

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 6**

October, 1946

OCTOBER, 1946

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

More Merchandising, Less

A problem common to all macaroni-noodle manufacturers and worthy of the united thinking of both leaders and followers, is the resumption of normal, prewar merchandising.

Business very definitely shows a marked swing from a "Buyers" to a "Sellers" market. Will the latter inaugurate another era of cut-throat competition and substandard macaroni, spaghetti and egg noodles from which the trade was freed during the war?

It seems most opportune to give merchandising more than passing thought to avoid the evils that will rob this fine food of the continuing favor of distributors and consumers.

Official Organ
of the National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXVIII
NUMBER 6



**WHY
BLINDFOLD
Prospective
CUSTOMERS?**

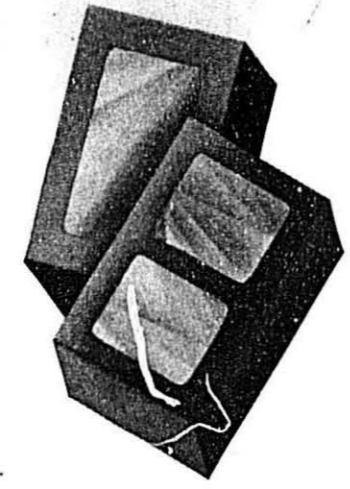
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WINTHROP has incorporated these distinctive features in Blue Label "VEXTRAM" for the macaroni

products industry, and adjusted its vitamin and mineral content to insure adequate enrichment of macaroni and noodle products, according to Federal Standards. (Use Blue Label "VEXTRAM" as directed—two ounces per 100 pounds of Semolina.)

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It's your assurance of better macaroni foods and continued consumer demand.

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXVIII

October, 1946

Number 6

Demands and Prices

Two great problems face the Nation, including, of course, the macaroni-noodle industry—the maintenance of our economy at full production and full employment, and the prevention of runaway wages and prices. The solution of these problems, according to the War Mobilization and Reconversion Board, will determine whether or not the country is in for a long period of prosperity following five long years of war uncertainty.

If present prices keep on rising so as to precipitate a wage-price spiral, it is possible that business will find that it has priced itself out of the market and into another depression. On the other hand, if by good judgment and wise planning excessive price rises can be retarded, the backlog of demand will balance price increases normally, and without serious results.

Demand, both natural and created, will greatly affect the immediate future. Too great a demand means inflation; too little means depression. To balance this is not easy, as those in Government, and business, too, are finding out in the price-control muddle that has most people worried.

This reasoning is not intended to discourage natural promotions. Macaroni manufacturers, for instance, should not hesitate one moment to put into effect any practical activity to create greater consumer demand for their food, since that would have little or no effect on the country's general economy. That would hardly invite inflation; only encourage preference.

At the moment, the demand for macaroni products is quite satisfactory, compared with the prewar situation. Because of the reasonable prices at which this good grain food is offered, and the existing scarcity of competitive foods, that condition has no great bearing on the nation's economy, though it does aid the economy of the manufacturers, compensating them for the many lean years before war demands placed the industry on a profitable basis.

While retail prices of macaroni products are on a higher scale than those of a decade or so ago, they are very reasonable in comparison with the price rise experienced by other foods. Quality macaroni and spaghetti are now available in most stores at about one cent an ounce—and in what other form can so much food value be purchased so reasonably!

How long will this favorable situation continue? During the war, Government buying of this food made the armed forces the Industry's best customers. There has been a drastic decline in Government buying as reflected in the over-all figures recently released by a Government agency, which says that the combined local, State and Federal expenditures for goods and services have declined from a peak annual rate of \$106 billion in the second quarter of 1945 to about \$37 billion in the same quarter of 1946.

It can be assumed that macaroni buying by the Government has decreased proportionally, at least. Currently, the scarcity of other foods, notably meats, rice and canned products, favorably affects the position of macaroni foods on what may still be termed a "Buyers" market. Consumer buying is still at an extremely high level. The same authority says that the 1945 high of \$106 billion, which was more than 25 per cent greater than the prewar peak—has now been left far behind. Currently, the public is spending at the rate of \$126 billion a year for consumer goods and services.

Students of the general situation recommend that the first and most salutary action to arrest too rapid a decline could be taken by business itself in reducing prices—wherever possible—without reducing wages. There is hardly any possibility of this being done in the macaroni industry, where prices of finished goods are but a mere step ahead now of ever-increasing cost of production.

SECRETARY'S PACIFIC COAST TOUR

Seattle, San Francisco and Los Angeles Visited

As instructed by the Board of Directors at the July convention of the National Macaroni Manufacturers Association in Minneapolis, M. J. Donna, secretary of the organization, made a tour of the Pacific Coast to bring to the Washington, Oregon and California macaroni-noodle manufacturers first-hand information on the action taken at the convention and to personally contact executives with whom he has been corresponding on and off for over 27 years. The trip was made during the last half of August and the first part of September.

The tour resulted from a recommendation to the Board by Regional Director Guido P. Merlino of Seattle, who felt that personal contacts would be of benefit to both the manufacturers who are members of the National Association and those who might elect to be when the aims and objects of the organization were fully explained... that the National Association would likewise benefit by the personal interest shown in the welfare of those who operate at great distances from the convention cities.

The Secretary, with the help of the two Regional Directors, arranged for three sectional meetings, the first in Seattle on August 26, in Olympic Hotel, the second in St. Francis Hotel, San Francisco, August 30, and the third in Biltmore Hotel, Los Angeles, September 5. Convention action and other matters of local interest were discussed in line with a general program prepared by the Secretary with the approval of the local Directors of the National Association. The agenda for each meeting quite generally paralleled the following outline:

- Introductory remarks by the Regional Directors and the introduction of the Association's Secretary-Treasurer, M. J. Donna.
- Brief outline of the aims and purposes of the meeting.
- Review of the action taken at Minneapolis convention in July, with comments by manufacturers and allies on the good resulting therefrom.
- Review of retailing policies in other centers, for comparison.
- OPA price increase regulation of August 2.
- Should or should not macaroni products be decontrolled?
- One grade of raw materials. (All three meetings went unanimously on record as favoring one grade of raw materials, preferably of a granulation

- of an extraction of 75 per cent or lower.)
- Products enrichment, permissible, but not compulsory.
- Slack-filled tolerance under New F.D.A. regulations. Concerned western manufacturers very little as from 75 to 90 per cent of products are marketed in cellophane.
- Collaboration with durum wheat farmers to increase production of Durum Wheat to meet industry demands.
- Self-inspection of plants in line with Government inspection policy.
- Return of spoiled goods.
- Winning the American consumers' good will through program of the National Macaroni Institute and the work of the Durum Wheat Division of the Wheat Flour Institute.
- Why a National Macaroni Manufacturers Association? Welcoming of new members.

Seattle Meeting

All except two of the firms in the Pacific Northwest sent representatives to the meeting in the Olympic Hotel, August 26, presided over by Regional Director Guido P. Merlino of Mission



SEATTLE GROUP

Seated—Left to Right: Armand Favro, Favro Macaroni Co., Seattle, Wash.; Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.; M. J. Donna, Secretary, National Macaroni Manufacturers Association; John Scarpelli, Porter-Scarpelli Macaroni Co., Portland, Oregon; Felice De Felice, U. S. Macaroni Co., Spokane, Wash.
Standing—Left to Right: Ernest Merlino, Mission Macaroni Co., Seattle, Wash.;

Frank Taskett, Taskett Advertising Agency, Seattle, Wash.; John Madonna, Pacific Macaroni Co., Seattle, Wash.; W. E. McLeod, Pillsbury Flour Mills, Seattle, Wash.; Joseph Merlino, Pacific Macaroni Co., Seattle, Wash.; John Lucas, Pillsbury Flour Mills, Seattle, Wash.
(Beverly Sack of Minneapolis Milling Co., Seattle, was absent when photo was taken.)

Macaroni Company, Seattle. Deep interest was manifested in the entire program. Applications for membership presented to the Secretary at that meeting makes Region No. 8 comprising Washington, Oregon and nearby states, the first Region to attain 100 per cent Association membership.

On the question of asking durum millers to continue the milling of only one grade of raw material, perhaps the most outstanding in point of general interest, that group unanimously voted in favor of this and the following wire sent to President Wolfe by Director Merlino:

Mr. C. W. Wolfe, President:
At Donna's meeting of Macaroni Manufacturers of Pacific Northwest, Seattle, August 26, 1946, it was unanimously voted to support your proposal that a strong request be made of the proper Government agencies and the durum millers that in view of the general durum wheat situation only one grade of durum granular, 70 to 75 extraction, be supplied as a means of better equalizing the crop.

(Signed) GUIDO P. MERLINO,
Director of Region.

Incidentally, Director Merlino whose rather unique motto is "If I can't get
(Continued on Page 8)

Secretary's Pacific Coast Tour

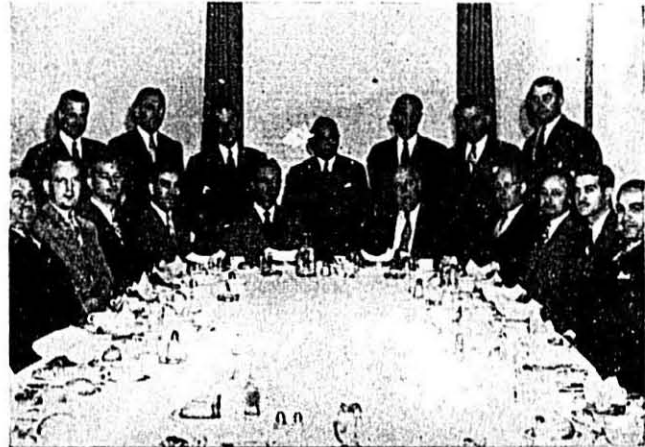
(Continued from Page 6)

it, forget it," was host to the registrants during luncheon recess.

San Francisco Meeting

The sectional meeting of the manufacturers of Northern California was held in St. Francis Hotel, August 30, and was well attended. Several who were unable to be present sent regrets with assurances that they would be guided by any action taken at the meeting. Newly elected director of Region No. 7, Edward DeRocco of San Diego presided, being introduced by Guido P. Merlino, director of Region No. 8, who made a special trip from Seattle as a show of good will to California manufacturers.

Several applications for membership were handed the Secretary who welcomed the new members into the Association fold, then proceeded to take charge of the program that lasted into the late afternoon. Practically the same agenda as that followed in the Seattle meeting, kept the manufacturers interested and provoked much friendly discussion. Fairfax G. Saunders of Pillsbury Mills, Inc., was host at lunch during the noon recess during which he wired Minneapolis for last-minute information on the plans, if any, which the durum millers would adopt with respect to the general request by the macaroni-noodle industry that the millers continue to supply only one grade of granular during the current crop year.



SAN FRANCISCO GROUP

Seated—Left to Right: M. Maffei, Italian-American Pasta Co., Inc., San Francisco, Calif.; J. Didonato, West Coast Macaroni Mfg. Co., Oakland, Calif.; Enrico Merlino, Merlino Food Products, Oakland, Calif.; Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.; E. D. DeRocco, San Diego Macaroni Mfg. Co., San Diego, Calif.; M. J. Donna, Secretary, National Macaroni Manufacturers Association; Samuel E. Mountain, Hunt Foods, Inc., Fontana Division, S. San Francisco, Calif.; Richard O. Laist, Hunt Foods, Inc., Fontana Division, S. San Francisco, Calif.; Vicent DeDomenico, Golden Grain Macaroni Co., San Francisco, Calif.; Donato Ferrigno, Golden

Grain Macaroni Co., San Francisco, Calif. Standing—Left to Right: Theodore T. Bryant, Pillsbury Mills, Inc., San Francisco, Calif.; A. L. Polen, Rossotti Lithographing Co., San Francisco, Calif.; G. V. Morris, California Macaroni Co., San Francisco, Calif.; Fairfax G. Saunders, Pillsbury Mills, Inc., San Francisco, Calif.; Ernest A. Brinzo, Geona Macaroni & Vermicelli Factory, San Francisco, Calif.; D. L. Gerbo, Roma Macaroni Factory, San Francisco, Calif.; John Krahulec, Berwyn, Illinois. (Mr. A. Bartolucci of Santa Rosa Macaroni Co., Santa Rosa, was absent when photo was taken.)

To prove that the manufacturers of the San Francisco area stood solidly behind President C. W. Wolfe's one-

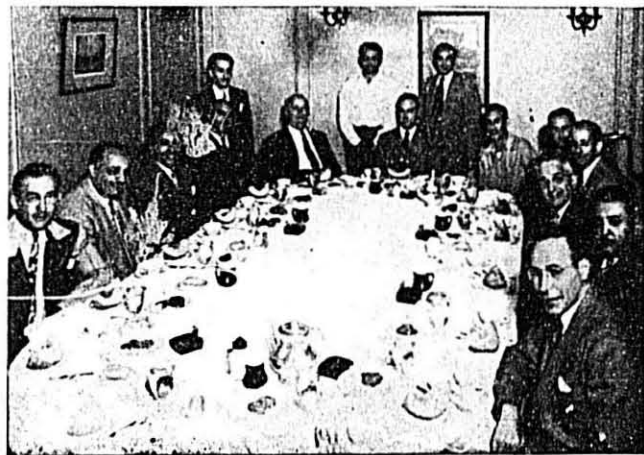
grade recommendation, the following telegram voicing the unanimous opinion of the group was dispatched to the Association president by Samuel E. Mountain of Hunt Foods, Inc., Fontana Division, South San Francisco:

Mr. C. W. Wolfe, President.
At special meeting called by Donna today it was unanimously voted by our group of macaroni manufacturers representing ninety per cent of production in Northern California to encourage the milling of just one grade of granular for the balance of this new crop year. The milling to be such as to produce a good quality, presumably a seventy to seventy-five per cent extraction.

S. E. MOUNTAIN,
Hunt Foods, Inc., Fontana Division
Assistant Director

Because San Diego, the home of Director Edward DeRocco, is nearly 500 miles distant from San Francisco, and it might be found necessary to call hurried meetings that would cause him undue inconvenience, and for the better reason that so large a group should have a close-by Association leader, it was unanimously agreed by the group that some local member be named as assistant to Director DeRocco. Secretary Donna assumed the responsibility of recommending that Vincent DeDomenico of the Golden Grain Macaroni Co., San Francisco, serve in that capacity. He had been most active in planning the group meeting and is a recognized leader in that area.

(Continued on Page 10)



LOS ANGELES GROUP

Standing—Left to Right: Joseph Lombardi, Lombardi's Macaroni Dies, Los Angeles, Calif.; J. DeGeorge, Millers Food Products Co., Los Angeles, Calif.; Leo R. Schmid, Globe Mills, Los Angeles, Calif.

Seated—Left to Right: Jack Miller, Millers Food Products Co., Los Angeles, Calif.; A. Spadler, Superior Macaroni Co., Los Angeles, Calif.; Angelo L. Guido, Anthony Macaroni & Cracker Co., Los Angeles, Calif.; Frank Lombardi, Lombardi's Macaroni Dies, Los Angeles, Calif.; M. J. Donna,

Secretary, National Macaroni Manufacturers Assn.; E. D. DeRocco, San Diego Macaroni Co., San Diego, Calif.; Bill Nelson, Spaulding Macaroni Co., Los Angeles, Calif.; Ray A. Ballou, Golden Age Macaroni Corp., Los Angeles, Calif.; C. O. Mueller, Weber Egg Noodle Co., Los Angeles, Calif.; L. I. Laneri, Fort Worth Macaroni Co., Fort Worth, Texas; Rocco Parmigiani, Rocco's Macaroni Mfg. Co., San Diego, Calif.; Victor S. Arminio, Pacific Macaroni Co., Los Angeles, Calif.

how many doors...



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Secretary's Pacific Coast Tour

(Continued from Page 8)

Los Angeles Meeting

The meeting at Hotel Elmore, Los Angeles on September 5, was practically a repetition of the previous conferences on the Pacific Coast. Director Edward DeRocco of San Diego presided and presented practically the same program as that followed in other meetings, with a few variations of local interest. Two leading manufacturers in Southern California sent regrets for their inability to attend and several smaller ones who are not interested in group action, were among the missing. Some new members were enrolled and they fully co-operated in the united action agreed upon for the betterment of trade conditions in that area and in stronger support of both the Association's and the Institute's programs.

This group also was in unanimous agreement on the practicability of having the millers grind only one superior grade of raw materials, preferably a granular of about 70 per cent extraction. Director Edward DeRocco reported the action of the group to Association president, C. W. Wolfe, in a telegram as follows:

C. W. Wolfe, president

National Macaroni Mfrs. Association.

At the Regional meeting held by Donna in Los Angeles, September 5, 1946, it was unanimously voted by our Group in Southern California representing majority of production in this area to encourage the milling of the best grade of granular possible under existing crop conditions.

(Signed) E. De Rocco,
Director, Region No. 7.

L. J. Laneri of Fort Worth Macaroni Co., Fort Worth, Texas, who was vacationing with his wife on the Pacific Coast, was a surprise visitor, taking a lively interest in the discussion. Leo H. Schmid of Globe Mills, Los Angeles, was host to his fellow manufacturers at lunch. The meeting adjourned about 4:00 p.m.

Photos were taken of all three meetings and the accompanying cuts, will, as one of the leaders plainly put it, "show the 'physogs' of the Pacific Coast Manufacturers to prove to manufacturers in other sections of the United States that we are but normal beings." Secretary Donna attests that they are equally fine fellows, having been treated like a king everywhere, as were his daughters, Esther and Lucille, and the latter's husband who accompanied him on the 7,010 mile auto tour that took him into Canada and Mexico and all through the West.

President C. W. Wolfe is in receipt of many letters from well-pleased manufacturers along the Pacific Coast thanking Director Merlino for his

timely suggestion to send the Association Secretary on a friendly visit and also the National Association for acting favorably on it. Symbolic of the general thinking of the good accomplished is the statement by a new member—"Secretary Donna has created between the competitive macaroni factories, a warmer feeling of business friendship and a much closer relationship."

