

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 11**

March, 1947

MARCH, 1947

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Thinking it Over

When conditions get tough, good businessmen proceed with unusual care and caution.

While the macaroni-noodle business is not nearly so bad as some imagine, there has been an appreciable falling-off in demand, but the drop is not nearly as great as was the rise experienced through the war years.

Everybody had expected the current let-down. Nobody was caught unawares. There is absolutely no need for rash action.

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXVIII
NUMBER 11



The shortest path to sales is through the customer's eyes. When Mrs. Consumer is in the dealer's store, get her attention with your carton or label. Have it tell her what she'd like to know about your product. She'll be in the mood to want to try it for her family.

But your competitors will be right there, making their strong bids for her interest at the same time!

You'll want your packaging to have the edge on theirs in appearance value and dynamic sales effectiveness. And that is where Rossotti can help you most.

When we're assigned to your packaging job, the first thing we do is turn loose a staff of skilled merchandising research men. They make a thorough study of your market and what influences sales in that market. Then our creative designers examine what your competitors are doing and aim for

powerful distinction in the overall aspects of your design. After that, they add whatever product features there are that will make your brand outstanding in customer appeal—foolproof directions, inviting recipes, health advantages, vitamin and essential mineral content information and other sales stimulants.

And our fully equipped plants on both East and West Coasts—with our own dependable sources of raw material supply—are your assurance of prompt, quality production and speedy delivery.

Today is seeing the start of a new era in business competition, with every sales tool having a vital job to do. If your labels or packages are lagging behind or barely keeping up with this trend, now is the time to modernize. Rossotti engineers invite consultation on your packaging problems. Just write, wire or phone the branch nearest you.

Rossotti
SINCE 1898

ROSSOTTI LITHOGRAPHING CO., INC. • NORTH BERGEN, N. J.
BOSTON 9, Mass.: 200 Milk Street • ROCHESTER 4, N. Y.: 183 Main Street, East
JACKSONVILLE 9, Fla.: 6503 Sapphire Drive • CHICAGO 11, Ill.: 530 North Michigan Avenue
WEST COAST PLANT: 3700 Third St., San Francisco 24, Cal.

ENRICHMENT BY WAFER

MERCK
Enrichment Wafers for all varieties of Macaroni Products

Directions:
One wafer is used for each 100 lbs. of semolina. Add the wafer to the water used for the batch in a position of the water used for the batch. When the wafer is completely disintegrated, stir the semolina and pour into water containing the semolina.

Each Wafer Contains:
Thiamine Hydrochloride (Vitamin B1) 400 mg.
Riboflavin (Vitamin B2) 170 mg.
Niacin 2500 mg.
Iron 1100 mg.
The balance is starch and other constituents.
* U.S. Pat. Pending

Manufactured by **MERCK & CO., Inc. • RAHWAY, N. J.**

ENRICHMENT BY MIXTURE

No. 32P-VITAMIN MIXTURE
For the Enrichment of All Varieties of Macaroni Products Such As Macaroni, Spaghetti, Noodles, Pasta, etc.

Each ounce contains:
400 mg. Thiamine (Vitamin B1)
170 mg. Riboflavin (Vitamin B2)
2500 mg. Niacin

One ounce of this Vitamin Mixture added to each 100 lbs. of semolina will add to each product the following: 4.00 mg. Thiamine, 1.70 mg. Riboflavin, 25.00 mg. Niacin, 11.00 mg. Iron.

1100 mg. Iron*
The balance is starch

Vitamin Label Requirements for Enriched Macaroni Products per pound:
4.0 mg. Thiamine
1.7 mg. Riboflavin
25.0 mg. Niacin
11.0 mg. Iron

* U.S. Pat. Pending

MERCK & CO., Inc. • RAHWAY, N. J.
Manufacturing Chemists

AT YOUR SERVICE TO MEET THE OPPORTUNITY OF ENRICHMENT

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.

MERCK ENRICHMENT PRODUCTS

Merck provides an outstanding service for the milling, baking, cereal, and macaroni industries.

- Merck Enrichment Ingredients (Thiamine, Riboflavin, Niacin, Iron)
- Merck Vitamin Mixtures for Flour Enrichment
- Merck Bread Enrichment Wafers
- Merck Vitamin Mixtures for Corn Products Enrichment
- Merck Vitamin Mixtures and Wafers for Macaroni Enrichment

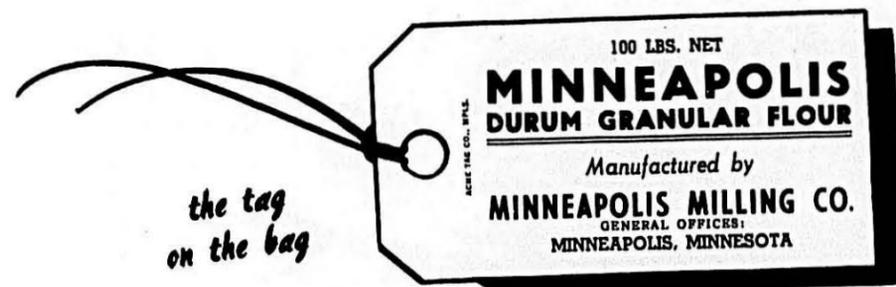
MERCK ENRICHMENT PRODUCTS

MERCK & CO., Inc. RAHWAY, N. J.
Manufacturing Chemists

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo. • Chicago, Ill.
Elton, Va. • Los Angeles, Calif.
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A Guaranty of Purity and Reliability



It's a new and improved high extraction product as requested by the National Macaroni Manufacturers Association.

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

MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINNESOTA

The MACARONI JOURNAL

Volume XXVIII

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Current Price Trends

A study of food prices in January and February of this year shows a decided trend upwards in many items. Bread is nearer fifteen cents for a loaf of lighter weight than to the heavier ten cent loaf of not so many months ago. The price of hogs reached an all-time high on the Chicago market in February with a top of 30 cents a pound, forecasting the prediction that housewives may soon have to pay nearly a dollar a pound for their favored pork chops.

The wheat market recorded a decided advance on all grades with the result that the macaroni men who were currently in the market for semolina found it necessary to pay considerably more for that raw material, as did the noodle makers for their flour.

The study shows no noticeable decrease in wages demanded by all classes of employes, in the price asked for cartons and containers, in eggs, nor in any of the many other items that go toward making the cost of production and distribution. On the basis of the conclusions that must be reached from the survey, there seems to be no good reason for macaroni-noodle manufacturers to become panicky because of the current slump in demand for their products—a condition that has all the earmarks of being temporary.

The study gives the further assurance that very few operators yielded to the temptation to quote lower prices on their output. They feel that lower prices are not the cure-all. The only result of a price slash under conditions where all other foods are experiencing higher prices, and all their competitors facing the general slowdown in demand, would be to take some business temporarily from competitors without winning essential good will or satisfied buyers. No one wants "cheap" goods—surely not the consumer, nor the grocer, either.

Nor is there any basis for the growing fear that prevails in certain quarters that the firms which have recently equipped their factories with continuous automatic ma-

chines may become anxious to keep their presses running twenty-four hours daily, irrespective of conditions that affect all alike. It is reasonable to believe that firms which are sufficiently progressive to modernize their plants through the installation of automatic devices of any kind, are really efficient business organizations that will not intentionally operate the new equipment at a loss.

Every machine has a limited life of satisfactory production. One that is operated 24 hours daily has only one-third of the life expectancy of the same machine that rests sixteen hours a day. The owners of the modernized plants differ little in the thinking of the good executives of any kind of plant—that it is better at all times to operate their machines, not continually, but profitably.

The food trades of the entire world must undergo radical changes in production and distribution, consumer demand and prices, before the final postwar adjustments are completed. Students of the uncertain situation are quite generally of the opinion that it behooves all in the business of growing, processing and selling of foods to have a clearer knowledge of what the future may have in store for certain commodities.

Wheat handlers are studying the probable effects of the threatened international control of wheat, conditions in many foreign countries being what they are today. What they can expect to be in the not too distant future is an important determining factor.

At home they see before them the work of the cooperatives and its important bearing on price and demand for wheat and wheat products. All food groups are also keeping an eye on organized labor because what it finally decides to do in the near future in helping to shape the economic betterment of business, concerns both business and government. Under existing conditions it would seem the wise course for the macaroni-noodle industry to sit tight and not rock the boat.

More and Better Durum Wheat

Aim of Grower, Miller and Manufacturer Cooperation

C. L. Norris, Chairman Durum Growers Contact Committee

It took almost a crisis to make some of the macaroni manufacturers realize how closely their interests are associated with those of the durum wheat farmers and the semolina millers; also that it is both reasonable and practical to have durum buyers pay a little more to the growers for the quality durum which they are being encouraged to produce, knowing that the manufacturers will gladly pay a little more for quality semolina.

The near crisis first came to the notice of the macaroni men at the winter meeting of the National Macaroni Manufacturers Association at the Seaview Country Club Absecon, N. J., in January, 1945, when both OPA officials and durum millers called their attention to the rapid disappearance of durum, and the grave prospect that plants would probably close during the summer months for lack of basic raw materials, unless something drastic were done to stretch the crop.

The action taken at that meeting on recommendation of the National Macaroni Manufacturers Association is history. It was along two fronts. First the approval of the durum millers and OPA was obtained to the milling of only one grade, the 80 per cent extraction, which then saved the day, and then an agreement by the government agency involved not to ship abroad any of the durum wheat included in its general wheat buying, allocating that wheat to the domestic mills for grinding into the 80 per cent extraction granular.

At the same time it was forcefully brought to the attention of both miller and manufacturer that something should be done jointly or otherwise to cultivate the good will of the durum growers. The National Association acted by appointing a special Durum Growers Contact Committee, headed by Chairman C. L. Norris of the Creamette Co., Minneapolis. During the first year of its operation, promising action has been taken, as the following report shows:

"On February 27 and 28, I attended the Langdon Durum Show at Langdon, North Dakota," reports Chairman Norris, "and presented the trophy which the National Association authorized to be awarded to the grower of the best durum wheat in 1946 as exhibited at the show. Maurice Ryan of the Quality Macaroni Company of



Taking part in the ceremony of presenting the Sweepstakes Award, a Plaque given by the National Macaroni Manufacturers Association to exhibitor of sample of durum wheat voted best by the judges, are durum growers and macaroni makers, were (left to right) Dick Forkner, Asst. Editor Cavalier Co. Republican, Treasurer of Show; R. H. Schroeder, Cavalier County Extension Agent; C. L. Norris, Chairman Durum Growers Contact Committee of National Association; Tom Ridley, Sweepstakes Award Winner; Maurice Ryan, member of Durum Growers Contact Committee, N.M.M.A.

Saint Paul accompanied me on the trip. M. J. Donna of the National Macaroni Institute was unable to attend. We were treated splendidly by officials and everyone participating.

"Langdon is a small town situated in the most productive durum raising area. They have made quite a thing of their show which is about nine years old. There were about 20 exhibitors, ranging from boys in 4-H Club work, to professional growers who grow for seed purposes.

"A young man, Tom Ridley of Langdon, won the grand Durum Sweepstakes and received the Association's award, a beautiful plaque. His entry was in the certified class. Tom comes from an old line of durum

growers. His brother has placed three times in the International Show in Chicago and has won many awards in durum shows.

Outstanding authorities who judged the many Durum entries included Irvin Hagen, deputy commissioner North Dakota Seed Department; Lars Jensen, Fargo, extension agronomist for North Dakota, and Henry O. Putnam, Minneapolis, Executive Secretary, Northwest Crop Improvement Association.

"Mr. Ryan and I both gave talks to the Friday session and attended all business and social gatherings, trying to impress everyone whom we contacted with the fact that the National

(Continued on Page 8)

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How General Mills' Durum Detectives Guard The Uniformity of Your Products . . .

Making Macaroni Show Its TRUE COLORS



You know how important color is in determining Durum Products quality. Color comparison is no matter of guesswork with General Mills. Far from it. The equipment you see above—specially developed in General Mills research laboratories—compares colors of macaroni test products scientifically. It guarantees the selection of better durum mixes, assures more uniform products for you.

From wheat to sack, General Mills double-checks the quality of its Durum Products all along the way. Durum samples are taken from wheat still in the fields, in freight cars, from blending bins, from the mix as it goes to the mill, at each step in the milling process.

These samples are milled in a special test mill, made into dough, put through miniature macaroni equipment, tested for color and other important qualities.

For you, this exacting test procedure means production guesswork is out. You can depend on General Mills—today, next month, or a year from now—to supply you with the most in quality and uniformity from the wheat available.



General Mills, Inc.
DURUM DEPARTMENT
CENTRAL DIVISION CHICAGO 4, ILLINOIS

More and Better Durum Wheat

(Continued from Page 6)

Association is intensely interested in the growing of good durum wheat and lots of it.

"The Flax Development Committee is putting on a big drive to influence farmers to raise more flax. From the farmers we talked to and the county agents and the agronomists attending the show, we gained the impression that flax would not cut into the durum acreage to any extent.

"The State of North Dakota through its Department of Cereal Technology and experimental stations, working out of the Agricultural College, is doing a great work in educating farmers to grow the better varieties of durum wheat. The county agents are likewise doing a splendid job of educating the youth in the schools to recognize the advisability of growing the best varieties and to become educated in the grading of wheat and the eliminating of other grains in the crop.

