

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 7**

November, 1944

NOVEMBER, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

This Thanksgiving Season

We are all proud of the respective parts which we are playing in helping our country carry on the American way—war, elections and other things notwithstanding.

There's much for which all can be truly thankful.

Official Organ
National Macaroni Manufacturers Association
Dedwood, Illinois

Printed in U. S. A.

VOLUME XXVI
NUMBER 7

PACKAGING AWARDS
THREE YEARS STRAIGHT

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1943 1944



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Utilizing Trade Associations

Eric Johnston, president of the Chamber of Commerce of the United States, is perhaps the best known business leader in the country if not in the world. Naturally he might be expected to be most partial to trade associations and appreciative of the part they can play in war or in peace, but nevertheless his thinking is inspiring to businessmen of every station. He recently made two statements that will make interesting reading for macaroni-noodle manufacturers, for all businessmen.

How Important Is Your Trade Association?

This is what Eric Johnston, president of the Chamber of Commerce of the United States, has to say on the subject:

"Never before has leadership on the part of industry been so vitally necessary to the welfare of the nation. Never before, in all her adventuresome history, has America entered a period in which this leadership was so urgently needed. During the last ten or twelve years we have gone through a period of stress and strain. It was initiated by a devastating depression and topped off by a world war of cosmic proportions. We have gone through times that try men's souls and stretch their nerves to the breaking point. But America has survived and free enterprise has survived.

"And where shall we turn for guidance and leadership in this postwar era but to industry's organization—the trade associations. They have served us wisely and well during the troublous times; they hold forth the promise of even greater and more constructive accomplishments in the days to come. Reconversion from war to peace brings with it many problems—disposal of surplus goods, relaxation of production and price restrictions, changes in personnel relations, new legislation affecting business, postwar sales expansion. Trade associations representing united industries will exercise an important influence in the solution of these and related problems."

Fitting Observance of War's End

The Board of Directors of the Chamber of Commerce of the United States of America has authorized me to communicate to the National Macaroni Manufacturers Association and all other members regarding the subject of how this country can most fittingly observe the cessation of hostilities in Europe.

The Board feels—and it is apparent that many of our member organizations share in the view—that victory should be observed by a simple and solemn rededication to the war effort. My purpose, therefore, is to ask that your organization use its influence to encourage continuance of full-speed operation of all plants and business establishments.

If total victory in Europe comes through a succession of surrenders and if the German phase of the war thus drags out, instead of ending suddenly, there will perhaps be no need for this appeal. If, however, there should come a quick general capitulation, our people may be tempted to leave their employment to celebrate.

With Germany's capitulation, we must remember that we yet will be only at the halfway point. In spite of recent victories and remarkable advances in the South Pacific, we will have before us the gigantic task of winning against Japan. Even as we rejoice over the collapse or disintegration of Germany, Americans will be dying in the Pacific. Machines, guns, airplanes, ammunition—all the supplies of war will still be needed. There must be no let-up, either in production or in the will to victory.

It is our conviction that the spirit on V-E Day should be that we have finally reached the beginning of the end; that the time will then have arrived for putting everything that we have into the slogan—"On To Tokyo."

Public Relations and Trade Groups

A Talk Before the Trade Association Executives' Forum of Chicago

By Pendleton Dudley

Anyone riding north from New York City on the New York Central finds himself in a couple of hours passing through the remains of what was once a flourishing industrial community, devoted to the manufacture of building brick. Not many years ago, large numbers of men worked in these yards, living near by with their families, and the product of their labors fed a great burst of constructional activity in New York and near-by centers.

Because of the well-known economic upheaval of twenty or twenty-five years ago, building activity came to an end, the demand for brick dried up, the workers moved away and the community fell into utter ruin.

The subject of my talk relates to the physical changes—of which this is a graphic example—and to others less tangible which occur in our society, the social forces (as we term them) that bring them about, and the means that may be used by businessmen to cope with them.

Several years ago I remember hearing Vilhjalmur Stefansson, the Arctic explorer, in the course of a lecture, refer to his childhood in North Dakota and the fact that the family dietary was limited to meat, milk, bread, potatoes, sugar and coffee, and that at the time he was in no way aware of any food hardship.

In my own boyhood in Missouri I had duplicated Stefansson's experience except that we grew four or five garden vegetables which were added to the table in the summer period. Incidentally, my family belonged to a small circle of economic royalists of our village and we were smugly confident that our table boasted the last word in good and ample eating.

I frequently contrast the simple fare of those days with the scores, yes, hundreds, of food choices which any housewife has immediately at hand in these times—even in these wartimes. What a change in a single lifetime and in only one division of one's many personal interests and activities.

I started my business life as a reporter on the *Wall Street Journal*, an experience which, at one time or another, brought me into contact with James J. Hill, J. P. Morgan, Judge Elbert H. Gary, George Westinghouse, George Gould, E. H. Harriman and others of hardly lesser fame.

Well do I recall the attitude of these

financial and industrial giants, their cheerful assumption that labor was a commodity to be hired and fired as strictly economic considerations might indicate, and I can almost hear their snorts of disdain had you suggested that within a few years the labor union and the labor leader would become a more dominating factor in many industrial organizations than the owners and executives themselves—who regarded taxes as a minor irritant, and the governmental agencies of the time as a small cloud upon the business horizon.

I recall their indignation and astonishment when New York State passed a modest income tax law, which was shortly afterwards declared unconstitutional by the U. S. Supreme Court. The Social Security Act, the S. E. C., the excess profits measures—that strange rustling sound you hear means that some of those giants, now passed from the scene, are turning over in their graves at the mere mention of these words.

As it happens, the year of my birth was marked by the appearance of Alexander Graham Bell and his telephone toy at the Philadelphia Centennial. In these intervening years this toy and its progeny have spun a web of 25-million telephone instruments and I don't know how many billion miles of wire, which effectively make all of us neighbors. During the latter half of the period—that is the span of one person's life, who still cannot think of himself as being old—the automobile industry has expanded to the point where, until recently at least, every man, woman and child in our land could find a seat in a good and usable vehicle and drive away under gas power to some other place. The radio, the movies, the airplane, chain store distribution, the mass circulation of magazines and newspapers, the development of the half-tone and color printing, have all grown up, actually before the eyes of many of us here assembled.

The mere citation of these developments is a reminder that we are in a society that is undergoing constant change, is always in the process of becoming something else. This process is sometimes slow, sometimes it moves at almost dizzy speeds, sometimes it changes the social organism only slightly and then again it is cataclysmic in its effects.

But always an ever-changing world.

Now I am confident that most of us regard the changes which are now occurring about us as being something abnormal, and that presently, when the war is over, say, matters will readjust themselves and we shall return to our accustomed ways, to normalcy, as the late lamented President Harding once said.

I suppose that, somehow, we think of our changed world in terms of a disrupted jig-saw puzzle; given time and patience and a little ingenuity, and presently we shall be able to fit the pieces together again into the familiar and fixed pattern. A pattern, by the way, which never was anything but a product of our own wishful thinking. A cynical friend says that the attitude of most people in this connection reminds him of an Indian standing at the corner of State and Dearborn, waiting for the buffalo to return.

In sober truth shall we not say that it is almost a law that *change is people* and that people are change, and that because nearly everyone has a tendency to flinch at the realities of life and to view its manifestations from the standpoint of an onlooker, we completely miss the almost terrifying importance of this law.

In other words, people are constantly taking on new interests, shifting their buying objectives, falling in behind new prophets, toppling over their old idols and setting up new ones, becoming excited over proposed legislative measures, passing them and then ignoring them, deciding at one time to drive through a nation-wide prohibition act and then, after a few years, changing its mind about it and saying so emphatically in the voting booths.

You who are familiar with any branch of the food industry know the story of the National Nutrition Campaign as it has developed over the past two years.

It is no exaggeration to say that its repercussions have affected the operations of nearly everyone involved in the growing, processing and marketing of food products.

The historian of the future will, I presume, refer to this phenomenon as a great movement or change in the food field and there will be economists and statisticians and market researchers who will study it, ponder their findings and then gravely offer sundry charts and graphs to the manufactur-

(Continued on Page 8)

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GENERAL MILLS, Inc.
Durum Department
CENTRAL DIVISION CHICAGO, ILL.



Public Relations and Trade Groups

(Continued from Page 6)

ers of the future as a help to their business operations.

We know, however, that this development came to pass because some enthusiastic person had a big idea, which quickly attracted to its sponsor a group of lively fellows possessing energy and promotional talents who were looking for an opportunity. Away they went, advertising and publicity agencies got busy, dietitians, nutritionists and other food experts began to sound off, the world was swept with a flood of words and pictures, so that—human nature being what it is—the great consuming public quickly swung into line.

This all occurred well within the short space of a year, and this is something to ponder. In your and my childhood this could never have happened in so short a time; possibly as many as 25 years would have been required to complete the program, from its initial suggestion to the final complete fruition.

And yet the susceptibilities of the people haven't changed, as we know from accounts of popular movements of the past. What has happened is that the telephone, the radio, the movies, the loud-speaker, large newspaper and magazine circulations, the development of the art of photo engraving and color printing, have provided society with a really workable nervous system which functions on a universal and intensified scale.

Wherefore, it is now possible to communicate almost simultaneously with over 130 million people, doing so in such graphic ways that the perceptive systems of most humans make speedy response.

May we not fairly say at this point that with few exceptions, the changing and shifting ways of people, their groupings and regroupings, the formation of new habits and customs with respect to the use of transportation, the enjoyment of amusements, the buying of motor cars and other gadgets, the issues people vote for and the men they vote against, are all very much the result of calculated effort, each development usually affecting a few people at the start, and then rapidly spreading, partly because of its own momentum, but largely because of the constant stimulation exerted by those directly interested.

To summarize, we must conclude that society is never static, that human nature is ever restless and eager, at least potentially, and that we must expect the public to change its allegiances, to switch its buying attitudes, to favor new political patent medicines, to swing to the left and then to the right, even to be willing to change

horses in midstream, and that the length of time in which these changes are possible has been magically shortened in modern times; and above all, that the nature, direction, scope and intensity of social changes are measurably within the control of those who understand them and have mastered the essential techniques which are necessary to the effective exercise of this control.

The area in which these remarks apply may properly be termed the field of *public relations* and those who have studied human nature and have attained some considerable degree of understanding of its behavior, and who have used successfully the various social forms and devices to which its seems to respond, may, with equal propriety, be termed "public relations counsel."

At this point let us apply these observations to the trade association field. If we are correct in these estimates, and I believe we are, it is clear that all trade association groups, as well as all businesses, are functioning in a social system which, because of the innate nature of the people who constitute it, is ever-changing in respect to its buying habits, its conception of what constitutes a fair measure of business profits, its ideas as to the proper size of corporate and personal taxes, of a businessman's responsibilities, the terms under which he shall hire his factory employe, the size of salary he himself shall receive, and so on through the full gamut of business relationships.

Some may be reluctant to accept the validity of these observations, but if so, I submit that they have not read the lessons of social history.

Far better it would seem to accept these conditions as being the terms on which we may continue to exist as businessmen, and then set about as best we may to create the social forms and devices which should enable us to cope with them.

It follows then, that an understanding of the nature of public relations is almost the first order of business with every businessman and with every trade association executive, and that the creation of effective facilities for dealing with the conditions described is equally imperative.

From this point, I should like to develop the subject further by answering briefly a few of the questions often asked:

Q. Should all trade association groups set up public relations departments?

A. Many of them have, I believe, in one form or another. Others would doubtless do so if their memberships were made more generally aware of the nature of this problem and the effective work which a properly equipped trade association executive can accomplish in this field.

Q. Which is to be preferred—one's own office organization as a departmental activity, or a hook-up with an outside agency?

A. An agency provides a wider range of

talent and a more objective point of view. On the other hand, your own setup is always in there working for your interests and doing it throughout every working day. However, a combination is often indicated.

Q. Should a trade association now enjoying complete and comfortable obscurity leave well enough alone?

A. I believe I, too, will remain obscure on that one.

Q. What are the respective merits of display advertising and of publicity in a public relations campaign?

A. Well, publicity usually costs less and when well handled sometimes does a better job. Of display advertising one may say that it is the signed message of a self-interested seller. Publicity, on the other hand, works through media which people turn to for information and entertainment.

Speaking more seriously, however, shall we say that public relations in industry is the general term used to indicate the art, technique or function which business has developed to make it articulate, and that it is the responsibility of the executive head of any given company, although it may, and probably does, head up to a public relations director. In its exercise, display advertising, press publicity, radio, billboards and other means of mass communication may be employed, depending upon the nature of the business and the nature of the problem at a given time.

It is to be regretted that because of the big money involved in handling display advertising, undue emphasis has heretofore been placed upon this phase of public relations. The situation appears now to be in the process of correction.

Q. Where have good jobs been done in developing public relations programs?

A. I have asked several competent observers to list their selections and the majority agree on the following, which of course are not listed in the order of their excellence: Westinghouse, General Motors, General Electric, American Telephone, American Meat Institute, the Association of American Railroads, General Foods, Governor Dewey, FDR before he became preoccupied with the war, Eric Johnston, Chicago University, Swift & Company, the Pan American Airways, Columbia Broadcasting, Will Hayes and his motion picture producers group. Other selections will come to mind, but these are illustrative.

Q. What is the public attitude toward businessmen and trade groups?

A. On the whole, people admire them but do not love them—because in their hearts people dislike order, efficiency and discipline, which are the more apparent characteristics of business enterprise.

There are, of course, other more appealing aspects, and it is one of the aims of public relations to emphasize these, and by so doing, to warm up and humanize business and businessmen.

The elder John D. Rockefeller was an extraordinary bold and imaginative businessman, but there was a period when it appeared that the public, fearful of the size of his operations and of his daring and shrewdness, would demand restrictive legislative measures which might well destroy the empire which he and his associates had created.

