	6,880,117	227,092,342	63,321,798	1,542,749
Total	14,485,185	463,000,255	141,484,364	3,314,032
1936-37				
July-December	7,178,821	220,863,580	69,389,292	903,688
January-June	4,872,839	165,362,260	36,523,424	1,515,939
Total	12,051,660	386,225,840	105,912,716	2,419,627
1937-38				
July-December	6,747,909	209,747,636	69,444,564	1,532,537
January-June	6,881,882	223,646,780	58,168,292	1,315,699
Total	13,629,791	433,394,416	127,612,856	2,878,236
1938-39				
July-December	7,590,460	244,093,892	81,245,920	1,783,847
January-June	7,231,375	246,364,944	66,016,328	1,494,226
Total	14,821,835	490,458,836	147,262,248	3,278,073
1939-40				
July-December	8,213,310	272,970,572	79,602,264	2,929,050
January-June	7,210,373	230,460,524	77,225,764	1,882,683
Total	15,423,683	503,431,096	156,828,028	4,811,733
1940-41				
July-December	8,294,842	231,863,884	91,130,788	1,707,295
January-June	8,204,118	269,627,204	78,675,184	1,475,196
Total	16,498,960	501,491,088	169,805,972	3,182,491
1941-42				
July-December	9,319,560	290,510,220	103,518,380	2,235,046
January-June	9,641,236	293,775,384	108,615,360	1,425,903
Total	18,960,796	584,285,604	212,133,740	3,660,949
1942-43				
July-December	11,137,704	338,373,616	134,651,216	1,199,828
January-June	12,742,102	398,104,420	146,656,216	1,351,985
Total	23,879,806	736,478,036	281,307,432	2,551,813
1943-44				
July-December	11,235,744	361,364,377	119,971,716	1,944,340
January-June	9,172,805	314,664,400	78,474,391	3,381,071
Total	20,408,549	676,028,777	198,446,107	5,325,411
1944-45				
July-December	12,769,977	360,975,200	178,688,800	7,738,271
January-June	13,260,803	426,621,200	140,080,300	b/ 4,199,191
Total	26,030,780	787,596,400	318,769,100	

a/ Total production included under semolina when production of semolina and flour is not reported separately. b/ Five months, January through May.

CLERMONT INTRODUCES

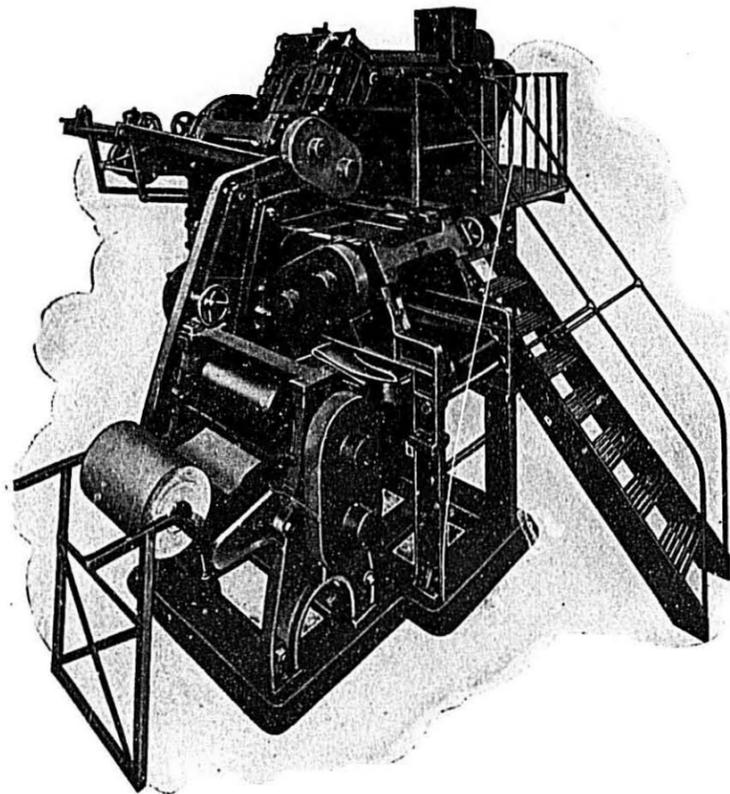
A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



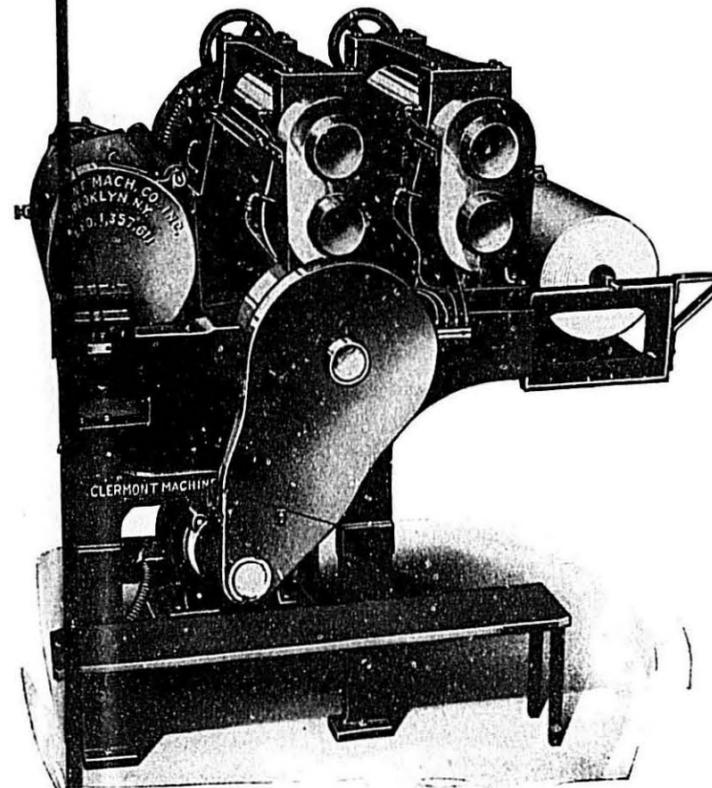
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

CLERMONT

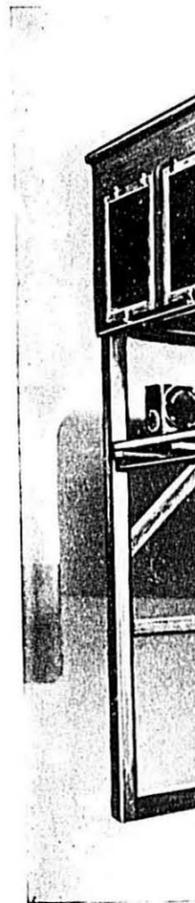
PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



AUTOMATIC SHEET FORMING MACHINE



HIGH-SPEED NOODLE CUTTER



Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

66-276 WALLABOUT STREET

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.

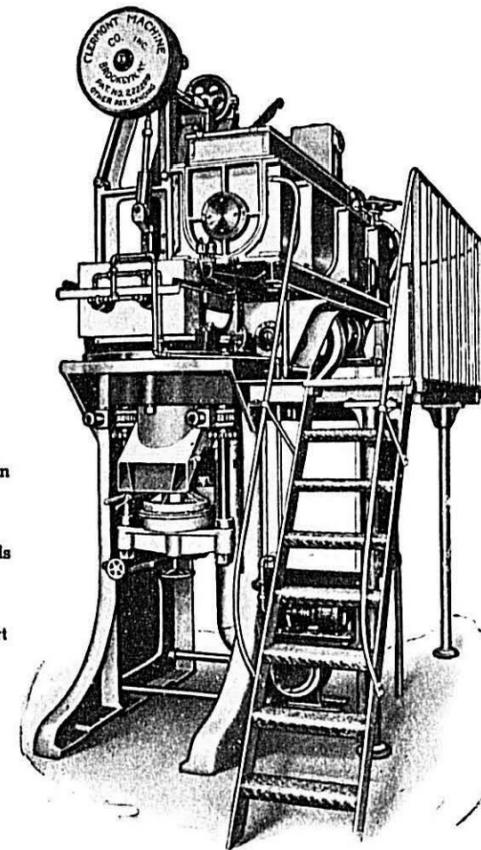
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

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

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

General Mills Buys Northern Oats Company Plant

James F. Bell, chairman of the board, and Harry A. Bullis, president of General Mills, have announced the purchase of the land, buildings and equipment of the Northern Oats Company, 1201 N.E. Jackson, off Central Avenue, in Minneapolis.

The property consists of an 800-barrel-a-day mill for the processing and packaging of rolled oats, grain storage elevators with 300,000 bushel capacity, and a group of large warehouses.

Details of the purchase were worked out with Charles Loufek, president of Northern Oats Company since 1927.

"As part of General Mills' expansion program," Bullis stated, "our rolled oats business has grown to the point where it is desirable to increase manufacturing facilities. The location of this Minneapolis mill, one of the newest and most modernly equipped in the country, is excellent because of its closeness to the principal source of the best quality milling oats, namely—Minnesota, the Dakotas, and Canada. Its acquisition doubles our capacity to serve consumers with oat products.

"There will be no interruption in the production at the plant except for

a brief period for taking inventory. We are pleased to welcome the mill's 120 employees into General Mills."

The plant will continue to produce rolled oats for the grocery trade as well as for the Army, Navy, and for Lend-Lease. The "Highland" brand of the Northern Oats Company will be continued, but the name "Northern Oats" will be dropped. The "Purity Oats" brand of General Mills will also be produced at the Minneapolis plant. In addition, under General Mills management, the plant will produce oat flours for GI rations and a special concentrated hot cereal for the peoples of the United Nations.

Plan Removal to Modesto

Combination Food Manufacturing and Packaging Plant to Cost \$175,000

The Grocers Packing Company of Los Angeles, Calif., has announced plans for the construction of a three-unit plant in Modesto, California, for the packaging of the bulk foods it has been handling, and some new ones, too, and the manufacture of macaroni products at the cost of approximately \$175,000. The firm recently purchased a macaroni manufacturing

plant at 247 E. 61st St., Los Angeles, from the Florence Macaroni Manufacturing Company, producing its own macaroni products for packaging.

According to the announced plans, the headquarters are to be removed from Los Angeles, Calif. Here's how the press of Modesto, California, announce the plans:

Plans for the construction here of three units for the packaging of bulk food and the manufacture of macaroni at a cost of \$175,000, and the removal of its headquarters from Los Angeles to Modesto, were announced July 5 by the Grocers Packing Company.

Building of the first of the units on an industrial tract at Snowden Avenue and the Waterford Road, recently purchased from the Beard interests, will start next week, according to H. J. Carroll, Modesto representative of the company.

Other Units Next Year

The remaining two units will be erected starting in 1946, he added. They will have a payroll of 950 persons.

