

**THE  
MACARONI  
JOURNAL**

**Volume XXVI  
Number 9**

**January, 1945**

JANUARY, 1945

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *New Year Resolution*



**HELP KEEP AMERICANS STRONG**  
By Urging the Increased Consumption of  
Macaroni Products Through the Years

Chicago, Illinois  
National Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVI  
NUMBER 9

It's the Package that **TELLS 'EM**  
that **SELLS 'EM!**



Women do most of the food buying—and most of its cooking and serving. Does your package tell them the important things they want to know about your product? Does it have smart appeal for feminine eyes? Does it spark the imagination and suggest easy preparation for attractive table service? Does it hint of hygienic manufacturing conditions—safe and sanitary handling everywhere—wholesome flavor and nourishing food values? Does it offer variety and new ideas about serving?

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## Government Ban on Conventions

Will Not Affect Mid-Year Meeting of Macaroni-Noodle Industry  
in Chicago, January 25, 1945

Trade and other conventions involving more than fifty persons that are not specifically in the war interest and warrant the tax on transportation and services, are banned after February 1, 1945, according to an announcement by James F. Byrnes, director of the Office of War Mobilization and Reconversion. Conventions affecting more than fifty persons may only be held on permit issued by a special committee headed by J. Monroe Johnson, director of the Office of Defense Transportation.

This drastic restriction supplements the program of voluntary limitations on conventions, which left the matter entirely in the hands of the officers and membership of the trade groups. The order restricting travel is not entirely surprising. In the face of the many appeals to consider "is this trip necessary," the public has been traveling more than ever, overtaking not only the railroads and buses, but also the hotel facilities. This action was taken in lieu of travel rationing, which has long been under consideration.

### Mid-Year Meeting as Usual

Since the ban does not go into effect until February 1, the Macaroni-Noodle Industry will hold its winter meeting as per plans announced in November. This may be the last convention of the Industry for the duration. In that light, the convention this month grows in importance to the trade that has been loyally behind the country in the war effort.

Only a one-day meeting is scheduled, as usual, for the winter Conference. It will be held in the Morrison Hotel, Chicago, Ill., Thursday, January 25, 1945. It will be preceded by a meeting of the Board of Directors and a conference between them, the members of the Future Activities Committee, and the Durum Millers on the day before.

Interest in the meeting is keen. Already many have made plans to attend—locking after railway transportation early, and making necessary hotel reservations.

The program has purposefully been left "elastic" so as to include all or most of the matters of current and special concern to the industry. Postwar planning and the study of current problems will feature the program, which will be agreed upon by the Association Directors the day preceding the Mid-Year Meeting.

As announced by the Association headquarters the meeting will be an industry conference open to every one interested in the present and future welfare of the trade.

The date is January 25, 1945. The place is Morrison Hotel, Chicago, Illinois. First session at 10:00 a.m.

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# The MACARONI JOURNAL

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## Prospects for 1945

The main aim of the Macaroni-Spaghetti-Noodle Industry is the production of a staple food equally essential in the proper feeding of civilians and those in the armed services. The production of this food can easily be increased, as the experiences of the past few years have proven, but its permanent increased consumption still remains a matter of education and incited appetites.

Though substantiated by no official figures, it is conservatively estimated that the production of this fine wheat food was increased nearly 50 per cent in 1943. The 1944 production fell off slightly, but still is considerably above the 1940 figures. There are no figures on the domestic per capita consumption, but the opinion generally prevails that there has been very little change in the prewar figures, despite the fact that this food has continued on the nonrationed food list.

We have every reason to believe that the per capita consumption has increased among those in the armed services because of the feeding schedules of the Army and Navy, and that the increased production by the several hundred plants that compose the industry is reflected in the larger stockpiles in commercial warehouses, the food depots of the armed forces, the lend-lease program and the supplies for feeding the peoples of occupied territories.

Many feel that there may have been an increase in the number of consumers of this food as a result of the nonavailability of other foods, but rationing has not been as beneficial as many had expected, due to the scarcity of other products and the high point values of such rationed foods as meats, butter, cheese and tomatoes that are natural accompaniments of macaroni products.

What are the prospects for 1945? Currently, it looks little different from that of 1944. It is quite certain that macaroni products will continue to be nonrationed; that accompanying foods will remain on the high-point rationing level; that the Army and Navy demands may be at 1944 peak; that there might be a slight increase in the need for this food for feeding the nationals of newly occupied territories as our army advances, which all hope may be the case this year—but that the permanent increased consumption must again depend on the education of the American consumer and the betterment of

industry relations with the public in its many promising ways.

What about the manpower and the general food situation? Several months ago, many of our large ammunition plants were shut down because stocks seemed adequate as the situation on the many battle fronts brightened. Draft calls were reduced and plans were being laid to convert at least some of the manpower and machinery to the production of peacetime goods. The result was a slight slackening in the manpower shortages that confronted industry.

In September, 1944, the War Food Administration, which is responsible for the production and allocation of food supplies, for instance, and for deciding what foods shall be rationed, ordered 17 processed food items removed from the ration list. There was optimism in many quarters about the end of the European war. It was even hoped that part of the food stocks set aside for military use might soon be released for civilians.

As a result of the change in the situation on the Rhine battle front, the ammunition plants today are rushing into production again to supply the sharply increased demand resulting from the longer-than-expected war in Europe and a sharply stepped-up offensive in the Pacific. It has been found necessary, also, to increase draft calls, cease all reconversion planning, tighten processed food rationing and to make new inroads on the manpower available to noncritical plants.

Continued heavy military demands for processed foods have left civilians with only two-thirds of the supply they received in 1941-42. Unlimited demand for certain major items has already caused a severe drain on supplies which must last until the next pack is available in the summer of 1945. It is encouraging to presume that more and more macaroni products will be consumed while awaiting the 1945 crops of other foods.

From all of this it might be concluded that the 1945 outlook for the macaroni trade will be approximately the same as for the year just ended, except that as time goes on, there is a growing need for a well-financed plan of products promotion, consumer education and the building of more friendly relations for the postwar years the lack of which many manufacturers are viewing with alarm.

# O Semolina!

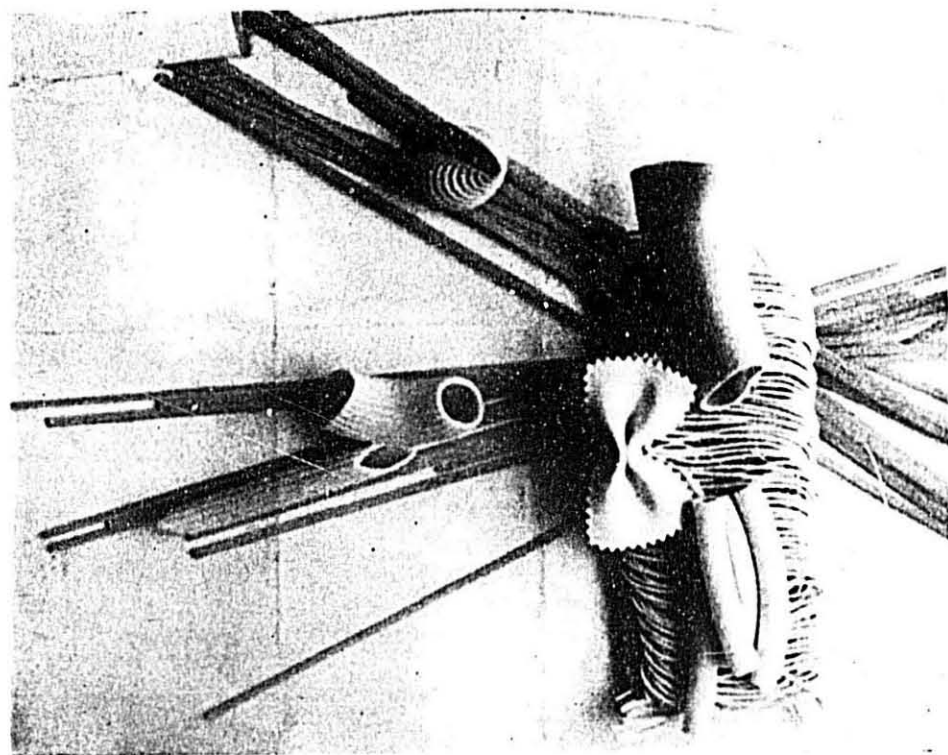
By Bruce Hume

If we are what we eat, then the opening skirmishes of the peace table should begin at the dinner table. And now is the time to start. Would other peoples understand us better if we swapped, say, baked beans, sweet potatoes and corn on the cob for the pastine shown here? Let us take a look at what they've got and see if we can understand them. Macaroni, an old standby, appears anew each year as a "Lenten dish," swimming in cream, topped with cheese, browned in the oven. Serving it cold is no longer an innovation. We are accustomed to spaghetti with meat balls, tomato sauce or just plain melted butter. Noodles no longer amaze us. We are conditioned to them from wide rib-

bons to invisible stripes. But what about tortellini and rigatoni and mostaccioli rigati? Their very names roll sweet and sonorous, adding flavour to the scented dish as it appears for the first time on our tables. Their clever creators have invented all these different shapes and names for the same basic paste: semolina (milled wheat middlings), eggs, and "other selected ingredients." The dough is kneaded, rolled out, stamped into various shapes, and dried before you see it. When these shapes appear in your kitchen they all take the same preliminary treatment: enough salted boiling water to swim in. *Al Dente*. No self-respecting cook times this boiling operation. He watches. He tastes. And when it's "al dente," to the teeth, it's done. Ideal effect is one of each piece

being separate and distinct from every other piece and slightly chewy. What to achieve this is to drain in a colander immediately upon removal from the fire. If unaccountably the pieces stick together, run cold water rapidly through them and set over a low fire to keep warm. Stuff it. Meanwhile your imagination has been running riot as to an accompaniment for the pastine. Choose among meat: beef, veal, any of the spices. Start with a skillet, a table-spoon of oil, a low flame and don't stop till you have a concoction that looks pretty, smells divine and tastes superb. When it is cooked through and still hot, mix with the pastine in a shallow plate, shaking, staccato until each little shell or bow has attracted its share. Shall I pour? Over this goes the sauce. Again the

