

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 8**

December, 1944

DECEMBER, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



*Just
a warm and friendly
word of cheer*

*For Christmas and
the coming year!*

THE EDITORIAL STAFF

Official Organ
of the Macaroni Manufacturers Association
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVI
NUMBER 8

HOLLYWOOD CALLS IT

"OOMPH!"

—But It Comes in Packages, Too!

Glamour belongs to your packaged product, too. Displayed with competing products, yours can stand out above all the rest—if only your packaging job is developed for *selling*—for that 'personality-plus' that sells itself—from the shelf!

The Rossotti organization knows this secret is not a mere pretty label or fancy carton job. Rossotti starts from the ground—with a thorough survey and comprehensive analysis of all point-of-sale factors. Your package is built on this solid foundation—to compete successfully against all the field.

Rossotti Packaging Consultants are experienced and equipped completely—even to a modern kitchen that studies nutritional and other sales points—even to color, which we grind ourselves, and factory controlled weather for finest printing results. All to give your package "plenty of sales oomph!"

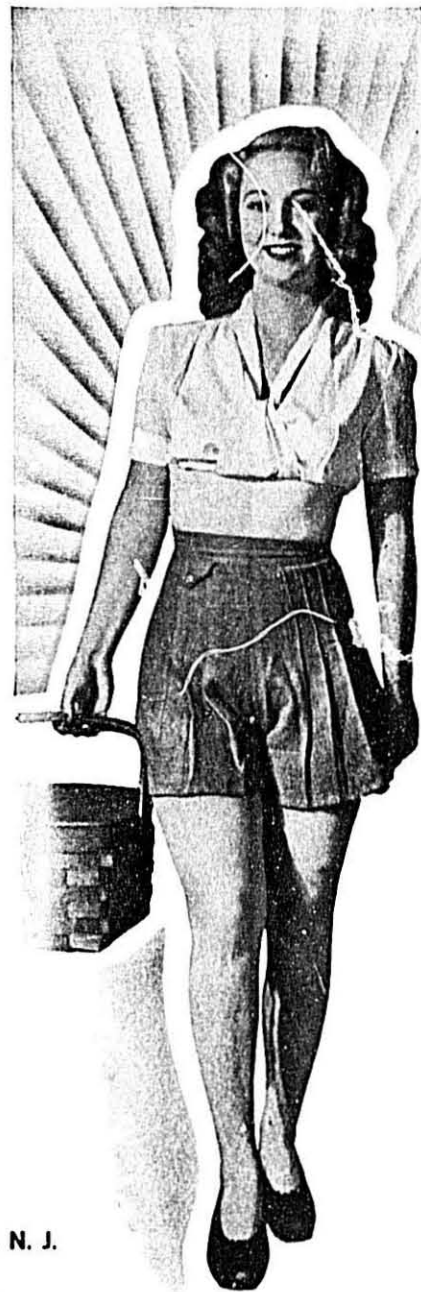
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Official Call to Mid-Year Meeting

December 9, 1944

Attention: All Members of the Macaroni-Noodle Industry of America

By order of our President, Mr. C. W. Wolfe, all are herewith officially advised of the time and place of our regular Mid-Year Meeting ...

At Morrison Hotel, Chicago, Illinois
Thursday, January 25, 1945.

The conference will start at ten o'clock, with a group dutch-treat luncheon at 12:30 p.m. and an afternoon session starting at 2:00 p.m.

Railroads and hotels are always crowded these days. We are pleased to have so popular a hotel as the Morrison accommodate us for this timely meeting. In appreciation, we suggest that you make an early reservation direct with the Hotel Morrison management for rooms needed.

Later on you'll be advised of our official program for the meeting, now under preparation. It will center around current matters, such as:

- 1) The semolina-egg-container situation;
- 2) Availability of machinery and other equipment;
- 3) New government regulations;
- 4) Post-war planning, and other subjects that concern all manufacturers and allied.

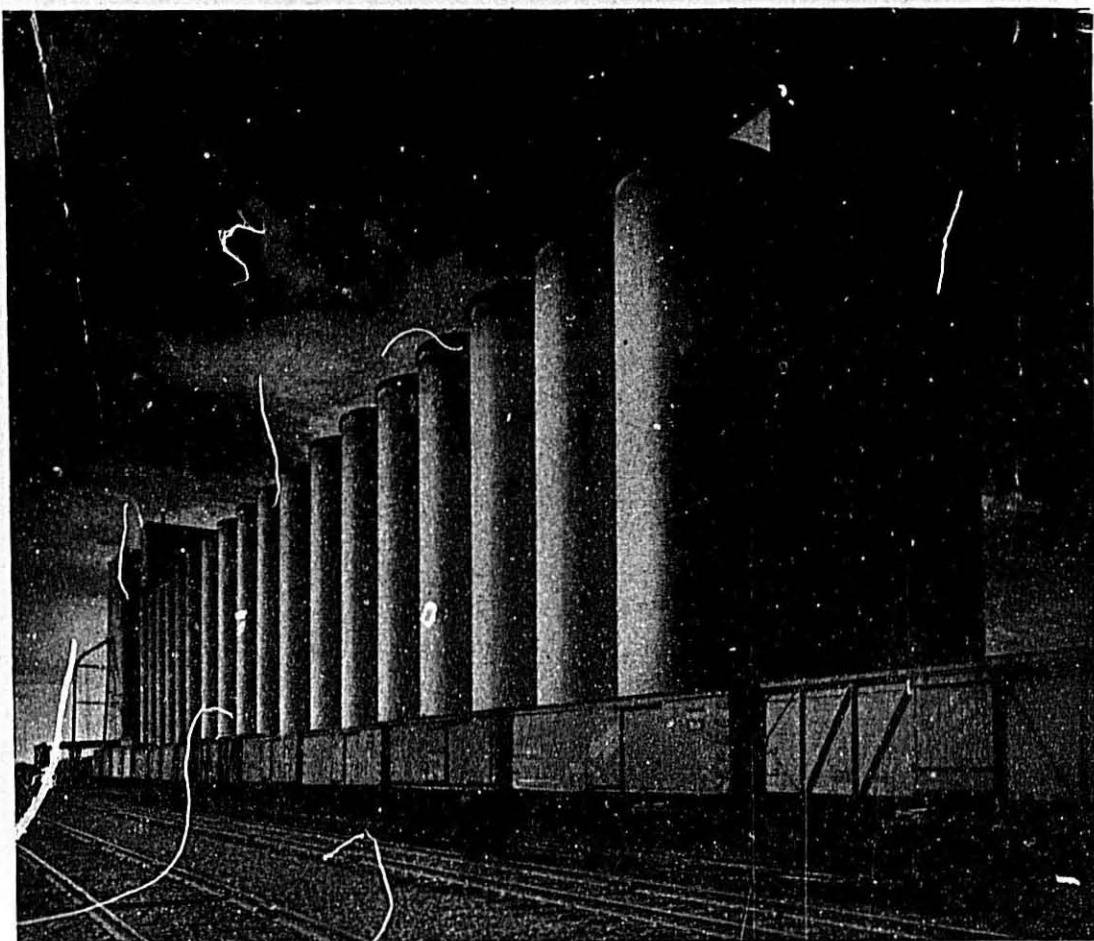
War conditions make industry conferences more essential—more beneficial. You know this best of all. Hope you'll find it convenient to attend to confer with others equally concerned in what the future has in store for the industry.

Season's Greetings to all!

Cordially,
M. J. DONNA, Secretary.



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The MACARONI JOURNAL

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Your Industry Parade

The trade has just been advised of the date, time and place of the Mid-Year meeting of the Macaroni-Noodle Industry of America. According to the announcement from the headquarters of the National Macaroni Manufacturers Association, this will be held at Hotel La Salle, Chicago, January 25, 1945, and will be open to all who are in any way interested in the present and future welfare of the Industry.

Naturally, the big majority of the leading manufacturers that constitute this important food business, will consider the announcement as a call to unified action. They see in it an opportunity to meet, to confer with fellow manufacturers and allies, all facing serious problems—probably unsolved old ones or obstinate new ones—that seriously affect all business, large or small, local or national, but things that might better be acted upon as a group.

"Same old stuff!" others will say, "same stunts, same discussions, same reports, same ballyho!" Yes, largely true, of course, but it will do no harm to remind them and others of the story of the elephant and the parade, that featured a recent issue of *The Broadcaster*, Investors Syndicate, entitled "You're Talking to a Parade," and which emphasizes the fact that even repetitions have their place in the scheme of things, saying, in part:

"... Two million Americans never saw an elephant; that's why the circus will come back next year. 'Same old stuff,' you say—same stunts, same clowns, same animals, same ballyhoo—you saw them when you were a kid. Yes, largely true, of course, but since that same old elephant stalked through the streets a year ago, two million Americans will have arrived in this country—two million *more* people who have never seen an elephant.

"... And in that same interval a million boys will reach the girl-crazy stage and start shaving the fuzz off their chins for the benefit of another million young women who have suddenly become acutely clothes- and cosmetic-conscious. Another two million folks will up and get married—start new homes, buy new furniture, new

dishes, new lines, form new eating and living habits. Yesterday they 'were not interested'; today they are—and tomorrow others will be.

"... That's why the same old elephant walks serenely confident that among every bored group of people who say, 'That's just an elephant,' some eager voice will shout, 'Oh! That's an elephant!'

"... And so when you talk your business you are not talking to a grandstand, but rather to a parade that is constantly moving with new faces—new buyers—new features coming into the picture every day.

"... That same sales story that has sold millions of dollars' worth of new business is just as good today as it was yesterday. You weren't talking to a grandstand yesterday, you aren't talking to a grandstand today!"

The January conference insofar as the Macaroni-Noodle Industry is concerned, is merely a continuing parade made up of the various elements of the trade, all with a common objective. In the parade, as usual, will be found the Old Reliables among the leading firms whose executives hold their places of honor in the parade; also some new ones who realize that their rightful place is shoulder to shoulder in the march forward. True, a few of the regulars will be absent, some for good reasons, others for causes beyond their control—but it will still be a parade of the progressive element of the Industry—of those who appreciate the trade's needs, its possibilities and its ambitions.

That progress has been made through the years of parading to duty is evident to all observers who measure the current conditions with those of the past. The whole industry is better today than it was yesterday; will be better tomorrow because of what has been done, planned or attempted today.

So, manufacturers are urged to give serious consideration to advantages to themselves and to their industry through joining the industry parade—attending the mid-year meeting at La Salle Hotel, Chicago, January 25, 1945. Yes, the world is moving forward. Let's keep step!

Wartime Food Requirements

By Lee Marshall
Director of Distribution
War Food Administration



LEE MARSHALL

It has been a little over five months since I last had the opportunity of speaking before this group. Today, I have a more optimistic picture to present to you. By that I don't want you to get the idea that I am one of those "off the cuff" strategists who can tell you when the war in Europe will end.

My business—like yours—isn't military strategy, but food, and it's with reference to food that I am more optimistic than when we last met. This optimism covers two major phases of the food situation. First, the facts at hand indicate that our present food position as a whole is excellent. Second, I believe that Government procurement for war needs will continue to be heavy and that with very few exceptions, we will not be troubled with large surpluses in 1945. Food production goals for the year will be about the same as those for 1944. Some will be slightly higher, others a little lower, but over-all aims will be about the same.

Continuing the goals at about the same level as this year, is prompted by the job we see ahead. As a Nation we must be prepared to fight until the war is over—not when we guess it may be over. This means that we must be prepared with sufficient food for this indefinite period. I believe you'll agree that we must make sure of having enough even though we may get too much of a few items:

Let's review the food story thus far: Food production this year is up 36 per cent over what it was before the war. It now looks as though this year will see the greatest production of food in the Nation's history. For example, compared with prewar years, meat production has risen some 9 billion pounds. There are two billion dozen more eggs. Potatoes are up by more than 40 million bushels. There is a billion-bushel wheat crop this year, as contrasted with a 1935-39 average of 759 million bushels.

This record output is particularly outstanding when you consider that it has been done in the face of labor shortages and with machinery, most of which is old and inadequate. Just about everything was lacking except good weather, determination and courage. American agriculture has done a great war job.

The food that has been produced—and that many of you have processed

Address before the Grocery Manufacturers of America, Inc., at the Waldorf Astoria, New York City, Monday A.M., Nov. 20, 1944.

—is being sent to our American fighting forces and to our allies, in fifty-six theatres of war. To do this requires not only record production, but smooth distribution and heavy reserves. The necessity for meeting the essential requirements of our armed forces, and as far as possible those of our allies, is of course, the reason for the food set-aside orders and regulations and restrictions. For instance, the Government—which is you and me—figured that every U. S. fighting man was entitled to turkey for Thanksgiving, Christmas, and New Year's Day. That's why the Government stepped in and cut off the turkey supply to civilians in some areas for a while. The same thing has happened, on a more continuing scale, with other commodities. With beef, for example, the set-aside orders for the armed forces account for about 30 per cent of our total supply of beef. And, as you know, processors are required to set aside various canned fruits and vegetables, dairy products and some other foods.

I realize that this doesn't make your job any easier. Your customers are clamoring for merchandise—items that you cannot sell them. It is exasperating at times, I know, but this also I know: We won't retain any restriction, regulation or set-aside one bit longer than military necessity requires. As soon as we can dispense with a restriction—it's coming off the books. When the war ends in Europe, we'll cancel every restriction that doesn't bear directly on beating Japan. As an

indication of good faith, I might mention that of a total of about 125 War Food Orders dealing with distribution, nearly fifty have been withdrawn. We're keeping current on our regulations.

And we're keeping current on our food reserves. Conditions change in wartime, sometimes with amazing speed. As soon as we find that certain kinds or quantities of food are no longer needed to fill war orders, these foods are offered for sale through normal civilian distribution channels.

Your interest in these sales is easily understood. And so, I'm going to tell you the full story. First of all, we're NOT doing any dumping or bargain basement selling—but we will move excess stocks as quickly as the market will absorb them at prevailing prices.