It seemed to me that the tide of resentment against him began rapidly to

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Simplicity of

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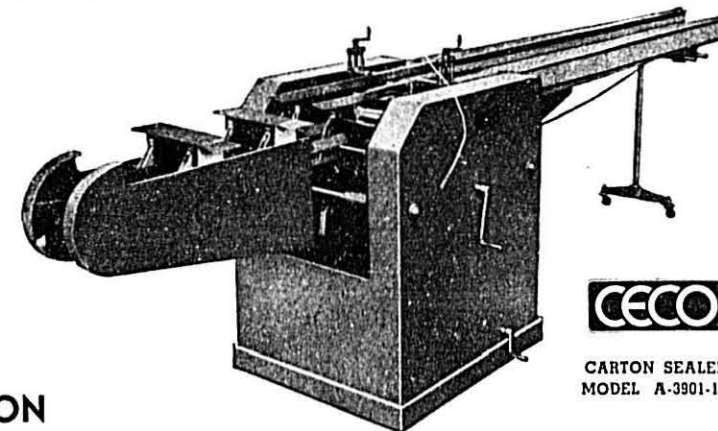
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"Our Job Ahead"

Address by Paul S. Willis

President, Grocery Manufacturers of America before Minneapolis Association of Manufacturer's Representatives

Now is a good time for those of us in the food industry to take inventory. None of us know when the war in Europe will end, but I know that we are all confident the Nazis cannot hold out much longer. This means we should now fully appraise our job ahead, and make our plans accordingly.

Food Supply Picture

In spite of unfavorable late summer weather in some areas, it is now indicated that this year will yield the second greatest crop in American agricultural history. The present indications are we will produce within 2 per cent as much food as we did in the ideally favorable crop year of 1942. Output this year will be 38 per cent above the 1935-1939 average and 8 per cent greater than last year. Favorable August weather did much to boost the prospects for corn, tobacco and sweet potatoes. It helped greatly with the cotton, peanut and soy bean crops. The total grain production is now estimated at 153 million tons compared with 143 million tons last year.

This up-swing in grain production will help a lot to relieve the feed shortage which was quite serious last year. A heavy reduction in the number of hogs and poultry on farms has taken place during the year, and sheep flocks have been considerably reduced. This applies also to cattle for in recent months there has been a heavy slaughter. It seems probable the long period of cattle increase is coming to an end, and it also appears our grain supplies are large enough to keep our animal inventories at a high level.

Vegetable crops will be large but there will be little canned fruit for the trade. Our production this year is larger than last year, but fruit will be on the short list at least until next year's crops are harvested.

The most remarkable thing about this over-all production record is that this is the sixth straight year of bumper crops. Never before in our history have we had such great need for food, and never before have all elements combined to produce such huge amounts. For the conduct of the war—for Army, Navy and Lend-Lease, the government has set aside approximately 25 per cent of our total sup-



Paul S. Willis

ply. This means that hundreds of thousands of tons of food have been taken for war, but our production has been so great that the amount we have left over, after supplying these requirements, is 13 per cent greater than the total amount of food consumed by the people of America in any year in our history.

Warehouses from coast to coast are loaded to the rafters. Food factories are running under heavy production schedules and every inch of storage space is being used to the fullest. While no accurate figures are available, there is good reason to believe that the pantry shelves of Mr. and Mrs. America are also pretty well loaded. In short, we have record stocks of most staple lines on hand. Of course, there are some items which are on the short list such as butter and beefsteak but we are definitely over the production hump. Inventory figures indicate there is more food on hand in this country today than there has been in any country at any time in the history of the world.

Relief Feeding of Europe

For some time you have heard that relief feeding of Europe would be a great drain on our homefront supplies. As it turns out these needs have been greatly over estimated. Such large amounts of food have been stockpiled in Europe, which will be available for relief feeding when the war is over, that it seems unlikely that Europe will make large drains on our production next year.

The present estimated requirements of the military and relief feeding in Europe during the first six months of 1945 is 3.9 million tons. Against this demand we now have stockpiled, at strategic points throughout Europe, about eight million tons. In addition to these supplies from America, there will also be available the crops now being harvested in areas under allied control. It is an amazing fact but these North African and European crops are expected to be one-third above the normal production for the area.

It is particularly hard for those of us who remember the trench warfare of the last World War to realize that such great production is possible in areas where the fighting has been so intense in this war. But the strategy and tactics of this war are entirely different than they were in the last one. Instead of deep trenches, hundreds of miles long, and in the place of devastating artillery barrages in open country, most of the destructive strength of this war is concentrated on the nerve centers—harbor facilities, towns where roads, telephone lines and railroads meet. In other words, the fighting has been mainly on the highways and in the cities while the countryside has escaped most of the real damage.

This great difference in the fighting was brought home to me in a picture published in the papers shortly after our invasion of Normandy. Perhaps some of you saw the picture of the Norman farmer harvesting an early grain crop while over his head flew one of our Liberator bombers, and on the lane beside his field doughboys marched up to the front. The farmer was paying no attention to the war plane above or to the soldiers. He was calmly driving his team and harvesting his crop.

We are told that three months after General Montgomery drove Rommel out of North Africa, Tunisian farmers brought in one of the best crops they ever had.

In the well-developed lands along the Mediterranean, wheat is now averaging about eight to ten million dollars a month.

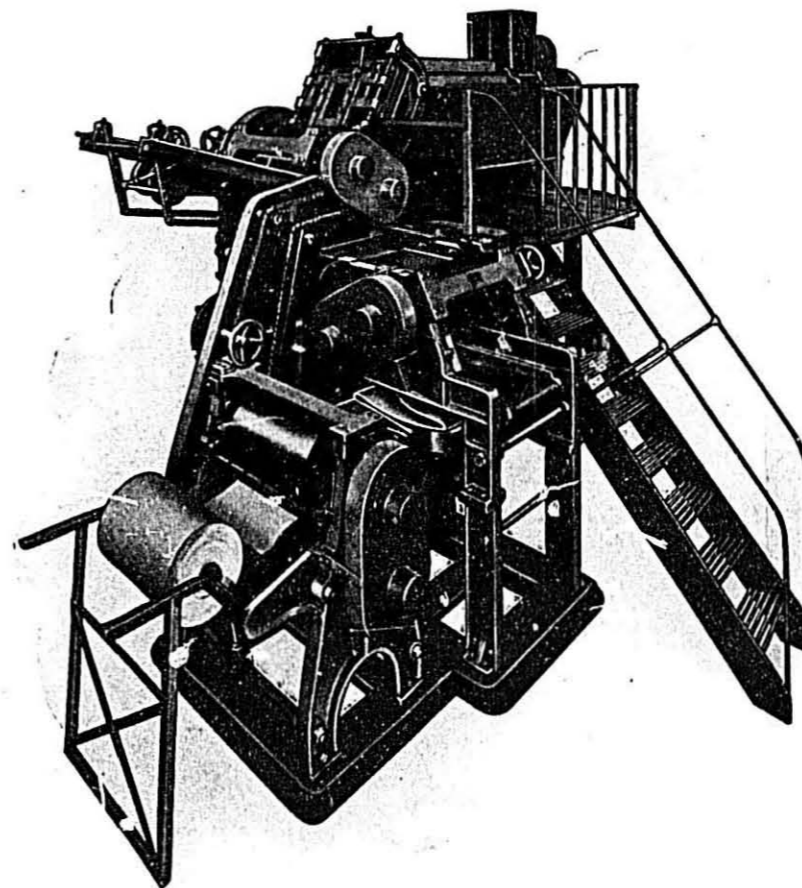
Food Prices Will Decline

The fact that we have such large stocks of food on hand should not give us too much concern. To the

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THE RAW MATERIAL TO THE

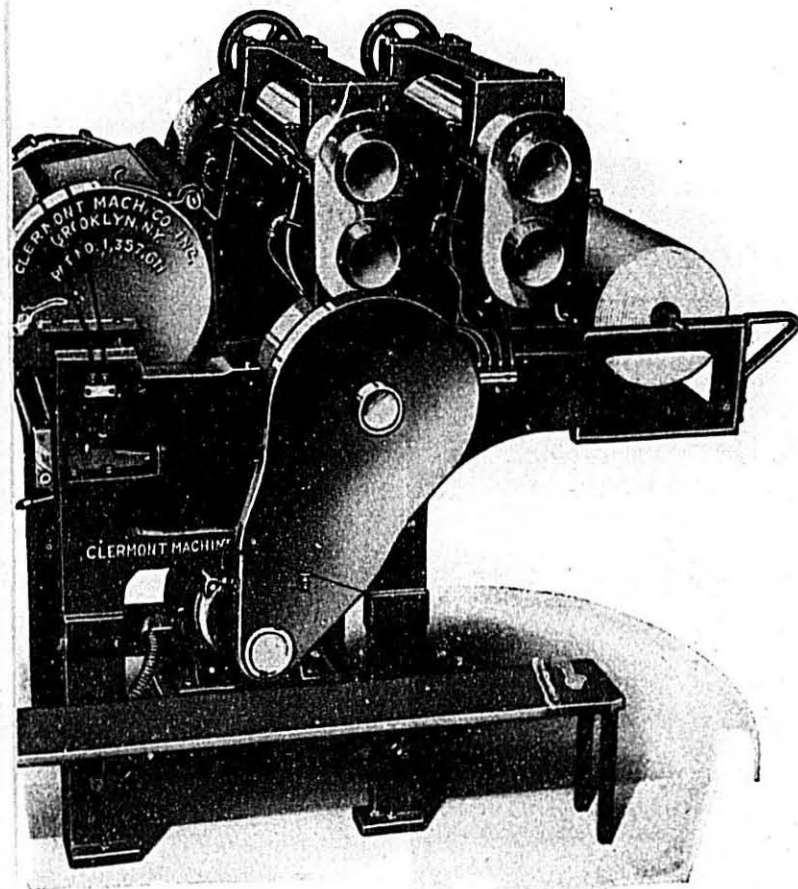


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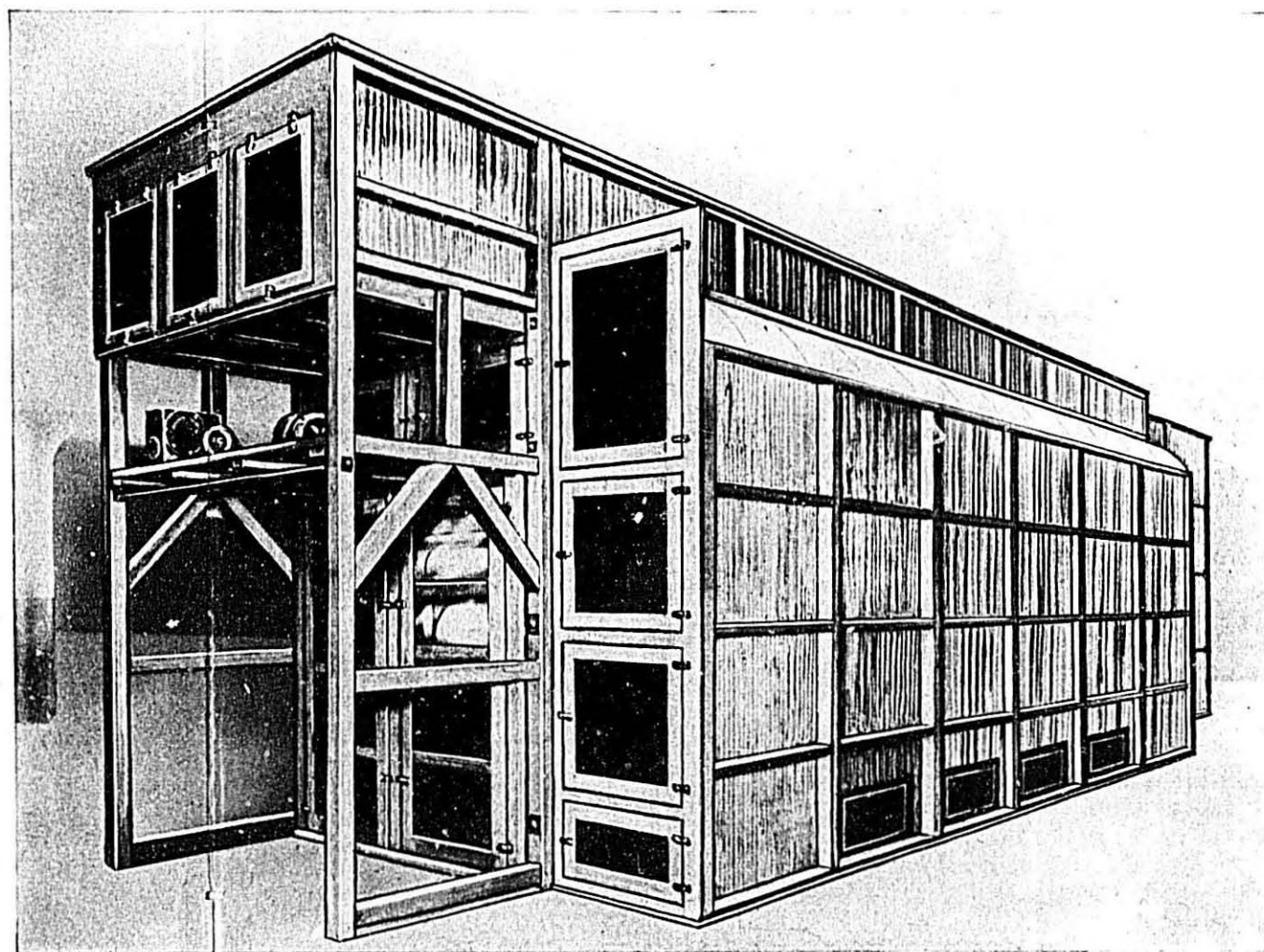