"I feel that this Annual Durum Show should be encouraged by our Association, that someone should attend it every year and that next year we should enlarge our interest in the people who conduct the show while continuing to offer an award to the grower of the best durum wheat. We got some criticism because of the disparity of price between durum and bread wheat, but all recognized that there was nothing that our Association could do about the situation under the unusual conditions existing at present. A more detailed report of the activities of this committee will be made at the Annual Convention of our Association at French Lick Springs Hotel, French Lick, Indiana, in June."

As planting time nears, the position of the macaroni manufacturer towards the durum wheat growers is made clear in a release to the newspapers in the natural durum areas of North and South Dakota, replete with facts and figures to show how closely allied are the best interests of these two groups. Macaroni men will be interested in the arguments presented as well as in the job that is being done by the National Association to prevent a return recurrence of the crisis of 1945. The release:

Amber Durum Provides a Dependable Income Crop

The steadily increasing demand for amber durum started in the nineteen-twenties at about 12 million bushels per year, rose to a 17-million-bushel demand in 1941, 24-million in 1944. The macaroni industry estimates a need for 40,000,000 bushels to supply trade demands and insure a small carry-over this year. The reasons for this steady increase are many. First, 99 per cent of the macaroni processors are using only semolina and high grade durum flour. The discontinued use of low grade durum flour for macaroni products has increased durum wheat requirements by more than 10 per

cent. Again, the installation of efficient new machinery has increased plant capacities of many macaroni manufacturers. More durum is needed to take care of their increased output. These days more and more people are eating macaroni. Wartime meat shortages, better production, higher quality have influenced this trend. Aggressive advertising by macaroni manufacturers—individually and as a group—has furthered the public's interest in this food that adds variety to meal planning.

During the past 25 years, consumption of durum products has increased at a considerably greater rate than the respective consumption of bread wheat flour. The average consumption of durum for the period 1944-1945 was double the consumption in the nineteen-twenties.

With the 1947 durum wheat demand anticipated at a new high, more than 3,000,000 acres of durum should be planted. For example, 3,000,000 acres at the 10-year average yield of 12.9 bushels per acre, will produce only 38,700,000 bushels. What's more, the latest U.S.D.A. crop estimates have reduced the 1946 durum crop by 2,500,000 bushels. That cuts the 1946 crop to about 36,000,000 bushels—and when further deductions are made for the red durum crop and amber durum seed there's likely to be only a small carry-over between 1946 and 1947 crops.

In growing more durum, it will pay durum growers to plant certified seed. Certified seed is of known pedigree and purity. It may be purchased through your State Crop Improvement Association or from seed houses.

Within the "durum belt," some 25 or so Dakota counties, the preferred durum varieties—Kubanka, Mindum, Carleton and Stewart—are grown. These varieties provide a product of excellent color and quality for macaroni manufacture.

It is to farmers in this area in particular that the macaroni industry looks for bigger-than-ever crops of durum to meet the anticipated continued demand.

Court Upholds Co-operative Grain Marketing

The Minnesota state supreme court in a unanimous decision February 14 upheld Farmers Union Grain Terminal Association, regional grain co-operative, in its long fight to establish the right of Northwest farmers to handle their grain co-operatively from farm to processor.

The decision was delivered by Associate Justice C. R. Magney. It states that Farmers Union Grain Terminal Association has a legal right to buy grain for its own account when it is shipped to market for sale by its own members.

This court ruling is of far-reaching significance to the farmers of the Northwest and the nation. It affirms the right of their products as a continuous process; even to hold it for periods if necessary to sell at advantageous times.

In commenting on the decision, M. W. Thatcher, general manager of Farmers Union Grain Terminal Association, said that "every farmer in the United States is directly affected by this court ruling. Not only the future growth, but the every life of the co-operatives was being tested.

"What the Minnesota supreme court said was simply this: that farmers have a right, through their co-operatives, to engage in business and handle their own products from farm to processor, and to enjoy the extra earnings that accrue to them through their joint efforts."

The original case was a friendly suit between the Grain Terminal and an affiliated co-operative elevator at Clinton, Minn. It ended, however, with the Grain Terminal being fought by 11 corporations and firms engaged in the grain business, who filed complaints in intervention.

In its decision upholding the right of the Grain Terminal to handle the farmers' grain co-operatively from farm to processor, the court upheld an earlier opinion of Minnesota Attorney General J. A. A. Burnquist, who argued that the state had permitted the practice complained of for thirteen years.

National significance is attached to the Minnesota supreme court ruling, as it upsets the grain trade campaign for judicial interpretations to check the growth of co-operatives in this region and the nation.

A contrary decision would have restricted co-operative functions to a few simple marketing operations, and in the case of Grain Terminal would have limited its operations to those of a commission man.

New Sales Office for St. Regis

St. Regis Paper Company, New York, announced the formation of a new sales district in its multiwall bag.

Headquarters in Allentown, Pa., will be under the supervision of Burton A. Ford, vice-president of the St. Regis Sales Corporation.

Mr. Ford will continue his close contact with the lime and fertilizer producers, and will represent the St. Regis Paper Company and the St. Regis Sales Corporation at the periodic meetings of these industries.

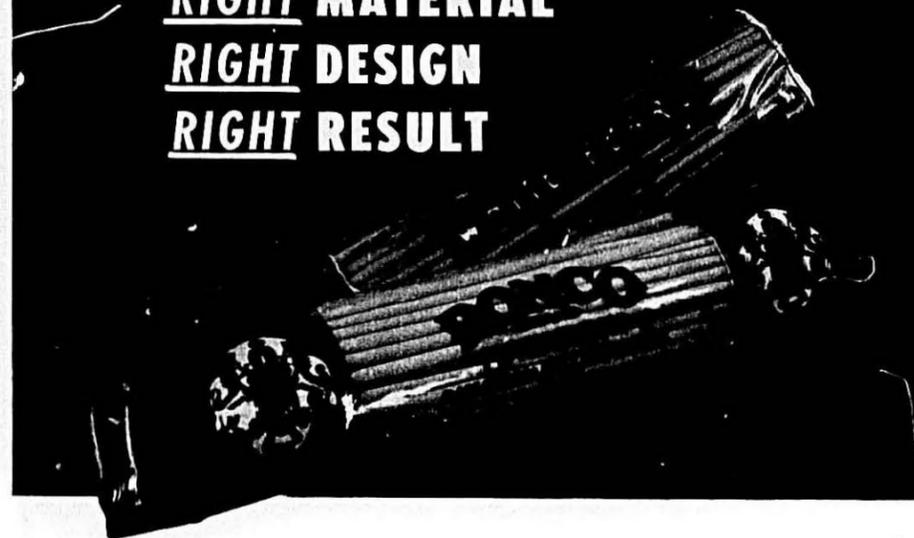
Other St. Regis multiwall bag sales districts have headquarters in New York, Baltimore, Chicago and San Francisco.

Enjoying Florida Sunshine

Word from Miami, Florida, is to the effect that James T. Williams, president of The Creamette Co., Minneapolis, and his wife are enjoying the Florida sunshine. They expect to return to the chilly North early in March.

Packages by Milprint

RIGHT MATERIAL
RIGHT DESIGN
RIGHT RESULT



The **RIGHT** package for your product must be an economical combination of the functions it must perform. It must have the *right material*—the *right design*—and the *right ingredients* for the protection and salesmanship that make it a success. Milprint provides a wealth of technical and creative expert; plus a complete range of materials and services to **INSURE** the maximum results from your package. Why not investigate Milprint's outstanding service today—for the right results from your package!

PACKAGES ILLUSTRATED: PRINTED

Cellophane



Beautifully printed Cellophane wraps and bags offer eye-appeal plus protection and visibility. The first to print on Cellophane—Milprint produces printed Cellophane bags, overwraps, laminations, and coated Cellophane wraps, pouches in hundreds of combinations and types.

MILPRINT Inc.

PAKAGING • CONVERTERS • PRINTERS • LITHOGRAPHERS

plants in Milwaukee, Philadelphia, Los Angeles, San Francisco, Tucson, Vancouver, Washington

General Offices, Milwaukee, Wisconsin

Milwaukee, Wisconsin

SALES OFFICES IN ALL PRINCIPAL CITIES
Packaging Headquarters to American Industry

If you were a housewife,



Like most food manufacturers, you undoubtedly try to put yourself in the place of the people who buy food.

What makes a housewife buy this or that macaroni? What governs her buying? What can you do to make her buy more of your brand?

Well, today, all reports say that more and more housewives are conscious of the word "enriched" on a food package.

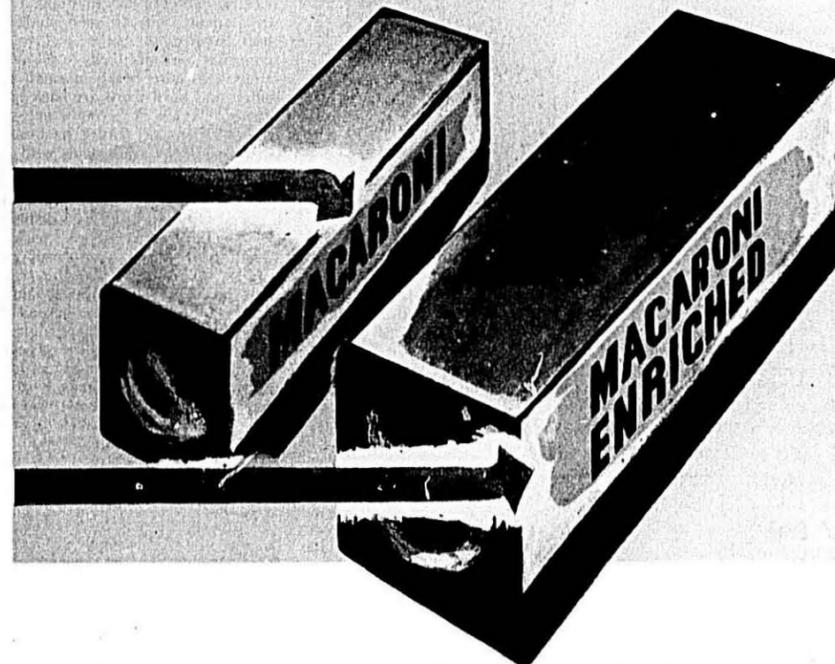
They're reaching for foods with the most

nutritive values—carrying home packages that contain the most nourishment for the health of their families.

Today—you have the privilege of enriching your macaroni and noodle products—of placing the word "enriched" on your package where all can see it.

And you can enrich easily and simply. There's a product developed especially for this purpose—Fleischmann's Fortified Yeast with Iron.

which would you buy?



For batch mixes, this product is supplied in a 1.4 lb. package, sufficient for a 140 lb. batch.

For continuous mixes, it is supplied in bulk. It flows easily and lends itself for use in metering machines which are available.

Fleischmann's Fortified Yeast with Iron enriches macaroni with the vitamins: thiamine,

riboflavin, and niacin—and with iron—in amounts specified in the government definitions and standards. This product also contains vitamin D and the other factors of the B-complex natural to the yeast.

We will be glad to assist you in any problems you may have about enriching macaroni and noodle products. Write to us in confidence.

STANDARD BRANDS INCORPORATED

Strong Cobb Division

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

Adjusting Without Boat-rocking

Industry Thinking Will Affect Industry Action

The cost of living has risen sharply within recent months according to figures prepared by the Department of Labor. Wholesale and retail prices of macaroni, spaghetti and egg noodles have been slow in reflecting the increases in food prices. The general thinking of the leaders of the macaroni industry is that prices of this popular wheat food should gradually follow the general trend without trying to lead and with no attempt to serve as a drag.

"Business is not sick, though experiencing some feverish moments in making the necessary adjustments," comments A. Irving Grass, president of I. J. Grass Noodle Co., Chicago, and first vice president of the National Macaroni Manufacturers Association in congratulating the headquarters office of the National organization on its timely bulletin to its members last month suggesting that they hold tight. "All Manufacturers Are in the Same Boat." Incidentally, no bulletin in recent years has caused such favorable comment and general approval of the suggested action.

"Your bulletin is right on the beam, shows the right spirit at the right time.



A. Irving Grass, President I. J. Grass Noodle Co., Chicago

It is very much in line with our recent broadside to distributors all over the country. Thinking that it would probably fortify your recommendation if the spirit of our broadside was made generally known to you, we are sending a copy of it for whatever use you choose to make of it."

The Grass Noodle Company's broadside reads, in part, as follows: "Busi-

ness Sick? No, sir! It's as good as you make it! The 'Patient' is doing nicely, thank you!

"Professional 'gloom merchants' who come to visit the 'patient'—Old Man Business—are in for a surprise. The tough old gentleman is sitting up in bed, and 'arin' to go'—just itching to get out and create sales and profits for anyone who will give him any kind of support!

"He knows that up to a short time ago, things were mighty easy. No trick at all to sell anything. And with salable, quality merchandise in short supply, the sales picture was somewhat out of focus. Now that things are more nearly normal, good selling and hard work are back in the picture. Again, it becomes necessary to build up your future business on old established quality items with popular appeal.