En route home through Colorado, Secretary Donna paid a courtesy call on Mr. A. S. Vagnino, manager of the American Beauty Macaroni Co., Denver, the leading plant in that area. He had the pleasure of meeting the two sons who are active in the executive department of the firm.

Over 7,000 miles were covered in what the secretary chose to term his three-nation tour, having visited British Columbia, Canada, and northwestern Mexico, too.

Spuds In 100-Pound Bags

If housewives stagger home this Fall with 100-pound bags of potatoes, the surplus will be to blame. Officials of the Department of Agriculture and the potato industry have met here and mapped a special 10-day potato publicity campaign, the main feature of which will be the retail merchandising of potatoes in 100-pound bags instead of the usual five, ten and 25-pound sacks.

Potato production has jumped to 455,000,000 bushels this year, explained A. E. Mercker of the USDA's potato division.

With a 47,000,000 bushel surplus, only 25,000,000 bushels of which can be adequately stored, the campaign will stress the old-fashioned home storage idea as well as sale of the 100-pound sacks. Dates of the event will be announced later.—*Food Field Reporter.*

Why Are Associations?

"There are two ways in which men can be banded together to accomplish a purpose. One is regimented mobilization under duress. The other is voluntary, as an association. It is significant that on the whole the association that has a fine, constructive purpose finds duress or pressure unnecessary to build its ranks. It attracts rather than forces. And its works live longer in human history.

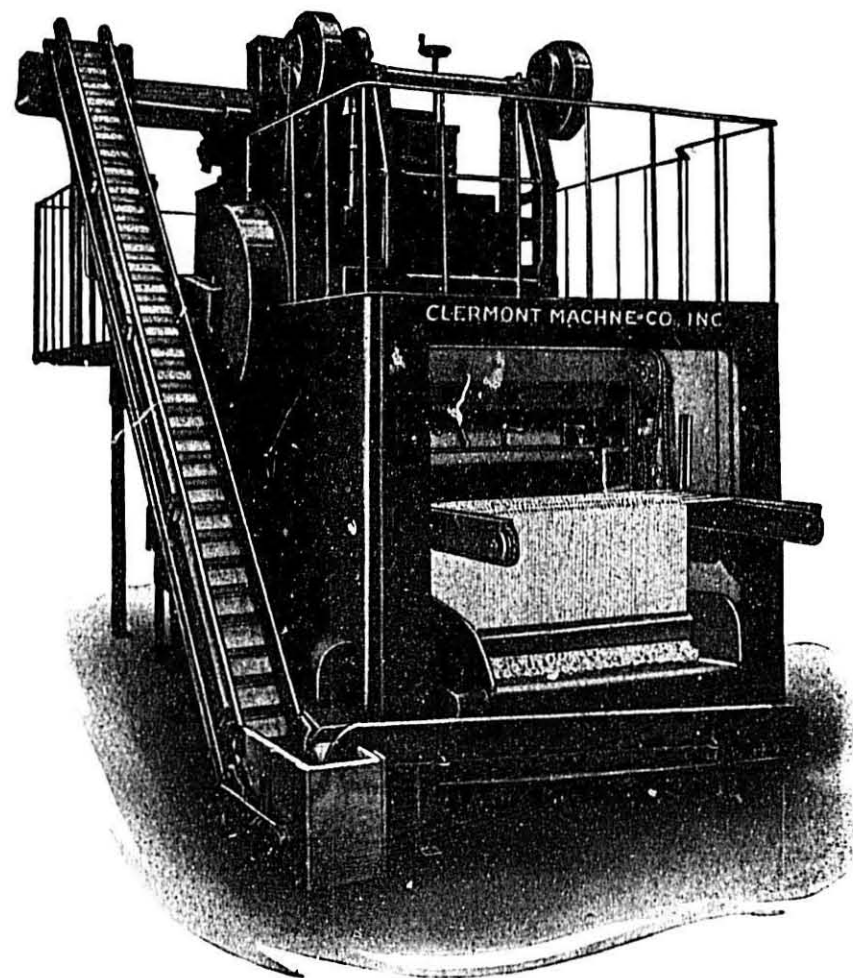
"The banding of mankind under pressure or fear or coercion may bring temporary success, but it contains the germs of its own destruction. Whether it be a union that forces membership on everyone, a businessmen's association that employs pressure tactics to force membership and compliance, a political party that must enforce harsh discipline in order to keep its members under the spell of fear, that band is doomed eventually to die of its own internal poison. It has been so since the beginning of time.

"Contrast this with the fine accomplishments of many unselfish and constructive associations. They band together to make things better, to improve and stimulate growth, develop both the individual member and the group as a whole. They are of benefit to mankind. May there be more of this kind of healthy, unselfish and constructive grouping. May some of the other type see the light and change their course into that light."

The above editorial appeared in *Electric West*, June, 1946. It is quoted in full because it expresses so fully the thinking of the leaders of the National Macaroni Manufacturers Association. The thought is beamed to the fine macaroni-noodle manufacturing firms and suppliers who are not presently on the membership roll of the National Association—firms that have a standing invitation to consider the immediate voluntary submittal of their application for membership. Being

good businessmen they do realize that an increase in the number of supporting firms, adds strength to the organized efforts of the National Association for the Industry's betterment. In the macaroni-noodle business there is a greater need than ever for organized action, fully supported. In this effort, every progressive, industry-concerned operator should do his part, shoulder to shoulder with the hundred and twenty-five other manufacturers similarly inclined.

CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER

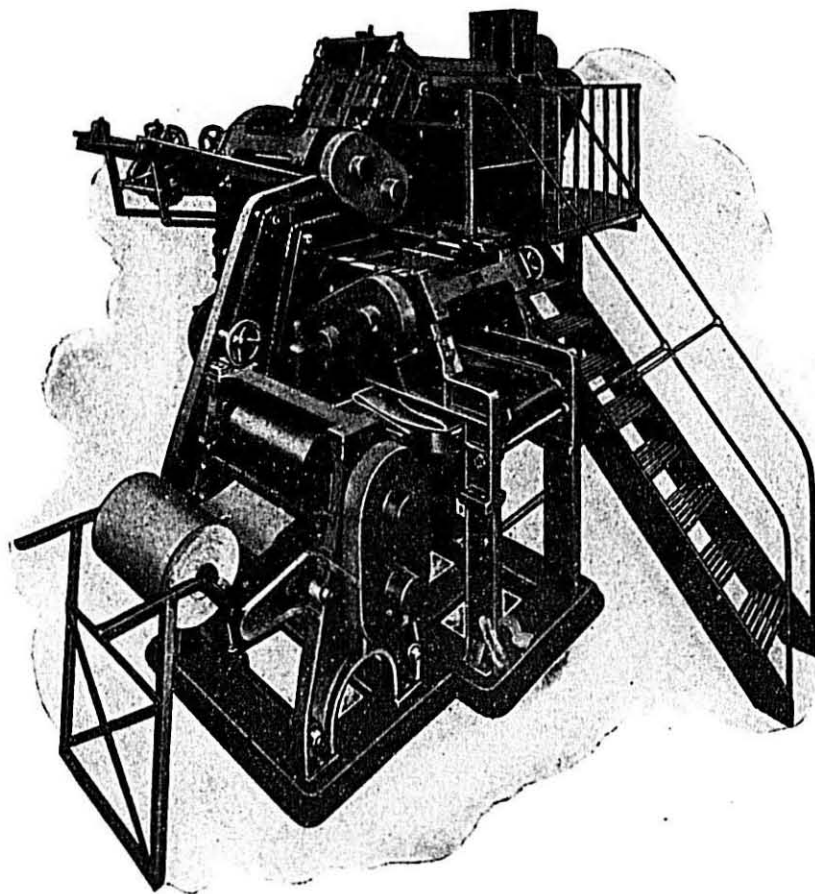


Patent Nos. 1,627,297
2,223,079

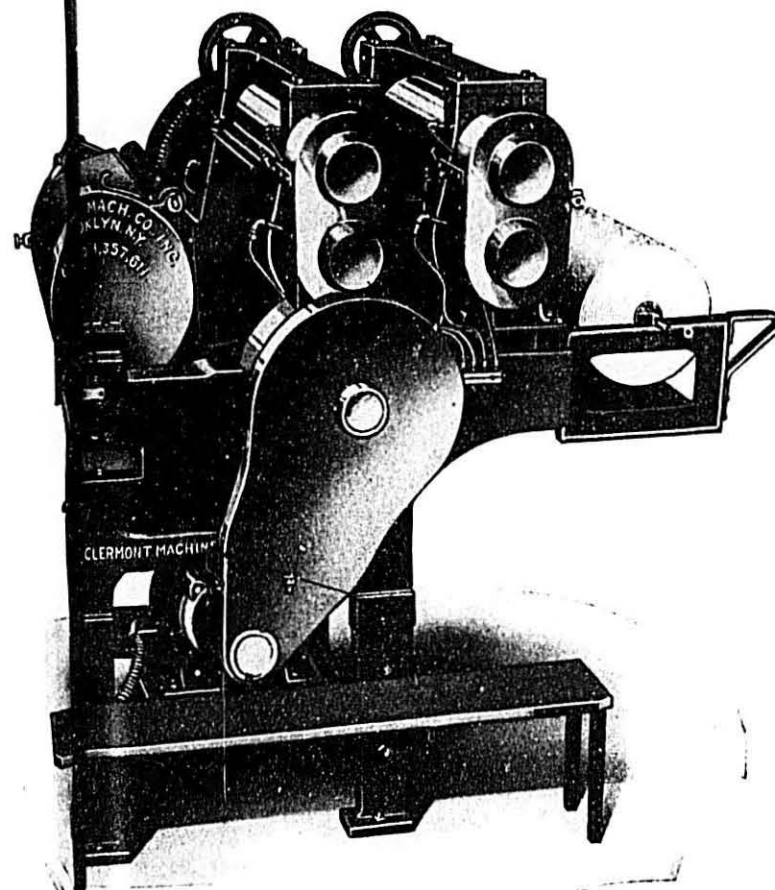
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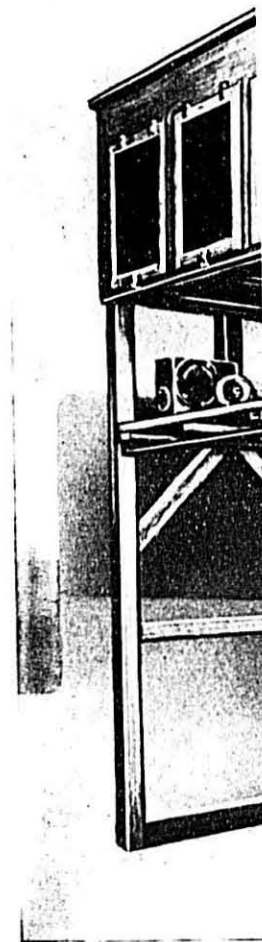
PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



AUTOMATIC SHEET FORMING MACHINE



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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.

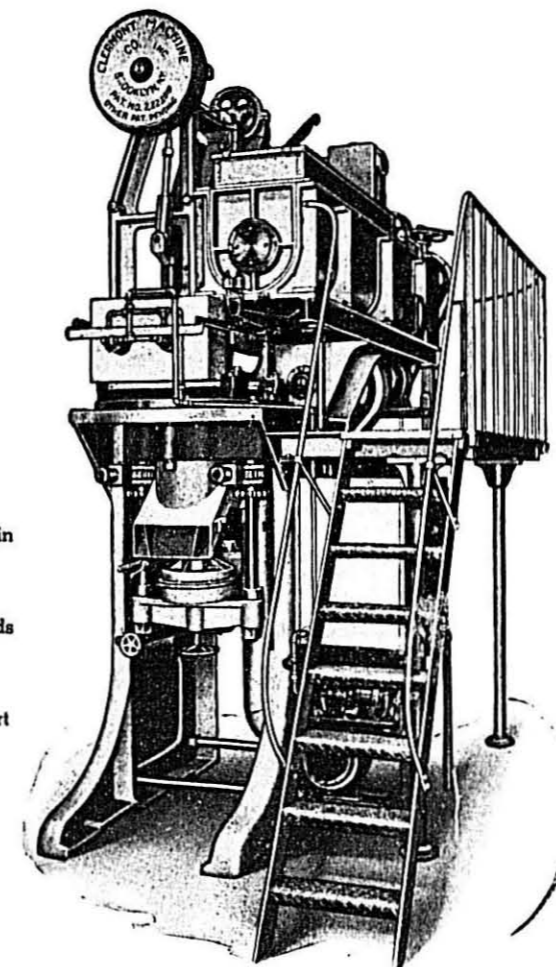
Can be furnished with a Continuous Automatic Preliminary Dryer to work in harmony with this Press. Can also be furnished with a Short Cut Attachment for Short Cut Macaroni.

CLERMONT MACHINE COMPANY, INC.
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CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

Accurately Built

Simple and Efficient in
Operation

Production—1200 pounds
per hour

Suitable for long and short
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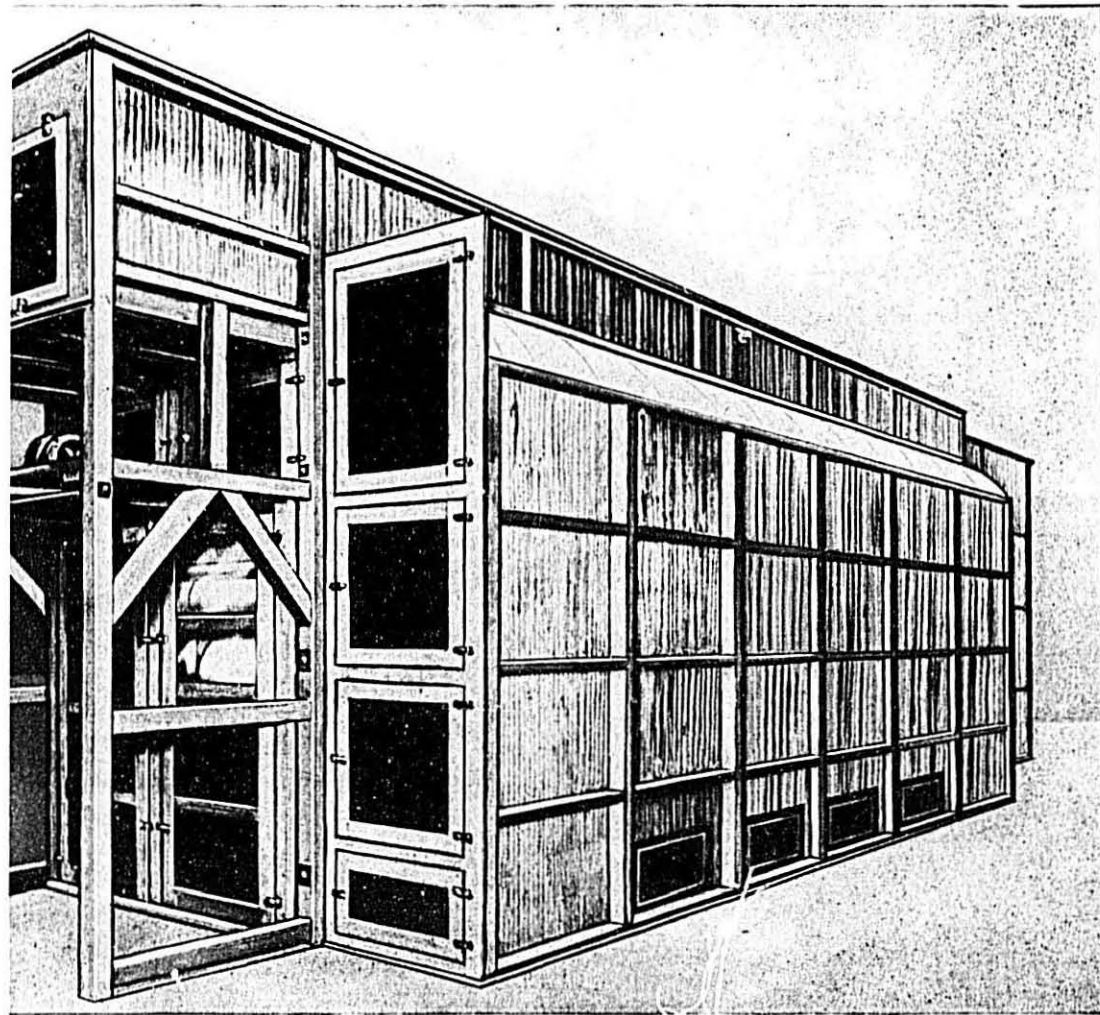
Brand new revolutionary
method

Has no cylinder, no piston,
no screw, no worm.

Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform in
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AUTOMATIC PROCESS**



CONTINUOUS AUTOMATIC NOODLE DRYER

October, 1946

THE MACARONI JOURNAL

11

**Durum Crop—
35,000,000 Bushels**

**September 1 Estimate—37½
Million Bushels**

Complete figures on the 1946 durum wheat crop have not yet been released by the Government Crop Reporting Board but authorities who have been watching the harvest closely predict that the harvest will be considerably larger than the midsummer estimates.

Henry O. Putnam, Executive Secretary of the Northwest Crop Improvement Association, Minneapolis, who was most active in the plant-more-durum campaign last winter and spring, looks for a comparatively larger crop than even the most optimistic had expected. He says, as of the middle of August:

"The durum area is coming through with another good crop this year. The August first U.S.D.A. crop estimate placed durum yields at 14.6 bushels per acre. This should supply the durum industry with reasonable amount of good milling durum.

"The crop is now estimated at over 35,000,000 bushels. The 400,000 acre increase gained in the 1946 planting should furnish over 5 million bushels which offset the 3.2 bushel decrease in yield from 1945.

"Some new durum is reaching the

Minneapolis market. The test weight ranges from 58 pounds from some of the South Dakota points to 63 pounds or more from a few of the North Dakota sectors. Most of the crop seems to be of good color and samples indicate that the 1946 crop should be fairly free of blight."

All of which is good news to the macaroni industry!