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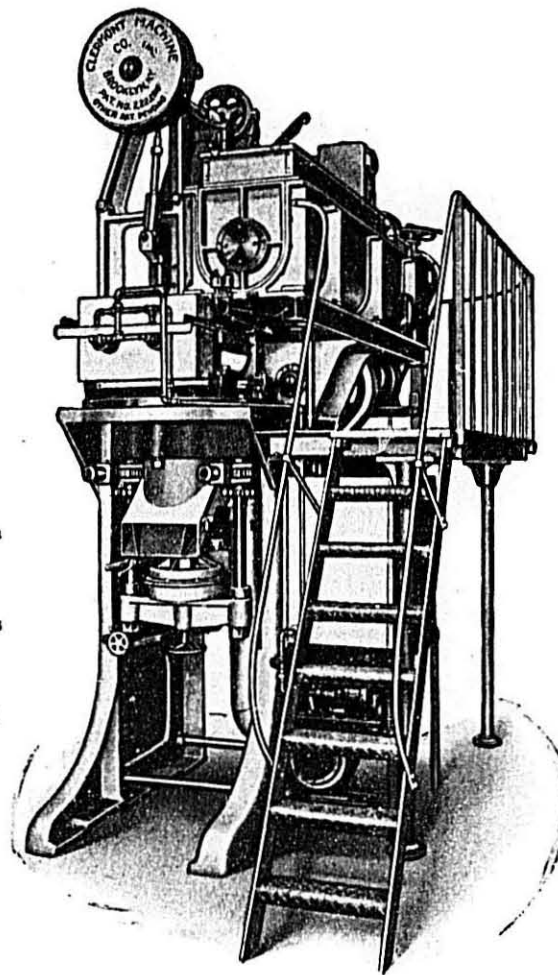
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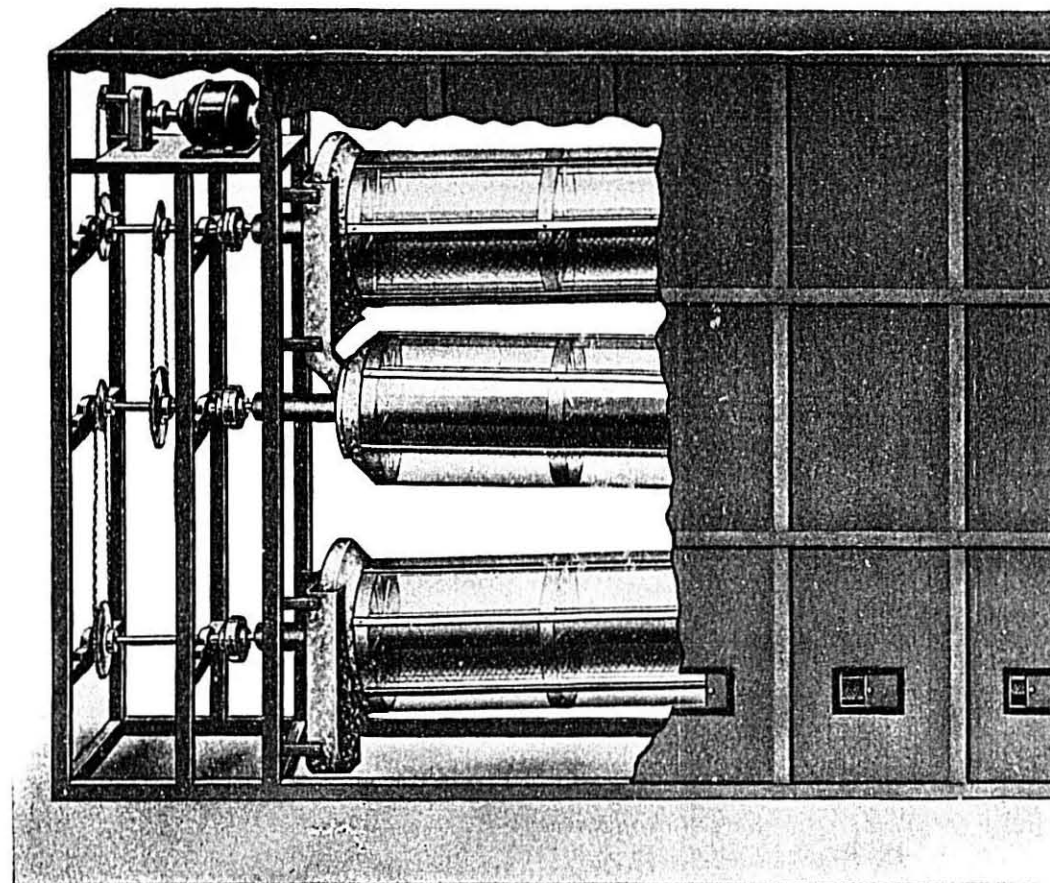
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thin sheet to a maximum
density producing a prod-
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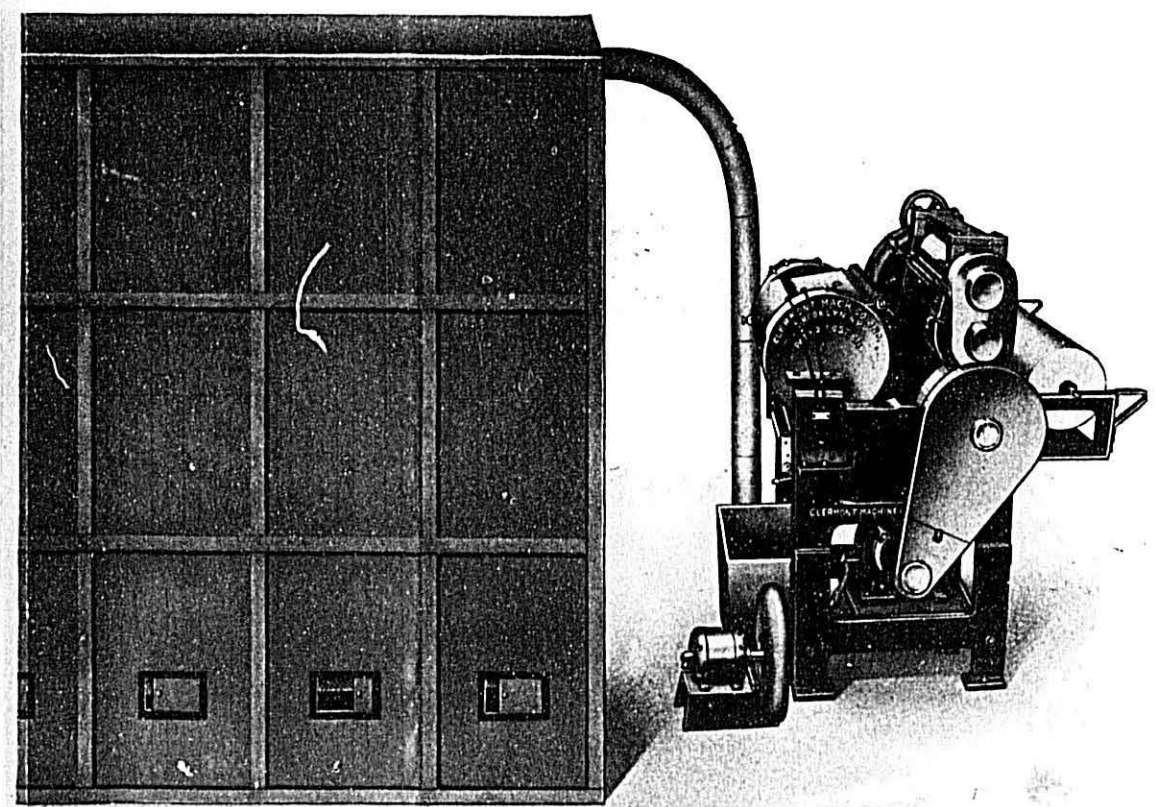
THE TUMBLER DRYER

IS SUCH AS ALPHABETS, PASTINE AND SIMILAR PRODUCTS

ATION—FULLY AUTOMATIC

CESS—FROM 1½ TO 2 HOURS

M 500 TO 1000 POUNDS PER HOUR



Our Job Ahead

(Continued from Page 10)

contrary, it is a real cause for rejoicing. We can be truly thankful this Thanksgiving Day for having been blessed with adequate food, for without it, we could never have made our boys the best fed Army in the world—a fact which has contributed greatly to our victorious march. Nor could we have accomplished the miracles of production on the homefront.

Now as to the effect of large stocks upon prices. . . I see no reason to be unduly concerned about prices crashing down at the close of this war as they did after the last World War. One of the main reasons why the bottom will not drop out from under food prices is that we have kept them at a very reasonable level throughout the war.

The Bureau of Labor Statistics in Washington keeps a running index of the retail price of food, using the average years 1935-1939 as an index figure of 100. On this basis food prices today are only at 137.7 as compared to 186.6 after the last World War. Just as we have avoided runaway inflation during the war—and will prevent it after the war—so we need not fear runaway deflation.

My guess would be that prices may come down as much as 20 per cent in some lines, but the over-all retail price of food will not decline in 1945 much more than 10 per cent.

It is a natural development that when supplies greatly outweigh the demand, a softening of prices results. Because of scarcity, most food lines have been on the short list for the past two years and so the pressure has been for rising prices. When our supplies reach a point—as they are rapidly doing—where they are adequate to meet our full needs, some reduction in prices is bound to result.

Large Demand for Food in the Postwar Period

We have examined the supply situation but our inventory would not be complete unless we also took stock of our probable future demand—which will be very high.

Assuming that our reconversion to peace is reasonably rapid and that industry can and does overcome the problem of unemployment—the civilian demands for food will be heavy. Up to 1940 we could only theorize about the nature of the increased demand for food under conditions of full employment. In the war period we have learned much more. We know that civilians will consume between 10 and 15 per cent more food when they have the money. We know this because they did it in 1942 and 1943—and if supplies had been available it is probable they would have consumed more.

It is reasonable to expect this high demand to continue when the war is over because people have money to spend. The cash value of farm products will probably reach twenty billion dollars in 1944. This figure becomes more impressive when we realize that in the period before the war the gross farm income averaged around eight billion dollars a year.

Agriculture grew from a forty-nine billion dollar industry in 1940 to a seventy billion dollar industry in 1944. It seems probable that average crop prices, which are now 13 per cent above parity, will come down some from this peak—but congress is committed to a policy of supporting basic farm crop prices when they reach 10 per cent below parity for at least two years after the defeat of Japan. Thus we can expect no sharp collapse of the farmers prosperity and they will continue to be good customers.

Labor, too, will retain much of its wartime gains.

A few months after the end of hostilities in Europe there may well be substantial changes for a while in the general business situation. For the necessary cutbacks in production, which will occur at the end of the German phase of the war, will mean a temporary slump, but a rapid return to the free enterprise system should soon result in genuine prosperity.

Return of Competition

As a result of our inventory we can arrive at one sure conclusion. Large supplies, plus declining prices, plus high purchasing power, spells out keen competition. I know industry will welcome the return of competition. The present high standard of living in this country is, in large measure, the result of free, open competition with each concern doing its utmost to make its particular brand and services the best in the world. Progressively higher standards of quality, flavor and nutritive value, coupled with lower prices, have been the trend in the food industry since its earliest days. This will be even more true after the war.

Opportunity Ahead

The period of competition ahead is also a period of great opportunity. The reconversion of America from war to peace will take time but, if it is wisely handled, we should see an era of unprecedented prosperity in this country.

It may surprise you to learn that the accumulated purchasing power in this country at the end of 1943 was estimated at eighty-five billion dollars and this is expected to rise to at least 110 billion by the end of 1944.

For every dollar's worth of merchandise available today people have \$2.50 to spend. When peacetime production is resumed the public demand

will be for quality. They have money to spend and they will want the best.

Salesmen—Postwar

To do the kind of selling job that will be necessary after the war to meet the competition in the grocery industry we will need a crackerjack army of good salesmen.

To make a good salesman, two kinds of training are necessary. One kind is the *what* to do and the other kind is the *how* to do it. You men know what to do and how to do it but the war has showed us conclusively *what* and *how* training is not enough. The military leaders knew the *what* and *how* training by heart, but to achieve real efficiency they found they had to teach *why*.

We should profit by this experience. Salesmen must be taught more than what to do and how to do it. They must be given business indoctrination training to show them *why* their job of selling is important.

Some progressive companies are already giving this training to their men. Others will follow. We must all follow if we are going to retain a position of leadership.

Co-ordination—Salesmen and Advertising

This is an important point to remember—now and postwar. Salesmen and advertising have the same objective—to sell goods. Because of this unity of purpose, each salesman should know how to make the most effective use of his company's advertising. He should remember that advertising—

- Helps to create a market by creating a desire for the product.
- Helps to keep contact with the buyer between calls.
- Helps to reach top men, presidents, directors and others, whom the salesman rarely sees.
- Helps to confirm the sales story by the printed statement.
- Helps by constantly repeating the sales message.
- Helps by building the prestige of the company and the products the salesman represents.
- By helping to sell goods it helps create jobs, purchasing power and commissions.

Progressive manufacturers today, through their own organizations and through their advertising agencies, are giving a great deal of attention, time and study to the best ways of stimulating the movement of their goods from the factory to the consumer. An important part of their discussion is the part their salesmen will play in this flow of goods. Manufacturers will use their salesmen more to move their products *out* of the grocery store rather than *into* it. In other words, the emphasis will be far more on merchandising the product than on merely taking orders.

(Continued on next page)

Our Job Ahead

(Continued from preceding page)

The Food Industry Is a Great Industry

I want to talk for a moment about the food industry and its great contribution to our national economy. The food industry, because of its great stability, is accepted pretty much like day following night, and its strength and importance are largely taken for granted, when, as a matter of fact, food is one of the crucial weapons of war. The contributions of the food industry have been lauded by Major General Edward B. Gregory, Quartermaster General of the U. S. Army, by Rear Admiral William Brent Young, Chief of Supplies, U. S. Navy, and by James F. Byrnes, Director of the Office of Stabilization.

Opinion polls show that the real concern in the public mind today is a postwar depression and postwar unemployment . . . and the thing which is uppermost in the minds of a vast majority of the people can be summed up in one word . . . jobs. When they think of jobs, the minds of many people run toward new industries and new inventions. If you asked them today what is the greatest industry in America they would probably tell you aircraft, munitions or automobiles. They pass over the fact that the American food industry is the largest in the world and that it is the most staple and one of the most progressive.