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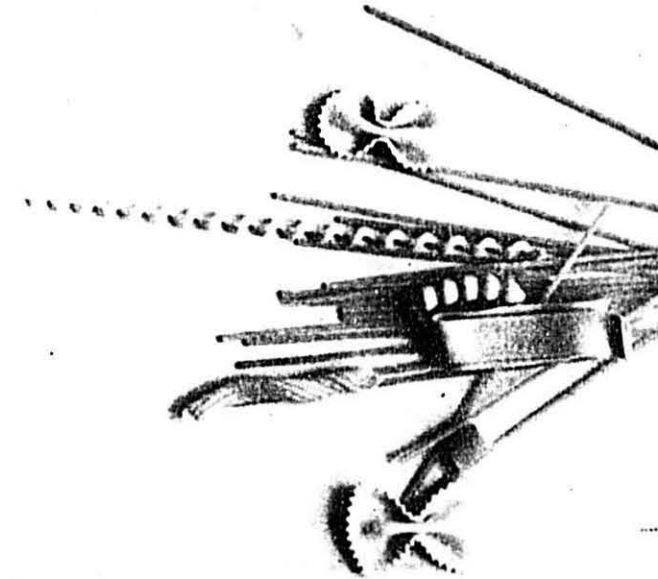


—By Courtesy House & Garden

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skillet, the oil. This time liquid: broth, vegetable juice, a dash of wine, garlic, oregano, basil. Let the sauce simmer till it thickens itself or use grated or crumbled cheese in it. Keep stirring and tasting till you can't resist it. Centuries of a balanced diet. Complement this with salads of dandelions, radish top, escarolle, finocchio, dill, and the simplest of oil and vinegar dressing. Add a plate of well-polished apples, oranges, grapes, plums, and a variety of cheeses to be eaten with the fruit; no crackers, please. All this to be washed down with flagons of dry and not too cold wine, until the coffee comes just in time to wake you up again. Amnesty. The day that nations begin comparing notes on what each thinks of the other's method of making and serving coffee, all diplomatic relations will cease. So let us settle for hot black coffee at this point and say no more. And there you have a perfectly balanced meal, simple to plan and prepare, inspiration for a savor and enjoy, and a basis for hands across the sea.



—By Courtesy House & Garden

## Report of the Director of Research for the Month of December

By Benjamin R. Jacobs

### New Definitions and Standards of Identity for Macaroni Products

#### Enrichment Hearing—January 29, 1945

On December 23 the Food and Drug Administration issued an order, printed in the Federal Register of that date, establishing Definitions and Standards of Identity for Macaroni and Noodle Products.

These definitions and standards are in many respects similar to the recommendations made by the FDA soon after our hearing in 1942, with the following exceptions:

Wheat and soy macaroni and noodle products were reduced from 15 per cent to 12.5 per cent soy.

Milk macaroni products are required to contain 3.8 per cent by weight of milk solids and not the 2 per cent recommended.

Glutenous macaroni products and glutenous pastes are disallowed as being deceptive and contrary to consumer interests.

Vegetable macaroni products were

allowed and are required to contain not less than 3 per cent by weight of the allowed vegetables on a moisture-free basis.

On December 27 the FDA issued a

notice for a hearing which is to take place in Washington on January 29 at 10:00 A.M. to receive evidence concerning the enrichment of macaroni and noodle products with vitamins and minerals, and also to consider the addition of wheat germ and dehydrated yeast as optional ingredients.

Full details of the proposed hearing and of the promulgated Definitions and Standards of Identity for Macaroni and Noodle Products will be discussed at our meeting in Chicago on January 25.

#### Reserve of Rough Rice

The War Food Administration will require rice millers in the southern rice producing area and in California to make available to the armed services 30 per cent of rough rice on hand December 21.

This action does not reduce available rice supplies below anticipated levels since the quantity involved is within the quantity allocated to the army from the 1944 rice crop.

The action, taken under the provisions of War Food Order No. 21 which permits WFA's Director of Distribution to assign priority ratings to disposition of food, is for the purpose of developing a reserve of rough rice for overseas use by our armed forces.

The move was made to assure the army that it will have its rice in rough form, which is more suitable than milled rice for holding in reserve.



B. R. Jacobs

# FDA Rules Against Enrichment

Declare Macaroni Products Are Not Effective Vehicles for Enrichment.  
Further Hearings Scheduled

The *Federal Register* of December 23, 1944, publishes regulations by the Food and Drug Administration on the new definitions and standards of identity for macaroni, spaghetti, egg noodles and similar products, omitting provisions for enrichment for which the industry has been contending for many months. The new regulations become effective March 23, 1945, but the door is left open for the further consideration of the enrichment provisions through hearings set for the submittal of additional information by manufacturers on the need for permitting enrichment.

The National Macaroni Manufacturers Association, representing its members and a number of firms concerned in the enrichment demand, has gathered considerable information and data on the practicability of enriching macaroni products, and has presented the facts to the Food and Drug Administration at several hearings in Washington. In its findings of fact, the FDA points out due consideration has been given to the industry's demand that the matter of enrichment of those products be left open—that the door be not entirely closed to macaroni-noodle makers, should ways and means be found to overcome the objections advanced by authorities that reason that macaroni products are not considered efficient vehicles for the water-soluble enriching elements.

In its findings of facts, taking into consideration all the claims of the proponents of enrichment for this food, the government body rules:

"Unless the enrichment of foods is restricted by regulations, food manufacturers generally are likely to add one or more vitamins or minerals to most if not all of their products and to label and advertise the products as having enhanced nutritional value. The selection of vitamins and minerals for this purpose and the quantities used are likely to be dictated by commercial considerations, such as a desire to capitalize on the fact that the public generally is not informed as to the specific functions of the various vitamins and minerals. Advertising and labeling claims for a food which stress the presence of any one of these nu-

tritional elements, even though such claims are literally true, may readily cause the public to attach an exaggerated importance to that element. If enrichment is not restricted the public cannot discriminate between enriched foods which are meritorious and those which are not. Claims of enhanced nutritional value for a multiplicity of indiscriminately enriched foods would tend to envelop the minds of consumers in fog with respect to their nutritional needs and would create misunderstandings difficult to dispel."

In conclusion it says:

"It would not promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any alimentary paste providing for the use of any added vitamin or mineral or any combination of two or more of these."

## Macaroni Products Not Sold

War Food Administration sales of government-owned food during November totaled \$1,111,668, bringing total sales since May 1 to 24,058,319, reports E. K. Riley, Midwest Office of Distribution, WFA.

Fruits and vegetable products led the sales in November with \$723,725 or 65 per cent of the month's total. Largest items: canned peas, \$222,307; raisins, \$110,336; canned tomatoes, \$70,356; canned corn, \$64,229; catsup, \$45,755; canned green beans, \$27,205; prunes, \$29,112; concentrated lemon juice, \$11,988, and dehydrated potatoes, \$11,145. Included were smaller amounts of canned applesauce, apples, peaches, pears, prunes, dried pears, unconcentrated grapefruit juice, concentrated orange juice, canned spinach, beets, asparagus, apple butter, and milled sun-dried potatoes. Fruits and vegetable sales since May 1 have totaled \$4,962,828, or approximately 20 per cent of all sales.

Dairy and poultry products sold in November amounted to \$368,927 or 33 per cent of the month's total. Shell

The same decision is made with respect to the use of processed wheat germ as an ingredient, as proposed by the industry representatives at the various hearings.

The door to enrichment is not entirely closed. Already plans have been made for new hearings for the submittal of evidence that may lead the Food and Drug Administration to amend the new definitions and standards of identity. The first hearing has been set for Washington, D. C., January 29, 1945, for the purpose of receiving new or additional evidence with respect to the later establishment of standards of enrichment for macaroni products. This decision to leave the matter open for new hearings has the tendency of postponing the effective date of the new regulations pending the Administration's review of any additional evidence that the proponents of enrichment may choose to present.

eggs, returning \$210,977 and evaporated milk, \$127,171, accounted for the bulk of the sales, with limited amounts of cheese, dried and frozen eggs, condensed and dry skim milk also offered. Total dairy and poultry sales since May 1 have reached \$14,256,472 or approximately 59 per cent of the sales.

Sales of grain and cereal products in November were \$13,457, bringing the total since May 1 to \$3,187,721. Included were soup powder, \$6,454; dried peas, \$4,386, and forage, \$2,617.

Also sold were meat products for \$591, bringing this total to \$643,815; fats and oils, \$2,328 and a \$293,705 total; and \$2,640 in special commodities including canned fish, tobacco and salt.