"To be salable, merchandise must be clean, attractive and well displayed. In displays, torn, mussed packages should be replaced with fresh stock regularly. See to it that the retailer does this with your goods. Gain the good will of retailers to the end that they will give your merchandise a good display spot. Use every acceptable merchandising means to build repeat sales and your volume will continue its even flow increase, perhaps, without dangerous boat-rocking!"

Armours' 80th Anniversary

The year 1947 marks the 80th Anniversary of the founding of Armour and Company, one of the nation's leading meat packers, and a company whose progress in the business of supplying meat has grown with the meat-eating habits of the American people.



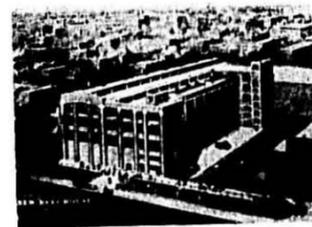
A reproduction of the first Armour plant of 1867. It had a capacity for slaughtering 30,000 hogs annually, the equivalent of a three-day kill in the Chicago plant today.

From its humble Chicago origin under Philip D. Armour in 1867, Armour and Company has developed

into a world-wide organization—one which people everywhere associate with the manufacture and processing of quality meat products. Today Armour plants and branch houses dot America from coast to coast, and from Canada to the Gulf.

In its eighty years of existence Armour and Company has pioneered many notable developments in the meat-packing industry, all of which have enabled the nation to eat more and better meat. Among the notable developments of special interest to the macaroni-noodle industry was the establishment some years ago of the Frozen Egg Division of Armour & Co. and its consistent improvement, until today it is one of the most dependable of its kind, supplying millions of pounds of fresh and frozen eggs for the manufacture of egg noodles and other egg macaroni products.

This division attributes its success to its policy of purchasing only grade-A eggs in the regular laying season, processing them without delay in the several egg-breaking plants in the "egg-basket" areas, separating yolks from whites, and processing the yolks for freezing and storage until deliveries are made "in the pink of condition"



The new Armour beef house, one of the scores of Armour buildings in the Chicago stock yards, is indicative of the company's growth over the past eighty years. Today there are Armour and Company plants and branch houses throughout the United States and in several foreign countries. In a specially built storage house but dimly outlined in the picture is the modern egg-freezing and storing plant.

and "in any season of the year" to the plants of the firm's many egg noodle and egg macaroni manufacturers from coast to coast.

C. D. Wilbur who for years has headed the Frozen Eggs Division of the 80-year-old firm is well known to the macaroni-noodle trade, and the many satisfied customers in the industry join with the parent firm in celebrating its 80th Anniversary this year.

HOW BREAKING ONE EGG AT A TIME PROTECTS

the quality OF YOUR NOODLES



Armour makes sure that every egg is right. That's why every egg is broken out into a cup and individually inspected. It's this painstaking care of millions of eggs that assures you fine quality noodles when you use Cloverbloom Frozen Yolks—noodles with a deep, rich color and fine texture.

This is Cloverbloom quality

From the selection of breakfast-fresh eggs to the quick freezing of the finished product—Armour guards the quality. Constant scientific tests are made. Every trace of shell and fibre is removed. Every batch has a deep color, a low bacteria count and fine flavor. Every batch has a solids contents of 45% or more.

For quality noodles, rich in color

Make your next contract with Armour to assure finest quality in your finished product and to save time and labor. Armour produces Cloverbloom frozen whole eggs, whites, sugared and 45% solids dark color yolks; spray-powdered whole eggs, whites and yolks. Uniform quality—no waste—ready to use when you need them.



ARMOUR Creameries

UNION STOCK YARDS • CHICAGO 9, ILLINOIS

Durum Wheat Notes for March Features Lenten Dishes

Noodle Ring with Salmon-a-la-King; Neptune Salad, and Spring Pudding, the children's delight are the recipe recommendations of the Durum Wheat Products Division in its *Wheat Notes* for March.

The Lenten Season means special meal planning. Whether March comes in like a lion or a lamb, families look forward to steaming casseroles featuring fish or seafood combinations. Seafoods are hearty flavor partners for the three members of the durum wheat family, macaroni, spaghetti and noodles, for these foods catch the seafood flavor and make the most of it. Noodle Ring with Salmon-a-la-King is a dish that combines egg-rich noodles with meaty pieces of red salmon.

Neptune Salad, a new combination of old favorites, is as welcome in a spring menu as the first violet.

Macaroni and Cheese Special will enjoy a special welcome to Lenten menus.

Golden egg noodles and hard-cooked eggs in a zippy mustard sauce makes a dainty flavorful blanket for fresh ribbit in Lenten noodles.

Spring Pudding is a surprise combination that will particularly delight the children.

* * *

How did macaroni get its name?

Clara Gebhard Snyder of the Durum Institute offers the following answer:

"Nobody seems to know. That thirteenth century tourist, Marco Polo, is credited with having introduced it to Italy. In those famous writings in which he told of the wonders he saw during his travels in Asia, he tells about seeing noodles and macaroni products being sold in the streets of China. But where the name came from or why macaroni was called macaroni he does not tell.

Marco Polo was a Viennese. During his times, the Italian cities of Naples, Genoa, and Bologna were bustling trade centers. New ideas were welcome and when Marco Polo brought back stories of noodles and macaroni, enterprising "food processors" of those days promptly set about manufacturing these new foods. So popular were they that macaroni and spaghetti are often thought of as the national dish of Italy.

It was easy for Italians to make macaroni and spaghetti, for from Spain they got fine durum wheat, long be-

fore this hard, amber wheat was grown in the United States. Durum wheat made such good macaroni that the dough could be pressed into all kinds of fancy forms, until there were many different shapes. Some of the shapes were typical of Genoa. Others were recognized at once as having come from Naples. Each shape had its name, and even the different sizes of the same shape had different names. There is, for example, a macaroni called Candeale, which is almost an inch in diameter. Zitoni, on the other hand, is only 3/32 inch in diameter. Between these extremes exists a whole family of tubular macaronis of different sizes, some smooth, some corrugated.

In the solid form, that is, without a hole through the center, are spaghetti and its slender sister spaghettini, with their still slenderer sister vermicelli. There are also many corrugated forms, and all sorts of fancy shapes. Some look like dainty sea shells; while

others look like tiny bow ties, and still others look like corkscrews.

Only a few of these many shapes are sold in the United States. Occasionally some of them are found in stores in Italian neighborhoods. But in this country, elbow macaroni, alphabet macaroni and sea shells have become quite popular and are generally available.

Most Italian cooks think Americans overcook macaroni and spaghetti. Italians cook spaghetti only 9 to 10 minutes. This leaves the center quite undone—almost uncooked. But the spaghetti has a pleasing "chewy" quality that gives the plate of Italian spaghetti with meat sauce real character. There may be considerable merit in learning to cook macaroni products "the Italian way," just as there is merit in learning to cook some vegetables "the Chinese way." At any rate, it is a good way to give meals a United Nations flavor, and to learn to enjoy foods in new and interesting ways.

Noodle Omelet for Lunch

Mention eggs and many folks think only of breakfast, reasons Viola Higbee, staff writer, Providence, R. I. *Journal* in a well illustrated article dealing with appropriate Lenten dishes. "But gone are the days of platters of country-cured ham, or bacon with eggs" and other regular accompaniments. Eggs now appear on luncheon, supper and sometimes dinner menus. Lent encourages this practice. Among the several quite suitable, easy to prepare and delicious-to-eat recipes recommended by this food authority is the Noodle Omelet, as follows:

Noodle Omelet

Bacon 4 Eggs
1 t. Salt 4 Egg Yolks
1/4 t. Pepper 4 c. Cooked Noodles
Fry bacon until crisp. Remove bacon, pour off fat, except about 1/2 lb. Add seasonings to eggs and beat. Add noodles and pour into hot skillet. Cook slowly on one side. Turn carefully and cook on other side until brown. Serve with strips of bacon and parsley.

Macaroni Sauce Easy to Prepare

Macaroni products manufacturers should find it easy to answer the many queries they regularly receive from housewives as to the proper recipe for making a tangy sauce for serving their

products to discriminating dinner or luncheon guests. Have copies of the following on hand ready for mailing:

One cup of condensed mushroom soup diluted with a half cup of milk makes a quick, delicious sauce to use with many macaroni, spaghetti and noodle entrees. Add a teaspoon or two of Worcestershire sauce to bring out the flavor. Fold cooked noodles, macaroni, or spaghetti into this sauce and serve hot.

Kluczi Zrezem

The keen eye of James F. Conte, manufacturers representative, Brooklyn, N. Y., caught the following item that refers to a strange recipe involving noodles. The item appeared in the *Brooklyn Eagle* in January. Incidentally people of Polish descent are heavy eaters of macaroni foods.

Booklets on Health Give Polish Recipes

Recipes for such well-known Polish dishes as kluczi zrezem (rice and noodles) and Golompki (pigs in blankets) are included in the fourth of a series of six booklets dealing with the health problems of various groups in the United States released today by the nutrition service of the Visiting Nurse Assn. of Brooklyn. Titled "Food the World Over," the series is being prepared under the direction of Miss Edith Shapcott, nutrition consultant of the association. The latest booklet discusses food commonly served by Polish groups and ways of bringing their diet up to current nutrition standards.

IT'S A PLEASURE
TO DO BUSINESS
WITH THEM! . . .



" . . . because their products are always as represented. You can always depend on them to do what they say. They know your requirements . . . and never sacrifice the reputation of their company by delivering an inferior product. They always take a genuine interest in your problems. They're helpful. Yes, it's a pleasure to do business with King Midas."

Frankly, these are things we like to have people in the Macaroni industry say about us. We hope you've said them. They are the rules we have tried to do business by, since the first sack of King Midas Semolina was sold over 25 years ago.

KING MIDAS FLOUR MILLS
MINNEAPOLIS ★ MINNESOTA

SEMOLINA

Durum Wheat Stocks on January 1, 1947, Total 28,912,000 Bushels

Feed Utilization Sharply Reduced

Durum wheat supplies in the United States on January 1, 1947, totaled 28,912,000 bushels, states the Production and Marketing Administration in the semi-annual Durum Report. This is about 4½ million bushels more than were on hand on that date the year before when supplies ran out before the new crop was available. Present stocks, therefore, while in close balance with probable needs after allowing for seed, feed and carry-over purposes, should be sufficient to satisfy requirements until the 1947 crop becomes available. The January 1 stocks were held in the following positions: on farms, 18,929,000 bushels; in country elevators, 3,991,000 bushels; commercial stocks at terminals, 835,000 bushels; merchant mill stocks, 5,157,000 bushels.

Supplies for use during 1946-47 which appeared inadequate at the beginning of the season were extended by a larger 1946 crop than the preliminary estimates indicated, continuation of a high extraction rate by mills, and the much smaller quantity used for feed. Inspections indicated that the production of red durum in 1946 bore a much smaller relationship to the total crop than usual, while availability of lower-priced feed grains held farm feeding to a minimum.

Disappearance during July-December, 1946, amounted to 12,678,000 bushels compared with 18,674,000 bushels for the corresponding six months of the year before. Mills ground 11,429,000 bushels and 1,249,000 bushels were used for feed and other uses. Mill grind during July

and August, 1946, was greatly curtailed by insufficient wheat supplies available at that time and it was not until new crops came to market that steady milling operations were resumed.

The quality of the 1946 durum crop was excellent. The crop matured under favorable weather conditions and a wet harvest season encountered by the preceding two crops was avoided. The result was a crop of good color and exceptionally high test wheat.

GMA Acts to Reduce Demand on Purchase of Banquet Tickets

In an effort to forestall an anticipated postwar increase in demands by dealer organizations for grocery manufacturers to purchase tickets for dinners, banquets, entertainments, food shows, and other trade affairs, the Board of Directors of Grocery Manufacturers of America, Inc., has adopted the following resolution asking discontinuance of the practice.

Whereas, grocery manufacturers are increasingly requested by dealers in their products, either directly or through an organization, to purchase tickets for banquets, dinners, benefit entertainments, food shows and other trade affairs;

Now, therefore, be it resolved by the Grocery Manufacturers of America, Inc., that it condemns the practice of these requests and recommends its general discontinuance, on the ground that such a practice is basically unsound for the following (among other) reasons, namely:

(1) These requests place the manufacturer in an embarrassing trade position because acquiescence in them increases their endless multiplication.

(2) Compliance with some of these requests practically compels the manufacturer to comply with others, in order to avoid the complaint of unfair discrimination by him.

(3) Compliance with these requests by one manufacturer practically compels a similar compliance by competing manufacturers, in order to prevent any trade discrimination against them.

(4) Compliance with all these requests imposes an undue expense on the manufacture and distribution of grocery products, which is inconsistent with the responsibility of the industry to furnish food to the consuming public at the lowest possible price.

