

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 3**

July, 1946

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JULY, 1946

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Welcome
TO YOUR INDUSTRY CONFERENCE



Hotel Nicollet, Minneapolis
Scene of Macaroni-Noodle Industry Conference
July 17-18, 1946

*From Macaroni-Noodle Manufacturers and
Durum Millers of the Twin Cities and the
Northwest*

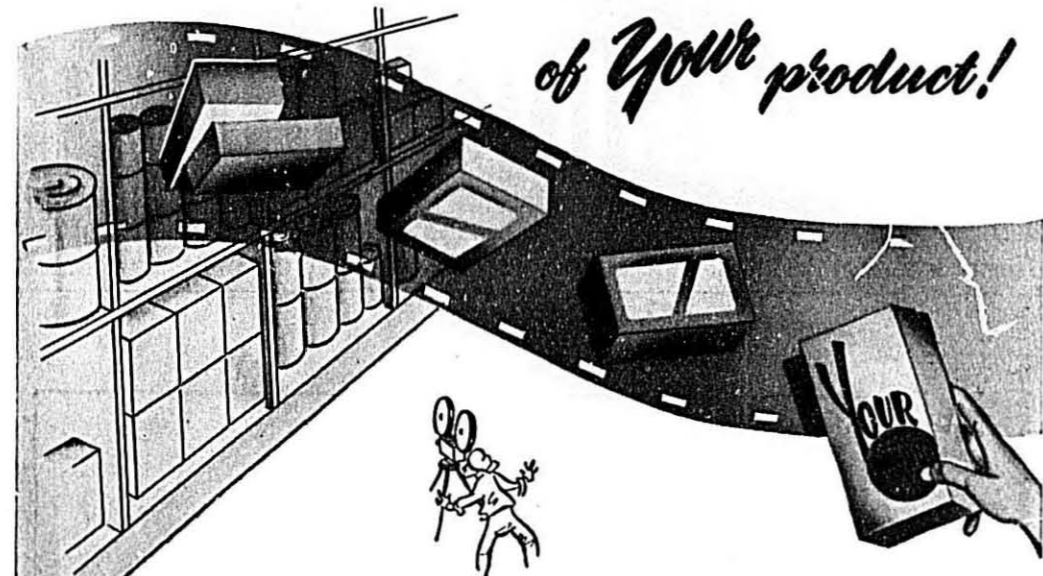
Official Organ of the
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXVII
NUMBER 3

make a **MOVING PICTURE**

of Your product!



Packages that just sit on the shelf and "look pretty" are out of date. Modern merchandising calls for packaging that is dynamic and motivating. That is why ROSSOTTI designs labels and cartons to make a "moving picture" of your products—from shelf to shopping basket to consumers' homes.

The ROSSOTTI organization leaves nothing to chance. We find out what all your competitors are doing. Special tests are made by experts in our research kitchen. These reveal important nutritional, serving and sales features of your products. We do all of the color printing in our large well-equipped plant—even grinding our own colors—to insure perfect printing results.

The specialized skills of our staff members are at your service. Get in touch with our nearest branch. Find out how ROSSOTTI can make a "moving picture" of your products.

Rossotti
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WELCOME TO MINNEAPOLIS CONVENTION

Co-operate with the National Macaroni Manufacturers Association in its Broad Program of Industry Betterment

Enjoy the Hospitality of the Friendly Allies and the Benefits of the Helpful Contacts at Industry's Convention July 17-19, 1946



Special Greetings



"We'll Be With You in Thought"

Charlie Wilbur
Armour and Company
Chicago, Illinois

Welcome to the Convention



Joe Gauss

Western Products Inc.
Newark, Ohio

Greeting Friends and Customers



H. Lyle Greene

PACKOMATIC
J. L. Ferguson Co.
Joliet, Illinois



Alfred F. Rossotti

Why not drop in and talk things over? We are interested in your plans and ideas. Perhaps we can offer some ideas of our own that will prove helpful in your business.

Regards to all,



Charles C. Rossotti

(Signed) Alfred F. Rossotti
Charles C. Rossotti

Rossotti Lithographing Co., Inc.
North Bergen, N. J.

THE WELCOME MAT

The welcome mat is out for all our friends at our suite at the Nicollet, July 17, 18 and 19.

See Us at Our Headquarters
Hotel Nicollet

CONSOLIDATED
Macaroni Machine Corp.

Brooklyn, N. Y.

Conrad Ambrette

Paul Ambrette

J. D. Francisci

OLD FRIENDS AND NEW FRIENDS

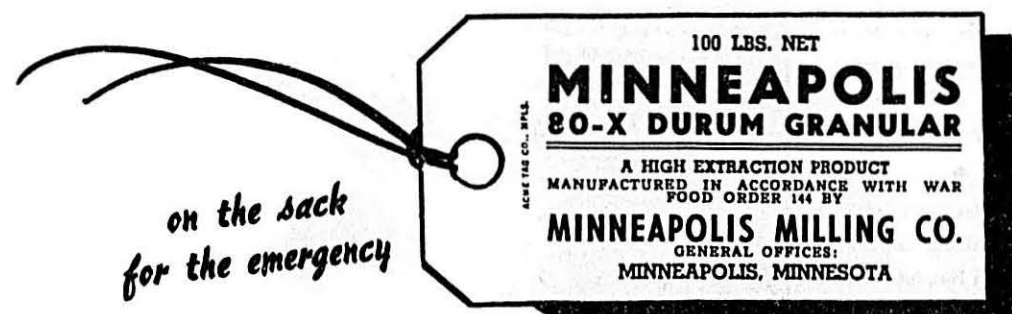


John Amato

A warm greeting and a hearty welcome await you at our Cocktail Party at the Convention the evening of July 18th.

Clermont Machine Company, Inc.

Brooklyn, New York



Regardless of conditions or circumstances Minneapolis Milling Company's Durum Products are unexcelled. Until we are again permitted to mill and deliver the old reliable **TWO STAR SEMOLINA** and our other brands that our many customers know so well and depend upon, we will mill **80-X DURUM GRANULAR** and **80-X DURUM FLOUR**. These products will be of the highest quality possible to mill under present government restrictions.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXVIII

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Number 3

"Emergency" Macaroni-Noodle Products

As an aftermath of the world's worst war, the Macaroni-Noodle Industry in this country is forced by Government decree to offer its millions of customers, here and in other countries, a product that, while wholesome and nutritious, is different in appearance and texture, in cooking qualities, from the grade that the quality manufacturers had taught discerning consumers to prefer in the days of free enterprise, before and even during the war—a grade they proudly advertised as one of the world's leading grain foods.

The decree to which reference is made, is not intended to finally impede the progress towards ample, superior macaroni products, but to "stretch a short durum crop" in order that millions of new consumers, who had learned the real food value of these products under the rationing program enforced as a war measure, might find this grain food, as usual, on the shelves of their favorite grocers, and also that the millions in other countries may be kept from starvation.

To meet this world-wide cry for food, the U. S. Government on February 15, 1946, issued its now famous order requiring all millers to extract 80 pounds of so-called semolina out of every 100 pounds of durum wheat, instead of the customary 68 to 70 pounds, the normal extraction. This new law is officially termed "War Food Order No. 144."

Early last winter it became quite apparent to all grain users, especially to durum millers and macaroni men, that the available durum wheat bought by the mills, or still in the farmers' and dealers' bins, would hardly be sufficient to meet the normal demands of the Macaroni-Noodle Industry if it were to continue production at the wartime peak. Hardly had they realized the enormity of the shortage, when the cry of the hungry in other lands forced the Government to put War Food Order No. 144 into effect. While most manufacturers would have pre-

ferred a rationing of the available semolina, a slow-down in production, rather than the 80 per cent extraction order, there was no recourse. . . . An emergency had to be met and the trade stood ready to make still another sacrifice.

While some feared that the "diluted" semolina might seriously affect the quality of the end products, a trial convinced most that although the processing was a little different, the "Emergency" macaroni, spaghetti and egg noodles were not nearly as poor as many had feared. The products are wholesome and nutritious, quite adaptable to most recipes approved for preparing this food for the table.

The current thinking in the trade is that under the existing world-wide food shortages and the cry of the world's hungry, the macaroni men, knowing that their customers will not be too much disappointed by the quality of this "Emergency" grade, are pleased that by obeying the Government decree, they are doing their part to help feed mankind. Meanwhile, all are awaiting a betterment of the food situation, so that ample quantities of fine durum wheat and the resultant high grade semolinas will be available when the 1946 durum crop is harvested, and forever thereafter.

Being satisfied that the "Emergency" flours available in reduced quantities are the best that can be expected at the moment, all macaroni-noodle manufacturers are looking to the 1946 Industry Conference in Minneapolis, July 17-19, to do something practical and definite to insure an ample supply of durum and semolina in the future. There the representatives of the durum wheat farmers, the agronomists, the semolina millers and the manufacturers will consult on ways and means of not only improving but increasing the crop of dependable durum—a MUST if the Industry is to continue supplying America and the world, the high grade macaroni, spaghetti and egg noodles for which it is famous.

Convention Officers and Speakers

Presiding Officer



C. W. Wolfe
President

Speaker



Edward J. Thye
Governor of Minnesota

Sergeant-at-Arms



Frank Traficanti

Assistant



A. Irving Grass
Vice President

Speaker



Dr. Rae H. Harris
Cereal Technologist

Responder



James T. Williams
Past President NMMA

Speaker



Hubert H. Humphrey
Mayor of Minneapolis

Receptionist



Maurice Ryan

Durum Panel Representatives of Interested Groups

Macaroni-Noodle Manufacturers



Henry Mueller



Peter LaRosa



Louis S. Vagnino

Durum Grower



B. E. Groom

Promoters



Henry O. Putnam



W. I. Nightingale

Semolina Millers



Wm. Steinke



Paul M. Petersen



L. A. Jansen

Agronomist

Education and Promotion Panel



Albert S. Ravarino
Chairman



Mary Albright Jackson
Durum Wheat Institute



B. R. Jacobs
Cereal Product
Laboratories



M. J. Donna
National Macaroni
Institute

Aims of Durum Wheat Division Outlined

Mary Albright Jackson, head of the Durum Wheat Division of the Wheat Flour Institute, who is scheduled to address the convention of the macaroni-noodle manufacturers of America the morning of July 18, 1946, has recently released an outline of the activities of the organization to the trade press.

She reports that all the durum millers are supporting members of the Durum Wheat Products organization, a division of the Wheat Flour Institute. The Institute itself is supported by the members of the Millers' National Federation which comprises approximately 90 per cent of the milling capacity of the country. The division, organized in September, 1945, is well on its way of promulgating the program outlined below, according to Manager Jackson:

I. Aim of the Organization.

A. The Durum Wheat Products Division of the Wheat Flour Institute started Sept. 1, 1945. The aim of this division is:

1. To acquaint the ultimate consumer with information about durum wheat products, their many uses, and their importance in the diet.

2. To inform the consumer through various educational channels of the qualities and usefulness of macaroni, spaghetti and noodles available on the market; to stress the importance of buying macaroni and spaghetti made from durum wheat semolina for the best quality, and noodles made from durum wheat flour for top quality; to emphasize repeatedly that macaroni products made from durum wheat will give the

consumer the types of products best for cooking, serving and eating.

3. To promote indirectly, through various educational channels, the sale of macaroni, spaghetti and noodles made from durum wheat and to increase the consumption of these products.

II. Plan of Program.

A. Educational Activities.

1. To carry out the aim of the Durum Wheat Products Division, a plan has been set up whereby information is being distributed through educational channels.

a. A leaflet, Durum Wheat Notes, featuring copy, menus, recipes, and information about macaroni, spaghetti and noodles is published monthly. This leaflet is sent each month to a mailing list of 14,000. This list, which has been carefully built up over some 10 years by the Wheat Flour Institute, consists of home economists in business, home economics teachers in high schools and colleges, nutritionists, dietitians, home demonstration agents, state workers in foods, public utility people, and food editors. During the last month, the names of 400 macaroni manufacturers have been added to the list.

b. A booklet dealing with the history, manufacture, varieties, and preparation of macaroni products made from durum wheat is being prepared. This booklet will be distributed to teachers for classroom use. The booklets will be mailed also to individuals who are engaged in various types of publicity work with foods.

B. Publicity Activities.

1. To further the aim, other information is distributed through various publicity activities.

a. Newspaper releases are sent out every other month to about 130 food editors of leading magazines and newspapers. These

(Continued on Page 34)

Durum Millers to Entertain Macaroni Men

The durum millers will be hosts at a reception, dinner and dance prepared by them, the evening of July 17. According to Thomas L. Brown, manager of the Durum Division of the Minneapolis Milling Company, who is chairman of the Millers' Entertainment Committee, the affair will be held at the Lafayette Club, Lake Minnetonka, starting at 6:30 p.m.

The reputation of the millers as hosts insures a record-breaking attendance at the reception preceding the affair and at the dinner, too. Details are not ready for release at the moment, reports Mr. Brown, but the guests are warned to be on the lookout for pleasant surprises. Dancing will follow the dinner.

Thirty-two Plants in Brooklyn

Lew Scheaffer, columnist for the *Brooklyn Eagle*, in his article of June 21, under the title "Broadway and Brooklyn Night Life," tells of the wonders of Brooklyn—the home of "Dem Bums" as the Brooklyn baseball team is quite well known. In that particular article he has this interesting thing to say about the macaroni-noodle plants that dot Brooklyn's skyline:

"Brooklyn has thirty-two spaghetti plants, with one alone turning out enough to give a daily meal to every man, woman and child in New York City."

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See you in Minneapolis
..CITY OF FUN, FISHIN'
AND FLOUR!

Here's wishing you that perfect mixture of business and pleasure at the Macaroni industry's annual convention in Minneapolis, July 17 to 19.

You'll find plenty of opportunities for fun among Minneapolis' beautiful lakes. You'll find, too, the home offices of General Mills, Inc.

You are cordially invited to our Open House on Friday, July 19. See Betty Crocker's famous test kitchen—where macaroni recipes which have been broadcast to millions were developed. Tour the interesting Durum mills that turn wheat into top quality Semolina and Durum Flour.

We are looking forward to seeing you in Minneapolis!

Betty Crocker is a registered trademark of General Mills, Inc.

You are invited to an
OPEN HOUSE
to see
Betty Crocker's
Test Kitchen
and
General Mills'
Durum Mills

TIME:
FRIDAY, JULY 19

PLACE:
MINNEAPOLIS

General Mills, Inc.

Durum Department, Central Division • Chicago 4, Illinois

Roll of Members of National Association

Names, Executives and Location of Supporting Firms
With Dues Paid to June 30, 1946

Active

Alba Macaroni Mfg. Co.—A. Mestretta, 46 Flushing Ave., Brooklyn, N. Y.
Albano Macaroni Mfg. Co.—G. Albano, 3723 Woodland Ave., Cleveland, Ohio.
American Beauty Mac. Co.—A. S. Vagnino, P. O. Box No. 5266, Denver, Colo.
Anthony Mac. & Cracker Co.—A. Bizzarri, 818 N. Spring St., Los Angeles, Calif.
V. Arena & Sons, Inc.—S. Arena, 910 E. Main St., Norristown, Pa.
Caruso Foods, Inc.—M. S. Jennings, 43-82 Vernon Blvd., Long Island City, N. Y.
Bay State Macaroni Co.—Jos. Scarpati, 7 Charlton St., Everett, Mass.
W. Boehm Company—B. W. Boehm, 4648 Friendship Ave., Pittsburgh, Pa.
Brookway Macaroni and Supply Co.—J. F. Pedace, Reynoldsville, Pa.
California-Vulcan Mac. Co.—A. Bacigalupi, 445 Drumm Street, San Francisco, Calif.
Catelli Food Products Co.—P. Bienvenu, 306 Bellechasse St., Montreal, Que., Can.
Charbonneau, Limited—L. J. Charbonneau, 1800 Nicolet St., Montreal, Que., Can.
Chef Boiardi Food Prod. Co.—H. Boiardi, Milton, Pa.
Chicago Macaroni Co.—Steve Matalone, 2148 Canalport Ave., Chicago, Ill.
Constant Macaroni Products—Miss M. Constant, 254 Dumoulin St., St. Boniface, Man., Can.
Cooks Products Co.—G. H. Cook, 31 St. James Ave., Boston, Mass.
The Creamette Company—J. T. Williams, 429 First St. N., Minneapolis, Minn.
Crescent Mac. & Cracker Co.—C. B. Schmidt, Iowa & Fifth Sts., Davenport, Iowa.
Cumberland Macaroni Mfg. Co.—Ralph Nevy, P. O. Box No. 238, Cumberland, Md.
G. D'Amico Macaroni Co.—Carl D'Amico, Steger, Ill.
De Martini Mac. Co., Inc.—V. Giatti, 200 Sixth St., Brooklyn, N. Y.
G. D. Del Rossi Co., Inc.—G. D. Rossi, 240 India St., Providence, R. I.
Del Monico Foods, Inc.—P. J. Viviano, 2501 S. Floyd St., Louisville, Ky.
El Paso Macaroni Co.—E. Ponce, P. O. Box No. 1642, El Paso, Texas.
Essex Macaroni Corporation—Robert R. Sheeran, Lawrence, Mass.
Faust Macaroni Company—L. S. Vagnino, 13th & St. Louis, Ave., St. Louis, Mo.
Fontana Food Products Co.—S. E. Mountain, P. O. Box No. 395, S. San Francisco, Calif.
Fort Worth Macaroni Co.—Hohn P. Laneri, P. O. Box No. 53, Fort Worth, Texas.
Foulds Milling Co.—D. V. Civler, Libertyville, Ill.
Fresno Macaroni Mfg. Co.—A. Borelli, 1133 E. Street, Fresno, Calif.
Gioia Macaroni Co.—He ace Gioia, 71 Parkway, Rochester, N. Y.
Alfonso Gioia & Sons—A. Gioia, P. O. Box No. 108, Rochester, N. Y.
Golden Grain Macaroni Co.—V. Dedomenico, 982 Bryant St., San Francisco 3, Calif.
Golden Grain Macaroni Co., Inc.—P. Dedomenico, 4715 6th Ave. S., Seattle 8, Wash.
Gooch Food Products Co.—J. H. Diamond, Sixth & South Sts., Lincoln, Neb.
A. Goodman & Sons, Inc.—J. I. Maier, 2107 41st Ave., Long Island City, N. Y.
I. J. Grass Noodle Co.—A. I. Grass, 6021 Wentworth Ave., Chicago, Ill.