Food is a fundamental human need and as long as there are human beings there will be a market for food products. But, we have travelled a long way from the cracker barrel days when food was supplied mainly in bulk.

The American food industry has found out what people want, and it is supplying these wants in ever-increasing amounts and with constantly improved quality.

One out of every five adults is employed in the growing, processing and distribution of food even in wartime. There are 30,000,000 men, women and children on some 6,000,000 farms covering approximately 380,000,000 acres. There are over 1,000,000 men and women in over 40,000 food plants. One out of every four plants in the United States is processing foods. More than 1,000,000 men and women are employed by wholesalers and retail grocers. One out of every three retail stores is a food outlet.

Yes—this is a great industry. Even in the depression of the 1930's the food industry forged ahead. While employment grew and business became more and more depressed, the food manufacturers continued their tireless work on the development of new prod-

ucts and better ways of packing and preserving familiar products.

In the face of a falling business graph, food manufacturers invested millions of dollars in new plants which means an investment in the future of America. While other industries were shaken to their foundations, the food industry remained strong and progressive.

The people of this country, and even some people within the food industry, do not realize how much the industry contributes to the economic strength and stability of the nation; and how much it contributes to the health and welfare of the nation, by virtue of the fact that pure, nutritious, appealing and appetizing food has been put on a mass production basis by the industry—just like automobiles.

Need for Public Information

It is difficult to overestimate the contribution of the industry in war or peace. But, as I have said before the public doesn't realize the value of this great contribution. It is, therefore, necessary for us to tell our story to the public. We must make America realize how much food and the food industry means to them.

In the past year, the "Grocery Manufacturers of America" has decided to greatly expand its public information work. We have only just begun on this expanded program and we do not expect results immediately. But, we hope to use every means at our disposal to inform America about the work this industry is doing and what it means to them.

We want your support in this program and we feel confident that we can count on you for help. The record is excellent but the public must be told the facts.

Cereal Chemists Standardize Flour Moisture Basis for Analytical Reports

A most unscientific and unfortunate situation has prevailed for many years due to the fact that laboratories have reported flour analyses on different moisture basis. Originally, cereal laboratories reported their results either on the "as received" moisture basis or on the basis of 13.5 per cent moisture. In those earlier days, flour moisture was usually determined by drying samples at the boiling point of water (100° C. or 212° F.). Subsequently, more efficient methods were devised for determining the moisture content of flour and it was at this time that the maximum moisture content of flour was set

by governmental action at 15 per cent. This only added to the confusion since from that time on some laboratories issued reports on the 15 per cent moisture basis, others on a 13.5 per cent moisture basis and still others on the "as received" moisture basis. Accordingly, reports from different laboratories failed to check and this led to confusion, particularly on the part of millers and bakers not trained along scientific lines.

At the annual meeting of the American Association of Cereal Chemists held in May, 1944, a committee, headed by G. Cullen Thomas, of General Mills, Inc., presented a comprehensive report on this problem and recommended that on, or after, October 1, 1944, all laboratories report analytical determinations on a compromise basis of 14 per cent moisture. This moisture content seemed sensible to the members of the Association since it is close to the average moisture content of freshly milled flour. The Association unanimously adopted this basis for reporting analytical results and the committee was empowered to publish conversion tables and charts, thus simplifying the conversion of a laboratory report on any one basis to the official 14 per cent moisture basis. These charts are now available and have been distributed to all members of the American Association of Cereal Chemists at no charge. Additional copies are available to all interested persons (non-members as well) and a nominal charge of 50c is asked in order to help defray the cost of printing and distribution. Included are a 34-page booklet and three charts. Anyone desiring this material should address his request and send his remittance to Mr. H. L. Harris, University Farm, St. Paul 8, Minnesota.

Dr. Frank Hildebrand has supervised the preparation of these conversion tables and charts and the thanks of the entire milling and baking industry are due him for the splendid and simple presentation he has developed.

It is expected that from now on all laboratories allied with the milling and baking industries will report analytical determinations on flour using this new, official 14 per cent moisture basis. Thus, confusion will be completely eliminated and analytical determinations from one laboratory will check more closely with those issued by other laboratories. It will no longer be necessary for chemists to explain why the protein and ash figures on their report do not agree with similar analyses issued from another laboratory on a different moisture basis.

This official action by the American Association of Cereal Chemists will be welcomed by everyone in the milling and baking industries and will do away with the needless confusion that has existed in the past.



HERE HUGE STORAGE CAPACITY INSURES
TOP QUALITY SEMOLINA . . . EVERY YEAR

When you buy Semolina you want to be sure of a uniform product this year—next year—every year. You get just that with King Midas Semolina. King Midas' large storage capacity makes it possible to have sufficient quantities of the finest durum wheat always on hand to assure a uniform, high quality mix from one crop year to another. A large number of both large and small bins enables King Midas to classify wheat when it is stored, and to draw wheat always in the exact proportions to assure a well-balanced mix. That's why consistent high standards of color and protein content can be maintained for the King Midas Semolina you buy . . . this year . . . next year . . . every year.

KING MIDAS FLOUR MILLS
Minneapolis Minnesota

King Midas SEMOLINA

What To Do About Older Workers

By George M. Dodson

The macaroni manufacturer may feel his problems with handicapped and substandard workers will clear up when the war has become history. But in at least one detail he will continue to have a very serious problem, and that is the matter of older workers. For a long time he will hesitate to turn them out when he knows they will have difficulty finding work elsewhere; then suddenly he may realize these older workers are in reality his main hope of staying in business during the readjustment period.

It must be very clear that the macaroni manufacturer has little chance of attracting the cream of the younger manpower after the war. On the more or less routine jobs, the wages the macaroni manufacturer can offer are not likely to compete successfully against the earnings possible in many other fields for the men and women still on the sunny side of forty. On the other hand, if he combines fair wages with working conditions designed to win the approval of the older sections of our manpower, he has an excellent opportunity to build up an organization of contented employees.

Figures on the numbers of older persons in this country have been given so often and in so many different forms, nothing would be gained by repeating all the information here. However, one statement made by an authority about a year ago sums up the trend: "In this country there are more than 13,000,000 persons aged 60." Hundreds of these must be right in your own community. Many of them are capable of working, need to earn some sort of wages, and would be available to the macaroni manufacturer who followed the advice of this same man whose speech was reported as asserting, "Man changes with age, and to get the best work out of man, the job must be changed as the man changes." Which is a quite different proposition than expecting the older employe to do all the adjusting, even when his age makes adjustment on his part an almost impossible task, or at least a very difficult one.

If the macaroni manufacturer is willing to plan ahead on the idea that much of his organization must continue to be made up of older persons even when the boys are all home from the battlefronts, he has a long lead over other employers who seek to shut their eyes to the facts. For example,

he can begin now the rearranging of jobs, creating as many positions as possible which can be handled by men of forty-five, fifty, or sixty years. This includes removal from those positions of any and all tasks outside the capability of these men, so that in an emergency an older person can be hired with full assurance he can take care of the job being offered to him.

Naturally, this reduces to a minimum the number of positions which must be filled by young men and women. The demands of the armed services have made many moves along this line of present-day necessities; nevertheless, the macaroni manufacturer may not realize that the high wage scale of certain other industries may continue this problem for him long after the last shot has been fired. Even when he does not have this type of competition for young labor right now, the macaroni manufacturer does not know what new industries may come into his territory after the war, and it is well to be prepared. If he is set up to continue his work with a minimum of young employees, he is ready for any emergency which may make him dependent on the oldsters for most of his help. But if he succeeds in securing more of the young workers, it does not upset his plans: it only gives him an added advantage because of their relatively higher speed and efficiency.

Neither now nor in the postwar era can the macaroni manufacturer expect he will have the field to himself in choosing from the older men. It is certain that others will turn (and may have turned already) to this source of manpower. But holding such workers will depend on what has been done toward preparing jobs they can fill adequately, and understanding the problems they face because of age and the things that go with it.

A little diplomacy will go a long way in hiring and utilizing the older persons. Make it clear you have arranged the position so they can do the work satisfactorily, but keep any reference to their age on the plane of indirect and impersonal discussion. Tact at this point may give a very real advantage over other employers who planned equally well, and then failed to present matters in the correct way.

Part of the natural shortcomings of older workers can be offset by better equipment. A tool manufacturer recently advertised, "Give these 'green' hands the right tools to work with . . . and they speedily get the knack of

producing quality workmanship." He even states specifically, "Even aged hands soon get the knack of doing fine . . . work." It seems that here is sound thinking for every macaroni manufacturer who sincerely wants to offer all the aid he can to the older men now in his plant, while preparing for the others he finds it expedient to hire later. In all purchases of equipment, it pays to keep in mind the fact that a man of fifty or sixty may be put to work with it in the future.

Above all else, the macaroni manufacturer must teach himself not to resent the necessity of using the older workers. It can be turned into a mutual opportunity for employer and employee alike, and by making the best of the situation, you will discover it is not so bad after all. In the long run, a satisfied and loyal man in the upper age bracket is likely to be more permanent and useful than a youngster who stays in one position scarcely long enough to get acquainted with the details.

Do you actually believe that you can get and hold young workers without resorting to a ruinous wage scale in the postwar era? If there is some doubt in your mind on this point, then by all means start planning to use more of the older persons—not in the light of a last-ditch stand, but rather as an opportunity that allows them to continue to earn a living, while enabling you to stay in business and earn a reasonable profit.

Produce and Meat Divisions

Because of the increasing importance of perishables in the operation of the independent retail food stores, the National Association of Retail Grocers announces establishment of a Produce Division and a Meat Division.

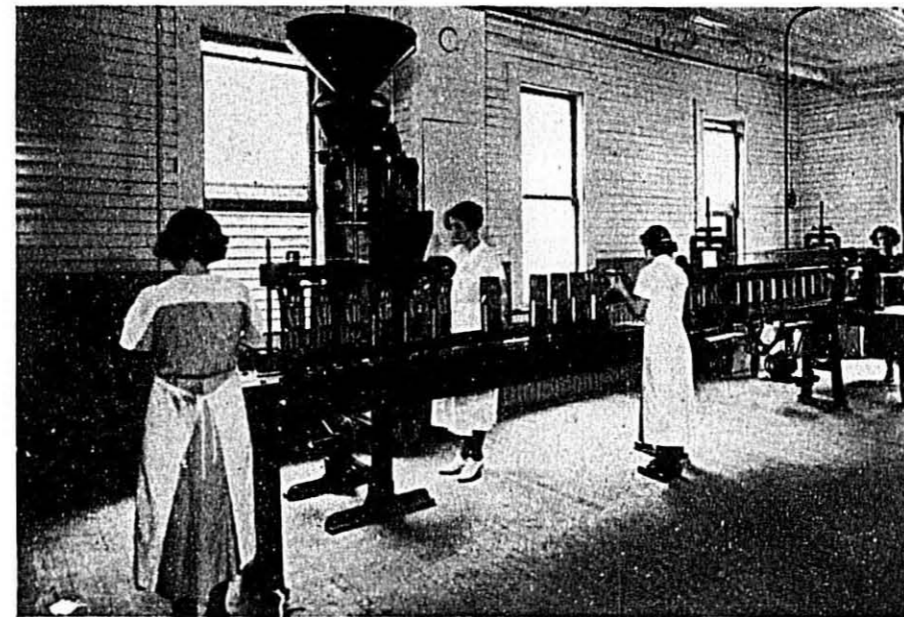
The Produce Division will be in charge of Ben B. Vail, formerly eastern dealer service supervisor of the California Fruit Growers Exchange. The Meat Division will be under direction of J. H. Seissiger, one of the organizers and the director of meat operation for the Albers Super Markets in Cincinnati, Ohio.

Both Vail and Seissiger take over their duties immediately, developing programs designed to offer the greatest possible assistance to the independent retail operator in expanding the meat and the fresh fruit and vegetable departments of his store.

Both will prepare buying and merchandising manuals, write for the *National Grocers Bulletin* and affiliated association magazines, speak at local and state association meetings, and work with allied groups.

The two new members of the NARGUS staff will have their offices in the association's headquarters, 360 North Michigan Avenue, Chicago.

Macaroni Plants Reduce Packaging Costs—Increase Profits with TRIANGLE PLANNED PACKAGING

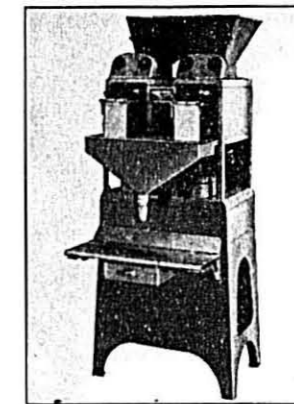


Triangle SK Weigher, S1 Sealer combination at a New York macaroni plant. Used for weighing, filling and sealing cut macaroni products into 8 oz. to 1 lb. packages at a rate of 20 packages per minute.

MORE and more macaroni producers are looking at their packaging departments to streamline their methods and speed up production for increased profits.

Triangle Weighers, Fillers and Carton Sealers make up a complete line that can be used to advantage for every macaroni packaging problem. If you wish, a Triangle Packaging Engineer will come to your plant and study your problems firsthand. His recommendations will cover every step of your packaging operations and you'll readily discover that he can show you how to obtain the increased production, lower costs and labor savings you want.

Write today for details—or, better yet, submit sample-filled packages and a statement of production required for our analysis and recommendations. No obligation, of course.



Model N2A Elec-Tri-Pak

Laboratory Feed Weigher for packaging all kinds of macaroni products. Discharges weighed load automatically. Production—15 to 30 weighings per minute. Range—1 oz. to 5 lbs.



TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO 51, ILLINOIS

Sales Representatives in: New York; Los Angeles; Dallas; San Francisco;

Denver; Cleveland; Birmingham; Framingham, Mass.; Montreal, Can.