Average, 1935-36 1944-45	DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION			
	Durum Wheat Ground BUSHELS	Semolina POUNDS	Flour POUNDS	Exports Macaroni, etc. POUNDS
July-December	9,056,793	278,114,670	99,219,550	2,891,791
January-June	8,686,018	280,016,584	85,774,186	1,971,075
Total	17,742,811	558,131,254	185,493,736	4,262,866
1938-39				
July-December	7,590,460	244,093,892	81,245,920	1,783,847
January-June	7,231,375	246,364,944	66,016,328	1,494,226
Total	14,821,835	490,458,836	147,262,248	3,278,073
1939-40				
July-December	8,213,310	272,970,572	79,602,264	2,029,050
January-June	7,210,373	230,460,524	77,235,764	1,882,683
Total	15,423,683	503,431,096	156,838,028	4,811,733
1940-41				
July-December	8,294,842	231,863,884	91,130,788	1,707,295
January-June	8,204,118	269,627,204	78,675,184	1,475,190
Total	16,498,960	501,491,088	169,805,972	3,182,491
1941-42				
July-December	9,319,560	290,510,220	103,518,380	2,235,811
January-June	9,641,236	293,775,384	106,615,360	1,425,903
Total	18,960,796	584,285,604	212,133,740	3,661,714
1942-43				
July-December	11,137,704	338,373,616	134,651,216	1,199,828
January-June	12,742,102	398,104,420	146,656,216	1,351,985
Total	23,879,806	736,478,036	281,307,432	2,551,813
1943-44				
July-December	11,235,744	361,364,377	119,971,716	1,944,340
January-June	9,172,905	314,664,400	78,474,391	3,381,071
Total	20,408,649	676,028,777	198,446,107	5,325,411
1944-45				
July-December	12,769,977	360,975,200	178,688,800	7,738,271
January-June	13,260,803	426,621,200	140,080,300	4,795,898
Total	26,030,780	787,596,400	318,769,100	12,534,169
1945-46				
July-December	12,663,562	417,108,400	131,557,600	7,760,088
January-June	9,578,574	364,231,600	72,356,200	25,856,026
Total	22,242,136	781,340,000	203,913,800	33,616,114
1946-47				
July-December	11,428,936	516,349,800	(b)	(c)33,837,252
January-June				
Total				

(a) Total production included under semolina when production of semolina and flour is not reported separately. (b) Grainular and flour listed in semolina total since most mills continued on an 80 per cent extraction rate throughout the period. (c) Five months, July through November.

When You **ENRICH** Macaroni and Noodle Products



Winthrop developed the first food-enrichment tablet. Proof of its acceptance rests in the fact that the tablet method of enrichment is now *universally* used.

To macaroni and noodle manufacturers, Winthrop offers a special "B-E-T-S" formula (Orange Label) to adequately enrich macaroni products to meet Federal Standards.

"VEXTRAM", you know, is the trade-marked name of Winthrop's brand of food enrichment mixture. "VEXTRAM" is a proven product used by millers for enriching flour in practically every state in the Union.

Winthrop offers you a special "VEXTRAM" formula (Blue Label)—just add 2 ozs. per 100 pounds of semolina—for the enrichment of macaroni and noodle products to meet Federal Standards.

EASY-TO-USE "B-E-T-S" TABLETS

Offer these Advantages to
Manufacturers using the Batch Method

1. ACCURACY— 2 "B-E-T-S" tablets contain sufficient nutrients to enrich 100 pounds of semolina.
2. ECONOMY— no need for measuring—no danger of wasting enrichment ingredients.
3. CONVENIENCE— simply disintegrate "B-E-T-S" in a small amount of water and add when mixing begins.

"VEXTRAM"

OFFERS THESE ADVANTAGES:

1. pH control assures stability—minimum vitamin potency loss.
2. Free flowing—uniform feeding—excellent dispersion.
3. Uniform particle size of ingredients and carriers.

Write us for any information you require. Consult our Technically-Trained Representatives on any matter pertaining to enrichment of Macaroni and Noodle products.



Address Inquiries to—
Special Markets Division
WINTHROP CHEMICAL COMPANY, INC.
170 Varick Street, New York 13, N. Y.

"Vextram" Blue Label and "B-E-T-S" Orange Label are stocked for quick delivery at our branches and warehouses in New York, Chicago, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ora.), Dallas and Atlanta.

Dream Still Unrealized

Salvatore Viviano, 70, Is Still Active and Ambitious

Nearly a half century ago, a young immigrant from Italy had a dream. He dreamed that some day he would be a king—not of any country, but of a domain.

However, he felt the occasion appropriate for calling together his many friends to help him celebrate his years of constant struggling to make the dream of his young days come true.

He proudly showed them his modernized plant with machines and equipment of the latest design and feasted the guests in keeping with the occasion. All joined in their congratulations and well wishes.



Father and Son, Samuel Viviano, Jr. and Salvatore Viviano, photographed at party celebrating latter's 70th birthday.

He is now one of the elders of a family famous in the macaroni industry of the U.S.A.—Salvatore Viviano, founder of Vimco Macaroni Products Company, Carnegie, Pa. There are Vivianos operating macaroni plants in a half dozen of the large cities in the eastern half of the Country—Carnegie, Chicago, Detroit, Louisville, St. Louis, and Trenton—all relatives of this dreamer.

Recently this renowned macaroni maker celebrated his 70th birthday. His one regret is that though he has progressed well in his chosen profession during the past half century, he had not yet attained his goal—the full realization of his beautiful dream.



H. E. Kuehn, V. P. King Midas Flour Mills, Minneapolis; Donato Maldari, Dies Manufacturer, New York City; Joseph DeFrancisci, Consolidated Macaroni Machine Corp., Brooklyn, and Salvatore Viviano, president Vimco Macaroni Products Co., Carnegie, Pa.

"It is most helpful in life's struggle to dream a beautiful dream, even if one never really realizes it. However, I still have hopes and to its realization I will devote my remaining years and strength," pledged Dreamer Salvatore Viviano.

Cash Wheat \$3.00

The wheat market experienced some sensational advances during the last half of February and the first two weeks of March that sent March futures above \$2.80 and Minneapolis cash wheat above \$3.00 a bushel. The price rise within the past month was nearly 20 per cent, reaching an all-time high since the middle twenties.

Skyrocketing wheat values have forced flour and semolina prices upward and macaroni-noodle manufacturers who are not under contract for their needs find the cost of their raw materials to have increased appreciably since the first of the year. Bread prices as quoted by leading bakers show increases of from 1c to 2c a loaf. There have been no reports of increases in macaroni products prices.

On the other hand some reduced prices on certain grades have been noted by those who are watching the market.

Du Pont Optimistic

In an annual report generally optimistic in tone, E. I. du Pont de Nemours and Company discloses that its 1946 operations had set a new production record, in line with the "high degree of industrial activity" enjoyed by the chemical industry throughout the country.

The report, distributed to 87,600 stockholders, said Du Pont production in 1946 was "substantially larger" than that of any previous peacetime year and more than double 1939 totals high-level production was achieved, it was said, despite material shortages, and

was attributed "in large measure to the satisfactory labor-management relations" which prevailed in the company through the year. Employment at the close of 1946 was 74,000, a gain of 10 per cent over the previous year, and up 50 per cent from 1939.

Sales for 1946 reflected production gains with a total of \$648,700,000, highest in the company's 145-year history, and 6 per cent over a year ago.

Dividends paid in 1946 totaled \$7.00 a share on common stock, the same rate as was paid in 1939, 1940, and 1941, and increased substantially from the rate paid during the war years. It was noted that the percentage of earnings paid as dividends was lower than the average of the past 10 years because of requirements for cash in connection with the company's program for expansion and betterment of its plants. Common stock dividends in 1945 were \$5.25 a share.

St. Regis Executive Honored

Peter J. Massey, general manager of the Kalamazoo, Mich., mill of the St. Regis Paper Company, February 27, was awarded the gold medal of the Technical Association of the Pulp and Paper Industry for his "outstanding contribution to the technical advancement of the industry."

The medal, highest award of the Pulp and Paper Industry, was presented to Mr. Massey at the association's annual luncheon at the Commodore Hotel "in recognition of his pioneer efforts and subsequent activity in the development of the process of coating papers at high speed on the paper machine." It was the fifteenth medal to be awarded by the association.

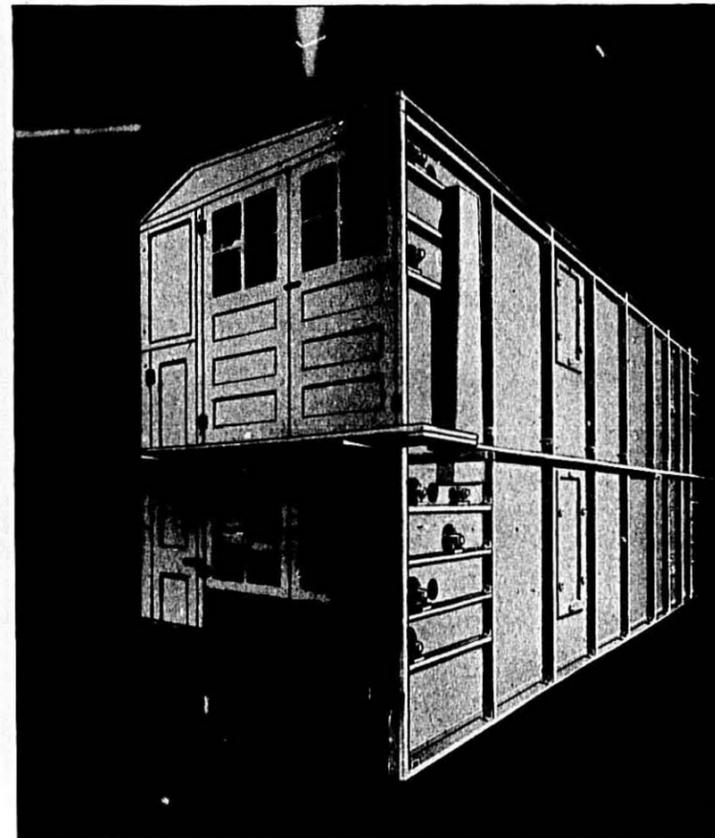
"The further advance and refinement of the machine coating process," according to the association, "has been a spectacular development of the past ten years and the use of the machine-coated papers by a number of the leading national periodicals has been a contribution to the reading public. In addition to providing a better printing medium, it has overcome the international shortage of chemical wood pulps through adaptation of ground wood content papers for high grade magazine printing."

Meining in New Offices

H. C. Meining & Company announce a change in the location of their offices from 43 East Ohio Street to Suite 1771, Board of Trade Building, Chicago 4, Illinois, effective March 1, 1947.

The firm is in the flour and semolina business, and supplies macaroni-noodle manufacturers in its trade area.

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.

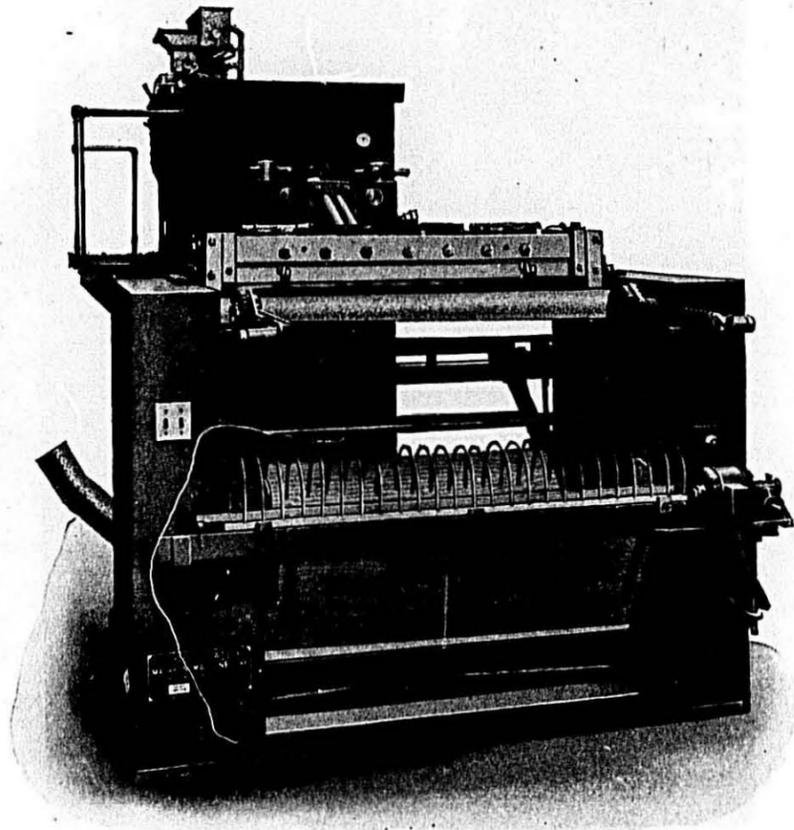
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

IMPORTANT. We have a very choice selection of secondhand, 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.

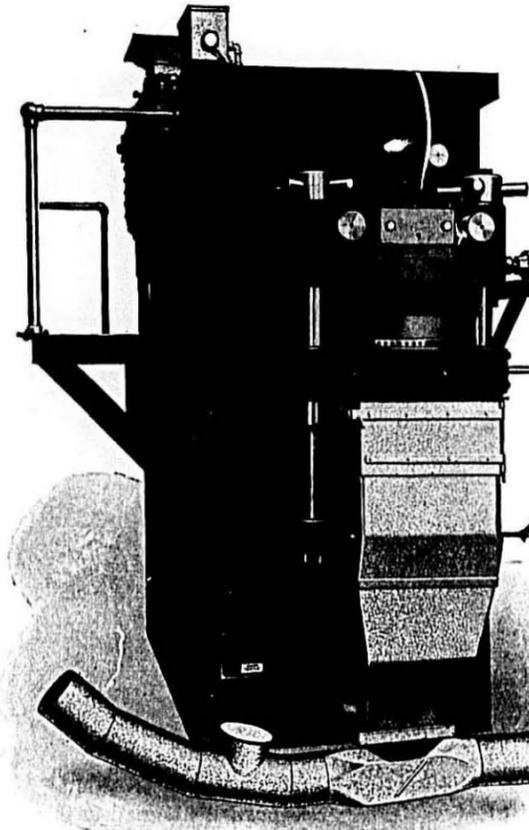
Produces a superior product of uniform quality, texture and appearance.