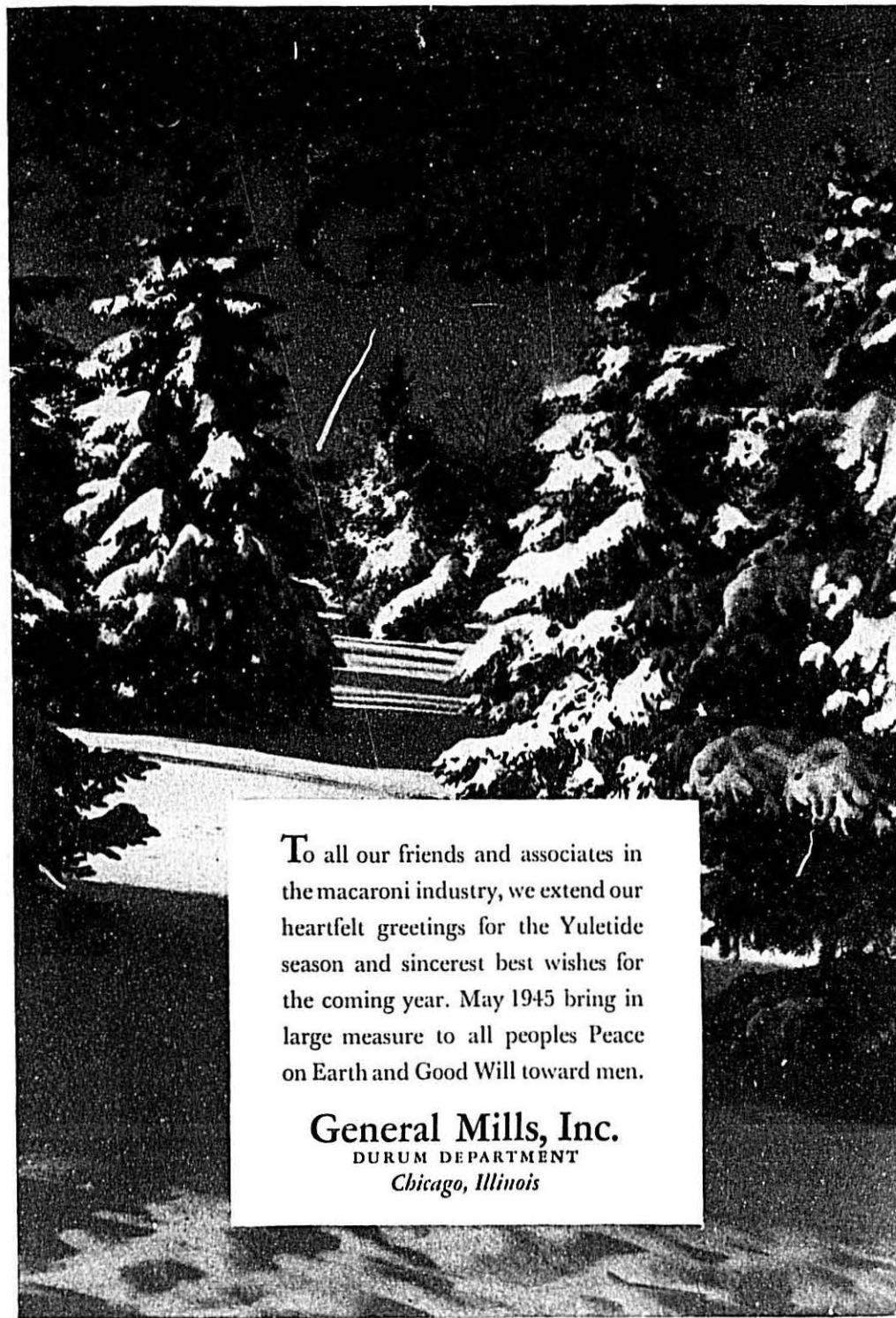
We've approached this activity in much the same way as you run your businesses. At the base of our sales operations is strict inventory control—the same type of control you use to run your businesses. As soon as a commodity shows up as excess on our inventory it's turned over to the Sales Division.

When we've had brand-name foods to sell, we've offered them first to the processors who sold them to the Government. I think our reasons for doing this are sound and businesslike. You recall—many of you from personal experience—the original processor or vendor had to set aside some portion of his pack for Government use. This didn't make things any easier for you with regular customers. The Government had to take 30, 40, 50—70 per cent of your production and many times you couldn't fill your orders from civilian customers. Certainly it was no easy distribution job.

Now comes the time when some of the stocks you sold the Government are available for release to civilian channels. Isn't it just plain, ordinary fair that you, the processor, should have first crack at your goods? And you have your business to conserve.

By giving the original processor-vendor first chance at surplus foods we also follow usual trade channels and utilize all established distribution outlets. And we also believe that this method is the way most of the sound people in the food trades want to see things handled.

(Continued on Page 8)



To all our friends and associates in the macaroni industry, we extend our heartfelt greetings for the Yuletide season and sincerest best wishes for the coming year. May 1945 bring in large measure to all peoples Peace on Earth and Good Will toward men.

General Mills, Inc.
DURUM DEPARTMENT
Chicago, Illinois

Wartime Food Requirements

(Continued from Page 6)

If the original processor or vendor doesn't want the food it is next offered to competitive processors—and for the same general reasons I have already outlined. If we don't sell the whole lot through these outlets, the next step is to make an offer to wholesalers, chain stores and other trade groups. When we do this—it's strictly a case of "first come, first served."

Now as to prices: we tender our offers at specified prices—usually, ceiling price less normal discounts for relabeling, and repackaging if necessary.

We want to play fair with everyone—and that means that full, even-timed knowledge of sales is important so that everyone as far as possible gets an even break. To assure this we make simultaneous public announcement of offers for sale all over the country. Offers are released on a nation-wide basis at 3 P.M. eastern wartime. We're using every precaution to prevent "leaks" on information because it is our duty to play fair with everybody.

So much for methods—now for results. During the last 6 months our volume of sale has been approximately \$23,000,000. In itself, this is no small sum, but compared with our daily purchases of 5 to 8 million dollars and our working inventory, which has now been reduced to \$500,000,000, our sales have been small—particularly in a market as large and as eager as the food market. From a high, close to a billion dollars the middle of last year, our working inventory has been reduced almost to half. And I might add, as a whole our turnover is at the rate of four times a year.

With some exceptions—eggs, which caused no rush of buyers, and some beef sold in New York and New England because of invasion ship shortages, and some off-condition items—nearly all of our sales have been made to processors. With canned vegetables, for instance, 92 per cent went to processors, 5 per cent to wholesalers and 3 per cent to chains. Here's the story on some specific commodities—542,000 cases of canned corn went entirely to processors; so did 177,000 cases of canned peas; with 120,000 cases of canned pumpkin, close to 77,000 went to original processors, 28,000 cases to wholesalers and 15,000 to chains. As you see, most of our sales are made before we have a chance to offer to wholesalers or to chains. But I want to make this point clear—processors sell the food they buy from us to their customers who are established trade people. We don't ask them to sell to any particular groups because we believe that is their business. Certainly they don't sell to

speculators because where does speculation enter the picture when goods are sold at ceilings?

Quite possibly, when the job gets bigger we may offer food at many levels of distribution, for we have no hard and fast rule. But remember this—we're not going to dump stocks so as to break markets and we're not going to enter the sidewalk grocery business. We believe that you folks in the trade are better equipped to handle normal distribution of these stocks than we are. There's no use in setting up parallel facilities to do a job that is already being well done. Yes, and we think you'll want to share in the responsibility of moving these stocks into normal trade channels with a minimum of upsets.

Another thing I hope to make clear is our policy on prices of goods to sell. Some people seem to have the idea that the Government is selling "cheap"—way below market. These stories of cheap foods make speculators water at the mouth and look for a ticket on the gravy-train. These "wise boys," I am happy to say, are in for a great disappointment. The plain, unvarnished truth is that all foods in good condition are offered at ceiling prices less normal trade discounts. I made that statement earlier—and I make it again. We have just one price policy and that policy is to get the same money for the same products that they would bring in non-governmental selling.

You know, these foods were bought with your tax dollars and mine—and when we sell them we're going to protect your tax dollars to the best of our ability. You understand, I have been talking about first-rate merchandise.

There are, naturally, some off-condition products that don't bring, and shouldn't bring, ceiling prices. Government food stocks are no more immune to spoilage, to hurricanes or fires or floods or other disasters than are privately owned stocks. In this respect, however, I think our records will show a very good picture. The plain fact is that our spoilage losses have been less than 2/100 of 1 per cent of goods purchased.

As for these off-condition stocks, usually we offer them on an open-bid basis in the area where they're stored. The lots are generally small—and sometimes in a condition where long transportation won't help them any. Just as you do, we try to get the highest price we can for these off-condition goods. And, as you learned years ago, the "highest price" for off-grade merchandise sometimes isn't very high. I think these sales have perhaps been responsible for the false idea that we sell good merchandise at bargain prices.

That is our sales story. I hope I've made it plain that your government

is not offering huge quantities of cheap food for sale. What we are doing is controlling our stocks strictly in accord with war needs—and we're doing it in such a way as not to disturb normal markets or prices. Anyone who has the idea that a fortune can be made from buying Government food stocks at low prices should come and take a look at our food sales reports.

In our Washington office—in our regional and district offices—there are complete records of these sales and any citizen of these United States can go in and look them over. They're public records and we do our business on a nonsecret basis. These reports show who bought what—and how much—and when, and exactly what was paid. Thus far, it's a record you can be proud of as businessmen and as citizens. And we intend to keep it that way.

Right now Government foods are being disposed of in a sellers market. Just as you'd guess we have more offers than we have food. Quite likely, this will continue for perhaps most of 1945, and, as with you, we're trying to make equitable distribution of what we have available.

Our experience, like yours, is that we can please some of the people all of the time, and all of the people some of the time—but you can't please all of the people all of the time. We're still trying, however.

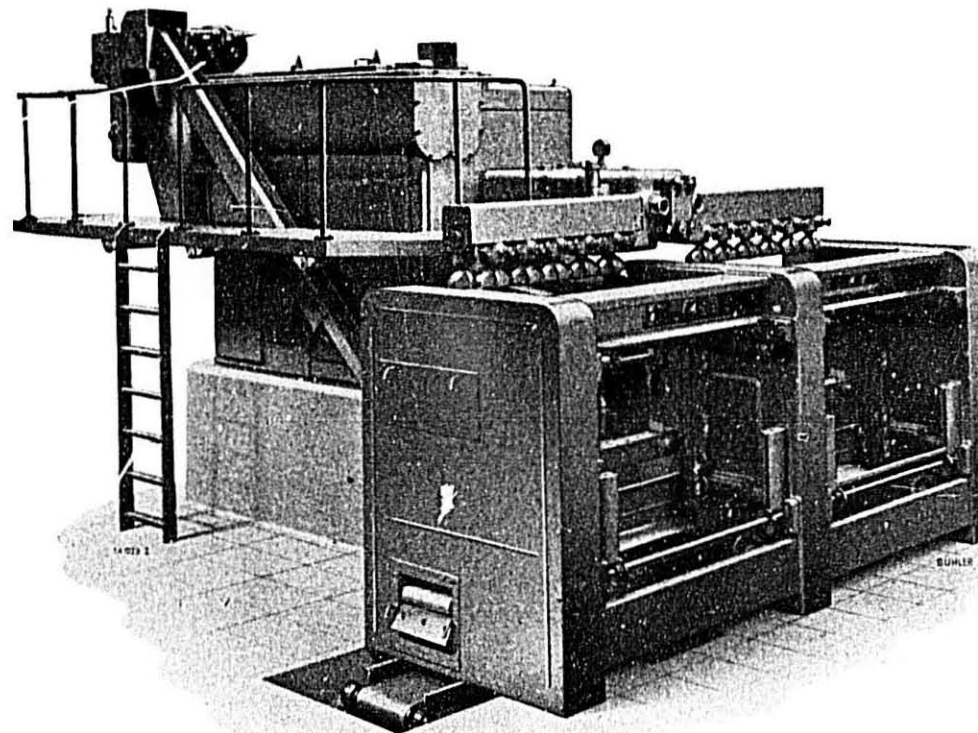
Without relaxing any of our war activities, we must look ahead to the day when the war in Europe ends—and we have been controlling our stocks so our business house will be in the best possible order when that day arrives. We don't go in for blind stockpiling—and we will carry a minimum inventory that will still serve war demands.

Experience thus far leads me to believe that when they are no longer required by military operations, our Government food reserves can be marketed in an orderly manner and that they need not create panicky markets.

In this optimistic outlook, I am not unaware that there will be plenty of problems requiring solution when war demands for food shrink. I do feel, however, that as intelligent men in business and in Government, we can find a sound solution for them.

The fact that you men are here as manufacturers who have survived inflations, depressions, and wars is outstanding testimony to your ability to solve problems successfully. Your successes in the past point to more successes in the future. The help you have given us in procuring food for war needs, have automatically set up a working pattern between Government and industry—a pattern which already is providing, and will continue to provide a solution to our food problems, now and from now on.

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The Scope of Packaging and Its Importance to Company Welfare

By Joel Y. Lund

President, Packaging Institute
Vice President, Lambert Pharmacal Co.
St. Louis, Mo.

It has been so long since we left the days of the cracker barrel and the pickle barrel, and all the other things that were shipped in bulk and sold in units of use, that many of us have gotten to the point where we take packaging as a matter of course and think no more about it.

I wonder how many companies, even those that have a business built on the sale of packaged merchandise, have really considered the various phases that packaging has gone through, and consequently to where it is likely to progress. It would be well for every such company to take stock periodically, because the entire success of their future might well be dependent on their recognition of, and preparation for, coming developments in this field.

The problems, and the importance of the solution of those problems, change just as much as the styles and design of automobiles change, and the company that doesn't keep up with these changes is just as likely to suffer the unfortunate results of being out of date as the automobile company that is trying to stay in business producing a model two years old.

Packaging divides itself into three phases, and while there is a good deal of overlapping in these phases, it seems to me that they are quite distinct. (Take the Macaroni, or Spaghetti or Egg-Noodle package.) Originally, the emphasis in packaging was to change from bulk shipments to the packaging of merchandise in convenient units of sale. In many cases, this change was so radical that this problem in itself was the source of extensive study and long drawn out debate. Should unit packaging be adopted? If so, what sizes? What were the problems of packing at the plant? Of storing by the manufacturer, distributor, retailer, and (very important) the consumer? How were the packages to be protected in shipment? What were the extra costs? and what savings would offset them? These and many others were worked out by many industries. And the companies that didn't face these problems fell by the wayside.

The next step was the result of the pioneering by the smart boys who recognized in unit selling the possibility of new merchandizing methods. As a result, store designs changed, selling methods changed and supermarkets, chain stores, the modern drug, grocery, and many other kinds of stores would not be in existence today if it were not for unit packaging. Imagine a self-service store with even a small part of its wares sold in bulk.

These developments were the result of constant study and development of design, display value, convenience to the consumer, buying habits (and the reasons for these habits), and many other things. And again, the companies that didn't face these problems fell by the wayside.

And don't think I am implying that these problems are solved and this phase is over! Far from it! As long as there is packaging, these problems still exist, and there is the constant problem of keeping up to date. It is not static, it will continue to change just as habits and styles change. The perfectly designed package, from the selling standpoint, may well be obsolete in a few years. The trade journals carry many examples of newly-designed packages that were only redesigned a short time ago. People don't do this sort of thing for fun, they do it because it pays dividends, and companies that do not have established methods for constantly continuing studies of this phase of their business should consider this matter carefully. A decision not to do this may well mean that your business will show losses in the not too far distant future.

The third phase is just reaching a high peak of attention. It is the study of the design, make-up, and use of materials so that the product sold will reach the consumer in the ideal condition for use. You may say that this has been a factor all along. And it has, to a certain extent, but so many cases have been taken for granted as insoluble that people have felt that as long as they can't be solved, why really worry about them. But the smart boys are not satisfied to let the matter rest there, are giving the matter constant study, and your company also should be continuously on the alert to be sure that your competitor isn't going to come out some day with a new package that brings his product

to the consumer in such a superior condition that he takes away all your business.

What chance would you have (under normal peacetime conditions) to get any part of the cigarette market if you didn't have a protective wrapping around your package to keep the moisture in? Just take that wrapper off, allow the package to stand around a couple of weeks, and you have the answer. And yet normal cigarette packaging today is far from perfect. There are literally millions of dollars waiting for the person who develops a really perfect package for cigarettes; one that keeps the cigarettes in their best condition indefinitely, is easy to use, not too expensive—but you can list the requisites as easily as I can. Maybe this is an impossibility but there can certainly be a better package than those now available, and every material improvement can mean greatly increased business to the company first in the field.

There are literally thousands of possibilities of development along these lines. And not only do they mean increased consumer usage, but they can tremendously expand the size of your market.