General Mills Progressing

President H. A. Bullis Outlines Year's Work At Annual Meeting

In his annual report to the recent stockholders' meeting, President Harry A. Bullis reviewed the successful operations of General Mills, Inc., during the past fiscal year and told of plans for the future. He particularly stressed the part played by the executives and employes in making the firm what it is today. On the latter point, he said as follows:

"The strength of General Mills is its manpower. The loyalty and energy of our personnel under present difficult operating conditions have been an inspiration. The men and women of General Mills measured up to the heavy demands of the war period. It is a pleasure to testify to their splendid performance. I salute them and express my sincere appreciation.

"General Mills was formed in the prosperous Twenties. It grew efficient and strong in the lean Thirties. It has endeavored to measure up to its responsibilities in war. It is prepared to serve the public on a much broader scale in the years of peace that will follow the Victory that our boys are fighting for today. We are going to have jobs, good jobs for our men and women now in the armed service of our country. We look to our servicemen and women to give us the courage, the devotion and the leadership which this country will need to solve the problems of peace.

"Today the business of General Mills, on the basis of dollars of sales, falls roughly into four categories: The first and oldest is flour of all types, including the advertised brands handled by the grocery products division. This has always been the backbone of the company's business, and it is the intention of the company to maintain its pre-eminent position in this field.

"Another category is represented by grocery products packaged foods. This field has developed rapidly since the formation of General Mills, both with existing products and new products, in the future.

"A third category is animal feeds—both formula feeds and mill feeds. Here substantial wartime growth has been achieved, and it is hoped to maintain and to strengthen our relative position in this important field.

"A fourth category represents still other activities of General Mills, some new and some old—farm service division, special commodities division, mechanical division, vegetable oil and protein division, and other new and developing activities. It is in these fields that the largest relative growth can be anticipated in the future.

"The company has expanded its re-

search program and is broadening its base with new products—new food products and new nonfood products. We intend to preserve and to improve our present products, but we also intend to develop new products and to enter new markets.

"As of May 31, 1944, there were 10,386 persons employed by General Mills, an increase of 681 over May 31, 1943. The growth of the mechanical division, and the farm service, research, and special commodities divisions, and the creation of the vegetable oil and protein division, account for the entire net increase in the number of employes.

"Shortages of manpower and high turnover of employes placed a heavy strain on the personnel in all departments. Labor turnover continued to rise throughout the year.

"On May 31, 1944, there were 2,017 employes on leave of absence for military service. Up to that date 2,143 employes had entered the armed services, and of these 116 had been honorably discharged. Thirteen have died in service to the country. Of the 116 honorably discharged from military service, 30 did not apply for reinstatement or resigned after re-employment.

"The employe retirement system and health association continued to operate in a satisfactory manner.

"During the past year, considerable attention has been devoted to preparing the ground for the transition from war to peace. A postwar planning report was issued in September, 1943, which included a five-year budget for capital requirements for future rehabilitation, improvements, and expansion.

"On behalf of the entire organization, I express thanks to Mr. James F. Bell, chairman of the board, for his constructive leadership, and appreciation to each member of the board of directors for their liberal support and co-operation and to the stockholders for their continued confidence in the present board and management."

V-E Day Not To End Food Control

According to statements made at a recent conference between OPA officials and invited leaders of a number of foods executives, the government officials made it clear that the public should not expect the removal of controls on V-E Day or the day after. However, they advised that every effort would be made to prepare for the prompt removal of all restrictions when the time was opportune for such adjustments.

Mr. Jean F. Carroll, director of the Food Price Division of OPA, urged those with which OPA had consulted for three days and all industry leaders to do nothing that would create an im-

pression that immediate removal of controls might be expected with capitulation of the Nazi in Europe.

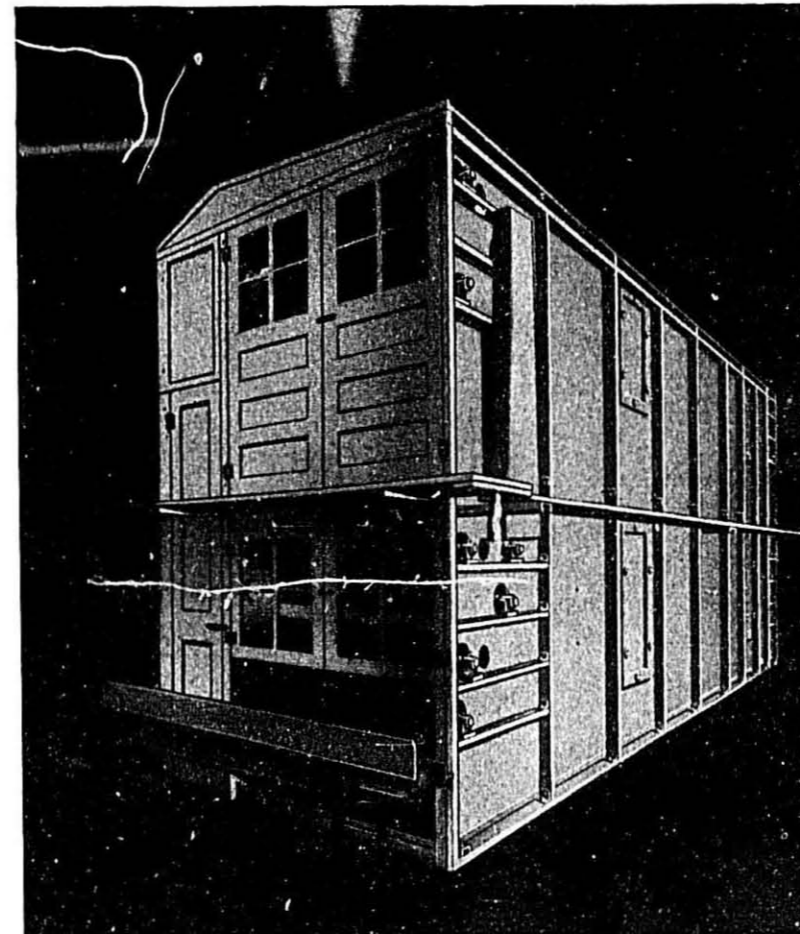
Price Administrator Chester Bowles stated that the full co-operation, and assistance of the public will be necessary during the reconversion period. OPA, like everybody else, is eager to get rid of all price controls, but warned of the pitfalls in premature removal of the protective measures. Also that everyone with whom he talked recently were concerned about the future and were determined that if it be at all possible there should be no return to the sort of condition that existed after the last war.

The Future Of Substitutes

Foster Dee Snell recently addressed the Rotary Clubs of Brooklyn and of Glen Cove on the subject of postwar uses for wartime substitutes. He pointed out that the popular fancy that light metals will displace steel is negated by the fact that volumetrically the capacity for aluminum and magnesium is not much more than 1 per cent of the steel-making capacity. Further, the idea that plastics are going to replace any major portion of metals is exploded by very similar data. While the transparent plastics, such as those used in bomber noses and the projected postwar polystyrene are interesting, when considered as replacements for glass they are much more expensive and scratch more easily, will have a large but nevertheless restricted applicability.

Dr. Snell stated that the production of synthetic rubber by the United States was the most colossal gamble in chemical history, and won. Postwar, because of slow return to production from the plantations and possible natural destruction of some plantations, he considered it a fair guess that somewhat in excess of 50 per cent of the U. S. requirements for rubber would be produced synthetically, one particular reason being that synthetic rubber can and will be tailored to fit many jobs where natural rubber has proven less satisfactory. He predicted that nylon and other silk replacements will retain the major portion of the field formerly filled by silk and that synthetic drying oils which are presently replacing tung oil will successfully hold the better part of that market. Aside from the examples mentioned, the great majority of wartime substitutes have been more expensive and less satisfactory, and face early disappearance from the picture when the original materials are available. An example of this is in commercial packaging where only nonrigid vacuum packaging shows any real promise of major postwar success.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

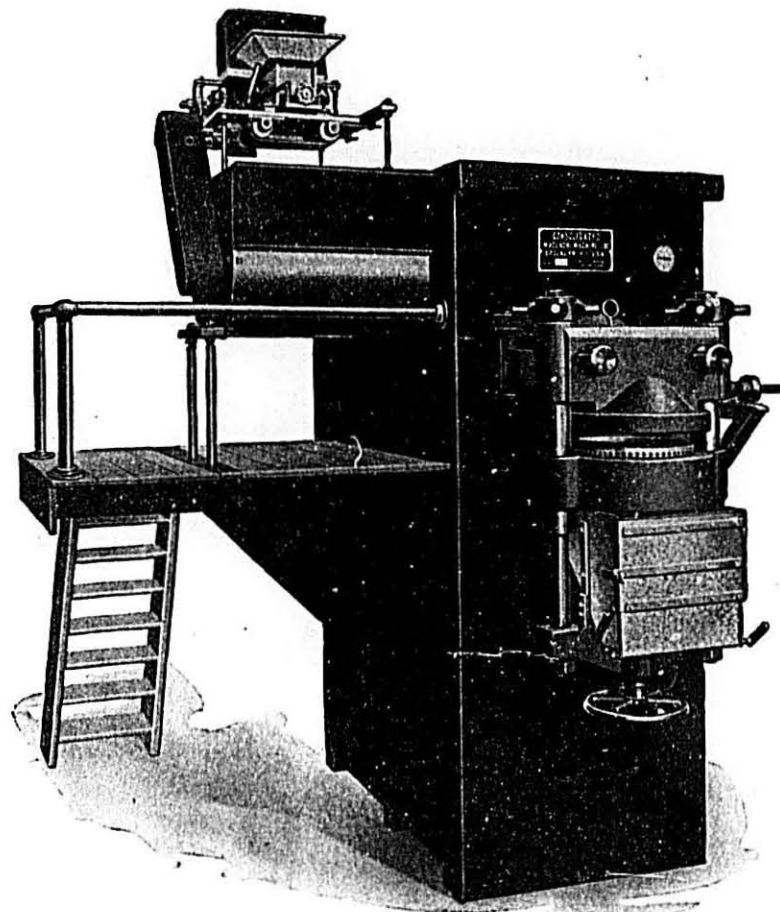
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

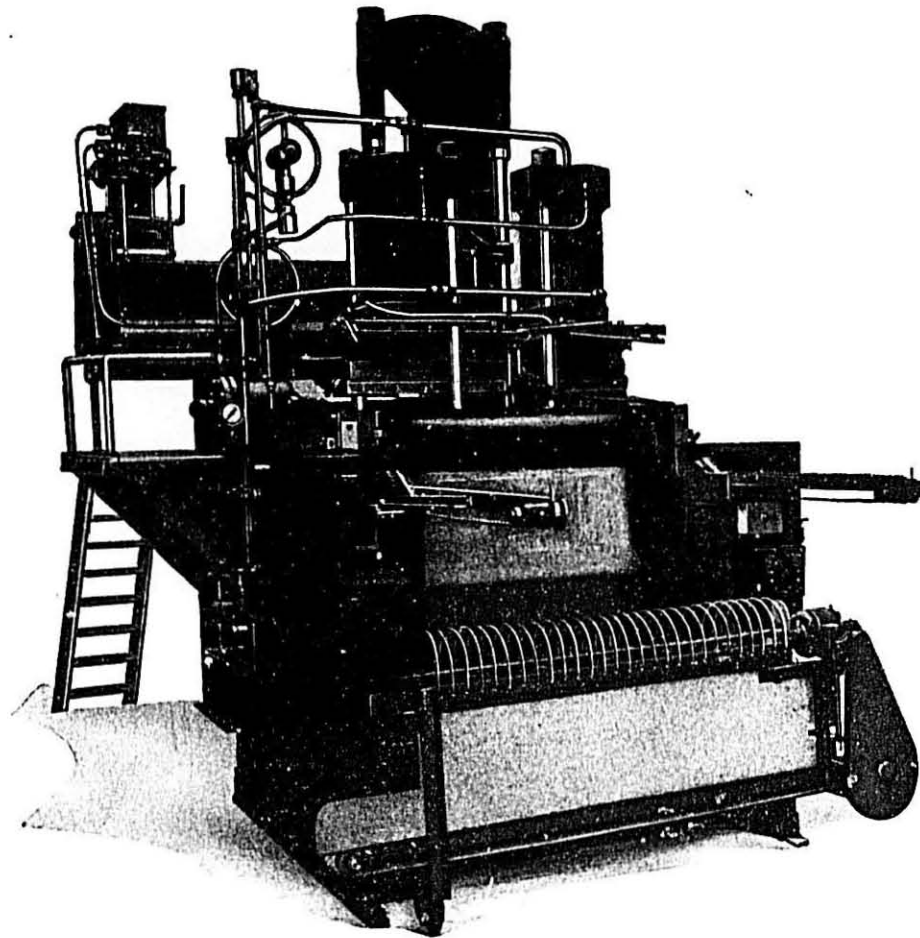
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

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

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

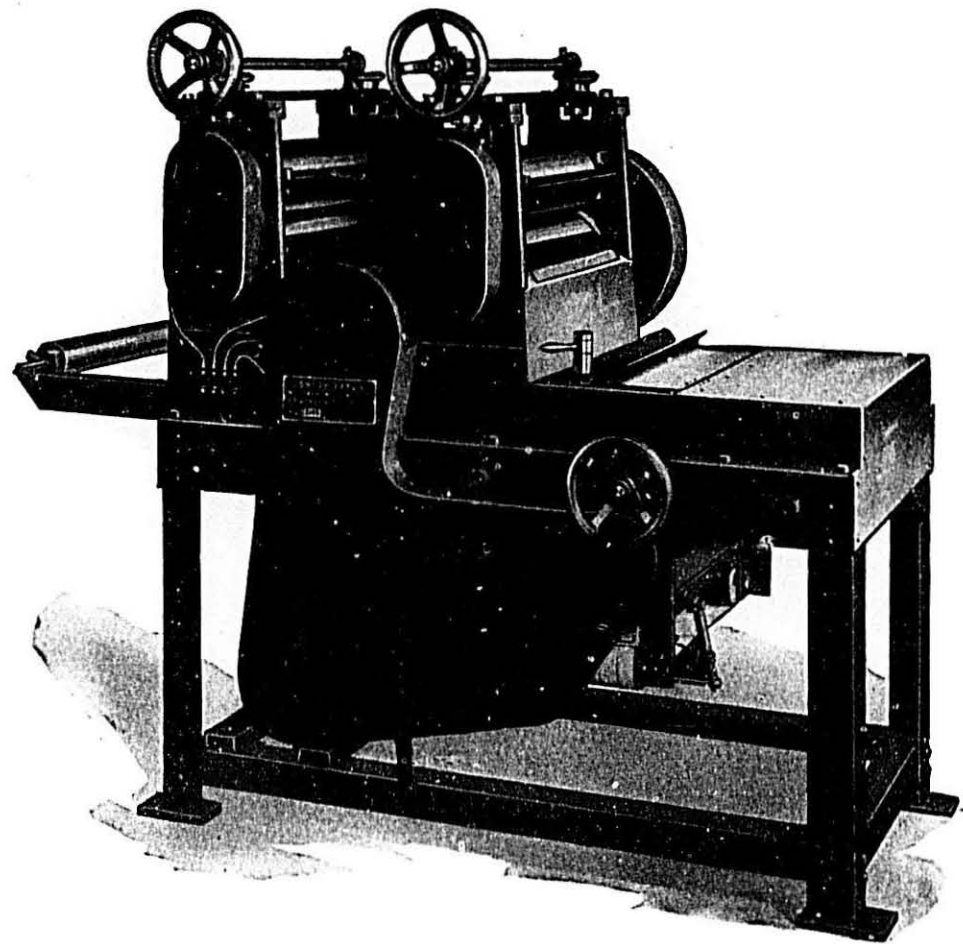
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

A REAL HONEST-TO-GOODNESS VALUE. YOU CAN'T GO WRONG ON CAPITAL NO. 1 SEMOLINA



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Liquid, Frozen, and Dried Egg Production

September, 1944

Production of liquid egg during September totaled 81,088,000 pounds compared with 50,187,000 pounds in September last year. Much larger quantities of liquid egg were used for drying and freezing than were used for these purposes a year ago.