Later Reports—37,570,000 Bushels

The September first wheat estimate by the U. S. Crop Reporting Board is even more optimistic insofar as the durum crop is concerned. The Government now estimates that as of the first of September, the 1946 durum wheat crop indicates a total harvest of 37,578,000 bushels, with a probability that even this estimate may be exceeded when final returns are studied. The report reflects an increase of nearly 18 per cent over the big 1945 yield.

The durum yield per acre, based on September first reports, is approximately 15.6 bushels per acre, which makes it slightly above average. In 1945 the durum yield was 17.8 bushels per acre due to the favorable weather that prevailed throughout the durum area during the ripening season. The unfavorable weather this year during the same stage, reduced the yield by more than 2½ bushels per acre below the high 1945 yield.

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Ceilings Spur Sales**

Order Taking Lively on 20c Rise

Semolina millers were able last month to accept a limited increase in volume of orders for their granular because of the twenty cents per sack increase in ceiling price granted by the Office of Price Administration, effective September 1.

While the amount of the ceiling rise was hardly up to their expectation, it does permit mills to produce the 80 per cent extraction with a slightly higher margin of profit. The 80 per cent granulars is what the macaroni industry has been using since the OPA order effective last March.

There is even hope in some milling quarters that a somewhat lower rate of extraction may be agreed upon when the final durum yield and crop conditions are recorded. The problem of preserving the 1946 crop to equitably cover the 1946-47 crop year is a determining factor as to whether the macaroni industry will be supplied with the promised lower extraction soon. The restriction to 85 per cent of the short 1945 distribution will also have a bearing on when the better grade of granulars may become available.

What a satisfied customer says

TEARINGER MACARONI COMPANY
MANUFACTURERS OF
WHITE PEARL BRAND

CHAMPION MACHINERY COMPANY
JOLIET, ILLINOIS

August 21, 1946

Dear Frank:

We have been operating the Flour Handling equipment since May 15th of this year, which we purchased from you and we wish to inform you that it is operating to our entire satisfaction.

At the time that you installed this equipment for us, we realized that you, like everyone else, were short of help, however, in spite of this help shortage your service has been more than satisfactory.

From our past experience in operating your equipment and the service which you have rendered, we do not hesitate in recommending you and your firm to anyone that might be interested in any equipment which you manufacture.

We remain,

Sincerely yours,
THARINGER MACARONI COMPANY
John H. Tearinger
President

... service is the Keynote!

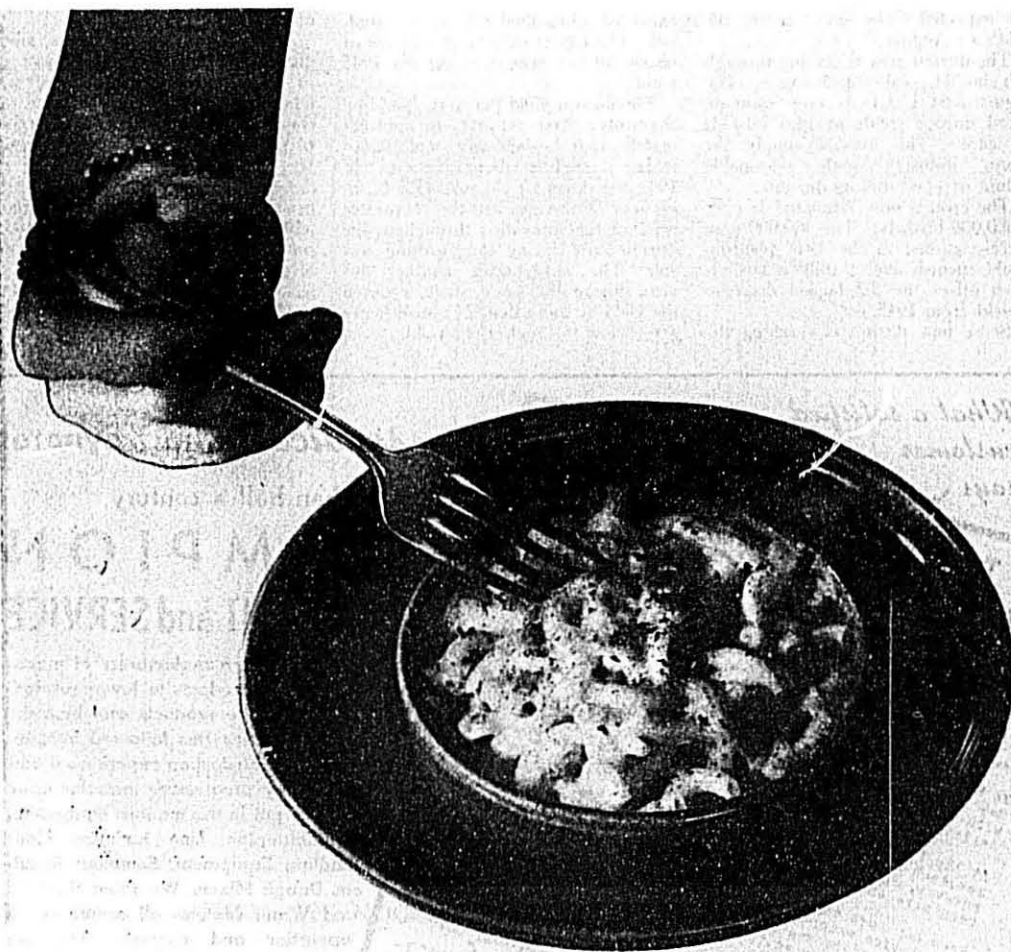
For more than half a century

**CHAMPION
EQUIPMENT and SERVICE**

has been assisting manufacturers of macaroni and noodle products to lower production costs, improve products and increase profits. Installation has followed installation from the satisfaction experienced and expressed by progressive manufacturers who have put in this modern equipment. The Champion Line includes Flour Handling Equipment, Semolina Blenders, Dough Mixers, Weighing Hoppers and Water Meters—all automatic in operation and accurate. You are invited to consult with our engineering staff regarding your production problems.

CHAMPION MACHINERY CO.
JOLIET ILLINOIS

Fleischmann's FORTIFIED ...for the enrichment of



YEAST WITH IRON macaroni and noodle products

Standard Brands' FORTIFIED YEAST WITH IRON supplies you with the vitamins—thiamine, riboflavin and niacin—and iron—in amounts specified in the definitions and standards. And it contains vitamin D, which is optional, and other factors of the B complex natural to the yeast.

You will find the product simple and easy to use.

For the manufacturer of batch mixes, the product is supplied in a 1.44 lb. package, sufficient for a 140 lb. batch.

For the manufacturer using continuous mixes, the same material is supplied in bulk. Because of its easy-flowing characteristics this product lends itself for use in metering machines that are available.

We will be glad to assist you in any of the problems you may have about enriching macaroni and noodle products. Simply write to the address below.

STANDARD BRANDS INCORPORATED

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

Report of the Director of Research for the Month of September

By Benjamin R. Jacobs

Recently I sent to members of the Association a form for making factory inspections and also a bulletin issued by the Public Health Service, which gives instructions as to how to rat-proof factories. The subject of keeping our plants clean and free from sources of infestation is becoming very important.

From January, 1945, 14 months, the Food and Drugs Administration instituted prosecutions against 61 macaroni and noodle manufacturers for violations of the Pure Food Law. Of these 41 were for violations of those sections of the Law which prohibits the shipment in interstate commerce of all foods which are in whole or in part filthy, putrid or decomposed, or foods which have been prepared, packed or held under insanitary conditions whereby they may have become contaminated with filth, or whereby they may have been rendered injurious to health. Both of these provisions furnish consumer protection against filthy foods, which is one of the most significant causes of human disease.

Of the 61 violations eight were for insufficient amounts of eggs in egg noodles. Seven were for failing to fulfill the slack-fill requirements and one out of the seven showed that the cartons were only 40% filled. Two cases were for short weight and only three were for the use of added artificial color in egg noodles.

The quantity of macaroni products seized was 6,177 cases and the quantity of noodles was 2,941 cases. If we assume that the macaroni cases weighed 20 pounds each and that the noodles cases weighed 10 pounds each we have a total of approximately 150 thousand pounds of macaroni and noodle products which were seized and destroyed by the Federal Authorities because of noncompliance with the Food Law. Under the above 61 cases the fines imposed amounted to \$7,850.00 and the highest fine was \$2,450.00.

At a recent meeting of the New York Section of the American Association of Cereal Chemists, Mr. W. R. M. Wharton, Chief of the Eastern District of the Food and Drugs Administration, discussed the necessity of maintaining sanitary conditions in plants where foods are manufactured. Among other things he gave a list of the sources which may introduce filth into food. These are some of the most important:

"Of all the sources which may contribute filth to food next to food

handlers, the rat is perhaps the most likely and perhaps the most dangerous. In certain sections of the country rat infestation of food plants is not only very prevalent, but the rat population in such plants is tremendous. We have ample evidence that these conditions do exist, and of the fact that rats in food plants contribute their excreta and urine to the food and bring filth to it on their feet and bodies." "In the interest of public welfare, to promote national health, food plants should be absolutely rodent-proof and should be kept free of rats and mice."

"Science has amply demonstrated that insects constitute ever present danger to health of the human race. The house fly is probably the most widely distributed insect. It lays its eggs in filth or in decomposing protein material. Favorite breeding place is the manure pile. The fly feeds and rests upon all kinds of filth."

"Roaches are frequently found in food plants. They are carnivorous, feeding on food materials of all kinds. They soil everything with which they come in contact, leaving a nauseous, roachy odor. This odor comes partially from the excrement, but chiefly from a dark-colored fluid exuded from the mouth and scent glands of the insects. Roaches hide during the day in darkened sheltered places where they collect in large masses. Such hiding places are usually cracks and crevices in walls and floors, around sinks and water lines and other damp locations. Roaches leave pellets of excreta in food over which they run."

"Filth may gain entry to foods through the use of improper raw materials. Such raw materials may be filthy, putrid, or decomposed in whole or in part. Moreover, they may be parasitized, weevily, wormy, moldy, or they may contain plant lice or plant mites. The utmost care in the selection and use of raw materials is essential to prevent their contributing filth and decomposition to food." "The law authorizes seizure for confiscation of products violative of its terms. It provides for criminal prosecution of violators. It provides for the institution of injunctions to restrain violations. The Food and Drugs Administration considers that there can be no adequate excuse for poor housekeeping in food manufacturing plants. It feels its responsibility to protect the consuming public from dangerous and disgusting filthy foods. It is daily applying the three punitive provisions of

the law named. Thousands of seizures of contaminated foods are made each year, and vast quantities of filthy foods are thus removed from the market. Hundreds of violators are prosecuted with serious penalties. Dozens of injunctions are obtained to prevent subsequent violations. This Administration intends to continue to apply the provisions of the law to these forms of violation. Its obligation is plain; its duty is apparent; its intentions are resolved."

Recently the New York City Board of Health instituted a large number of prosecutions against insanitary restaurants in New York City with the result that the courts have assessed large fines or prison sentences to some owners.

The Board of Health has held meetings with Food Associations to encourage them to clean their plants and it may soon meet with macaroni and noodle manufacturers within its jurisdiction for the same purpose. It, therefore, behooves all manufacturers of our products to designate this job to one of its employees who will maintain cleanliness in the plant and whose responsibility will be to do this. Owners cannot shift this responsibility without also providing the means to accomplish the ends desired. This too should be provided with a generous hand.

Igoe Appointed Director of Purchasing

Jerome S. Jennings, president of Airline Foods Corporation, New York, announces the appointment of Thomas A. Igoe as the corporation's Director of Purchasing. Mr. Igoe was associated for the past ten years with the New York office of the Independent Grocer Alliance, having acted as manager of that office from 1943 until his resignation to join Airline Foods. His experience previously was as an executive with large national food chains.

Airline Foods Corporation is the parent organization of a group of long-established companies engaged in the manufacture, processing and distribution of various foods which are sold nationally under their own brand names. Among these are Old Judge Coffee, Tea and other foods, Caruso Macaroni and Noodle Products, Airline Prune Juice, Airline Honey, Goodwin Preserves, and Lippincott Olives.

Here are frozen yolks that assure finer texture and deeper color in your noodles



1. When eggs are finest, in the spring of the year, Armour selects breakfast-fresh shell eggs for Cloverbloom Frozen Yolks. That's only the beginning...



2. Every egg is candled after pre-cooling for 48 hours. Expert candlers check to be sure that there are no imperfections and that the egg meets the rigid specifications for the Armour Cloverbloom label.



3. Checked again for freshness. As eggs are separated they are again checked for freshness and purity. Then, to remove every trace of shell and fibre, they are run through a special clarification process.



4. Uniformly constantly tested. Every churn of Cloverbloom egg yolks must pass rigid scientific tests to assure deep color, as well as low bacteria count and fine flavor—to assure solid content of not less than 45%.



Guesswork Eliminated! The new-laid freshness and delicate, natural flavor of these yolks are preserved by Armour's quick freezing process. You can depend on richer colored, finer noodles from Cloverbloom Frozen Yolks.

MAKE YOUR NEXT CONTRACT WITH ARMOUR

Cloverbloom frozen whole eggs, whites, sugared and 45% solids dark color yolks; spray-powdered whole eggs, whites and yolks.

UNION STOCK YARDS, CHICAGO 9, ILLINOIS



U. S. Dried Eggs for United Kingdom

Address Given Before Annual Meeting National Egg Products Association

September 14, 1946

By P. H. Andrews of the British Food Mission

Before discussing eggs, I think it would be appropriate to give a brief summary of the food situation in England—in the United Kingdom as a whole. With very few exceptions, all food is very strictly rationed. Except for certain priority classes, which get extra allowances of certain foods such as milk, eggs, et cetera, the normal consumer, which after all is the bulk of the population, gets the following quantities of food per person per week.

Bread 63 ounces
Meat—approximately 24 ounces
Milk.—3 pints in spring and summer and 2 pints in winter.
Cheese 2 ounces
Butter 3 ounces
Fats 4 ounces of which 3 are margarine and 1 cooking fat.
Sugar 8 ounces

In addition to the above basic foods, a whole host of other items such as canned fish, canned fruit, dried fruit, biscuits, pulses, jams, sweets, et cetera are sold on points, that is to say, each person is entitled to a number of points each month, and each commodity is given a points evaluation on a poundage basis. Thus, while the housewife is limited in the amount she can buy, she has a certain amount of flexibility in the selection of food she purchases. This strict regimentation has been going on for seven years now and will probably continue for some time yet. You can understand, therefore, how important are the purchases we make of various individual commodities.

I have purposely left out any mention of eggs in the above list of rationed foods, as I intended to give a much wider picture of this particular commodity. Prior to the war, the United Kingdom consumed on an average about 180/190 eggs per person per year. This figure includes shell eggs and frozen eggs. Of this quantity about 60 per cent were produced in the British Isles, while the remaining 40 per cent was imported. This point is quite significant as the per capita consumption was very much below that in the U.S.A., and in Canada, for example, the prewar consumption in this country was in the neighborhood of 300 eggs per person which, of course, is much lower than consumption at the present time. I mention this point as being significant because the value of eggs as a protective food has become more widely

recognized, and it would not surprise me if egg utilization in England showed an increase over the prewar level when more normal times return.

When Europe was overrun in the spring of 1940, most of the usual sources of supply were cut off. In addition, shipping space had to be reserved for highest priority cargoes, which meant a drastic reduction in domestically produced eggs, as the millions of tons of feedstuffs which the United Kingdom used to import had to be eliminated almost entirely. Thus, in the first year or two of the war, not only did available supplies fall very sharply, but also they were inequitably distributed as between town and country. In order to improve the distribution, the Ministry of Food introduced in June, 1941, a rationing scheme which involved the collection of eggs from the main producing centers and the distribution of them against ration cards, as soon as sufficient had been collected to make a general distribution. The priority classes mentioned above and which include children, invalids, mothers, et cetera, receive on an average 3 shell eggs per week. The remainder of the population, however, only received 2 shell eggs in 1942 and 30 shell eggs in 1943 and 1944. In 1945, however, thanks to a resumption in imports, mainly from Canada, the total increased to 47 shell eggs and this increase has carried on through 1946. This will be a shortlived improvement as the rehabilitation of domestic poultry flocks which was begun in 1945 has received a serious setback, due to the critical wheat and coarse grain situation which we have all experienced during the last twelve months.

The above will not only show the extent to which home produced eggs declined in production, but will also emphasize the very important part which dried eggs played in the British diet during the last few years. The necessity for shipping eggs in powdered form soon became apparent. Shell eggs and frozen eggs not only took up much more shipping space than dried eggs, but also required refrigerated shipping space where, as you know, the situation was particularly acute. We also found out very soon that shell eggs could not be carried under convoy conditions; shipments which went from here and from Canada in the early days of the war and took some time to reach their destination due to

their having had to run in convoy, arrived in a deplorable condition. It has been said that the smell arrived in port long before the ship, and the task of discharging them and dumping their cargoes was only completed after special arrangements had been made with the dock workers.

The following figures will show how much dried egg was imported and distributed during the four-year period from 1942-1945.

In 1942 imports totalled 56,000 tons, which is equivalent to approximately 13 million cases of shell eggs. Of this total about 88 per cent came from the United States, and the balance from Canada, Australia, and Argentina.

In 1943 imports rose to 75,000 tons, or about 17 million cases of shell eggs. Of this quantity 86 per cent was shipped from the United States, 5 per cent from Canada, and the balance from Australia and Argentina.

In 1944 imports rose still further to 79,000 tons, which is equivalent to about 18 million cases of shell eggs, and once again this country supplied the bulk with 85 per cent, while Canada supplied 11 per cent and Argentina 4 per cent.

In 1945 imports fell sharply to 38,000 tons equivalent to approximately 8½ million cases. This was due to a variety of reasons, one of which is that we had fairly substantial stocks on hand at the end of 1944, and dried egg is not a product you can keep indefinitely. In that year the U.S.A. supplies totalled approximately 63 per cent, while Canada, who at that time was at her peak production period, supplied 30 per cent.