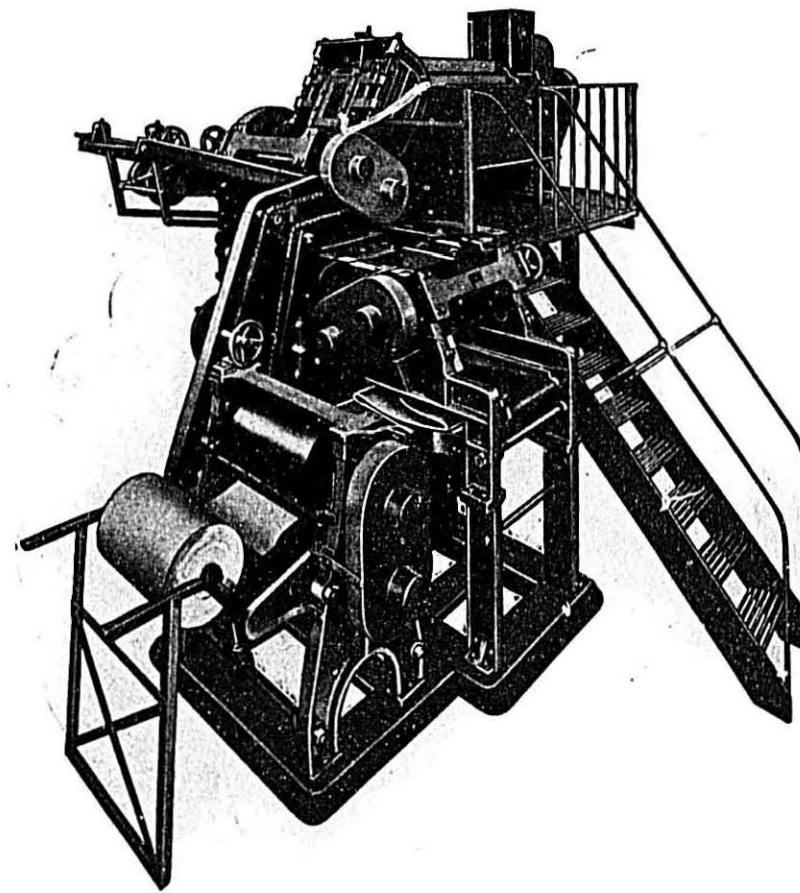
Why should bread be stale a few days after it is baked? You victory gardeners, how do you compare the taste of fresh corn on the cob eaten an hour after it is picked with corn canned last year, or even corn picked a few days before? How many companies would like to sell their products in South America, but can't because they won't keep? Do you have a product that you could develop a tremendous business on, if you could only get it to the consumer in the proper condition?—All these are problems of packaging. I'll venture to say that there is not one company in a hundred that couldn't improve its business and profits by the solution of some problem of this sort.

And the consumer expects it, too. Unconsciously. You may laugh when you read in the paper about the woman who sent her soldier son, as a Christmas present, four quarts of ice cream packed in dry ice. (The post office people didn't laugh about it.) If you think about it a minute you will realize she just put too much

(Turn to Page 11)

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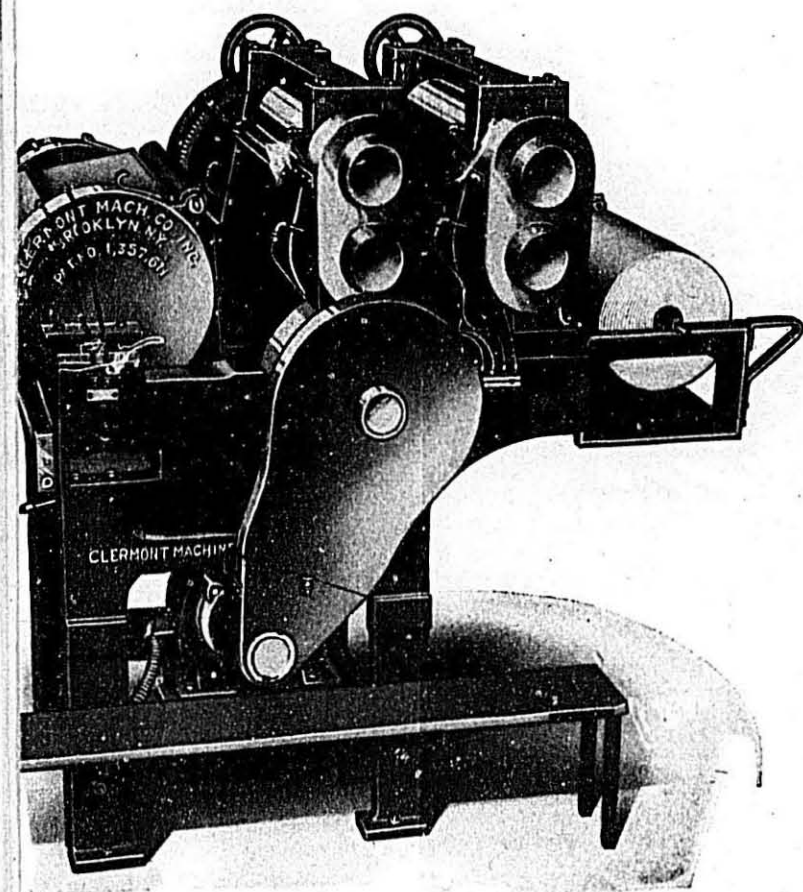
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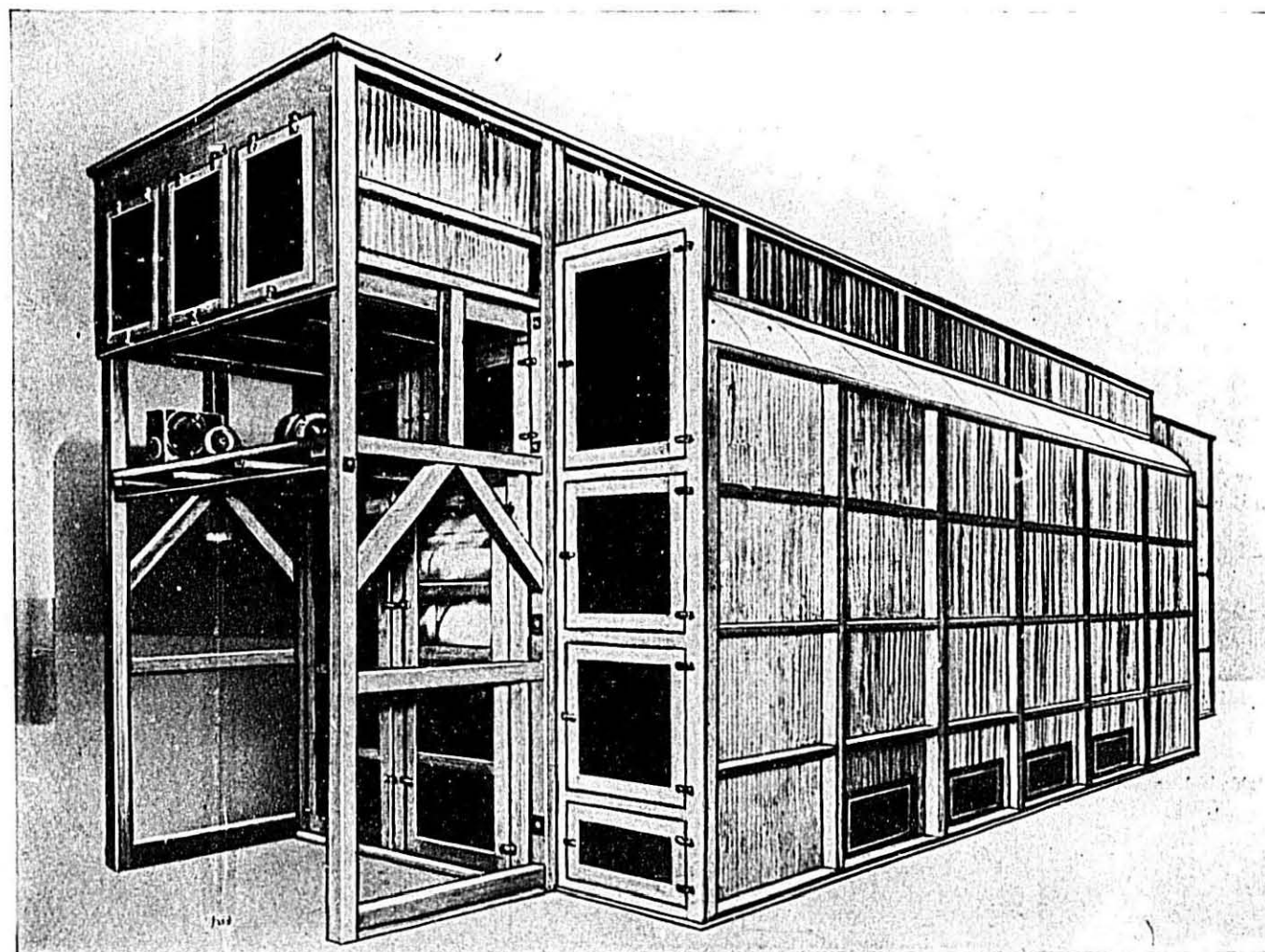
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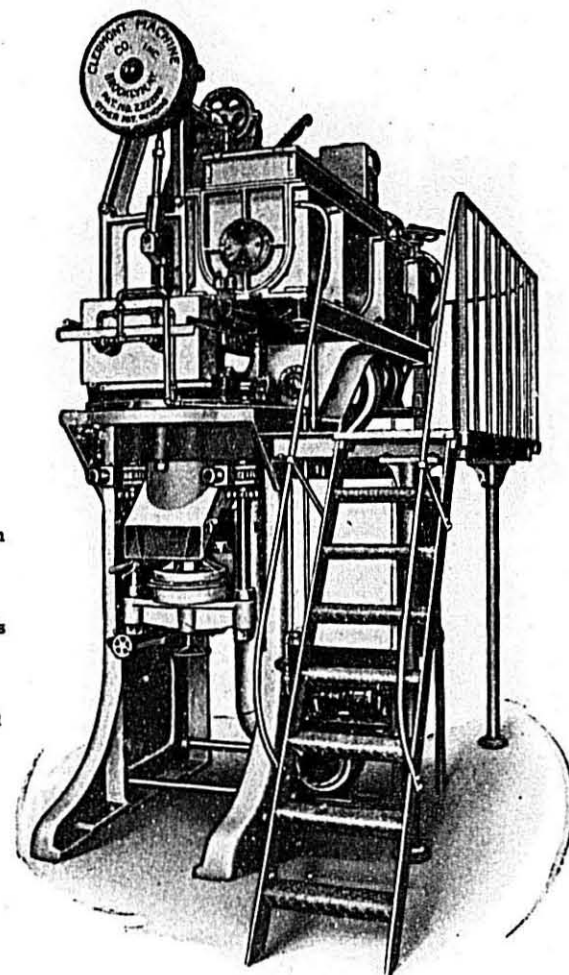
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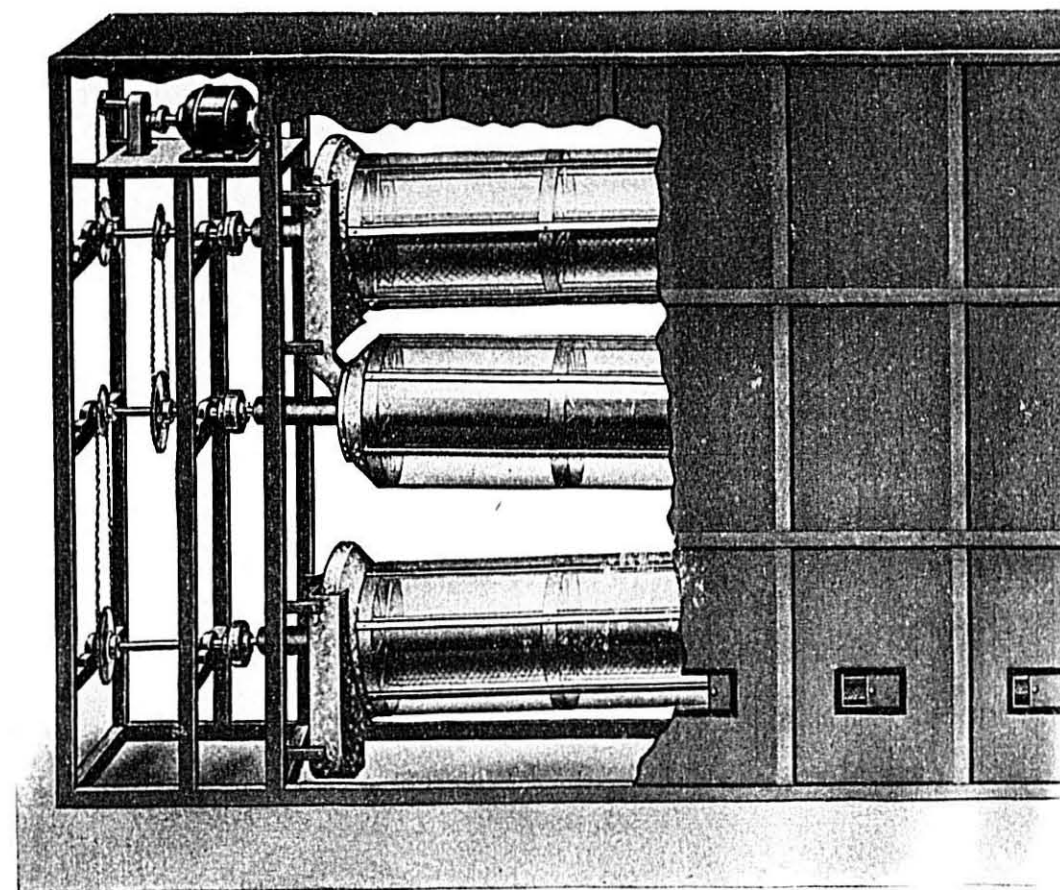
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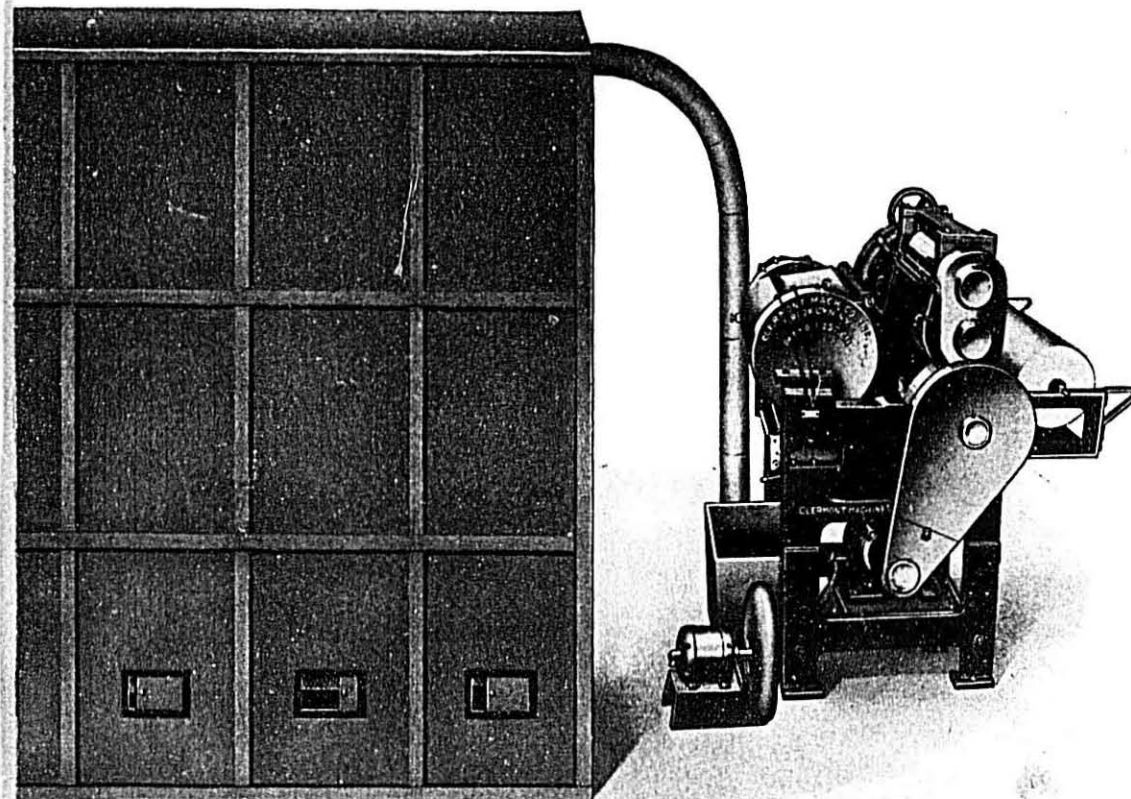
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December, 1944