Fight Infantile  
Paralysis!

Contribute to the  
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January, 1945

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## ALL THROUGH THE YEARS....

### INCLUDING 1945!

General Mills' Products Control continues to insure the quality and uniformity of "Press-Tested" Gold Medal Semolina and Durum Flours.

Therefore, throughout the New Year you may expect, and rightfully so, the same adherence to General Mills' rigid standards of quality in "Press-Tested" Gold Medal Semolina and Durum Flours. Their use in your plant assures smooth operation and the production of macaroni, spaghetti and noodles of highest quality.



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Plan now to attend the mid year meeting of  
Macaroni and Spaghetti Manufacturers at the Morrison Hotel, January 25, in Chicago.  
Will be looking forward to seeing you.

# An Outsider's View of Macaroni-Noodle Industry

A Tirade, A Review and A Suggested Plan

By Peter J. Braida, Business Analyst

## Competitive Conditions

That the industry excepting for the war boom period, is affected by inordinate and destructive competition, is a well known fact needing very little illustration. We may say, however, that the situation is aggravated by normally three principal causes, namely:

1. The type of customer served by the industry.
2. The type of salesmen that serve them.
3. The financial condition of numerous manufacturers.

**Customers:** The industry distributes its product mainly through a large number of small retailers and jobbers, and only in a small proportion directly to consumers. In reselling the product both the jobber and the retailer can make only a very small profit on each unit of sale and are therefore frequently tempted to use it as a loss leader to promote other sales.

Food retailers in general are a very touchy and susceptible lot. In order to beat competition and meet declining sales they try to beat down the manufacturers' price in the hope of creating a small profit on the buying side and offset the loss caused by competition at the retail unit.

Independent grocers, now fighting a losing battle against the chain system, have a tendency to pin their troubles on the manufacturers. They form groups in self-defense and when one of them secures a concession from a manufacturer he passes the information along to others, so the concession spreads and the exception becomes the rule.

## Salesmen:

The salesman is generally paid on a commission basis. He must fight hard for his earnings, and when he cannot make a sale he blames the competitor.

He has no peace of mind at any time and usually depends on the favor of the customer, rather than on the prestige of his firm, for his business.

He is therefore inclined to press his employer for special favors and concessions to his customers, and gathers all the tales of woe and brings them back to his firm to prove that the fault for declining sales is in the dishonesty of the competitors.

## Financial Conditions:

Most manufacturers believe that volume is the solution to their worries. They think that volume means operating economies and lower costs. So, in order to get volume, they lower their price below their cost of production and soon find themselves short of circulating capital.

To secure funds needed urgently they make special concessions to good cash customers at an even greater loss. Then the customer turns around and undersells the manufacturer and in this manner disrupts the market.

Thus volume, instead of becoming the source of economies, becomes a source of weakness and the origin of the greatest drawback against which the industry has had to contend for many years.

The entire trade is thus characterized by instability of prices, discriminatory sales below cost, arbitrary rebates, sharing of sales commissions, and other unfair practices which have made the industry on the whole an unprofitable one.

## Labor Conditions

The industry is still one that presents, here and there, very poor labor conditions. In fact it may be classified as one in which labor rates are comparatively lower than those of other industries.

In the considerable difference in labor costs existing among manufacturers we find one of the reasons for the ruinous competition which has gone on for years, and for the absurdly low price at which its product is sold and in the general low level of labor rates still prevailing, we see one of the greatest sources of danger and of disturbance for the near future.

Unionization has now proceeded to the point where union influence in determining rates of wages and other conditions will be effectually felt. Manufacturers must thus be prepared to meet sudden demands for substantial increases in labor rates, restrictions in productions, holidays with pay and other concessions.

These demands, together with the imposition of larger Social Security taxes, will soon result in an increase of 25 to 40 per cent over the cost of labor of prior years.

The effectiveness of the labor movement should no longer be doubted by anyone. In fact it is much better for each manufacturer to take a long-range view and to realize that with the increasing demands for capable workers in war materials industries, where rates are from 75¢ to \$1.50 per hour for semi-skilled labor, and with the increase in enrollment of young men in the army and navy, he runs the risk of finding himself unable to replace his men once he loses those he has. Nor can he expect to find relief in new and more efficient machinery for no such thing can any longer be procured.

He should therefore strive for equalization and for stabilization in this field also. He should as well realize that the existence of a state of war favors union cause.

## Market Conditions

The market for the industry's product is a very sensitive one, that is, one in which every little variation in price and quality brings immediate repercussion. As yet, however, this market is still an expanding one.

Consumption of food products can be gauged much more easily and the trend of sales forecast much more accurately, than that of other objects of human consumption.

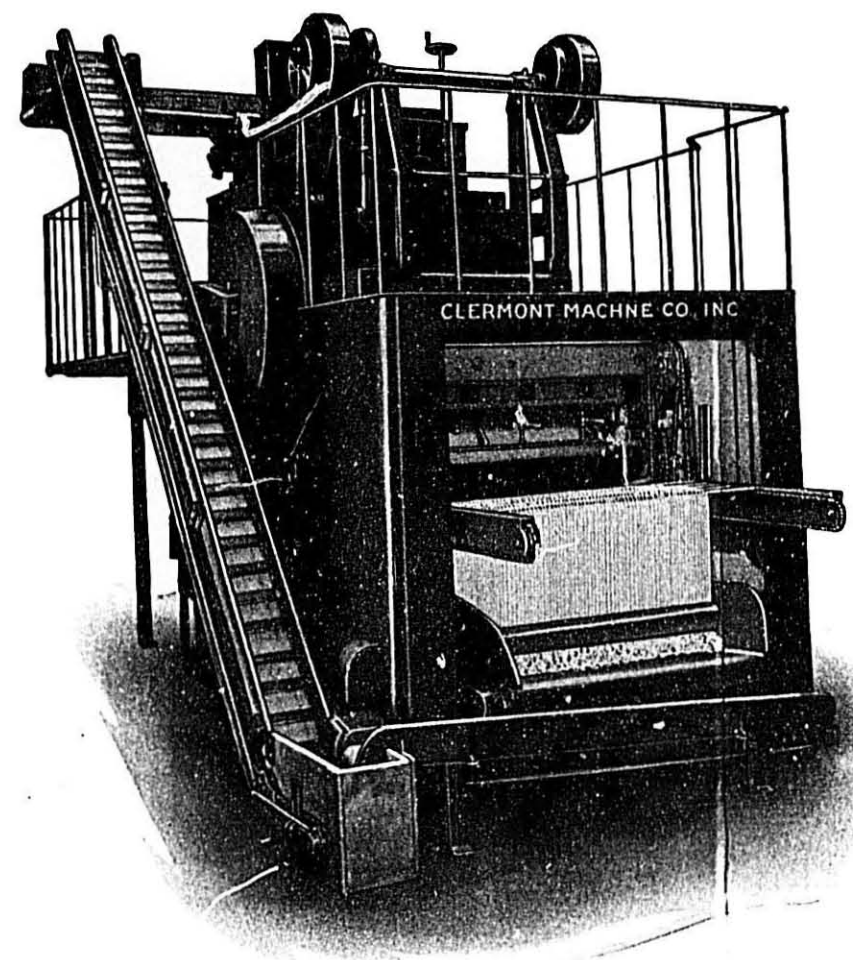
When food prices go up consumers' resistance takes the form of a shift from the more expensive to the more economical, yet wholesome products. And the products of your industry, apart from their absurdly low price, are among the most wholesome and economical existing.

There is at the present time all the evidence that the industry's market is again expanding and that the total demand for its products is increasing steadily both because of increased needs and because of a shift of consumer's preference.

This trend, however, is not felt in the same manner and in the same proportion by every manufacturer. There is now in progress a shift in population which is becoming more and more noticeable as war needs become more predominant factors in our economy, and more men are enrolled in active service. Thus some regions acquire and some lose population and business

(Continued on Page 11)

## INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



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2,223,079  
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# CLERMONT

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

It is built on the same principal of the Clermont Continuous Automatic Short Cut Macaroni Press—No Cylinder, No Piston, No Screw, No Worm. Produces the same high quality product because the dough is worked out in thin sheets between the rollers before pressed and extruded at slow speed through the die, producing a uniform and smooth finish with brilliant amber color. The process is fully automatic. A large number of sticks is fed at one time in the magazine, rendering a supply for about 25 minutes. The trimmings are automatically carried back to the Mixer.

This Press is a masterpiece of engineering and ingenuity. Designed with simple but efficient slow running mechanism, all electrically controlled, noiseless in operation, sturdily and accurately built. Skill and workmanship typical of Clermont's well-known products.