With these figures in mind we can now examine the effect of these large imports on utilization and per capita consumption. First of all the bakery trade and the catering trade had to be given first consideration, as their imports of frozen egg, which came very largely from China, were cut off completely. Without these supplies of dried egg, catering establishments would have been unable to serve any egg dishes at all, as the sale of shell eggs had to be banned entirely in view of short supplies. Similarly our bakery trade would have been virtually non-existent. This would have been a disaster, not only to the bakery trade as such, but to the people as a whole, as the bulk of their production was in the form of plain and substantial slab

(Continued on Page 18)

October, 1946

THE MACARONI JOURNAL

17



LEADS IN QUALITY NOW, AS ALWAYS

Through the years the name King Midas has always been associated with "highest quality." And regardless of the circumstances or conditions, King Midas is determined to maintain this reputation.

That's why, now as always, King Midas leads in quality.

KING MIDAS FLOUR MILLS
MINNEAPOLIS 15, MINNESOTA



U. S. Dried Eggs for United Kingdom

(Continued from Page 16)

cake which sold at a reasonable price, and formed quite an addition to the nutritional value of the diet of many people, in the lower income bracket. It was not until 1942, therefore, that we had sufficient supplies to take care of these two industries and also to distribute dried egg to the housewife. The 5-oz. consumer packet, was the unit for the domestic allocation and one of these packages, roughly equivalent to 12 shell eggs, was distributed to each holder of a ration book every 8 weeks. In 1944-45 the domestic allocation was increased to two packets every 8 weeks. The manufacturers and caterers on the other hand received a percentage of their prewar usage, and at certain times they were actually receiving and using more than during the prewar period. At the present moment, however, partly because of depletion of stocks and the fact that we have not been able to get all the supplies we need, the figure is 75 per cent of prewar.

These figures by themselves do not mean a great deal, but here is what these dried eggs meant in per capita consumption on a shell egg basis. The over-all consumption before the war was approximately 180/190 eggs per person. The dried egg figures, show that our per capita consumption actually exceeded the prewar level during 1945 by a very small amount, although the proportion of shell eggs was so very small. In 1942, when dried egg first became available on a large scale, we came back to 86 per cent of the prewar figure, and in 1943 and 1944 the figures were 91 per cent and 97 per cent, respectively. You will see, therefore, that dried egg has enabled us to maintain a level of consumption reasonably comparable with prewar.

Having shown to what extent we depend upon eggs from this country during the last few years, you will next want to know how they were used, and whether they were popular—the fact that they saved the bakery trade from temporary extinction and allowed the hotels and restaurants to serve better meals speaks for itself so far as popularity with these two industries is concerned. Their standing with the housewife became even more apparent during the early part of this year when we had insufficient supplies available to continue distribution. Before that time there had been so much grumbling about the lack of shell eggs and the use of dried eggs that we had never thought they would be very seriously missed (except from a nutritional standpoint.) We realized how wrong we were, however, when an announcement was made in February of this year that no further domestic packages would be issued. Women's or-

ganizations all over the country got up in arms and numerous questions were put to the Ministry of Food and the Houses of Parliament. The outcome was that we had to get busy and renew our stocks so that we could get dried egg back into circulation again. Thanks to the splendid co-operation which we received from the dryers and packers in the United States, and also from its government officials we were able to do this in June of this year. We have, however, changed the system of distribution and instead of issuing one or two packets every 8 weeks, they are now sold under the points rationing scheme so that the housewife can get as much as she wants to the extent she has points available.

Don't think from all this that dried eggs are necessarily a permanent fixture in the British household. You can always tell when you are eating scrambled eggs or omelets made from dried egg, and there is no doubt that when more shell eggs become available, they will be readily absorbed by an egg-hungry public. Personally, I think it is beyond anyone's power to say at the present moment what the future of dried egg will be, but one thing seems fairly certain, and that is, the price is too high for it to be marketed in competition with shell eggs and frozen eggs.

Dried eggs have an advantage over frozen eggs, inasmuch as they require less shipping and storage space, and also do not have to be kept under refrigeration. On the other hand, there are those who contend, and I am not sufficiently technical to comment on this, that frozen eggs have better lifting and baking qualities than dried egg. In this respect, we experimented a year or so ago in Canada with sugar dried egg, using two parts of dried egg and one part of sugar. As a result of these experiments, the whole of Canada's production of dried egg this year is being manufactured in this form. It is too early to say whether there is any marked advantage either in baking quality or keeping quality as compared with straight whole dried egg, but it is thought to be somewhat nearer the frozen egg in its lifting value, which, of course, is important from the bakers' point of view. Before I conclude, I feel I should make some reference to our future position. I am afraid I cannot be specific in this respect, as our egg programme for next year has not yet been fully determined. You will realize, however, from what I have said, to what extent we depended on continental supplies before the war, and upon U.S. A.'s supplies during the war. There seems to be no possibility of continental Europe exporting very large quantities next year, and as our nutritional experts place very great emphasis on maintaining the level of egg consumption in England, I think the conclusion is that we shall very probably contin-

ue buying some eggs from the United States next year.

Why Durum Wheat

The Durum Wheat Products Division of the Wheat Flour Institute felt that it was especially appropriate, in its September issue of *Durum Wheat Notes*, to tell a bit about durum wheat, the excellent wheat used for making high quality macaroni products. It says:

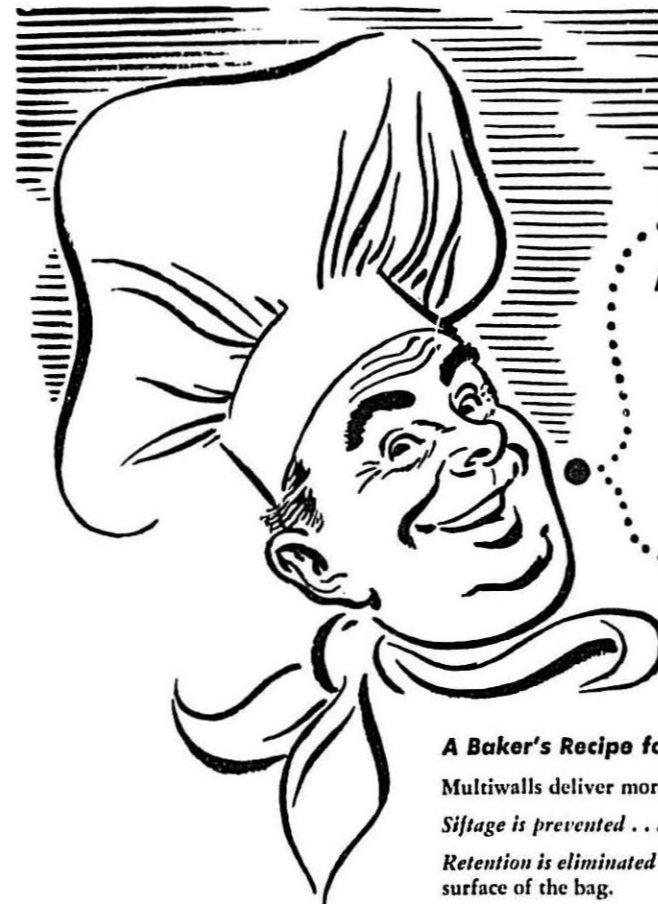
"When durum wheat was introduced into the United States during the latter part of the nineteenth century, millers found new problems in regard to milling this special hard, high-protein wheat. New techniques in milling were adopted, changes in milling machinery were brought forth, and with added research, millers found ways to mill these amber wheat berries into excellent semolina and durum wheat flour.

"The aim in milling durum wheat, as in milling other wheats is to separate the white inner portion (called the endosperm) from the bran and germ. The inner portion makes up about 78 to 80 pounds of every 100 pounds of durum wheat. The other 20 to 22 pounds are feeds.

"The inner portion is divided into at least three parts: semolina, flour, and clears. *Semolina* is the part from which the best macaroni and spaghetti are made. It is cream-colored granular meal—about as granular as table salt.

"During the milling a small amount of the endosperm naturally shatters into very fine particles. These are durum wheat flour. Durum wheat flour is used in making top grade noodles. Noodles made from durum wheat flour are superior in quality because they have a deep creamy color, smooth surface, and delightful firmness.

"Persons unfamiliar with the use of durum wheat in making macaroni products wonder why many manufacturers of macaroni stress quality products 'Made From Durum Wheat—Durum Wheat Semolina, or Durum Wheat Flour,' and why they often put this statement on their labels. This type of durum wheat is harder and more flinty than bread wheat and tends to be higher in gluten or protein content than other wheats. It gives to the finished macaroni products a deep amber color, translucence, and elasticity. On cooking, macaroni made from durum wheat becomes delightfully tender yet firm enough to be a bit 'chewy.' This is why institutional managers are eager to buy macaroni products 'Made From Durum Wheat,' for they know they get a food of the highest quality which in turn gives top quality to the finished dish they prepare for the hungry diners."



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WHEN MY FLOUR
COMES IN
MULTIWALLS

A Baker's Recipe for Greater Profits:

Multiwalls deliver more flour for baking.

Siftage is prevented . . . full weight is delivered.

Retention is eliminated . . . flour cannot cling to the smooth inner surface of the bag.

The "hidden costs" of bag inventory—cleaning, repairing, baling, shipping, and loss of bags are a thing of the past since the Multiwall paper bag is a one-trip container. Moreover, used bags are readily resold.

Before placing your next order for flour, stop and consider the "extra hidden costs" . . . then ask your mill to ship in Multiwalls. This recipe for greater profits has been tested by hundreds of bakeries . . . try it and you will always say . . . "ship mine in Multiwalls."

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The Tomato and Macaroni Products

A Tasty Combination of Grain and Vegetables

Ham and eggs, bread and butter, coffee and doughnuts, corn beef and cabbage, tea and crumpets, pork and beans are but a few of the natural food combinations so well known to mankind. But connoisseurs of good foods are learning to recognize other natural combinations such as macaroni and cheese, spaghetti and meat balls and egg noodles and chicken, or any of them with tomatoes.

Of the several favorite sauces for macaroni products dishes, tomatoes form the principal base. This colorful vegetable not only adds eye appeal to the sauces used in flavoring the bland macaroni products but also supplies a delightful taste and many food elements not found so plentiful in other vegetables in common use.

Recognizing this, macaroni products manufacturers will be keenly interested in tomatoes as a natural accompaniment for their fine wheat foods, and will read with more than ordinary interest the article quoted below from the pen of Clarence O. Parker of the Bureau of Agricultural Economics, United States Department of Agriculture, Washington, D. C.:

Tomato Utilization: Yesterday and Tomorrow

Until about a century ago, the tomato, or love apple as it was formerly called, was considered a poisonous fruit in this country. Now it has attained the position of "king" of the vegetables, with a total "commercial" production in 1944 of nearly 4 million tons (150 million bushels) for fresh use and processing, with a value of about 166 million dollars. Possibly another 3 million tons were produced in farm, urban, and local market gardens.

Tomatoes are now grown on a commercial scale in most states. In 1944, only one-fourth of 1 per cent of the total harvested crop acreage was devoted to "commercial" tomatoes, but the value of the crop amounted to a little more than 1 per cent of the value of all crops.

Although the tomato is a perennial in its natural state in western South America, it is grown as an annual in temperate zones. Little is known of its early history and development, but apparently it was known to and eaten by the ancient Mexicans, who planted it in the maize fields and called it *tomati*. The earliest references in literature describe about the same forms that are grown today, and these forms have never been found in a truly wild state. It is believed, therefore, that the tomato was improved considerably beyond the wild state when Columbus discovered America.

Spanish traders introduced the tomato to Europe in the sixteenth century by bringing seeds from the New World. First grown as ornamentals, especially in England, by the end of the eighteenth century tomatoes were grown extensively in Italy for food purposes. But the people of the United States did not accept the tomato as being edible till half a century later.

After World War I, commercial tomato production in the United States increased rapidly through 1929, slightly more than

held its own during the depression of the early 1930's, and again increased rapidly prior to and during the conflict just ended. During the period 1940-44, commercial production averaged nearly 3.5 million tons annually—about 2½ times the 1920-24 average of a little more than 1.3 million tons.

Industrial development and increased emphasis on the nutritive value of vegetables and vegetable juices have played a major part in the continued increase in production, although improved cultural methods and transportation and marketing facilities have also had their effects. The tomato is recognized as a good source of vitamins C and A.

There has been a tendency toward concentration of commercial tomato growing, especially in the areas more remote from consuming centers. In 1920, about four-fifths of the crop was produced in 11 states, while in 1944 these same states accounted for nearly nine-tenths of the total commercial crop. California consistently has been the leading producer, followed by Indiana, Maryland, and New Jersey. These four states, combined, usually account for slightly more than one-half the commercial tomato supply.

Although the tonnage of tomatoes utilized for canning whole has increased over the years, the percentage of the total thus utilized has dropped. Prior to 1935, slightly more than one-half of the crop for processing was canned whole, but since that time approximately four-tenths of the total have been so used. Even so, an average of slightly more than a million tons of whole tomatoes found their way into cans during the period 1940-44.

The use of tomatoes for juice manufacture has grown phenomenally since 1929, the first year for which there is a record. In that year, about 5,000 tons of tomatoes were converted to juice. In 1944, about 700,000 tons were used in juice manufacture, with an average of over 500,000 tons annually, or about one-fifth of all tomatoes for processing, so utilized during the 1940-44 period. The rapid growth of juice manufacture doubtless stems, at least in part, from the emphasis placed on the nutritive value of the juice, especially from the standpoint of vitamin C and A value.

The use of tomatoes in the manufacture of catsup and sauces also has increased in tonnage but decreased as a percentage of the total crop. During 1920-24, an average of approximately 380,000 tons, or nearly four-tenths of the crop, were manufactured into these products annually. By 1940-44, the average tonnage had increased to nearly 750,000 tons, which was about one-fourth of total production. War uses increased the demand for paste, pulp, and puree. From 1920-24 to 1940-44, the average annual tonnage utilized for these products jumped from less than 100,000 tons to more than 500,000 tons. Nearly 800,000 tons were used in 1944. Thus, nearly one-fifth of all processing tomatoes were manufactured into these products during 1940-44 compared with less than one-tenth in 1920-24.

Ordinarily, about one-fourth of the total "commercial" tomato crop is sold for use in the fresh form. However, the value of the fresh market crop in 1944 was nearly one-half the total value of all commercial tomatoes.

Fresh tomatoes are available the year round, starting with the winter crop in Florida and winding up with the fall crop in California, Texas, and Florida. All of the domestic winter crop, usually about one-tenth of the annual total, is grown in

Florida. Peak shipments occur in February and March. These winter supplies are augmented by imports from Mexico and Cuba. The spring crop is grown principally in Texas, California, and Florida and usually comprises about three-tenths of the annual crop. Shipments are active throughout the spring months. The summer crop accounts for approximately one-half the crop for the entire year, and is grown mostly in Northern and Eastern States and in California and other Western States. Abundant supplies usually are available throughout the summer. The remaining one-tenth of the annual supply is harvested in the fall months. California is the principal source of tomatoes early in the fall, while Texas and Florida produce late fall crops.

The tomato is well established as a "must item" in the Nation's diet. During recent years, State and Federal agencies have carried on extensive research programs in an effort to improve the quality and yields of tomatoes. These efforts have resulted in the introduction of a number of new varieties.

Experimentation in air transport may develop wider demand for fresh tomatoes. Possibly, vine-ripened tomatoes may be available in all large consuming markets the year round and it is believed this product will enjoy a greater demand than the "green wraps" now generally available from the more distant producing areas. However, air transport of vegetables still is on an experimental basis, and it probably will be some time before facilities will be available for large scale air shipments. The quick-freeze process has provided wider outlets for many fruits and vegetables, but thus far tomatoes have not been successfully frozen and it seems doubtful that this outlet will apply to tomatoes.

Owners of du Pont

E. I. du Pont de Nemours & Company, Inc., was owned by 87,622 holders of common and preferred stock as of September 30, 1946.

Including 73,428 holders of common stock and 18,360 holders of preferred, the total eliminates duplications of stockholders holding both classes of security. The third quarter figures compare with 87,732 for the second quarter of 1946, and 87,770 for the third quarter of last year.

Every state in the union is represented among Du Pont shareholders, the company said. Approximately 37,000 are women.

Record Peanut Crop

A million-ton peanut crop worth an estimated \$175,000,000 to 17,000 peanut farmers is expected in 1946. This will double pre-war production and up the total value 400 per cent.—*Pathfinder News Magazine*.

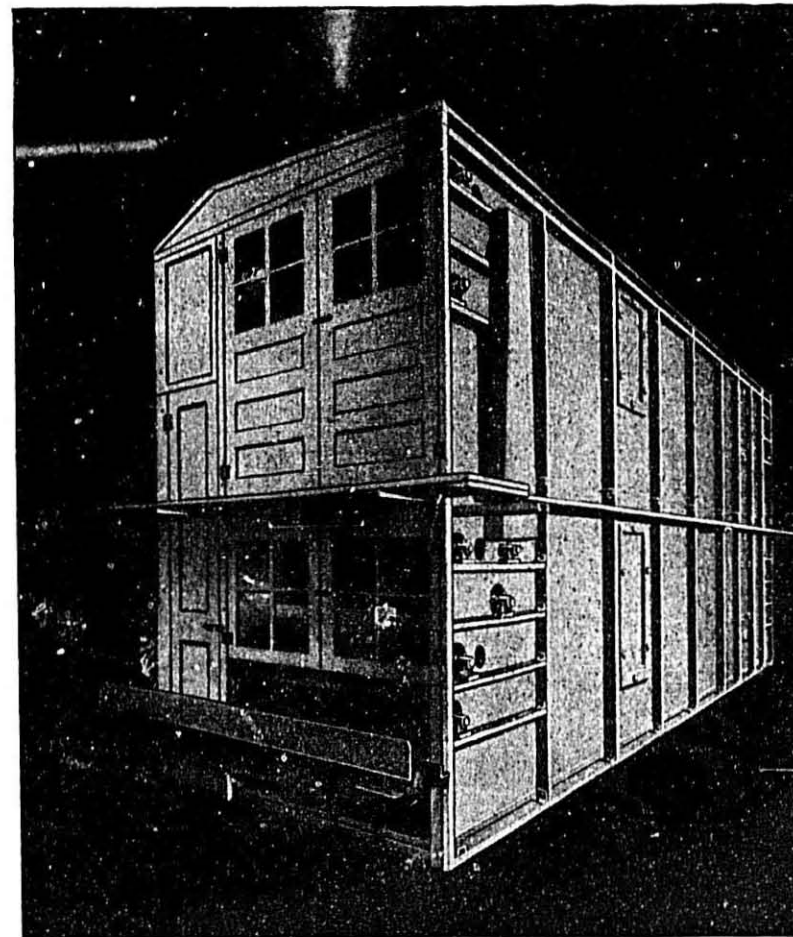
Food Fact: The tomato, a fruit and not a vegetable, was once known as the "devil's apple" and thought to be a cause of cancer.