THE MACARONI JOURNAL

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SIMPLICITY of

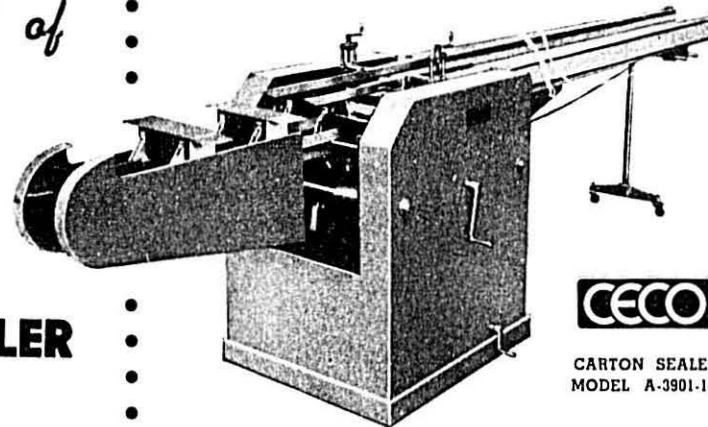


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THE SCOPE OF PACKAGING

(Continued from Page 10)

faith in packaging. But if the desires are there, as technical developments are made, someone is going to evolve methods of satisfying those desires.

The war has tremendously increased the interest and developments of this phase of packaging. All sorts of things had to be gotten to soldiers in usable conditions. Shipped in every imaginable way, under almost inconceivable handicaps, to all climates and all parts of the world. And some of the developments and improvements have been almost miraculous. New materials, new methods, new techniques. Many of them secret now, but as they are released, they will undoubtedly revolutionize some industries, and help many more.

So packaging should not be just a matter of casual interest. It may well be the deciding factor between profit and loss; continuing to expand or having some more progressive company take your place. It should be given its just place in the company organization, and adequately staffed with competent people, both from the standpoint of merchandising and properly protecting the product. Incidentally, these two functions require different types of people; the first, a salesman, the second, an engineer. Re-

liance on one person for both phases can easily result in a job that is not well rounded.

Packaging study is just as important as Research, in fact, it is properly classified as part of the over-all research program, and as Kettering has said "Research is the most valuable insurance policy a company can have." Failure to recognize its importance, or failure to set up an adequate budget and staff for it, may prove to be very unwise and very costly in the long run.

The purpose of the Packaging Institute is to help companies keep in touch with the technical developments of packaging that will mean the solution of these problems; to be a common meeting ground where people can exchange ideas and experiences that will be mutually helpful—from the standpoint of both machinery and materials available to do the job, and the production problems that arise in its accomplishment. An added side is the study and establishment of standards of methods of testing to predetermine whether or not the desired results will be attained. We have been stimulated by the constantly increasing interest in our activities, but best results will only be attained by widespread interest and active co-operation on the part of all our members, and of all other people interested in these aspects of Packaging.

Death of Fred Matalone

Fred Matalone, president of the Chicago Macaroni Company, died suddenly from a heart attack on December 2. Apparently in good health he had attended his duties at the plant almost up to the day of his death. He passed away in his suite in Hotel Morrison, Chicago, where he had resided for the past month or more since moving from his former home in Winnetka, Ill.

Mr. Matalone was born in Italy and came to this country with his parents as a child. His father owned one of the first Italian wholesale grocery companies in Chicago, about fifty years ago. He followed in his father's footsteps in the food business and before the formation of the Chicago Macaroni Company, he was a member of the old predecessor firm of G. Matalone.

He is survived by his brother, Steve Matalone, now the active executive of the Chicago Macaroni Company; his widow, Mary, and two daughters, Mrs. Rose Morici and Mrs. Ann Domino.

The funeral took place December 7, with services at the Sancta Maria Addolorata Catholic church at 10 a.m. Burial was in Mt. Carmel Cemetery, Chicago.

Macaroni Products as Year-round Food

National Macaroni Institute Spearheads an Educational Drive to Make Americans More Receptive to Full-Wheat Foods as Macaroni, Spaghetti and Egg Noodles

Despite rationing and other war-imposed regulations, Americans are still the best fed people on earth, still have their choice of an almost endless variety of excellent foods from which to select menus for luncheon, dinner or supper.

Americans are generally known as heavy meat eaters, and though they are presently being denied certain choice cuts in order that those in the armed services may always have the best, they have a meat appetite that they will sate at the first opportunity. Knowing this the meat dealers, with restricted stocks to offer, have underwritten an unprecedented campaign of consumer education and continued friendly trade relations against the day when Americans may have plenty of the meats of their choice.

The same is true of almost every other rationed food. Their producers are leaving nothing undone to hold the favor of consumers, hoping to win the acceptance of their food by many new users when they again are made available without restriction.

Likewise, the processors of many unrationed foods, obtainable now in almost endless quantities, are taking advantage of the opportunity growing out of the war, along so through the improvement of their food and through judicious advertisements and publicity. Macaroni, spaghetti, egg noodles and other shapes of one of the best wheat foods, are not rationed.

No effort has been overlooked to improve the quality of this food, but are all manufacturers taking the fullest possible advantage of the favorable situation in which they find themselves? Are they making the most of an opportunity almost miraculously placed in their laps?

Each manufacturer will have to answer either or both of these questions for himself. As for The National Macaroni Institute, it is leading the fight for co-ordinated action to teach Americans the real value of macaroni, spaghetti and egg noodles as a wheat food that can profitably and pleasantly appear more frequently on the American table, summer or winter, in every class of homes. It is unceasing in its work of trying to improve producer-distributor-consumer public relations, feeling that only general good can come of that effort.

In the firm belief that if more Americans can be encouraged to try a tasty dish of macaroni products, if housewives knew of more accepted ways of preparing nutritious and economical dishes with macaroni, spaghetti or egg noodles as a base, the National Macaroni Institute has recently released four home-tested, recommended recipes to the general public. Given a fair trial, it is hoped to win new, regular converts to this food that is capable of being served in so many appetizing combinations with all other good foods. The interesting story be-

ing told follows. Illustrations of the recommended recipes are also shown.

The Macaroni Family and One-Dish Meals

Macaroni, spaghetti and egg noodles—there's as valuable and welcome a trio of words and cooking aids as any homemaker can come across in her persistent and continuous search for new menus that will meet all the requirements the times and her limited time demand.

Today's experienced homemaker and meal planner must include economical meals in her weekly list of prepared menus in order to balance her weekly food budget properly. But in aiming at economy she cannot afford to sacrifice nutrition, and she can, she hopes, also achieve meals that are tasty and easily prepared.

Macaroni products meet all such requirements. They are inexpensive, they are nutritious and they can be prepared quickly and easily. They can be combined with a great variety of other nutritious food products and whipped up into as delectable a variety of dishes as any busy housewife ever set before a hungry husband and children. Any point-free food is a blessing much to be desired these days when point stretching is a necessary national pastime and meal planner's chore. Macaroni products are point free. And, happily, so are most of the food products with which maca-

roni, spaghetti and egg noodles can best be combined to make either a main dinner or luncheon dish or an accessory dish to tempt the most demanding and fastidious appetite.

Unrationed meats, fish, eggs, vegetables—have a look at the long list of recipes available for combining any of these with macaroni products to turn an delicious menu. When you think of macaroni, spaghetti or egg noodles, think of tomatoes, eggs, onions, green peppers, peas, bacon, sausage, canned soups, carrots, milk, chicken, meat and chicken stocks, liver, mushrooms, gravy, meat and garnish sauces—there is no end to the list of foods that can be combined with macaroni products to make up economical, nutritious and tasty menus.

You're going to welcome these new quick-trick main dishes that use macaroni products to their best advantage. Casserole meals usually take 45 minutes to an hour of baking and, besides this, 15 or 20 minutes preparing the foods and sauce to go in them. Now here are some casserole type recipes that can be ready to serve in 20 minutes or less, because they use commercially prepared soups as sauces, and combine them with quick-cooking macaroni products that need only 5 to 6 minutes to cook in boiling salted water to be ready to eat. They have a mild, enviable flavor that blends and extends so skillfully such favorite foods as tuna fish, cheese, chicken, etc.

When purchasing macaroni products be sure to take full advantage of the many commercially prepared sauces that help so much in bringing out the flavor of these foods to the full. Years of research and testing have gone into their development. Remember it's fun to experiment at home with almost any leftover vegetable, whether listed as an ingredient or not for use in spaghetti sauces. Following is a mealtime classic that combines goodness, nourishment and economy of time—a trio of qualities that all homemakers are looking for.

Ever combine chicken and egg noodles in a ring mold? It's a simple meal to prepare, but it's filled with hearty, fine flavor that folks want today. You'll nominate this recipe for a mealtime favorite once you've seen with what gusto swarty appetites take to such a meal.

UP-SIDE-DOWN CHICKEN & NOODLES

1-8 oz. pkg. egg noodles
2 eggs
1 to 2 c. cooked chicken, diced
2 c. thick chicken gravy, white sauce or condensed mushroom soup
1/2 c. mushrooms, if desired
Combine the chicken, mushrooms and gravy, heat to boiling point. Place in baking dish or ring mold. Cook egg noodles in salted boiling water until tender. Drain. Combine with the two eggs, slightly beaten. Place this mixture on top of chicken in chosen baking dish. Bake at 350 F. until noodles are set about 15 minutes. Then turn out up-side down on serving platter. If ring mold is used the center may be filled with a vegetable such as buttered peas.

Ten minutes to prepare supper? Of course, it can be done with the recipe shown below. It's called Ten Minute Macaroni Supper and that's just what it is—a real supper, nourishing and tasty appealing. The family will love it.

TEN-MINUTE MACARONI SUPPER

1-8 oz. pkg. elbow macaroni
1 can condensed mushroom soup or tomato soup
1 can Mexican or plain whole kernel corn
1 can tuna fish
Salt and pepper to taste
Cook the macaroni in salted boiling water until tender. Drain. Mix with the drained tuna fish and the can of corn. Drain the mushroom or tomato soup with 1/2 can water or milk. Heat to boiling point. Then mix well with the other ingredients and heat to serving temperature. Serve at once or keep warm in moderate oven until serving time. Serves 8 to 10.

The One Dish Spaghetti Supper is a mealtime classic that combines goodness, nourishment and a certain amount of economy of preparation that all housewives are looking for today.

ONE-DISH SPAGHETTI SUPPER

1-8 oz. pkg. elbow spaghetti
1 lb. sliced bacon, cut into 1/2 inch strips
1 cup chopped onion
1 cup sliced celery
1/2 c. sliced green pepper



A Mythical American Housewife Preparing a Ring Mold of Up-Side Down Chicken and Egg Noodles

1 c. pan-bread, diced
1 No. 2 1/2 can tomatoes
Grated cheese, if desired
Salt and pepper to taste
In a large skillet fry the cut bacon until it is lightly browned. Add onion, celery, green pepper, pan-bread and turn the heat. Cook until celery and onion are tender but not brown. Then add the tomatoes and stir well. On top sprinkle the elbow spaghetti. Place lid on frying pan and turn heat low or place in moderate oven and cook until spaghetti is tender about 20 minutes. Serves 6-8.

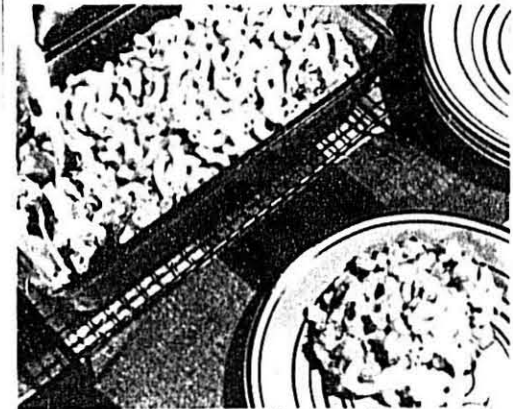
Quick Macaroni is a well-known feature, the time honored combination of macaroni, tomato and cheese, but also adds the savory, true flavor of tomato soup and hard-boiled eggs. The yolks of the eggs are stirred through a sieve to remove the yolks. In a dish, that's high in meat, add the macaroni as satisfying goodness.

QUICK MACARONI & EGGS GOLDEN RICE

1-8 oz. pkg. macaroni
1 can condensed tomato soup
2 to 4 tbsp. grated cheese
4 to 6 hard-boiled eggs
Cook the macaroni in salted boiling water until tender. Drain. Drain the tomato soup with 1/2 can of water or milk. Heat to boiling point. Then mix well with the other ingredients. Serve at once or keep warm in moderate oven until serving time. Serves 4 to 6.



Chicken and Noodles... No Ration Points



10-Minute Macaroni Dish



Spaghetti and Bacon... One Dish Spaghetti Supper



Spaghetti (Macaroni or Noodles) with Eggs and Grated Cheese



Wine Sauce for Macaroni Dishes

A good recipe is always opportune! . . . And macaroni or spaghetti with a good wine sauce is a dish fit for a king.

One of the first publicity releases planned by The National Macaroni Institute was one entitled, "Macaroni with Cheese Wine Sauce Makes Royal Taste Treat for Lent." That was in 1938.

Currently there is appearing in hundreds of newspapers throughout the country a series of advertisements by the Wine Advisory Board, San Francisco, California, offering consumers a wine cookbook free, and quoting almost the exact recipe above referred to. The advertisement says:

If your folks "go" for macaroni, just wait until they taste it served with this savory wine sauce!

MACARONI AND WINE SAUCE

Cut up 2 slices of bacon and cook in skillet; remove. Shape ½ lb. hamburger into small balls, sprinkle with salt, pepper, brown well in the hot bacon fat. Add 1 minced clove garlic, 1 chopped onion, 1 chopped green pepper, ¼ cup chopped celery. Cook, stirring, 5 min. Add cooked bacon, 2 cups sieved canned tomatoes, 1 cup Burgundy or Claret wine, 1½ tsps. sugar, salt and pepper to taste. Simmer, covered, 45 min. or longer, until thick and rich. Cook ½ lb. macaroni tender in boiling salted water; drain, add wine sauce. Toss together, and top with Parmesan-type cheese. Serves 4.

The basis for this item is a clipping from a recent issue of the *New York Herald-Tribune*.