Home Made Noodle Co.—James Perna, 7764 Santa Monica Blvd., Los Angeles, Calif.
Horowitz Bros. & Margaretten—J. L. Horowitz, 29-06 Review Ave., Long Island City, N. Y.
Ideal Macaroni Co.—Leo Ippolito, 2006 Scovill Ave., Cleveland, Ohio.
Indiana Macaroni Co.—J. Rezzolla, 1147 Maple St., Indiana, Pa.
Italo-French Produce Co.—G. Teyssier, 501 Pressley St., Pittsburgh, Pa.
Kansas City Mac. & Imp. Co.—P. F. Vagnino, Campbell & Pacific Sts., Kansas City, Mo.
David Kerr, Inc.—G. M. Zeller, 3549 Greenmount Ave., Baltimore, Md.
Keystone Macaroni Mfg. Co.—G. B. Johnson, 8th & Water Sts., Lebanon, Pa.
Kurtz Brothers Corp.—Sidney L. Kurtz, Front & DeKalb Sts., Bridgeport, Pa.
LaPremiata Macaroni Corp.—V. J. Cuneo, Connellsville, Pa.
V. La Rosa & Sons—Peter La Rosa, 473 Kent Ave., Brooklyn, N. Y.
Megs Macaroni Company—C. W. Wolfe, 17th & Berryhill Sts., Harrisburg, Pa.
Meisenzahl Food Prod., Inc.—J. C. Weisenzahl, 429 State Street, Rochester, N. Y.
Mid-South Macaroni Co.—Thos. E. Cuneo, 124 N. Front St., Memphis, Tenn.
Milwaukee Macaroni Co.—S. Garofolo, 3210 N. Pierce St., Milwaukee 12, Wis.
Minnesota Macaroni Co.—W. F. Villaume, 114 W. Fairfield Ave., St. Paul, Minn.
Mission Macaroni Co., Inc.—G. P. Merlino, 1102 8th St. S., Seattle 4, Wash.
C. F. Mueller Co.—Henry Mueller, 180 Baldwin Ave., Jersey City, N. J.
Musolino Lo Conte Co.—L. Lo Conte, 111 Commercial St., Boston, Mass.
National Food Products—J. L. Tujague, 1000 Fulton St., New Orleans, La.
National Foods, Inc.—Jos. A. Masury, Div. Hygrade Food Prod., Reynoldsville, Pa.
National Macaroni Mfg. Co.—Clement Alagna, 518 Oak St., Passaic, N. J.
Noody Products Co.—Leo Kahn, 2278 Tremainsville Rd., Toledo, Ohio.
Northern Illinois Cereal Co.—Macaroni Division, C. B. Ryden, Libertyville, Ill.
Oregon Macaroni Mfg. Co.—S. M. Orso, 217 N. E. 8th Ave., Portland, Ore.
A. Palazzolo & Co.—A. Palazzolo, 2045 Gilbert Ave., Cincinnati, Ohio.
Paramount Macaroni Mfg. Co.—Jos. Coniglio, 349 Suydam St., Brooklyn, N. Y.
F. Pepe Macaroni Co.—Frank Pepe, 40 Canal St., Waterbury, Conn.
The Pfaffman Company—F. W. Eakin, 6919 Lorain Ave., Cleveland, Ohio.
Philadelphia Macaroni Co.—L. Roncace, 11th & Catherine Sts., Philadelphia, Pa.
Porter-Scarpelli Mac. Co.—A. F. Scarpelli, 3510 N. E. Broadway, Portland, Ore.
Porter-Scarpelli Mac. Co.—Sam Scarpelli, 573 W. Second St., Salt Lake City, Utah.
Prince Macaroni Mfg. Co.—Jos. Pellegrino, Prince Ave., Lowell, Mass.
Prociro-Rossi Corp.—Alfred Rossi, 48 Washington St., Auburn, N. Y.
Quality Macaroni Co.—M. L. Ryan, 348 Wacouta St., St. Paul, Minn.
Quality Macaroni Co.—D. Piscitello, 35 Bay St., Rochester, N. Y.
Ravarino & Freschi, Inc.—Al Rvarino, 4651 Shaw Blvd., St. Louis, Mo.

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Refined Macaroni Co.—D. Lorio, 421 Rodney St., Brooklyn, N. Y.
Rocco's Macaroni Mfg. Co.—R. Parmigiani, 1953 India St., San Diego, Calif.
Roma Macaroni Mfg. Co.—Chas. Presto, 1848 W. Grand Ave., Chicago, Ill.
Ronconi Macaroni Co.—E. Ronconi, 3620 Northern Blvd., Long Island City, N. Y.
Peter Rossi & Sons, Inc.—H. D. Rossi, Braidwood, Ill.
Roth Noodle Company—N. J. Roth, 7224 Kelly St., Pittsburgh, Pa.
A. Russo & Company—N. Russo, 466 W. Chicago Ave., Chicago, Ill.
St. Louis Mac. Mfg. Co.—V. J. Marino, 5125 Bischoff Ave., St. Louis, Mo.
Sanacori & Company—A. Sanacori, 254 Central Ave., Brooklyn, N. Y.
San Diego Mac. Mfg. Co.—E. D. De Rocco, 2308 Kettner Blvd., San Diego, Calif.
G. Santoro & Sons, Inc.—Jos. Santoro, 225 Cook St., Brooklyn, N. Y.
Schmidt Noodle Co.—Theo Schmidt, 9104 Culver St., Detroit, Mich.
Semolina Macaroni Co.—F. Rossi, P. O. Box No. 46, Georgiaville, R. I.
Skinner Manufacturing Co.—H. V. Jeffrey, 1323 Jackson St., Omaha, Neb.
Spaulding Macaroni, Inc.—Harry Levine, 247 E. 61st St., Los Angeles, Calif.
Steiner & Co.—Frank J. Steiner, 1392 Oak Point Ave., New York, N. Y.
Sunland Biscuit Co.—Ralph Rauli, P. O. Box No. 6940, E. Los Angeles, Calif.
Tampa Macaroni Corporation—G. C. Spicola, Tampa, Fla.
Tharinger Macaroni Co.—J. G. Luehring, 3372 N. Holton St., Milwaukee, Wis.
Traficanti Brothers—F. Traficanti, 451 N. Racine Ave., Chicago, Ill.
U. S. Macaroni Mfg. Co.—F. De Felice, 601 E. Pacific Ave., Spokane, Wash.
Vimco Macaroni Products Co.—Sal Viviano, P. O. Box No. 546, Carnegie, Pa.

Viviano Brothers Macaroni Co.—J. A. Viviano, 4724 Hastings St., Detroit, Mich.
V. Viviano & Bros. Mac. Mfg. Co.—F. P. Viviano, 1022 S. 7th St., St. Louis, Mo.
Weiss Noodle Company—A. S. Weiss, 1667 E. 40th St., Cleveland, Ohio.
West Coast Mac. Mfg. Co.—A. Borelli, 1250 57th Ave., Oakland, Calif.
A. Zerrega's Sons, Inc.—E. Z. Vermynen, 26 Front St., Brooklyn, N. Y.

Associate Members

Amber Milling Div., G.T.A.—J. M. Waber, 1923 University Ave., St. Paul, Minn.
Better Quality Egg Co.—I. Manaster, 117 Fulton Market, Chicago 7, Ill.
Buhler Brothers, Inc.—O. R. Schmalzer, 60 Beaver St., Rm. 1206, New York, N. Y.
Capital Flour Mills Division, International Milling Co.—P. M. Peterson, 315 Corn Exchange, Minneapolis, Minn.
Clermont Machine Co.—C. Surico, 270 Wallabout St., Brooklyn, N. Y.
Commander-Larabee Milling Corp.—T. L. Brown, Minneapolis, Minn.
Consolidated Mac. Machine Corp.—C. Ambrette, 156 Sixth St., Brooklyn, N. Y.
Crookston Milling Co.—E. E. Turnquist, Crookston, Minn.
E. I. du Pont de Nemours & Co.—L. B. Steele, "Cellophane" Division, Wilmington, Del.
International Milling Co.—Minneapolis, Minn.
General Mills, Inc.—H. I. Bailey, 208 S. LaSalle St., Chicago, Ill.
H. H. King Flour Mills Co.—A. W. Quiggle, Minneapolis, Minn.
King Midas Flour Mills Co.—Wm. Steinke, Minneapolis, Minn.
Frank Lazzaro—55 Grand St., New York, N. Y.
Midland Laboratories—Fred Somers, Dubuque, Iowa.
North Dakota Mill & Elevator Assn.—R. M. Stangler, Grand Forks, N. D.
Pillsbury Flour Mills Co.—W. J. Warner, 600 Metropolitan Life Bldg., Minneapolis, Minn.
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80-X Durum Granular and 80-X Durum Flour

High Extraction Products

Milled according to government restrictions

but still,

"You command the best when you demand
Commander Durum Products."

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Durum Wheat and Durum Products

Prepared by the Foodstuffs, Fats and Oils Division, Charles E. Lund, Chief

By V. E. Hood

During the war years the American people involuntarily altered their eating habits under the influence of food shortages. More and more starch was consumed in the daily diet. Macaroni and spaghetti helped to take up the slack left by the loss of protein-rich meats.

Macaroni products are valuable foods. They have a high nutritional value, are digested with ease by most people, and can be satisfactorily mixed with other foods. In addition, they are a cheap source of energy as compared with most foods, are easily transported, and can be kept almost indefinitely. There is no waste in these food products and they offer variety from other carbohydrate foods.

The macaroni industry is absolutely dependent upon sufficient supplies of durum wheat, since that is the only type of wheat from which semolina can be milled and high-grade macaroni products are made from semolina or durum flour. Those manufactured from farina are of lower quality.

World-Wide Use

There is hardly a country in the world in which macaroni or macaroni products are not manufactured, imported, and consumed, even if the importing in some instances is only for the comparatively small foreign population.

The largest markets for macaroni products in Europe are in Italy, France, Belgium, Germany, and Switzerland. All of these countries have a well-established macaroni industry and Italy and France are large exporters.

In Italy the most important centers of the industry are Naples in the south and Genoa in the north, with the Naples district accounting for about 60 per cent of all Italian exports. The Genoa product is rated as superior in quality, however. In Italy the best grades are considered to be those made from semolina milled from "taganrog," a Russian durum wheat, although considerable quantities of United States-grown durum wheat are also imported for this purpose.

In France the industry is located near the ports of entry for the raw material—Marseille for North African and Russian durum, Bordeaux, Saint Nazaire, and Havre for United States durum.

History credits the Chinese with the invention of macaroni and similar products. Production is general prac-

tically throughout China, but two important centers are Chefoo and Lungkow, through which the finished products made in the districts of Chaoyuan, Kwanghsien, Ninghai, and Fushan in Shantung are shipped. Vermicelli shipped from Lungkow is said to be the best produced in China.

United States Exports

In 1921 and 1922 when the United States began exporting macaroni products competition was very severe—even aside from the question of price. The Italian manufacturer, the first in the field, had acquired considerable prestige and good will because of the painstaking supervision given his export products, and these factors were found to be formidable barriers.

The preference for the Italian product in all the world markets was so great that the United States exporter found he must package in the Italian box, wrapper, and label, especially if marketed in bulk. It was not long, however, before well-conducted advertising campaigns and other U. S. trade-promotional work showed the foreign purchaser the advantages and quality of the handy-size and sanitary-wrapped packages coming to him under a distinct U. S. brand.

The high standards by the industry in the United States have been rigidly adhered to. Thus, the packaged macaroni and similar products made here have won a place in the world market on their own merits; and if these high standards of quality are maintained, exports from the United States should show a material increase when world conditions become settled.

Durum Wheat

Durum wheat is very hard wheat, much harder than the hard red spring and winter wheats.

When grown under proper conditions of climate and moisture, the grain of durum wheat is flinty throughout and semitranslucent. Its flinty characteristics make durum better than any other wheat for the manufacture of semolina.

There are several subclasses and grades of durum wheat. Amber durum is most suitable for the production of semolina, as it combines strength with a desirable creamy yellow color. Red durum generally is not used for making semolina, as macaroni made from it has a dull-gray color. Although the amount of amber durum produced in this country fit for making high-grade semolina is relatively small, it is, as a

rule, sufficient to meet the needs of the semolina millers.

Durum wheat is grown extensively in the U.S.S.R. and Algeria as well as in the United States, and to a lesser extent in Canada, Chile, Syria, Spain, Italy, India, Rumania, and Argentina.

Previous to 1904, most of the wheat used for the manufacture of semolina in Europe was obtained from Russia. Since that time, however, Marseille and other manufacturing centers have obtained a large share of their durum wheat from French North Africa, Canada and the United States.

Current World Situation

Due to the drouth in French North Africa in 1945, no surplus is available from that area and it is very doubtful that Spain or Rumania would have any surplus. The U.S.S.R. has recently indicated no exportable supplies. Canada, the United States, and possibly to a small extent Chile, appear to be the only logical sources for supplies during the present crop year.

United States supplies of durum wheat are the smallest in a number of years. The carry-over on July 1, 1945, dropped to only 8,607,000 bushels, which, together with a prospective 1945 crop (September 1 estimate) of 32,913,000 bushels provides a total supply for 1945-46 of but 41,520,000 bushels.

TABLE 1.—Durum Supply in the United States, July 1

Year	(In thousand bushels)		Total domestic supply
	Carry-over	Crop	
1940-41	19,233	33,479	52,712
1941-42	25,464	41,363	67,117
1942-43	34,677	44,660	79,337
1943-44	28,201	36,544	64,745
1944-45	14,763	31,933	46,696
1945-46	8,607	32,913 ¹	41,520 ²

¹ North Dakota, South Dakota, Minnesota.

² September 1 estimate.

The 1945-46 supply is the smallest domestic supply since the drouth years and only about 50 to 60 per cent of the quantity available during the 1941, 1942, and 1943 seasons. The normal domestic demand for durum products was supplemented by large government purchases and most mills operated at or near capacity throughout the 1944-45 crop year.

Mill grindings of durum wheat for the 1944-45 season amounted to 26,030,780 bushels; the amount 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

(Continued on Page 14)

WELCOME TO MINNEAPOLIS!

We look forward with pleasure to greeting you at the Conference of the National Macaroni Manufacturers Association.

Informative business sessions combined with entertainment and relaxation in the "Land of 10,000 Lakes" will make this conference one to be remembered for many years to come.

Suite 400 at the Nicollet Hotel will be King Midas headquarters throughout the conference and our friends in the industry are cordially invited to visit with us there at any time.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Durum Wheat and Durum Products

(Continued from Page 12)

13,329,000 bushels which is considerably greater than the supply available for the 1945-46 season. Thus, it is evident that mill grindings cannot be maintained at the 1944-45 level unless domestic stocks are supplemented by sizable imports.

be expected. However, with the United States and Canada being called upon to supply Europe with enormous quantities of cereal foods, and a relief program being set up for the Philippines and China, all indications point to a continued greater demand for semolina and macaroni products than the 1945-46 durum wheat supplies of Canada and the United States can take care of.

Good durum is also often grown from Devils Lake south into northern South Dakota.

Russian settlers introduced Arnautka durum when they came to North Dakota and durum growing became a commercial venture about 1898. Earlier importations were made by the United States Department of Agriculture as early as 1864, but none of these introductions proved popular.

TABLE 2.—Production of Durum Products in the United States

Year	Durum wheat production (bushels) ^a	Durum wheat ground (bushels)	Semolina produced (Sacks)	Flour produced (Sacks)	Macaroni produced (Pounds) ^b	Macaroni exports (Pounds)	Indicated domestic consumption (Pounds)
1935-36	23,426,000	14,646,030	4,638,645	1,298,150	605,753,731	2,130,785	603,622,946
1936-37	8,113,000	14,821,463	4,524,023	1,366,595	600,281,567	1,945,691	598,335,876
1937-38	27,957,000	11,620,748	3,751,099	1,039,680	577,614,108	3,048,476	574,565,632
1938-39	39,715,000	14,472,342	4,677,407	1,394,142	677,614,107	3,129,546	674,484,561
1939-40	32,486,000	15,444,685	5,193,355	1,456,186	684,390,248	4,423,276	679,966,972
1940-41	31,479,000	15,505,235	4,621,244	1,683,565	623,404,978	3,589,978	619,815,000
1941-42	41,653,000	5,601,374	5,601,374	1,821,935	725,047,094	3,710,242	721,336,852
1942-43	44,660,000	20,778,940	6,321,490	1,432,666	860,569,916	2,625,731	857,944,185
1943-44	36,544,000	23,977,846	7,594,088	2,666,279	982,540,455	1,296,325	979,244,130
1944-45	31,933,000	26,030,780	6,756,396	2,571,632	819,918,070	11,119,342	808,798,728
1945-46*	32,913,000						
Jan-June 1945		13,260,000 ^c	5,083,034	1,430,100	546,341,960	1,795,898	544,546,062

^a Three States, North Dakota, South Dakota, Minnesota.
^b Estimated production by spot checks of the industry by WFA.
 Production for 1935-39 are census figures.
^c September 1 crop estimate.
^d First 6 months of 1945.
 Note: A bushel is 60 pounds; a sack is 100 pounds.