October, 1946

THE MACARONI JOURNAL

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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.

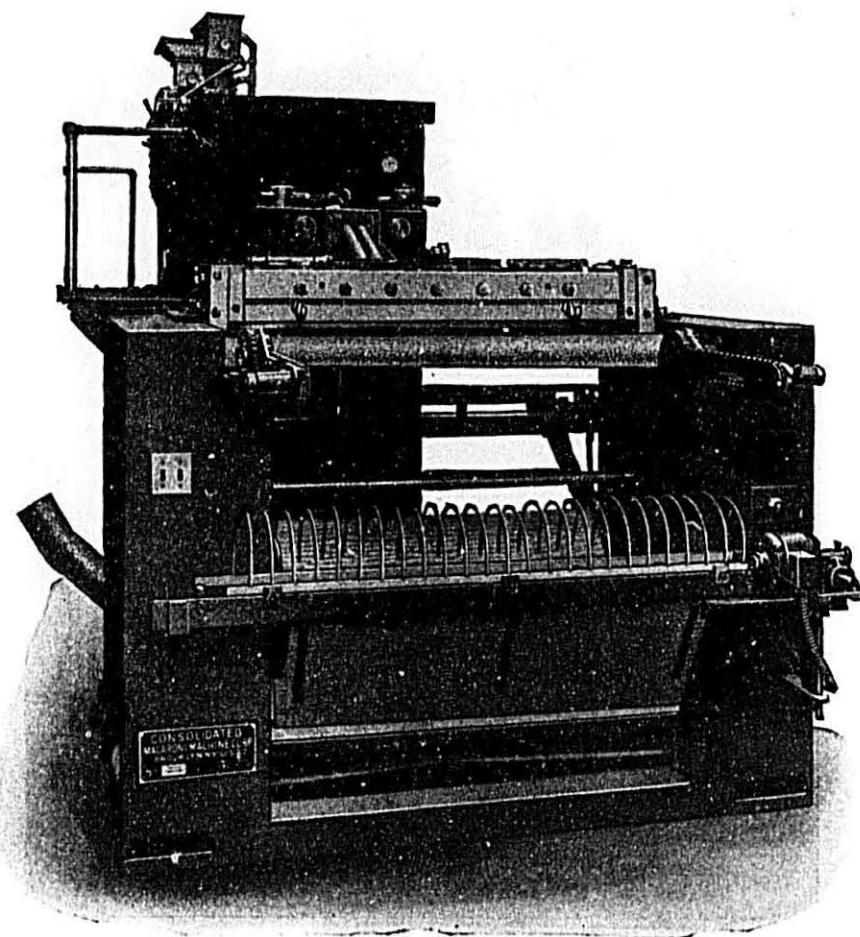
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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 DAFS

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.

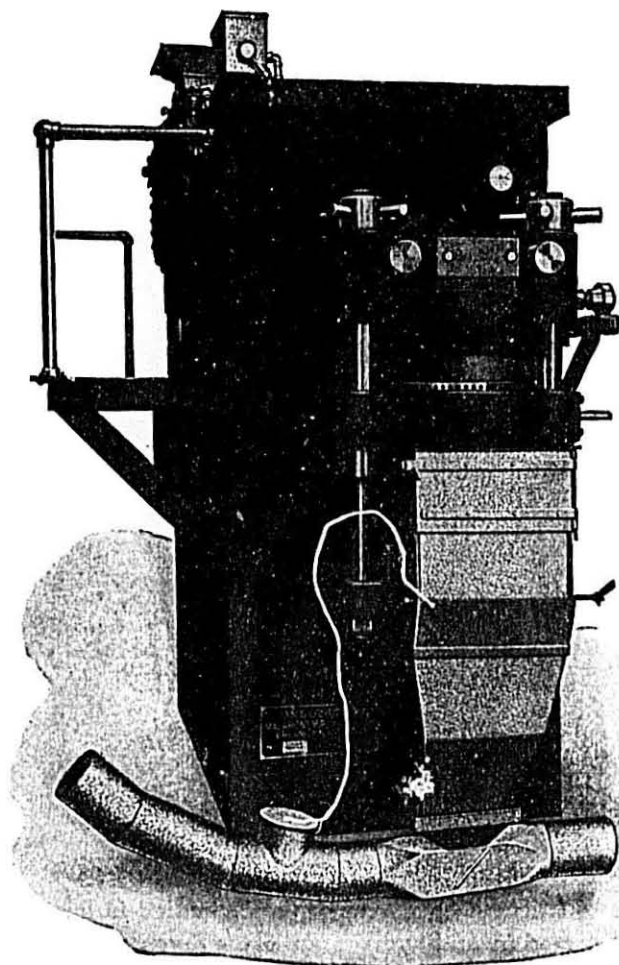
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

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.

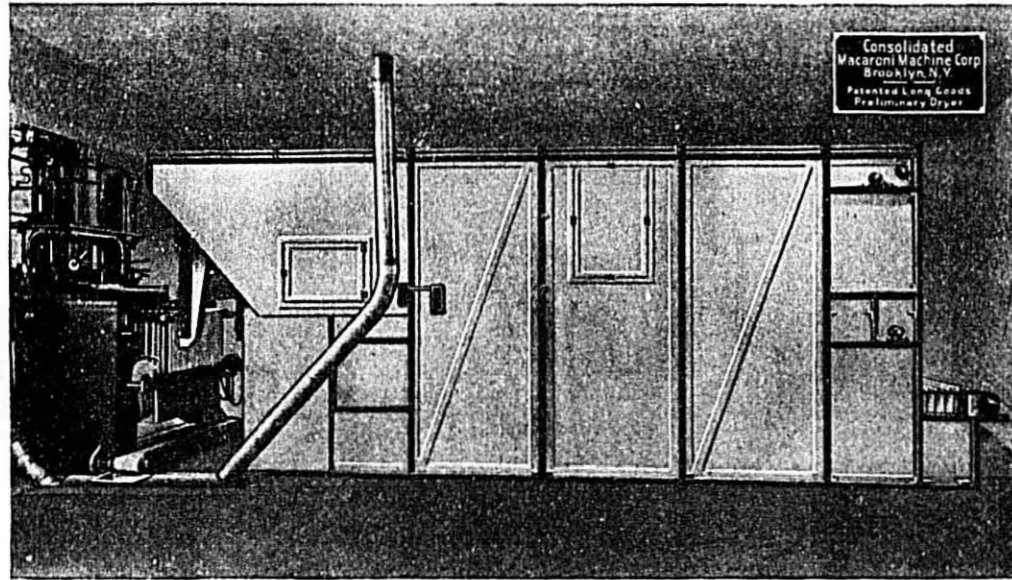
Production—Over 1,000 pounds net of dried products per hour.

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 preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

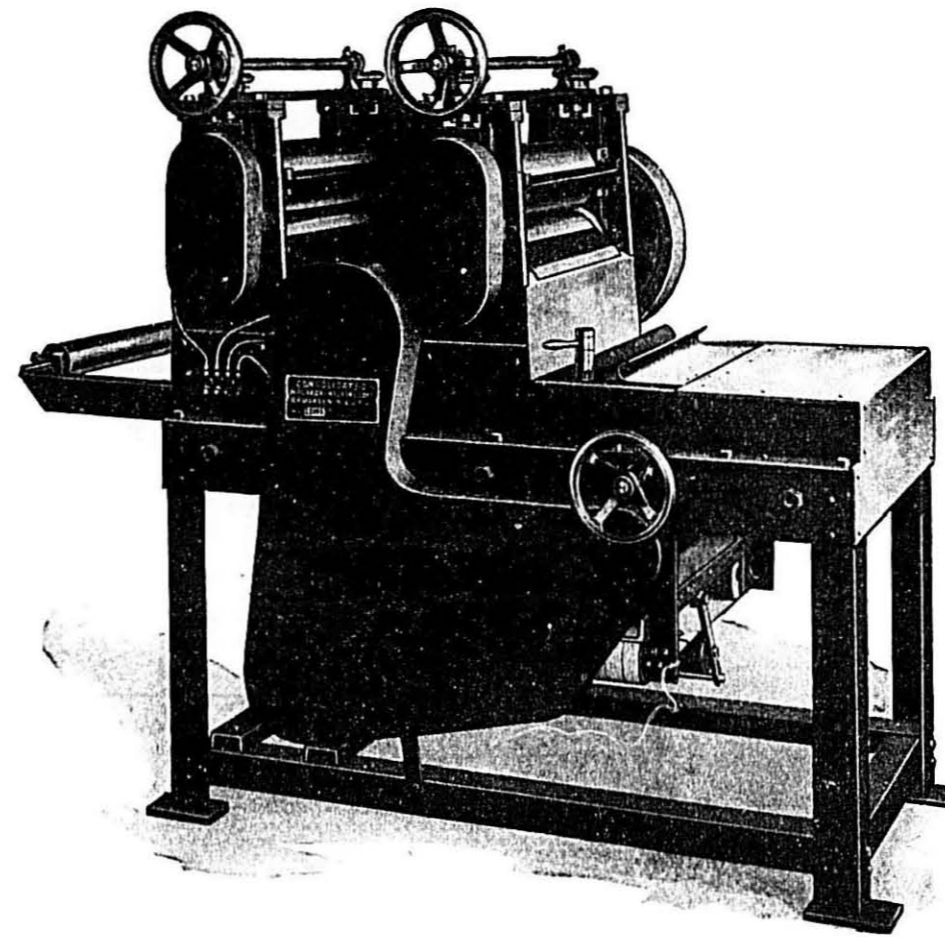
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. Fully automatic in all respects.

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

THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

Noodles and . . . Meat, When Available

Dollars to noodles you can use both these items when it comes to preparing meals, wagers Martha Reynolds, Food Specialist and Columnist of "A Menu a Day," *Chicago Times*. The first can buy the noodles, and these in turn can provide a lot of variety and food value for the dining table. Noodles can be used interchangeably with macaroni or spaghetti in providing interesting meal-in-one dishes. They can extend the flavor of a small amount of meat, poultry, fish, cheese or eggs.

Either noodles, spaghetti or macaroni can be used to make nests for servings of browned ground beef. The meat should be combined with cooked green beans, tomatoes, salt, pepper and chili powder to enhance the flavor.

Or, if you follow this recipe, you can see how noodles and ground beef get together in an all-in-one skillet meal. Even the cooked vegetable is included.

In a Skillet Meal

2 tablespoons fat
1 cup chopped onion
½ pound ground beef
1 cup sliced carrots
4 ounces medium noodles
1 quart water
2 teaspoons Worcestershire sauce
1 tablespoon salt
¼ teaspoon pepper
Parsley, for garnish

Melt fat in skillet. Add onion and beef and cook until brown, about 10 minutes. Add carrots, noodles and water. Cover and simmer over low heat about 45 minutes. Add Worcestershire sauce, salt and pepper. Mix lightly. Arrange on hot platter. Garnish with parsley.

Yields four servings.

It takes only a few pieces of left-over chicken to make this next noodle dish. With the help of such vegetables as corn, peas and mushrooms, the result is a substantial dinner offering.

Noodle Casserole

1 tablespoon salt
3 quarts boiling water
4 ounces noodles
1 cup cooked chicken, cut in pieces
1 cup whole kernel corn
1 cup cooked peas
½ cup mushrooms
½ cup chopped green pepper
2 teaspoons salt
1½ cups cream or evaporated milk

Add salt to boiling water and bring to rapid boil. Add noodles gradually and let boil until noodles are tender, about 5 minutes. Drain and rinse noodles. Combine chicken, corn, peas, mushrooms and green

Using Their Noodles



By BETTY BARCLAY

When experienced women put their heads together to exchange cooking ideas, they figuratively "use their noodles".

But those who realize the many ways in which egg noodles may be served in combination with other healthful foods, well, these women use their noodles actually—egg noodles I mean.

Yes! Egg noodles, also macaroni and spaghetti, fit nicely into menus for this season of the year. Rich in carbohydrates and proteins, they are healthful foods as well as delicious. Here are three egg noodle recipes for your immediate use and for your recipe file as well:

Noodle-Chicken Platter

½ lb. egg noodles
¼ cup butter
1 young chicken
Salt and pepper

Cut chicken into four quarters and fry until brown and tender. Drop egg noodles into boiling salted water. Cook until tender; drain. Toss cooked egg noodles in melted butter. Arrange fried chicken and buttered egg noodles tastily on a suitable platter. Sprinkle with parsley, season to taste and serve hot.

pepper. Fold in noodles. Add salt to cream or milk and add to noodle mixture. Pour into greased 1½ quart casserole. Bake in moderate oven (350 degrees F.) about 30 minutes. Yields four servings.

Another combination dish calls for cooked ham and noodles with cheese and mustard seasoning for good measure. To make Ham Noodles au Gratin, first cook four ounces of broad

Sausage Surprise

½ lb. egg noodles
1 dozen small link sausage
2 apples (red and unpeeled)

Core apples and cut into 8 round slices. Place sausage in apple slices and broil until done. Boil egg noodles in boiling salted water till done. Drain. Saute egg noodles in brown butter. Place on platter and garnish with broiled apples and sausage; also with parsley.

Chicken Noodle Soup

½ lb. egg noodles
¼ cup milk
1 stewing chicken
Salt and pepper

Cut chicken into desired portions. Place in cold water and bring slowly to a boil, skimming fat from stock. Boil till meat is tender. Remove chicken from pot; drain broth or stock to remove pieces of bone. Return boiled chicken to pot, add egg noodles and cook till tender. Add milk for richness. Season to taste.

For a change, add boiled egg noodles to tomato soup or consommé.

noodles. Make two cups of thin white sauce seasoned with salt and pepper, and ¼ teaspoon of dry mustard. In a greased casserole, alternate layers of noodles with diced cooked ham and cooked peas. Pour mustard sauce over noodles and sprinkle with grated cheese and buttered bread crumbs. Bake in a moderate oven (350 degrees F.) about 25 minutes.

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THE MACARONI JOURNAL

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Spaghetti Summer Surprises



By BETTY BARCLAY

Here are three spaghetti dishes that are real summer surprises. The first is a never-to-be forgotten combination of wheat, meat and cheese; the second includes a tantalizing sauce with fresh-from-the-garden flavor; while the third is a "no fuss", "no bother" dish with unfailing appetite appeal. All call for easy-to-obtain ingredients and in each case the base of the summer treat is healthful spaghetti, so rich in both carbohydrates and proteins.

Use these recipes this summer, as well as your other favorites calling for one of the famous energy trio—macaroni, spaghetti and egg noodles.

Spaghetti With Table-Ready Meat in Individual Casseroles

½ lb. spaghetti
1 12-oz. can table-ready meat
2 cups thin white sauce
½ cup grated cheese
2 teaspoons dried onion
½ teaspoon dry mustard
1 teaspoon Worcestershire sauce
½ cup buttered bread crumbs

Slowly add spaghetti to rapidly boiling salted water. Boil until almost done. Drain. While spaghetti is boiling combine white sauce, cheese, onion, mustard and Worcestershire sauce. Cut meat into ½ inch cubes. Fold meat and spaghetti into the sauce mixture. Pour into individual cas-

seroles, or into a large casserole, if preferred. Sprinkle with bread crumbs and bake in moderate oven (375 degrees) about 25 minutes. Makes 4 servings.

Spaghetti Campagnola

½ lb. spaghetti
8 or 10 ripe fresh tomatoes
½ cup olive oil or butter
½ cup minced onion and green pepper

Grated cheese
Skin tomatoes and cut in slices. Combine with onion, green pepper, and oil or butter. Cook slowly for 30 minutes or until the mixture becomes a smooth thick paste. Stir frequently. Season to taste. Cook the spaghetti in boiling, salted water until tender, drain and arrange on hot serving platter. Cover with the tomato sauce, top with grated cheese and serve at once.

Spaghetti Sausage Platter

1 lb. spaghetti
¼ cup melted butter
3 slices pineapple
6 stewed prunes
1 lb. link sausage

Cook spaghetti in boiling, salted water until tender. Drain and mix well with melted butter. Arrange in mound on serving platter. Surround with sausages that have been grilled or fried until a golden brown. Garnish the platter with pineapple slices and prunes.

What Clerks Wear

Baggy, draggy trousers and unshined shoes won't go in today's bright and efficient retail food stores, the National Association of Retail Grocers warned prospective clerks today.

Nor, on the other hand, will the high heels and puffy sleeves affected by some of the would-be feminine clerks, prove proper for the job.

In a booklet, "What Every Clerk Should Know," issued this week, NARGUS outlines what a clerk should wear to work in a typical grocery store.

The Association recommends the mirror test for both men and women employees. "Look in the mirror," it admonishes, "and ask yourself if you would be proud of your appearance if your best girl or beau should happen into the store."

To the girls, the bulletin says: "Attire should be neat, functional, practical. Avoid puffy sleeves which catch on equipment. Pockets should be large and roomy. Shoes of sensible design for working. High heels are impractical for reaching, lifting, bending jobs in a food store."