The production of dried egg during September totaled 24,988,000 pounds; nearly 10 million pounds or 28 per cent less than the production during August, 1944, but 25 per cent larger than the quantity produced in September last year. Production of dried egg for the first 9 months of 1944 totaled 270,762,000 pounds compared with 195,524,000 pounds during the same period last year, an increase of 38 per cent. Stocks of dried whole eggs on October 1 totaled 101,764,000 pounds.

Large quantities of liquid egg produced from storage shell and frozen eggs were used for drying during September. Approximately 51 per cent of the dried egg produced was obtained from frozen and storage shell eggs. A total of 29,917,000 pounds of frozen eggs and 466,000 cases of storage shell eggs (equivalent to 17,235,000 pounds of liquid egg) were used.

Production of frozen eggs during September was probably the largest of

record for that month. Production totaled 17,500,000 pounds compared with 4,680,000 pounds in September last year. The production of frozen eggs for the first 9 months of this year totaled 493,390,000 pounds compared with 409,983,000 pounds during the same period a year ago, an increase of 20 per cent.

Storage holdings of frozen eggs on October 1 totaled 332,415,000 pounds compared with 306,189,000 pounds on October 1 last year and 194,352,000 pounds, the October (1939-43) average.

March of Dimes

The infantile paralysis casualty list of 1944, adding thousands of cases to the long record of the nation's victims, highlights the need for increased support from America's production soldiers in the home-front war against this dread disease. Confidence in labor's readiness to assist is expressed by Basil O'Connor, president of The National Foundation for Infarile Paralysis, which is making its Annual Appeal for funds through the March of Dimes, January 14-31.

This past year dimes and dollars aided many war workers and their children who were thus able to receive early medical aid—the important factor in minimizing crippling—because

these funds were on hand. An outstanding example of this was near the small city of Hickory, North Carolina, where more than 200 youngsters, most of them children of textile workers in surrounding counties, were treated for poliomyelitis in a hospital constructed in four days. Nurses, physical therapists, supplies and equipment were rushed from many parts of the country into the devastated area.

March of Dimes funds swiftly marched to help children of workers in every area where polio hit in the United States in 1944—New York, Kentucky, Virginia, Maryland, Pennsylvania, Ohio, Michigan, Indiana, Louisiana, Illinois, Connecticut, Massachusetts, New Jersey, the West Coast, to mention a few.

For the past three years, polio has been striking hard at war-congested areas. In planning and developing its program of emergency aid, the National Foundation has had this fact well in mind. The dimes and dollars contributed by labor have been on hand for ready conversion into emergency aid in every threatened area.

Not only through its children, but through its own members, too, labor is reaping the dividends of the fight against polio. Several thousand victims, now rehabilitated, are production soldiers making vital war material. Keep America strong—send your dimes and dollars to The White House.

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Ralph A. Maldari Promoted

Headquarters, 1st Bombardment Division, Eighth Air Force, England.—In recognition of the duties he has been performing in connection with the Eighth Air Force's all-out bombing offensive against Nazi Europe, Ralph A. Maldari, son of Mr. and Mrs. Donato Maldari, of 1821 63rd Street, Brooklyn, New York, has been promoted from sergeant to staff sergeant, it was announced recently by Major General Robert B. Williams, Commanding General of the First Bombardment Division.

As a noncommissioned officer in the training section, Sergeant Maldari has been playing an important part in the proper training of combat crews who have been constantly pounding the crumbling Nazi war machine.

Maldari's section trains newly arrived crews from the States in the battle procedure used by Eighth Air Force combat men who encounter the stiffest enemy opposition of any combat theater in the world. In addition to training new crews, his section instructs veteran combat crews on the new offensive and defensive techniques developed by higher headquarters to enable the vast armada of bombers



Ralph A. Maldari

In civilian life he was office manager of his father's firm, the Donato Maldari Company, who specializes in making macaroni moulds.

A graduate of New Utrecht High School in 1939, Maldari was attending evening sessions at New York University prior to his entrance into the Armed Forces.

Second Lt. Carmine D. Maldari, his brother, also in the Air Corps, is stationed in Richmond, Va.

Food Sales

Food Sales—Canned tomatoes are being offered for sale to the original processors. Offers to purchase 35,851 cases of canned tomatoes consisting of 34,569 cases packed 24 No. 2 cans to the case and 1,282 cases packed 24 No. 2½ cans to the case must be received by WFA not later than November 14, 1944. Concentrated orange and lemon juice—121,756 gallons of concentrated orange juice packed six 1-gallon cans to the case, and 24,850 gallons of concentrated lemon juice in 50-gallon barrels are being offered for sale to the food industry on an invitation-to-bid basis. The closing date for bids on this offer is November 18.

New ideas . . . More colorful and intriguing designs . . . More convenience and protection . . . These are the attributes which the successful postwar package must have . . . And the time to plan those new packages is NOW !

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



SALES OFFICES IN: SAN FRANCISCO
CHICAGO • NEW YORK
PHILADELPHIA • LOS ANGELES
BOSTON • ATLANTA • ST. LOUIS
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CINCINNATI • PITTSBURGH • DALLAS
INDIANAPOLIS • GRAND RAPIDS



SPECIALISTS IN DISPLAY PACKAGE DESIGN AND DEVELOPMENT

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

TRADE MARKS PUBLISHED

Royal Scarlet—Fine Foods

"Royal Scarlet—Fine Foods" is the trade-mark of R. C. Williams & Company, Inc., New York, for use on spaghetti, macaroni, and noodles; also on a long list of other foods. The trade-mark was filed June 13, 1942, bearing serial No. 453,651, and claiming use since April 1, 1942; and since 1914 for the representation of a butler.

The words "Fine Foods" are disclaimed apart from the mark.

The mark consists of a circle with a picture of a butler in the middle, and the words "Royal Scarlet—Fine Foods" written in heavy black letters at the top and bottom of the circle.

The application was publicized in the *Official Gazette* of October 24, 1944.

Royal Scarlet

"Royal Scarlet" is the trade-mark of R. C. Williams & Company, Inc., New York, for use on spaghetti and other macaroni products; also on a long list of other foods. The trade-mark bears serial No. 453,653 and

A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1944	1943	1942	1941
January	721,451	855,975	711,141	561,940
February	655,472	885,655	712,770	603,964
March	692,246	963,387	680,224	565,917
April	608,947	793,866	528,308	519,277
May	704,071	750,963	523,110	453,997
June	656,214	723,733	501,168	499,392
July	716,957	648,356	591,338	531,119
August	889,515	758,903	583,271	511,366
September	895,478	713,349	648,062	622,267
October	919,226*	791,054	876,363	782,734
November		839,778	837,792	642,931
December		801,487	923,014	525,795

Includes Semolina milled for and sold to United States Government.

*Subject to revision when delayed reports are received.

claims use since April 1, 1942. The applicant is the owner of registrations 30,399, 46,246, 48,900, 49,087, 78,849, 107,407, 115,712, 227,544, 305,097, 407,008, 407,009, and 407,010.

The filing of the trade-mark was made on June 13, 1942. The mark consists merely of the name in medium sized black letters. The application was publicized in the *Official Gazette* of October 17, 1944.

Gateway Club

"Gateway Club" is the trade-mark of Laurence Gentile, doing business as Gateway Packing Company, Malden, Massachusetts, for canned cooked spaghetti with condiments, canned spaghetti sauce, canned mushroom sauce, canned ravioli, canned baked beans, canned minestrone, and packages containing uncooked spaghetti, cheese, and canned spaghetti sauce. It was filed September 1, 1943, claiming use since January, 1939, and bearing serial number 463,147.

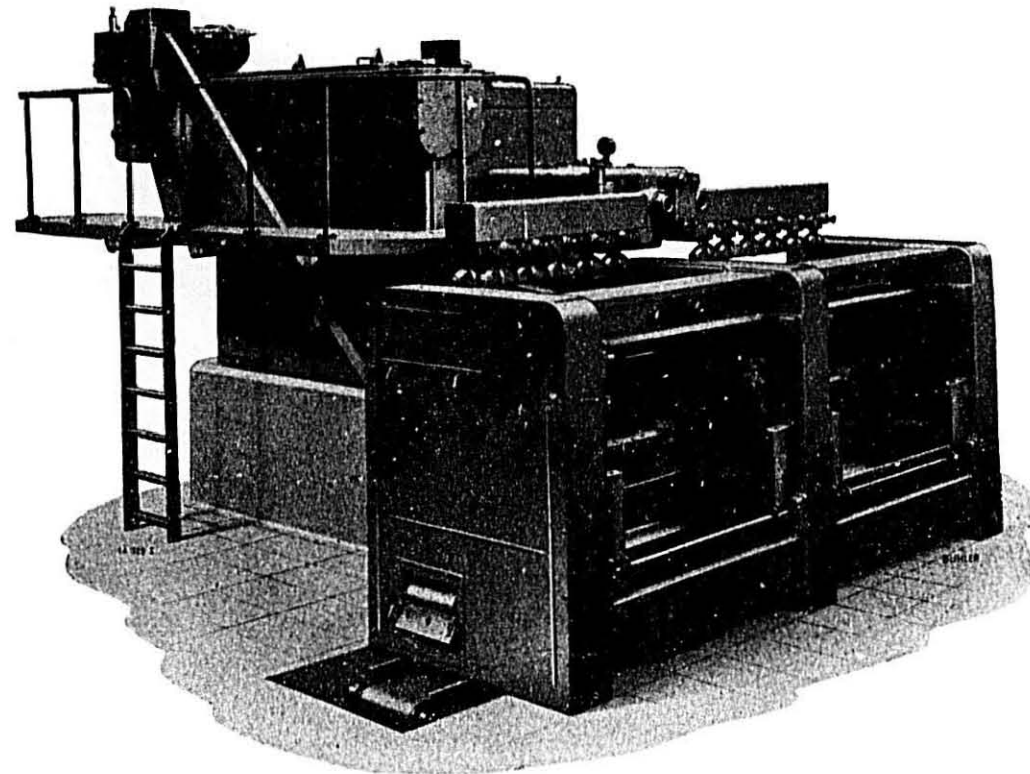
The mark consists merely of the name in the outline of large letters.

The announcement of the publication appeared in the October 10, 1944, issue of the *Official Gazette*.

A. B. Kehr Starts Own Paper Bag Specialty Business

A. B. Kehr, well known to the trade for the past twenty-five years, has established his own business for the design and manufacture of a complete line of protective packaging products. Under the name of The Kehr Paper Products Company, with plant and offices in the Terminal Commerce Building, 401 North Broad Street, Philadelphia, every modern facility is provided for the large-scale production of White M. G., Waxed, Glassine, Laminated, Cellophane and special material bags for every purpose. Particular emphasis will be placed on improved packaging for macaroni products, bakery goods, potato chips, frozen and dehydrated foods, nuts, candy and ice cream. The Terminal Commerce Building offers exceptional facilities for loading, shipping and plant operation, with direct track-to-floor freight service and large, well-lighted manufacturing space. New high-speed equipment assures fastest possible delivery of plain and printed bags of every kind and size.

BUHLER



CONTINUOUS PASTE GOODS PRESS
WITH
FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1944

BUHLER BROTHERS

INCORPORATED
NEW YORK

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NEW YORK 4, N. Y.

ASSEMBLY PLANT
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HOLDING FIRST PLACE

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

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

DONATO MALDARI
SUCCESSOR TO
F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

"America's Largest Macaroni Die Makers Since 1903—11th Management Continuously Retained in Same Family"

Resume Macaroni Dies Business

Feeling that they have done their bit in the war effort and that they owe it to their many customers to resume their diemaking and repairing busi-



Frank Lombardi—Die Maker

ness, Frank Lombardi announces the re-opening of his plant at 1153 Glendale Boulevard, Los Angeles, Cal. He will be assisted by his son and a crew of experienced diemakers.