About 90 per cent of all salmon caught by United States fishermen is taken in Alaska.

New Information Service

A new publication of interest to executives in foods has just been brought to our attention. It is published by Industrial Trends, 512 Fifth Avenue, New York 18, New York, as a semi-monthly service for men responsible for production, market development, and the development of new products.

It digests the constantly growing trade literature, scientific periodicals, laboratory reports, and foreign publications that offer available information on new products, new methods, new techniques, and new raw materials. It covers all major fields including foods.



LET'S PLAN THEM *Now!*

Competitive conditions in the near future will place a heavy responsibility on your packages. ★ The great profusion of items clamoring for the consumer's interest and food dollar will make it difficult for any but the most modern and effective pack-

ages to win attention. ★ Make sure that your packages will have the dynamic display value . . . the powerful sales appeal needed to keep them out front and on the "move". ★ Let's plan those new packages now. There's no obligation.

SALES OFFICES IN
NEW YORK
CHICAGO
ST. LOUIS
ATLANTA
CLEVELAND
MINNEAPOLIS
BOSTON • DALLAS

MILPRINT Inc.
PACKAGING CONVERTERS • PRINTERS • LITHOGRAPHERS

SAN FRANCISCO
PHILADELPHIA
KANSAS CITY
CINCINNATI
PITTSBURGH
LOS ANGELES
INDIANAPOLIS
GRAND RAPIDS

PLANTS AT • MILWAUKEE • PHILADELPHIA • LOS ANGELES

Report of Director of Research for the Month of November

By Benjamin R. Jacobs

For many months the Laboratory of the Association has been working on problems connected with better methods of determining egg solids in our egg noodles.

One of the subjects on which work has been done is the problem of differentiating between the lecithin content of eggs and the lecithin sometimes found in macaroni products and obtained from other sources, such as soybean. This work has progressed to the point where last month Mr. James A. Winston, of our laboratory, read a paper on this subject before the Association of Official Agricultural Chemists who met in Washington on October 25.

Our Laboratory has found that commercial lecithin from soybeans fluoresces when subjected to ultraviolet light in the region of 3,700 Angstrom units. This fluorescence has been found to be proportional to the amount of added soybean lecithin and, therefore, offers a good means of determining when soybean lecithin is substituted for egg lecithin.

As is known, when the egg solids are determined in the laboratory by chemical analysis the determination is based on the amount of egg lecithin found. Formerly there was no means of differentiating between egg lecithin and lecithin from other sources, therefore, adulteration of our products could be carried on by the addition of soy lecithin.

Our Laboratory has determined the fluorescing properties of a large number of farinaceous ingredients, includ-

ing durum flour and semolina, and farina and flour from wheats other than durum. The degree of fluorescence found in these products is very small. We have also determined fluorescence in frozen egg yolks and whole eggs and the results indicate that it is very slight in these products.

Egg noodles containing 5.5 per cent egg solids as yolks and macaroni products containing no eggs have been manufactured under controlled conditions and they have also been found to have a very slight fluorescence. However, when commercial soybean lecithin ranging from 0.5 to 3.5 per cent is added the fluorescence increases very materially, and this test may be used for detecting the presence of added lecithin from other sources. Our Laboratory has examined several hundred samples of these products and, therefore, is able to say that the presence of excessive fluorescence indicates the addition of commercial lecithin and also that the fluorescence reading on the scale is an indication of the amount used as it varies directly with this amount.

The Laboratory is extending this work on fluorescence to methods of determining rancidity in our macaroni and noodle products. Egg noodles containing a minimum of 5.5 per cent egg solids will contain approximately 3.5 per cent lipoids. If the noodles are manufactured from inferior grades of flour they may contain as much as 4.0-5.0 per cent of total lipoids. In such cases rancidity may develop in the product, particularly when made from

inferior grades of flour, as these contain substances which accelerate rancidity.

Our Laboratory is now working on means of finding substances which might stabilize our products and, therefore, decrease the probability of having our products become rancid. Commercial lecithin may be one of these products since it has anti-oxidant properties which inhibit rancidity. Since we now have a means of differentiating between egg lecithin and soy lecithin, the latter cannot be used as a substitute for eggs but may be found to be valuable as a stabilizer in our products and, therefore, serve a most useful purpose.

As is well known, rancidity is of two classes: (1) that which is induced by exposure to light—ultraviolet rays; and (2) that which is induced by heat. Our products are more subject to the first class as a large quantity of our high lipid egg noodles are packed in cellophane and are subjected to light which may accelerate rancidity. Further reports on this work will be made as the work progresses.

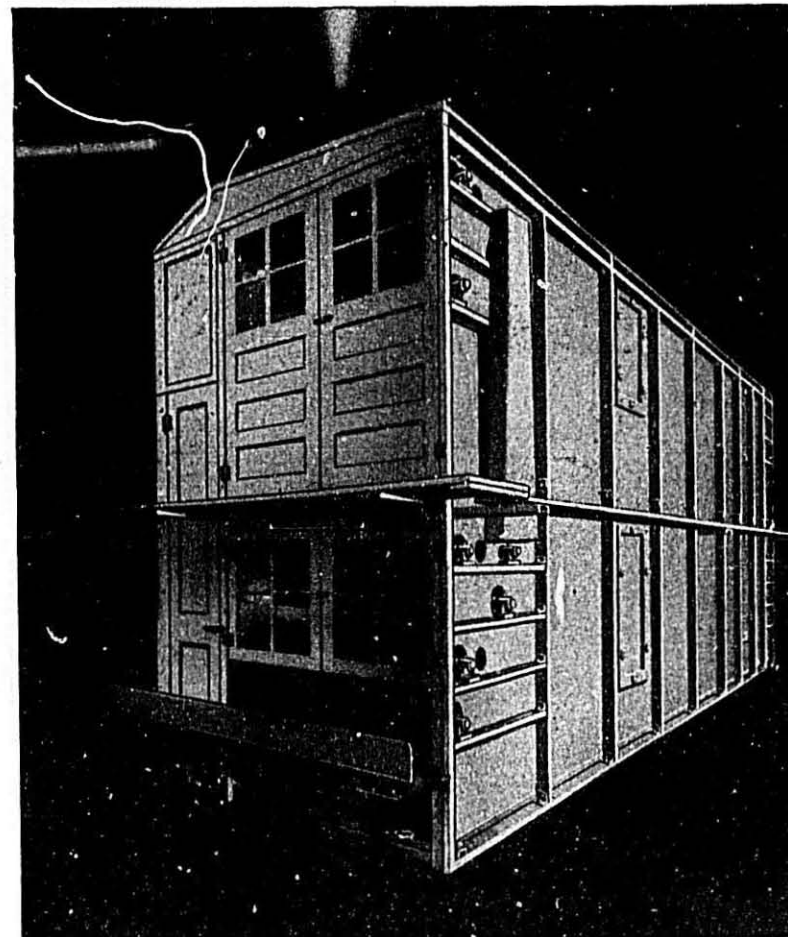
The War Food Administration has just announced the purchase for lend-lease of 3,820,000 pounds of semolina, packed in 10 1/2 2-ounce packages, for which it paid \$3.55 per cwt. This has probably been purchased for use as gruels and for other household purposes. It also has announced the purchase of 160,000 pounds of plain farina for which it paid \$3.40 per cwt.

December, 1944

THE MACARONI JOURNAL

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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

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 Insupable 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



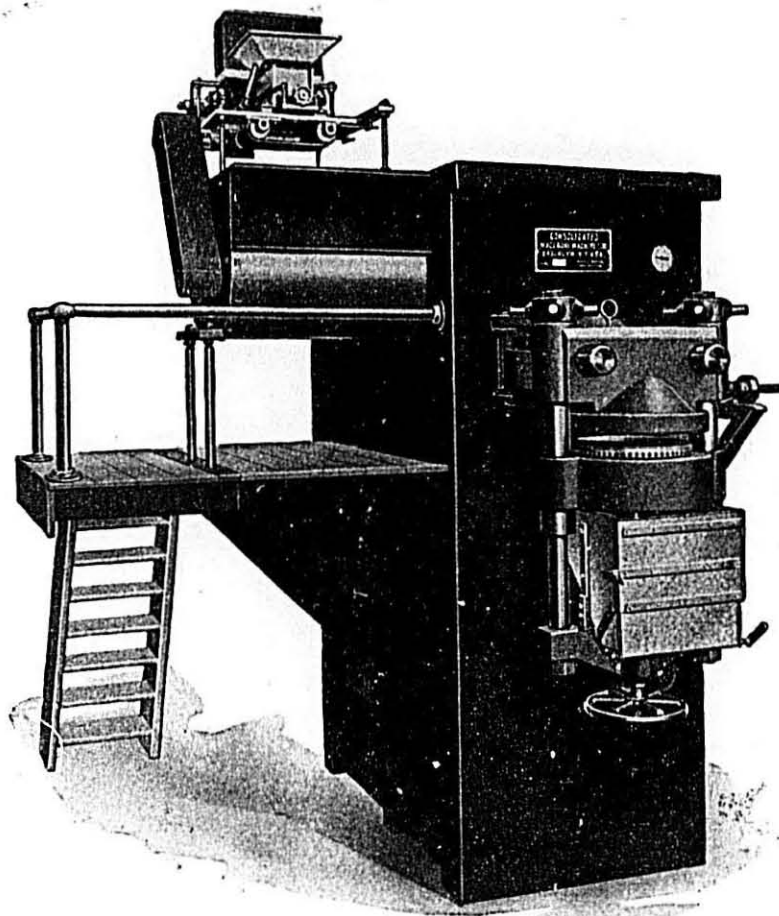
178-180 Grand Street

New York City

TRADE MARK

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

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.

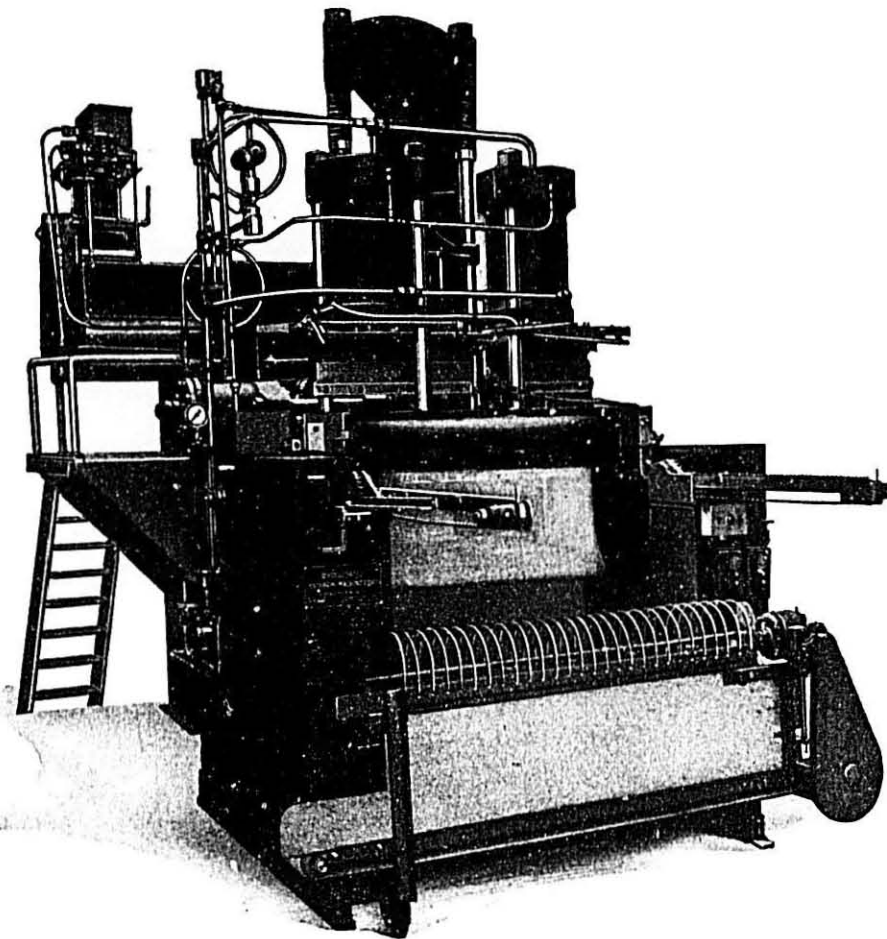
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

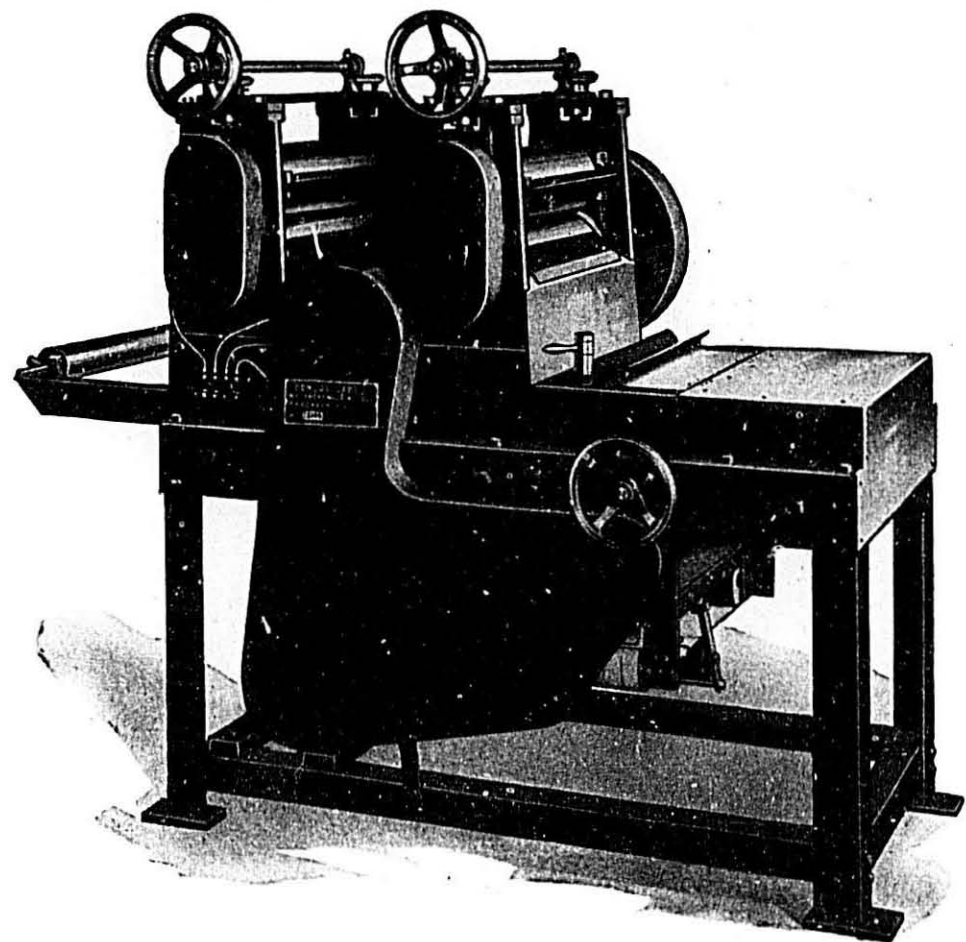
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct 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

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Grocer-Consumer Anti-Inflation Campaign

... Are macaroni, spaghetti, egg-noodle products being sold at retail, at their proper ceiling prices, above or below?

... Is your particular brand properly priced by retailers? If not, what steps have you taken to see that retailers do not abuse your brand price?