Table 2 shows the production of durum wheat, the quantity used by durum millers and the resulting production of semolina and flour and the increasing quantities of macaroni products produced from semolina and durum flour during the past 10 years. Exports and apparent United States consumption of macaroni products are also indicated for the same period.

The quality of the 1944 durum crop was poor and presented a real problem to the mills. Carlot inspections of durum wheat at Minneapolis for the period August, 1944, through June, 1945, reveal that only 40 per cent of the receipts fell into the hard amber of amber classifications.

Because of delayed seeding and slow growth the 1945 crop of durum wheat was late in maturing. Some macaroni plants were forced to close down during the summer months of 1945 because the durum millers could not obtain enough wheat to keep the mills running and as a result could not make delivery on all their semolina contracts.

The situation in the United States is critical and it may become desirable to import durum wheat if exportable supplies are available elsewhere to keep the macaroni industry in this country producing at capacity and help supply the demand for macaroni products in other countries.

The carry-over in Canada is estimated at 3 million bushels and new crop prospects are far from favorable. It does not appear that it will be possible to import any sizable amounts from that source to bolster our short supplies.

Now that the war is over, a sharp letup in military requirements is to

Requirements of Deficit Countries

Italy had one of the shortest wheat crops in 1945 that it has harvested in many years. It is importing large quantities of wheat from the United States, preferably hard wheat and durum when obtainable, to keep macaroni plants in operation. Macaroni products are a basic food for the Italian people.

In southern France, which is the seat of the durum milling industry in that country, supplies are being received from the United States. France normally receives its durum requirements from Algeria, Morocco, and Tunisia but one of the worst drouths in several years has ruined the 1945 wheat crop in North Africa. As a result they are substantial importers instead of exporters.

Reports from the U.S.S.R. indicate that prospects for a good 1945 wheat crop are excellent. The area in southern Russia where durum wheat is produced in large quantities was untouched by the German invasion. With the Black Sea ports now open it would appear logical that Italy and France could secure part of their durum requirements from that source. Reports from both France and Italy indicate that a good percentage of the mills are able to process grain if sufficient power can be provided. The big problems are wheat, coal, and transportation.

United States Durum Wheat

Durum production in the United States centers in east central North Dakota and the highest quality product is produced in the "durum triangle," or within the area of Devils Lake, Bottineau and Cavalier, North Dakota.

About 1900, M. A. Carleton of the United States Department of Agriculture became interested in durums. He increased and released additional quantities of Arnautka and imported Kubanka from southern Russia. Kubanka was increased and released prior to 1909. All other early durum releases were either importations, or selections from Kubanka. They proved of minor importance and Kubanka soon became the leading variety because of its satisfactory semolina qualities.

In 1917 the Minnesota Experiment Station released Mindum which was equal to Kubanka in milling quality and it gradually became the leading variety.

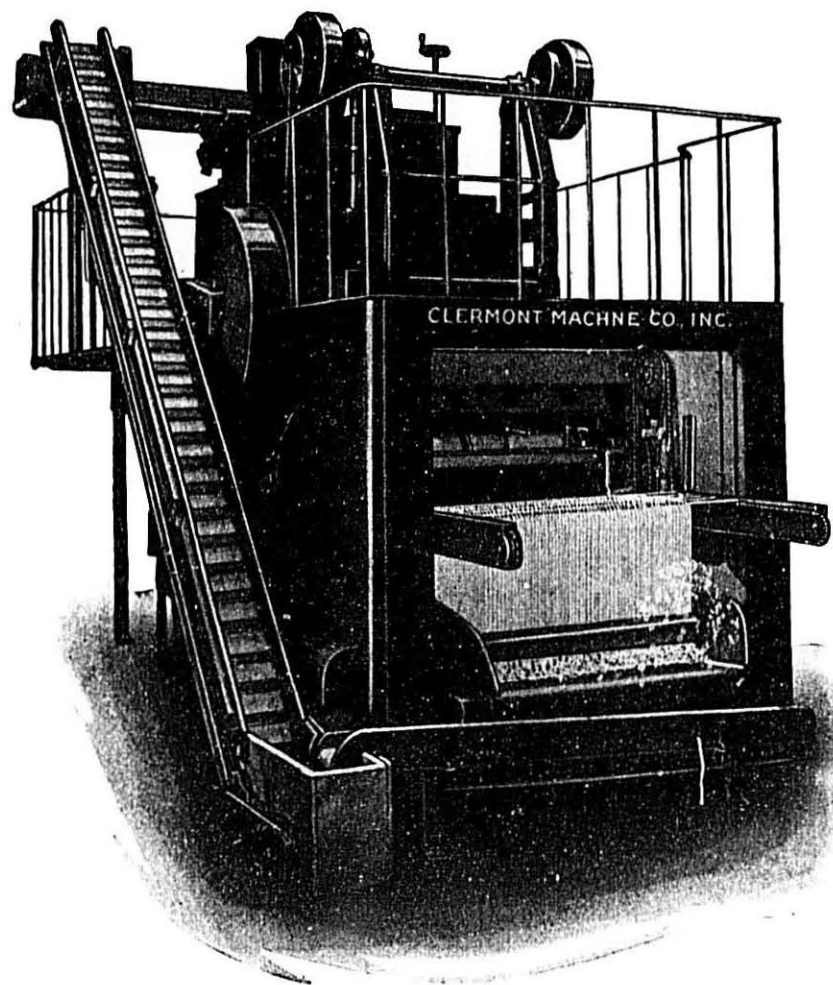
Mindum and Kubanka are both satisfactory in milling quality, but they lack resistance to some plant diseases.

About 15 years ago the United States Department of Agriculture and the North Dakota Experiment Station started an intensive durum-breeding program. One of the main aims of this breeding work was to secure durum varieties resistant to rust but also having the ability to produce high quality macaroni products.

The majority of this durum-breeding work has been carried on at the Langdon Substation, located in one of the best durum-producing areas in North Dakota. After several years of intensive work, three variety selections were made that had the desired rust resistance. These three selections were then increased and small commercial tests were made for color and quality. The tests indicated they were satisfactory, and large-scale commercial tests by durum mills were arranged by the

(Continued on Page 18)

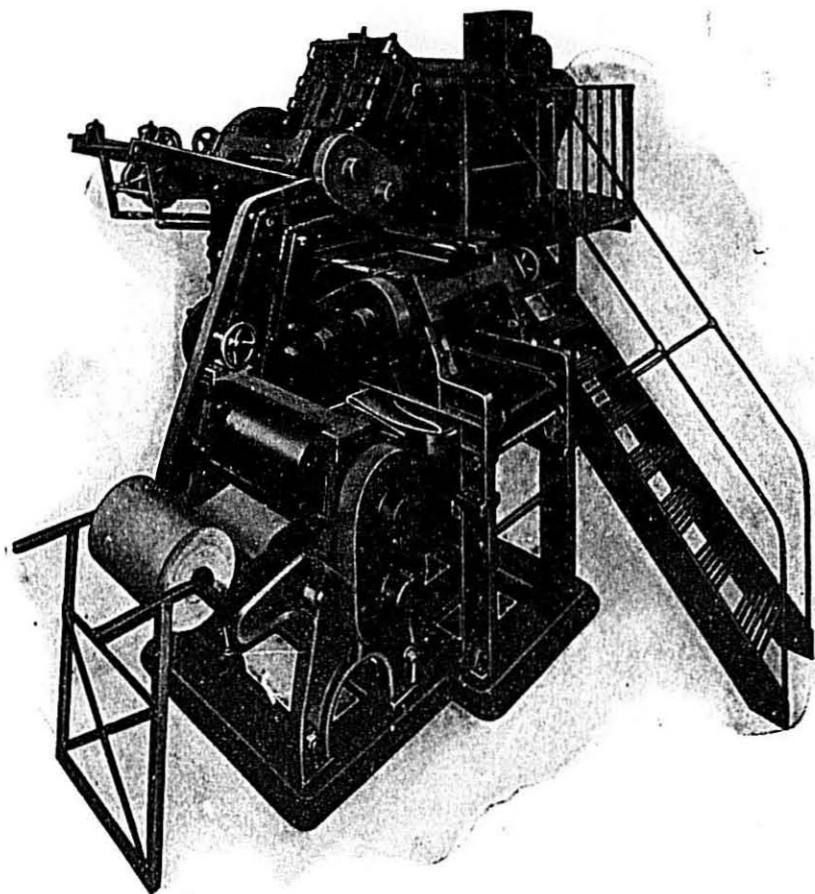
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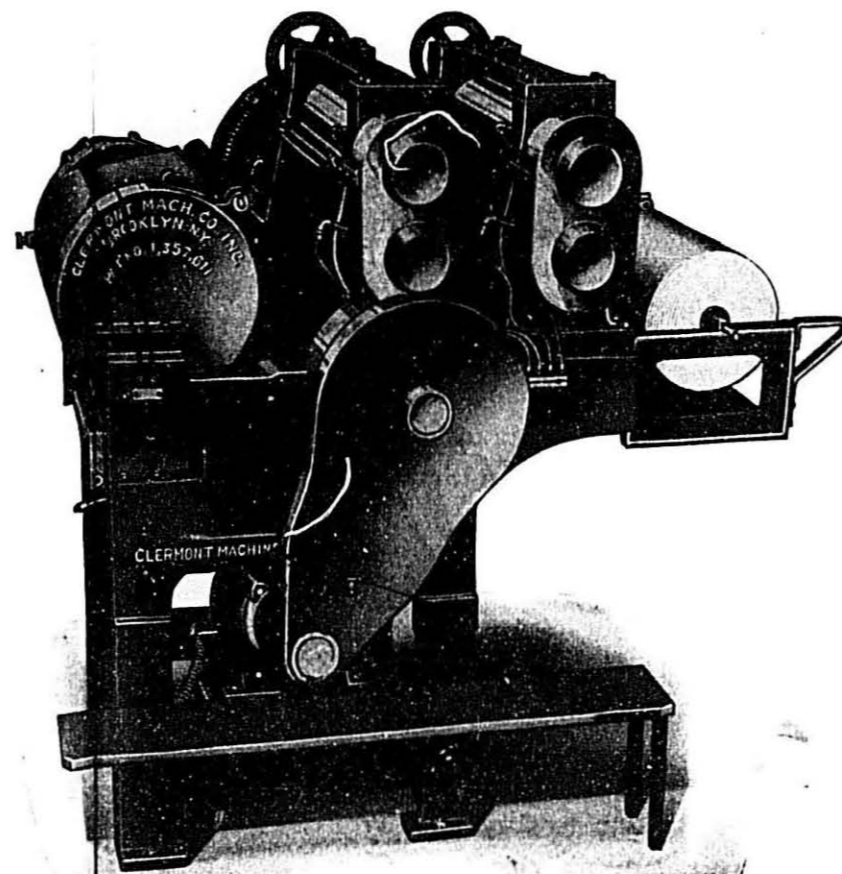
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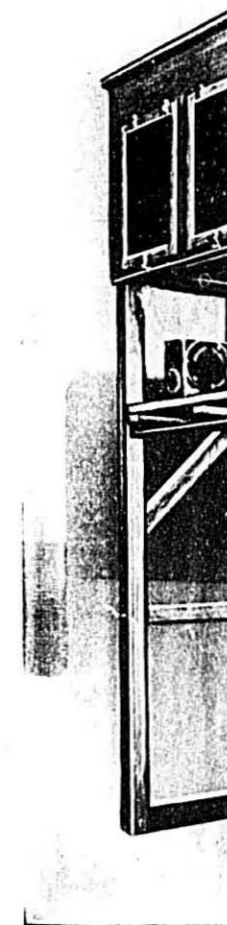
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The Clermont Continuous Automatic Macaroni Press with Automatic Spreader is the largest producing machine of its kind on the market, producing from 1,800 to 2,000 pounds of finished goods per hour.

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.

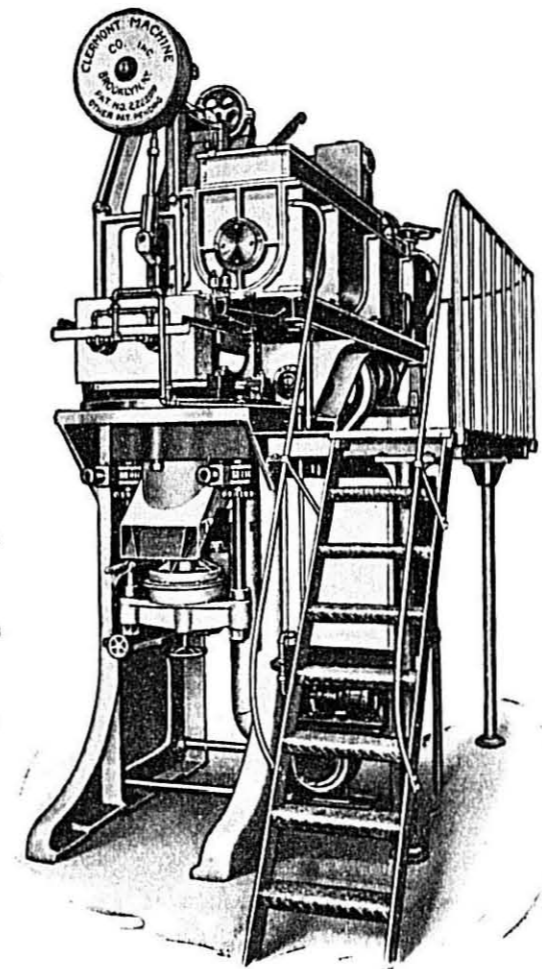
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

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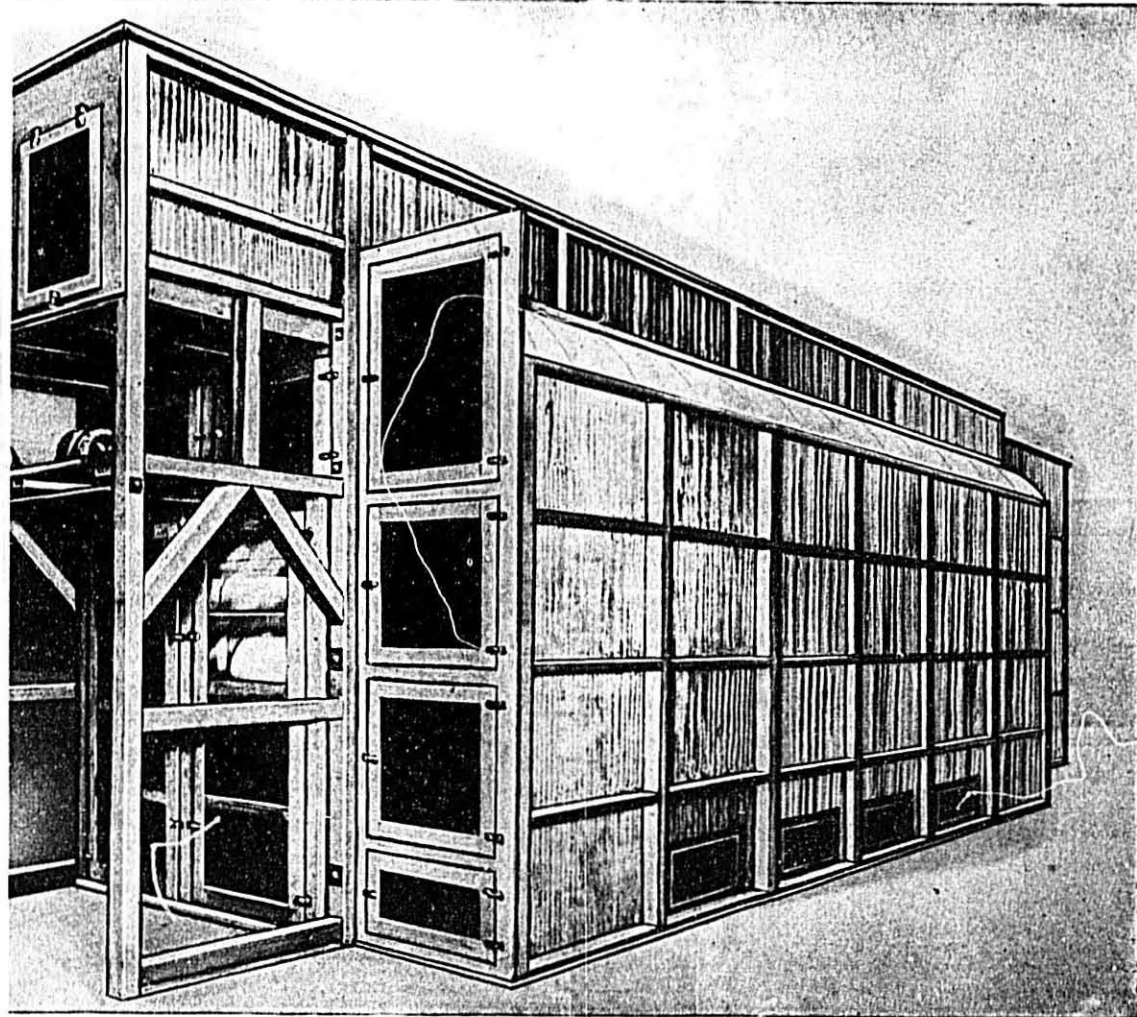
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thin sheet to a maximum
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CONTINUOUS AUTOMATIC NOODLE DRYER

July, 1946

THE MACARONI JOURNAL

15

Interested in Export?