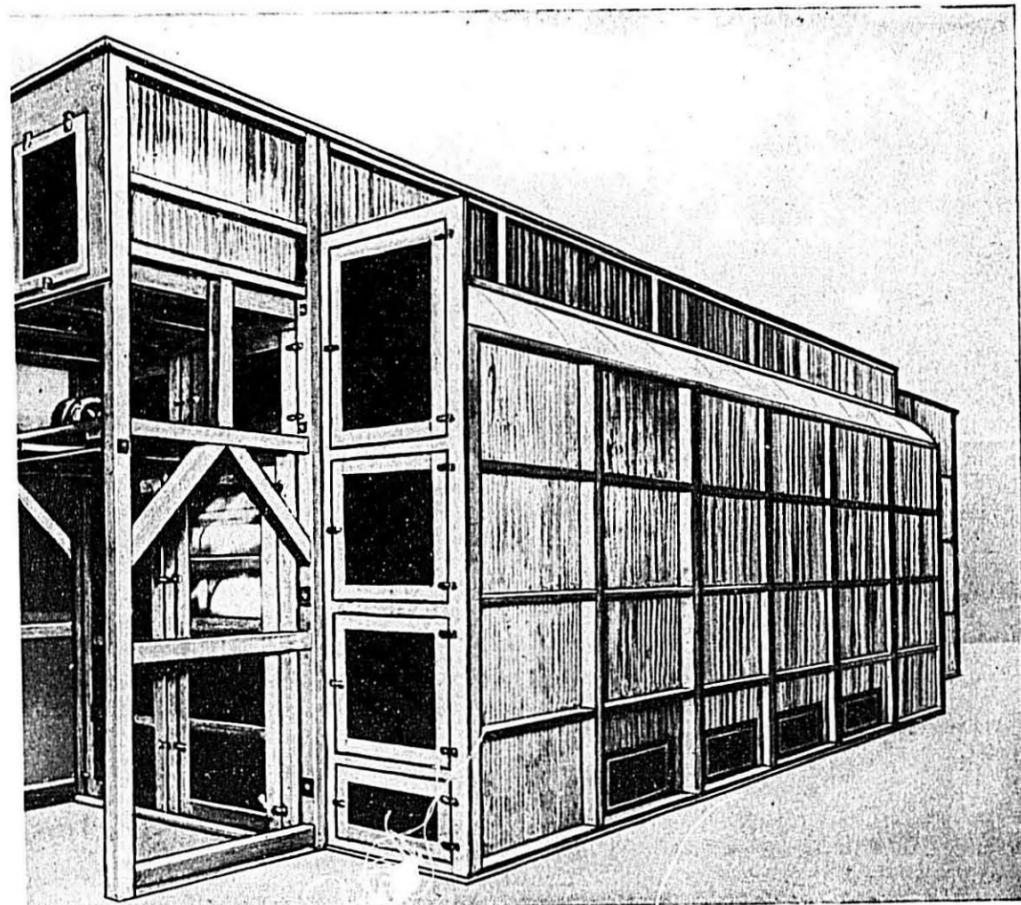
In addition, Carroll disclosed the concern also plans to erect a three-story factory building immediately after the war. Beyond revealing it will be connected with the food business, he said its exact nature cannot be disclosed at this time.

The company has purchased a six 100x250 feet and holds an option on 140 more feet of frontage, which it proposes to exercise for the factory building.

They will be of concrete and plaster and, according to Carroll, will be finished with an idea of giving them an eye appeal.

Much equipment will be installed by the company's own experts.

MACHINES CONVERT AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

Does America Eat As It Should?

The American Magazine Seeks Answer Through Poll of Experts by Arthur Kornhauser, Ph.D., Bureau of Applied Social Research, Columbia University

A panel of experts, including the country's leading food specialists, leading college professors, supervisors of food experiment stations, food producers and processors, food page editors of leading newspapers and magazines, physicians, nutritionists, government and state officials, and others who are interested in the health and welfare of Americans of all classes, were recently polled by *The American Magazine* to determine what changes may have occurred in the living habits of Americans, their living conditions, eating habits, health and well being. Their conclusions were incorporated into an interesting article prepared for release August 1, 1945.

The question asked the experts was whether our civilian population has been better or worse off for food since the war began. Here's how they voted:

Better off than before the war... 76%
Worse off than before the war... 2%
No difference 14%
Doubtful 8%

Here are some excerpts from the conclusions of the experts as prepared by Arthur Kornhauser, Ph.D., Bureau of Applied Social Research of Columbia University:

War and starvation abroad have made America food-conscious. Many people are worried over what wartime eating has done to our health. Millions fearfully buy vitamin pills and stock their pantries with an array of magical health foods. Others laugh at the fussy concern of friends and wives. Some hold that all this nutrition talk is a silly fad, not worth wasting time on. Who is right? What are the facts? Are we properly nourished? What do the people who know have to say?

These questions were put to a panel of America's leading experts on the effects of diet on health. The authorities who have given their answers include scientists working in chemical and physiological laboratories, nutritionists with social agencies, medical specialists concerned with deficiency diseases, university professors of nutrition, government research officers charged with protecting the nation's health. Fifteen of them are members of the important Food and Nutrition Board of the National Research Council.

In the judgment of the overwhelming majority of the experts, the war has actually improved our nutrition. How can this be? The answers point to three principal reasons:

1. Most mentioned is the simple fact that people, especially poorer people, have more money to spend for food. Even allowing for increased prices, the average workingman's

family is better off than in prewar days. More money means more food—and better food.

2. We have eaten better during the war because certain valuable foods have been made more available and certain other foods which we overused have become less available. Most often emphasized in this connection is the wartime "enrichment" of flour. The increased use of vegetables from Victory Gardens is also important. Likewise, the growing practice of providing adequate lunches for school children and for industrial workers. The experts point out, too, that the cutting down on sugar and sweets has led people to eat more beneficial foods instead.

3. The third influence which has improved nutrition is that so many of us have become interested in food. Wartime food restrictions and vigorous educational programs have centered our attention upon food problems.

The whole picture painted by the experts is remarkably favorable regarding the comparison of war with prewar days. But, war or no war, their answers make it clear that the population suffers from serious lacks and deficiencies in what we eat. The great majority of the experts estimate that between one-quarter and three-quarters of the American people are not eating the foods they need. One answer sums it up this way: "Fifty per cent of our population would probably profit by way of better growth, development, and general health if it were better nourished."

What are the most serious shortcomings in American diets, and what foods should be eaten to remedy the situation? More than three-quarters of the experts listed calcium and vitamins B₁ and B₂ as food elements that are especially deficient. Also high on the lists were vitamin C, proteins, niacin, iron, and vitamin A. The solution, they say, lies in eating the right foods. All the things we require are contained in ordinary available foods.

The experts are convinced that one important reason why we do not eat as we should is because we have many badly mistaken views about food and nutrition. The most striking misunderstanding has to do with vitamin preparations. More than half of the authorities lament the widespread false beliefs about vitamin pills and the acceptance of them as cure-alls or as substitutes for proper food. A number of the nutritionists do not mince words in blaming the advertisers, particularly radio advertisers, for spreading this misinformation.

A second popular error, they say, is exaggerated faith in what food and diet can accomplish overnight. Improved diet is not a cure for whatever ails you. Nor can proper eating be expected to suddenly and miraculously release new bursts of energy. The experts point out that we reap the benefits of improved eating over the years instead of in a few days.

A third common type of misunderstanding is that which is characteristic of the food faddists. It includes all kinds of mistaken ideas about the special value of this or that food, the relation of food to gaining weight, and prejudices against some particular foods.

A fourth concern of the experts is the fact that so many people are indifferent to or ignorant of the most elementary facts about nutrition and the importance of a balanced diet. The authorities are more alarmed over this indifference and lack of information than they are about the fads and false beliefs.

But what do the experts suggest we do about the eating problem? What are the best methods for improving the nutrition of the American people?

There are three principal answers: better education about food, bigger incomes, and seeing that more satisfactory food is available. All three loom large in the thinking of the expert nutritionists.

When all these lines of attack on the nutrition problem are put together, they point to the progress America is making toward eating as it should. With the continued help of the experts and the increased interest of the public, even more rapid strides may be looked for over the years ahead.

Achievement "A" Award To North Dakota Mill and Elevator Association

Amidst very appropriate ceremonies, the War Food Administration awarded to the North Dakota Mill & Elevator Association and its employees, the coveted Achievement "A" Award for the fine work done by the firm in supporting the nation's war effort. The presentation ceremony took place the afternoon of Thursday, August 2, 1945, adjacent to the main office of the mill in Grand Forks, North Dakota.

President Donald J. Robertson of the University of North Dakota, was Master of Ceremonies. The presentation was made by Major Harold A. Ornstein, Field Headquarters, Substinence Division, Quartermaster Depot, Chicago, Illinois.

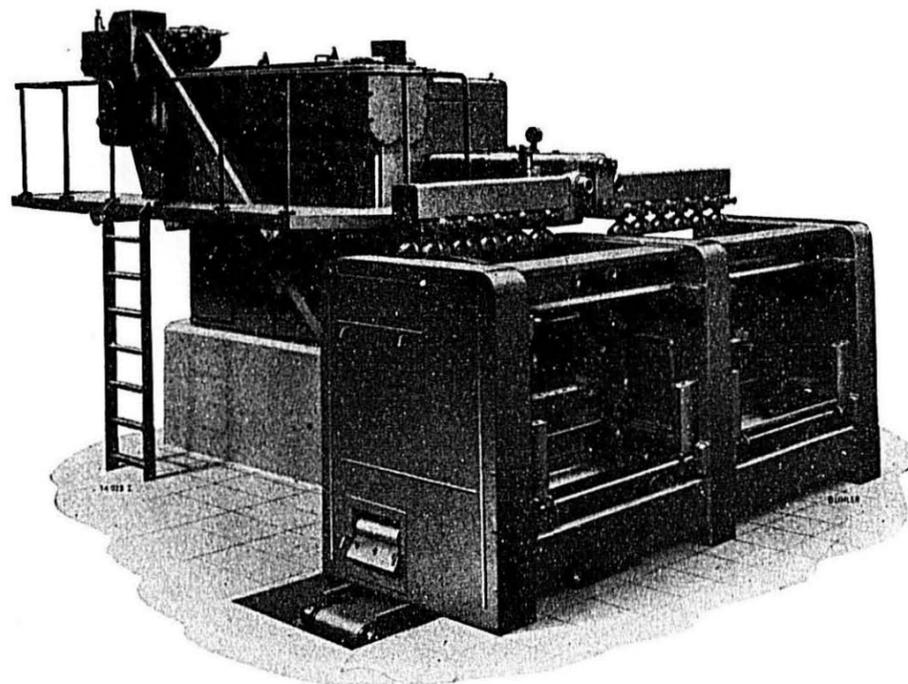
Two mill employees, Arthur Caniff and Julius O. Foley, attended to the raising of the "A" flag with mill employees acting as color guard.

R. M. Stangler, general manager of the mill, accepted the award in a few well chosen remarks. The "A" pins were presented to the employees of the firm by Director E. A. Pollock, of the Midwest Region Office of Supply, United States Department of Agriculture, and Albin Ruud, an employee, accepted the pins on behalf of his fellow workers.

Ryan Is "Reps" Vice President

Maurice L. Ryan, president of the Quality Macaroni Co., Saint Paul, Minn., was recently installed as the first vice president of the Minneapolis Association of Manufacturers' Representatives. Installed as president of the organization was Leo P. Sullivan, sales manager of the Gluek Brewing Company of Minneapolis. The group has a membership of 260.