... Are your retail outlets observing the OPA regulations with respect to listing of prices—going prices and ceiling?

... Are your products being offered as "distressed goods" at subnormal prices, as some are doing with some goods?

... What arrangements, if any, have you made for the sale of your products that are in danger of spoiling—a situation that rarely confronts macaroni-noodle manufacturers?

To improve your business relations with retailers, might it not be wise to get behind the OPA drive to make retailers take their customers into their confidence by posting ceiling prices as required by the government agency? Are you doing anything to encourage this? Here's a statement by OPA on the subject that may help you make your decision. Further information is

obtainable through your OPA district office.

Customers Will Expect to See Campaign Display Material

With the Grocer-Consumer Anti-Inflation Campaign now at its peak, OPA urges every retail grocer in the United States to get the official display material and put it up in his store. Dealers can get this material from their local boards, if they have not already obtained a set from their wholesaler or their association.

Wholesalers and retail associations who acted as distributors of this material to groups of stores or members of their associations also are urged to follow up on the job by making sure that every store actually puts the material up.

Remember that a heavy national publicity campaign has been directed at consumers, to educate them as to the aims of this campaign and the use of ceiling price lists. Customers will expect to see the display material including the grocer's pledge and the invitation to use the price lists in their regular grocery. They also will expect to find ceiling price lists clearly posted.

If customers don't see the display material and price lists in stores they will wonder why they are not there. Some of the customer goodwill value of this campaign will be lost to dealers, who find themselves in this position.

The best way to make sure of customer goodwill is for every grocer to get the display material and then get it up in his store.

John F. Gismond Promoted

Geoffrey Baker, Assistant Director of the Food Price Division of the Office of Price Administration since October, 1943, has been named Director of the Division by James F. Brownlee, Deputy Administrator for Price. He replaces Jean F. Carroll, whose resignation to return to private industry became effective, November 15.

At the same time, Mr. Brownlee made two other appointments in the Division. John F. Gismond, previously Price Executive of the Fruits and Vegetables Branch, has become Assistant Director of the Food Price Division. Edward F. Phelps, Jr., has taken over Mr. Gismond's former post, in addition to the position he already held as Price Executive of the Wholesale-Retail Food Branch.

Mr. Gismond, well known to the macaroni-noodle industry, having had in charge several matters of direct interest to the trade, and having appeared as a speaker at conventions on several occasions, and who has been with OPA since June, 1942, was associated for 11 years with the Quaker Mail Co., Inc., New York, N. Y. Mr. Phelps was connected with the E. S. Kibbe Company, wholesale grocers of Hartford, Conn., for ten years before he began work for OPA in May, 1942.

Raise Ceilings on Italian Cheeses

Ceiling prices on Italian cheeses have been increased at the factory level by from 2 to 6 1/4 cents per pound, with relative increases passed on to consumers, the Office of Price Administration announced December 2, 1944.

OPA said this action, effective December 7, 1944, was necessary to satisfy the minimum requirements of the Stabilization Act of 1942. This Act provided that fair and equitable margins of profit be reflected in setting ceiling prices for any industry.

Italian cheeses are classified under six group headings. The amount of increase and the per pound highest retail prices for these cheeses in three representative cities are as shown in the accompanying table:

Asiago (medium), not previously specified by name, has been placed in a new pricing category at the request of members of the Italian cheese industry. Its production costs are similar to those of Asiago (old) but does not require as long a time to cure.

OPA said that the prices provided by its action will enable manufacturers of these cheeses to reflect to farmers approximately \$2.65 a hundred-weight for milk of 3.5 per cent butterfat. This follows the pattern of all OPA dairy products regulations.

Types of cheese	Amount of increase	Highest retail prices in		
		New York	Chicago	San Francisco
Provolone & Group I: Pasta Filata (Stringy Curd)	2c	.55	.54	.50
Parmesan & Group II: Granular Types	2 3/4c	.65 1/2	.65	.60 1/2
Monte, Modena & Group III:	3c	.55	.54	.57
Asiago (soft) & Group IV:	3 1/4c	.55	.54	.50
Romano & Group V: Sharp Rennet	6 1/4c	.77	.70	.79
Asiago (medium) & Group VI:	-	.57	.57	.58

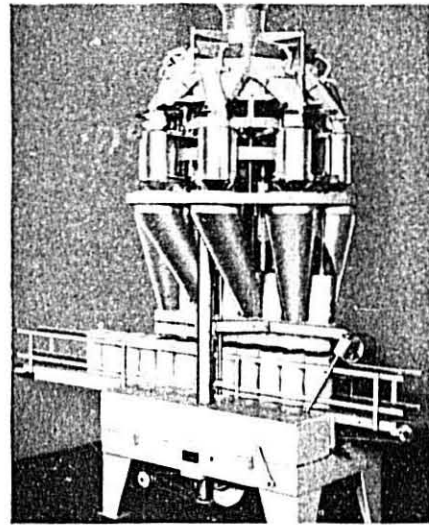
Santa Rosa Plant Sold

Announcement has been made of the sale of the Santa Rosa Macaroni Company's plant at Santa Rosa, California. The purchasers are August Bertolucci, veteran macaroni manufacturer in San Francisco and R. Tomelli. The plant at 427 S. Davis St. has been operated by Mrs. Margaret Elizabeth Landis, who with her husband, Hugh C. Landis of Wash-

ington, formed a co-partnership doing business under the factory name.

August Bertolucci originated the Sanfood Products Company some eighteen years ago and has a number of well-established brand names used in connection with his business. He recently sold his factory in San Francisco and will devote all his time to the remodeling of the Santa Rosa factory and the development of the business. Price of the transaction not announced.

NOW . . . A Disc Feed AUTOMATIC NET WEIGHT SCALE ..by PACKOMATIC



Eight bucket unit shown is equipped with plungers to speed packaging of rolled oats. Most products require only simple shaker mechanism under conveyor.

FOR
Metal Cans . . . Round Paper Cans
Glass Jars . . . Rectangular Containers

Fed from overhead onto a smooth disc revolving at high speed, product is thrown by centrifugal force into gates feeding the scale buckets—thence automatically into containers. Revolving disc never stops—and when gates open in synchronization with scale operation—a smooth, nonpulsating stream of product into buckets assures commercially accurate filled-weight. New! Different! Proved practical—now is the time to see where PACKOMATIC'S AUTOMATIC NET WEIGHT SCALE can speed your products to market more efficiently and at probably lower cost.

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

NEW YORK • CHICAGO • BOSTON • CLEVELAND • DENVER • LOS ANGELES • SAN FRANCISCO • SEATTLE

Here's why it pays paste goods makers to

Stay with
Staley's

for

Soy Flour



Modern soy flour is one of the world's richest and most economical sources of high-quality protein. Its use in paste goods so increases their muscle-building food value that noodles, spaghetti and macaroni are rapidly assuming new importance in human nutrition. No maker of paste goods can afford to overlook the significance of this new modern step in product improvement.

There are two reasons why the Staley organization is so well qualified to serve you. First, its 22 years of experience in the manufacture of soy bean products for the food trades. And second, Staley's continuous large-scale research, in field and laboratory, which furnishes accurate technical data on the most effective possible uses of soy flour.

Here are some of the specific advantages enjoyed by users of Staley's Soy Flour in the paste goods industry:

1. High nutritional values.
2. Bland flavor.
3. Fine, even granulation.
4. High-quality protein, at low cost.

The coupon below will bring you some interesting and practical information regarding modern uses of soy flour. Fill it out and mail it in today.



STALEY'S HI-FAT AND LO-FAT SOY FLOURS — STALEY'S SOY GRITS

Industrial Sales Division, Dept. 4
A. L. Staley Mfg. Co., Decatur, Ill.
Please send me your special data proving the advantages offered by soy flour in the manufacture of macaroni, spaghetti, and other paste goods.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

Set 1945 Egg Ceilings

A minimum 1945 producer price of 27 cents per dozen for candled eggs was announced December 12, 1944, by Marvin Jones, War Food Administrator, according to E. K. Riley, Chief of the Midwest Procurement and Price Support Division, Chicago, Illinois. This price will be supported by purchases from dealers upon certification that they in turn have paid no less than the support price to producers.

In areas where marketing facilities for purchasing candled eggs from producers cannot be made available, a minimum producer price of 24 cents a dozen was announced. In these areas, the WFA will stand ready to purchase eggs from farmers at 24 cents per dozen straight-run. Purchasing agents will be designated in all areas prior to the beginning of heavy egg production. It is hoped, however, Riley said, that facilities for candling can be provided in all areas. To avoid storage and transportation difficulties encountered in 1944

due to the poor condition of shipping cases and packing material, purchases by the WFA in 1945 will be on the basis of good used cases (complete with tops) or in new fiber cases.

The purchases of dried and frozen eggs will be correlated with purchase of shell eggs for price support purposes. In this way all sections of the country can be covered.

The WFA will have need for substantial quantities of high grade eggs to meet export requirements. The armed forces also will be purchasing eggs of a high quality. Altogether, domestic demand for graded eggs, and demand for governmental agencies can be expected to maintain the usual grade differentials in price.

THIS MODERN

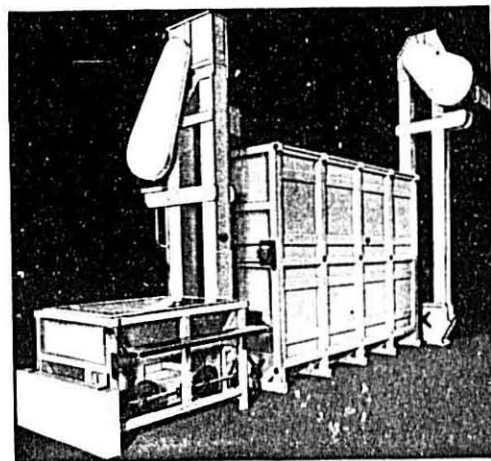
CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER

THE SOLUTION for POST-WAR'S PRODUCTION PROBLEMS...

speeds up production and improves the quality of your product. It insures sanitary handling of the flour, uniform sifting and the removal of all foreign substances, plus perfect blending and cleanliness of the dies. Sturdily built for lifetime service with the minimum of maintenance cost. It will pay you to consider this and other accurate, automatic Champion units in your Postwar modernization plans.

★ Ask a User and Profit Thereby ★



AUTOMATICALLY CLEANS, SIFTS, AERATES AND BLENDS FLOUR

OUR ENGINEERS will gladly assist you with the development of Postwar modernization plans. No obligation. WRITE US FREELY

CHAMPION MACHINERY CO.

JOLIET, ILL.

Manufacturers of Mixers, Blenders, Flour Outfits, Weighing Hoppers and Water Meters.

★ Continue to Back the War Effort ★ Buy More and More War Bonds ★

J. S. Ross Promoted To Presidency

Young Executive Elected to Head Grocery Store Products Sales Co.

Announcement has been made of the elevation of J. S. Ross to the presidency of Grocery Store Products Sales Company, New York City. Mr. Ross was formerly in charge of the Chicago-Libertyville office as vice president and director of the food firm that operates the macaroni-noodle plant at Libertyville, Illinois, and other food factories in the East.

Mr. Ross joined the Foulds Milling Company in 1925. It became a part of Grocery Store Products in 1929. His steady progress upward in the management was earned by hard work and studious attention to exacting duties. He recently moved to New York, where, as president, he succeeds B. C. Ohlandt who resigned to make a new connection outside the food field.

New Chicago Representative

The F. G. Findley Company, Milwaukee, manufacturers of industrial adhesives, announce the appointment of Don Thom as their representative for the Chicago area. Mr. Thom was previously with Hercules Powder Company, Paper Makers Chemical Department.

Mr. Thom has been in training in The Findley Company plant, laboratory and office, and is equipped to supply users of industrial adhesives with up-to-date information on present and postwar adhesive needs.

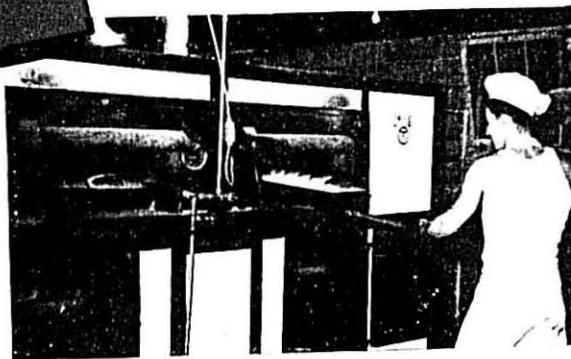
No Increased Supply of Cellophane Available

C. F. Brown, Director of Sales, E. I. Du Pont de Nemours & Co. Inc., Wilmington, Delaware, in discussing a recent change on regulations governing the use of cellophane, clarifies the meaning of the new order for the

"DELIVERING THE GOODS" for Victory



... to Feed the Fields
... to Feed the Ovens
... to Feed the Men



ON wheat fields and battle fields, Multiwall Paper Bags are serving today. They help deliver needed fertilizer . . . they protect the flour . . . they assure the safe arrival of food for our fighting men and allies.



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.

St. Regis MULTIWALL PAPER BAGS
MULTIPLY PROTECTION • MULTIPLY SALEABILITY
ST. REGIS PAPER COMPANY
SAGBART CORPORATION
NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.
BALTIMORE 2: 2601 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.

- IN CANADA: BATES VALVE BAG CO., LTD. Montreal, Quebec Vancouver, British Columbia
- Boston, Mass. No. Kansas City, Mo. Franklin, Va. Birmingham, Ala. Los Angeles, Calif. Seattle, Wash. Dallas, Tex. Nazareth, Pa. Denver, Colo. New Orleans, La. Toledo, Ohio

benefit of macaroni-noodle manufacturers who may feel that more cellophane is now available.

The principal changes affecting the use of cellophane film under Limitation Order L-20, as amended Dec. 5, 1944, are as follows:

The Amendment deletes the paragraph in the previous order which limited the use of cellophane by the Baking and Tobacco industries to 90 per cent of their 1942 consumption.

The Amendment also deletes a previous restriction of the use of foil in cellophane-wrapped cigarette packages. This permits foil to be used as a replacement for some of the paper components

of the present cigarette package which are now more critical in supply.

Some newspaper reports have interpreted this Amendment to mean that more cellophane is now available for civilian use. We regret very much that such is not the case.

We are still operating at less than capacity due to shortage in our allocations of essential materials, and the demand for Du Pont Cellophane for military uses continues at its peak. Until this situation improves, you can readily appreciate it is not possible to increase the supply available for civilian trade.

Thus this revision of the L-20 Order can have no effect on the current distribution of our product.

Col. Isker Promoted

Colonel Ronald A. Isker, well known to the macaroni-noodle trade because of his activities in food purchases for the Army, has been appointed Chief of the Subsistence Section, Research and Development Branch, Military Planning Division, in the Office of the Quartermaster General, according to an announcement by Major General Edmund B. Gregory, Quartermaster General.

Col. Isker has been the director of the Subsistence and Development Laboratory of the Quartermaster Corps in Chicago, and will retain that post in addition to his new duties in Washington, dividing his time between the two offices.

During Col. Isker's absence from the Washington office, Captain W. R. Junk, Assistant Chief, will be in charge. Dr. J. H. White will act in the same capacity in Chicago.

Deny Skinner Injunction

The United States Supreme Court, according to advices from Washington, D. C., declined to review the decision of the Eighth Circuit Court of Appeals which earlier had refused to grant the Skinner Manufacturing Company, Omaha, Neb., an injunction requiring Kellogg Sales Co. and General Foods to stop using the term "Raisin Bran" on their breakfast foods.