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

*Presents the Greatest Contribution  
to the Macaroni Industry*

## CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

*For Far Superior Macaroni Products*

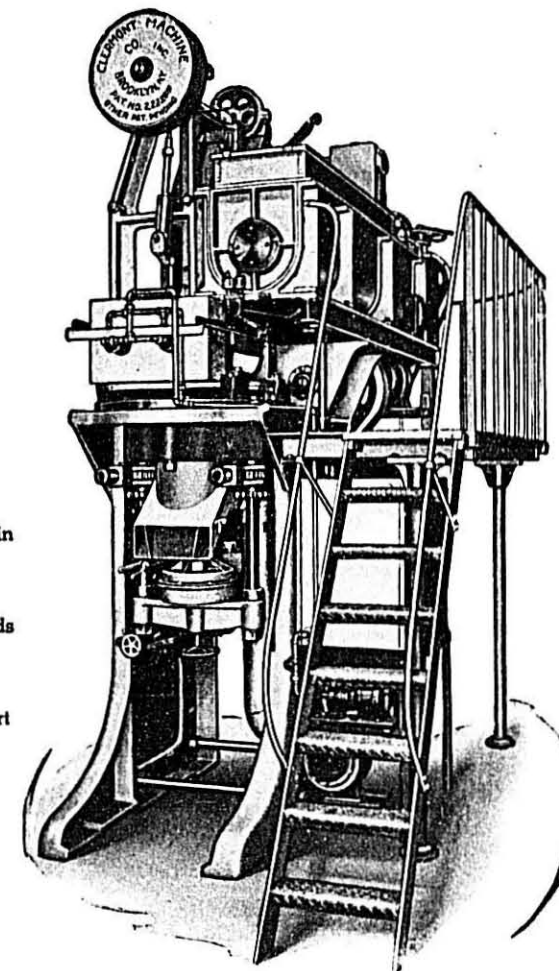
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Accurately Built

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Suitable for long and short  
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Brand new revolutionary  
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Has no cylinder, no piston,  
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Equipped with rollers, the  
dough is worked out in  
thin sheet to a maximum  
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of strong, smooth, brilliant,  
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Other Pat. Pending

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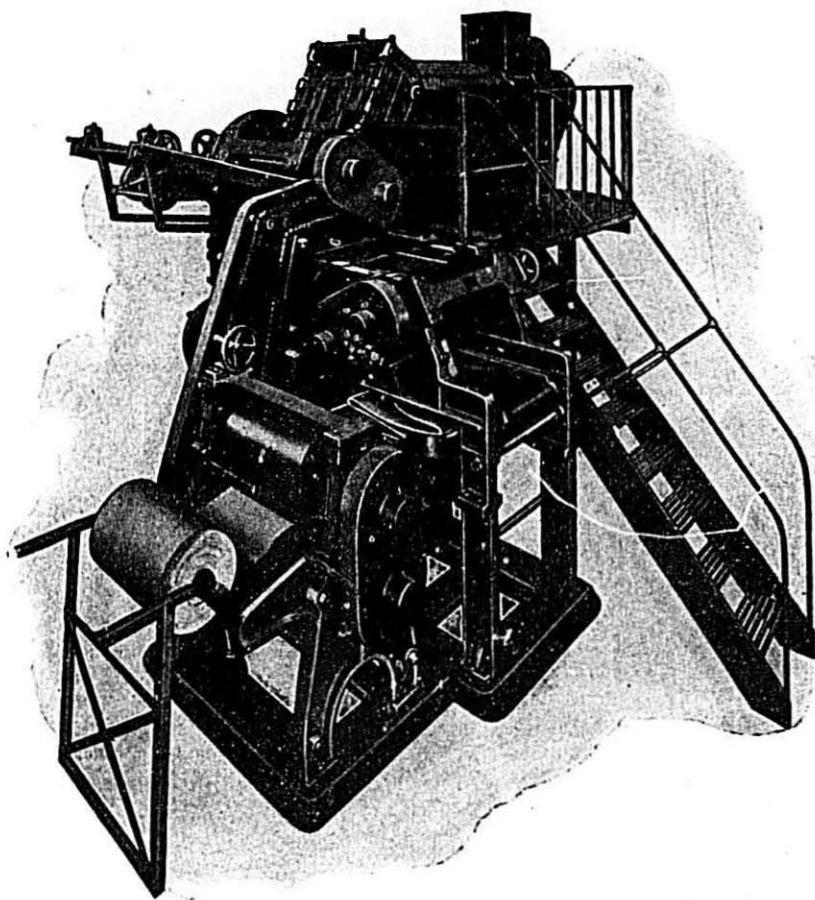
66-276 WALLABOUT STREET

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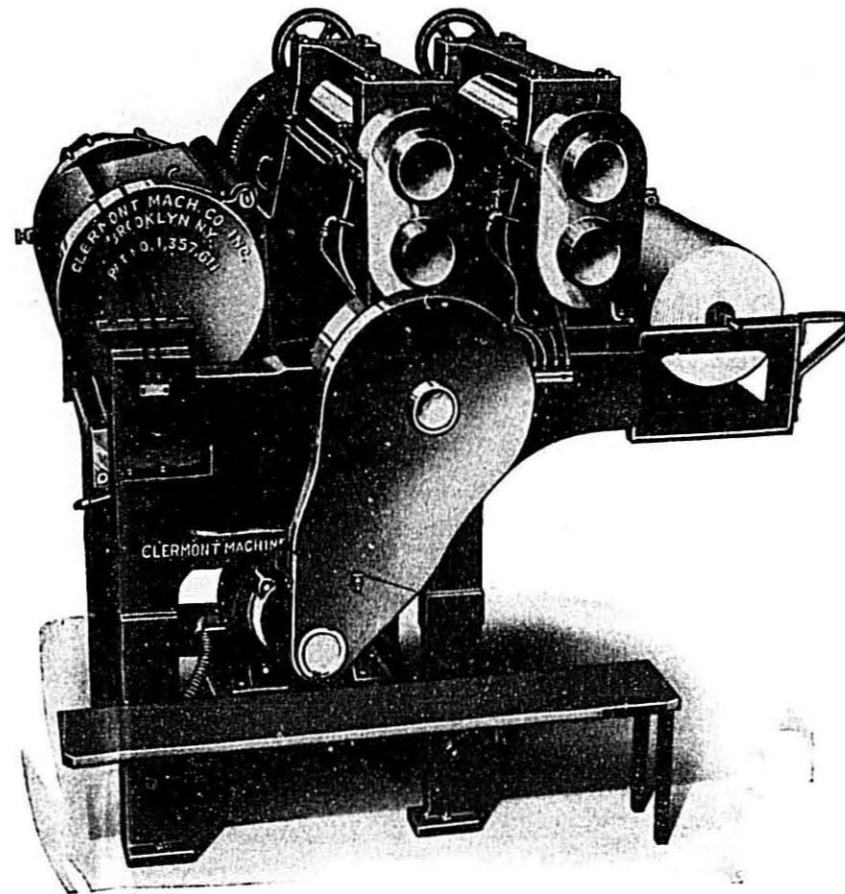


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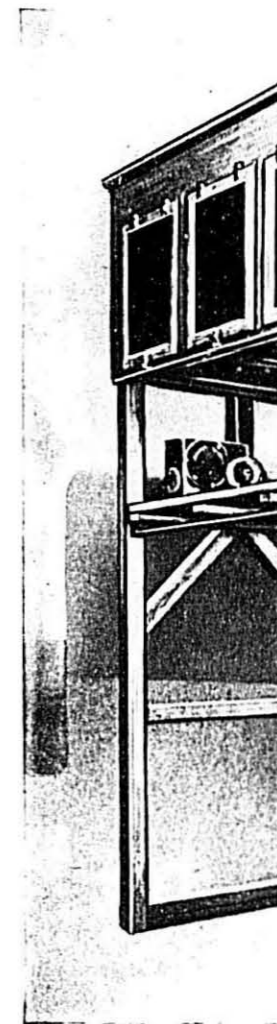
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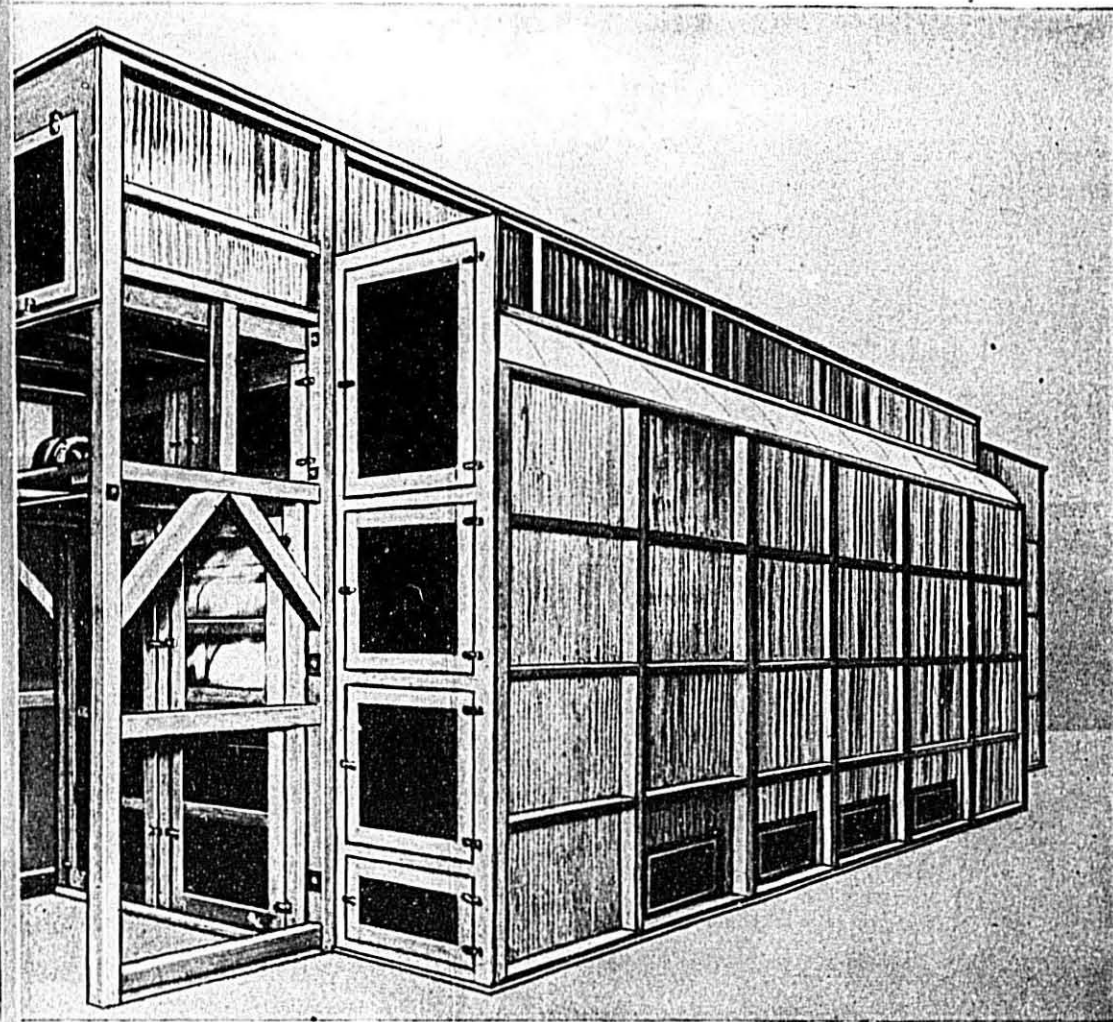
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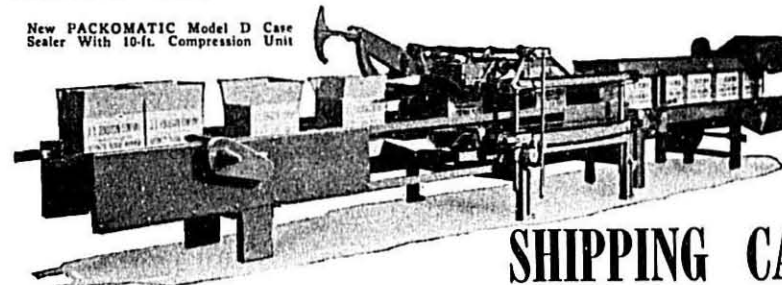
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## Here's the **NEW PACKOMATIC**