BUHLER



CONTINUOUS PASTE GOODS PRESS

WITH

FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

BUHLER BROTHERS

INCORPORATED
NEW YORK

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

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

THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

Meat Rolls in Macaroni Ring—Is Sunday Dish

To entirely too many, macaroni is considered a side dish. It is truly deserving to be served as the main dish of either luncheon or dinner. True, also is the fact that too few Americans know other ways to serve long macaroni—that's the kind that is tubular and about the size of a lead pencil, when cooked. Usually it is cooked as a casserole dish. Fine, but here's a delightful change that can properly grace the center of the table for even your Sunday dinner. It's not expensive, it is easily prepared, contains most of the food elements required by our bodies, and with both the eye appeal and appetite satisfaction to please even the most discerning.

Here's a recommended recipe for

Meat Rolls in Macaroni Ring

Have meat slices about one-half inch thick. Beef may be used instead of veal, if preferred. Lay meat on a board and pound with a blunt edge such as of a heavy cup or saucer. Cut into even pieces about two and one-half by four inches. Allow about one-fourth pound per person. Sprinkle each piece with salt and pepper. Lay on each a teaspoonful of bread stuffing seasoned well with sage and onion. Roll up and fasten in place with toothpicks or tie with string. Dredge with flour, sear in hot fat, cover and simmer gently till tender, 35 to 40 minutes. Add a little hot water to the pan during this process. When done take out rolls and make a gravy of the pan juices. Add hot water or tomato juice to the pan to make the quantity sufficient. Season, thicken with one or two tablespoons flour stirred smooth in one-half cup cold water. Cook one minute and pour over rolls and macaroni ring, which should be hot and ready on a suitable platter.

Macaroni Ring

Break sticks into one to one and one-half inch lengths (one-fourth pound serves six). Drop into rapidly boiling salted water and keep on boiling rapidly till tender (about 30 minutes). Drain, rinse with cold water very quickly, reheat in oven or double boiler and arrange in a circle on hot platter. Place the meat rolls in the center and pour the gravy over all. Serve very hot.

Very Popular Recipe—Meat Balls With Spaghetti

Food specialists, home economists and chefs seem to be in full accord with the experiences of the management of the National Macaroni Institute which is that the macaroni products recipe that is the most frequently

requested is *Spaghetti With Meat Balls*.

This is particularly true since the beginning of the year, probably because this offers the finest wheat-meat combination, with meat in the form that is nearly always available—ground or hamburger. Here is how one food authority puts it, and the recipe recommended: "Offered today is a dish for which we have received the most requests since the beginning of the year—a recipe which should prove of general interest. It's our pet recipe for that good old dish, Italian Meat Balls and Spaghetti. So here we go!

Meat Balls and Spaghetti

To serve 8, season ½ lb. each ground beef and ground veal. Add ½ cup bread crumbs soaked in ½ cup hot milk, salt and pepper to taste, tablespoon grated Parmesan style cheese, teaspoon grated onion and a garlic clove. Form into meat balls. In skillet, melt ¼ cup table fat and brown the meat balls, adding one finely cut onion, one sliced green pepper and one cup chopped celery. Cook on high flame for 5 minutes. Add 3 cups tomatoes, 2 tablespoons Worcestershire sauce.

Over the top, place ½ box fine uncooked spaghetti. Use a fork to immerse the spaghetti in the liquid. Place lid on skillet. Bring to steaming point, then turn down flame and finish cooking. Turn out on large platter, sprinkle with Parmesan cheese and serve accompanied by a crisp green salad.

Something New in Macaroni Literature

"Macaroni Magic" in Educational Drive Aimed at Home Economics Teachers and Help to Homemakers

Never before in the history of the American Macaroni Industry has its products been so popular with the consumer and with teachers and students of Home Economics as they concern foods. This is due not only to scarcity of other foods, though that is an important major factor, but to a world-wide desire for change.

Leaders who have studied the Macaroni-Noodle Industry for years, view the present boom with some alarm, knowing that there will come a time of reaction from which the industry will suffer unless a way is found to soften the effect of the coming reaction.

The prevailing opinion is that this can best be done by winning the good will of the Home Economics teachers

and students and the confidence of the homemakers who are showing interest in this fine wheat food both through a planned, long-pull program of education. Several individual firms are already doing fine jobs of this kind. Naturally the prime objective of the promotion is to educate the housewife in the use of macaroni products—not as a poor man's food, and not as an occasional dish, but to portray it in all its versatility, economy and downright goodness—as an every-day, any-meal staple.

Naturally, too, it seemed logical that a cook book, a virtual textbook be developed, one that will be convincingly interesting to the home economics teachers and one that will be equally attractive to the consumer so that she would want to become acquainted with it and with the products described in it. "Macaroni Magic" is just such a booklet. This fine booklet was conceived in the wide experience of Glenn G. Hoskins, who for more than a quarter of a century was actively engaged in the production and distribution of macaroni, spaghetti and egg noodles, and planned and produced by Leone Rutledge Carroll, one of the nation's recognized leading home economists and practical homemakers, possessor of a Bachelor of Science degree in Home Economics and a one-time Baking Specialist for the U. S. Bureau of Chemistry.

The result is a beautifully illustrated 84-page text and recipe book that has already reached its first 100,000 mark in the number of copies printed and distributed. Its author and sponsor have made the book available to The National Macaroni Institute, which in turn will make it available to the Home Economics Teachers of the country and their students.

Speaking of the booklet, Mr. Hoskins says: "In this book we have tried to answer the questions which are constantly thrown at macaroni manufacturers as to the place of macaroni, spaghetti and egg noodles in the American diet, how to cook this wheat food properly, its method of manufacture and its nutritive value. The booklet's slogan—'Macaroni Products help you use the basic seven daily,' grew out of a remark by a War Food Administration official that—'If they (the nutritional council) won't let you include macaroni in the basic-seven foods, why don't you portray it as a carrier of the basic seven in combinations with other

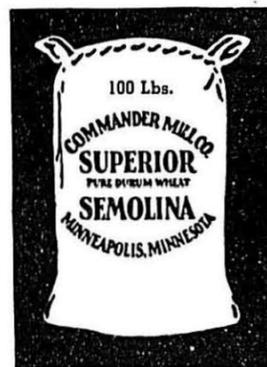
You
MANY macaroni manufacturers call
Commander Superior Semolina their
"quality insurance."
COMMAND

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota



foods?—That is what the book really does."

Leone Rutledge Carroll says: "We have been accumulating recipes, including those excellent ones sponsored by The National Macaroni Institute, for a number of years, but when we tried to combine them in a cook book, we found it quite a task to select the right ones for the many purposes covered by the booklet. The result is an 84-page booklet, with an attractive cover, 16 color pages, and brimful of facts, suggestions and recipes that will be helpful to home economics teachers, to their students and a welcome addition to any homemakers' library on food and its proper preparation."

It is the hope of The National Macaroni Institute that the "Macaroni Magic" booklet will quickly find its way into the hands of every home economics teacher in the United States, because its author and sponsor, as well as the Institute, believe that the future of the Macaroni-Noodle Industry is in the hands of the cooks of tomorrow. The education of these cooks is the responsibility of these home economics teachers, but getting a favorable acceptance of this booklet by this group is the responsibility of the industry, for which The National Macaroni Institute is acting.

The fight to retain the place of macaroni, spaghetti and egg noodles in the

food economy of the nation gained during the war years, even to improve it, if possible, is the obligation of every manufacturer concerned in the future welfare of his business and that of the industry. It is a never-ending battle against other good foods equally interested in gaining and holding the consumers' favor. "Macaroni Magic" should prove an invaluable aid in the industry's continuing fight to attain and hold this food's rightful place on the American table.

Rossotti Pamphlet

The Rossotti Lithographing Company of North Bergen, N. J., has recently circularized the trade with a very timely and interesting pamphlet containing reprints of two articles from the 1945 Anniversary Edition of THE MACARONI JOURNAL (April)—"Postwar Trends in the Macaroni and Egg Noodle Industry" and "Better Merchandising Thru Packaging."

In submitting copy to the managing director of the National Macaroni Institute, Mr. Charles C. Rossotti wrote: "If the volume in the rice industry approaches some 18,000,000,000 pounds annually and that of the macaroni and noodle industry less than one billion pounds annually would not

the macaroni industry obtain a greater share of the potential that there lies fertile? Another billion pounds volume would mean just about double the present output of the entire industry and while it sounds almost fantastic, yet it seems to me to be 'in the cards' if the manufacturers will 'play the game.'"

The pamphlet and its illustrations are in line with that thinking.

Pillsbury Has Biggest Year

According to Philip W. Pillsbury, President of Pillsbury Mills, Inc., that firm has recently experienced the biggest sales and tonnage year in its history, based on returns for the year ending May 31, 1945. Sales totaled \$140,014,922, representing a sales increase of \$7,000,000 in tonnage sold, rather than in fluctuation in raw material prices. Current assets are now \$19,785,717.

On June 1, 1945, the company paid its 72nd consecutive quarterly dividend amounting to 30¢ a share on its common stock, and now has no funded indebtedness.

Mobile flour mills for liberated areas in Europe are being made in England.

Outside Storage of Coal Reserves

By Thomas Herdman

"Just dump it any vacant place in the yard," is the very casual instruction the coal delivery man usually receives when the fuel bins inside a building are already filled to capacity. It is, needless to say, wartime wisdom to stagger coal purchases to be sure of adequate reserves for the winter months ahead.

Open air storage of coal should not be a happy-go-lucky procedure. There are definite rules to be observed. These rules are the direct outcome of British wartime fuel conservation experience and research—a blend of the two.

The Fuel Research Station of the British Ministry of Fuel and Power has given the matter the serious consideration it merits, influencing British industrial and commercial users to consume less coal and at the same time obtain more heat value.

The first and foremost consideration is that no coal storage pile should exceed two hundred tons. A little less on any one pile is safer. Neither should aforesaid pile rise higher than ten feet from the ground. An eight-foot maximum is even safer. The reason for these considerations is that coal must have scope to breathe. Coal deteriorates faster when it is stifled for air. Spontaneous combustion is a strong possibility when the storage tonnage is in excess of 200, or the storage pile towers above ten feet. Rarely does spontaneous combustion occur when these safety limitations are observed.

The ideal location is a piece of cleared ground, free from rubbish or weeds, and not mostly shut in by buildings or other walled or fenced enclosures. The latter retard ventilation. The best ground surfaces, in the order named, are stone, cold ashes (well-rolled), hard clay, chalk and peat (if first packed with cold ashes or ballast to a depth of several inches).

On the other hand, the worst possible depository is that near a source of artificial heating—a boiler house wall, or some steam pipes, or, for that matter, any covered carrier of a warm fluid, of which organic waste is one.

Each kind of coal should be stored in a separate stack, as climatic conditions or reactions vary with the size of coal. Generally speaking, smaller coals disintegrate more than larger coals. Since coal is purchased in a size suitable for a specific industrial or commercial use, any change in that size as the aftermath of outside storage will reduce heating efficiency.

Anthracite (hard and dull) is safer

to store in large quantities than bituminous (soft and shiny). The British Fuel Efficiency Board lists their deterioration ratio, from highest to lowest, in this order: Lignitic, sub-bituminous, bituminous, semi-bituminous, anthracitic, anthracite.

A noticeable change is that a bright coal, such as bituminous, turns dull or "rusty." It acquires such inorganic constituents as pyrites and ankerite. The fuel is just as good as before it was stored, although it is precisely at this stage that the condition is favorable to disintegration.

The softer and larger the coal, the easier for climatic exposure to break it into smaller pieces.