For many years the Skinner Manufacturing Company has been marketing a breakfast food consisting of bran flakes and dried raisins and the firm is charging both Kellogg and General Foods with infringement, asserting that it has an exclusive right to the term, and claiming it as its exclusive property.

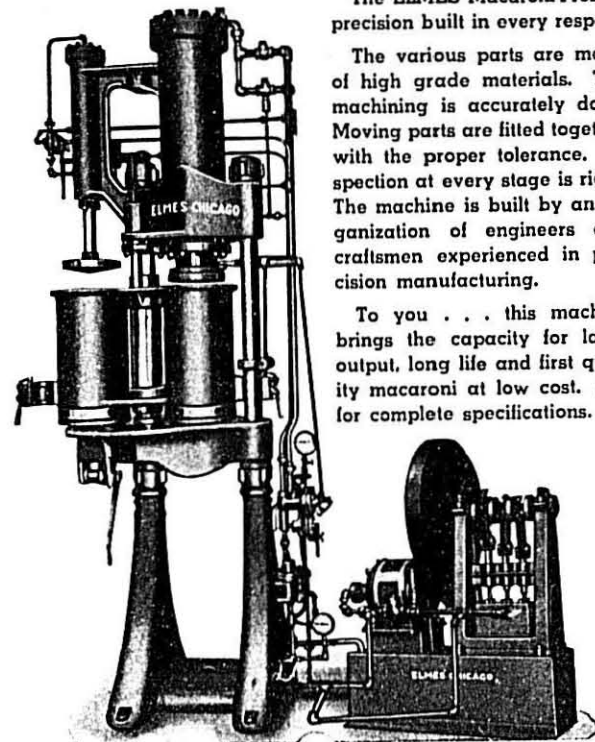
Do You Know . . . ?

That the simple, upside-down "V" chevron on the sleeve of many of our fighting men's uniforms is an appropriate trade mark symbolizing the "roof tree" and the fact that the wearer is defending his home?

That bakers in the Middle Ages put their mark on every loaf of bread? This system protected the consumer and aided in tracing bakers who were guilty of selling short-weight or adulterated bread.

That misrepresentation of genuine gold or silver articles was prevented by metal smiths' guilds, which insisted that a small design or mark be used to identify nongold or nonsilver products? These first trade marks differentiated the less valuable metal articles from those stamped with the official hallmark of the Goldsmiths' Hall.

A PRECISION BUILT MACARONI PRESS



The ELMES Macaroni Press is precision built in every respect.

The various parts are made of high grade materials. The machining is accurately done. Moving parts are fitted together with the proper tolerance. Inspection at every stage is rigid. The machine is built by an organization of engineers and craftsmen experienced in precision manufacturing.

To you . . . this machine brings the capacity for large output, long life and first quality macaroni at low cost. Ask for complete specifications.

Elmes
SINCE 1851
MAYMAKERS 0094

CHARLES F. ELMES ENGINEERING WORKS
OF AMERICAN STEEL FOUNDRIES
213 North Morgan Street • Chicago, Illinois

New Executive for Pillsbury's Soy Division

Raymond C. Hstrup, Minneapolis, has been appointed assistant to Harry R. Schultz, vice president of the Soy Mills division of Pillsbury Mills, Inc., Clinton, Ia., it was announced today by Philip W. Pillsbury, president of the company. The appointment is effective immediately.

With Pillsbury nearly 20 years, Hstrup has been in the bulk products sales headquarters at Minneapolis for the last three years. He also worked in the traffic and general sales departments at Minneapolis and for several years was bakery products sales manager in the Pillsbury Chicago branch sales office. He is a member of Pillsbury's postwar planning and postwar replacement committees.

Fish

Why Not Macaroni Products?

Promotion to push fish in areas of heavy supply is in full swing. The campaign to increase the consumption of existing stocks of fresh and frozen fish in these sections began on October 30 and will extend through November 18. On October 1, stocks of frozen fish and shellfish reached the record figure of 131,617,975 pounds. These holdings are 33,000,000 pounds larger than those of a year ago. Because of the critical shortage of cold storage space, the Fish and Wildlife Service of the Interior Department is co-operating with the WFA in local programs in selected cities to push the movement of these stocks into consumption channels.

Frozen fillets of cod, haddock, rosefish, and pollack have reached a total of approximately 16,000,000 pounds, compared with the 10,000,000 pounds in storage a year ago. This is partly due to increased catches by boats operating out of New England ports. The difficulty is that distribution facilities have failed to match the improved catch. Almost double the amount of whitefish and pike is in storage compared with last year; and three times the number of lake trout and blue pike. Frozen stocks of lake herring rose from 289,000 pounds last year to 1,511,000 pounds. The only stocks that show a decline are flounders, butterfish, sea herring, and spiny lobster tails.

Chicago reports that the trade has released and made available to other cities a 4-color poster stressing the fact that fish is one of the Basic 7 foods. Government releases include a Fact Sheet on Fresh and Frozen Fish and a pamphlet called "Wartime Fish Cookery." Various trade groups are backing up the Government with their

own releases. The intensity of the drive is expected to vary with the supply situation and the immediate need; also with the feeling of the trade as to the local need for promotion.

Greene Elected Vice President

H. Lyle Greene, vice president of J. L. Ferguson Company, Joliet, Ill., manufacturers of Packomatic packaging machinery, has been elected first

vice president of the Packaging Machinery Manufacturers Institute.

Mr. Greene was advanced to the post of vice president of the Institute from the office of director, which he had held for the past year. Frank B. Fairbanks, of the Horix Manufacturing Company, who preceded Mr. Greene as vice president, was elected president.

The mechanization of agriculture is one of the prime objectives in Chile's new development program.

Take the word of those who use the

DOUGHBOY

ROTARY HOT KRIMP SEALER



IT'S TOPS!

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.

Standard Model — \$199.50
For cellophane, phloim 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 uniformly controlled temperature, to seal phloim, cellophane, etc. A fast, economical machine! Quickly available on suitable priorities. \$98.50 up

CLIP AND MAIL FOR FULL DETAILS

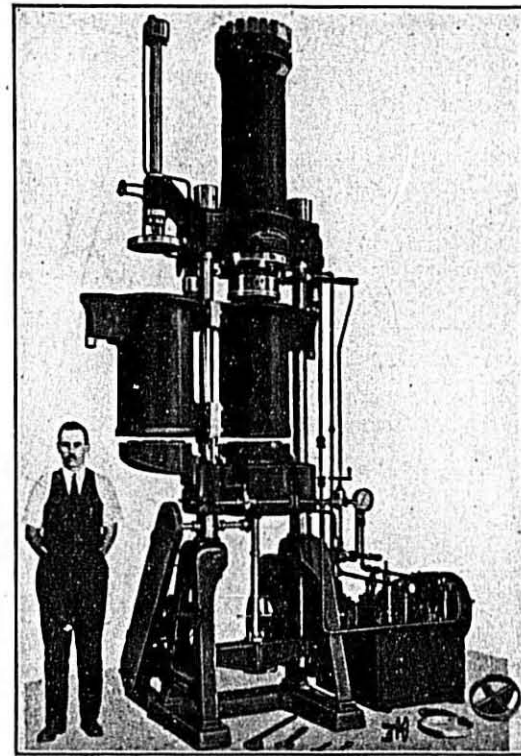
PACK-RITE MACHINES
828 N. Broadway
Milwaukee, Wis.

Please send complete information on:
Doughboy Rotary Hot Krimp Sealer
Doughboy Toggle-Jaw Sealer

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

PACK-RITE MACHINES

Div. of Techmann Industries, Inc.
828 N. Broadway
Broadway 3355
Milwaukee, Wis.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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

Frank P. Viviano Is President

Frank P. Viviano has been elected president of V. Viviano & Bros. Macaroni Manufacturing Company, Inc., St. Louis, Mo. He succeeds the late Vito Viviano, who died last September.

Frank P. has been active as a minor executive of the firm for many years, and recently has represented the company at conventions of the industry. As a policy of his firm he has set up a program of cautious business expansion.

Achievement "A" Awards

The Achievement "A" Award, highest recognition of the federal government in food processing for wartime production, has been awarded to six Midwest food manufacturers.

They are: General Mills, Inc., Chicago Cereal Plant, Chicago, Illinois; General Mills, Inc., Purity Oats Division, Keokuk, Iowa; Cudahy Packing Company, New Ulm, Minnesota; General Mills, Inc., 2917 Guinette Avenue, Kansas City, Missouri; Cheter B. Franz Co., St. Louis, Missouri; and the Fairmont Creamery Co., Omaha, Nebraska. What? No macaroni or noodle firm?

Announcement of the Awards was made today by Mr. E. O. Pollock, Midwest Regional Director, Office of Distribution, WFA, who stated that the Achievement "A" Award is made only to those food processing plants with an exceptional and outstanding record of management and employee co-operation in the production of food needed for the war effort. Achievement "A" flags, symbol of the Award,

will be presented to management and workers of the Award-winning plants in formal ceremonies to be held in the near future. At the same time WFA will present Achievement "A" pins to all officers and employees of the plants who helped to win the awards.

Florence Plant Sold

Camillo DeRocco, resident manager of the Florence Macaroni Company, Los Angeles, Calif., advises that his plant located at 247 East 61st Street, was sold November 1, to Leonard Gordon, d.b.a., Grocers Packing Company with offices at 3140 East Pico Blvd., of that city.

Mr. DeRocco has been in poor health for several months and unable to give much attention to either his business or as the representative of the National Macaroni Manufacturers Association in Southern California. He feels that a little rest and relaxation will help him regain his health, after which he will resume his macaroni manufacturing business in a new location.

Some 200,000 barrels of Nova Scotia apple juice fortified with vitamin C were sent last summer to Canadian fighting men and other soldiers overseas.

World Use of GASOLINE BY CIVILIAN CONSUMERS (3rd Quarter of 1944)



The Christmas Gift

The most precious gift that Christmas gave mankind is—Liberty. Christmas therefore is the birthday of Freedom, for from that little form, wrapped in swaddling clothes, came the light that has illumined the world for nearly 2,000 years. Like our Statue of Liberty, holding high the torch that throws its beam across the stormy ocean, so the light of Christmas shines across a stricken world, unchanging, undimmed. It is at once a gift and a promise. It may seem distant, just now, but it shines in every home and wherever love dwells. May a gleam of that sacred light be yours this Christmas and each succeeding Birthday of Liberty.

Amber Milling Division of

FARMERS UNION GRAIN TERMINAL ASSOCIATION

Offices:
1923 University Ave.
St. Paul, Minn.

Mill and Elevator:
Rush City,
Minnesota

Selling Government- Owned Foods

What happens to Government-owned food not needed by the armed forces and other agencies for which the War Food Administration buys food? Lee Marshall, Director of Distribution, says that the greater part of the food offered for sale is going back to processors. In turn, the processors sell the food to wholesalers and other trade groups.

Mr. Marshall points out that between May 1 and October 1, 1944, approximately 92 per cent of all offerings of canned vegetables were bought by processors, with wholesalers buying 5 per cent and chain stores purchasing 3 per cent from WFA. In dried fruits, processors purchased 73 per cent of the WFA offerings. Industrial users got 25 per cent and 2 per cent went to jobbers.

Figures on canned vegetables sales between May 1 and October 1, 1944, have been worked out by WFA: Canned Corn, 542,000 cases, all sold to original or competitive processors, with 15,770 sold to a cannery owned by a chain store organization; canned peas, 177,000 cases all sold to original or competitive processors, with none sold to chain store organizations; canned sauerkraut, of 89,010 cases sold, original vendors got 45,904 cases, wholesalers 35,006, and chain stores, 8,100; canned pumpkin, of 120,162 sold, processors got 76,700, wholesalers 28,063, and chain stores 15,399 cases. Other canned vegetables show similar high proportion of sales to processors and low proportions to wholesalers and chains.

During the five-month period, sales of Government-owned food totaled approximately 22 million dollars, with eggs bought to support producer prices accounting for more than half of this sum.

1945 PROMISES MANY CHANGES



Above is shown the PETERS JUNIOR CARTON FORMING AND LINING MACHINE which sets up 35-40 cartons per minute. Requires one operator. This machine can be made adjustable to handle several size cartons.

At right is shown the PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE which closes 35-40 cartons per minute. It requires no operator. Can also be made adjustable.

Everyone looks hopefully for the end of hostilities and a return to peacetime duties in 1945.

When this time comes will you be ready to make the plant readjustments necessary to accommodate the huge anticipated civilian demand for macaroni, spaghetti and noodles?

If your plans now do not include efficient, economical carton packaging by machine, let us tell you how it can benefit you. Send a sample of each size carton you expect to handle. We will show you how PETERS machines can increase your output, reduce your labor cost and increase your profit.



P.S.: Postwar orders will be filled in the same sequence as they are received.

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

Macaroni Buyer To Retire

At a luncheon of manufacturers in Chicago in November, James Driscoll, macaroni buyer for the Government, announced his intention to retire from that position as soon as plans are completed to carry on the work done under his department. Mr. Driscoll is credited with having done an excellent job from the very inception of the Army buying program and will be missed by many macaroni-noodle manufacturers who had occasions to do business with the Government through him. No official mention of his intentions has yet been made, nor has he intimated what his future plans may be.

Liquid, Frozen, and Dried Egg Production

October, 1944

The production of liquid egg in October totaled 68,444,000 pounds, compared with 53,686,000 pounds in October last year. The increase over last year was primarily due to larger

quantities being frozen in October this year.

Dried egg production in October totaled 23,177,000 pounds compared with 23,208,000 pounds in October last year. To obtain the amount dried, 85,860,000 pounds of liquid egg were used, made up of 34,489,000 pounds from fresh shell eggs (920,000 cases), 22,085,000 pounds from storage shell eggs (597,000 cases), and 29,286,000 pounds from frozen egg (781,000 cases). So far this year 86,874,000 pounds of liquid egg obtained from storage shell eggs (2,348,000 cases) and 127,276,000 pounds of liquid from frozen egg (3,394,000 cases of eggs) have been used for drying. Production of dried egg for the 10 months of this year totaled 293,939,000 pounds compared with 218,732,000 pounds during the same period last year. The quantity dried from January through October this year was equivalent to 29,101,000 cases of eggs. Stocks of dried egg on November 1, totaled 105,179,000 pounds.

Production of frozen egg during October was comparatively large owing primarily to the breaking of Government-owned shell eggs. Production of frozen egg in October totaled

9,360,000 pounds compared with 730,000 pounds in October last year. Government-owned stocks of frozen egg increased 6,709,000 pounds from October 1 to November 1. Stocks of frozen egg for the country as a whole, decreased 53,937,000 pounds from October 1 to November 1. Storage holdings of frozen egg on November 1, totaled 278,628,000 pounds compared with 242,264,000 pounds on November 1 last year and 158,507,000 pounds, the November 1 (1939-43) average. Of the total November 1 holdings, 70,017,000 pounds were owned by the Government.

All types
Soy Flour
for macaroni
products

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.

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		1942	1941
	1944	1943		
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	1,016,483*	839,778	837,792	642,931
December		801,847	923,014	525,795



A Merry Christmas and Victorious New Year



LOMBARDI'S MACARONI DIES

1153 Glendale Boulevard

Los Angeles 26, California

Command the Best . . .