When the war broke out, Mr. Lombardi turned over all his plant facilities to the production of war materials, taking a position as plant superintendent for Na-Mac Products Corp-



Joseph Lombardi and Son

oration, with an employe roll of approximately 450 men and women, all doing war work. Later he was promoted to Works Manager, a position which he resigned when the operations of that plant were curtailed and he decided to resume his diemaking and repairing business.

His son, Joseph, also held a responsible position in a war plant, the Menasco Manufacturing Co. of Los Angeles, as a tool and die maker and at the time of his retirement was superintendent of the grinding department of the firm.

Nurses Needed

Our returning sick and wounded soldiers must be cared for on the home front. Civilian nurses are urgently needed in the General and Station Hospitals of the Sixth Service Command in the States of Illinois and Wisconsin to care for the sick and wounded soldiers. Civilian nurses will replace the commissioned nurses being sent overseas.

The salary is \$2,190 per annum for a 48-hour week. There is opportunity for additional overtime and opportunity for advancement.

If you are a registered nurse, and not now employed as a nurse in an essential activity, this is your chance to combine patriotic service with a well-paid job.

Secure an application at your nearest first- or second-class postoffice and mail it today to the 7th U. S. Civil Regional Office, Post Office Building, Chicago 7, Illinois.



SOY adds healthful proteins to macaroni products. Texture and eating qualities are excellent. Let us help you use Kellogg SOY for high-protein macaroni products.

The patented process at Spencer Kellogg brings you soy flour at its best. Kellogg SOY is mild—uniform in texture—easy to use.

SPENCER KELLOGG and Sons, Inc.
Soy Flour Division
DECATUR 80, ILL.

LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

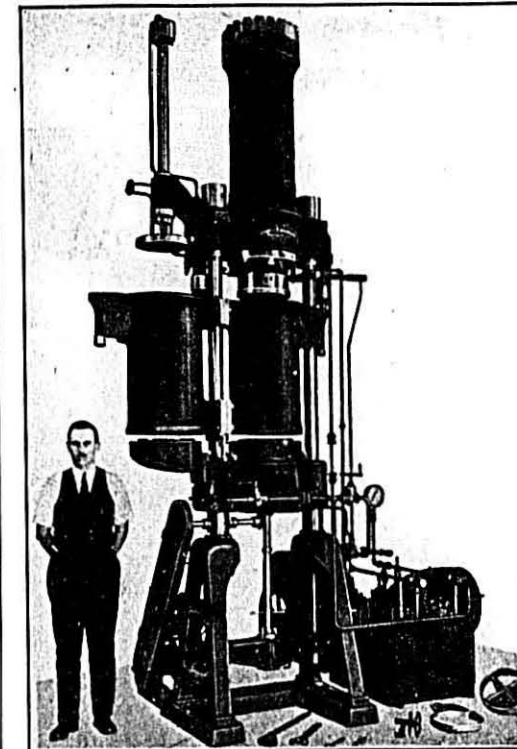
STAINLESS STEEL DIES — WITHOUT BRONZE PLUGS

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

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

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Los Angeles 26, California



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery
Since 1881

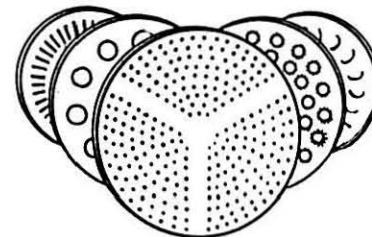
- Presses
- Kneaders
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All Sizes Up To Largest in Use

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STAR DIES WHY?

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



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

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

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

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

Amber Milling Division of
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Offices: 1923 University Ave., St. Paul, Minn. Mill: Rush City, Minn.



HAVE YOU ORDERED THESE DISPLAYS?

They build confidence in your store... fight inflation

If you have not already received them, send today for these free display pieces. They'll show your customers that you charge only ceiling prices, and that you're the customers' partner in the fight against inflation.

These displays build confidence in your store—and that's a real business asset for you, both for today and for tomorrow! Just send the coupon. Do it now—the supply is limited!

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Washington 25, D. C.

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City _____ State _____

SPACE CONTRIBUTED BY

THE MACARONI JOURNAL

Prepared by the War Advertising Council, co-operating with Office of Price Administration and Office of War Information.

H. R. McLaughlin Retires

Hugh R. McLaughlin, vice president of General Mills, Inc., and president of the organization's Central Division with headquarters in Chicago, retired October 31, 1944, according to an announcement by Harry A. Bullis, president of the company.

Mr. McLaughlin was elected president of Washburn Crosby Co., Inc., in 1929 when General Mills was formed. This company became the Central Division of General Mills, and Mr. McLaughlin continued as its head.

From his start as office boy in 1897, he was transferred to the cashier's office, freight department, and served on the order records, and later was promoted to the sales division with territories in Fond du Lac and Oshkosh, Wis., and Chicago. In 1922 he became general sales manager of the Washburn Crosby Co.

The vacancy was filled by the appointment of J. E. Skidmore who has been associated with General Mills since 1922. He joined the grain department of the Washburn Crosby Co. after graduating from the College of Agriculture of the University of Illinois with the degree of bachelor of science. This company was one of the units associated in the formation of General Mills, Inc., in 1929.

He was later placed in charge of the Chicago and Louisville operations of the company in 1938. He became director of operations control for the Central Division, and later executive vice president of that division.

Public Relations and Trade Groups

(Continued from Page 8)

ebb when Mr. Rockefeller was revealed to the public as being an over-worked businessman, whose bad stomach compelled him to live largely on crackers and milk, a golfing duffer who suffered from a chronic "slice," and a philanthropist who, besides making large gifts to education and public health, took great delight in giving away bright new dimes to the happy youngsters whom he chanced to meet as he moved about.

This transformation of a business ogre into a rather lovable everyday American citizen was, in some degree, a reflection of Ivy Lee's genius, but I have always believed that Mr. Rockefeller, when once he learned the rules of the game, played it extremely well and without any suggestion of a "slice."

In closing, may I again stress the point that the business of every businessman in its final analysis is people—living with them, working with them

and, in particular, trying as best as he may to influence their behavior to some definite end.

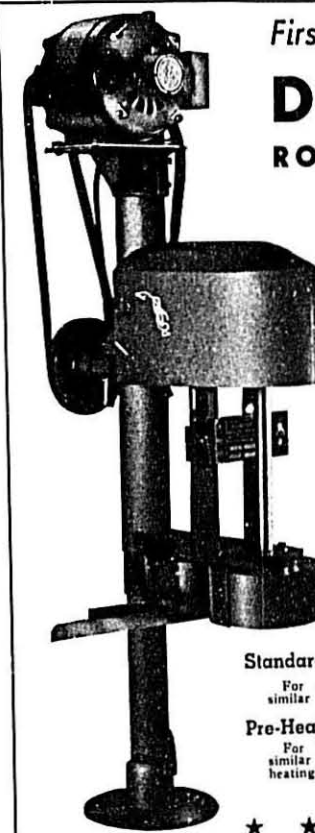
Since "public relations" is the best means we have for mass communications, no other division of a business organization is of greater importance. I urge the application of these remarks to your own affairs.

California citrus fruit growers claim increased crop yields when cultivation is not practiced and the weeds are kept in control with oil sprays.

Grass Noodle Co. Wins Safety Trophy

We are pleased to announce that we have been awarded a trophy as a winner in the Food Section of the National Safety Council, 1944, Industrial Safety Contest.

Participants compete on the basis of their injury frequency rates and are grouped by comparable industrial classification and by size. Our company had no industrial injuries during the entire year.



First Choice of the Leaders

DOUGHBOY ROTARY HOT KRIMP SEALER

Heat-Sealing—the most economical and attractive closure method—is quickly and dependably performed by the Doughboy Rotary Hot Krimp Sealer! It's the sealer all the big-name firms prefer—including dozens of macaroni manufacturers from coast to coast! 7 stages of heat available—all thermostatically controlled, enable the Doughboy to seal any type of heat-sealing material. Rotary Krimping wheels seal any size bag. A big-time, line production machine in every sense of the word. Promptly available on suitable priorities.

Seals steadily at high speed.

LOOK at these LOW PRICES

Standard Model\$199.50

For cellophane, plicfilm and similar materials.

Pre-Heater Model\$235.00

For kraft-foil laminated and similar materials requiring pre-heating.

F.O.B. Factory

★ ★ Also NEW

DOUGHBOY TOGGLE-JAW SEALER

A foot pedal operated heat-sealing machine with 8", 10" or 12" sealing bars. Toggle-jaw action applies firm, vice-like pressure with but a feather touch on the foot pedal. Rheostat gives wide range of uniformly controlled temperature, to seal plicfilm, cellophane, etc. A fast, economical machine! Quickly available \$98.50 up on suitable priorities.



CLIP AND MAIL FOR FULL DETAILS

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PACK-RITE MACHINES
828 N. Broadway
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Please send complete information on:
 Doughboy Rotary Hot Krimp Sealer
 Doughboy Toggle-Jaw Sealer

Attn. of _____
Firm _____
Address _____
City _____ State _____

PLANNING YOUR POSTWAR PACKAGING? ... LEAVE ITS HANDLING TO PACKOMATIC

TYPICAL PACKOMATIC CUSTOMERS

Kansas City Macaroni Co.
American Beauty Macaroni Co.
I. J. Cross Noodle Co.
Kentucky Macaroni Co.
Illinois Macaroni Co.
Peter Rossi & Sons
The Creamette Company
The Quaker Oats Company
John B. Canepa Co.
C. F. Mueller Co.
Stokley Bros. & Co., Inc.
Skinner Manufacturing Co.

PACKOMATIC'S 23 years of broad packaging experience can be valuable to companies planning to speed-up and modernize their packaging set-ups. You'll find a visit with one of our engineers both interesting and profitable.

PLAN your postwar packaging to meet the preferences of your market... leave the job of filling, sealing and imprinting up to us. Out of 23 years of experience in practically every packaging sector, **PACKOMATIC** engineers have the know-how to help you. This know-how is yours to command **NOW**—delivery when industry is permitted to resume peacetime production, which may be **SOON!** A request for additional information in regard to **PACKOMATIC** experience and **PACKOMATIC** equipment incurs no obligation to buy. Feel free to write, wire or phone, depending upon the urgency of your own particular situation.

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

New York — Chicago — Boston — Cleveland — Denver — Los Angeles — San Francisco — Seattle

IT'S TIME FOR A
PLAN NOW
TO REDUCE
YOUR CARTON
PACKAGING COST!

**PETERS JUNIOR
CARTON FORMING
AND LINING
MACHINE** sets up 35-40
cartons per minute, re-
quiring only one oper-
ator. Can be made ad-
justable to handle sever-
al size cartons.

**PETERS JUNIOR
CARTON FOLDING
AND CLOSING
MACHINE** closes 35-40
cartons per minute. Re-
quires no operator. Can
be made adjustable to
handle several size car-
tons.

Be prepared for peacetime production by finding out now how **PETERS** equipment can give you more efficient cartoning of your macaroni, spaghetti and noodles at a considerable saving in cost.

This is the time to make your Postwar plans, and to be ready with efficient machines to meet your inevitable increased peacetime demand.

Submit your problem now, together with a sample of each size carton you are interested in handling, to enable us to recommend machines to meet your specific requirements.

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

— IMPORTANT NEWS —

TO ALL MACARONI MANUFACTURERS:
YOU will be interested in my new and successful patented

Macaroni Stick

Due to its special construction, it will not warp during the usual process of drying long macaroni products.

Sticks that warp are very expensive because they waste from four to eight ounces per stick every time you fill them. With the new patented stick, which remains straight, you can have the following advantages:

1. Increased production with no additional cost.
2. Small macaroni heads.
3. Uniform lengths for better packing.
4. Pack in smaller containers.
5. Considerably less waste in sawing.
6. Improved appearance.
7. Increased capacity of your racks and drying rooms.
8. Sticks need little or no replacements.

MANY OTHER GOOD FEATURES.

Write today! Let me help you solve your macaroni stick problem. Send correct length of your sticks, also let me know how many you are using. I will send you free two samples for examination and testing.

According to their builders, these new sticks are suitable for, and also an improvement to, the new automatic spreading machines.

You will be well pleased with the results. Am certain that equipping your plant with these new sticks will convince you that you have made a good investment which will pay for itself in a short period of time.

S. VIVIANO
1176 Center Drive St. Louis 17, Mo.

Pillsbury Dividends

The Board of Directors of Pillsbury Mills, Inc., the new corporate name of the old flour milling concern, has declared a dividend of 25 cents a share on its common stock, payable December 1 to stockholders of record on November 18. This will be the seventieth consecutive dividend paid by Pillsbury to the holders of common stock.

The Board also declared a first dividend of \$1.33½ per share on the new \$4.00 cumulative preferred stock, payable January 14, 1945, to stockholders of record on January 2, 1945. This dividend covers the period of September 15, 1944, to and including January 15, 1945, and covers the issue of 75,000 shares authorized last September.

Announce Annual GMA Meeting Plans

Grocery Manufacturers Will Discuss
Problems of War and Peace

"Finishing Our War Job—Preparing for Peace" is to be the theme of the thirty-sixth annual meeting of the Grocery Manufacturers of America, to be held November 20 and 21, 1944, at the Waldorf-Astoria Hotel in New York.

Paul S. Willis, GMA's president, said that the program has been planned so as to include thorough studies of current and pressing wartime problems, and it will also embrace discussions of the problems the manufacturers will have to meet during the period of reconversion and in the peace to follow.

"The Principles of Free Competition" will be discussed by Clarence Francis, Chairman, General Foods Corporation. It is expected that in his address Mr. Francis will analyze the many changes which have taken place in manufacturing and distributing during the war. He is then expected to point out those wartime methods and procedures which the industry should retain in peacetime and those which the manufacturers might well abandon when the war is over.

Approaching these problems from the point of view of the distributor, Frank J. Lunding, president, Jewel Tea Co., Chicago, Ill., will discuss the plans and problems ahead in his field.

Dr. Claude Robinson, president, Opinion Research Corp., will discuss the results of a current survey covering the attitudes of returning veterans toward management, their former fellow workers and toward their old jobs.