The harder and larger the coal, the slower it deteriorates.

While a coal never crumbles to dust, it tends to become brittle from outside storage. Each handling produces increased breakage. A sound rule to follow is to never disturb a storage pile unless you actually intend using the coal for immediate fuel needs.

Digging into the coal reserve pile during the first three months is inadvisable except in an emergency. To leave it untouched for from six to nine months is better. Deterioration is more extensive during the first few months of outside storage. It then slows down considerably.

The advantage of starting a coal storage pile during the summer months is that disintegration is lower than in winter, when severe weather gets in its deadly work.

Instead of drawing upon the stored pile for current fuel needs, use the supply of coal just delivered. One advantage is that labor is saved in not having to handle the solid fuel twice. The other advantage of this plan is that this new coal, because it is going to be consumed right away, avoids the high deterioration period of outside storage.

Normal losses from stored coal average between one-half per cent and one per cent yearly.

How much coal can be stored if the amount of vacant ground is limited? A British ton of 2,240 lbs. requires from 40 to 50 cubic feet. If kept to the 10 ft. height maximum, 1,000 British tons require a base 50 feet square. At the top, with the slides sloping at 45 degrees, it will be 60 feet square.

How is the steam-rising power of stored coal affected? The external difference in the moisture content may mistakenly reflect a decreased caloric value. There will also be the crop of

disintegrated small coals slipping through the grate. As a matter of fact, neither condition materially reduces the steam-rising power.

To guard against a fire occurring by spontaneous combustion, the coal storage location should be one where there is an adequate supply of water. It takes more than a fine spray from a hose to douse such a fire. Not only is lots of water needed, but it is also essential to attack the seat of the fire by holing, trenching and cutting. Another tactic is to spread the pile so that the hot coal gets a chance to cool itself.

—(All Rights Reserved)

Joins Pillsbury's Research Staff

Dr. Frank L. Gunderson has been appointed as vice president in charge of the Pillsbury Department of Research and Product Development, according to a recent announcement. He plans to assume his new duties soon, with offices at the headquarters of Pillsbury Mills, Inc.

During the war, Dr. Gunderson has been connected with the Army Quartermaster Corps, and the War Food Administration, being a member of a committee dealing with cereal foods. Prior to his war service, he was associated with the Quaker Oats Co. for sixteen years as chief nutritionist, and supervisor of Special Food Research Products.

Dr. C. G. Harrel will continue as a director of the organizations' research department, and Maurice Holland of New York City, will also continue as a research consultant to the Pillsbury Co.

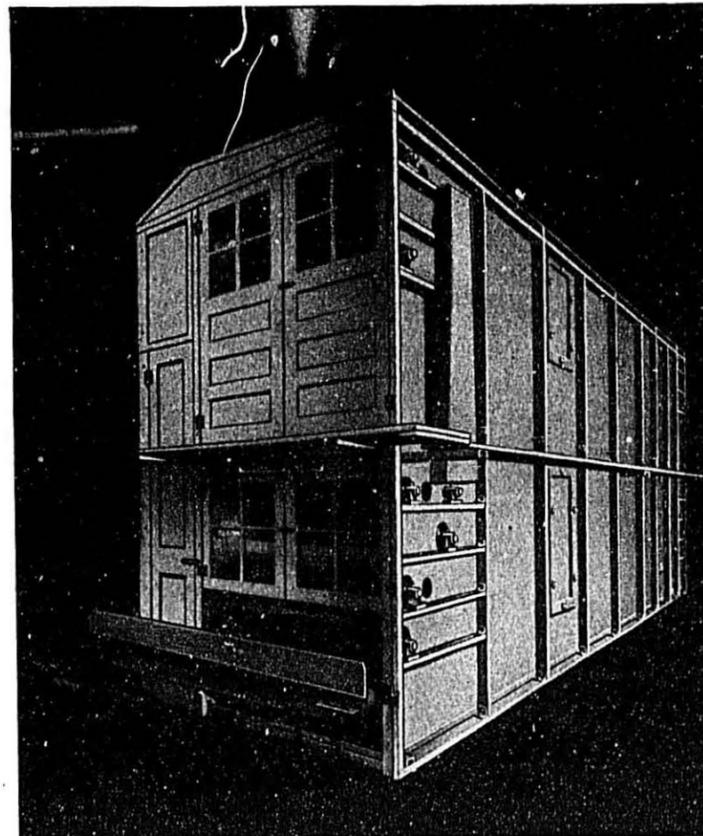
Max Rukin Dies

The Industrial Fumigant Co., of Chicago, announced the recent death of its president, Max Rukin, aged 57. He is well known to the macaroni-noodle trade, having addressed conventions of the industry on his favorite subject of insect infestation, and their proper control. Born in Minsk, Russia, he came to this country in 1893, was a graduate of the University of Illinois, and a veteran of World War I.

Reappointed To Durum Committee

J. E. Skidmore, president of General Mills, Central Division, with headquarters in Chicago, has been appointed to another term as a member of the Durum Committee of the Millers National Federation. He has been with General Mills since 1922, having been advanced to his present position in the firm last October.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

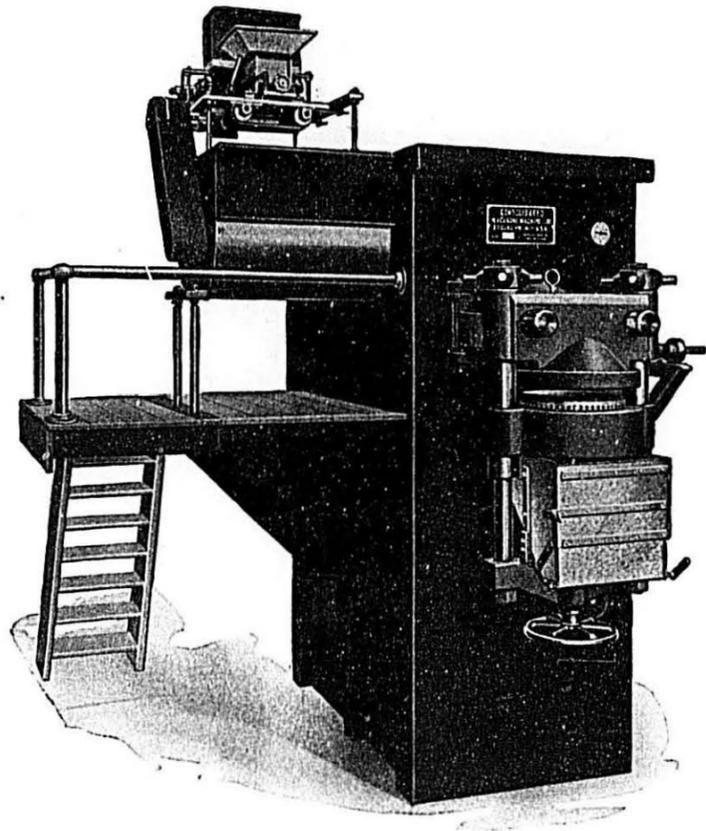
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

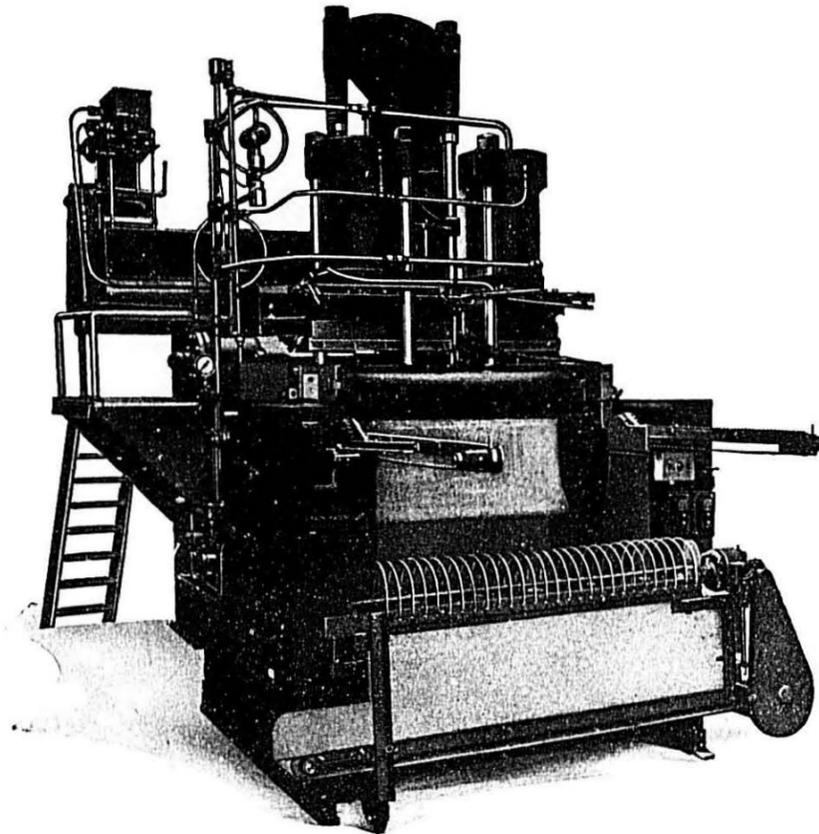
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

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

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

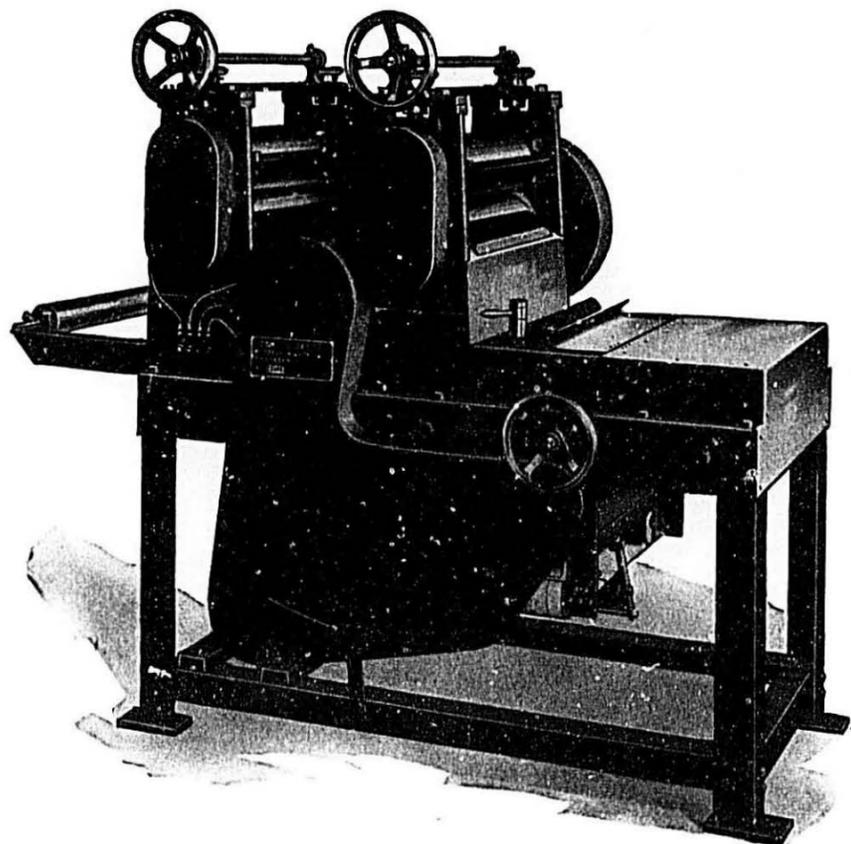
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices



The advent of mass merchandising will eliminate the eager clerk who used to push your product . . . Tomorrow, Mrs. Consumer will buy through her eyes . . . and the package with the appetite and eye appeal . . . the color and attention values to compel and win her attention will be the product she carries home. MILPRINT is ready now to give your package the qualities it will need to make her buy YOUR product . . . consult us today . . . for tomorrow.