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.

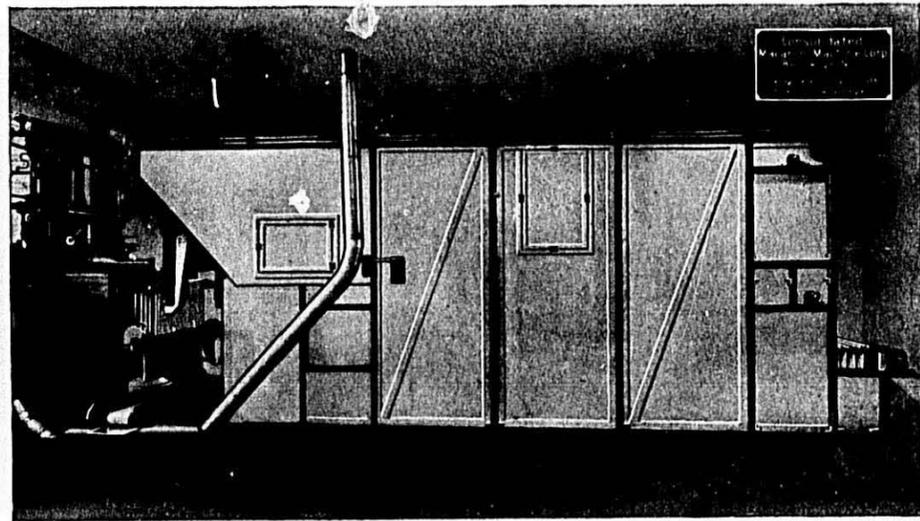
Production—Over 1,000 pounds net of dried products per hour.

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

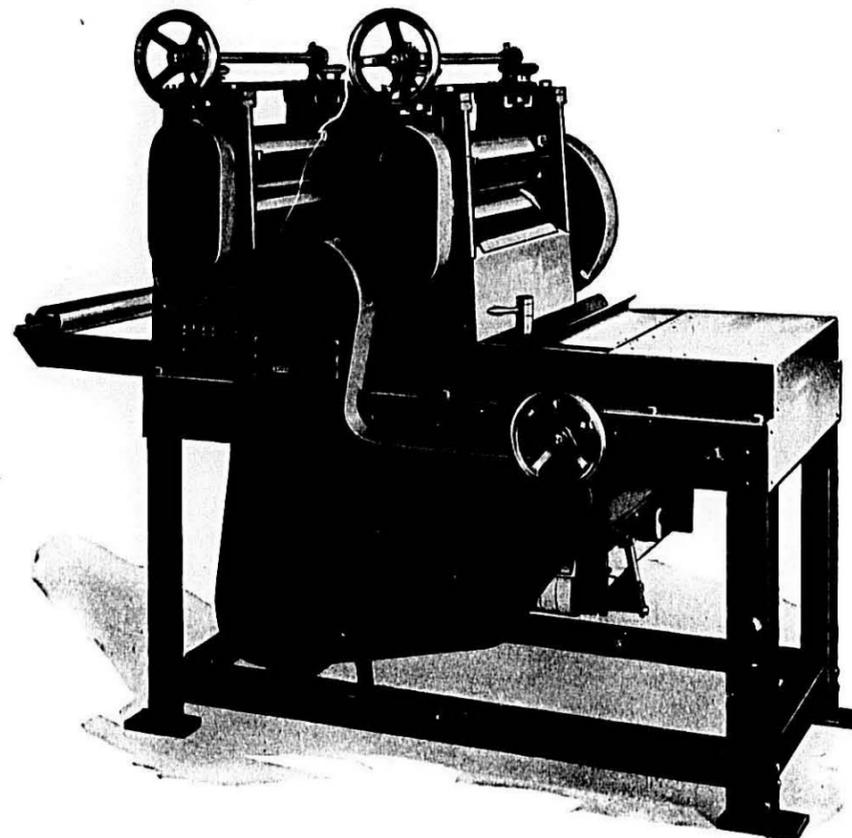
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Food for Italy

Four ships carrying 1,478,746.10 pounds of relief supplies are en route to Italy under the auspices of American Relief for Italy, Inc., 29 Broadway, New York City. The chief items in the January relief cargo are mixed foods, milk and flour, according to *The Bulletin*, official organ of the Italian Chamber of Commerce for Chicago.

The relief organization is now operating as a private agency with the curtailment of government financial support, and at present is conducting a nation-wide appeal for funds. Hon. Myron Taylor is chairman of the board of directors of ARI, and directing the campaign for funds to keep relief supplies going to the distressed Italians.

In Italy, the food shortage is especially acute during the winter months. There is very little bread and for this reason 886,438 pounds of flour was included in the ARI shipments. Other items were 81,320 pounds of powdered milk so that the daily pint of milk and vitamin program which takes care of more than 150,000 children could continue; 15,194 pounds of mixed food and 16,411 pounds of medicinals consisting of insulin, penicillin, hospital equipment and miscellaneous medical items. There were 467,042.10 pounds of used and new clothing, blankets, shoes, etc.

The supplies are being transported on the S.S. Burbank Victory, S.S. Reuber Tipton, S.S. Exiria and S.S. City of Athens.

Caravetta Foods Company

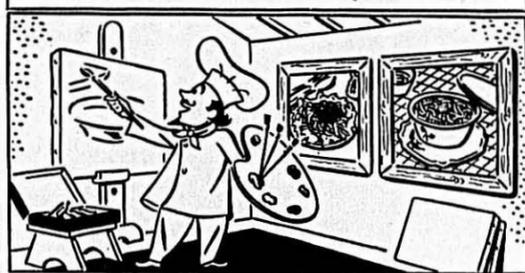
The Caravetta Foods Company is an old firm with a new name. Founded many years ago by Louis Caravetta, it has operated for more than a quarter of a century as the Ehrat Cheese Company, Inc., with offices at 33-35 West Kinzie St., and with its cheese factory in Michigan.

Following an expansion program started several years ago, the firm has added many other foods to the cheese line with the result that the change in name was considered appropriate and necessary. This firm now manufactures ravioli in jars and cans, sauces for spaghetti, rice and other foods, besides grated cheese, and many imported products including olive oil.

At White House Party

Jerome S. Jennings, president, and Milton S. Jennings, executive vice president of Airline Foods Corporation, and Mrs. Milton S. Jennings were among the guests of President and Mrs. Truman at a state dinner at the White House on Tuesday night, January 28. Guest of honor was Arthur H. Vandenberg as President

Macaroni Masterpieces



By BETTY BARCLAY

Artists have been displaying their masterpieces for centuries. Song writers and authors have featured theirs. The chef and the housewife also can be proud of their culinary masterpieces — just as proud as the artist, musician or poet. But when culinary masterpieces are displayed at the table, it's a short exhibition indeed. Those masterpieces are devoured — and fast.

Here are two recipes that are labeled "masterpieces" in my recipe file. One is a macaroni casserole and the other a macaroni fruit salad. But remember, macaroni is but one member of the famous "Energy Trio". The others, spaghetti and egg noodles, are usually interchangeable with macaroni in recipes like the following. And no matter which you use, you are assured of a food rich in both proteins and carbohydrates.

Spanish Macaroni Casserole
(A time-saver and appetite-appeaser)

- 1/2 lb. macaroni.
- 1/2 lb. cheese, grated or cut in small pieces.
- 1/2 cup diced celery.
- 2 medium onions (chopped fine).
- 1 can whole tomatoes.
- 2 tablespoons chopped green pepper.
- 2 tablespoons butter.
- 2 cups white sauce (medium thick).
- Salt and pepper to taste.

Cook onions, green pepper and celery in the butter until tender. Cook macaroni in boiling salted water until tender and drain. Combine macaroni and cooked onion mixture, arrange in layers in baking dish with alternate layers of cheese and tomatoes. Season and pour white sauce over it. Cover and bake 30 minutes at 350 degrees.

Macaroni Fruit Salad

(A party dish—exceptional appeal—easy to create)

- 1/2 lb. elbow macaroni.
- 1 cup orange or grapefruit sections.
- 1 cup pitted sweet cherries or pineapple.
- 1 cup sliced red apple (unpeeled).
- 1/2 cup diced celery.
- Mayonnaise or French dressing.

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

Pro Tempore of the Senate. The function took the place of the dinner usually given each year by the President for the Vice President. Among the other guests were a number of Senators, Congressmen and other government officials and their wives. A program of music followed the dinner.

Italy Buying Granulars

Italy, which, like so many other European countries, must depend on the United States for much of its flour needs, has been buying 80 per cent extraction semolina for use in its macaroni plants, and also higher extraction flour for its bakeries. However, increases in price due to the recent upward trend of the wheat market, have temporarily put a stop to buying in this country, buyers being unwilling to pay the higher prices made necessary by the steady wheat rise.

Change in Name

According to an announcement by Grocery Store Products Company, the business of The Foulds Milling Company, a subsidiary at Libertyville, Illinois, will be operated as the Grocery Store Products Co., Foulds Division.

This firm's plant is one of the largest in the middle west and has been in operation many years as the manufacturer of the Foulds brand of macaroni, spaghetti and egg noodles.

Di Santo in New Offices

Di Santo & Company, distributors of macaroni products, importers of food specialties and wines, and manufacturers of butter and cheese, announce the removal of their offices on February 1, 1947, to 300-301 Board of Trade Building, Duluth 2, Minnesota.

Sally Ann Baking Company

AUBURN, NEW YORK



"Only MULTIWALL PAPER BAGS MEET OUR RIGID SANITARY STANDARDS"

C. S. Van Vlack, president
A. C. Gamba, vice-president



Clean, compact Multiwalls being unloaded in the Sally Ann Baking Co. storage room.

"We will not tolerate half-hearted sanitary measures in our bakery. That's why we order our flour in multiwall paper bags . . . we are convinced that they are the most sanitary containers for flour. They keep our flour clean, as well as help keep our shop clean. And since paper bags aren't re-used, another source of infestation is eliminated.

"Another thing — we get more flour out of a 100-lb. paper bag than we do from fabric bags because there's less sifrage and retention. That makes sanitation profitable, as well as good business. We are 100% sold on Multiwalls for flour."

These statements by the officials of the Sally Ann Baking Company are typical of the feelings of a constantly growing number of bakers.

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MULTIPLY PROTECTION • MULTIPLY SALEABILITY

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Liquid, Frozen, and Dried Egg Report

December, 1946

Egg-breaking operations during December were on a comparatively high level for the month the Bureau of Agricultural Economics reported. Production of liquid egg during December totaled 14,400,000 pounds compared with only 1,240,000 pounds in December last year. Of the total production 11,316,000 pounds were used for drying, 2,576,000 pounds were frozen and 508,000 pounds were used for immediate consumption.

Dried egg production totaled 3,514,000 pounds compared with 183,000 pounds in December last year. Production consisted of 3,467,000 pounds of whole dried egg, and 47,000 pounds of dried albumen. Purchase of dried whole egg by the government during 1947 will be the basic means of supporting egg prices, so as to reflect a national annual average farm price to producers of 90 per cent of parity. The extension of the U. S. Department of Agriculture's dried egg purchase program, to obtain an additional 10 million pounds of dried egg for the United Kingdom, was announced on January 16. This additional quantity makes a total of 20 million pounds of dried eggs sought so far this year by the British Government.

The production of 2,576,000 pounds of frozen eggs during December was the second largest production for that month on record, being exceeded only by the 1941 December production when 2,750,000 pounds were produced. Storage holdings of frozen eggs on January 1, were 104,034,000 pounds, compared with 129,424,000 pounds a year ago and 115,223,000 pounds for the 1942-46 average. Withdrawal of frozen eggs from storage during December totaled 29,000,000 pounds compared with 27,000,000 pounds in December, 1945, and the average December withdrawal of 46,030,000 pounds.

January, 1947

Egg-breaking operations during January continued on a comparatively high level according to the Bureau of Agricultural Economics. Production of liquid egg during January totaled 51,262,000 pounds compared with 12,816,000 pounds in January last year. A much larger quantity was used for

drying but the quantities frozen and used for immediate consumption were smaller than last year.

Dried egg production totaled 11,744,000 pounds compared with 277,000 pounds in January last year. Production consisted of 11,531,000 pounds of whole egg, 131,000 pounds of dried albumen and 82,000 pounds of dried yolk. The Department of Agriculture's purchases of dried egg through February 21 for shipment to the United Kingdom total 24,410,000 pounds.

The Department on February 13 extended its 1947 program for purchase of dried whole eggs to obtain an additional 13 million pounds. The additional quantity, which makes total commitment of 33 million pounds so far this year, is for delivery through March and April.