For the men it has this advice: "Boys—take this head-to-toe test:

An Epicure's Spaghetti Recipe

Dr. Donald A. Laird, writer and lecturer on the powers and vagaries of human nature and whose books have appeared in half a dozen languages, stated his approval of spaghetti in one of his recent articles that appeared in "The Epicure" column of the Washington, D. C., *Times-Herald*. Dr. Laird says:

"The versatile old Chinese invented spaghetti. Marco Polo carried samples back to Italy as a souvenir of his travels, and it became the national Italian dish. Why the Scotch have not also adopted it as their national dish puzzles this Scotsman, for it is cheaper than their oat grinds, and sticks to the ribs for hours afterward.

"It was an Italian policeman (and ex-pugilist) in Utica, New York, who taught me years ago the main thing wrong with most spaghetti. It is cooked too long and in not enough briskly boiling water—'Boil him like a volcano,' the policeman told me.

"The sauce is started nonchalantly in the afternoon, by putting a generous amount of tomatoes over a low burner to simmer. Goodly amounts of bay leaves and oregano are added at the start. Odds and ends from the ice box—peppers, a bit of chopped celery, the last of the relish bottle, radishes, a dash of horseradish, can all be dumped into the sauce.

"After the sauce has simmered a couple of hours, slowly saute tiny balls made of hamburger, with three or four capers stuffed into each. Drop meat balls into the sauce and let them simmer in its luscious flavor.

"Fifteen minutes before meal time, put the unbroken spaghetti in violently boiling water, boil until it is just tender. Then drain, and splash cold water over it to prevent stickiness. Fork it onto each plate and drench with sauce."

"1. Hair—Tidy, trimmed, combed?

"2. Face—Spotless, beardless?

"3. Tie—Tied, neat? Collar evenly turned?

"4. Shirt—Fresh, clean, spotless?

"5. Hands—Fingers clean, nails trimmed?

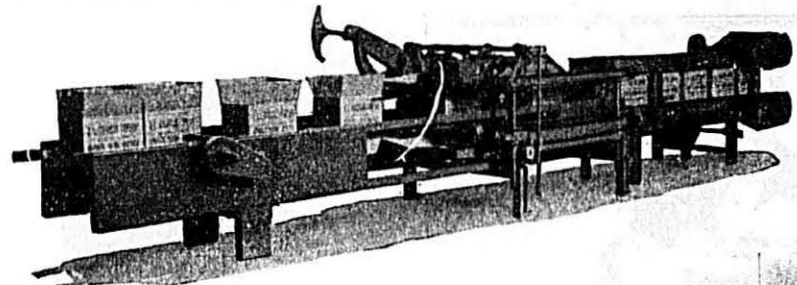
"6. Hankies—Overused? Carry a spare.

"7. Apron—Soiled, spoiled. Turn it over.

"8. Trousers—Baggy? Draggy? Press 'em.

"9. Shoes—Badly worn? Need a shine?"

PACKOMATIC'S IDEAL COMBINATION



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

For Case Sealing and Imprinting

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.

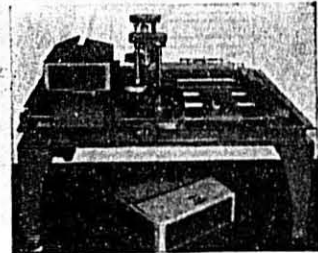
PACKOMATIC'S Model "D" Shipping Case Sealers are adaptable to practically any production requirement or plant layout for handling shipping cases at speeds up to 3,000 per hour . . . A wide range of case weights—from 10 pounds to 100 pounds . . . Also an adequate range of case width, height and length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

Write for colorful literature—FREE.

PACKOMATIC

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

CHICAGO NEW YORK BOSTON PHILADELPHIA BALTIMORE CLEVELAND
DENVER SAN FRANCISCO LOS ANGELES SEATTLE
PORTLAND TAMPA DALLAS



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.

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

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

120 Lbs. Net
ABO
Fancy Durum Patent
Milled at Rush City, Minn.
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of F. U. G. T. A.

Amber Milling Division of
**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**

Offices: St. Paul, Minn. Mill: Rush City, Minn.
1923 University Ave., St. Paul, Minn.

Request Review of Red Cross Ruling

The U. S. Circuit Court of Appeals, New York City, has been asked to review a modified Federal Trade Commission order requiring the A.P.W. Paper Company of Albany to qualify its use of the Red Cross name and emblem on its toilet tissue and paper towels to show that the products have no connection with the American National Red Cross.

The case previously had been to the U. S. Supreme Court when the FTC attempted to forbid use of the emblem or name in a cease and desist order issued January 7, 1944. The case was remanded to FTC for further proceedings.

FTC then ordered the company to use the qualifying phrase "This product is not sponsored or approved by or in any manner associated or connected with the American National Red Cross" in connection with any use of the Red Cross words or symbol.

Grounds of the A.P.W. Paper Company's appeal were not stated, but it is assumed the company will contend that the Act of Congress of January 5, 1905, as amended by the Act of 1910, gave it an absolute right to continue to use the Red Cross trade name and emblem which it had used continuously since 1897. The acts expressly provide that no one using the Red Cross name or symbol prior to January 5, 1905, "shall be deemed forbidden by this act to continue the use thereof for the same purpose and for the same class of goods."

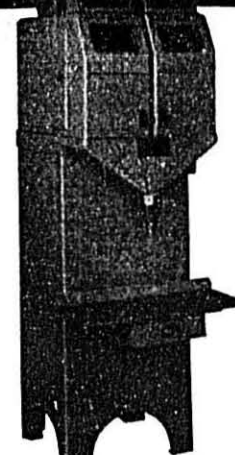
In the macaroni industry the John B. Canepa Company of Chicago has long used "Red Cross" as its registered mark for macaroni, spaghetti and egg noodles and is deeply concerned in the final decision on the use of the name under the law in question.

Another new Triangle Development

**NEW TYPE
ELEC-TRI-PAK
WEIGHERS**

*35 to 50% Faster
than Older Models!*

**for Faster, Lower Cost
Labor-Saving Packaging!**



① Above—2-section semi-automatic weigher. Sets the pace for the operator. 20 to 30 per minute. Built in multiples of 1-2-3-4 or more units.

HERE'S the newest thing in modern, high speed, precision machines for weighing and filling dry products into any style container. Available in automatic and semi-automatic models for handling cookies, crackers, coffee, candies, macaroni products, beans, peas, rice, potato chips, marshmallows, cranberries, dried fruits and a host of other items.

Electrically vibrated feed plates discharge product into power-rotated weigh buckets which dump into container when a predetermined weight is reached. Production 12 to 15 packages per minute per section. Easily adjustable, remarkably accurate, handles products without breakage. ASK FOR LITERATURE.

*Headquarters for High Speed
Precision Weighing and Filling Equipment*

TRIANGLE PACKAGE MACHINERY CO.
915 NO. SPAULDING AVENUE, CHICAGO

WEIGHERS FILLERS CARTON SEALERS

High Lights of the New Trade Mark Law

M. S. Meem

Passed by both houses of Congress, and signed by the President of the United States on July 5, 1946, a new trade-mark law, looked forward to for so many years, is at last a reality. This new law gives broader protections to registered trade-marks, will dispose of thousands of expired and unused marks, and, it is hoped, will clarify the trade-mark situation considerably.

This new law does not adversely affect registrations now on the record books, but if their owners wish to enjoy the benefits of the new law they must bring them under this law.

There are at this time a great many existing registrations in the Patent Office files of marks that are not now in use and have been abandoned for many years. These registrations now have to be searched, and form grounds for rejecting new applications, and as registration under the 1905 Act is prima facie evidence of ownership, sometimes it has been difficult to find proper proof of abandonment.

Under the new law a registrant must file in the Patent Office every six years after registration an affidavit stating the mark is in use, or a good excuse why it is not. Failing to make this showing the Commissioner shall cancel the registration. All marks registered under the 1905 Act may be brought under the new law, and it is expected this will ultimately be compulsory. When a registration is transferred to the new law the mark will be published in the "Official Gazette," but will not be subject to opposition. Under the new law non-use for two consecutive years of a registered trade-mark may be considered prima facie evidence of abandonment. This will be very helpful in many ways.

There is a principal register, and a supplemental register. On the former, in addition to marks such as were registerable under the "1905 Act," one can now register "Service" marks, and "Collective" marks. "Service mark" means a "mark used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designation, slogans, character names, and distinctive features of radio, or other advertising used in commerce." This relates to dyers and finishers, laundries, etc.

A "Collective mark" means a trademark or service mark used by the members of a co-operative, an association or other collective group or organization and includes marks used to indicate membership in a union, an association or other organization.

The "Supplemental Register" is a

continuation of the former Act of March 19, 1920, with additions, and a large variation as to what may constitute a mark to identify the goods. Registrations under this section are not published in the *Official Gazette* until they are registered, and the certificates of registration for marks registered on the supplemental register shall be "conspicuously different" from certificates issued for marks registered on the principal register.

Contrary to the present regulations these "supplemental register" registrations may not be filed in the Department of the Treasury to be used to stop importations, and they only last for twenty years.

Under certain conditions a registered mark, used continuously for five consecutive years subsequent to the date of registration, and is still in use in commerce, shall be incontestible.

These are only a few of the highlights of the new law.

Trademarks Renewed

Menu

"Menu," the trademark owned by The F. Pepe Macaroni Company, Inc., of Waterbury, Connecticut, was renewed September 28, 1946. It was first registered September 28, 1926, for use on the owner's macaroni products. Notice of renewal was dated September 3, 1946, under serial number 218,570.

Capri

"Capri," the trademark owned by the F. Pepe Macaroni Company, Inc., of Waterbury, Connecticut, was renewed September 28, 1946. It was first registered September 28, 1926, for use on the owner's macaroni products. Notice of renewal was dated September 3, 1946, under serial number 218,630.

U-Tell-M

"U-Tell-M," the trademark owned by the Hassendeubel Grocery Company of St. Louis, Missouri, was renewed September 7, 1946. It was first registered September 7, 1926, for use on the owner's spaghetti and canned foods. Notice of renewal was dated August 20, 1946, under serial number 217,683.

"Fortitudo"

"Fortitudo," the trademark owned by the F. Pepe Macaroni Company, Inc., of Waterbury, Connecticut, was renewed July 13, 1946. It was first registered July 13, 1926, for use on

This new law will encourage registration, and help to make trade-mark users conscious of the advantage of Federal registration.

In order to carry out this new law, and reap the benefits from it, trade-mark owners must co-operate, and realize the importance of protecting their trade-marks by registration, and gaining the benefits of this new legislation.

Under the new law more than one person may register the same mark for the same goods, provided the territories do not overlap, and the marks were adopted and used in good faith. This section is entirely new.

No rules or regulations have been printed by the Commissioner of Patents as yet, and during the interval before the new law goes into effect trade-mark owners should take careful inventory of their marks, and should, of course, continue to file under the present law, and by so doing they will obtain early dates, and later transfer the registrations to the new law.

Further information may be obtained on the subject from the National Trade-Mark Company, Munsey Building, Washington 4, D. C., or through THE MACARONI JOURNAL.

the owner's macaroni products. Notice of renewal appeared in the August 13, 1946, edition of the *Official Gazette* under serial number 215,264.

"American Maid"

"American Maid," the trademark owned by Union Macaroni Company, Beaumont, Texas, was renewed December 29, 1945, to L. Masculine, doing business as Union Macaroni Mfg. Company, Beaumont, Texas. It was first registered December 29, 1925, for use on the owners' macaroni, cut macaroni, spaghetti, cut spaghetti, noodles, and vermicelli. Notice of renewal appeared in the July 30, 1946, edition of the *Official Gazette* under serial number 207,292.

Kook-Rite

"Kook-Rite," the trademark owned by the Cumberland Macaroni Mfg. Company of Cumberland, Md., was renewed October 19, 1946. It was first registered October 19, 1926, for use on the owners' spaghetti, macaroni elbows, and egg noodles. Notice of renewal was dated October 8, 1946, under serial number 219,337.

De Soto

"De Soto," the trademark owned by the Hassendeubel Grocery Company of St. Louis, Missouri, was renewed August 3, 1946. It was first registered August 3, 1926, for use on the owner's spaghetti and canned foods. Notice of renewal was dated August 20, 1946, under serial number 216,053.

Commander Durum Granular Flour and Durum Flour

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

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Trademarks Published

Trupak

"Trupak," the trademark of Haas Brothers of San Francisco, California, was filed February 2, 1946, claiming use since January 4, 1923, bearing serial No. 495,882.

The mark consists merely of the name "Trupak" in large letters.

The announcement of the registration appeared in the September 10, 1946, copy of the *Official Gazette*.

Trademarks Published Not Subject To Opposition

Hunt's Supreme Quality

The trademark "Hunt's Supreme Quality" used on macaroni and other grocery products by Hunt Brothers Packing Company of San Francisco was published not subject to opposition August 20, 1946, under serial number 482,577. The trademark is composed of the word "Hunt's" in bold lettering, with "Supreme Quality" directly below it.

Thomas Quality

The trademark "Thomas Quality" used on spaghetti and canned foods by Frank L. Imel of Portland, Oregon, since September, 1930, was published not subject to opposition August 20, 1946, under serial number 491,835. The trademark merely consists of the

words "Thomas Quality" in dark letters.

Hunt's Superior Quality

The trademark "Hunt's Superior Quality" used on macaroni and other grocery products by Hunt Foods, Inc., of San Francisco was published not subject to opposition October 8, 1946, under serial number 482,576. It was filed April 25, 1945.

The trademark is comprised of the word "Hunt's" in large letters, with "superior quality" below it in small print.

Trademarks Published For Opposition

Magic Cockle Shells

The trademark "Magic Cockle Shells" used on macaroni shells by The Magic Nut Shop of Los Angeles, California, since August 14, 1941, was published for opposition September 17, 1946, under serial number 492,656. The trademark is composed of the word "Magic" in small print above the words "Cockle Shells" in large, dark longhand. The word "Shells" is disclaimed apart from the mark.

METAL SCARCITY

Metal shortages will continue for varying lengths of time, according to the International Resources Division of the State Department: Copper, 18 months; tin, three years; lead from five to ten years.—*Pathfinder News Magazine*.

Two New Associations Formed

Potato Processors Association

For the purpose of promoting higher standards of quality and merchandising of potato products, the Potato Processors Association was formed, in Washington, at an organizational meeting held early in September. Its first annual meeting is to be held at Caldwell, Idaho.

O. L. Maxey, of Deerfield Packing Co., Bridgeton, N. J., was elected president, and Harry L. Hall, of Washington, representing American Foods, Inc., was elected executive vice president and secretary.

National Association of Wholesalers

Twenty-one wholesale trade associations recently formed the National Association of Wholesalers, which is to function on lines parallel to the National Association of Manufacturers.

The organization will maintain a research bureau to compile statistics on the function of wholesalers and on their methods of managing, warehousing, accounting, merchandising, and delivering, with an eye to decreasing wholesaling costs.

Permanent headquarters of the association will be maintained in Washington, although temporarily the group is housed at 200 Fifth Ave., New York, the office of Joseph Kolodny, president of the National Association of Wholesalers.

A SINCERE THANK YOU TO THE MACARONI INDUSTRY

We wish to express our deep appreciation for the splendid reception given and the keen interest shown in our new Semolina Mill.

We again assure you it will be our constant aim to serve you always with unvarying quality and dependable service.

A. L. Stanchfield, Incorporated

A. L. STANCHFIELD, Pres.
R. A. STANCHFIELD, Sec'y

Offices:
500 Corn Exchange Bldg.
Minneapolis, Minn.

MILLERS OF DISTINCTIVE DURUM SEMOLINAS

FRED T. WHALEY
Chicago Branch Manager

CLIFFORD W. KUTZ
Sales Manager

Mill:
Minneapolis, Minn.

Case of Slack-Filled Packages to Be Contested

The question of whether a food container can be considered slack filled even though it bears an accurate statement of the quantity of its contents is to be contested before the U. S. Circuit Court of Appeals in Boston.

The case involves a seizure of "Benvenuto Brand Nougat," shipped from Boston to Providence. In the U. S. District Court at Providence, Meyer Matluck, Food and Drug Administration chemist, testified that the candy occupied only 45.3 per cent of the entire volume of the cartons. Counsel for the claimant, Arcangelo Cataldo, doing business as Liberty Chocolate Co., agreed that the cartons could hold approximately 50 per cent more candy and that the only question involved was one of law.

The district court held there was no evidence of deception and that because the net contents were plainly marked on cartons there was no violation of the law. The government appealed the decision of the district court.

Although the Food and Drug Administration has brought action in a number of similar cases, this is the first time the question has been contested before an appellate court. FDA contends that section 403(d) of the Food, Drug, and Cosmetic Act holds

a food to be misbranded if its container is so made, formed or filled as to be misleading, and section 408(e) holds a food to be misbranded unless it bears a label stating accurately the quantity of contents are exclusive.

Flo-Master Fountainbrush

The Flo-Master, a product of Cushman and Denison Manufacturing Company, New York City, is especially adaptable for marking such surfaces



as cellophane, wax paper, manufactured foil and most of the hard-to-mark surfaces.

At the offices, in the factory, in stores and shipping rooms, FLO-MASTER makes scores of tasks easier—performs them more quickly.

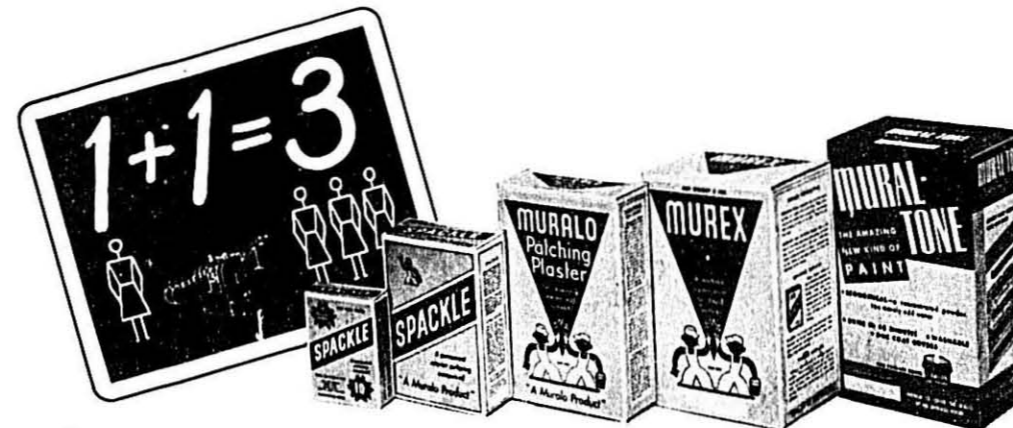
FLO-MASTER turns out neat signs in a jiffy, addresses paper, fibre-board, wood or metal containers, marks out layouts and price tags. FLO-MASTER will help businessmen, at inventory time, print production directions on metal parts, mark refuse and storage cans and bins, label tools and equipment legibly and permanently. By using a different FLO-DRI color for each department of a factory, store, or office, identification may be more readily obtained.