DEMAND

Commander Durum and Semolina Flours

Superior Fancy No. 1 Semolina
Comet Standard No. 1 Semolina
Campania Durum Patent Flour
Di Vinci Durum Flour
Rosa Fancy Clear

All Milled from the Best Durum Wheats
All Milled to Exacting Specifications
All Milled for Your Satisfaction

COMMANDER MILLING CO., Minneapolis, Minn.

— 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.

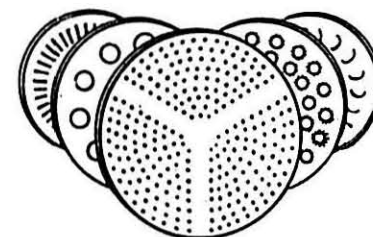
S. VIVIANO

1176 Center Drive

St. Louis 17, Mo.



The entire staff extends Greetings
of the Season and Best Wishes
for a Peaceful and Happy New
Year to the entire Macaroni-Noodle
Industry



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

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.

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

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

Vol. XXVI DECEMBER, 1944 No. 8



"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."

1944-45 Officers and Directors Packaging Machinery Manufacturers Institute

At the annual meeting of the Packaging Machinery Manufacturers Institute, held on November 1, 1944, at the Hotel New Yorker, the following officers were elected to serve until the next annual election:

President—Frank B. Fairbanks, President, Horix Manufacturing Company, Pittsburgh, Pa.

Vice President—H. Lyle Greene, Vice President, J. L. Ferguson Company, Joliet, Ill.

Vice President—George A. Mohlman, President, Package Machinery Company, Springfield, Mass.

The membership elected three directors to serve for a three-year period, replacing Messrs. Doble, Kim-

ball, and Johnson, whose three-year terms expired, as follows:

Harry A. Miller, Secretary and General Manager, Burt Machine Company, Baltimore, Md.

Boyd H. Redner, General Manager, Battle Creek Bread Wrapping Machine Co., Battle Creek, Michigan.

Oscar W. Wikstrom, President, U. S. Automatic Box Machinery Company, Boston, Mass.

Twenty-Five-Year Members

The following is an excerpt from the official bulletin of the American Trade Association Executives with reference to action taken at its annual convention at New York City, November 9-10, 1944, which may be of interest to macaroni-noodle manufacturers:

"At the luncheon meeting on November 9, the names of those members who are now in their twenty-fifth year of membership in ATAE were announced by Merrill A. Watson.

"Those present were asked to stand and be accorded a round of applause, and after luncheon were presented with a silver card, signed by the president and executive secretary, and showing that they have been members for the years 1920-1945.

"The 'Twenty-Five Year' roster comprises nineteen secretaries and executives of nineteen associations among the two hundred or more that constitute the American Trade Association Executives. Among the nineteen remaining charter members is M. J. Donna, Secretary-Treasurer of the National Macaroni Manufacturers Association who attended the organization meeting at Lenox, Mass., in 1920, but who was not able to be present at the 1944 convention. He was mailed his silver membership card with appropriate felicitations.

"We hope to number them all, when we reach the golden anniversary, as still members of ATAE."

Asks Bids For Army Needs

The Army, through its buyer, James Driscoll of the Chicago Quartermaster Depot, has invited manufacturers to submit bids on 8,000,000 pounds of export-pack long spaghetti and 4,000,000 pounds of domestic-pack long spaghetti.

Mr. Driscoll accompanies the invitation to bid on all or any portions of

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

this large offering with a nice letter expressing his and the Army's appreciation for the way in which the macaroni industry has been co-operating with the Army in furnishing them with their macaroni-spaghetti-egg noodle requirements and expresses the hope that this friendly relation may continue on a voluntary basis as heretofore.

Many operators are a little hesitant about bidding for too large a proportion of the offering, because their plants are running to capacity, but feel that as a patriotic obligation they will provide their share of the Army needs, in connection with the current offering and in any other where Government needs are involved.

Mexican Firm Wants Machinery

Alfonso Yrigoyen, Mexico, D. F. Mexico, is in the market for spaghetti-making machinery, and other equipment. As translated, his needs are—"A machine for spaghetti, macaroni and food pastries for a 2,000 Eg per hour production."

The firm's address is—Alfonso Yrigoyen, Manzanillo No. 43, Mexico, D.F. Mexico.

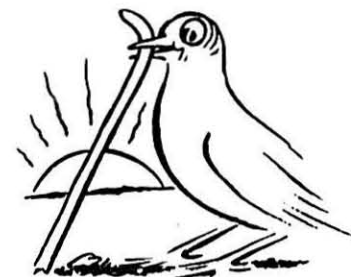
A DIGEST OF
SUCCESSFUL
SELLING IDEAS

THE SELLING PARADE

(REGISTERED)
BY CHARLES B. ROTH

Learning from the Robin

It's a good many months now before robintime again, but maybe if I mention robins you will feel a nostalgia for Spring. That will be all right. But my purpose in introducing what Ernest Elmo Calkins, the advertising man, calls "that amiable bird," is not nature study, but salesmanship.



This same Mr. Calkins described the robin as the "bird that isn't afraid to dig in, no matter what else you may say about him," and showed that the reason all the robins you ever saw were sleek and well fed is that they work early and late, and are always willing to dig for a worm.

He takes it that this would be the best lesson any salesman could learn—dig in.

Now, most salesmen don't. They skim. If a thing is easy, they do it. If it is hard, they skip it. But now and then a man who is not afraid to dig comes along, and he really goes to town.

There was a man who was dumped into the middle of a hard territory, where his company had no business but much ill will. The products were just not acceptable at all. This man's job was to find out why, and change conditions. And that is always a tough job.

But he was a robinlike salesman. He dug. He didn't make sales calls at all. He didn't see his dealers. He went out among the customers, the housewives, and asked all sorts of questions. For several weeks he did this. Then

he had a picture of what his job really was. So he got busy. Inside of three months his products were firmly established in that hard market.

You get the point of this, of course. During this coming year any salesman who will dig more will sell more.

Getting in on the Big Boys

It's still one of the major problems in the salesman's life, how to get in to see people who do not want to see him.

Many salesmen have worked out intricate and ingenious plans, but one of the most effective men at this job I ever knew believed in directness and simplicity in getting in. And for him his method certainly did work. I think it would work for you, so I am going to give you one of his most effective approaches.

Whenever he ran into a man who was copiously protected by office boys, secretaries and assistants, he gave him what he called his courteous rush treatment. He'd hustle into the outer office and take the girl by surprise. Then very courteously but in a very businesslike way he would say:

"Is Mr. Marvin busy? I wonder if you would take a message to him. I'm from New York City and I have an appointment in fifteen minutes in the First National Bank Building. I ought not to take more than three minutes to ask Mr. Marvin what I want. Will you explain what I have just said to him?"

That sort of thing usually took the girl off guard and she trotted in obsequiously to deliver the message that a big shot was outside and that Mr. Marvin had better see him.

Once inside, the salesman usually apologized for the rush act, but not always, because he used this interview, which took no more than three minutes, to whet his man's desire to see more of him later. He left with an appointment to return when he could spend much more time in explaining his proposition.

Fit to Win

During all these months of war, you've read a good deal about conditioning—fitness. And that these things are important to a soldier there is no doubt. But it's just as important for a salesman in civil life to be fit, especially when fitness is such a simple matter, just follow a few rules.

As a matter of fact, three rules are all any man need observe in order to become and stay fit for the job day after day.

These are the rules, for your guidance during the coming year:



RULE ONE—If you suspect there's anything wrong with you, see a doctor, find out what it is, have it corrected. Most minor—and many major—disabilities can be overcome.

RULE TWO—Observe the practice of the "Four Enoughs," as it is called: ENOUGH rest each night (most persons require 8 hours); ENOUGH protective foods to give vitamins (milk, eggs, fruit, fresh vegetables); ENOUGH exercise (two to four miles of walking a day are really a "must" in fitness); ENOUGH recreation, such as games, hobbies, enthusiasms, especially if they take you outdoors.

RULE THREE—Develop a philosophy of life that won't permit you to fret and stew and work yourself into nervous exhaustion over things you cannot help.

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., Conneville, Pa.
B. 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
Joseph Mueller, C. F. Mueller Co., Jersey City, N. J.
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 Ravarino, Mound City Macaroni Co., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

The Secretary's Letter



December Duty and Opportunity

December, the closing month of the year, will, as usual, be a busy period for all manufacturers, the holiday let-up notwithstanding.

The One hundred twenty firms that are members of the National Macaroni Manufacturers Association can look forward to the early receipt of their invoice for 1945 Association dues. With few exceptions, this obligation will be met promptly and cheerfully. Some will pay with checks before the end of the month, charging same to 1944 operations; others may choose to wait until early in January, 1945, to perform this duty.

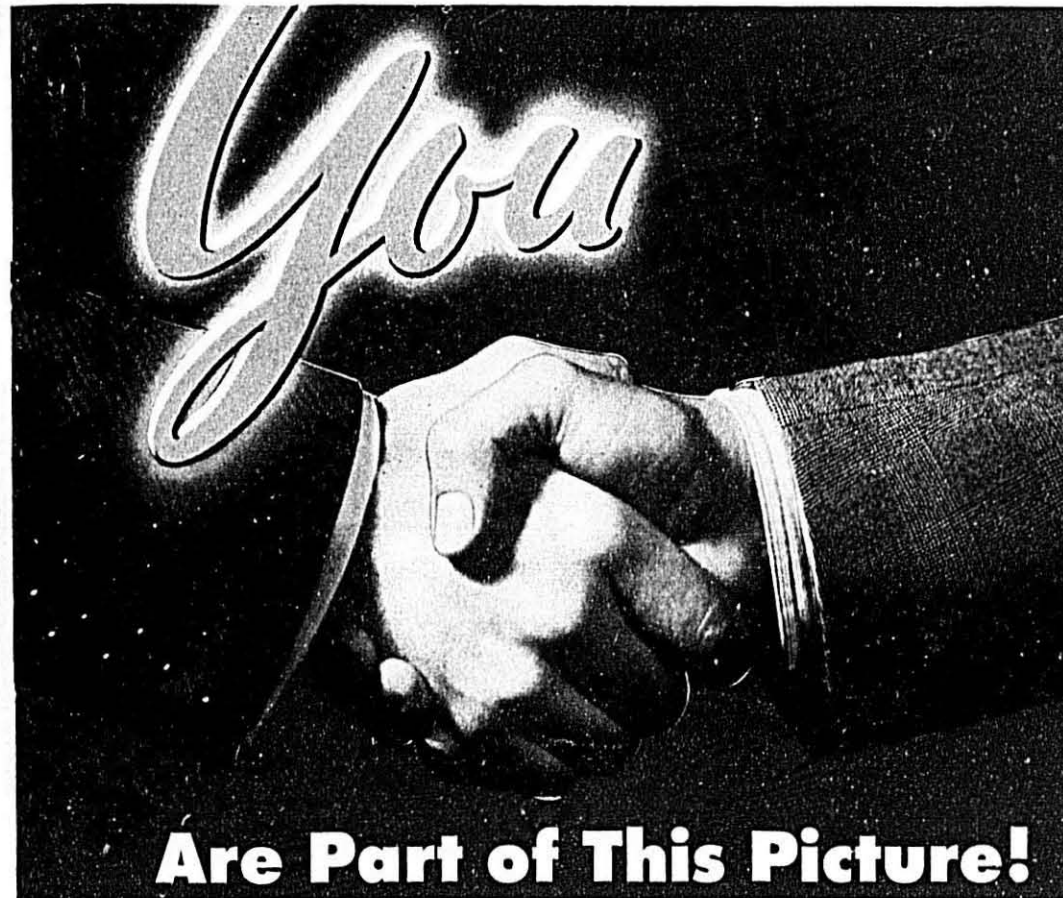
Firms that presently do not enjoy the pleasures of membership in the National Association, the pleasant business relations with so many friendly competitors, should find December a month of opportunity. Having enjoyed a busy year, it is expected that a number of non-

member firms will cast their lot with fellow manufacturers, and volunteer their application for membership effective the year 1945.

Such a step will be welcomed by the Association of officers and members, and is encouraged by the organization's executives. All should realize that the National Association of any trade can be only what its constituent members desire it to be.

May more manufacturers and allies enjoy a Merry Christmas for having performed their full duty to fellow manufacturers as supporting members of the National Association, regular readers of THE MACARONI JOURNAL and contributors to the splendid work of the National Macaroni Institute, and may all enjoy a Happy, a Better New Year in the companionship with fellow manufacturers and allies in 1945 and subsequent years.

M. J. DONNA, Secretary.



... we like to think of ourselves as the other part. It expresses the spirit of friendly co-operation in business relations. An ideal set forth over 25 years ago when we sold our first sack of Semolina. To mill an outstanding product—to conduct a business on a basis that would build lasting business friendships. From that very first sack of Semolina, our association with the Macaroni industry has been one of pleasure.

We look forward to continuing this pleasant association for years to come.

KING MIDAS SEMOLINA

KING MIDAS

MINNEAPOLIS

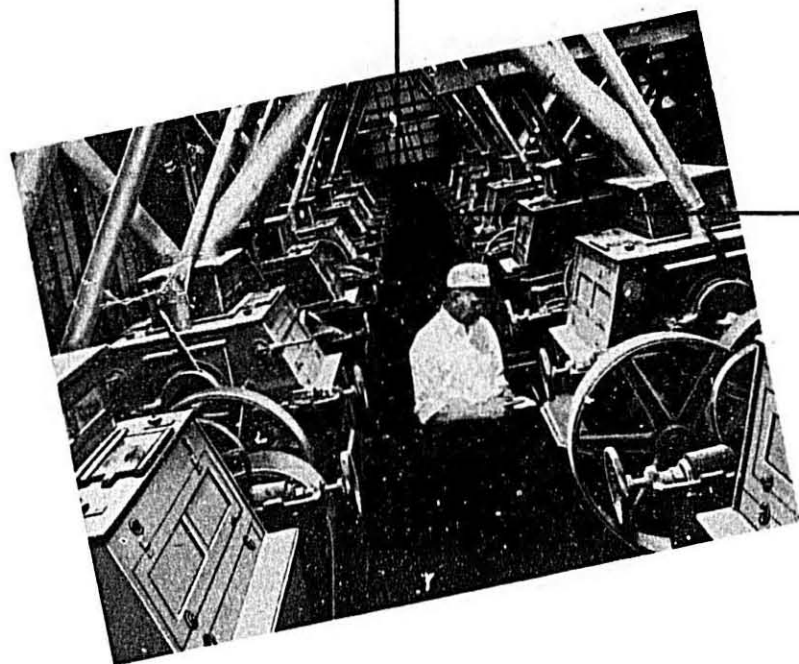


FLOUR MILLS

MINNESOTA

Meet Our Mr. Rogers

. . . 36 years on a "temporary" job



Back in 1908 a young chap by the name of Wallace Rogers, who had been teaching school out in North Dakota, took what he thought was a temporary job in a Pillsbury durum mill. He has now been on the job for more than 36 years.

As head durum miller at the great Pillsbury "A" Mill, Mr. Rogers has helped develop Pillsbury's advanced and efficient methods of cleaning, grinding and sifting durum wheat.

His knowledge, accumulated through long experience and pooled with that of other Pillsbury durum experts, is one of the reasons for the high, uniform, ever-dependable quality of Pillsbury's Semolina and Durum Flour.

PILLSBURY MILLS, Inc.

(Formerly named Pillsbury Flour Mills)
General Offices: Minneapolis, Minnesota