If you are interested in developing foreign trade and in building export volume there are two ways you could go about learning the "how" of it. One is the long way and the other the short way. Both ways are alike in that they consist of utilizing the knowledge and experience of the outstanding authorities in international trade.

The long way would consist of packing your grip for a trip to New York and Washington, after, of course, making engagements with the executives of the ten organizations in those cities who collectively can be said to know all that is known, up to the present, on this subject.

In New York, you would call on Wallace Clark of the Association of Consulting Management Engineers; on Wilbert Ward, of the Bankers Association for Foreign Trade and vice president of the National City Bank; on John Abbink, president of Business Publishers' International Corporation and chairman, National Foreign Trade Council; on Robert Patchen, of the U. S. Chamber of Commerce and vice president of W. R. Grace and Co. Also on Philip J. Gray, manager, the Foreign Credit Interchange Bureau; on Herbert H. Schell, of the National Association of Manufacturers and

president of Sidney Blumenthal Co.; on Harry S. Radcliffe, executive secretary of the National Council of American Importers; on Eugene P. Thomas, president of the National Foreign Trade Council and on John P. Gregg, executive director, United States Associates, International Chamber of Commerce. Also, in Washington, you would pay a visit to E. E. Schnellbacher, chief of Commercial and Economic Information, U. S. Department of Commerce.

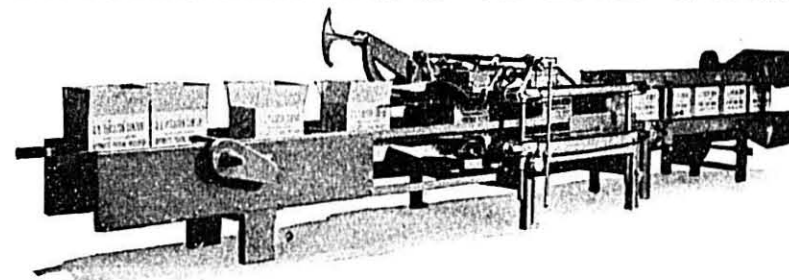
After you had spent several hours with each of these authorities and had obtained the benefit of their advice and experience, you could return home with the assurance, provided you had asked them the right questions, that your approach to the problem of exports was fundamentally sound.

Unfortunately, this long way is not a practical one. For one thing, you, and by that I mean the thousands of manufacturers inexperienced but interested in foreign trade, would find it difficult to make engagements with these busy men.

So I recommend that you take the short way, that has been prepared for you by the Committee for Economic Development. The CED reversed the ancient formula and has brought the whole range of mountains to Mohammed, which is you.

Realizing the need for the fullest possible information for American manufacturers regarding the development of markets abroad, the Committee for Economic Development obtained the co-operation of all of the experts mentioned above in producing "A Handbook of International Trade." This one-hundred-page handbook is by all odds the most helpful and authoritative treatise on this subject yet issued or likely to be. Primarily, this handbook is divided into two parts plus an appendix. Part One deals with export for the manufacturer. Part Two deals with import for the manufacturer, wholesale distributor and retailer. Each of these two parts is treated in a succession of steps expressed with clear thought and in understandable English. Anyone considering international trade, or even those who are already in it should obtain a copy of this handbook. It is yours for fifty cents, which represents just about half the mechanical cost of printing and mailing. Actually, considering its authorship and sponsorship, it is worth thousands of dollars, considering the mistakes you could make if you did not have it. It is distributed by the Committee for Economic Development, 285 Madison Ave., New York 17, N. Y.

PACKOMATIC'S IDEAL COMBINATION

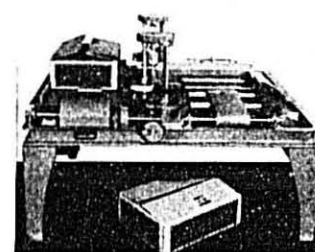


LEFT: Model "D" Case Gluer with Compression Sealer.

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

PACKOMATIC'S Model "D" Shipping Case Sealers are adaptable to practically any production requirement or plant layout for handling shipping cases at speeds up to 3,000 per hour . . . A wide range of case weights—from 10 pounds to 100 pounds . . . Also an adequate range of case width, height and length dimensions. . . . Write for colorful literature—FREE.



PACKOMATIC'S CASE IMPRINTERS are entirely automatic. Save warehouse space—eliminate use of stickers—reduce handling. Operate up to 20 cases per minute—print both ends of cases simultaneously—after they are filled and sealed . . . print from one to four lines of type. Can be built to print both case ends and sides. Adjustable for a wide range of case sizes. Simple—trouble-free—automatic.

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What do **THEY** think

Special to food manufacturers, planning to enrich macaroni, spaghetti, and noodle products

By the time you read this advertisement, the regulations fixing and establishing definitions and standards of identity for enriched macaroni products and enriched noodle products will probably be in effect.

The proposed standards and definitions were published in an article in the May 14, 1946 issue of Federal Register.

We at Standard Brands have followed the hearings sponsored by the National Macaroni Manufacturers Association.

We are familiar with the regulations fixing and establishing the definitions and standards of identity for enrichment.

We have, for some time, been working with enrichment ingredients, and we can today supply these ingredients, in several forms.

We have the technical knowledge and research facilities to help you solve your problems. We feel we can provide you with an inexpensive method that will maintain the taste, color and texture of your product.

of food fortification?

We publish herewith statements from the American Medical Association and from the American Public Health Association regarding fortification of foods

OCCASIONALLY a food manufacturer asks us: "What do health associations say about food fortification?"

So that you may have at hand a record of what they have said, we give you the two following items:

In August, 1939*—the American Medical Association's Council on Foods issued this statement and in 1945* reaffirmed its position: "The Council on Foods desires to encourage the restorative addition of vitamins or minerals or other dietary essentials in such amounts as will raise the content of vitamin or mineral or other dietary essential of general purpose foods to recognized high natural levels; with the provision that such additions are to be limited to vitamins or minerals or other dietary essentials, for which a wider distribution is considered by the Council to be in the interest of public health."

The Council approved "as being in the interest of the public health" fortification, within specified limits, for milk with vitamin D, margarine with Vitamin A, table salt with iodine, and cereal products with calcium and iron. In the discussion leading to this resolution, a sharp distinction was drawn between fortification and restorative additions of nutrients.

In October, 1944*—The American Public Health Association adopted, and later published, a resolution. That resolution states, in part: "The American Public Health Association goes on record as favoring appropriate state and federal action to perpetuate the benefits that have accrued to the national dietary through the enrichment of staple foods in

*Journal American Medical Assn., August 19, 1939

*Journal American Medical Assn., September 29, 1945

*American Journal of Public Health, December, 1944 (Volume 34:12, page 1298)

STANDARD BRANDS INCORPORATED

Pharmaceutical Division • 595 Madison Avenue • New York 22, N. Y.

accordance with the recommendations of the National Research Council."

Standard Brands Incorporated has spent much time and research in recent years developing products for vitamin B complex, vitamin D and protein supplementation of foods. These products are known for their dependability and uniformity.

If you are now seeking ways of fortifying your company's products, we invite you to discuss your needs in confidence with one of our executives.

Products containing VITAMIN D

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Fleischmann's
Pure Dry Primary Yeasts (Brewer's Strain)

Fleischmann's
Bee-Flex Products

Fleischmann's
Brewer's Yeast Extract Types 3 and 41

Fleischmann's
Yeast Extract and Liver

Durum Wheat and Durum Products

(Continued from Page 14)

Northwest Crop Improvement Association in 1939.

Since that time, these new durum selections have been continuously tested and have been found to be equal to or better than Mindum or Kubanka. Two of these varieties were named Carleton and Stewart and were released to farmers in 1943. By 1946, sufficient quantities of these two new wheats should be available to supply the durum mills.

As a result of the work of plant breeders, the durum millers and processors of the United States have been kept supplied with quality durum wheat—first Kukanka, then Mindum and now Carleton and Stewart. Moreover, plant breeders now are working on varieties that contain resistance to other plant diseases, that are shorter strawed, and have other advantages.

Durum Milling

Durum milling has become a highly specialized branch of the industry devoted to the milling of durum wheat into semolina and, to a much lesser extent, durum flour for use in the manufacture of macaroni products.

Durum wheat is difficult to mill because of its flinty character.

It was not until the macaroni manufacturers began using durum products that their real worth was discovered. Then, with a ready market for these products, millers were, of course, willing to make necessary changes in their plants. Separate units were found advisable, since durum wheat required different tempering, roll corrugating, bolting and purifying in order to produce semolina free from objectionable specks which would tend to yield a lower quality of macaroni products.

There are only a handful of semolina mills in the country, and these are all located in the Northwest, close to the durum wheat fields.

The amount of fancy No. 1 semolina obtained in the regular course of milling runs only at best 60 per cent of the endosperm extraction, against 90 per cent or more in milling farinas from other hard wheats. About 15 per cent is No. 3, or grades of finer granulation than No. 1, while the remainder is flour and clears which have to be disposed of at a discount under No. 1. The most desirable durum wheat for making semolina should not test over 16 per cent protein. When the protein content runs as high as 20 per cent the millers have trouble using the wheat because the product made therefrom would be protein bound, or tough.

Durum millers exercise extreme care in selecting their wheat. Oftentimes wheat that, to the eye, appears to con-

TABLE 3.—United States Exports of Wheat Semolina (Thousands of Pounds)

Country of destination	Annual average 1935-38 ¹	1939	1940	1941	1942	1943	1944
Netherlands	3	506	110
Norway	899	139
U.S.S.R.	2,721	36,144	16,998
Canada	107
Costa Rica	245	697	702	967	98
Panama Republic	224	140	216	226	166
Cuba	65	84	76	80	39
Dominican Republic	40	21	59
Netherlands West Indies	91	12	18	15
Colombia	31	67	66	102	80
Venezuela	25	29	40	59	8	21
Egypt	1,591	1,424	1,300	168	16,418	54,026
French West Africa	224
Belgian Congo
Other Countries	25	21	51	61	3	137
Total quantity	2,356	3,979	2,776	1,681	3,131	52,848	71,523
Total value (000 omitted)	\$64	\$101	\$79	\$48	\$196	\$2,016	\$2,531

¹ Wheat semolina not shown separately prior to 1935.

tain the desired bright amber color, is deceiving and the semolina made therefrom will mill out gray or brown. Federal grading does not take color into consideration.

Inasmuch as color, as before stated, is the principal requisite in semolina, durum millers must hand-pick their purchases. Their customers rely not only on the miller's judgment and experience in making selections, but also on thorough laboratory tests. The millers grind the wheat in experimental mills and subject the semolina made therefrom to various tests, wet and dry, doughing, washing gluten and, finally, the manufacture of macaroni itself. These combined tests are all necessary at times to decide the desirability of the grain.

When the wheat finally meets the millers' exacting laboratory tests, it is unloaded, run over various kinds of separators designed to remove foreign seeds and the small and broken kernels. Only the plump berries are milled, and they are washed and scoured to remove dirt and dust.

Unfortunately, red and other varieties of durum, which comprise the bulk of the crop each year, do not make the kind of semolinas that manufacturers demand. Macaroni made from such wheat is dark gray in color, and does not have the characteristics of semolinas made from amber durum. Therefore, such varieties are not used by durum millers. Grain dealers have to sell them as chicken feed, or to feed manufacturers.

Semolina is defined by the United States Department of Agriculture as the coarsely ground purified middlings of durum wheat, while farina is similar to semolina, except that it is made from hard wheat other than durum.

The four principal products made from semolinas and durum flours are macaroni, spaghetti, vermicelli, and noodles.

Macaroni plants operate fairly steadily the year round, although seasonal increases are noted from January to March, and from September to November each year. This is due to the fact that distributors, in normal times, allow their stocks to run down in between.

Semolina and Farina

Semolina is the coarsely ground and carefully purified milling product or middlings of durum wheat. It consists of grits of different sizes; in fact, the term "semolina" is the Italian name for grits or middlings. If the grits should be ground finer, the result would be flour.

Farina is a product similar to semolina, but it is made from hard wheat other than durum. It is coarser than semolina grade for grade.

In the manufacture of semolina and farina, every effort is made to recover the largest possible percentage of the wheat berry in the form of semolina or purified middlings, and with the least possible amount of flour. The grits are even transported by hand conveyors to prevent the production of flour by abrasion. One hundred pounds of a good durum wheat should yield from 62 to 63 pounds of semolina, from 16 to 17 pounds of clear flour, and from 21 to 22 pounds of feeds. In the production of farina the extraction rate is much higher, reaching 90 per cent in some instances.

There are three well-recognized sizes of semolina in this country, as well as several special types. No. 1 is the coarsest, No. 3, the finest. In the manufacture of macaroni products, No. 2 is generally used.

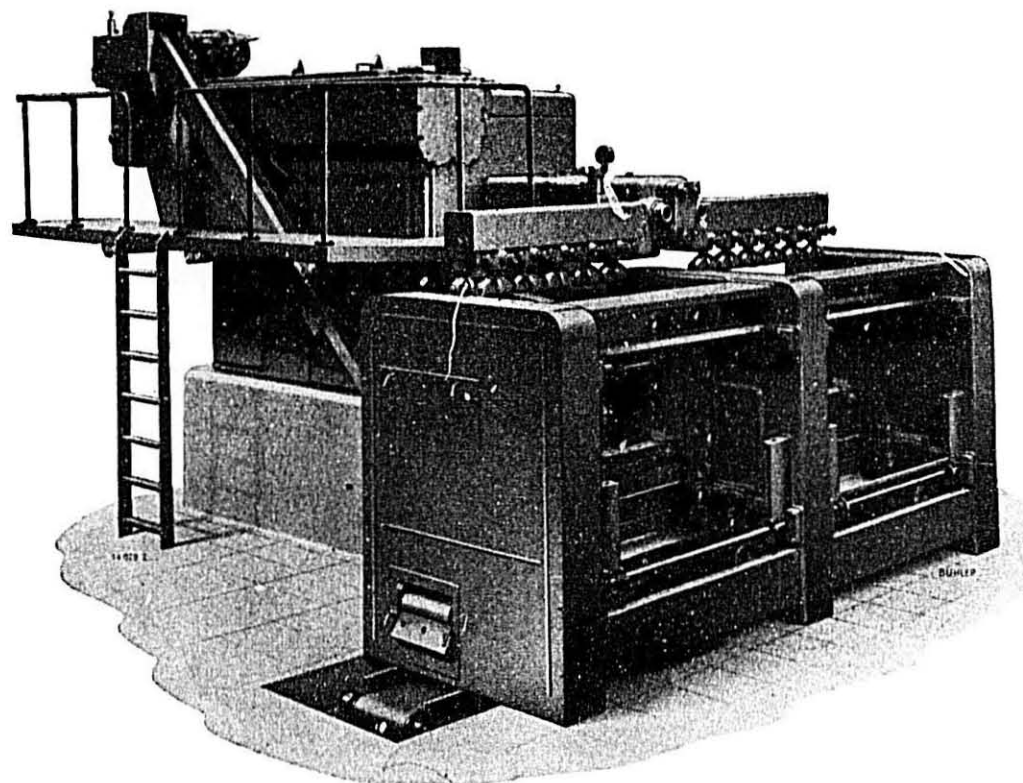
Semolina is divided into grades. The best grade consists of grits of essentially the same size, has a creamy yellow color, and is practically free from flour and bran. As macaroni products tend to break at the point where a bran particle is found, it is essential that semolina and farina be as free from bran as possible. Long-cut macaroni should be made from the best grade of semolina. To make soup pastes, such as alphabets, stars, and other fancy shortcut patterns, the use of the best grade semolina is not so essential.

Macaroni Products

Macaroni, spaghetti, vermicelli, plain or water noodles, egg noodles, raviola, and similar alimentary pastes are the major products of this industry, and are, quite roughly, the shaped and dried

(Continued on Page 28)

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Milwaukee Consumer Analysis

1946 Survey on Macaroni and Spaghetti

The Milwaukee Journal Consumer Analysis is the original, and "grand-daddy" of all consumer analysis surveys being made in a growing number of other markets. It is of special interest to macaroni-noodle manufacturers because the survey has always contained a survey on the macaroni-spaghetti sales and brand preferences in Greater Milwaukee.

In its twenty-third annual report of its kind, offering comparisons with previous years' figures, completed last April, figures and determinations are based wholly on this year's tabulations from store distribution checks and consumer reports made since January 1.

This year, the analysis divides macaroni products into two general classifications, "Macaroni or Spaghetti" and "Elbow Macaroni." Though it is planned to do so, this year's survey does not yet include noodles or egg noodles.

Here is a summary of the survey as it concerns "Macaroni or Spaghetti":

Answers to the question "Do you buy macaroni or spaghetti of any shape?" show that even in that macaroni-conscious area, a small number of families do not buy macaroni products, or consume this food in their homes.

Of all Families		
"Yes"	Per Cent	Number
1946	92.5%	211,757
1945	92.2	209,871
1944	93.7	211,824

Of all Families		
"No"	Per Cent	Number
1946	7.5%	17,170
1945	7.8	17,755
1944	6.3	14,242

Buyers by Income Groups		
	Per Cent	Number
\$50 rent and up	91.7%	65,917
\$40 to \$50 rent	92.5	55,250
\$30 to \$40 rent	92.8	58,190
Under \$30 rent	93.8	32,400

Total Number of Brands in Use	
Year	Number
1946	57
1945	75
1944	107

High Spot Summary

More families buy it. In 1946, 211,757 families, or 92.5 per cent of all families, buy macaroni or spaghetti, compared to 209,871 families, or 92.2 per cent, in 1945.