* 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

The Human Machine at Work

By M. Partridge

The Human Machine is a specialized form of internal combustion engine mounted in and driving a highly elaborate multi-purpose tool.

We know a good deal about the food or fuel consumption of this engine, and its tank capacity. We know that fuel can only be poured in at practically constant daily rates; and that it is not possible to get double the output on any one day by giving this engine double the fuel.

We know that, despite the tank capacity limitations, the machine carries large stores of fuel or energy reserves. Thus it is possible, from time to time, to run on well past the customary daily mileage by drawing upon these reserves. When this happens—and particularly with great frequency—it may take quite a long time to replenish these reserves. In such cases it is sometimes necessary to stop productive running altogether, while all the fuel or energy goes towards restocking of reserves. This is known as *sick leave*.

We know the horse-power (or man-power) of the machine for many purposes—lifting, pulling, walking, running, swimming and many muscular jobs—but we have not yet gotten measurements for power expended on certain other jobs. Among the latter are seeing, talking, writing and thinking. It is tacitly agreed, however, that these so-called sedentary jobs consume more energy than many of the muscular ones, and that a thinker or teacher draws more deeply upon his fuel reserves, and requires more time for fuel replenishment, than does a muscular worker.

We know that the machine can run for a short distance at a high speed and a longer distance at a less speed. What we do not know as yet is the rule which governs this relationship between distance (or quantity of any kind of work) and speed.

The Human Machine differs from all man-made machines in its possession of a *will of its own*. There is, one might say, a man at the wheel of the car we are trying to investigate. Instead of co-operating with our research assignment, he drives the car on the soft shoulder just as we are timing it on the straight concrete. He applies the brakes in unexpected places, and does other exasperating and unaccountable things.

The best thing we can do about this *Will* variable is to pretend it does not exist. By averaging our researches over large numbers of beings, we reduce the importance of *Will* to the lowest possible level. Unfortunately *Will* has been magnified unduly and

used as a whipping boy by those employers whose handling of labor is less efficient than it ought to be.

Although we may discount *Will*, we must have clear regard to the elaborate lubrication of the Human Machine. Without such adequate equivalents as mental stimulation and incentive, the Human Machine just won't work at all. But this is not to say that *only* incentives matter; and that by piling on the incentives, production can be increased to an almost unlimited extent. It is so easy to overdo the lubrication, and to cause the Human Machine to function on its fuel reserves. Any such gain in output is temporary and peters out when the reserves have been exhausted.

The whole problem of incentive is complicated. From my own observation, I submit two conclusions. The first is that money cannot effectively be used as the *only* incentive without other forms of mental stimulation. Money is certainly a good basic lubricant with which others may be blended; although money's efficacy is generally very much lower, as an incentive, with Women than it is with Men.

The second is that the oil should be changed at intervals in order to keep up the power. Many incentives lose their efficacy after long use and habit, so the surprise element is in itself a valuable stimulant to mental and physical activity.

There is one more oft-forgotten factor which governs the performance of The Human Machine—one which receives ample attention where lathes and drilling machines are concerned. *The tools should always be kept sharp*. Never strain the Human Machine by working it with tools blunted by poor ventilation, inadequate lighting, excessive heat or cold, or preventable noise or dirt. At the best, a blunted tool puts an overload on the engine and loses output. At the worst, it may suffer irretrievable damage.

What remains to be done if we are to obtain optimum continuous productivity accumulated over, say, a year—or, for that matter, a working lifetime? It is to measure output under varying conditions and to make a careful comparison of the results. A great deal of time is required because sporadic high or low levels mean nothing, due to the human capacity for storing up or using energy reserves, and also because of time required to overcome inertia—habits of speed formed under certain conditions and not immediately altered when conditions are changed.

Factory output fluctuates with the muscular energy consumed by the different processes. More attention

should be paid to the weight and tempo of the job—the force or energy expended in doing it. The Human Machine can work a great deal longer—and at the same time maintain a higher output—on a light job than it can on a fatiguing or heavy one. Many a heavier job can be made lighter by more extensive use of mechanical aids, among which are conveyors, lifting tackle and lift trucks.

The Human Machine is less understood and more ill-used than any other productive unit in the factory or office. It is the most complicated piece of mechanism to maintain in first-class shape, but the time, effort and money expended in this direction are often the contributing factors to the success of an industrial or business organization.

New San Diego Plant

A new macaroni manufacturing plant was being readied for operation August 1 in San Diego, California. It is being operated under the name of



Rocco Parmigiani, President
Rocco's Macaroni Mfg. Co.
San Diego, Calif.

Rocco's Macaroni Manufacturing Co., Inc., at 1953-55 India Street by Rocco Parmigiani, president of the new firm.

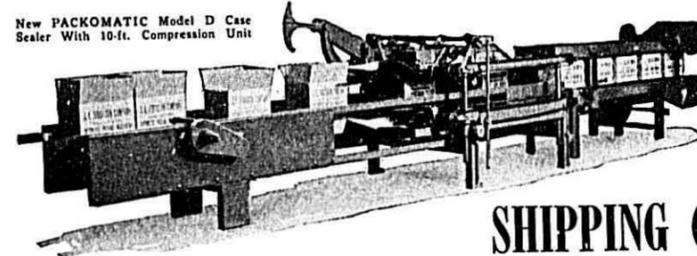
He was formerly employed at the plant of San Diego Macaroni Manufacturing Company in his home city where he has resided more than thirty years and where he has a host of friends. He started as a helper and worked himself up to be the General Superintendent of the plant.

He plans to produce both bulk and packaged goods, having selected the name "Rocco" for his leading brand.

He started off right, by becoming a member of the National Macaroni Manufacturers Association. His new plant is equipped with machinery and drying capacity for about twenty-five barrels daily.

NEW — Warborn PACKOMATIC

New PACKOMATIC Model D Case Sealer With 10-ft. Compression Unit



It's new . . . It's improved. It's streamlined in design, workmanship, and finish—the NEW PACKOMATIC Model D Shipping Case Sealer, for which orders are now being accepted.

SHIPPING CASE SEALER

Modern Design!

Added Capacity!

Smoother Operation!

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

You'll want to learn more about the NEW PACKOMATIC—also about other PACKOMATIC packaging equipment—Case Imprinters . . . Carton Sealers and Fillers . . . Net Weight Scales

. . . Carton Making Machines . . . Dating (Coding devices) . . . Auger Packers . . . Paper Can Tube cutters . . . Paper Can Tube Gluers . . . Paper Can Shrinkers . . . Paper Can Cappers . . . Paper Can Setup Conveyors.

These are but a few of PACKOMATIC'S many quarter-century contributions to better packaging—more economical and more effective package handling. Requests for information entail no obligation. Write, wire or phone—or consult classified directory for PACKOMATIC office nearest you.

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

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

General Mills Net Earnings \$6,474,493

Total Sales \$280,000,000

New Products Readied for Postwar

In its seventeenth annual report, issued July 30, 1945, to the company's 10,000 stockholders, General Mills, Inc., reported net earnings of \$6,474,493 for the fiscal year ended May 31, 1945, as compared with \$5,556,912 for the preceding year. This is equivalent to \$8.07 earnings per share of common stock, an increase of \$1.38 over that of the prior year. Maintaining its unbroken record of dividends earned and paid without reduction, the company disbursed \$3,767,581 in dividends during the year.

Volume of Business

Total sales amounted to \$280,000,000. Physical volume of flour, ready-to-eat breakfast cereals, other package foods, and precision fire control instruments for the Army and Navy . . . all were at higher levels than during the previous year.

For their war production record, six of the company's plants received the Achievement "A" Award of the War Food Administration during the year; and the Mechanical Plant's Army-Navy "E" Award now has three stars.

Expansion

Major items of expansion during the year were a new soybean processing plant at Belmond, Iowa; a manufacturing plant for Betty Crocker soups at Oskaloosa, Iowa; the leasing of a flour mill at Hopkinsville, Kentucky; and the acquisition of a twelve-story office building in downtown Minneapolis.

Program for Veterans

At the present time, the company has approximately 10,000 regular employees.

Up to now, 2,855 of its employees have entered military service. Two hundred and forty have been discharged from the service, of whom 138 are now back in the employ of the company. Forty-three have made the supreme sacrifice. The company has a well-rounded program for its employees returning from military service.

New Products

In the food field, according to the annual report, the company has a number of new grocery products ready for commercial manufacture as soon as conditions permit.

Good progress has also been made on chemurgical products, such as industrial wheat, starches and glens, soybean oil, and other soy products.

Most radical in their departure from present General Mills products, however, are the new home appliances—including electric irons, pressure cooking utensils, and others—which will be manufactured in the mechanical plant as soon as government war contracts permit.

New Financing Plans

The company has a proposal under consideration to split up the common shares of the corporation on the basis of three-for-one, in order to broaden the potential market in the common stock. Also under consideration is a proposal to obtain additional capital through the issue in the near future of \$10,000,000 par value of a new series of convertible preferred stock.

Feast And . . .

Though the food supplies in 1945 will be somewhat greater than the pre-war averages, but about 5 per cent less than in 1944, there will not be as much food for the last half of 1945 as was consumed the first six months, according to War Mobilizer Fred M. Vincent. He reasons that this will be true because civilians ate more than half of our year's food supply in the first six months of 1945.

Colonel Thomas A. Cuneo Returns to Civilian Life

Thomas A. Cuneo, leading executive of Robilio & Cuneo—The Mid-South Macaroni Company, Memphis, Tenn., has resumed his civilian pursuits with the title of Colonel of the U. S. Army after three years' service. At the time



Thomas A. Cuneo

of his volunteering for service, he was a member of the Board of Directors of the National Macaroni Manufacturers Association. His many friends will be interested in the following item taken from the July 23 issue of the Memphis, Tenn., *Commercial Appeal*:

After duties which included instructing soldiers in stalking reindeer and "mushing" dog teams, Col. Thomas A. Cuneo, past commander of the American Legion, Post No. 1, is to retire Aug. 11 from his second tour of war service.

Colonel Cuneo is the former chairman of Selective Service Local Board No. 11 who "got tired of putting the other boys in" and joined them to take part in a second World War.

On Terminal Leave

Slipping on an unaccustomed sport shirt yesterday, Colonel Cuneo settled back to enjoy his terminal leave at his home at 684 East Drive.

He requested a discharge, he said, so that he might look after his interests in Robilio & Cuneo, manufacturers of Ronco products.

Colonel Cuneo re-entered the Army, July 20, 1942, from the Infantry Reserve. He commanded the 64th Training Wing at St. Petersburg, Fla., and at Lincoln, Neb., Army Air base. More recently he was director of training and operations at Buckley Field, Denver, Colo., and at Shepherd Field, Wichita Falls, Texas.