New **PACKOMATIC** Model D Case Sealer With 10-ft. Compression Unit



Requests for information in regard to **PACKOMATIC** experience and equipment entail no obligation to buy. Write, wire or phone—depending upon urgency of situation—or consult classified directory for nearest **PACKOMATIC** office.

### SHIPPING CASE SEALER

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It's new . . . It's improved . . . It's streamlined in design, workmanship, and finish—the **NEW PACKOMATIC** Model D Shipping Case Sealer, for which orders are now being accepted. **PACKOMATIC CASE SEALERS** are furnished for automatic sealing of both tops and bottoms on one machine—for top-sealing or bottom-sealing only, if desired. Portable or stationary models are available . . . adjustable to a wide variety of case sizes to handle regular corrugated or fiber shipping containers at various speeds required. You'll want to learn more about the **NEW PACKOMATIC**—also about other **PACKOMATIC** packaging equipment designed out of years of ex-

perience in helping America's top-flight enterprisers develop methods and machinery for speeding their products to market.  
Case Imprinters . . . Case Sealers . . . Volumetric Fillers . . . Net Weight Scales . . . Carton Making Machines . . . Dating (Coding Devices) . . . Auger Packers . . . Paper Can Tube Cutters . . . Paper Can Tube Gluers . . . Paper Can Shrinkers . . . Paper Can Cappers . . . Paper Can Setup Conveyors . . . these are but a few of **PACKOMATIC'S** many quarter-century contributions to better packaging . . . more economical and more effective package handling.

- Fully automatic
- Cases squared automatically
- Cases fed automatically
- No operator required
- Operates any desired speed
- Heavy, sturdy construction
- Trouble-free mechanism
- Easy to keep clean
- Low maintenance cost
- Positively controlled glue-strip saves 50% adhesive
- Top and bottom belt-driven

**PACKOMATIC**  
PACKAGING MACHINERY  
J. I. FERGUSON CO. JOLIET, ILL.

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

### An Outsider's View of Macaroni-Noodle Industry

(Continued from Page 10)

shifts from one section of the country to the other.

This is, in fact, a condition of paramount importance at this moment, the one to which each manufacturer should pay the greatest attention for it will be the condition which, singly, may affect his business more deeply than any other one, and which, no amount of price juggling or of underselling will remedy. It is in fact, the condition which requires the greatest amount of careful handling and foresight on the part of each manufacturer.

#### The Use of Premium Coupons

The use of premiums to consumers through the distribution of coupons has been widespread in the trade.

For a time this device has proved convenient and profitable. Gradually it became the source of many abuses.

With the clarification of the rules prohibiting lottery schemes some of the worst abuses which had crept in the trade have been eliminated.

The bad features, however, have not been completely eliminated. The coupon is still used as a discriminatory weapon and still lends itself to de-

plorable abuses tending to demoralize the trade.

With aggravated economic conditions, and with the difficulty now prevailing in replenishing the stock of articles used as premiums, this form of sales promotion is becoming less effective and more troublesome.

While on the one hand it will lead to misunderstanding with customers and loss of goodwill, on the other it will tend to revive the classic battles where all participants take a good licking without profit for anyone.

There is, therefore, room in this field for the development of a sensible policy which should at the same time take care of the manufacturer's ambition for progress and goodwill and of the customers under present conditions.

This device, furthermore, may lose in effectiveness should the present difficulties to obtain packaging supplies become more acute.

#### Government Control Over Business

If we stop to analyze the attitude which the government has adopted towards regulation of business, we cannot fail to notice the growing tendency towards full regulation, not only of the flow of raw materials needed to prosecute war purposes, but also of that of supplies for general uses and of the entire economic process, includ-

ing labor standards, wages, prices, credit, production and distribution of finished products of all types.

With respect to control of materials, it will suffice to say that shortages of many kinds have already been noticed by the industry, and that shortages of many more types can be expected as we go along.

The regulatory authority of the government is thus being felt in every quarter. However complicated and far reaching this process may appear it is still simple when we compare it with the regulatory process which is now looming over prices and other distributory channels.

In this latter field the government has been and is following a very complex policy aiming at many results simultaneously. Thus on the one hand it has restricted price advances in order to check speculation and undue profit and at the same time forestall the inflationary movement which would have caused disruption of cost schedules for war supplies.

On the other hand it has continued to stimulate price advances for certain commodities, particularly agricultural products, in order to increase production and maintain long reserves.

It is thus difficult to foresee how such regulatory activity, which constitutes a marked departure from the typical American economic and admin-

istrative policy, will affect any particular line of business. It is not difficult to foresee, however, that it will affect everybody and mostly adversely.

#### The Price Control Bill

Among the large number of regulations recently issued which affect the conduct of business generally, the one which demands the most attention, both from the viewpoint of novelty and effectiveness is that of the proposed price control bill.

Under existing regulations a certain number of prices have been restricted either by administrative order or by voluntary agreement. In some cases the Office of the Price Administration has fixed ceilings intended to restrict the free play of demand and in others has fixed stimulatory levels, and so far the action has been limited.

Under the new Price Control bill things would look far different. In general the bill is intended to furnish the Administrator with a tool with which to check the inflationary trend which inevitably follows a greatly increased demand for products and services. The striking feature of this tool is that an attempt is being made to make it work in two directions at the same time, namely, control of industrial prices for restrictive reasons and stimulation of agricultural prices for future purposes.

Whatever the final form, one thing should be kept in mind by the industry. The Price Control bill will not check the rise in costs caused by increased labor costs and by the difficulty of obtaining certain types of supplies. It will not check the rise, in fact it will stimulate, in cost of the raw materials needed, but will contain a potential threat to the price structure of the finished product.

Thus the manufacturer will find himself caught between two sets of adverse forces, increasing costs and price ceiling, and unless he has made timely provisions he will not be able to offset the resulting drain on his resources.

#### Trade Regulations

The regulation of trade and the prevention of abuses have been important problems in the mind of businessmen and of the government since the beginning of industry. If at all, the problem has grown more and more acute with the progress of commercial expansion.

The first intimation of the acuteness of the problem in recent times has come with the enactment of anti-trust legislation which was principally directed against the gross abuses of powerful monetary trusts. From that first step the interest in the subject has been unabated and mostly controversial.

On the one hand business has tend-

ed towards voluntary control of commercial practices and in so doing has often aggravated conditions. On the other the government has centered its attention on the abuses, and in so doing has often tended to aggravate the circumstances which cause the evil practices.

The most notable efforts in the direction of control of business are the creation of the Federal Trade Commission, whose task is to supervise business activity, and the enactment of the National Recovery Act.

Business on its part has centered its efforts in the organization of voluntary associations aiming at the arbitration of disputes and the elimination of unfair practices by agreement. Thus the two movements have come into conflict, with business loudly demanding recognition of its right to associate and regulate by itself and the government insisting on its right to prevent excesses by limiting the voluntary activities of business.