The production of 9,338,000 pounds of frozen egg during January was 4 per cent less than the quantity produced in January last year. Storage holdings of frozen egg on February 1, were 80,638,000 pounds, compared with 111,721,000 pounds a year ago, and 85,699,000 pounds for the 1942-46 average. Stocks during January decreased 22,000,000 pounds compared with 18,000,000 pounds in January, 1946, and the average January withdrawal of 30,000,000 pounds. The U. S. Department of Agriculture had purchased 7,300,000 pounds of frozen egg through February 14 for delivery this year as a part of its program for supporting egg prices to give producers 90 per cent of parity.

Spaghetti in Norway

They do make some spaghetti and other macaroni products in Norway, says Paul Martens, "but spaghetti is used too little in our country. We need and want to promote it."

Mr. Martens, a young baker from Bergen, Norway, was in this country recently attending the convention of the Associated Bakers of America in New York City. He is very much interested in American baking methods. He praised the light texture of American bread and the fluffiness of American pastry. He also visited some of the largest macaroni factories in the New York area, studying their production and distribution methods.

Airline Foods

Two-score executives of Airline Foods Corporation and its subsidiary companies converged on Atlantic City in January for the annual convention of the National Cannery Association and the Conventions of the National Food Brokers Association and the National-American Wholesale Grocers Association. The Airline Foods executives came from New York, Kentucky, Missouri, California and various other states in which Airline divisions operate. An event of the Convention period was a dinner attended by the Airline Foods executives in the Ozone Lounge, Hotel Dennis, with Jerome S. Jennings, president, and Milton S. Jennings, executive vice president of Airline Foods, as hosts. Milton Jennings, executive vice president of the firm, left shortly afterwards by plane for Rio de Janeiro, Brazil, where he will undertake an informal survey of Brazil's coffee industry in the interest of two of the firm's divisions—David G. Evans Coffee Co., St. Louis, and Ouerbacker Coffee Co., Louisville.

Why Factory Building Is Slow and Costly

"Everybody's interested but the Lord, Himself," observes the reader of THE MACARONI JOURNAL who discovered the item below and sent it in for publication to give the readers some conception of why construction costs are high, delays irritating and the final results generally below normal. The item taken from the July 26, 1946, issue of Commercial Record of Boston, Mass., follows:

DANIELSON

Commissioner of Building Committee
Macaroni Factory

Cond.—Sub-contracts awarded.
Loc.—Dyer st.
Owner—V. LaRosa & Sons, Inc., Dyer St. Archt.—Leo F. Caproni, New Haven.
Gen. Contr.—W. E. B. Co., Inc., 902 Main st., Williamantic.
Sub Contractors:
Excavating: Medbury & Trowbridge, Putnam, Conn.
Reinforcing steel: Scherer Steel Co., 25 Lewis st., Hartford.
Sills & Copings: Dextone Company, 166 Chapel st., New Haven.
Glass & Putty: Pittsburgh Plate Glass Co., 333 Harris av., Providence, R. I.
Wood doors, frames & millwork: Lockwood Sash & Door Co., 155 Charter Oak av., Hartford.
Painting: Douthett-Archibald Co., 12 Orchard st., E. Hartford.
Roof & sht. metal work: Hartford Roofing & Sheet Metal Company, 99 Franklin av., Hartford.
Kalmien doors & frames: Bidwell Hardware Co., 1293 Main st., Hartford.
Hardware: Tull Bros., Inc., 10 Ford st., Hartford.
8 in. cork & refrigerator doors: Home Insulation Co., 198 Farmington av., Hartford.
Metal toilet partition: R. V. Thomas, 22 Fernbel lane, West Hartford.

Production of Frozen Egg and Dried Egg 1946 (Revised)

Month	FROZEN				DRIED			
	Total Frozen	Whole	Albumen	Yolk	Total Dried	Whole	Albumen	Yolk
January	9,747	4,328	3,411	2,008	277	43	24	208
February	46,383	29,917	9,694	6,722	8,362	113	665	1,127
March	78,915	45,613	19,334	13,968	19,732	18,269	336	1,127
April	89,563	53,021	21,137	13,405	22,576	20,728	319	1,538
May	83,912	43,467	24,502	15,943	18,763	16,044	326	2,393
June	47,714	29,153	10,831	7,730	16,553	15,019	290	1,244
July	12,956	11,654	3,591	2,711	13,864	13,134	268	462
August	7,570	6,026	984	560	11,151	10,889	93	169
September	2,673	2,312	208	153	4,735	4,553	97	85
October	1,855	1,347	176	132	2,990	2,760	86	54
November	2,336	1,602	402	332	2,585	2,496	83	6
December	3,594	3,058	288	248	3,946	3,823	86	37
TOTAL	392,218	231,698	94,558	65,962	125,444	115,344	2,112	7,988

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Sales Manager

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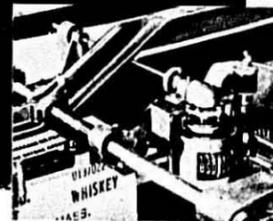
Mill:
Minneapolis, Minn.

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PAPER shipping cases sealed, counted . . . consecutively serial-numbered . . . dated . . . and one or more panels imprinted as desired—with all operations automatic—that's what you have with a PACKOMATIC Model D Shipping Case Sealer, equipped with PACKOMATIC Consecutive Serial Numberer, augmented by a PACKOMATIC Case Imprinter.

Model D Gluers & Sealers are adaptable to practically any production requirement or plant layout, for handling a wide range of case sizes at speeds up to 3,000 per hour. Serial numberer is mounted on gluing mechanism to imprint 1/2" high numbers consecutively up to 999,999 plus any one of 10 symbols. Separate dating device similarly operated. PACKOMATIC Case Imprinter has capacity of 1 to 4 lines (depending on case height) with 1/2" to 1 1/2" type.

PACKOMATIC Model D Shipping Case Gluer & Sealer



PACKOMATIC's Case Imprinter

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Judged Durum Exhibits

Henry O. Putnam, executive secretary of the Northwest Crop Improvement Association, Minneapolis, Minn., who is leading a drive to induce the planting of a greater acreage to durum



Henry O. Putnam

wheat this year in the Dakotas, was a visitor at the Durum Wheat Show in Langdon, North Dakota, February 27 and 28.

On Tuesday, March 4, he attended a grain show at Valley City, and strangely enough the same sample of durum wheat that won first prize at the Langdon show the last week in February, also placed first at Valley City, with Mr. Putnam acting as one of the judges. The exhibitor of the prize-winning sample was Thomas Ridley of Langdon.

Mr. Putnam has scheduled a series of meetings over a period of two weeks in March. In all of them he will stress the value of durum wheat as a paying crop, urging farmers everywhere to devote more acres to the seeding of quality durum.

Heavier Breakfasts

The editors of *The Saturday Evening Post* want people to eat more in the morning. They say so on the editorial page (January 4th issue) in a piece entitled "Better Breakfasts Pay Off," which reads:

"A movement has been inaugurated in schools in various parts of the country. It follows checkups indicating that many youngsters, particularly in the teen-age group, start the day with too skimpy a meal. Not only does this negligent practice affect the children's health but teachers suspect that it shows up in classroom work and disciplinary problems. A child who has not had a substantial breakfast is likely to get tired and be subject to jumpy nerves and wandering attention.

"It might be a good idea if this movement for better breakfasts were extended to grownups as well. During the war, when some thought was given to the effect of nutrition on efficiency, a trend toward a more liberal breakfast seemed under way. The consumption of eggs, always a reliable breakfast barometer, went up to the highest point known. Now it is falling again, a sign that the habit of taking breakfast 'on the run' is returning.

"A hearty and satisfying breakfast is one of the great American privileges. The move to promote its beneficial effects on health, morale and human relations in the schools is a swell break for the kids. But why confine these benefits to them?"

RETROSPECTIONS

by Edwin J. Sullivan

Gleanings from March Journals

Five Years Ago

The Interstate Commerce Commission announced an increase in freight rates, effective March 18, on milled grain products, which would range from three to six per cent. A three per cent increase will apply on wheat flour.

According to a dispatch from London, divulging American-British plans to send relief food to the starving millions in Greece, it was reported that bread was selling at \$15.00 a loaf and macaroni at \$10.00 a pound. Through the Red Cross, the American and British governments will authorize a single shipment of 6,000 tons of wheat to relieve the present emergency.

The Canadian Government has announced a minimum of ninety cents a bushel on the wheat crop of 1942. This is ten cents below the minimum requested by the western wheat growers, but twenty cents higher than the prices that prevailed at the 1941 wheat harvest.

Ten Years Ago

At two well attended regional meetings, in St. Louis on February 22 and in Chicago on February 24, the macaroni-noodle manufacturers of the north central states went unanimously on record as favoring minimum basic standards for raw materials to be used in the manufacture of macaroni products under the Copeland Pure Food Bill, when passed.

Durum reached an almost record price of \$12.00 a barrel in some markets, as United States supplies of durum wheat were the shortest of any year for which data was available. The

Brand Distribution in New York City

In its monthly movement report of the New York Merchandise Inventory covering the first and second weeks of January, the *New York World-Telegram* shows the brand sales of macaroni products to be as follows according to its usual very accurate survey:

Brands	Average Units Sold per Store	Total Units Sold	Percentage of Distribution
Total, all brands	373.5	74,697	47.5
Caruso	51.9	10,376	36.5
Goodman	42.1	8,413	6.0
Heinz	2	32	66.0
La Rosa	83.9	16,780	93.0
Mueller	101.4	20,279	30.5
Roumani	87.8	17,556	55.5
Fenderoni	6.2	1,241	

severe drought which was largely centered in the important durum wheat states resulted in an abandonment of 56.6 per cent of the seeded durum acreage and a per acre yield of only about half that of the preceding year.

Through a Legislation Committee, appointed by President P. R. Winebrenner, the National Macaroni Manufacturers Association stood ready to serve the macaroni industry as its spokesman in all matters pertaining to the new Pure Food Bill.

Twenty-five Years Ago

The Fresno Macaroni Mfg. Co. recently filed with the commissioner of public works of Fresno, California, a petition for the permission to erect a new manufacturing plant. According to plans now under consideration a one story brick structure will be erected.

In a letter to the trade, dated March 3, President James C. Andrews, Vice President Dwight K. Yerxa and Secretary-Treasurer, James S. Thurston of Yerxa, Andrews & Thurston, leading durum millers of the country, announced the sale of their milling and elevator plant and properties, including brands, trade marks and good will, to the Minneapolis Durum Products Company of Minneapolis.

Fire of unknown origin caused a loss of approximately \$50,000 in the Naples Macaroni Company plant at 1420 W. Monroe St., Chicago. The raw materials, finished products and much of the machinery and equipment were damaged and destroyed. Louis Caravetta is president of the firm and principal owner.

WE ARE AGAIN IN A POSITION TO OFFER TOP QUALITY CHEESE TOP QUALITY SPAGHETTI SAUCE

for
Popular Spaghetti—Macaroni—Noodle Dinners

Good News!

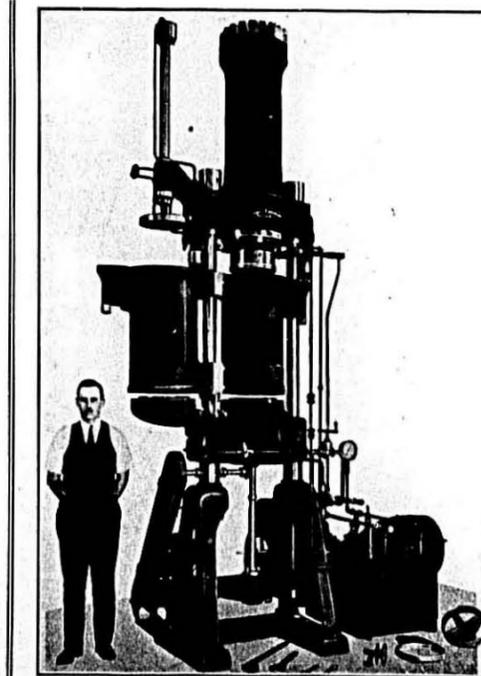
Our Factories in Wisconsin are again producing ample quantities of the finest Italian types and American Whole Milk Cheese for grating purposes. These cheeses are gradually being cured in our own warehouse until they are ripe for grating and ready for use in packaging the ever growing demand of a most popular dish.

You can now resume with safety and without interruption the packaging of your Spaghetti—Macaroni or Noodle Dinners using the three inseparable food companions, SPAGHETTI—GRATED CHEESE and SAUCE. Write for samples and reasonable prices.

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Anti-Closed Shop Bill

Governor Jim McCord of Tennessee has signed the Anti-Closed Shop Bill recently passed by the Tennessee legislature, according to Thomas A. Cuneo, chief executive of Robilio & Cuneo, leading macaroni manufacturers in that State.

The Act is aimed at prohibiting and making unlawful the exclusion from employment of any person by reason of membership in, affiliation with, resignation from, or refusal to join or affiliate with any labor union or employees organization; and to provide penalties for the violation of said Act.