Fewer Brands. In 1946, 57 brands of macaroni or spaghetti are in use compared to 75 brands in 1945.

White Pearl is Leader. In 1946, White Pearl brand is purchased by 19,361 families, or 42.2 per cent of those families buying macaroni or spaghetti. White Pearl has shown increases in both number and percentage of buyers each year.

CONSUMER PREFERENCE AND DEALER DISTRIBUTION OF LEADING BRANDS IN GREATER MILWAUKEE

Brand	Per cent of all families buying macaroni or spaghetti who use each brand.		Total number of Greater Milwaukee families using each brand.		
	1946	1945	1946	1945	1944
White Pearl	42.2%	39.9%	38,676	89,361	81,764
Ann Page	18.8	21.7	23.9	39,810	45,542
Red Cross	8.0	7.8	8.9	16,941	16,370
Creamettes	6.3	6.6	4.5	13,341	13,851
Van Camp's Tenderoni	5.9	5.0	4.9	12,494	10,494
Roundy's	3.5	3.7	3.2	7,411	7,765
Silver Buckle	2.5	1.8	1.2	5,294	3,778
Monarch	2.3	2.5	2.4	4,870	5,247
Pagliacci	1.6	1.3	1.1	3,388	2,728
Russo's	1.5	1.0		3,176	2,098
Red Arrow	1.5	1.1	1.1	3,176	2,309
Miscellaneous	8.4	8.7	12.0	17,789	18,259

Ann Page, second in popularity, is purchased in 1946 by 39,810 families, or 18.8 per cent. Ann Page buyers have shown decreases in both number and percentage each year.

Store Distribution. White Pearl is stocked in 1946 by 76.2 per cent of the independent grocers and by both chain stores. Ann Page, the A. & P. stores' brand, is sold only through these outlets.

Elbow Macaroni

For the first time a distinction has been made between elbow or short cut macaroni and spaghetti and the long type. Here is a summary of the replies received to the question "Do you use elbow type macaroni?"

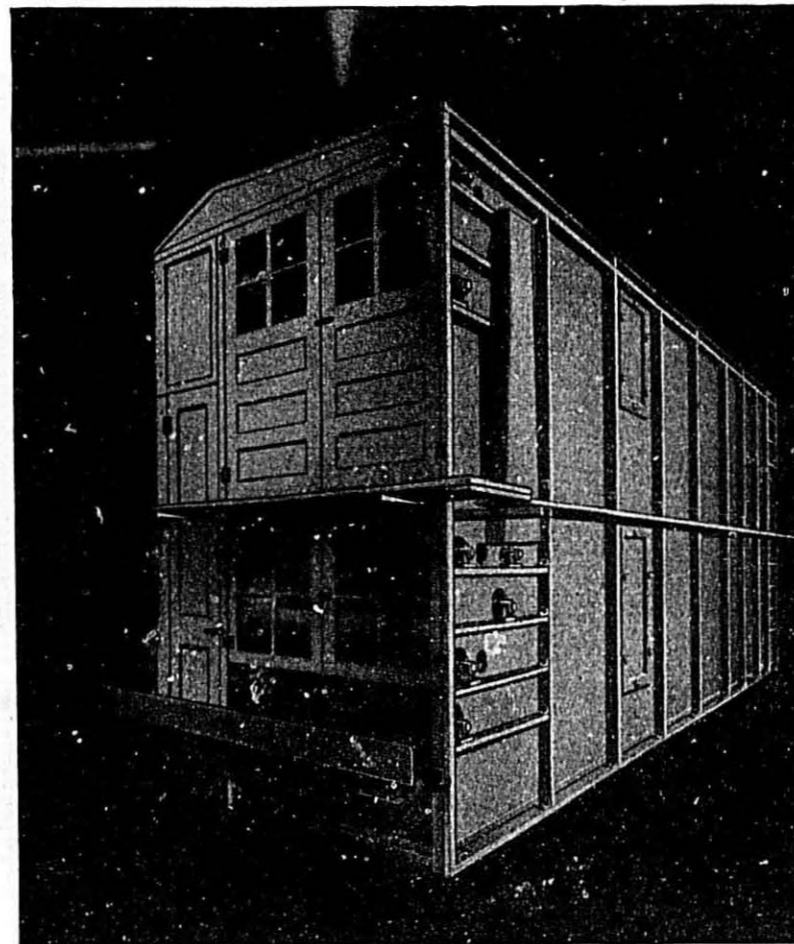
Of all Families		
"Yes"	Per Cent	Number
1946	66.9%	153,152

Of all Families		
"No"	Per Cent	Number
1946	33.1%	75,775

CONSUMER PREFERENCE AND DEALER DISTRIBUTION OF LEADING BRANDS IN GREATER MILWAUKEE

Brand	Per cent of all families buying elbow macaroni who use each brand		Total number of Greater Milwaukee families using each brand	Dealer Distribution Independent Grocers
	1946	1945		
Tasty Bends	37.5%		57,432	64.0%
Creamettes	18.4		28,180	67.1
Ann Page	16.7		25,576	
Tenderoni	10.1		15,468	64.2
Red Cross	4.9		7,504	14.1
Roundy's	2.7		4,135	3.0
Silver Buckle	2.2		3,369	8.0
Monarch	2.0		3,063	2.1
Red Arrow	1.4		2,144	1.1
Pagliacci	1.2		1,838	8.1
Russo's	1.2		1,838	11.2
Miscellaneous	6.1		9,342	

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER
Model CAND

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.

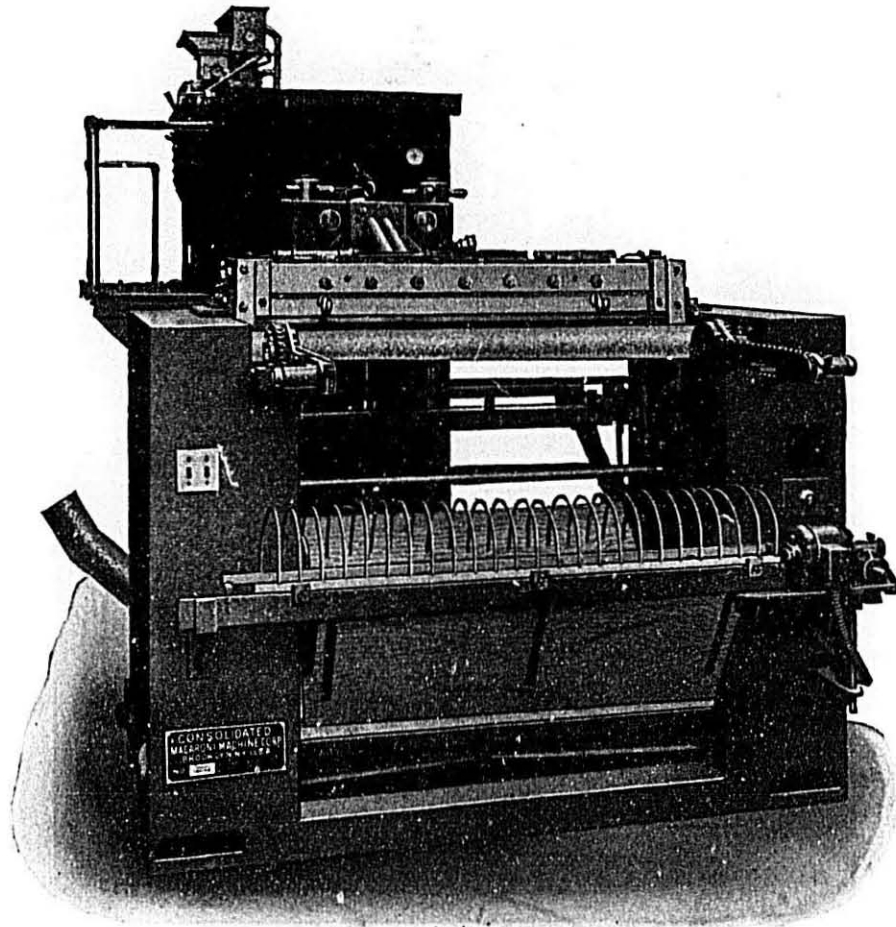
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model CAFS

From Bin to Sticks without handling.

The Press shown above is our latest innovation. It is the only continuous press consisting of a single unit that will produce both long or short goods.

It can be changed from a short to a long goods press, or vice versa, in less than 15 minutes.

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small plants which have space for only one continuous press that can produce both long and short cut products.

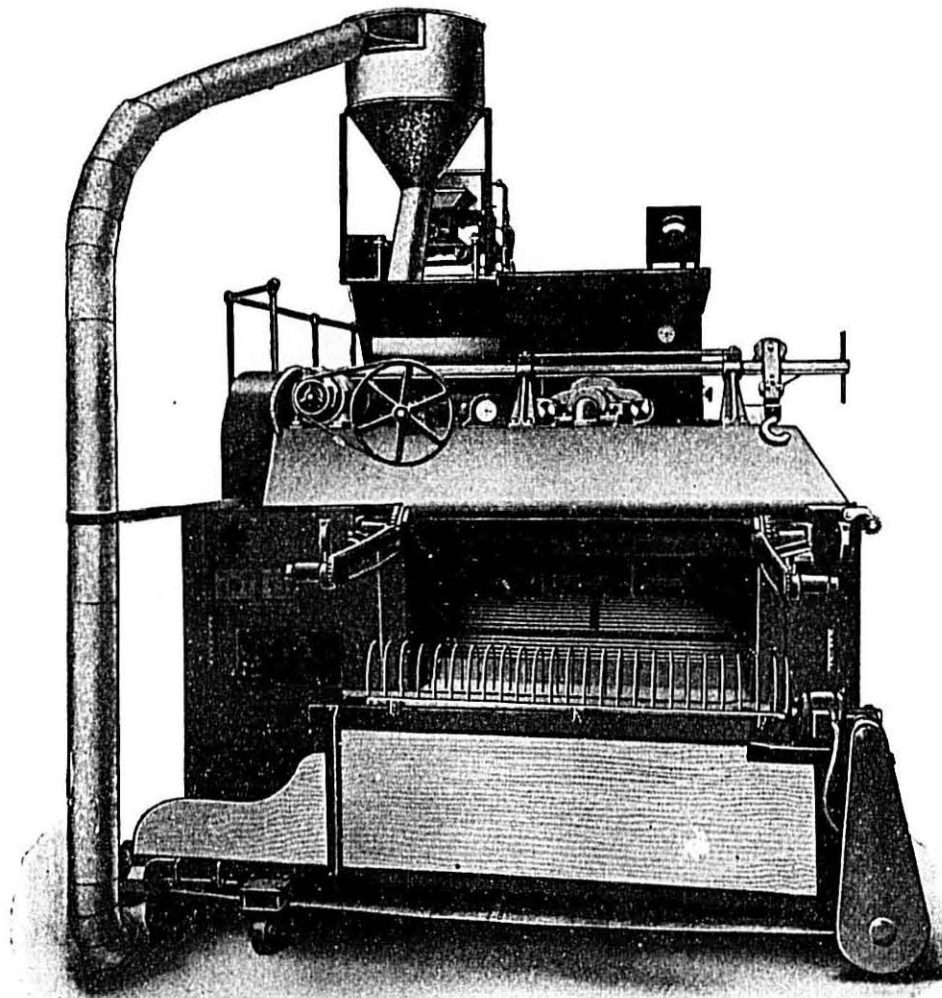
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 158 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG GOODS

Model ADS

From Bins to Sticks Without Handling

The Continuous Long Cut Press with Automatic Spreading worth while waiting for.

The Press that automatically spreads all types of round goods, with or without holes, such as Spaghetti, Macaroni, Ziti, etc.

Also all types of flat goods, Lasagne, Linguine, Margherite, etc.

Trimnings reduced to less than 7%.

The Press that produces a superior product of uniform quality, texture and appearance. No white streaks; cooks uniformly.

Production—900 to 1,000 pounds net of dried products per hour.

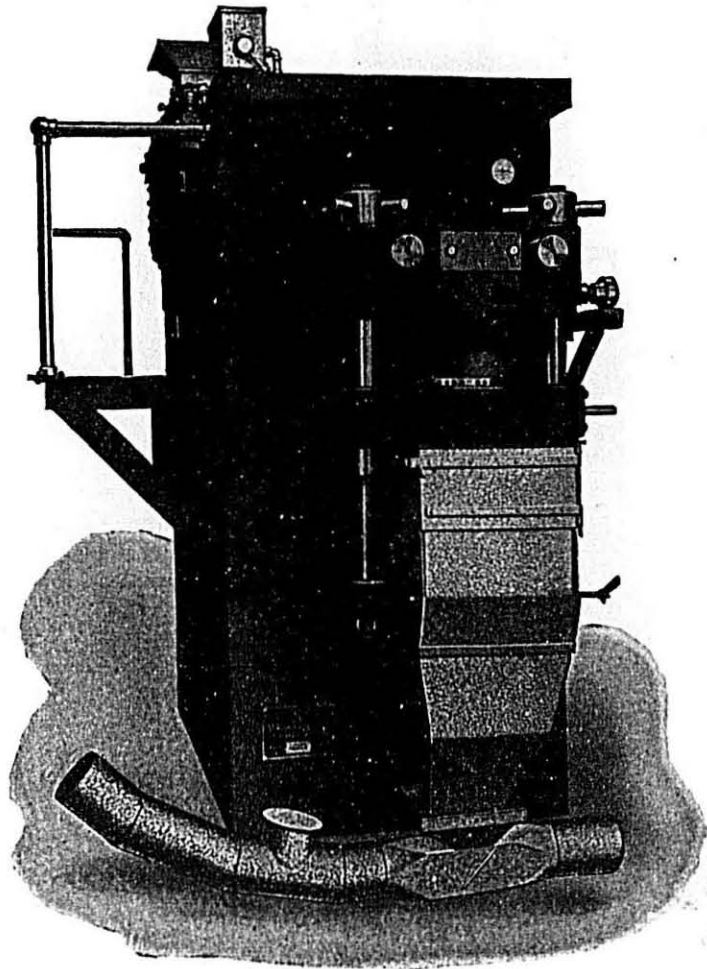
The Press that is built for 24-hour continuous operation, and meets all requirements.

Fully automatic in all respects.

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

Address all communications to 158 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model ASCP

The machine illustrated above is our latest model Continuous Automatic Press for the production of Short Cut Goods of all types and sizes.

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

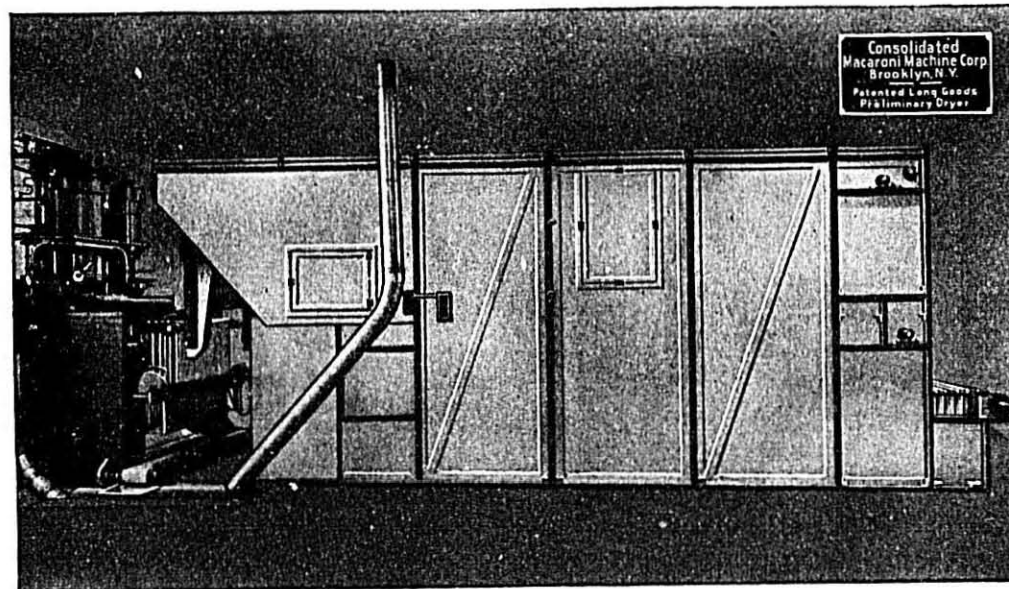
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

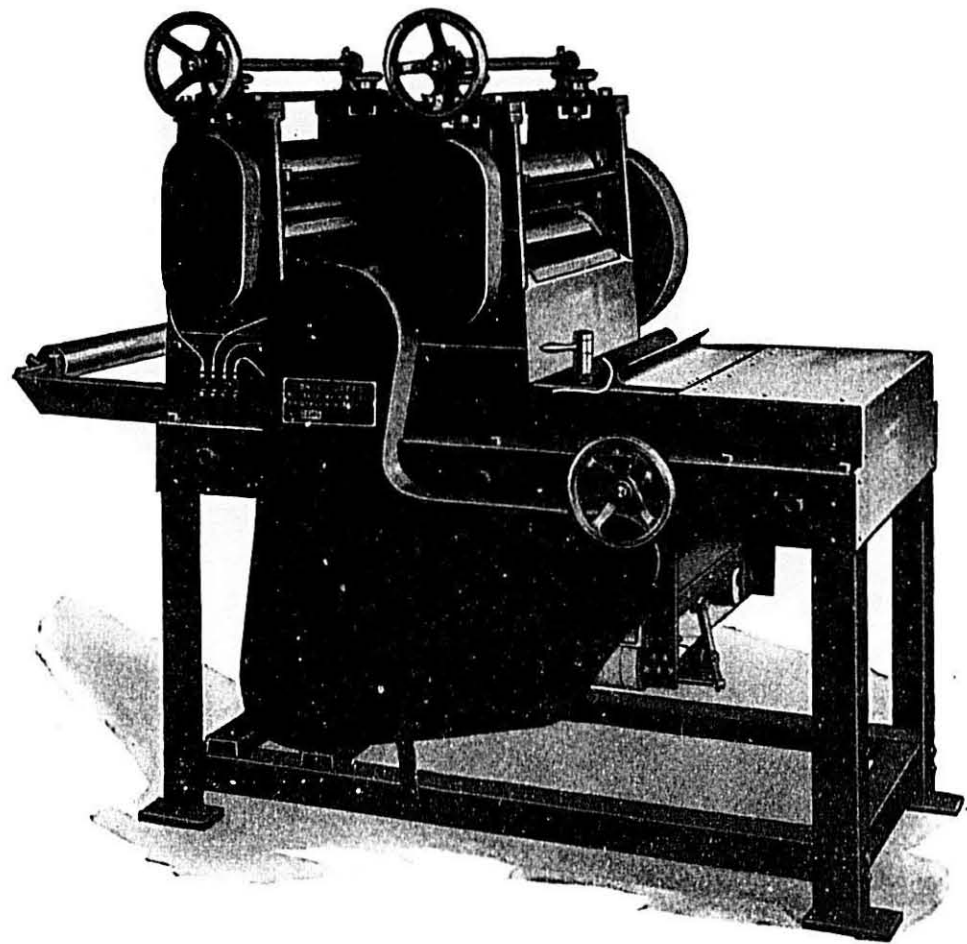
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. Fully automatic in all respects.