In World War I he served 16 months in Northern France and Belgium. At that time he was a lieutenant with the 30th Division.

Trained Ground Forces

As director of training and operations, Colonel Cuneo had charge of several schools for members of the Army Air Forces ground services. His Arctic survival training school, he said, was located on a mountain 60 miles from Buckley Field.

There, at an altitude of 10,600 feet above sea level, snow stuck to the ground 10 months out of the year, the colonel said.

Colonel Cuneo's wife, Mrs. Zadio Cuneo, lives at the East Drive address. A daughter, Miss Martha Cuneo, lives in New York City.

Re-Employment of War Veterans

Veterans returning from this war are coming back with ambition, energy and a firm determination to get what they want from our civilian economy. They do not want employers to worry about them. They want nothing handed to them. They know what they want and they'll take good care that they get it when they get home. . . . That was the opinion expressed by George B. Cox, in charge of veteran re-employment at Curtis Candy Company of Chicago at a regional meeting of the National Confectionery Association in Chicago. He said further:

The veteran needs adjustment in coming from the Armed Forces into your organization—(and that goes for the macaroni-noodle industry, as well as the candy business)—any other employe coming from another organization into yours needs readjustment, too. But one after another of these veterans have told me that they do not want any special attention. They want only the same treatment anybody else gets.

Their reception should be friendly, co-operative, and with understanding. Placement of any reinstatement or new employe should be made in the light of increasing efficiency in applying modern methods of testing and selection, and any employe placed in any job should be followed up by a supervisor or a friendly sponsor to see that things are going right, that he has been properly placed, and that there are no misunderstandings interfering with his efficiency.

To subject veterans to unusual procedures, to special tests or examinations other than your regular program will tend to mark them in the eyes of other employes and themselves, make them self-conscious, make them feel

that they are under suspicion of being "wrong."

Maybe we are going to get some psychoneurotics. I don't know. I'm sure that in the ordinary course of employment we hire a lot of psychoneurotics, put them to work and they do a job. I think in the ordinary course of employment we do hire a lot of employes whose attitude is wrong, who need adjustment. I don't believe that these veterans who are coming back are going to furnish a majority in these categories. The men I have seen so far are back ready to work, happy in their chance for adjustment to civilian life, with a firm determination to do a good job and get what they want from American industry.

We have a legal obligation to these men who are our former employes. We have a moral obligation to all veterans to do everything within our power and ability to see to it that those veterans who have given so much find an opportunity for employment with us.

Let's rehabilitate ourselves to extend to these veterans a friendly, common-sense, tolerant attitude, recognizing that they are not changed human beings—they're just our sons and brothers coming back from a tough grind. Let's welcome them as friends. Let's give help, where help is needed, quietly. Above all, refrain from pointing to disabilities that any may have. We're going to find by far the greatest percentage will be loyal, sincere, earnest workmen who can do a day's work and be happy in the adjustment to a peaceful, purposeful civilian life.

Pacific Buys Acme

The Pacific Macaroni Co., of Los Angeles, Calif., has announced the purchase of the Acme Macaroni & Cracker Co. The purchasing firm is headed by Victor S. Arminio, president. He was for many years the Pacific Coast representative of the American Beauty Macaroni Co., and prior to that time was the sales manager of the Pacific Macaroni Co.

According to President Arminio, the plant at 1515 E. First St., Los Angeles, Calif., will undergo a thorough renovation including the installation of additional machinery to take care of the combined business.

Food Going To the Dogs

Dr. Leon F. Whitney, Connecticut biologist and veterinarian, declares that enough meat for 17,500,000 human beings is consumed daily by the U. S. cat and dog population. Officers of cat and dog societies do not agree with Dr. Whitney, claiming that most of these pets are fed table scraps and meats that are not usually eaten by humans.

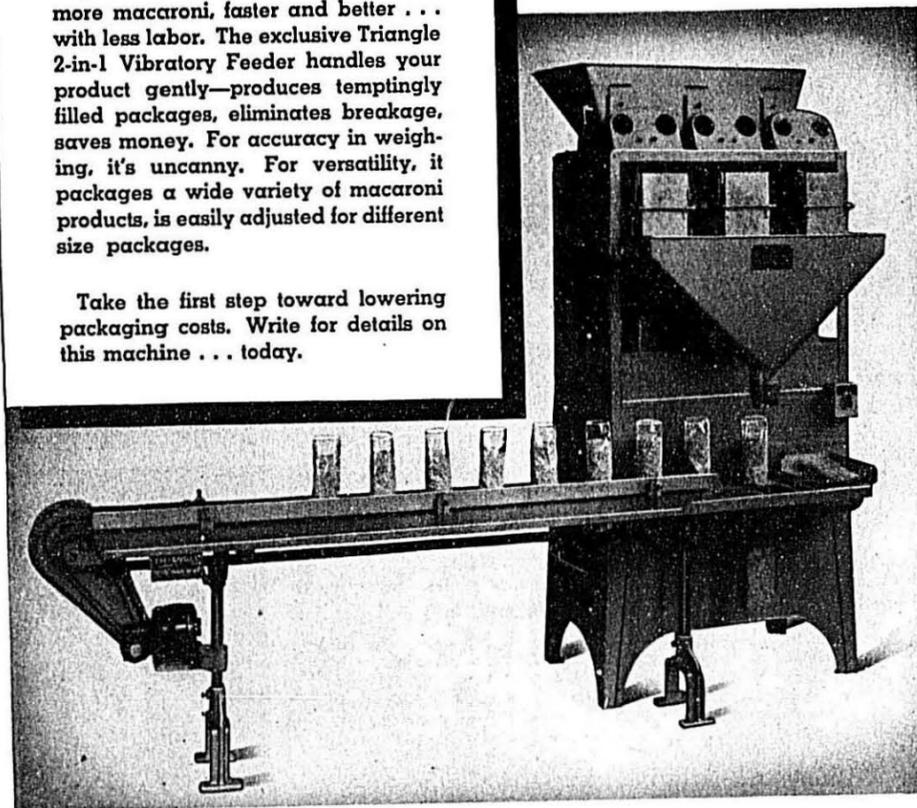
HERE'S THE WAY TO Package Macaroni!

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.

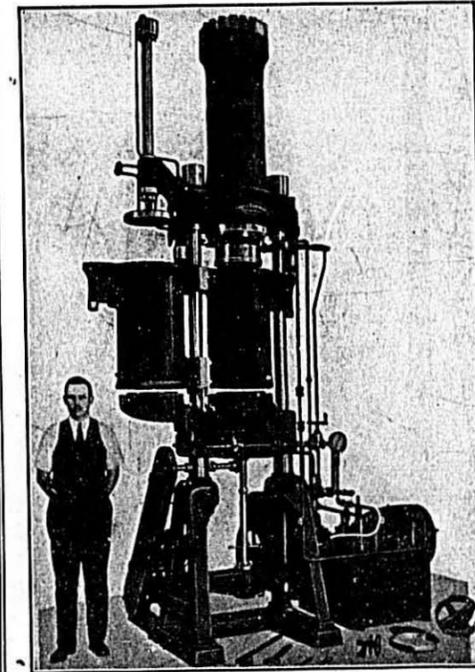


TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO 51, ILLINOIS

Sales Representatives in: New York, Los Angeles, Dulles, San Francisco

Denver, Cleveland, Birmingham, Memphis, North Quincy, Mass., Montreal, Canada



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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

Liquid, Frozen and Dried Egg Production

June, 1945

Egg-breaking plants during June continued to operate at much lower levels than a year ago. The production of liquid egg totaled 75,525,000 pounds compared with 201,148,000 pounds in June last year. Dried egg production was far below last year. Since May 4 no dried eggs have been purchased by War Food Administration and no contracts were let by the War Food Administration for deliveries after June. Since there is little need for frozen egg for later drying, the production of frozen egg during June was considerably less than the output during June last year.

The quantity of dried egg produced during June totaled 8,951,000 pounds compared with 32,712,000 pounds in June last year. Production consisted of 7,809,000 pounds of dried whole egg, 261,000 pounds of dried albumin, and 881,000 pounds of dried yolk. The production of dried eggs for the first 6 months of 1945 totaled 84,361,000 pounds compared with 178,930,000 pounds during the same months of last year.

Frozen egg production this year has been primarily for food processing because of the drop in requirements for later drying. The quantity of frozen egg produced during June totaled 46,

780,000 pounds compared with 78,931,000 in June a year ago. Production of the first 6 months of 1945 was 314,120,000 pounds, down 21 per cent from the quantity produced during the same period last year. Stocks of frozen egg on July 1 totaled 260,550,000 pounds compared with 354,223,000 892,000 pounds for the 1940-44 average.

Dan McAllister

Joins Kehr Paper Products Company
As Sales Manager

On May 1, Kehr Paper Products Company, Philadelphia, announced the appointment of Dan McAllister as sales manager. Mr. McAllister brings to his new connection a broad experience in the technical and marketing phases of the package specialty industry, as well as a wide acquaintance in the trade.

A graduate chemist, Mr. McAllister made his start with DuPont, going from research into Technical Sales. This connection lasted for seven years, and was followed by sixteen years with Thomas M. Roval & Company as Technical Director and Manager of Specialty Sales. This was followed by two years with Lincoln Bag Company, in manufacturing and sales.

After Pearl Harbor, Mr. McAllister enlisted in the United States Army,

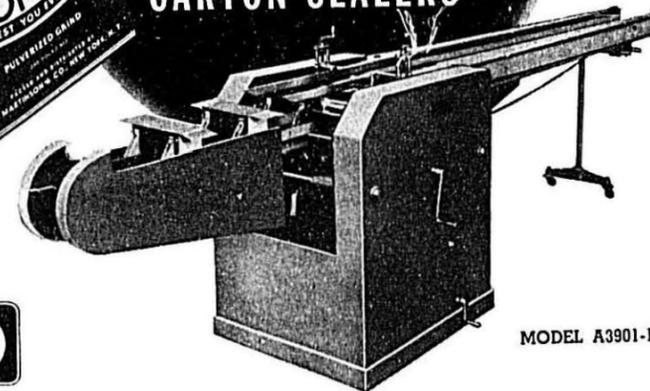
but was later discharged and assigned to special technical work of a secret nature, among various chemical plants throughout the country. Upon com-



pletion of this mission, he returned to the DuPont Company, and on V-E Day requested his release in order to take up his new position with Kehr. His capabilities will undoubtedly be reflected in an aggressive program covering promotion and sales of the company's products . . . plain, printed and special bags, pouches, tubes, continuous tubing, roll wraps, and sheets from various papers (waxed and plain), transparent films, and metal foils.



50%
More Production with
CECO
Adjustable
CARTON SEALERS



MODEL A3901-12

CECO

Adjustable
CARTON SEALER

CONTAINER
EQUIPMENT
CORPORATION

Packaging Machinery
Specialists

Martinson's Coffee is one of the many well known quality products protected in cartons sealed with Ceco Adjustable Glue Sealing Machines.

When container restrictions necessitated the adoption of the Martinson Victory Package, Ceco Carton Sealers solved the problem of producing tightly sealed, pilfer-proof, eye-appealing cartons at low cost.

In Mr. Martinson's own words, "We are pleased to report that our production has increased 50 per cent since we installed two of your Ceco Adjustable Carton Glue Sealing Machines."