The penalty clause is most severe. It provides that "any person, firm, corporation or association of any kind violating any of the provisions of this Act shall be guilty of a misdemeanor, and, upon conviction therefor, shall be punishable by a fine of not less than One Hundred (\$100) Dollars and not more than Five Hundred (\$500) Dollars, and in addition thereto by imprisonment in the County Jail for a period of less than twelve (12) months, in the discretion of the Court. Each day that any person, firm, corporation or association of any kind remains in violation of any of the provisions of this Act shall be deemed to be a separate and distinct offense, punishable in accordance with the provisions of this Section."

GMA Mid-Year Meeting, June 9-11, at Skytop

Paul S. Willis, president of Grocery Manufacturers of America, Inc., announces that the association's 1947 mid-year meeting will be held at Skytop Lodge, Skytop, Pennsylvania, June 9, 10 and 11. Leading manufacturers will participate in panel discussions of grocery industry problems and trends.

Hunt Foods Executive Resigns

Richard O. Laist, salesmanager of Hunt Foods, Inc., Fontana Division, has resigned. He has been associated with the Fontana organization practically from its inception, nearly twenty years ago. He has not completed plans for the immediate future, and does not contemplate renewing his connection with the macaroni business.

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1947	1946	1945	1944
January	1,032,916	984,608	878,487	721,451
February	664,951	743,018	732,026	655,472
March		741,624	795,998	692,246
April		672,899	823,981	608,947
May		379,861	992,675	704,071
June		628,518	859,867	656,214
July		638,758	751,280	716,957
August		788,374	694,782	89,515
September		705,292	883,662	895,478
October		980,461	1,101,092	919,226
November		884,042	1,116,434	965,527
December		968,885	928,760	921,851

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1946—March 1, 1947	6,663,679
July 1, 1945—March 2, 1946	7,210,929

Sanitation Fight Continues

The Federal Security Agency of the Food and Drug Administration is unceasing in its fight to clean up food plants and to condemn spoiled goods as a protection to consumers. Regularly, agents are visiting food plants of every kind to enforce sanitary regulations. In the meantime, the agency is acting on cases that have been on the docket for some time. In its "Notices of Judgment" under the Federal Food, Drug and Cosmetic Act, for the month of February, 1947, four previously heard cases were reported upon, three of them charging adulteration—because products seized had become infected—and one charging misbranding.

In one case an injunction was issued against a macaroni firm preventing the interstate shipment of infected products, doing so only after repeated warnings to the individual in charge of the plant to make it sanitary, warnings which were not heeded.

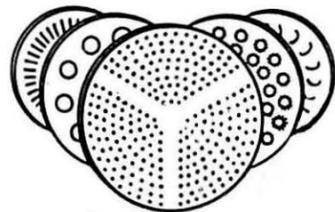
In the other two cases where plants and owners were charged with the production of products later picked up by investigators as infected, one firm pleaded guilty and paid a stiff fine and in the other case the goods were ordered destroyed.

In the misbranding case, nineteen cases of macaroni were judged in violation of the law since "the product was a food in package form, and it failed to bear a label containing an accurate statement of the quantity of the contents, since the packages contained less than the declared weight." The product was condemned and ordered delivered to a public institution.

Though these are rare cases, they serve to call the attention of all food manufacturers to the determination of the government to enforce all sanitary regulations, which the big majority of the macaroni-noodle industry is trying endlessly to do.

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Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
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57 Grand Street New York, N. Y.

Famous Capital Quality
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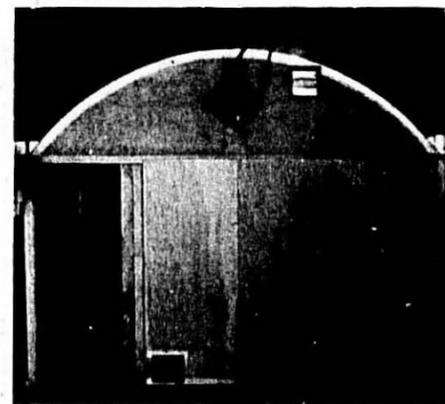
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The American Red Cross Carries On

To carry on its postwar activities and to expand its relief health and welfare work at home and overseas, the American Red Cross on March 1 will launch its 1947 fund campaign. Upon the generosity of the American people depends the success of this mammoth humanitarian effort.

In supporting the American Red Cross, the American people are helping not only members of the armed forces and veterans, they are also providing warm clothing and milk for children and medicine for the sick in battle-swept lands; they are helping their fellow countrymen in disaster-ridden communities; they are helping provide nutrition courses for homemakers on limited budgets all over America; they are making possible first aid, water safety, and accident prevention courses for men, women, and children; they are contributing to training in home nursing and mother and baby care; they are helping roll surgical dressings made by volunteers for service and civilian hospitals; they are helping pack Junior Red Cross gift boxes and medical chests for needy boys and girls, innocent victims of war overseas.

Among the most heartbreaking victims are children in European mountain areas who were blinded by exploding mines in their peaceful sheep pas-

tures. Their gratitude for Junior Red Cross gifts and for chapter-produced clothing inspires greater giving from the more fortunate people of this country.

Today more than one-fourth of the current budget has been allotted to overseas services for the armed forces alone to combat the boredom of occupation troops and give them constructive leisure-time opportunities; another large percentage will be allotted for work with veterans.



Money is necessary to carry on this work, but who can estimate the money value of friendly service to teen-age boys in a foreign country or to seasoned veterans who may be equally homesick and bewildered in their own land?

Nearly 3,600 Red Cross workers continue to serve able-bodied troops in this country and abroad. Another

2,600 are serving in military and naval hospitals here and overseas, doing recreational, medical, and psychiatric work.

Assistance by the Red Cross already has been given to a long-stretched line of approximately 1,700,000 veterans at the time of their separation from service. Red Cross field directors are serving in 62 Veterans Administration regional offices, with more than 1,500 trained Red Cross workers engaged in Veterans Administration programs. Millions of volunteers are doing recreational and other work in veterans' hospitals.

An incident points up the fact that although the war has left its weary stamp on thousands of victims, through the patient efforts of Red Cross workers many of them are fighting their way back.

A sergeant, afflicted with a speech deficiency as a result of combat, was lying mute on his hospital bed when a Red Cross girl came humming to his side. His blank face lighted up.

"Like music?" she asked. He nodded.

So she began teaching him to form the words of a song. At first she had to sing by herself, but gradually he joined in, word by word, his eyes pleading for help. Then one day she had her reward. He sang the song all alone, tears rolling down his cheeks. It was "America."

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Commander Durum Granular Flour and Durum Flour

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

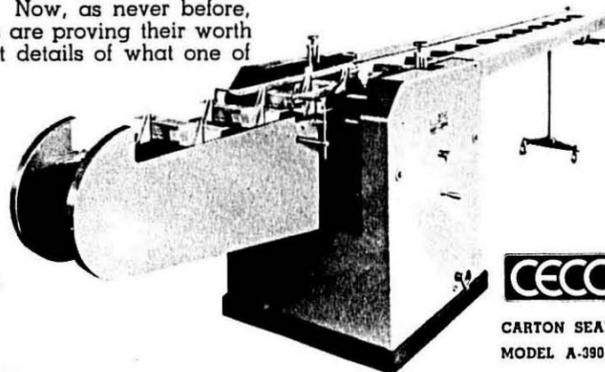
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MINNEAPOLIS, MINNESOTA

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

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Regional Meeting in Pittsburgh

Association Director Horace A. Gioia of Rochester, N. Y., reports a successful meeting of the members of the National Association at Hotel William Penn on February 25 to discuss the many national problems as they affect members of Western Pennsylvania and nearby areas. Director Peter La Rosa of Region No. 2 was in attendance, also Joseph Giordano of V. La Rosa and Sons, Brooklyn, and Charles Rossotti of Rossotti Lithographing Co., North Bergen New Jersey. Among the western Pennsylvania manufacturers who co-operated with Director Gioia and the above-named visitors to make the meeting a big success, were:

Joseph Pedace, Brockway Macaroni Co., Brockway, Pa.
Salvatore Viviano of Vimco Macaroni Products Co., Carnegie, Pa.
Samuel Viviano of same firm.
N. J. Roth of Roth Noodle Co., Pittsburgh, Pa.
Bernard Boehm of Boehm Noodle Co., Pittsburgh, Pa.

The principal matter of discussion was one peculiar to the manufacturers of bulk macaroni products involving the voluntary elimination of special and odd shapes, a program that had the full approval of the Government

agencies during the war. It was found so practical, that there is an agreement that the practice should be continued and perhaps extended.

The success of this meeting encouraged Director Gioia to consider the



Horace A. Gioia

holding of a similar meeting for the manufacturers of western New York and perhaps in New York City at a later date.

Packaging Exposition in April

The American Management Association of New York announces the completion of elaborate plans for the historic Packaging Exposition to be held at Convention Hall, Philadelphia, April 8-11, and which will attract interested executives of every large package manufacturer and many large users. According to Alvin E. Dodd, president of the Association, the Packaging Exposition this year is to be the largest in the history of the event. A total of 95,000 square feet of space to be covered by booths will make it 50 per cent larger than the exhibition of 1946, and more than doubles the space used in 1944.

Speakers on the program for the three days, morning and afternoon sessions, will represent practically every phase of the production and use of packages.

Visiting in Florida

Nunzio Russo, president of A. Russo & Co., Chicago, sends greetings from Florida where he has been wintering, enjoying the weather—some fine and some none too good—and getting his fill of citrus fruit juices to put him in shape on his return on St. Patrick's Day.

140 Lbs. Net

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

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

120 Lbs. Net

ABO

Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
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Amber Milling Division of
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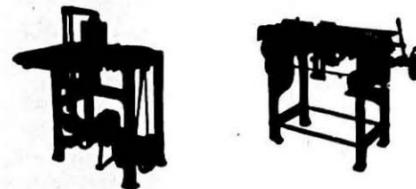
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Are you overlooking the possibilities of machine operations in packaging your macaroni and spaghetti products? If you are now setting up and closing your cartons by hand, it will pay you to investigate the use of PETERS economical packaging machines to eliminate hand methods.

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JUNIOR FORMING AND LINING MACHINE. Sets up 35-40 cartons per minute. Requires one operator. Can be made adjustable to handle several carton sizes.

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**STAINLESS STEEL
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BRONZE PLUGS**



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MACARONI
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Michigan Macaroni Mfg. Co.
2201 BELLEVUE AVENUE
DETROIT 7, MICHIGAN

October 20, 1946

Champion Machinery Company
Joliet, Illinois
Attn: Mr. Frank A. Mattia

Gentlemen:
We note that testimonials of various sorts from satisfied customers are being printed in the Macaroni Journal. Along these lines, we would like to take this opportunity to place ourselves among Champion's satisfied users.

We first started using Champion equipment in 1934. Since that time we have moved to new quarters and on one occasion have put up an addition to our plant, which necessitated the purchase of additional Champion equipment.

Our purchases of Champion equipment and the excellent services extended us have at all times brought us satisfaction in the use of this equipment.

These are the reasons we say: "It's 'Champion' for us."

Yours very truly,
Victor Cavatolo
MICHIGAN MACARONI MFG. CO.
DETROIT, MICHIGAN

"It's 'CHAMPION' for us"

—so says another of the many satisfied users of Champion Equipment and service. For nearly 60 years, Champion Engineers and Champion Machinery have helped progressive Macaroni and Noodle manufacturers—from Coast to Coast—to cut production costs, make better products and to make increased profits. It will pay you, too, to investigate and learn how we can assist you with your modernization program.

We invite your inquiry

**CHAMPION
MACHINERY CO., JOLIET, ILL.**
Makers of FLOUR HANDLING EQUIPMENT,
BLENDERS, DOUGH MIXERS, WEIGHING
HOPPERS, AUTOMATIC WATER METERS.

The MACARONI JOURNAL

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

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

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

SUBSCRIPTION RATES
United States and Poss. \$1.50 per year in advance
Other North American Countries \$2.00 per year in advance
Foreign Countries \$3.00 per year in advance
Single Copies 15 cents
Back copies 35 cents

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

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

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

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

ADVERTISING RATES
Display Advertising.....Rates on Application
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Vol. XXVIII March, 1947 No. 11



"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."

New York Meeting, March 13

President C. W. Wolfe, of the National Association, at the suggestion of Directors in Regions One, Two and Three, called all manufacturers East of Pittsburgh, Pa., to a one-day conference in New York City, Thursday, March 13, in Hotel New Yorker. The general purpose was to discuss current problems, among them being the apparent supply of durum to carry the industry through the 1947 crop and the possible elimination of a number of fancy shapes and sizes of which there is a lessening demand. Similar meetings had previously been held in Pittsburgh and elsewhere in the Northeastern States.

Plans will be discussed for the attendance of Eastern manufacturers from that area to the annual convention of the Industry as a group, with proper railway accommodations for

those wishing to join the convention party, as well as the suggestions from that area for the convention agenda.

Welcome, New Members

Since the last announcement from the office of the secretary of the National Macaroni Manufacturers Association, Braidwood, Illinois, the following individuals and firms have become affiliated as members of the industry's organization:

Active Members
World Packing Company, Trenton, N. J., Peter S. Viviano, President

Associate Members
Hoffman-LaRoche, Inc., Roche Park, Nutley 10, N. J.
Merck & Co., Inc., Rahway, N. J.
A. L. Stanchfield, Inc., Minneapolis, Minn.
C. W. Kutz, Sales Manager
Wallace & Tiernan Co., Inc., Chicago, Ill.
R. M. Finch, Representative

Questions and Answers

Q. What is the claimed circulation of the leading magazines in the larger centers of our country, giving only those that cater to food advertising?