Present economic trends and their probable significance in the postwar period will be discussed by Murray Shields, economist, Irving Trust Co., New York.

The present problem of food supply and the government's plans for the

handling of possible surpluses will be the subject of Lee Marshall, director, Office of Distribution, WFA.

Hanford Main, president, Loose-Wiles Biscuit Co., and a member of the Policy Committee of the Public Information Council of GMA, will discuss the fundamental principles underlying the program and will urge greater participation on the part of the industry as a whole in GMA's public information work.

Stuart Peabody, director of advertising, Borden Company, and Chairman of the Operating Committee, will report on the progress of the work to

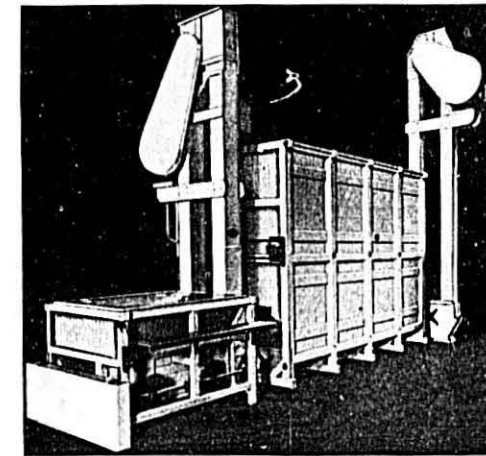
date and the plans for the future operation of the program.

Mabel Flanley, partner in the public relations firm of Flanley & Woodward, will report on that phase of the program dealing with descriptive labeling.

Mr. Charles Wesley Dunn, general counsel for GMA, will discuss the social and economic place of the Sherman Anti-trust Law in the postwar national economy.

GMA is developing specific plans to aid in the re-employment and rehabilitation of veterans who were formerly employed in the food industry.

*In time of War
Prepare for Peace*



Right now is the time to plan your shop layout for future production economy and greater postwar profits. You will need this efficient equipment to meet the demands of customer trade for top quality products.

CHAMPION SEMOLINA BLENDER

is designed to give you the advantages of fast, automatic operation in the manufacture of macaroni and noodle products.

It uniformly sifts and blends the flour . . . saves frequent replacement of expensive dies . . . and is sturdily built for long service and low up-keep cost.

Let Champion engineers help you on your problems for postwar production.

CHAMPION MACHINERY CO.

JOLIET ILLINOIS

Manufacturers of Flour Outfits, Semolina Blenders, Dough Mixers, Weighing Hoppers, Water Meters . . . and a full line of replacement parts.

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
 Joseph J. Cunco, Adviser
 M. J. Donna, Editor and General Manager

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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 Display Advertising.....Rates on Application
 Want Ads.....30 Cents Per Line

Vol. XXVI NOVEMBER, 1944 No. 7



"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."

Additional Contribution

To the list of contributors to the Fall Campaign fund of the National Macaroni Institute that was published in the September issue of **THE MACARONI JOURNAL**, and the new ones noted in October, we are pleased to add the names of the following:

Consolidated Macaroni Machine Corp., Brooklyn, N. Y., California-Vulcan Macaroni Co., San Francisco, Calif.

Violations Persist

Thirteen cases of violation of the Food and Drugs Act were reported in the August, 1944, issue of "Notice of Judgment Under the Federal Food, Drug, and Cosmetic Act," involving misbranding and adulteration of products.

Only three of the cases reported involved adulteration. In one it was charged that the egg noodles seized were deficient in eggs, artificially colored and inferior in quantity.

The two other cases of misbranding charged that the packages of spaghetti were less than "40 per cent filled," and that in the spaghetti dinner and macaroni dinner packages examined "the cheese and macaroni or spaghetti occupied only 62 per cent of the capacity of the carton."

In practically all the other cases, involving nearly 900 cases of macaroni, spaghetti and egg noodles, the charge was that the products were infested. In all those cases, after judgment was entered, the goods were ordered destroyed. Most of the cases reported were in connection with seizures made the latter part of 1943. Two of the firms involved are no longer operating.

Change in "Pork Set-Aside" Order

Pork set-aside has been changed to a live-weight basis in order to simplify and obtain a more uniform application of the pork set-aside order. For instance instead of requiring packers operating under Federal inspection to set aside 30 per cent of the total weekly loin production, WFA will now require these packers to set aside a quantity of loins weighing not less than 3 per cent of the total live weight of each week's slaughter of hogs.

Under Amendment 3 to War Food Order No. 75-3, effective October 29, WFA requires meat packers operating under Federal inspection to set aside for Government procurement the following percentages of each week's production of certain cuts of pork:

Frozen pork sides or Wiltshire sides—4 per cent of the total live weight of the week's slaughter of hogs.

Loins—3 per cent of the total live weight of each week's slaughter of hogs, to be prepared in compliance with specifications of the Government agency to which they are to be delivered.

Hams—on a live-weight basis, 4.5 per cent, instead of the former 40 per cent of the total production of hams.

Fair Exchange

In Chicago, Tomaso Ricardi, Italian employe in a macaroni factory, was being examined as an applicant for naturalization, reports a Federal Judge with a highly developed sense of humor.

"Can you tell me how many States there are in the Union?" the examining judge asked.

"Mr. Judge," answered Ricardi, "I talk to you. You know your business. I know my business. You ask me how many states in Union. I ask you—how many yards of spaghetti in a yard?"

Jacobs Cereal Products Laboratories INC.
 156 Chambers Street
 New York 7, N. Y.
 Benjamin R. Jacobs
 Director

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

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

CARTONS
 GIVE US A TRIAL
NATIONAL CARTON CO.
 JOLIET, ILLINOIS.

PLANT SUPERINTENDENT with 20 years experience seeks new connection with reliable, going firm. Write full particulars before arranging for a personal interview. Box No. 14, c/o Macaroni Journal, Braidwood, Ill.

FOR SALE—Macaroni Plant, daily capacity 40 bbls., easily increased to 60 bbls. . . . or will consider a partnership arrangement on agreeable terms. Write Box 11, Macaroni Journal, Braidwood, Ill.

FOR SALE—One reconditioned, like new, Barozzi style, short-cut macaroni drying cabinet. Complete with 60 drawers, fans, and motor. Price \$750, f.o.b. plant. Box 11, Macaroni Journal, Braidwood, Ill.

FOR SALE—Large quantity of 1-and 3-lb. macaroni boxes, some with name imprinted, some plain white. Roth Noodle Co., 7224 Kelly Street, Pittsburgh, Pa.

FOR SALE—Elmes 6' Kneader; W & P Dough Brake, Elmes and Cavagnaro Dough Mixers, Noodle Cutters, Peters Carton Making and Forming Machines, Loeb Equipment Supply Co., 910 N. Marshfield Ave., Chicago 22, Ill.

A DIGEST OF SUCCESSFUL SELLING IDEAS

THE SELLING PARADE
 (REGISTERED)
BY CHARLES B. ROTH

Five Ways to Win Today

Naturally, every salesman in America these days is thinking hard about how to meet the changing conditions which will come immediately after the war. Our whole world will be different. Economists say that for a while it will be easier. Then it will become harder.



job or need. And then," and he smiled, "comes the hardest of all. You have to FACE THE FACTS. Most of us fall down here—we don't face the facts."
 "I know that."
 "And, finally, all you have to do is FOLLOW THE FACTS. And any salesman who will do these simple things can't miss, no matter what our postwar world is like."
 "I said I didn't see how he could either."

When They Say They'll Let You Know

There's no telling how many good salesmen have been thrown for a loss by the prospect who says, "Swell. I like what you tell me, and your price is right. I'll let you know about it later."
 Maybe he will. Chances are he won't. Maybe he was sincere in telling you that. Chances are it's just a stall. A fine salesman working out of Chicago has a way of handling that kind of talk. When he hears it he smiles. Then he pauses. Then when the customer is wondering what he will say next this is what he says:

"I'm glad you will let me know later, and I want you to think it over as long as you want. You know, when I was new in this business and a prospect told me that, I thought it was just a polite way of saying 'No.'"

"But as my experience grew, I found that most of the folks who said that really meant it—and they made the best kind of customers, because they were more careful in their business dealings."

"So when you said, 'I'll let you know later' to me just now, you made me more anxious than ever to get you on our books because we like to do business with careful buyers."

"I don't want to be a bore or seem too persistent—but if you will give me a few more minutes of your time, I believe we can get you started on this plan now, without your having to wait or bother about letting me know later."

He finds that the smiling persistence, plus a dash of flattery, is the easiest way to get the man who can't make up his mind till later to make it up now.

Why don't you try this technique on some of your customers? Chances are it will work as well for you.

Market Analysis Down to Earth

A few years ago when we went through a spree of luxury and hired college professors and "brain trusters" for high places (it was very expensive, as most sprees are), market research was a term that catapulted to popularity.

Market analysis and research were supposed to be the all in all for any businessman with difficulty. That analysis and re-

search are good there's no doubt. Every businessman has to have them. So does every salesman.

But all he needs is the simplest kind, based upon the hard rock of good old-fashioned commonsense.

Edgar Kolak, big radio executive, believes this statement of mine, too, and he was telling me some time ago about the most skilled job of selling he had ever seen. It was based upon intelligent market analysis, Kolak says.

He drove his car into the Cadillac station for some work when a Negro boy accosted him.

"I've out of work, boss. I can chauffeur. Do you need a good chauffeur?"



"That complimented me," Kolak says. "So I questioned him. Why did he come to the Cadillac station? I wanted to know. That was the first step in his market analysis. He went to the logical place for business. He figured that if anybody could drive a Cad, he could afford to pay a chauffeur's wage."

"Then with beautiful directness, he asked for an order. 'Do you need a good chauffeur?' No beating around the bush. No backtracking. No lushwacking. Just perfect simplicity and caretness."

"When he left he shoved a card into my hand. It read:

COLORED
 Wishes a Position with Private Family
 Chauffeur or Porter
 Experience A-1—Best References
 Call Any Time After 6 P.M.
 16 years with Pullman, New York Central

"That card was the final master stroke. It prevented me from forgetting him—it was a continuing sales talk. Note the wording. Just as direct as his sales talk."

"Next day I called a friend of mine who needed a chauffeur, told him of this Negro. He was interested. So I telephoned the number on the card. A cheerful woman's voice responded: 'Oh, he's done gone to work. He got him a good job last night.'"

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

Then—
MANUFACTURER

OFFICERS AND DIRECTORS 1944-1945

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

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

Region No. 2
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
Peter LaRosa, V. LaRosa & Sons, Brooklyn, N. Y.
C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.

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

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

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

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

Region No. 7
F. D. De Rocco, Jr., Florence Mac. Mfg. Co., Los Angeles, Calif.

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

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

At-Large
John P. Zeraga, Jr., A. Zeraga's Sons, Inc., Brooklyn, N. Y.

Albert Ravarno, Mound City Macaroni Co., St. Louis, Mo.

Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.

Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

The Secretary's Letter

It's In the Cards

Here are a few pertinent excerpts from a recent issue of *The Modern Miller* that merit repetition because of the interest that all macaroni-noodle manufacturers must sooner or later show in co-operative action to get more favorable consideration of their products, if increased consumption is to keep pace with enlarged production.

"The production committee of the American Bakers Association has vigorously endorsed the enrichment of white bread and rolls, and has reached unanimous conclusion favoring the enrichment program endorsed by the Food and Nutrition Board of the National Research Council.

"When enrichment was first proposed there were many in both the baking and milling industries who doubted that the bakers would favor enrichment as useful to the enlarged consumption of bread products. This skepticism was pronounced, but after several years of trial, the effect on enlarged consumption of bread and pastries in the American diet, and the completely 'shooting the bill off' of the food cranks who attacked flour as a deficient food, the bakers have without reserve favored enrichment to sustain enlarged consumption per capita. It has deprived food writers, doctors and spokesmen for health foods of dwelling on the nutritional deficiencies of flour and bread.

"Retail bakers are organized beyond any former conception to promote the consumption of bread products."

Such is the power of favorable publicity. The moral does not concern enrichment, but the need for united effort on the part of every sincere macaroni-noodle manufacturer to acquaint the American consumer with the true merits of macaroni products as a food that should appear more frequently in household and restaurant menus for the good of consumers.

Despite the "signs of the times" which point to the fact that only those foods that have been honestly publicized on their true merits will gain the approving nod of the millions of Americans, there are still some who cannot or will not read the signs. What has already been done for bread and other foods can be done very easily for macaroni products, the manufacturers being willing.

M. J. DONNA, Secretary



Cement for Calais...

Chemicals for China... Foodstuffs against "Festung Europa"

MUCH of what it takes to fight a war—and to feed the fighting, liberated and home fronts... travels today in tough kraft shipping sacks... paper sacks that are dust-dirt-vermin- and moisture-proof.

Multiwalls stand up under the most rugged handling and neither salt water nor sun nor rain nor heat nor cold nor gas nor smoke

impairs their efficiency. Multiwalls store and stack easily and losses through spoilage, sifting and infestation are infinitesimal.

Multiwall paper bags... the preferred industrial peacetime packages... are now delivering more than 300 materials for Victory, products ranging from abrasives and asphalt to zinc and zirconite.

Multiwall Paper Bags are required for industrial shipments of food products, chemicals, fertilizers, and construction materials — for domestic use and overseas to our armed forces and civilian populations of allied nations and occupied countries.



NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.
BALTIMORE 2: 2401 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.

IN CANADA:
BATES VALVE BAG CO., LTD.
Montreal, Quebec
Vancouver, British Columbia

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



These people are winning customers for you

YOU stake your future volume of business on the color, flavor, and cooking quality of your products. We stake ours on giving you semolina and durum flour that will help your products win and hold customers. Shown here are just three of many tests, everlastingly repeated, by which Pillsbury's Products Control Laboratory assures you of uniform quality year in and year out.



Pillsbury Mills, Inc.
(Formerly named Pillsbury Flour Mills Co.)
GENERAL OFFICES: MINNEAPOLIS, MINNESOTA