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

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER
Model GNC

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

Capital Quality . . . Unvarying As Always

Under Restrictions of WFO 144

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with

CAPMILCO
DURUM GRANULAR FLOUR

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Paramount in New Offices

The Paramount Paper Products Company, suppliers of varied types of printed cellophane bags and wrappers to the macaroni-noodle trade, announces the removal of offices and plant to Hamilton Street at Nineteenth, Philadelphia 30, Pa. The new phone number is Rittenhouse 1854.

International Buys Capital

The International Milling Company of Minneapolis has purchased the milling properties and business of the Capital Flour Mills, Inc., according to notice sent to the macaroni-noodle trade and other interests. The two mills of the Capital organization are located in Saint Paul and have a combined daily capacity in excess of 4,200 sacks.

The durum mill is the principal unit of the two mills housed in a modern building of concrete and steel construction. It has a capacity of 2,850 sacks. The smaller unit is constructed to grind either durum or bread wheat. The two plants have a combined storage capacity of 550,000 bushels. The International Milling Co. also operates the mill in Baldwinsville, N. Y., formerly owned by the Eastern Senoia Mills, Inc.

The personnel of the Capital Flour Mills will continue with International at present. Paul M. Petersen, president of the Capital organization, will be general manager of the Capital Flour Mills Division of the International Milling Company. The membership of the Capital Flour Mills in the National Macaroni Manufacturers Association will be retained by the owning firm, under the name of the Capital Flour Mills Division, with Manager Petersen as the official representative.

In an announcement to the trade, Mr. Petersen says: "We will not only hold our membership in the National Macaroni Manufacturers Association as Associate Members, but we are confident that in our new affiliation, we will be even better able to serve the Association and the macaroni-noodle manufacturers with the added opportunities we will have of utilizing the facilities and experience of the entire International organization."

The acquisition of the Saint Paul plants by International will give it a total capacity of about 76,000 sacks daily. Other than the newly purchased properties, International Milling Company has bread flour mills in Davenport and Sioux City, Iowa; Buffalo, New York; Detroit, Michigan; Greenville, Texas; Salina, Kansas; New Prague and Wabasha, Minnesota; also

a durum mill in Baldwinsville, New York.

James A. Perna Opens Noodle Plant

James A. Perna, a manufacturer of wide experience in macaroni and noodle making recently organized a manufacturing firm to specialize in noodle production. It operates under the name of Home Made Noodle Company. This small but modern plant is located at 7764 Santa Monica Blvd., Los Angeles.

He will distribute his noodles under the brand name of "Mrs. Perna's Own-made Noodles." One of his first acts was to take out a membership in the National Macaroni Manufacturers Association.

Mr. Perna first became interested in the macaroni-noodle business while living in Chicago, working for five years in the Zerega Macaroni Company plant in that city; then seven years in the plant of the Chicago Macaroni Company, two years in the John B. Canapa Co. plant and seven years for A. Russo & Co.

Removing to Los Angeles in 1944, he was employed in two plants in that city, until October, 1945, when he determined to go into business for himself. Mr. Perna says: "I have truly learned the business from the bottom up."

Durum Wheat and Durum Products

(Continued from Page 18)

doughs prepared from semolina, with or without salt, and with one or more of the following: Water, egg, egg yolk, milk, or a milk product; and should not contain more than 13 per cent of moisture, as determined by the vacuum method. When made from the better grades of semolina the finished product is elastic and hard, possesses a soft yellow color, and is rough in texture, breaking with a smooth glassy fracture.

Macaroni is the larger of the slender-tube or pipe-shaped products; vermicelli is the worm-shaped variety, while spaghetti is the term applied to the cord-like paste intermediate in size between the others. A variety of Italian pastes or pates is made by rolling the kneaded semolina into thin sheets, and cutting in shapes of animals, letters of the alphabet, or other designs. Noodles are a strap-shaped form of this paste, a variety that is of Teutonic origin.

The ingredients used in the manufacturing of these products vary widely throughout the world; and, excluding the United States and Europe, rice, corn, and potato flours are frequently utilized, as well as ordinary wheat flour, soybean meal, and the ground particles of other farinuous substances.

Growth of Macaroni Industry

Table 4 compiled from the 1939 Census of Manufacturers, shows the extent of the macaroni industry.

Cumulative purchases by the WFA from March 15, 1941, through June 7, 1945, for all claimants of macaroni products (excluding military requirements) were as follows:

Product	Pounds
Macaroni	2,601,578
Noodles	276,070
Spaghetti (durum and soy egg)	3,178,000
Spaghetti (high protein)	5,008,500
Spaghetti	666,760
Vermicelli	22,230
Total	4,753,138

For the same period, cumulative purchases of semolina totaled: 147,526,075 pounds (1,475,260 sacks).

Durum Wheat in Canada

Compared with the output of bread wheats, production of durum wheat in Canada is small. Moreover, the growing of this crop has been decreasing in recent years. In 1937 it is estimated that about 25 million bushels of durum wheat were produced in Manitoba and Saskatchewan, with the former province accounting for about 23 million bushels of this total.

About 1 1/2 million bushels of this wheat are used domestically in the pro-

TABLE 4.—United States Macaroni Industry 1914-9

Census year	Number of establishments	Wage earners (average for the year)	Wages	Cost of materials, supplies, fuel purchased, electric energy, and contract work ¹	Value of products	Value added by Manufacture
1914	373	3,535	\$1,637,760	\$ 7,933,181	\$12,883,579	\$ 4,945,398
1919	557	4,543	4,168,009	25,109,951	37,057,198	11,947,247
1921	409	3,865	3,748,643	19,964,054	31,012,787	11,048,733
1923	343	4,096	4,332,312	16,646,400	29,556,501	12,910,101
1925	327	4,560	5,025,625	27,491,142	43,489,344	15,998,202
1927	353	4,587	5,070,936	27,433,792	45,353,200	17,919,408
1929	353	5,072	5,384,353	27,336,126	47,074,230	19,738,104
1931	309	4,764	4,974,196	20,311,386	36,224,902	15,913,516
1933	296	5,492	4,264,619	20,385,288	35,891,009	15,506,621
1935	336	6,003	5,306,226	31,811,433	47,598,534	15,787,121
1937	319	6,452	5,719,299	32,836,492	50,336,452	17,322,260
1939	328	6,013	5,383,421	26,929,121	46,153,471	19,224,350

¹ Figures for years prior to 1935 do not include cost of contract work.
Source: Bureau of the Census

duction of macaroni products and from 1 to 3 million bushels are exported. Great Britain takes the largest proportion of Canadian durum wheat exports.

Canada was holding about 3 million bushels of durum wheat from the 1944-45 crop in commercial positions on September 1, 1945. The September 1 estimate of the 1945-46 crop is 5.9 million bushels, or a total 1945-46 supply of about 9 million bushels for feed, seed and commercial deliveries.

The estimated production and marketing of durum wheat for the two principal producing provinces, Mani-

TABLE 5.—United States Imports for Consumption of Macaroni, Vermicelli, Noodles and Similar Pastes (Thousands of Pounds)

Country of origin	Annual average 1939-45	1939	1940	1941	1942	1943	1944
France	25	9	2
Italy	705	469	264
Argentina	1	10	110	29
China	87	290	287	311	5	3	...
Hongkong	347	145	175	268	7	3	...
Japan	201	154	133	20
Other countries	13	10	14	3	2	31	1556
Total quantity	1,379	1,077	875	602	33	156	185
Total value (000 omitted)	\$119	\$103	\$76	\$68	\$2	\$13	\$14

¹ Includes Canada—156 thousand pounds.

TABLE 6.—United States Exports of Macaroni and Macaroni Products (Thousands of Pounds)

Country of destination	Annual average 1939-45	1939	1940	1941	1942	1943	1944
Greece	26	6,331
Netherlands	66
Portugal	175	1,288	477	...	160	1,143	2,015
United Kingdom
U.S.S.R.	487	964	747	31	21	218	277
Canada
Iceland
British Honduras
Costa Rica
Guatemala
Honduras
Nicaragua
Panama Canal Zone
Panama, Republic
Mexico
Newfoundland and Labrador
British West Indies
Cuba
Dominican Republic
Netherland West Indies
Haiti
Belgian Congo
Philippine Islands
French Africa
Belgian Congo
Union of South Africa
Morocco
Other Countries
Total quantity	2,403	4,423	3,590	3,711	2,626	3,296	11,119
Total value (000 omitted)	\$196	\$307	\$256	\$269	\$215	\$301	\$1,169

TABLE 7.—Estimated Production and Marketing of Durum Wheat in Canada (In million bushels)

Year	Manitoba	Saskatchewan	Total de- scribed production	Total de- scribed production liveries
1937-38	21.0	25.0	46.0	47.1
1938-39	15.0	2.3	17.3	15.2
1939-40	8.5	2.3	10.8	9.1
1940-41	6.1	2.5	8.6	6.9
1941-42	2.7	0.9	3.6	2.4
1942-43	2.7	4.1	6.8	4.2
1943-44	2.5	6.6	9.1	5.4
1944-45	5.5	5.5	11.0	7.4
1945-46 ^a	2.4	3.5	5.9	...

^a The September 1 estimate for the 1945-46 crop shows a sharp drop in production. However, the quality of this year's crop is expected to be higher than last year.
^b Final figure.

TABLE 8.—Canadian Macaroni Production and Trade (In pounds)

Year	Production	Imports	Exports	Indicated domestic consumption
1935	34,707,013	315,593	5,456,139	29,566,467
1936	37,703,889	384,823	6,735,710	31,353,002
1937	36,609,691	623,389	6,241,815	30,990,265
1938	41,119,942	676,662	7,949,074	33,847,530
1939	46,767,091	817,014	10,503,439	39,080,666
1940	54,358,831	606,158	19,886,089	35,078,900
1941	44,314,661	18,493	3,520,797	40,812,357
1942	50,442,173	2,753	2,403,058	48,041,868
1943	63,000,000	80	1,710,124	61,289,956
1944	50,628,865 ^b	6,480	3,360,772	47,274,573

^a Preliminary.

toba and Saskatchewan, for the 1937 to 1945 period are shown in table 7.

Canada's Macaroni Industry
The macaroni industry in Canada has been growing steadily from 1935

through 1943. Foreign trade dropped during the war period, but annual production has shown a steady increase over the 9 year period, with the exception of 1941.
In 1935, this industry was carried on
(Continued on Page 34)

A NEW AUTOMATIC WEIGHER FOR Long Cuts!



For production, efficiency and economy in your macaroni packaging set-up, investigate the Saroni Automatic Weigher.

This machine is engineered and produced exclusively for the macaroni industry and will handle all types of Long Cut macaroni and spaghetti. It fits into any type of packaging line and will pace the production at its most critical point.

You'll find it eliminates the human element; gets consistent production with less worker fatigue; eliminates the need for operational training. A Saroni Weighing Machine in your plant will soon pay its initial cost thru savings on labor alone.

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LIOTTA SALES CORP.

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NEW YORK 17, N. Y.

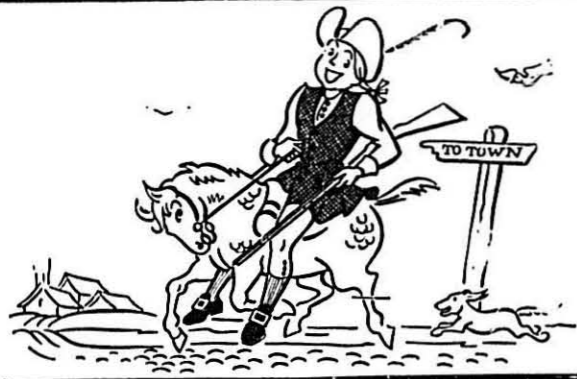
THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

The National Macaroni Institute has recently released a story with human interest and two summertime recipes that should have more than ordinary reader interest among the thousands and thousands of housewives who are concerned about summer meals.

It reads:

Macaroni Rides Again



By BETTY BARCLAY

"Yankee Doodle went to town
A'riding on his pony
Stuck a feather in his hat
And called him macaroni."

This little jingle is over a century and a half old — proof positive that macaroni has been a New World food for a long, long time. And well-prepared macaroni dishes are feathers in the caps of today's housewives, just as they were in early Yankee Doodle days.

With shortages, high prices, famines and hot weather to contend with, women can do a lot with macaroni, spaghetti and egg noodles — those carbohydrate foods that are also rich in protein. Such dishes that are economical and easy to prepare, are ideal main-course features for hot weather meals. Try the recipes that follow and you'll furnish your family with delightful surprises.

Elbow Macaroni Fruit Salad

½ lb. elbow macaroni
1 cup orange or grapefruit sections
1 cup pitted sweet cherries or pineapple
1 cup sliced red apple (unpeeled)
½ cup diced celery
Mayonnaise or French dressing

Cook elbow macaroni in boiling, salted water until "chewy". Do not over-cook. Drain and spread thinly on a shallow platter to cool and revert mashing. When cold, combine with the other salad ingredients. Marinate with mayonnaise or a sweet French dressing and serve on lettuce or from a salad bowl.

Elbow Macaroni Vegetable Salad Bowl

½ lb. elbow macaroni
1 cup diced celery
¼ cup minced green pepper and pimento
Green onions
Small whole tomatoes
Salad oil and vinegar

Cook the elbow macaroni in boiling salted water until "chewy". Drain and spread thinly on platter to cool. When cold combine with other ingredients. Arrange in salad bowl and serve with salad oil and vinegar or a tart salad dressing. Shrimp, tuna fish or chicken make a suitable addition to this salad combination if a more hearty salad is desired.

A Plate of Spaghetti, And One Meat Ball— Appetite Satisfaction

The Associate Press is ever on the alert for news with human interest. At the height of the consumers' worries about the availability of foods and the scarcity of meats, the National Macaroni Institute released a brief story with considerable human interest. It appeared in nearly all the leading newspapers of the country. The following is taken from the Ashtabula, Ohio, *Star Beacon* of June 20, 1946:

"One Meat Ball" Is Theme Song of Macaroni Men

Braidwood, Ill. June 19—One meat ball can be made to go a long way with the help of the National Macaroni Manufacturers' Assn.

"Housewives can hurdle that meat strike if they will conserve their dwindling quantities of meat by using macaroni, spaghetti or egg noodles," according to M. J. Donna, secretary-treasurer of the macaroni association and Managing Director of the National Macaroni Institute.

"We, the manufacturers," he said, "consider macaroni products one of the best substitutes for meat. No, not substitute, either. Macaroni products are extenders of meat. We don't like the word substitute.

"Once for ounce, food value of macaroni products—that is, the dish ready for serving—is equal to that of any other food, because so many other ingredients are used in it.

"And ounce for ounce, in cost value macaroni products have no competition."

There are as many ways to cook macaroni products as there are cooks, Donna said. However, there are 18 basic recipes. The association has just published a cook book called *Macaroni Magic*, which lists many more.

There are about 320 macaroni manufacturing plants in the U. S., located in 32 states but centered principally in the New York area and the Middle West. They employ about 9,000 workers, mostly unskilled.

July, 1946

THE MACARONI JOURNAL

31

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Death of Mrs. Antoinetta Cuneo

Mrs. Antoinetta Cuneo, a pioneer resident of Connellsville, Pa., and who had three sons prominent in the macaroni industry, passed away at the Cuneo homestead the afternoon of June 5. She attained a ripe old age, reared a large family, and until recently was prominent in civic and church affairs in her community.

She was the mother of Vincent J. Cuneo, present manager of MMM La Premiata Macaroni Corporation of Connellsville, and of the late Joseph J. Cuneo, president of the National Macaroni Manufacturers Association (1940-1941 term) who died July 12, 1944, and of the late Lawrence E. Cuneo, former Director and National Treasurer of the Association, who died May 4, 1943.