Apple Week

The International Apple Association has designated the week of October 26 to November 2 as Apple Week.

According to Secretary Samuel Fraser, this year's good crop will provide about 144 apples per capita—that's three apples per person a week for 48 weeks. One-third of the crop will go into juice and apple sauce, providing glass and tin can be obtained, which will leave 96 apples or two for each person per week. He points out that one raw and one cooked apple weekly per person, plus one in juice or sauce form, will move the crop.

This old "If I have one apple" formula is being taught to the trade, by Fraser, in order to rally them behind the campaign for Apple Week.



And HERE'S PROOF!

The Muralo Co., Inc., Staten Island, N. Y., manufacturers of water thinned paints in paste and powder form, eliminated a serious bottleneck in their packaging department, increased production by 30% to 50%, and reduced labor costs by installing a new CECO Adjustable Carton Sealer.

One CECO Sealer with an automatic tucker plus one operator now handles the entire production of a filling machine, doing work formerly requiring three hand-sealing operators. The machine is instantly adjustable, without tools, for all their different sizes and shapes of cartons.

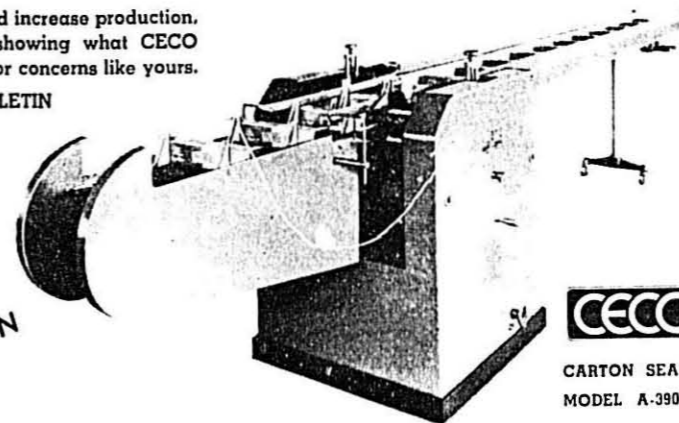
Two additional CECO Sealers have been ordered for the Staten Island and Chicago plants to meet the large demand for Muralo products. The saving in labor alone will easily amortize the low cost of these versatile CECO Sealers within six months.

If you want to reduce labor costs and increase production, let us send you facts and figures showing what CECO Adjustable Carton Sealers are doing for concerns like yours.

SEND FOR NEW BULLETIN

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Adjustable CARTON SEALER



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Milprint's Smart, New Label on Mrs. Grass' "Seldoon" Noodles

Dressed up in a smart, eye-catching new label, Mrs. Grass' "Seldoon" Pure Egg Noodles are receiving new prominence in dealer displays and achieving a new high in popularity with consumers.



Milprint, Inc., designed and produced these labels. They are coated with a special Milprint coating which permits them to be heat-sealed to the cellophane bag.

There is no questioning the fact that the new label shows remarkable improvement over the old one, as a quick comparison of the old and new labels will show. The new label gives greater visibility to the name "SELDOON" by highlighting it in brilliant, vivid red, against a yellow background. The border and lower portion of the label are printed in an attractive blue color, with the lettering showing in pure white. The special Milprint coating gives it brilliance and sparkle.

Here is another product of Milprint that enables the manufacturer to place his products in quality packages smartly labeled. Eye-appealing packages designed for efficient production is the result of every package created by Milprint engineers.

Canadian Durum Nearly 10,000,000 Bushels

The Canadian durum wheat crop, in 1946, is placed at nearly ten million bushels in the first estimate of Dominion Bureau of Statistics, issued September 12.

The provinces of Manitoba and Saskatchewan are the principal durum producers. The estimated yield in Manitoba is 4,100,000 bushels and that of Saskatchewan is 5,800,000 bushels—a total of 9,900,000 bushels in the two provinces that lie just north of North Dakota, the leading durum state of the United States.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	855,655
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	638,758	751,280	716,957	648,356
August	788,374	694,782	889,515	758,903
September	705,292	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, 1946—Sept. 28, 1946	2,132,424
July 1, 1945—Sept. 29, 1945	2,307,695

George L. Faber Honored

George L. Faber, Chicago manager for King Midas Flour Mills, while at his company's home office in Minneapolis on September 7, was presented with a wrist watch in commemoration of his more than 25 years' service with the organization.

Mr. Faber joined the company on March 1, 1920, at Minneapolis, and later was transferred to Marinette, Wisconsin, and traveled the northern half of that state and the upper peninsula of Michigan. In 1929 Mr. Faber moved to Chicago to become manager of the King Midas office in that city.

Eggs Change Color During Cold Storage

According to an original paper read before the American Chemical Society, eggs change color during their cold storage period.

"Eggs kept in good edible condition during six or seven months' cold storage. If the storage period is considerably prolonged, say up to two or three years, it is noted that the whites change from their normal light green to a pink color and the yolks became enlarged.

"If hens are fed cottonseed meal or cottonseed oil, which is contained in cottonseed meal in small amounts their eggs show discoloration after only a few months' cold storage. Spectrographic analysis shows that the discoloration is not caused by a modification or diffusion of the normal pigments of egg white or yolk.

"It has been determined that during cold storage there is a diffusion of iron from the yolk to the white in these discolored eggs. Concurrently

there is a diffusion of egg white itself into the yolk.

"The addition of iron to egg white or to a fraction called "conalbumin" in the amount found in yolk produces a pink color. Consequently, the discoloration of the whites of stored eggs of hens fed non-cottonseed or cottonseed rations is attributed to diffusion of iron from the yolks into the whites and its reaction with conalbumin. The salmon color of the yolks of stored eggs of hens fed cottonseed products is attributed to the diffusion of conalbumin into the yolks, its reaction with iron to produce a pink color, and a blending of this color with the yellow of normal yolks."

Combine September And October Distribution Quotas

The United States Department of Agriculture has amended War Food Order 144 so millers may combine their September and October quotas for domestic distribution of flour.

Millers have reported that because the maritime strike has delayed export operations, they may be compelled to close down after they have delivered for domestic consumption the 85 per cent of their average monthly distribution in 1945, to which they are limited by WFO-144.

Amendment 17 provides that from September 1, 1946 to October 31, 1946, both inclusive, any miller may produce flour for domestic use or consumption in a quantity not in excess of twice the monthly quantity which may be produced under the provisions of WFO-144.

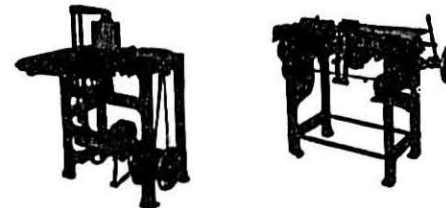
This amendment does not permit an increase in the total domestic distribution during the two-month period, but enables millers to meet the difficulties occasioned by the maritime strike.

HOW MUCH Does It Cost For CARTON PACKAGING?

Have you checked up recently on the cost of your present hand method of carton set-up and closure? Many manufacturers of macaroni products have found this expense almost double the pre-war cost.

In many other plants PETERS economical packaging machines are showing substantial economies every day in time and labor with increased production and greater over-all profits.

Why not send us samples of the various sizes of cartons you are now using? We will gladly make recommendations for your specific requirements.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per min., one operator. Can be made adjustable to handle several carton sizes.

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Have for immediate delivery, complete, slightly used set consisting of:

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St. Regis Stockholders Approve Increase in Capital; Company to Issue New \$100-Par First Preferred Stock

Stockholders of the St. Regis Paper Company, New York, on Sept. 18, approved changes in the company's financial structure designed to increase the authorized capital stock through the issue of 250,000 shares of new first preferred stock, par value \$100.

"It is proposed to issue in the first instance only a part of the authorized issue, for the purpose of retirement of the outstanding preferred stock, to acquire additional properties, and to expand production facilities in certain divisions of the company," R. K. Ferguson, president of St. Regis, said.

"This will be done in order to help meet the rising demand for St. Regis' products. In 1945 our net sales were \$52,500,000, with net income of \$2,211,411. Net sales for the first eight months of 1946 were \$49,905,859 and in this same period the net income was \$3,328,506, exclusive of \$1,500,000 profit on the sale of investments credited to contingency reserve. The 8-month net income includes earnings from St. Regis' newly acquired properties only from the date of acquisition. In 1947 we anticipate a similar steady sales growth."

Each of the company's divisions—printing, publication, and converting paper; multiwall bag; kraft paper; kraft pulp; engineering and machine, and Panelyte plastics—shared in bringing about the rapid increase in St. Regis' sales volume, Mr. Ferguson added.

Durum at the International

Plans are under way for the renewal of the world's greatest grain and livestock show which was held during the war years only on a greatly reduced or skeletonized scale. This year the sponsors hope to have it resume the greatness and importance of the late '30's when it surpassed anything of its kind in the world.

The 1946 International Livestock, Hay and Grain Show will be held in Chicago, November 29 to December 7 and most of the leading livestock, grain and hay producers and distributors have indicated their intention to take part in the exhibition.

Macaroni-noodle manufacturers are particularly interested in the plans to exhibit this year as they are dependent on that grain for the quality semolina and durum flours needed to keep their presses going in the production of

quality macaroni, spaghetti and egg noodles.

As in previous years, North Dakota will probably lead in the exhibit of durum wheat, as that state produces more durum wheat than all the other states combined. B. E. Groom, manager of the Greater North Dakota Association, Fargo, will have charge of all the North Dakota exhibits at the International, and has been busy contacting probable exhibitors giving them detailed instructions on selecting, packaging and presenting their samples for the exhibit. In connection with the durum exhibit at the show, he writes:

"Durum wheat is always one of the top exhibits and I hope that many of the macaroni-noodle manufacturers will see this exhibit that I will take down there. I would like to meet personally all the macaroni-noodle men who attend this year's big show, November 29-December 7. Our durum wheat was not up to standard this year, but durum outyielded hard wheat and the current prices are better. Feel quite sure that the durum acreage will increase in 1947 as a result of our 1946 experiences."

Suggestion Paid For

Macaroni-noodle manufacturers, who feel that good may result from suggestions made by the sales organization and other employees, will be interested in the plan for handling such suggestions that has been in effect in the various offices of General Mills, Inc.

This firm recently announced that since the inauguration of the system last June 1, \$3,515.00 already has been paid to its employes for original ideas suggested.

According to its plan, employes submit written suggestions to their divisional or plant suggestion committees, who decide whether the ideas are adoptable or worthy of cash awards. Currently twenty-two plant committees are functioning in the various plants and offices of the firm.

1946 Record Wheat Crop

According to the October 1 report of the Crop Reporting Board of the Bureau of Agricultural Economics, United States Department of Agriculture, the promise of the greatest vol-

State	Yield per Acre—Bushels			Production—Thousand Bushels		
	Average 1935-44	1945	1946 Preliminary	Average 1935-44	1945	1946 Preliminary
Minnesota	15.3	17.5	19.5	1,125	402	780
N. Dakota	13.2	18.0	16.0	26,279	31,968	34,896
S. Dakota	10.5	15.5	14.5	4,495	2,650	2,798
Three States	12.9	17.8	15.9	31,900	35,020	38,474

ume of crop production in history is being realized as the 1946 growing season nears an end.

Conditions during September, while not favorable in all localities, maintained or improved previous prospects for most crops. Harvest of all but late crops is practically completed. Estimated production of nearly all crops is slightly higher than a month earlier. The indicated yield per acre of the durum wheat crop, as of October 1, is 15.9 bushels as compared to an average of 12.9 bushels during the years 1935 to 1944 and 17.8 bushels in 1945. The indicated total production is 38,474,000 bushels in comparison to the average of 31,900,000 bushels during 1935 to 1944 and 37,578,000 bushels in 1945.

The production of food grains at 37.4 million tons, tops any previous year. Added to the record winter wheat total of nearly 880,000,000 bushels is a spring wheat crop of nearly 290,000,000 bushels, an improvement of over 2,000,000 bushels during September. This total wheat crop of more than 1,169,000,000 bushels is 46,000,000 bushels larger than any previous crop in history.

As a whole, 1946 was a good wheat-growing year. At times prospects looked gloomy in some states but conditions generally improved as the season progressed. Growers also harvested bigger yields per acre of good quality wheat than were expected earlier in the season. Seldom have all factors worked together more favorably than in 1946 to give the nation such a volume of good quality wheat. The continued favorable weather, which began with the timely rains of early July, brought a good spring wheat crop through to maturity.

The durum wheat production in the Dakotas and Minnesota, estimated at 38,474,000 bushels, is almost a million bushels above the estimate of a month ago. Production of other spring wheat is currently estimated at 251,054,000 bushels, only about a million bushels more than was estimated a month ago but about 30 per cent above the 10-year average of 194,000,000 bushels. The estimated yield of all spring wheat is 15.7 bushels per acre—about one-tenth of a bushel above a month ago, nearly a bushel below the past five years but nearly two bushels above the 10-year average. The yield of durum wheat is slightly above that for other spring wheat.

The following table gives the Durum Wheat crop report by states, as of October 1, 1946:

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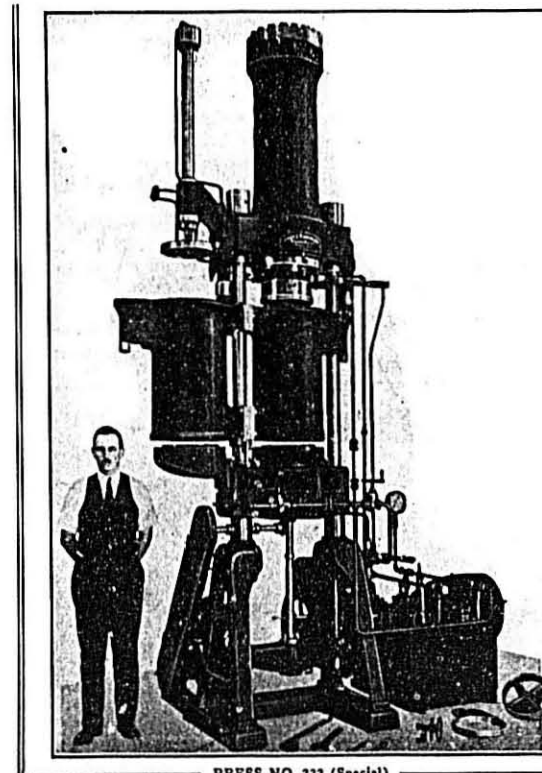
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Liquid, Frozen and Dried Eggs

July, 1946

Production of liquid egg during July totaled 61,830,000 pounds; compared with 42,817,000 pounds in July last year, the Bureau of Agricultural Economics reported today. Larger quantities were used for drying and immediate consumption than last year, but the quantity frozen was smaller.

Dried egg produced during July totaled 12,756,000 pounds, compared with 8,031,000 in July a year ago. Production consisted of 11,589,000 pounds of whole egg, 314,000 pounds of dried albumen and 853,000 pounds of dried yolk. Production of dried egg during the first 7 months of 1946 totaled 93,045,000 pounds, compared with 94,444,000 pounds during the same period last year. Purchases of dried whole egg by the Department of Agriculture, primarily for the United Kingdom, this year to August 20 totaled 97,600,000 pounds.

The production of 20,605,000 pounds of frozen eggs during July was 21 per cent less than July production last year. During the first 7 months of this year 380,941,000 pounds of frozen egg were produced, compared with 367,576,000 pounds in the same period last year. Storage holdings of frozen eggs on August 1 were 261,156,000 pounds, compared with 248,675,000 pounds on August 1, 1945, and the 1941-45 average of 294,821,000 pounds.

August, 1946

Production of liquid egg by commercial egg-breaking plants during August totaled 42,193,000 pounds compared with 24,161,000 pounds in August last year, reports the Bureau of Agricultural Economics. Much larger quantities were used for drying than last year but the quantity frozen was smaller.

Dried egg production during August totaled 9,757,000 pounds compared with 7,858,000 pounds a year earlier.

Production consisted of 9,495,000 pounds of whole egg, 93,000 pounds of dried albumen and 169,000 pounds of dried yolk. Production of dried egg during the first 8 months of 1946 totaled 102,802,000 pounds compared with 102,302,000 pounds in the same period last year. Purchases of dried whole egg by the Department of Agriculture, primarily for the United Kingdom, this year to September 12 totaled 97,600,000 pounds.

The production of 8,675,000 pounds of frozen egg during August was 39 per cent less than the 14,291,000 pounds produced in August last year. During the first 8 months of this year, 389,616,000 pounds of frozen egg were produced compared with 381,867,000 pounds during the same period last year. Storage holdings of frozen eggs on September 1 totaled 237,746,000 pounds, compared with 218,010,000 pounds on September 1, 1945 and the 1941-45 average of 279,857,000 pounds.

Boiardi—Boy-Ar-Dee

Chef Boy-Ar-Dee Quality Foods, Inc. of Milton, Pa., takes its name from the family name of its founder, Hector Boiardi, according to an explanation made in "What's Cookin'," the firm's house organ.

"Perhaps the most important words of all in connection with our firm are those which are the trade name of our company, 'Chef Boy-Ar-Dee.' First of all, the word 'Chef,' is pronounced with a soft 'ch' just as though it were spelled 'shuf.' It's a French word meaning cook and we should be glad to give it the French pronunciation.