A. From a source that seems most reliable, here are the published facts: Of over 20,000,000 million families residing in communities of over 10,000 population, the *American Weekly* claims to reach 6,680,000 families; *Saturday Evening Post*, 2,354,000 families; *Life*, 3,100,000, and *Collier's* about 2,000,000.

Q. In so far as the sale of macaroni products is concerned, which are the richest markets—the metropolitan centers with populations of 10,000 or over, or the rural areas and cities under 10,000?

A. Macaroni men consider the larger centers with concentrated population as the most lucrative market.

Q. Not considering macaroni products which we think are among the leading nutritious foods, what food is generally recognized as the best single food available in good quality?

A. Milk.

Q. Does the law require macaroni products to be enriched?

A. No, it merely permits the addition of enriching ingredients to the mix by manufacturers who choose to enrich their products.

Q. How many employees are now on the Federal payroll?

A. It is estimated that at the beginning of 1947, approximately 2,300,000 employees were on the Government's payroll.

Macaroni Convention Dates Announced

The 1947 convention of the Macaroni-Noodle Industry and its National Association will be held at French Lick Springs Hotel, French Lick, Indiana, June 23-25, according to an official announcement made by Secretary M. J. Donna who completed the arrangements last month in keeping with the decision of the Board of Directors made at the time of the Winter Meeting in New York last January.

A change from a commercial to a resort hotel was agreed upon in the belief that the manufacturers would welcome it. Within a few weeks of the announcement to the trade, the headquarters office had word that over 75 had requested accommodations at the hotel for the annual convention of the Industry.

Association members, other manufacturers and allied are advised to write direct to the hotel for needed room reservations and to send a copy of their letter to the Association Secretary to inform him of their intention to attend the conference.

It is arranged that the members of the Board of Directors will hold the final meeting starting shortly after noon on Sunday, June 22. There is still pending a decision on whether to schedule two full day sessions or morning sessions on three days. Those having preferences or opinions are invited to express them in letters to Association President C. W. Wolfe, P. O. Box 342, Harrisburg, Pa., or to the Secretary's office, Braidwood, Illinois.

The program for the convention is still in the making, but will include consideration of the up-to-the-minute problems of the trade. French Lick is located in Southwestern Indiana, easily reached over well-paved highways; also served by the Baltimore and Ohio from New York and St. Louis and the Monon railroad out of Chicago.

Macaroni Plentiful

The *American Magazine*, leader in magazine circles, assures its readers in a recent issue that Americans need not fear the total disappearance of macaroni, spaghetti and egg noodles from grocery shelves. Here's a clipping from that publication supplied by the ever-watchful, A. Irving Grass, vice president of the National Macaroni Manufacturers Association:

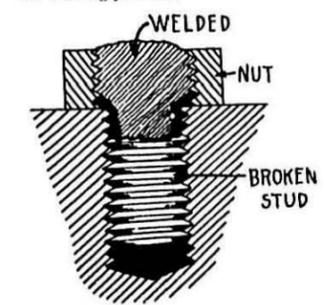
Macaroni News
If you've found macaroni hard to get, cheer up—it won't vanish from grocers' shelves. Those early low-crop estimates didn't pan out. North Dakota reaps over a third more durum wheat than expected—some 35,100,000 bushels of the macaroni-making. So you can expect this favorite dish back soon.

THE ENGINEERING DEPARTMENT

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

A Handy and Vaulable Welding Kink

Now that mechanics are rapidly equipping themselves with welding outfits of one kind or another this welding kink will prove of interest to many readers. It is a valuable and handy kink, showing how to remove one of those pesky broken studs—by the welding process.



The accompanying sketch shows clearly how the job is performed—a method that is much simpler and better than the old time-consuming method of drilling, chipping, and digging. This method is well within the reach of every mechanic whose shop is equipped with electricity.

As shown in the sketch, place an amply large nut over the broken stud and build up the stud by welding onto it and then weld to the nut. In that way the broken stud and nut become one solid piece and the stud can be taken out with almost any kind of wrench. The welding process also "helps" in that it heats the stud, causes expansion, and thus aids in loosening the threads so that the studs can be the more easily removed.

Many Users Do not Know That "Universal Motors" Are not Efficient

Salesmen will often glibly say, "Yes, you can plug this machine in on either direct or alternating current and it will run without giving you any trouble." But, the salesman doesn't say anything about the efficiency of the motor. And, besides, it is a fact that universal motors are less dependable than the better known and more used varieties.

It is all right to buy a machine equipped with a motor of that type if the machine is used only occasionally. On a dictaphone, for instance, or on your wife's electric sweeper, or on any tool requiring but a very small fraction of a horse power. Universal motors usually work satisfactorily and the cost of the power is not of great moment, but when it comes to larger sizes the manufacturers have not yet produced a universal motor from 1/2 h.p. and up that will stand the gaff of continuous operation. The trouble seems to be that the motor has to turn over so fast that it veritably burns itself out. So, if you propose to use your machine more or less steadily it will very likely pay you to look into the matter of efficiency and select a motor that fits into your conditions. You will then save money in reduced power bills not to mention repair bills and annoyances.

A number of years ago the writer worked for a concern that put out a machine equipped with a universal motor and it cost the company a great deal of money to learn that it would continue to operate at a loss as long as it stuck to the universal motor. We "switched" motors, as they say, and then a competitor dived right in and began using the universal motor in order to undersell our company. They succeeded in underselling—for a while—but today they, too, have abandoned the universal motor. What the writer is saying here is therefore "worth money, or should be, to many a reader."

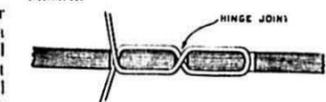
The above is inspired largely by Bulletin No. 58 which the writer now has before him. The bulletin was published by the Engineering Experiment Station of Ohio State University, Columbus, Ohio. It shows that universal motors are decidedly inefficient. It says, "Maximum efficiency varies from 30 to 56 per cent, increasing with the size of the motor." It also says, "Where almost continuous operation is desired and where starting currents can be materially increased, higher efficiencies should be provided." It also comments on ball bearings vs. plain bearings as follows: "Since loads are light, ball bearings do not offer much advantage over well-lubricated sleeve type bearings but do maintain a much more constant bearing friction for varying lubrication."

That latter point is a good one to

bear in mind. It is a point that this writer has never seen mentioned. It means that ball bearings are less likely to be affected by different kinds of lubricant than are sleeve type bearings, and the argument sounds logical. It is a good talking point for ball bearings.

How to Make a Hinge Belt Joint

An excellent type of belt lacing that the writer has successfully used on flat belts is the "hinge joint" shown in longitudinal section in the accompanying sketch. Whether or not this joint has ever been described in print the author does not know as he has never seen it in print, hence this effort to tell about it. It is used to some extent and would very likely be more commonly used if it were better known.



The outstanding advantage of this joint is its flexibility, being more pliable than the ordinary rawhide-laced joint. When the joint is bent there is no "tension side," hence practically no resistance. It is therefore unsurpassed for use on small pulleys. Note that the lace is always passed between the ends of the belt instead of running straight from hole to hole as in other styles of lacing. The method of punching and lacing is otherwise about the same as with other methods. Staggered punching is preferred.

Her Father Was a Mechanic in a Macaroni Plant

The class was studying geography. The teacher had a beautiful globe of the world in her hands with which she was demonstrating. She gave the globe a spin, explaining at the same time that the world revolves around its axis in the same way. She told about the poles and then, to make sure that everyone in the class understood she asked, "What is at the north and south ends of the axis?"

A practical daughter of a practical macaroni plant mechanic raised her hand and replied promptly, "A bolt and a nut."

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

Then—
MANUFACTURER

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The Secretary's Message

Let's Talk Things Over

It has become quite the accepted practice for businessmen to get together occasionally to talk over things that particularly concern their affairs. Indeed hardly a week or a day passes without a conference of this kind somewhere in our country.

The macaroni-noodle makers adopted this fine American business policy many years ago, and for more than forty years under the auspices of the National Macaroni Manufacturers Association have been meeting annually and most years semi-annually somewhere and for good reason—the joint study of conditions, review past activities and plan for the days ahead.

In keeping with this practice, plans are being made for the holding of the 1947 annual convention of the National Macaroni Manufacturers Association and industry conference. According to an official announcement from the headquarters of the National Association, the industry get-together will be held this year at the French

Lick Springs Hotel, French Lick, Indiana, Monday, Tuesday and Wednesday, June 23-25.

In this quiet mid-western town and in a resort hotel, away from the noise and hustle of large cities, the progressive manufacturers will confer, relax and play in a combined business vacation, away from their offices and presses. They will devote at least a part of each day to a joint study of past happenings as they are useful in planning for things to come.

It has been said before and will be repeated by businessmen again and again that money spent in attending meetings and conventions where their affairs, present and to come, are seriously studied for the general good, should be considered an investment rather than an expense.

Let's plan early to attend the 1947 conference and to talk over things with our competitors and our suppliers, all equally concerned in what is in store for the industry generally.

M. J. DONNA.



PROBLEM: In still water a man rows at the rate of 2 miles an hour. He rows down a stream which flows at 1 m.p.h. and reaches his destination in 10 minutes. How long will it take him to row back against the current?

(Answer below)

You, too, can ride the current

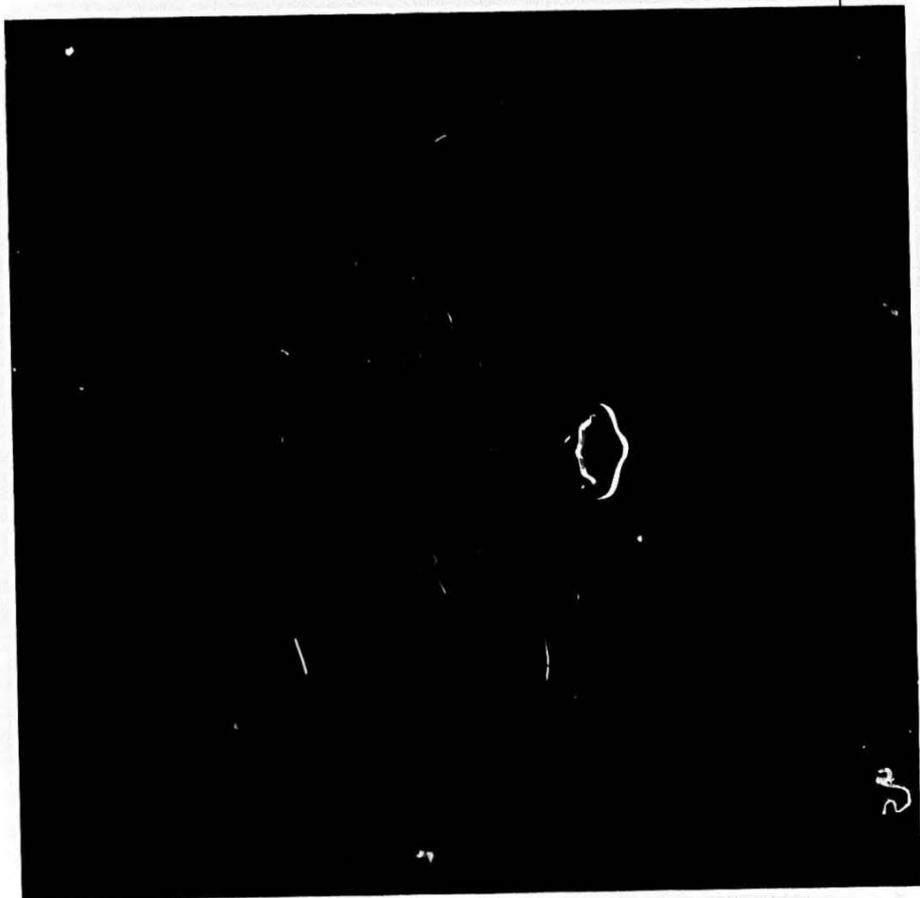
Macaroni manufacturers now have a glorious opportunity to have the advantage of that potent, one-word sales maker "ENRICHED" on their products.

For expert assistance and complete information on wafers and premixes consult ROCHE, the company with the widest technical experience in the improvement of food products by enrichment.

ROCHE *Vitamin Division*
HOFFMANN-LA ROCHE, INC., NUTLEY 10, NEW JERSEY

"ENRICHED" a potent, one-word sales maker on your package

ANSWER: 30 minutes. (Why take 30 minutes when you can do a job in 10? Vitamin enrichment can give a similar vital advantage to your product.)



The Key is in the Lock

MANY a macaroni manufacturer has found a thoroughly dependable key to quality—a key that works smoothly at *all* times, under *all* circumstances.

That key is Pillsbury's Durum Products. At every season of every year—whatever current conditions may be—Pillsbury's skillful wheat selection, laboratory controls, and spaghetti-making tests assure the finest durum products that can possibly be produced under those conditions.

You're on the "safe and sure" side always when you rely on durum products bearing the ever-trustworthy Pillsbury name.

**Pillsbury's
DURUM
PRODUCTS**



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