That business has been waging a losing game is now quite clear to all, but that the problem is even more acute now is also evident. In fact from all quarters business is continuing its efforts while government supervision and the restrictive activity of the Federal Trade Commission are making themselves more felt particularly when attempts are made to regulate price or distribution.

Thus the Federal Trade Commission has recently brought under investigation all the trade group whose activity in these fields had been effective. And in practically all cases, whenever evidence of collusion or agreement was discovered, restrictive measures have followed.

The latest examples are the injunction and the fines levied against the Wholesale Dry Goods Institute which published trading lists. The order against the Coal Division who regulated prices of coal at certain mines, the order against the New England Good Council which had embarked in price regulations, and the injunctions and fines levied against the Retail Lumber Dealers Associations which had worked out a plan for market allocation and price determination.

The facts are that the powers of the Federal Trade Commission over the pricing policy of Interstate business have recently been so strengthened that they should not be ignored or underestimated by anyone.

#### Association Work on Trade Regulation

In an effort to improve trade and stabilize competition, your industry also has tried to regulate trade through association work. For years, attempts have been repeatedly made always without achieving lasting results.

The most benevolent criticism that can be made of these efforts is that the

manufacturers have never made use of the one ingredient that spells success, that is tolerant, patient and constructive effort. Instead, impatience, false pride and petty trickery have predominated to the detriment of all.

After the demise of the NRA the industry, taking advantage of the spirit of co-operation that had been stimulated, obtained the adoption of a set of Trade Practice Rules which were approved by the Federal Trade Commission on July 7, 1938.

These rules are still in effect, but have remained inoperative through the passive attitude of the manufacturers themselves. Among other things the Practice Rules provide that "A Committee Trade Practice, is hereby created by the industry to co-operate with the F. T. Comm. and to perform such acts as may be legal and proper to put these rules in effect."

This clause alone was worth the whole effort it took the industry to secure the "rules." With conditions as they are, it is only through a "Committee" having a legal standing that anything worth while can be accomplished.

*But the truth is that association work cannot be successful if it is too extensive and if miracles are impatiently expected.*

#### Conclusions

The first conclusion to which a dispassionate examination of the conditions which surround the industrial community today leads us to, is that there is a sore need for restoration of mutual confidence in business and administrative circles.

The second is that co-operation among businessmen on the one hand and between business and government on the other is not only more than ever desirable, but actually indispensable in the present emergency, and in fact fundamental for the preservation of our present economic and political system.

The last and not the least, is that all collective or group efforts of the business community should be directed towards *constructive* and not towards *restrictive* measures.

The business community of today must realize that it has a duty towards itself and towards the public to work out common problems for the common benefit, and that the spirit of reckless pioneering and of unbridled individualisms can no longer predominate.

The right to industrial freedom and to industrial profits are not inherent rights but benefits which flow from diligent subordination of men and co-ordination of efforts. Men who think themselves entitled to economic security or to economic gains without regard to others are certainly mistaken today.

Thus in all efforts for the control  
(Continued on Page 14)

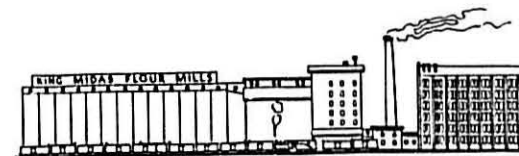
## "I Know a Thing or Two About Macaroni!"



I see macaroni growing "in the raw" on my farm in North Dakota. I've turned out a lot of mighty fine durum wheat during the past 15 years or so. Now, I'm no macaroni expert, but being a Durum grower, I think I can tell *good* macaroni when I see and taste it. The better color and flavor that comes from using a high quality durum shows up in the macaroni every time.

I pride myself on knowing and raising good wheat. Year after year, I've been told the King Midas folks buy the very best quality durum in the territory. From what I know they're mighty fussy about the color of the durum they buy—and that's why I swell up like a pouter pigeon when I find out they've bought mine. Sure hope my crop this year meets King Midas standards, too.

Year After Year . . . The Same Fine Quality



# SEMOLINA

### An Outsider's View of Macaroni-Noodle Industry

(Continued from Page 12)

and regulation of trade we must ever keep present that while there is room for constructive work within the industry there is also room for a better and more understanding attitude towards each other, and that prices are not the motive but the result of industrial activity.

The businessman who looks at his competitor's price as the sole key to his business, and who, not having the courage to strike a path of his own, nor the self-reliance needed to meet ever-changing circumstances, and who believes that he must muzzle his competitor in order to be able to breathe himself, is not living with the times.

It is much better to realize that a greater degree of self-restraint and of effective control can be obtained in business through willing co-operation and through the restoration of that mutual confidence which has always been the real life blood of organized society and of industrial life, than through aggressive and one-sided attempts to force unrealistic results.

It is the common interest, the mutual benefit and not the further detriment of the competitor that must be sought, for only if such an incentive is offered will individual competitors willingly co-ordinate their policies without need of enforcement or of coercive measures.

The analysis of the evils and of the practices now prevalent in your industry further confirms such conclusions and suggests a field of fruitful application for the combined energies of its members and for the advancement of their individual as well as of their collective interests.

#### Recommendations

Two steps should be taken by the industry, either simultaneously or one at a time. The first step concerns the general interest of all members, and is limited to advisory activities and to research and planning. The other is of broader economic importance and is aimed at benefiting the members of the industry directly in the administration of their affairs.

#### 1. Organization of a council for the industry:

The industry should immediately organize a council which should operate also as the "Committee on Trade Practices" provided for in the "Trade Practice Rules." The council should be well representative of the industry and could be organized by special resolution at a convention.

This council, which could be operated under the general auspices of The National Association should be divided in at least three regional groups,

Eastern, Central and Western, each group conducting its activities separately on local matters, but jointly in matters of national scope.

The council should limit its activities to the following matters:

- CO-OPERATE WITH THE FEDERAL TRADE COMMISSION in the maintenance of the fair trade rules.
- REPRESENT THE INDUSTRY in all labor matters including negotiations, conciliation disputes, and the establishment of labor standards.
- ACT FOR THE INDUSTRY in its relations with the government.
- PROMOTE THE STUDY and the enactment of legislation affecting the industry.

If we stop to consider that "Trade for Practice Rules" prohibit selling below cost as a discriminatory practice, false invoicing, discriminating rebates, and the bribing of customers, we can easily see the importance and the far-reaching effect which the observance of the "Rules" would have on the stabilization of the market.

Organized in this manner and operating fully within the law and in conjunction with the FTC, the Council would be of invaluable aid to its members and to the industry in general. It would soon prove to be the main factor in bringing about that uniformity of practices and of conditions, which are the true basis of fair competition.

#### 2. Co-operative and economic activities:

It is a well-known saying that you can take a horse to the trough but you cannot make it drink. The best answer to the riddle is that if you make the horse thirsty he will drink.

Persuasion and inducement are more powerful than coercion. The economic world is heading towards a co-operative era. This is the only alternative left against that of a communistic or compulsory economy.

Sufficient co-operative activities can be developed among the members of the industry to result in substantial economics and savings to each member, in fact at a profit to him. What greater inducement could be offered to make people behave than that of personal benefits?

Co-operative activities of a simple and effective nature are the following:

- Co-operative Buying Service.
- Co-operative Handling of Coupons and Premiums.
- Collection agency and Credit Bureau for Bad Accounts.

These activities would result in substantial savings to members, and in addition, would afford a possibility of operating all the collective activities without financial burden to them.

The total capacity of chick hatcheries in the United States increased 27 per cent in the past six years, but the total chick output increased 105 per cent.

### New Appointments By Pillsbury

Two new appointments in the bulk products sales division of Pillsbury Mills, Inc., have been announced by H. W. Files, vice president in charge of sales and advertising.

Paul G. Thacker, former manager of the Pillsbury midwest bulk division, Kansas City, has become associated with H. J. Patterson, vice president in charge of bulk products sales, Minneapolis. Thacker succeeds Raymond C. Ilstrup, who has been named assistant to Harry R. Schultz, vice president of the Pillsbury Soy Mills division, Clinton, Iowa.

Succeeding Thacker as acting manager, midwest bulk products sales division, Kansas City, is William Ely, formerly a member of the bulk products sales organization there.

Thacker joined the Pillsbury organization in 1926 and served in various capacities in Nebraska and Oklahoma before his appointment in 1940 as manager of the midwest bulk division.

Ely started with Pillsbury in 1926 as office manager of the former Pillsbury Kansas City branch office. He has been in sales work there the past 12 years.

### The Charles Rossottis

Charles is planning to play host to the macaroni-noodle manufacturers and allied who attend the Mid-Year Meeting at Morrison Hotel, Chicago.



Betty and Charles Rossotti with their two sons, Charles, Jr. and Jackie, under the mistletoe, December, 1944.

January 25, 1945. He and Harry E. Watson, Chicago representative, will be hosts at a cocktail party, dinner and floor show complimentary to the industry at the Monte Cristo Restaurant, Ontario and St. Clair Streets, Chicago, the evening of January 24. "Just a New Year treat for the boys in behalf of brother Alfred and myself," admits Charles, speaking for the entire Rossotti organization.