A Ceco Carton Sealer is easily adjustable without tools by an inexperienced operator for a wide variety of carton sizes. It seals and squares-up both ends simultaneously at adjustable speeds up to 120 per minute. This simple, portable machine will quickly repay its low initial cost. Write for details.

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

Who's Got the Monkey Wrench?

By Syd Cooke

Although we have won the war there appears to be enough general utility experts left over consumed with the irresistible urge to crowd a few "isms" into the postwar program to revolutionize the social-economic structure, including, no doubt, the noodle industry.

But in all seriousness I have for some time given considerable thought to the economic salvation of the macaroni-noodle industry. Now about noodles. It is about time to . . .

"Hand me a monkey wrench," shouted Dave the millwright, "and stop day-dreaming," he ordered.

It is quite possible, that while in the throes of deep meditation some dumb fool asked Plato for a monkey wrench, or a similar annoying vehicle for an unseemly interruption.

"I see no tool answering that description," I said rather sharply after searching the cribbing for the reinforced concrete foundation for the installation of the new high-speed noodle cutter.

"Bet you left it in the forms, now filled with concrete," he grumbled.

"My subordinate position as helper does not make me automatically the custodian of a monkey wrench," I flashed, somewhat piqued with this class distinction that is prevalent among the upper strata of macaroni society.

We had the side frames of the noodle cutter levelled up and held securely in place by the holding down bolts. But at every stage of the erection I heard the insistent wail for the missing monkey wrench.

"It is apparently gone," I snapped. "The world is not likely to totter on its axis because the international inventory is minus a confounded monkey wrench."

"T'aint the value of the tool. It's

the principle of the thing," he went on. "If you are careless with a monkey wrench . . .

"You don't even know if your wrench is lost or not," I shouted. "Perhaps I should write the secretary-treasurer and have him call a special meeting of the National Macaroni Manufacturers Association, go into a special committee as a whole to discuss your missing monkey wrench," I yelled.

"Boys!" pleaded the factory foreman as he came to inspect progress of the work. "Might I suggest," came the cutting satire, "that the Quartermaster Corps are more interested in noodles at this time, than conversation."

"The war will have to halt for a while," I tittered. "Until Dave locates his wrench."

"That ain't funny," muttered the millwright as we assembled the gears and put the finishing touches on the installation by attaching the lubricating lines.

A Continuing Table of Semolina Milling Facts

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

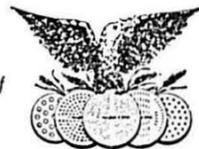
Month	Production in 100-pound Sacks			
	1945	1944	1943	1942
January	878,487	721,451	855,975	711,141
February	732,026	655,472	885,655	712,770
March	795,998	692,246	963,387	680,224
April	823,981	608,947	793,866	528,308
May	992,675	704,071	750,963	523,110
June	859,867	656,214	723,733	501,168
July	751,280	716,957	648,356	591,338
August		889,515	758,903	583,271
September		895,478	713,349	648,062
October		919,226	791,054	876,363
November		965,527	839,778	837,792
December		921,851	801,847	923,014

Includes Semolina milled for and sold to United States Government.

HOLDING FIRST PLACE

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

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



Makers of

Macaroni Dies

TRADE MARK

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

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., INC.

178-180 Grand Street
New York City

The electrician roughed in the wiring to the motor, "You can turn her over," he said. "I'll come back tonight and put the wiring in the conduit."

"Stand clear there," ordered Dave as I peered into the cutter.

"But I think I see something in the gear guard case and . . .

"Shut up. One more crack about that wrench," he threatened as he threw in the switch.

BANG! BANG! BANG!
Came an ear-splitting series of sharp reports of stripped gears.

"What's going on out here," asked the superintendent as he came rushing out of the office. He stopped, gasped as he looked in my direction.

"Look what I found," I said triumphantly waving a monkey wrench.

"Where you left it, you dumb cluck," shrieked Dave the millwright as he snatched the tool out of my hand and gave chase as I dashed for the factory gate.

"Where are you going in such a hurry, chum," asked a police officer on his beat.

"I found a monkey wrench that wasn't lost," I said breathlessly.

"Funny people work in a noodle factory," the officer was heard to mutter.

Your New ELMES MACARONI PRESS

Your new Elmes macaroni press will have to wait on Victory.

That's not our decision, of course, but you wouldn't have it any other way—under the circumstances—nor would we. Elmes hydraulic equipment is helping to win the Battle of War Production.

We hope this temporary interruption will be short; that soon we can again invite you to look to Elmes for the experience and manufacturing skill you have told us mean so much in performance and profits.

When Elmes presses again are available, you will find there has been no recess in our design and development divisions. The new features and labor-saving attachments will be everything you expect—and more.

In the meantime, we will endeavor to supply as promptly as possible any replacement parts that you may need to keep present Elmes presses at top operating efficiency.

ELMES ENGINEERING WORKS of
AMERICAN STEEL FOUNDRIES

213 N. Morgan St.

Chicago 7, Illinois

Also Manufactured in Canada

ELMES HYDRAULIC EQUIPMENT

Food Distribution Changed

Changes in the distribution of food were summarized briefly in the midsummer report on the national food situation, issued by the U. S. Department of Agriculture.

"Prospective food supplies for civilians in 1945 indicate that consumption per person will average about 5 per cent higher than in 1935-39, but 5 per cent below the 1944 record rate," the Bureau of Agricultural Economics comments. "The distribution of the total civilian supplies is quite different from that of the pre-war period. In those days many people were financially unable to buy as much of some foods as they wanted. Now, consumer incomes are much higher and civilian supplies are limited by takings to meet war needs. Available civilian supplies tend to stay close to the areas where produced as long as there is unfilled demand in those areas. Therefore, supplies for many urban areas are reduced disproportionately. Furthermore, transportation difficulties may make it impossible to move to consumers all our fresh fruit and vegetable supplies. This may result in increased processing and perhaps some spoilage."

Subsidies to be Removed Slowly

The new Secretary of Agriculture, Clinton P. Anderson, is to proceed slowly with the elimination of food subsidies in order to hold down consumer prices. According to the Office of Economic Stabilization, the elimination of food subsidies would parallel "some wage modifications now being discussed by the War Labor Board."

How Long Can You Afford to Wait?

Makers of Macaroni, Spaghetti and Noodles everywhere are searching for the smallest items in cost reduction so that they will be prepared for that fearsome "R" Day—reconversion and the return to civilian competition.

Many such manufacturers have checked into their hand operations of set-up and closure in their Packaging Department. In many cases they find that PETERS economical cartonning machines can show substantial savings in these operations over present methods. At the same time needed workers will be released for other jobs.

If you have a problem of hand cartonning send a sample of the various sizes you expect to use after Reconversion Day and also your approximate production. PETERS will gladly make recommendations for your specific needs.

Prompt action is recommended as deliveries will be made in the same sequence orders are received.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per min., one operator. Machine can be made adjustable.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per min., no operator. Can also be made adjustable.

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

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trademarks

Trademarks Applied For Penthouse

Serial No. 483,080. Penthouse Food Sales Co., also trading under the name Penthouse Foods Co., San Francisco, Calif. Filed May 7, 1945. Claims use since June 3, 1936.

The trademark consists of a circle, with a dark, heavy circumference line, and three lighter rings inside. The word "Penthouse" is in the upper half of the circle. The trademark covers such macaroni products as: Spaghetti, Egg Noodles and Chicken, Egg Noodles and Turkey Giblets, etc.

Published July 31, 1945.

Tomato juice is usually the most practical alternate for citrus juices at times when oranges and grapefruit are scarce or expensive.

Bert F. Wallschlaeger Dies

Bert F. Wallschlaeger, 66 years of age, well known to the macaroni manufacturers as an executive of the Durum Department of Washburn-Crosby Co., and because of his frequent attendance to the conventions of the macaroni industry a decade or two ago, died at his home in Montello, Wisconsin, on August 2. He had been ill for a long time. He retired from his long association with Washburn-Crosby in 1938, being at that time vice president, assistant secretary and assistant treasurer of Washburn-Crosby Co., Central Division, of General Mills, Inc., headquarters in Chicago.

GMA Appoints Cogan

The appointment of Frank J. Cogan, as assistant to the president of the Grocery Manufacturers of America, Inc., was announced by Paul S. Willis, President.

Mr. Cogan, active for fifteen years in the food industry, as grocery editor of the *New York Journal of Commerce* in the early thirties and later as editor of *Food Field Reporter*, returns to the grocery trade after two and one-half years of government service in Washington.

During his tenure of war service in Washington, Mr. Cogan served as assistant to the Director of the Office of Exports, and Chief of the Food Export Control Division of the Board of Economic Warfare, continuing in the latter position in the Foreign Economic Administration. During this

period he negotiated several important international food agreements for the United States.

About a year ago he joined the War Food Administration working on U. S. civilian and foreign relief requirements for both the War Food Administration and the Combined Food Board. His experience in the food industry includes a year as executive secretary of the New York State and city grocery code authorities under the National Recovery Administration.

Monthly Distribution, etc.

Macaroni, spaghetti, and egg noodle manufacturers will be interested in the continuing survey that is being made monthly by the *New York World-Telegram* of the distribution of the leading brands of macaroni products (dry) in the New York Metropolitan Area. This newspaper makes a monthly inventory check of two hundred of the leading stores in the area, said inventory being taken during the first and second weeks of each month.

According to Mr. E. T. Burke, National Advertising Manager of the *World-Telegram*—"Our inventory consists of checking all products in about forty-two classifications every month of the year in two hundred stores. These stores are statistically arranged so as to give the correct proportion of super markets, chains, independents, and self-service groups."

In the table below the five leading brands are surveyed for the first six months of 1945. Each month represents twenty-six operating days.

1945 Form No. 2	From To Stores	January February 200		February March 200		March April 200		From To Stores	April May 200		May June 200		June July 200	
		Avg.	Units Dist.	Avg.	Units Dist.	Avg.	Units Dist.		Avg.	Units Dist.	Avg.	Units Dist.	Avg.	Units Dist.
Macaroni, Spaghetti, Noodles—Dry	Totals	379.9	75,980	354.5	70,905	307.9	61,570	Totals	344.3	68,864	367.3	73,452		
Caruso	Code	43.0	8,405	44.7	8,930	40.0	8,009	36.9	7,381	45.7	9,142	38.1	7,625	6
Goodman		45.2	9,044	52.6	10,521	44.1	8,816	44.0	8,800	44.3	8,850	44.0	8,798	12
La Rosa		103.4	20,689	102.3	20,459	80.6	16,118	92.0	18,396	97.9	19,572	106.4	21,275	14
Mueller		110.8	22,153	120	24,515	89.1	17,814	106.2	21,237	110.7	22,144	113.2	23,632	18
Ronzoni		78.5	15,689	80	11,888	80	10,813	81	13,050	81	13,744	81	17,547	7

LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

STAINLESS STEEL DIES — WITHOUT BRONZE PLUGS

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

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

1153 Glendale Boulevard

Los Angeles 26, California

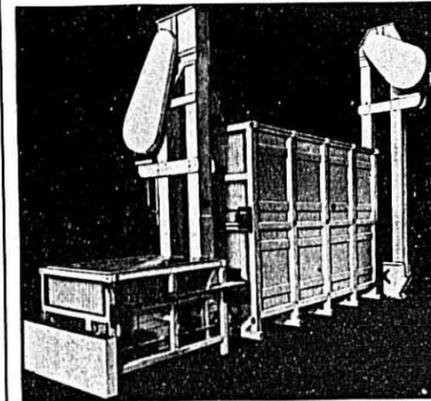
140 Lbs. Net
Duramber
Fancy No. 1 Semolina
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.