Peter LaRosa Heads Charity Group

Italian Guardians Seek \$50,000 to Send 500 to Summer Camps

The Italian Board of Guardians, headed by Supreme Court Justice Henry L. Ughetta, launched a campaign last night to raise \$50,000 to be used to send at least 500 children to camp this summer and to carry on the organization's program of assistance to returned servicemen and women.

At the board's headquarters, 191 Joralemon St., Peter LaRosa, who is chairman of the drive, said that last year the organization cared for 860 children and that this year it hopes to exceed that number. "The attention the children receive in summer camps is one of the best preventive steps in juvenile delinquency," Mr. LaRosa said.

Bishop Thomas E. Molloy is honorary chairman of the drive. Vice chairmen are James Amadei of the New York State Industrial Board; Robert Buda, president of the Italian Teachers Association; Vincent Delia, president of the Delia Waste Products Corporation; Dr. Joseph Caltagirone, president of the Italian Medical Society of Brooklyn; Mrs. Charles L'Episcopo, president of the Ladies Auxiliary of the board; Collector of Internal Revenue Joseph P. Marcelle; Domestic Relations Court Justice Juvenal Marchisio, president of the American Relief for Italy; Dr. Anthony L. Morici, president of the Chicago Macaroni Company; Deputy Boxing Commissioner Thomas G. Parisi; Mrs. Joseph Picone of the Brooklyn Bureau of Social Service; former Magistrate Nicholas H. Pinto, member of the advisory board of the Brooklyn Catholic Charities, and Bernard Turcamo, president of the Turcamo Contracting Company. Committee chairmen for the drive

are Thomas Fatato, Philip Spina, the Rev. Salvatore B. Cafiero, Bernard Turcamo, Frank DiGiovanna, Dr. Anthony S. Mecca, Robert Buda, John P. Perass, Nunzio Anfuso, Charles L'Episcopo, Mr. Marcelle, Thomas Sorrentino, Martin J. Cerra, Dr. Vincent Delia, Magistrate Francis Giaccone, Salvatore M. Falceitta.

Liquid, Frozen and Dried Egg Production
May, 1946

Liquid egg production during May totaled 142,911,000 pounds, 7 per cent more than the 133,386,000 pounds produced in May last year, the Bureau of Agricultural Economics reported today. Of the total May production, 90,353,000 pounds were frozen, 50,166,000 pounds were dried and 2,392,000 pounds were used for immediate consumption.

Dried egg production during May totaled 17,556,000 pounds, compared with 12,906,000 pounds in May last year. Production consisted of 14,839,000 pounds of whole egg, 334,000 pounds of dried albumen and 2,383,000 pounds of dried yolk. For the first five months of this year, dried egg production totaled 64,528,000 pounds, compared with 77,236,000 pounds for the same period last year. Purchases of dried whole egg by the Department of Agriculture this year to June 25 totaled 62,257,000 pounds.

The quantity of liquid egg frozen during May was 90,353,000 pounds, compared with 89,458,000 pounds in May last year and 105,676,000 pounds in May, 1944. The quantity of frozen egg produced during the first five months of this year totaled 313,755,000 pounds compared with 289,488,000 pounds produced in the same period last year. Storage holdings of frozen egg on June 1 were 249,304,000

pounds, compared with 231,930,000 pounds on June 1, 1945, and the 1941-45 average of 228,359,000 pounds.

St. Regis Paper Co. Expands

In another step toward development of its long-range expansion program, St. Regis Paper Company of New York has purchased the Florida Pulp & Paper Company at Pensacola.

Jointly announcing the change in ownership with J. H. Allen, president of the Florida company, R. K. Ferguson, president of St. Regis, said the transaction will provide from Florida additional paper immediately to meet the "pressing demands" of multiwall paper bag consumers.

"All signs point to continued increased demand for multiwall paper bags," Mr. Ferguson said. "Their established uses for packing cement and other rock products, fertilizers, agricultural commodities, and chemicals will require greater volume as these basic industries tune up to meet demands of the postwar era. Further stimulation will come through the current and prospective development of new filling machines, which, in conjunction with the multiwall bags, will offer mechanized packing operations to a wider range of industries."

Acquisition of the Florida property marks St. Regis' entry into the kraft pulp and paper industry in the South, its paper-producing properties heretofore having been confined to the Northeast and Pacific Northwest.

Announcement also was made of the construction, now under way, of a new 250-ton kraft paper mill by the Alabama Pulp & Paper Company on a site adjacent to the Pensacola concern, and a proposed new multiwall paper bag plant, together involving a total cost of \$10,000,000.

A Continuing Table of Semolina Milling Facts

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

Month	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	885,655
March	741,624	795,998	692,246	963,387
April	672,899	823,981	608,947	793,866
May	379,861	992,675	704,071	750,963
June	628,518	859,867	656,214	723,733
July		751,280	716,957	648,356
August		694,782	889,515	758,903
September		883,662	895,478	713,349
October		1,101,092	919,226	791,054
November		1,116,434	965,527	839,778
December			921,851	801,847

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1945—June 29, 1946	9,650,004
July 1, 1944—June 30, 1945	10,544,601

Survey proves... Housewives demand enriched foods

Here's the conclusive proof—from Mrs. America herself! Housewives were asked, in a recent survey by one of the largest group publishers, the Fawcett Women's Group, "DO YOU

FAVOR FOODS YOU KNOW TO BE 'ENRICHED' WITH VITAMINS?" Better than 3 out of every 4 answered with an emphatic "Yes!"

DO YOU FAVOR FOODS YOU KNOW TO BE "ENRICHED" WITH VITAMINS?



*When asked "WHY?" 84.9% of these housewives said "better health," "greater vitamin value" or "more nutritious"

HOW IMPORTANT DO YOU CONSIDER VITAMINS IN THE FOOD YOU SERVE YOUR FAMILY?



(Also from same survey by Fawcett Women's Group)

Thus, in the days of heavy competition ahead, the great majority of housewives will use vitamin enrichment as a guide in judging the quality and food value of the products they buy.

YOUR BEST BET: We strongly suggest that you investigate vitamin enrichment for your product by consulting our staff of technical experts.

WRITE TO...

'ROCHE' Vitamin Division

Hoffmann-La Roche, Inc., Nutley 10, New Jersey

Chicago Spaghetti Lives Up To Its Advance Billing

Of all the methods that may have been used by American military men during the war to attract foreign brides, at least one in particular has proved effective as was recently revealed in the case of Mrs. Ivy Borghese and spaghetti, reported in "The Chicago Briefs" of the *Chicago Sun* recently.

"Ivy, 24, met Pfc. Julius Borghese at a dance in Winchester, England, while she was a member of the British Auxiliary Territorial Service. The soldier courted her with a promise of delicious Italian spaghetti at home in Chicago.

The London girl listened for two years to the stories Pfc. Borghese told about the way his mother, Jenny, prepared the dish. Then they were married.

Since February 4 the couple has been living at 914 S. Fairfield Avenue with Jenny. Ivy has not been disillusioned. She has found that spaghetti is every bit as good as her husband said.

She is learning to cook it herself because soon the young couple will

move upstairs into an apartment of their own—and Julius did miss that good Italian spaghetti during the four years he was in service."

Aims of Durum Wheat Division Outlined

(Continued from Page 8)
news stories include a photographic print of a durum wheat product, its recipe, and food copy. The photographs which are used in newspaper and magazine articles are made in the test kitchen of the Wheat Flour Institute. Miss Albright tests the recipes, prepares the food, selects the properties for the food photographs. The plan is to arrange everyday foods so attractively that the homemaker will be interested enough to prepare the same food in her own kitchen.

b. Smaller newspapers which are unable to use photographic prints are provided with mats. These mats, which go every other month to about 200 newspapers, also feature an illustrated dish of durum wheat products with copy and recipes.
c. Two separate news releases are sent out with the photographic prints in addition to the news stories. These releases are called Durum Wheat News and Durum Wheat Fillers and Shorts. Both contain timely information on macaroni, spaghetti and noodles made from durum wheat.
d. A radio release is prepared and sent out monthly to 379 radio stations to men and women preparing programs of interest to homemakers. This radio release is a 10-minute talk about new cookery and meal planning ideas featuring durum wheat products.

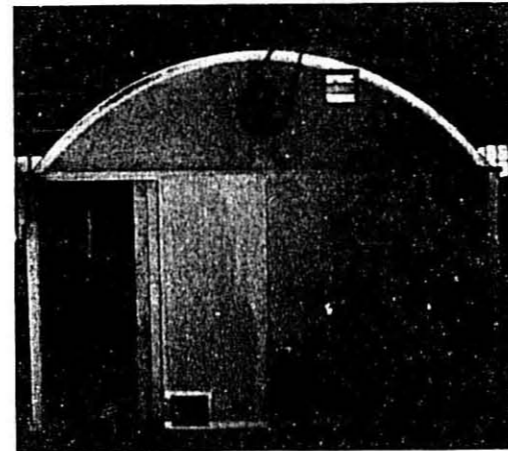
Durum Wheat and Durum Products

(Continued from Page 28)

by 15 establishments. These were distributed, by provinces, as follows: Ontario, 5; British Columbia, 4; Quebec, 3; Manitoba, 2; and Alberta, 1. In 1935 these 15 plants reported a capital investment of \$1,985,716, and an average employment of 330 persons who received a total of \$252,616 in salaries and wages. They spent \$885,246 for materials and produced goods valued at \$1,488,950.

In 1943, 16 establishments comprised the industry. These were distributed by provinces as follows: Ontario, 5; British Columbia, 3; Quebec, 3; Manitoba, 4; and Alberta, 1. In that year these 16 plants reported a capital investment of \$2,955,709, and an average employment of 585 persons who received a total of \$651,904 in salaries and wages. They spent \$1,736,082 for materials and produced goods with a selling value at the factory of \$3,165,717.

The Carleton variety of durum wheat is now used almost exclusively in the manufacturing of macaroni products in Canada.



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO

Executive Offices
55-57 Grand St.
New York 13, N. Y.

Plant and Service
9101-09 Third Ave.
Bergen, N. J.

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597

CUT COSTS • SPEED WORK SAVE LABOR In Carton Packaging!

Are you enjoying the many advantages of PETERS economical packaging machines in your carton packaging? Some macaroni manufacturers still use slow, expensive hand methods, when PETERS semi-automatic and automatic units could do the same job much better and with less labor.

If you are seeking ways to cut your costs, step up your output and increase profits, investigate today.

Send us samples of the various cartons you are using. We will gladly make our recommendations.



JUNIOR CARTON FORMING & LINING MACHINE sets up 15-40 cartons per min., one operator. Can be made adjustable to handle several size cartons.

JUNIOR CARTON FOLDING & CLOSING MACHINE closes 15-40 cartons per min., no operator. Can also be made adjustable to handle several different cartons.

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

Don't Let a Few Headaches Stop You

Printers Ink of June 21, 1946, carries the following editorial intended to score a point for some one's side of a question under discussion, but which it reproduced here for what it is worth—with verification:

In between gags, puns, tossing cigars, etc., etc., "Sunshine Gene" Flack, director of advertising and trade relations counsel for Sunshine Biscuits, Inc., included a few bits of serious and thought-provoking advice during a recent American Assn. of Newspaper Representatives' luncheon.

Citing a \$150,000,000 (billions, that is) market just waiting to be tapped, "Sunshine" told his listeners that the manufacturers of this nation should not let themselves be defeated by strikes, shortages and what have you—they should muster all their "ingenuity and courage" to come out on top and collect their share of that rich market.

For instance, Mr. Flack for instance, there was that baked bean manufacturer lack in 1942 who was going great guns with his "new and improved" baked beans. Along came various shortages and that firm's beans went right out the window. But did they give up? No sire-ee. The firm immediately held a meeting of its big brains and a new type of macaroni was born. "And if there's anything the country didn't need at that time, it was a new macaroni!" (The quotes are "Sunshine's").

However, and here's the moral of the story—with an extensive ad and promotion campaign as a backdrop, that firm's new macaroni soon outsold its original product, beans. Well, to make a long story short, once again shortages horned in, and out the window went another product. The previously outlined routine was repeated and as you've already guessed—the firm's latest product, chile con carne, was also a smashing success.

"Ingenuity and courage is what we need to stay on that target," said Mr. Flack. And a more impressive target we've never seen.

Heavy Wheat Exports in June

Exports of 357,000 long tons (13,672,000 bushels) of United States grain and grain products during the first ten days in June, compared with 120,000 long tons (4,180,000 bushels) during the first ten days in May, have been announced by the United States Department of Agriculture. The June exports included 228,000 tons wheat and flour equivalent, and 129,000 tons corn and corn products.

Wheat and flour equivalent exported from January 1 through June 10 totaled 4,225,000 long tons including 190,000 tons of Canadian wheat milled in bond. Corn and corn products exported in the same period totaled 207,000 tons.

Attend Cost Conference

John Sheets, plant manager of the Keystone Macaroni Manufacturing Company, Lebanon, Pa., and president of the Lancaster chapter of the National Association of Cost Accountants, attended the 1946 conference of that organization at the Waldorf-Astoria Hotel, New York City, June 17-20. He was accompanied by J. Harold Haag, another Lebanon delegate.

Earl F. Cross Made Vice President for Central Division of General Mills

Earl F. Cross, division operations manager for the Central Division of General Mills with headquarters in Chicago, has been appointed a division vice president it was announced recently by Harry A. Bullis, company president.



Earl F. Cross

Cross has had a wide variety of experience in practically all phases of milling operations. He has worked for General Mills since 1930 when he began as a salesman for Gold Medal foods covering the southwestern states. For five years he was promotion representative, assistant sales manager and southeastern representative for the Red Star Milling Company. In 1938 Cross was made territorial sales manager for the Central Division and successively became manager for General Mills' durum and rye products departments representing his firms at national and regional meetings of the macaroni-noodle manufacturers among whom he enjoys a host of good friends and well-wishes. In 1944 he became division operations manager for the Central Division.

While attending Wichita University and Kansas State College, Cross did special work on milling samples of wheat grown by the Agricultural Experiment Stations in Kansas and obtained practical experience in cereal chemistry as a product-control chemist. Further experience in the milling industry included positions as grain buyer and milling superintendent. Previous to coming with General Mills, he was manager and co-owner of Associated Mills.

Why Distribute Calendars When Everybody Else Does?

By Ernest A. Dench

The trouble with calendars is that little or no thought is given to their distribution. The worst possible distribution feature is the utter lack of timing.

Most business firms wait until the latter half of December, at which time their customers are saturated with advertising calendars. It would need a huge mansion were every recipient to conscientiously hang or otherwise place one calendar in each room. The first three or four find resting places in the home, office, or factory, while the late-comers, unless they are of outstanding artistic merit, land in the wastebasket.

Why don't a few more firms try a late summer or early autumn distribution of advertising calendars? There are lots of individuals, particularly officials of clubs, societies and other fraternal, social and religious organizations, who have to look ahead. It makes considerably more work for them when, with *this* year's calendar at their elbow, they have to figure out dates for events during the first part of the *next* year. One such official we know actually pays thirty-five cents for a calendar which comes to his door in August. It is a religious calendar. He has absolutely no use for the biblical features, but he gladly buys the calendar because it gives him the essential data *when* he wants it—and not several months later.

Why Not Localize a Calendar?

Many firms take the easiest way out in meeting aggressive local competition in advertising calendars. Each tries to outdo the other by buying more colorful art. It costs a "pretty penny," and after all is said and done, any business firm with the money to spend

can match its competitor if given time.

What it cannot so easily and quickly match are brains and resourcefulness. Most of the colored calendars are syndicated productions, sold throughout the country, with each local buyer's imprint on them.

Many of these advertising calendars, while beautiful specimens of commercial art, have their practical shortcomings. They fail to give those holidays and other events observed in *some* states and not in *others*.

A business firm that produced a strictly local calendar, expending the extra money it would otherwise devote to an ornate syndicated production, would have a certain winner. This applies even if it were printed in one color. It could also be copyrighted for two dollars, to stamp down on possible competition from those who prefer to follow rather than lead.

This calendar or almanac could, for instance, give such valuable local information as—

The dates of state, county and municipal holidays.

The dates and places of state and county fairs and like events relatively close at hand.

When the seasons open and close for different types of fishing and hunting.

Those religious events with regional application.

Days during the week when local fraternal, social and religious organizations usually hold their meetings.

The time to locally plant garden and agricultural seeds in the spring, and bulbs in the autumn.

Opening and closing dates of baseball, football and basketball seasons, in relation to the fixtures of local teams.

Local school holidays.

Historic anniversaries in the neighborhood.

The list given above is capable of almost indefinite expansion. In a calendar there would be only space for the highlights, while the almanac, if selected in preference to the calendar, would enable the job to be done more completely.

Either undertaking would involve a thorough local research job, and the most qualified person to tackle it would be a local newspaperman or librarian, on a moderate fee basis. After the first year, there would only remain the less expensive chore of checking over the data for corrections and additions.

For a year at least, such a localized calendar or almanac would have no competitor in the field—and even then he could not steal your copyrighted stuff without materially changing the presentation and the wording, coupled with data of his own compilation. By that time you would be identified as the pioneer, with any latecomers obvious copycats to the public at large. —(All Rights Reserved.)

Atlantic Macaroni Co., Inc., Becomes Caruso Foods, Inc.

The Atlantic Macaroni Co., a well-known manufacturer of macaroni products, and subsidiary of Airline Foods Corporation, New York, N. Y., has changed its name to Caruso Foods, Inc., it was announced at the company offices, 43-82 Vernon Blvd., Long Island City.