## HOW TO Streamline YOUR PACKAGING



an example of TRIANGLE PLANNED PACKAGING

Here's how they use a Triangle Model G2C Elec-Tri-Pak at Ravarino and Freshi, Inc., St. Louis. This machine has proved fast and accurate for weighing and filling noodles into 8 oz. to 1 lb. cellophane bags. The exclusive Triangle 2-in-1 Vibratory Feed handles noodles gently, does not break them, makes neater looking packages. Practically every type macaroni can be packaged by some Triangle machine. Write, tell us your problem.

WRITE FOR 20 PAGE BROCHURE

Offices in: New York, Denver, Cleveland, Birmingham, Los Angeles, Dallas, San Francisco and Toronto

Many macaroni plants employ the most efficient machinery and methods available to mechanize and streamline their production right up to the point of packaging. Then, pfft! It looks like the Russian Army had hit the place.

Packaging shouldn't and needn't be the stepchild department. Triangle engineers can show you how to modernize your packaging, increase the productivity of your employees, improve your packages and cut costs sufficiently to pay for the job. (One user weighing and filling 35,000 packages per day on Triangle Elec-Tri-Line Packaging Units reports that he gets his investment back every four months!)

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

## A Fish Story, But True

*Macaroni Products and Fish Have Natural Affinity*

History tells us that almost from time immemorial, the people of the world have always recognized that naturally wheat foods and fish "go together" so well, so tastily and so nutritiously. Man seeks variety in the food he eats. Those who farm usually have an abundance of wheat, corn or rice; those who fish, usually catch more than they want to consume—so it is natural for the farmer and the fisherman to barter and exchange, with the result that both have meals fit for kings.

No living thing can exist on so great a variety of foods as does man. While there are some food elements common to almost all of the things he eats, some foods contain a preponderance of one element and a scarcity—perhaps the entire absence—of others; so it is by careful, almost natural selection, that man supplies the nutrition needs of his body, not by eating one food to the exclusion of all others, but by combinations that satisfy the body and please the palate.

Macaroni products and fish. There is hardly a treatise on food or cooking that does not contain several recipes for combining macaroni, spaghetti or egg noodles with fresh-water fish or deep-sea foods. Consumer appetites are satisfactorily sated by wheat products harvested from the land and fish taken from the waters of the earth. Never is this wheat-fish combination so popular as in Lent, when millions will eat less meat than ordinarily; and will be looking for something different. Fish has usually been the solution and since that food is not rationed, it will again be most popular in Lent, 1945.

Many manufacturers will be publicizing macaroni products as natural fish accompaniments.

Despite war and rationing, Americans are still among the best-fed people. Today with selection limited, however, consumers are prone, and naturally so, to place greater emphasis on quality than ever before. Better a little of the best than a lot of something else, they reason. So it will be natural also for manufacturers to publicize macaroni products as natural fish accompaniments, but how many really know about fish? Here's a fish story that is a fish story, but true, taken from a contemporary magazine, that may acquaint them with the true value of fish and make them more ready than ever to rec-

ommend macaroni products and fish combinations that will provide consumers not only body nutrients but eating satisfaction:

"It may sound fishy—but if it's about fish it really has to, doesn't it?—but cross our hearts, there are more possibilities of menu variety in these cold-blooded aquatics than in practically any other member of the vertebrate family.

"You can have a choice of gill-breathers ranging from Spanish mackerel and red snappers, both South Atlantic fish, through lake cod, and smelt, to shad, rosefish, halibut, cod, whitefish, salmon, flounder—and many, many, more. And then, of course, there are the crustaceans such as lobsters, shrimps, scallops, crabs, oysters, and clams.

"But it is not in variety alone that fish have a prior claim, but also as important body-building foods. Salt-water fish supply 50 to 200 times as much iodine as foods from other sources; those which are fatty are the only important food source of vitamin D, and are rich in vitamin A. Fish are also excellent sources of calcium, phosphorus, iron, copper, and magnesium.

### Highly Nutritious

"Although fish is a highly nutritious food, lean varieties are nonfattening and may be eaten any time by anyone. Those who don't have to watch the scales should know that the fat content of fatty fish is high in energy value, more easily and completely digested than other fatty foods. In comparison with other body-building foods, fish is practically the only high protein food which is self-sustaining.

"All kinds of fish are not available or at their best all year round. In January large winter catches of whitefish, lake trout, and yellow pike reach the market; during February, mullet and Spanish mackerel are plentiful; in March, lake perch and smelt are available in quantity.

"April brings the biggest runs and lower prices on shad and sea bass; flounder, sole, and salmon are most economical in May; heavy runs of whitefish and lake trout make them good buys again during June. July is ordinarily the heavy season for fresh haddock, whiting and swordfish. Throughout August there is a good supply of fresh yellow pike, silver salmon, and codfish.

"Starting in September is the big season for fresh oysters, blue pike, and fall trout fishing, and in October the production of lake perch, lake herring, and whitefish is good. November is usually a good buyer's market for fall salmon, trout, lake herring, and shrimp, and in December, Spanish mackerel, red snapper, and pompano appear in good quantity and quality.

"There are several fish which are available all year round. Some of these are lake trout, red snapper, lobster, rosefish, yellow pike, cod, scallops, whitefish, haddock, crabs, flounders, perch, pickerel, pompano, and clams.

### How to Cook

"Cooking fish is simple if a few sound rules are followed. Most fat-type fish are best baked, broiled, or steamed. The lean type fish are best sautéed, deep fat fried, or hot oven baked. Fish are easy to skin if first dipped in scalding water for one or

two minutes. A "fishy" odor on hands can be avoided by thoroughly chilling hands in cold water before handling fish, and washing in hot water and salt before using; soap will effectively remove fish odor from utensils—or hands, if necessary.

"Warning—do not soak fish in water before cooking! Much of their delicious flavor is lost if this is done."

### Death of Mrs. Daisy B. Lamkin

Mrs. Daisy B. Lamkin, wife of Mr. J. O. Lamkin, Chairman of the Industry's Committee, War Food Administration, Washington, D. C., passed on December 18, 1944, in Doctor's Hospital, Washington, D. C.

On December 9, while engaged in voluntary work at the U.S.O. Club, Salvation Army, she slipped and fell to the floor, breaking her hip bone. An operation was performed and her condition improved rapidly until December 16, when complications developed.

Mrs. Lamkin was a resident of Mississippi where she was active in women's club work. She came to Washington in 1933. Since the beginning of the war she has been active in voluntary work with the USO clubs, Red Cross and bond and stamp sales. She was vice president of the Mississippi State Society in Washington, had many acquaintances in Mississippi and in Washington and was loved and respected by all who knew her.

Surviving are Mr. J. O. Lamkin and two daughters, Marjorie E., Washington, D. C., and Mrs. Jean L. Whitney of St. Joseph, La.

Interment was in Fort Lincoln cemetery, Washington, D. C.

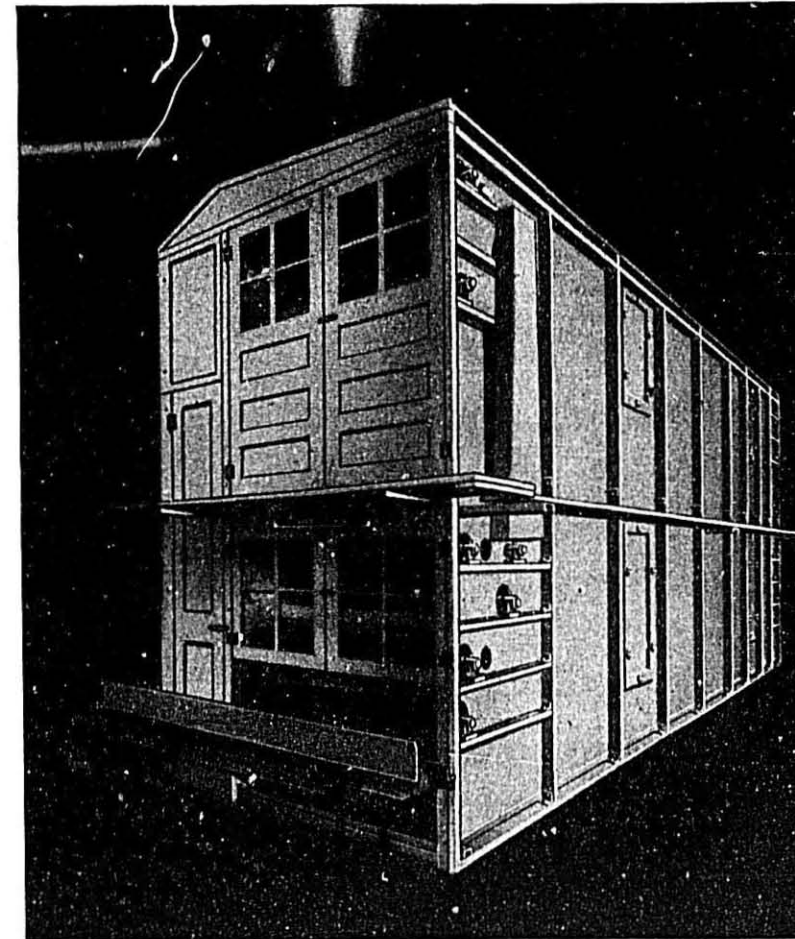
### Employees Trust Approved

Approval of an Employees Trust covering a pension and profit-sharing program for employees of The F. G. Findley Company, Milwaukee, has been announced. The approval is retroactive to December, 1942, when the Trust was inaugurated. Special provision is made for employees of long standing and new employees automatically become participants after three years of service with The F. G. Findley Company. Fifty per cent of the employees now participate.