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

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

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

*Modern Methods Win
Victories in War
and in Peace*



As superior equipment has aided in winning quick victories, so it is in business—the better equipped plants win greater profits.

CHAMPION MODERN EQUIPMENT

will not only assist you in retaining markets for your products secured through war necessities but will enable you to do so in the future by the introduction of new production economies.

The Flour Outfit illustrated above, for example, will automatically blend and sift your flour to a uniform fineness, remove all lumps and impurities, thus eliminating the cause of scorched dies and at the same time improving the quality of your products—all by push button control that saves time and labor.

Furnished complete with or without blending bin for any plant capacity.

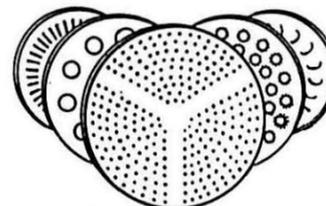
Our Engineers will cheerfully assist in your modernization plans without obligation. We invite your correspondence.

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

Also makers of Dough Mixers, Weighing Hoppers and Water Meters. All automatic and accurate in operation.

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.

HASTEN V-J DAY—BUY MORE WAR BONDS

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE
C. W. Wolfe.....President
A. I. Grass.....Vice President
M. J. Donna.....Editor and General Manager

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

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

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

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

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

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

Vol. XXVII AUGUST, 1945 No. 4



"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."

Welcome New Members!

Two macaroni manufacturing firms have volunteered their membership in the National Macaroni Manufacturers Association since July first, setting a fine example for the other good firms that still have the matter of Association membership under consideration. May the number of VOLUNTEERS continue to increase!

Rocco Macaroni Manufacturing Co., 1955 India St., San Diego, Calif. Rocco Parmigiani, President. Application July 10, 1945.

National Foods, Inc. (Div. Hygrade Food Products), Reynoldsville, Pa. Joe A. Masury, General Manager.

Weighers Strike Hampers Macaroni Production

Macaroni manufacturers were indirectly affected by a strike of grain weighers in the Twin Cities last month according to an "AP" dispatch car-

ried by the papers of the Northwest.

Minneapolis. (AP).—July 14, 1945.—The 13-day-old strike of grain weighers in the Twin Cities today threatened to affect the nation's production of macaroni and spaghetti, demand for which has been heavy from both army and civilians.

Stoppage of work by the grain weighers in protest against the 1945 legislative enactment of a 44-hour work week for them instead of a 40-hour week has impeded and almost halted the flow of durum wheat to mills which process it for manufacturers. This area is regarded as a center for the processing of durum wheat, with seven of nine mills in the area located in Minnesota.

Change in Capital Structure

Notice is hereby given that Goch Food Products Company with its principal place of business at Lincoln, Nebraska, engaged in the manufacture of macaroni, has amended Article IV of its Articles of Incorporation so that its authorized capital stock amounts to \$527,816 divided into shares of \$80 each, of which \$277,568 shall be common, \$158,488 shall be preferred stock, and 91,760 shall be second preferred stock designated Series "B." Stock may be issued on Resolution of the Board of Directors upon payment therefor in accordance with Section 21-128 R. S. Nebraska 1943. Common stock may be issued in exchange for either class of preferred stock on such terms as the Board of Directors may by Resolution adopt. The requirement that dividends must be paid to common stockholders after payment of preferred stock dividends and accumulations and the setting aside of \$5,000 to earned surplus is eliminated. No other changes were made in Article IV.

GOCH FOOD PRODUCTS COMPANY,
By J. H. Diamond, President

Durum Crop Subnormal

1945 Harvest May Show a 11 Per Cent Decrease

Based on data furnished by crop correspondents, field statisticians and co-operating State Agencies, the Crop Reporting Board of the U. S. Department of Agriculture expects a smaller durum crop this year than in 1944.

The wheat crop, as a whole, is expected to be the third billion-bushel crop of record, as of July 10, 1945. Estimated at 1,129 million bushels, this year's crop is 50 million above that of 1944.

The estimated durum wheat production of 27,217,000 bushels is 15 per cent under last year, and 7 per cent below average.

The acreage of durum wheat for harvest indicated at 1,890,000 acres is 11 per cent less than last year's

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.

WANTED—Position as Superintendent. Have many years manufacturing, drying and management experience. Address Box 20, c/o Macaroni Journal, Braidwood, Ill.

WANTED: 12 1/2" or 13 1/2" Press for short or long cut macaroni; 1 1/2 Bbl. Kneader, Mixer, and Baroni Driers. Write Box 19, Macaroni Journal, Braidwood, Ill.

WANTED: 9- or 10-inch Screw Presses, 140 lb. Kneader and 140 lb. Mixer. Write Box 16, Macaroni Journal, Braidwood, Ill.

WANTED: Production Manager and Dryer for 100 sacks capacity macaroni factory. Ideal climate and working conditions. Write Tampa Macaroni Corp. Box 1481, Tampa, Florida.

2,116,000 acres and the smallest of record since 1919, with the exception of the drought years of 1934 and 1935. Suitable weather conditions during the balance of the growing season may improve these figures somewhat.

Dobeckmann's Prindle

The Board of Directors of The Dobeckmann Co., at Cleveland, Ohio, announced the appointment of Carl E. Prindle as vice president in charge of development of packaging for military and civilian needs.

THE SELLING PARADE

A DIGEST OF
SUCCESSFUL
SELLING IDEAS

(REGISTERED)

BY CHARLES B. ROTH

You're Nervous, So Is He

Good old Colonel Frank Mayer, who's 95 this month, and who knows just about everything there is to know about any subject pertaining to outdoor life, told me that if I ever wanted



to be a horseman, which at that time I very much did, I would have to lose all fear of horses and all nervousness about them.

"A nervous horse is a sure sign of a nervous rider," said the Colonel. "A nervous man can fret a horse and drive him wild, but a calm man can use the same horse in wild traffic and have no trouble."

"How does a horse know you're nervous?" I asked, like a tenderfoot.

"He knows as much about your feelings as you do. Maybe more. Sometimes when you don't know you are the least bit nervous the horse knows you are. Feelings, as you have doubtless heard, are contagious. You can't hide them. You can't keep the horse from acquiring them."

We're not talking about horsemanship here, but salesmanship. There the same idea holds—you cannot hide your true feelings from your prospect. You do not have to press them upon him or tell him your fears or troubles. He senses them. They're contagious.

Now, if any sign of fear or worry strikes home to your prospect, you should obviously omit all such signs from your life.

In their place you should put signs of confidence in yourself, for such feeling is also contagious, and if you have self-confidence and a sense of service, your prospect can't be very long in finding it out.

All this is old to you, of course, for you have read, heard it many times. But it is an old truth so important it bears re-telling, like the things we most need to know, the Golden Rule, the Constitution of the United States, things like that, you know.

The salesman was introducing a new product and the going was hard. The sales supervisor, an ebullient youngster, met him in the middle of the afternoon.

"Say, how many have you sold today?" he asked.

Said the weary salesman: "Well, sonny, if I get the one I'm going to call on now, and two more, I'll have sold three."

Selling Comes First

There has been a good deal of talk, much of it loose, about the wondrous postwar world in which we shall dwell; about the gadgets and electronic wonders, the conveniences, of that world.

Many of them will come to pass, but none of them will become realities unless there is some pretty hard selling.

What postwar planners do not always realize is that selling comes first, must always come first in an economy such as ours.

There are many patents on file in the Patent Office in Washington that would have added to our lives, patents of things actually needed. There they lie, forgotten. What happened to those patents and the fine products they represent?

No one had a selling interest in them.

Alexander Graham Bell made a telephone years before you had one. Everyone laughed at it. But Bell was a salesman. He put it over.

The late King C. Gillette at the age of 40 one morning had a bright idea

pop into his mind: a razor with a removable blade. Before nightfall he had a model. But do you know how long it was before the safety razor was available for you to buy one?

Nine years. Gillette, a salesman, had nine hard years of selling before he had his idea accepted.

The pathway of progress is lined with profits, for it's only when you show an enterpriser a profit or a chance to make one that you win his



interest. And profits come from one source—sales.

So, in this postwar world you as a salesman will play a leading role—perhaps the greatest in your career. You will create a postwar world by your selling energy. If there is not your selling energy, and that of other salesmen, there will not be the postwar wonders we all expect and wait for eagerly.

Maine Sardines

The Maine sardine industry now produces 3,000,000 cases a year compared with 1,000,500 cases before the war. Ways of improving the processing of Maine sardines are to be studied by the Department of Interior to enable this industry to hold its own against fancy imported brands after the war.

OUR PURPOSE:

*EDUCATE
ELEVATE*

*ORGANIZE
HARMONIZE*

OUR OWN PAGE

*National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs*

OUR MOTTO:

*First—
INDUSTRY*

*Then—
MANUFACTURER*

OFFICERS AND DIRECTORS 1944-1945

C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa.
A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill.
B. K. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C.
M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois

Region No. 1
Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.

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.

Region No. 3
Ralph Nery, Cumberland Macaroni Mfg. Co., Cumberland, Md.

Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Frank Traficanti, Traficanti Bros., Chicago, Ill.

Region No. 5
Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

Region No. 6
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7
Ralph Rauli, Sunland Biscuit Co., Los Angeles, Calif.

Region No. 8
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.

Region No. 9
C. L. Norris, The Creamette Co., Minneapolis, Minn.

At-Large
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

V-J Day

Well, we've done it. It's come at last.

After four years of toil, grief and anxiety we have subjugated our final enemy—Japan—and have laid down our arms in anticipation of the era of peace that is to come.

Our boys are coming home from all over the world . . . our industries are reconverting to peacetime pursuits . . . and each of us individually is gearing his thinking and his actions to peacetime levels.

We are grateful that final Victory is ours. But there also belongs to us, now, the responsibility of making an effective and lasting peace.

The price we have paid for this Victory was a great one. Let us hope that we may prove worthy of the sacrifices of those who gave their lives in order that war might be completely effaced from the earth.

We have learned a great deal from this mighty war, terrible as it was. We have learned, mainly, the value of working together—that one man, one organization, one nation cannot exist or progress by itself alone.

Let us pray that we have learned this lesson well and that, with the help of a Power mightier than our own, mankind may live in eternal peace.



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



LEADS IN QUALITY

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA





It takes a real "blue-blood" to win this competition!

Durum Wheat that aspires to be made into Pillsbury Semolina has to pass many stiff examinations.

From all of the important durum areas, as the harvest begins, samples of new-crop wheat pour into Pillsbury's up-to-the-minute laboratory. Experts grade them. Trained technicians check their color, moisture, and protein content. Skilled millers test their milling qualities. Then comes

the crucial test . . . the making of actual spaghetti in Pillsbury's complete experimental spaghetti plant. From all this testing we determine which areas are producing the best durum—from which *we* can make the best semolina—from which *you* can make the best macaroni products.

Pillsbury's Durum Products

PILLSBURY MILLS, Inc. General Offices: Minneapolis, Minn.