The change of name, which became effective June 1, identifies the company more closely with its Caruso brand products which have been famous since the days when Enrico Caruso himself pronounced these products his favorite brand and gave the company permission to use his name and picture as a trademark.

Caruso Foods, Inc., manufactures over eighty different varieties of macaroni, spaghetti and egg noodles, in addition to dehydrated soup mixes, spaghetti sauce and similar products.

NOW IS THE TIME

This is the ideal time to improve your packaging methods with a CECO Adjustable Carton Sealer. Then, when ample raw materials are again available, you will be able to fill your backlog of orders faster, better, and at lower cost.

A CECO Adjustable Carton Sealer is so simple in construction and operation that even an unskilled operator can maintain it. It is adjustable instantly without tools for any size carton. Send for details today, and you will learn why such a large proportion of large and small concerns in the macaroni industry use CECO Adjustable Carton Sealers.

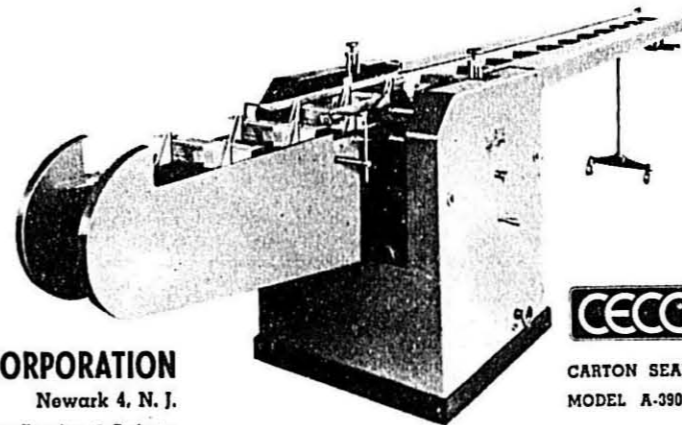
Features--

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes better-looking cartons



Adjustable

CARTON SEALER



CARTON SEALER
MODEL A-3901-12

CONTAINER EQUIPMENT CORPORATION

210 Riverside Avenue • Newark 4, N. J.

Chicago • Toronto • Baltimore • St. Louis • San Francisco • Rochester

MILLERS OF SEMOLINA AND DURUM FLOUR SINCE 1905

Loyalty to customers and fair dealing ALWAYS HAS BEEN and IS NOW one of the virtues that has made us a host of friends in the

MACARONI-NOODLE INDUSTRY

May we see you at the Hotel Nicollet,
Minneapolis, July 17-19

Crookston Milling Company
Crookston, Minnesota

BONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., Inc.



TRADE MARK

178-180 Grand Street

New York 13, N. Y.

"Makers of Macaroni Dies Since 1903—With Management Continuously Retained in Same Family"

Macaroni Foods

Have Made Millions of Friends

By M. J. Donna

Managing Director, National Macaroni Institute

Macaroni, spaghetti, and egg noodles, the "energy trio" of grain foods as they are quite generally known among food experts, gained their rightful place on the American table during the war, first because of their natural goodness, and second because they did so splendid a job as extenders of scarcer, rationed foods.

The steady demand for these grain products in every season of the year discouraged price wars, with the result that never before has there been so continuous an offering of quality products, usually at ceiling prices. Even the notorious price-cutters in the trade, who heretofore had drastically cheapened their brands to justify cheap prices, chose the easy road, offering only products of acceptable quality at prices at or very near the ceiling. As a result, there was created during the war a readier acceptance of these wheat products, which by the way are never expensive, even at the highest price quoted, when food values are taken into consideration.

The requirements of the Quartermaster Corps for products of a specific grade for feeding those in the armed services and later for a fortified grade to feed the people of occupied countries tended to stabilize quality. Furthermore, the consistent consumer demand has succeeded in maintaining a higher quality standard than that prevalent during the depression years, when price was a factor even in the case of this inexpensive food.

Wartime Created New Customers

From the experiences of the war years, there are certain facts that should serve as a basis for measuring future trends, most of which are clearly discernible at present.

Millions of Americans, who had seldom eaten macaroni, spaghetti, egg noodles, and other shapes of this wheat food, have discovered their many good qualities, and are now quite regular customers.

Millions of housewives have learned the economy and versatility of this bland food when judiciously used in planned menus, and will continue to find a place for it in American cookery.

Millions of servicemen and women developed appetites for macaroni

(Reprint from Pacific Coast Review—May, 1946)

foods when they were served in varied combinations by service cooks in mess halls throughout the world.

Millions of foreigners, who naturally preferred brands of this food manufactured in their home factories, have had reason to change their opinion and recognize, somewhat reluctantly in some cases, that American macaroni-spaghetti-egg noodles, made in sanitary plants by the most modern machines from high grade durum wheat grown in this country and packaged for protection and preservation in the most modern cartons and containers, are equal, if not superior, to any made elsewhere in the world.

The government was the macaroni-noodle industry's biggest and best customer during the past four years. Government buying has naturally declined, but a larger Army and Navy, as presently contemplated, will mean government buying on a much larger scale than in prewar years.

Consumer Education Undertaken

The world-wide demand for this inexpensive but nutritious grain food will favorably affect exports for years to come—as soon as ships are available and there is developed a fair basis of trade among countries. Predictions are that there will be more American-

made macaroni-noodle products exported this year than in any previous year of record. This trend should continue for some years, or until the destroyed factories in other countries are restored or rebuilt.

On the consumer education side, leaders of the industry have not overlooked the opportunity presented by the war, rationing, and other factors. Under the direction of the National Macaroni Institute, several campaigns of products promotion, consumer education, and public relations have been undertaken.

General economic conditions will naturally affect domestic buying of this and all other foods, and world relief needs will have a direct bearing on supplies. But with the solution of the postwar labor situation, indications are that the United States will continue to be the best fed, the best clothed, and the best entertained nation in the world. All foods, in fact all business, will benefit from the healthy conditions that will prevail throughout the country, despite temporary industrial strife and never-ending political bickerings.

All in all, the macaroni-spaghetti-egg noodle industry of America can look forward to a busy, profitable period during the remainder of this year and for many years to come.

A Salesman's Soliloquy

By W. H. Wilson

Perhaps it is because salesmen are capable of such heights of enthusiasm that they are prone to plunge into the depths of self-pity. One sales manager recently suggested to one of his men who was down in the dumps that he ask himself the following questions:

Am I paid fairly for what I do?

Do I know enough about the company and the business in general?

Am I interested in this line or should I change?

Do I use all the company offers in the way of sales aids?

Do I knock the company I work for?

Do I see enough prospects?

Have I a good and interesting sales story?

Would it sell me?

Am I seeing the right people?

Do I depress people or cheer them up?

Have I personal handicaps—bad breath, untidiness, rudeness?

Do I handle my personal affairs well?

What is my biggest asset, my biggest liability?

If I were a manager would I hire myself?

What do I need to hold a better job?

Do I resent friendly criticism?

How often do I work out original business ideas?

Do I talk too long?

When and where am I really happy?

What would it take to make me do better?

What will I be doing five years from now?

—IMPORTANT DATES TO REMEMBER—

JULY 17th, 18th and 19th
HOTEL NICOLLET
Minneapolis • Minnesota

MACARONI, NOODLE & ALLIED INDUSTRY CONFERENCE

Be sure to attend . . . it may help you to solve some of your problems

For information on CHAMPION Equipment, see our Frank A. Motta, who will be there to extend our greetings to our many friends in the Industry.

CHAMPION MACHINERY COMPANY JOLIET, ILLINOIS

MANUFACTURERS OF THE CHAMPION LINE OF FLOUR OUTFITS, MIXERS, WEIGHING HOPPERS, WATER METERS, ETC., FOR THE MACARONI AND NOODLE INDUSTRY.

Welcome!

To the Delegates and Those in Attendance

at the Conference

of the
National Macaroni Manufacturers
Association

in Minneapolis, Minn.

July 17, 18 and 19, 1946

You who make those highly acceptable foods—macaroni, spaghetti, vermicelli, and noodles—do well to come to the central milling point of Amber Durum, that hardest of all wheats from which Semolina—"The Finest of the Wheat," is made. You will be aided in understanding the serious problems facing your industry and those of the millers, by your visit here.

In these troubled times we have tried to cooperate with you in turning out the best product possible so that your products will be the finest in the world. This conference should promote that co-operation in the future, as we learn from each other.

With the goodwill of real fellowship, we are your hosts:

**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**

Amber Milling Division

1823 University Ave.

St. Paul 4, Minn.

Be Wise!

BUY DIES
THAT LAST

LOMBARDI DIES

Stainless Steel Dies
Without Bronze Plugs

★

Guaranteed Smoothness

No More Repairing

★

Write for Information

**LOMBARDI'S
MACARONI DIES**

1153 Glendale Blvd. Los Angeles 26, Cal.

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

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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 FIRST day of the 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. XXVIII July, 1946 No. 3



"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one nation indivisible, with liberty and justice for all."

Wheat Loans to Continue Through July

Loaning government-owned wheat to flour mills where necessary to maintain consumer bread supplies and keep mills in operation will be continued through July, the U. S. Department of Agriculture has announced.

The authorized July grind of wheat for domestic consumption has been raised to 85 per cent of the average monthly grind for this purpose in 1945. This is a sharp increase from the 75 per cent permitted in June.

Mill applications for loan of government wheat may be made either direct, or through grain merchants, to the Grain Branch (CCC) offices of the Department at Kansas City, Chicago, Minneapolis, or Portland, Oregon. A miller may obtain a loan of wheat when he can certify that the total quantity of wheat and flour he owns, plus the quantity being processed, and the quantity ground into flour during July does not exceed 50 per cent of his

authorized July grind for domestic use.

The department reported it had released approximately 7.5 million bushels of wheat to millers through June 24 under this program.

Decline in Spring Wheat Estimates

The Crop Reporting Board of the U. S. Department of Agriculture on June 30, 1946, revised its estimates on probable wheat production in 1946, with reference to spring wheat, including durum, it says:

"Spring wheat prospects declined 2 1/2 million bushels to a June 14 prospective production of 224 million bushels, compared with the June 1 estimate of 231 million bushels. Heaviest declines were in Montana and the Dakotas, where dry weather prevailed until mid-June when rains fell. Oregon and Idaho showed slight increases while Minnesota prospects remained unchanged."

Welcome, New Members!

Letters of welcome and of the Association's appreciation for applications for membership in the National Macaroni Manufacturers Association have been sent to the executives of the following firms who have chosen to cast their lot with the leading manufacturing and allied firms in the country that constitute the members of the Industry's organization:

G. D. Del Rossi & Co., Inc., 240 India St., Providence, R. I. (G. D. Del Rossi, President)

Fort Worth Macaroni Co., 108 Park St., Fort Worth, Texas. (John P. and Carl L. Laneri, Executives)

Home Made Noodle Co., 7764 Santa Monica Blvd., Los Angeles, Calif. (James Perna, Owner)

Brockway Macaroni & Supply Co., Reynoldsville, Pa. (J. F. Pedace, President)

Ferguson's 25th Anniversary

The J. L. Ferguson Company of Joliet, Illinois, manufacturers of "Packomatic" machines, observed its twenty-fifth anniversary at its new plant on July 1. It was also the birthday anniversary of Mr. J. L. Ferguson, president.

Due to the food and beverage shortages—and the more important task of diverting food, and food and beverage ingredients to the world's famine areas—the Ferguson folks ruled out any major celebration of the anniversary, excepting a picnic for the employees and their families and an "open house" for old friends and associates.

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.

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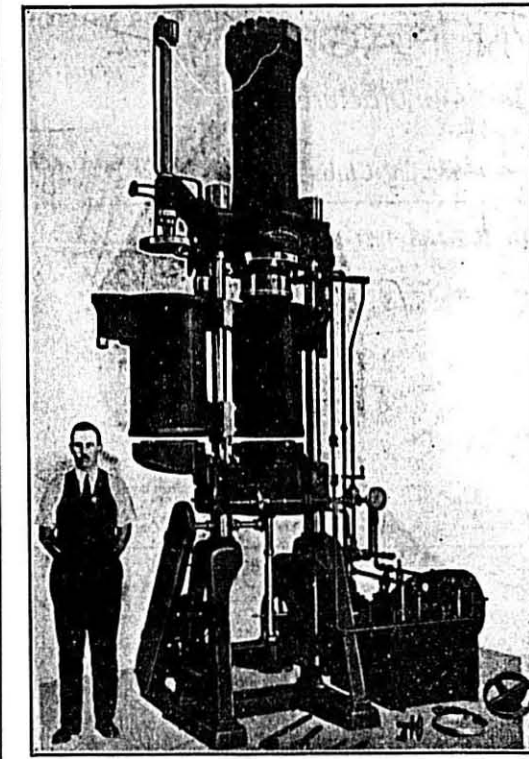


FOR SALE—Sixteen (16) New Wood BAROZZI Dryer Trucks. Dismantled. Never Assembled. Ball Bearing. Hard Rubber Casters, 60-stick Capacity. Box 36, c/o Macaroni Journal, Braidwood, Ill.

WILL PURCHASE 9" or 10" Hydraulic press with or without dies. Also some Kneaders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—Four-deck conveyor suitable for short-cut macaroni. Roth Noodle Co. 7224 Kelly St., Pittsburgh, Pa.

WANTED: Manufacturer will buy hydraulic press for short goods; also mixer. Box No. 35, c/o Macaroni Journal, Braidwood, Ill.



PRESS No. 222 (Special)

John J. Cavagnaro

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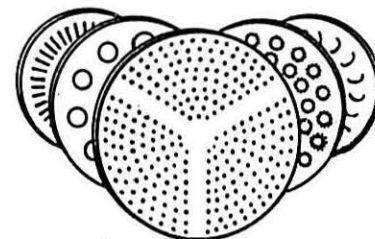
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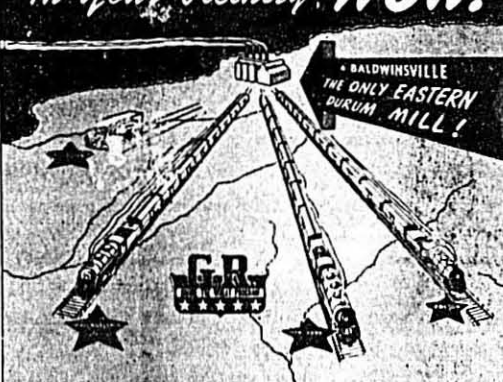
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OUR PURPOSE:

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..... J. Grass Noodle Co., Chicago, Ill.
B. E. Jacobs, Director of Research..... 2026 T 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 Nevy, 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. Zeraga, Jr., A. Zeraga's Sons, Inc., Brooklyn, N. Y.
Albert Ravano, Mound City Macaroni Co., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

Secretary's Message

The Industry Responds

Heeding the cry of millions in Asia and Europe who must have food from the Americas if actual starvation is to be fought successfully, and if world peace is to be an actuality rather than a dream, the Macaroni-Spaghetti-Noodle manufacturers of the United States have no serious objection to being placed on a reduced semolina basis for a few months since they consider that that is not too great a price to pay for the privilege of being Good Samaritans while promoting a lasting peace.

They are hoping for a bounteous durum wheat harvest in August and September, not only to replace the wheat kindly loaned by the Commodity Credit Corporation in the crises, but a supply sufficient to supply the ever-increasing needs of an Industry whose importance in the food field is becoming increasingly appreciated in this country and abroad.

Taking advantage of a lull in operation after several years of peak production, the executives of the leading macaroni products factories of the country are wisely planning a well-earned vacation, combining business and pleasure at the first postwar Conference of the Industry at Minneapolis, July 17-19.

The advance demand for hotel rooms for the convention exceeds all previous advance reservations.

A fine program has been arranged wherein all the important problems of the hour are set for expert consideration and group discussion.

Those who attend will not be disappointed, socially and as a matter of business, which is and should be the first consideration of the conference planners. The program may be unsurpassed and the entertainment alluring, but it is the attitude and action of the manufacturers that will determine its success.

M. J. DONNA,
Secretary-Treasurer.



The tough kraft paper of Multiwalls makes it impossible for the flour to "sift" through as it does when packed in fabric sacks. This lost flour, which prominent bakers estimate to be as high as 1/2-lb. per hundred pound bag, adds up to 10-lbs. of flour per ton — a lot of extra bread for the users of Multiwalls!

Retention is another thief of precious flour, and Multiwalls

are a positive protection against this loss. The fine granules of flour find no foothold on the smooth insides of the bag. The seemingly small amount of flour retained in a fabric bag (estimated by a prominent fabric bag cleaning concern at 1-lb. per 100-lb. bag) adds up to 20-lbs. per ton — another hidden waste that can be eliminated to mean more loaves of bread for you!

ADDED ADVANTAGES

PROTECTION against contamination

Multiwalls are an effective protection against rodent contamination as the strong kraft paper eliminates the possibility of seepage.

... against infestation

"Paper bags afford considerable protection to flour from outside infestation. Most flour-infesting insects are unable to cut through the walls of substantial paper bags." U. S. Dept. Agric. Circ. 720.

... against siftage

Multiwalls eliminate siftage and flour dust caused by bag shaking, and therefore improve the appearance of your bakery.



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**Pillsbury Welcomes You
to Minneapolis!**

We're pleased that the National Macaroni Manufacturers Association has picked our home town for its national conference. We're looking forward to greeting you, showing you our city, our Durum Mill, Products Control Laboratory, and Experimental Spaghetti Plant.

Hope you enjoy your stay!
PILLSBURY MILLS, Inc., General Offices: Minneapolis, Minn.

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