"Then we have the word 'Boy-Ar-Dee,' which is the phonetic spelling of the family name, 'Boiardi.' Since the name written properly was found to be hard to pronounce, it was simplified in a way that everyone could pronounce. It is BOY-AR-DEE. Very simple and easy to say. Even so a

good many people pronounce the name 'By-Ar-Dee' or 'Bo-Ar-Dee' or any of several mispronunciations. If one can say 'boy,' there is no excuse for not saying it at the beginning of the company's name. We are proud of the company for which we work and should be anxious to pronounce its name correctly. Why, it's 'Boy-Ar-Dee,' of course."

—'What's Cookin'.

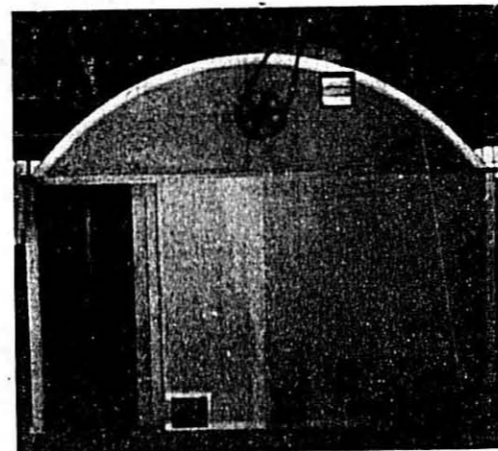
H. J. Heinz Company Offers Stock

The 77-year-old H. J. Heinz Company, Pittsburgh, Pennsylvania, makers of the 57 Varieties, has made application to the Securities and Exchange Commission for registration of some of the stock of the Company for public sale. This is the first time in the Company's history that a public offering of its stock has been planned.

The stock will be offered to the public by a group of underwriters, headed by Morgan, Stanley Co. of New York. Terms of the issue have not been decided but present plans are to split the common stock four for one and sell 200,000 shares of the new common stock and 100,000 shares of (\$100.00 par value) cumulative preferred stock. When issued, application will be made for listing on the New York Stock Exchange.

"Until the present time," Mr. Heinz said, "it has been possible through a conservative fiscal policy to provide for expansion from earnings. During recent years, however, the government tax structure has made it increasingly difficult to retain a sufficiently large part of earnings to finance entirely our expansion of factory facilities, warehouse space and inventories."

The management and control of the Company will remain in the same hands, with Mr. Heinz as president and chief executive officer. Eleven of Heinz' twelve directors are operating officials of the Company with an average service of 25 years.



Exterior View—Lazzaro Drying Room

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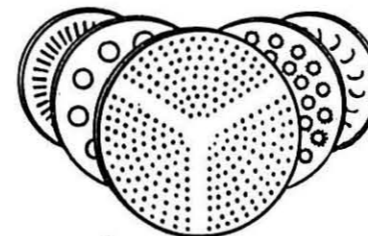
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 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
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Vol. XXVIII October, 1946 No. 6



"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."

Visit Macaroni Headquarters

Two officials of the newly formed Durum Division of A. L. Stanchfield, Inc., Minneapolis, Minn., were surprise visitors at the headquarters office of the National Macaroni Manufacturers Association in Braidwood, Illinois.

Clifford W. Kutz, newly appointed Sales Manager of the firm on a tour of the macaroni manufacturers, was accompanied by Fred T. Whaley of Chicago, who represents the semolina firm in Central and New England States.

Abundance of Potatoes

The U. S. Department of Agriculture has reported an abundant supply of potatoes. "Everyone can eat all the potatoes he wants, every day; in fact,

we have a record crop of early potatoes." It has been reported that early potatoes have been selling at retail for from four to four and a-half times what they used to. Perhaps with this record supply, the price will become low enough to enable the poor people to eat them. A really low wholesale cost might stimulate some sales, too.

Tomato Canners Face Crop Loss

Tomato canners in Maryland, Delaware and New Jersey are reported greatly concerned regarding the development of a blight that had appeared in the tomato crop just as harvest was getting under way.

Canned tomatoes are probably the most urgently sought major vegetable pack this year, for wholesalers and retailers are without stock to speak of, while the entire Eastern area has been waiting for the development of deliveries from these states. Until harvest time, the crop was reported to be just a little ahead of normal.

This new disease striking the tomato area is reported as "late blight," somewhat similar to the blight found quite often in the potato crop. It is present over all of the Delaware area and some private reports here recently said that it was appearing in Maryland. With a spell of cool weather it is reported that the entire crop can be destroyed quickly. However, with hot and dry weather, the blight disappears. Maryland tomato canners reported that it is necessary to remove each tomato so infested from the canning line during processing to prevent poor quality packing. Other troubles confronting these canners were reports of rain and hail damage in sections of eastern Maryland and of Delaware.

Foods Editor for Family Circle

The *Family Circle* magazine announces the appointment of Grace White as Foods Editor of *Family Circle* to succeed Mrs. Emily Binkley who has retired from business and is now living in Salt Lake City, Utah. Miss White has been director of home economics of Batten, Barton, Durstine & Osborn, Inc., for the past ten years. Her previous business experience includes radio writing, lecture demonstrations, and equipment research.

She received her degree in home economics from Teachers' College, Columbia University in New York and is a member of the American Home Economics Association, Home Economics Women in Business, and the American Dietetic Association.

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

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 GIVE US A TRIAL
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WILL PURCHASE 8" or 10" Hydraulic press with or without dies. Also some Knooders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.

WANTED: 12 1/2" Vertical Press for removable die with hydraulic packer. Box 33, c/o Macaroni Journal, Braidwood, Ill.

WANTED: 10" Vertical Press with hydraulic packer. Box 27, c/o Macaroni Journal, Braidwood, Illinois.

WILL PURCHASE: Folded Egg Noodle Machine. Box 42, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—One 12 1/2" Vertical Hydraulic Press for long goods... must dispose. Good buy. Box 44, c/o Macaroni Journal, Braidwood, Ill.

FOR SALE—One 13 1/2" Vertical Hydraulic Press for long-goods Hydraulic Packer. Reasonable. Write Box 45, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: Vertical 14 1/2" Stationary Press for long macaroni. Also Vertical Stationary Die 14 1/2" for short and long cut macaroni. 1 1/2 bbl. Mixer and Kneader. Box 46, c/o Macaroni Journal, Braidwood, Illinois.

The human race enjoys a kind of freedom between the devil and the deep blue sea.
 —Parks Cousins.

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

How to Stay In

It's one thing to get in to see a man; another to stay in once you are there. Good salesmen are expert at both.

During the past few years, getting in hasn't been much of a problem; buyers, having a hard time to find what they needed, welcomed salesmen, reversed the order by entertaining salesmen in place of being entertained by them. And the same thing was true of staying in: buyers were reluctant to let salesmen go, feeling maybe the salesmen in some way could find something to sell them.

But now—



Now the pendulum has swung and is swinging more and more, and presently the old battle of getting in, staying in will be in full force.

For that reason, maybe you won't mind reading a little bit of advice about the fine art, the profitable art of staying in.

There are several keys the wise salesman uses to get in and stay in.

The first and perhaps most important of these is curiosity. If you introduce yourself, give the name of your firm, state you are interested in doing business with the prospect, why shouldn't he make short shrift of you, get rid of you?

But if you appeal to his curiosity so that he is dying to hear more, he'll listen eagerly. Example: Salesman told prospect, "I'll bet we can save you \$100 a month in labor costs. It will take me five minutes to show you how." Anyone is willing to gamble five minutes to save \$1,200 a year.

If you appeal to the motive of gain or pleasure, your man will listen.

The second key is self-interest. If you know something good about the prospect, something of which he is proud, he will not be anxious to get you out.

Example: Insurance salesman said to prospect, "I am here to talk about your younger son, John."

Remember just this: If you offer to save the prospect money, offer to relieve inconvenience, discomfort, or dissatisfaction; if you can promise to bring him pleasure or satisfy his pride or his curiosity, you can get in, you can stay in as long as you need to stay in to get his business.

Tip for all who sell: Of all the things you wear, the most important is the expression on your face.

Don't Forget to Give Service

It's back in our language again, after a vacation of several years... the word *service*.

Remember when you couldn't get service? When you were rebuffed? When you carried your own goods and liked it. When you waited in line? When people laughed in your face when you mentioned service?

Change all your ideas of the way to do business, and put service back high in the list of "musts" in these post-war years.

Good salesmen and top business men have known for a long time that it is necessary to give service as well as products. Salesmen are still servitors, and salesmen who serve the best still sell the most.

This is a good time for a salesman, eager now to sell more, to sit down and have a private talk with himself about how he can give more service to those who buy his goods.

Time and money spent in giving service are time and money well spent; indeed, in the life of any salesman it is doubtful if it is possible to spend time and money any more profitably.

Best Selling at Night

When he was just a young salesman, a man who is now head of his own international firm, stumbled on to an idea which he says has been the

means of building up his million-dollar bank balance.

Whereas, other salesmen, as soon as the day ended, dropped the business cares and scattered to cocktail bars and poker rooms or movie houses, he went home or to his room "and really started to sell," as he put it.

When I asked him what he meant, he told me that all his life his best selling had been done at night.



"You mean you call on prospects and customers after hours?" I asked. "Not at all. I seldom make after-hours calls."

"Then how do you sell at night?" "That's when I put in my best licks at thinking about my business," he explained.

He told me that he never went out in the morning without having a pretty good picture in his mind of the day's work ahead of him—on whom he would call, of what he would say. He tried to anticipate what the prospect would say, what he would reply.

"Any salesman who wants to achieve will find that in the quiet of his own home, at night, he can do his best selling," he summed up his belief.

Radio Weather Man

Summer campers in a secluded Canadian resort were astounded by the accuracy with which Indian Tom predicted weather changes. On a sunny day Tom would parade through the camp announcing: "Rain, him come bimely."

One day it was windy, damp and cold. A camper asked the Indian: "Tom, when is this going to let up?" Tom shook his head: "Dunno. Radio him broke."—*Pathfinder News Magazine.*

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE
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Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

Then—
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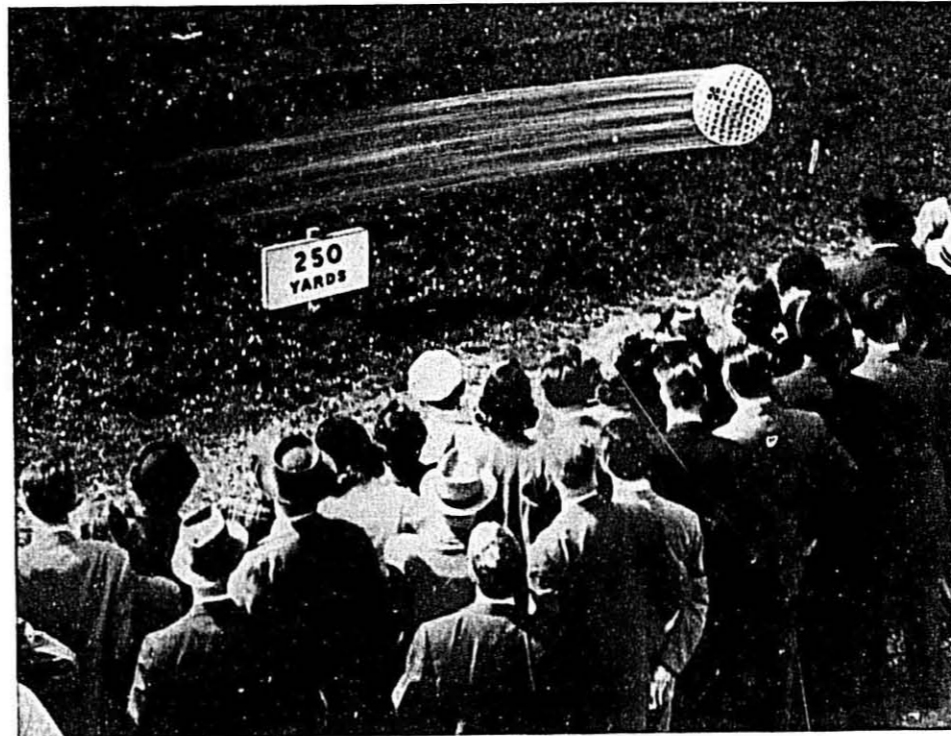
Secretary's Message

Manufacturing firms interested in the exportation of their products to South America and other countries will be interested in the thinking of George P. Martin, member of the firm, H. L. Raclin & Sons, Brokers, Chicago, Illinois, who spent three and one-half years in Brazil in the capacity of Chief of the U. S. Government's buying commission attached to the American Embassy, Rio. He says:

"My unqualified observation of the business was that the manufacture of macaroni products in Brazil is on a small unorganized scale mainly by individual restaurants, food shops, and pastry people. Since completing my Government service and returning to business I am receiving many requests from friends in all parts of Brazil to supply them with macaroni products.

"I think the members of your Association would be wise to set aside a certain percentage of their production for export. My experience in foreign service gave me a realization of how the average American industrialist neglects foreign business compared to industrialists of other nations that place foreign business first in importance. This statement is general and is not directed to the macaroni products manufacturers. However, I do know that Canada is presently supplying these materials to Brazil. It appears to me that any American manufacturer that adopts a policy of building up exports now will find his export outlets to be good bridges for later gains in the domestic market when demand falls off at home."

—M. J. DONNA, Secretary



EXTRA YARDAGE WITH THE WIND!

Vitamin enrichment can add sales yardage to your product

Now that the Federal Standards of Identity are in effect for the macaroni industry, you can ride the wind of consumer acceptance for greater sales yardage.

Here's how the wind blows: A recent survey* proved that 77.4% of the American housewives questioned favor food they know to be "enriched" with vitamins.

Your best bet: Enrich your whole line now! Already, flour millers and bakers have obtained extra sales yardage through the current enrichment program.

Feature the potent one-word sales message "ENRICHED" on your packages and get that added yardage.

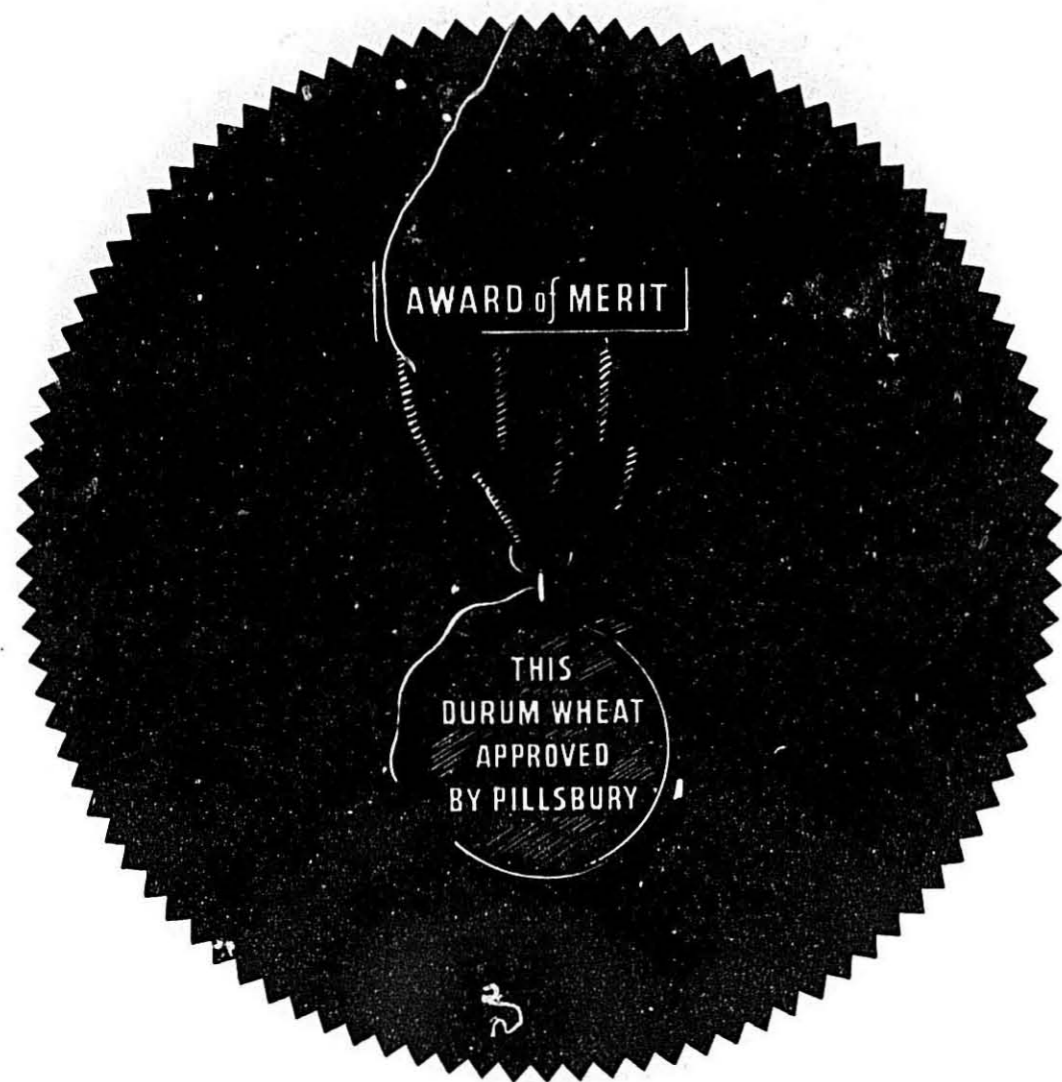
*Fawcett Women's Group

We invite you to consult our staff of technical experts. Write to:

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It isn't every lot of durum wheat that can hope to be chosen for milling into Pillsbury durum products. To win that distinction, the wheat has to pass a whole series of rigid tests—laboratory tests, milling tests, and the final crucial test of being

made into actual spaghetti, under shop conditions, in Pillsbury's experimental spaghetti plant. YOU get the benefit of this careful wheat selection when you use Pillsbury's Durum Products. Count on them for dependable performance — always!

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