Insurance is carried for each employee, payable upon death or as an annuity or as a lump sum upon retirement. In addition, The F. G. Findley Company annually contributes to the Trust, which is then distributed to the credit of the employee, payable upon retirement.

The F. G. Findley Company, manufacturers of industrial adhesives, was established in 1901 as The Wisconsin Paste Company. In 1911 it was purchased by the late F. G. Findley, father of the present president, Kenneth Findley, and vice president, Ralph Findley.

## Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

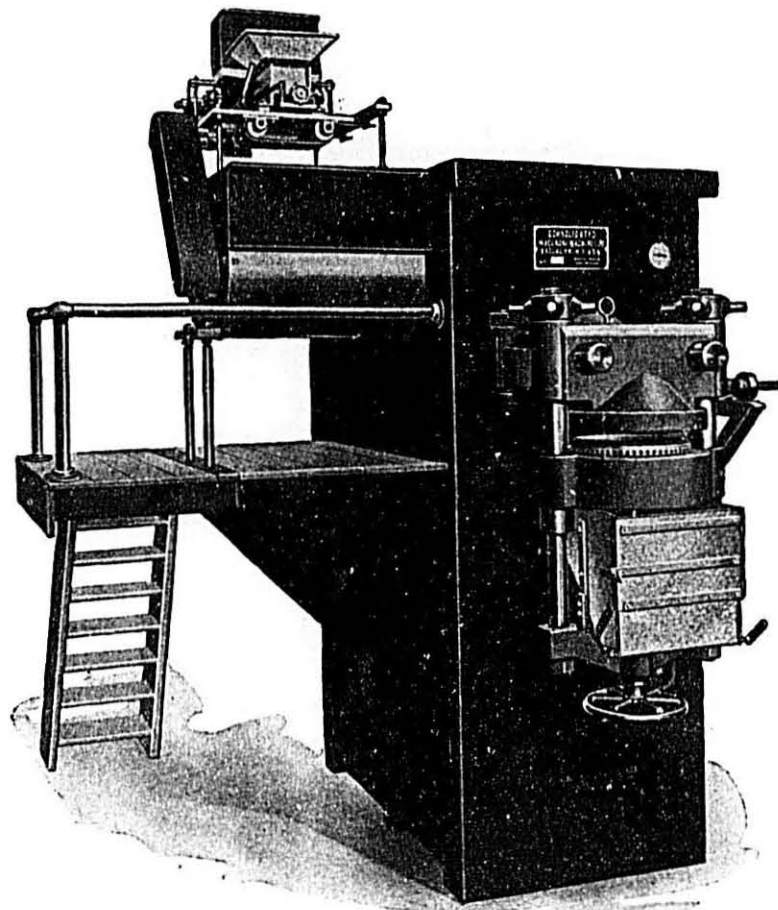
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE**

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

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

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

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

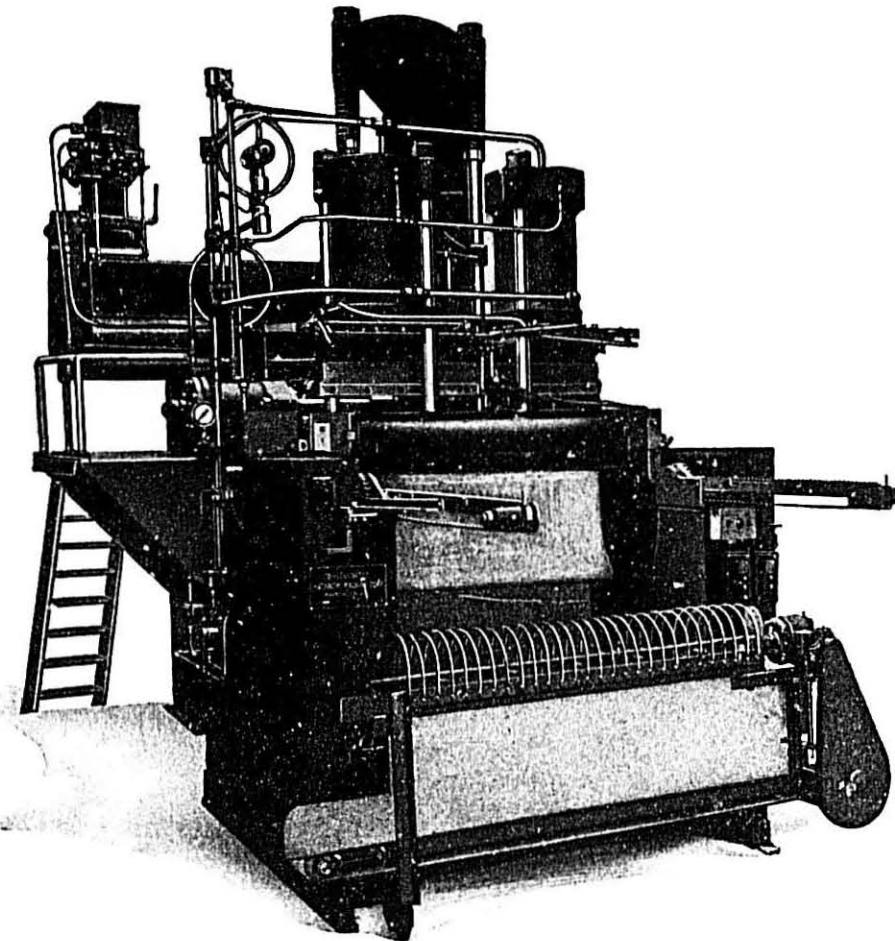
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.



**THE ULTIMATE PRESS**

*From Bins to Sticks Without Handling*

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

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

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

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

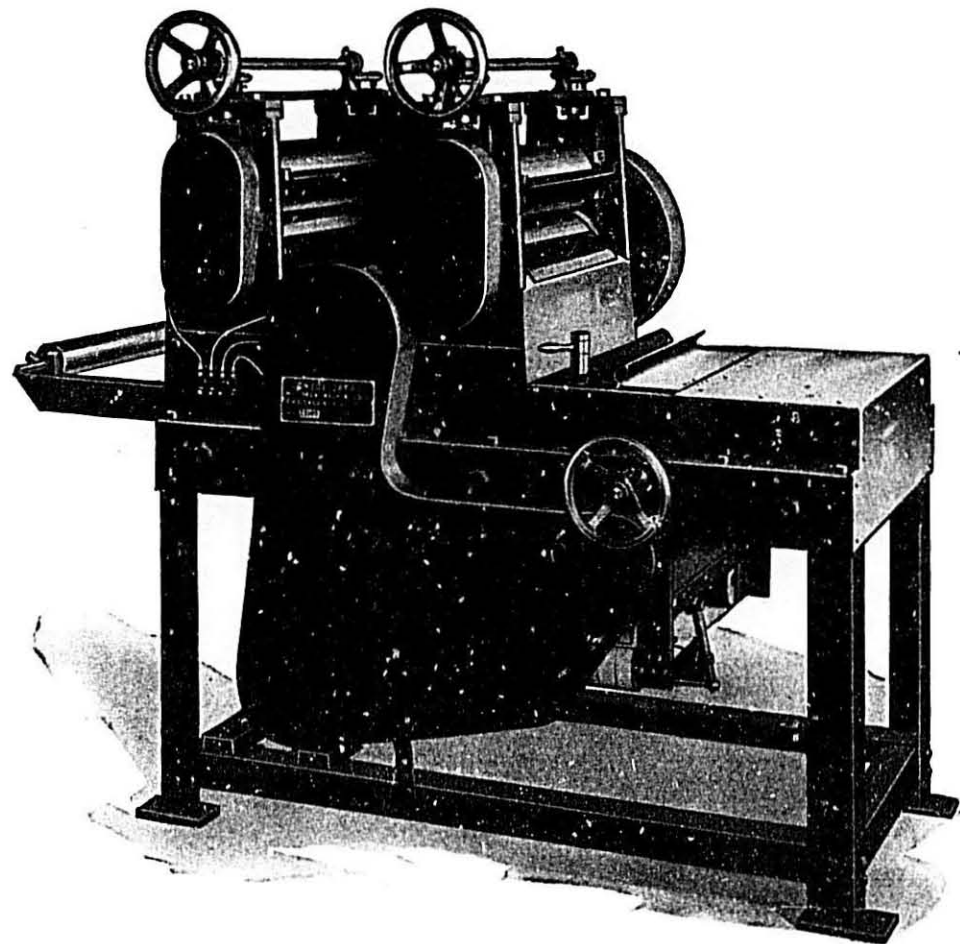
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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

Address all communications to 156 Sixth Street

*Write for Particulars and Prices*

## Consolidated Macaroni Machine Corp.



**GANGED NOODLE CUTTER**

*Double Calibrating Brake*

**T**HE 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*

### January Cheese Set-Aside 25 Per Cent Of Production

Manufacturers of Cheddar cheese will be able to sell about the same amount of Cheddar cheese into civilian channels during January as they have in recent months. The January set-aside for Government purchase will be 25 per cent of their production. This is the same set-aside percentage as for November and December, but smaller than the 30 per cent quota in effect in January, 1944.

Civilian supplies are expected to be about the same as in recent months—about 34 million pounds—but around 10 per cent more than in January a year ago.

Military and lend-lease requirements are expected to continue at high levels during 1945. This will mean a continuation of the set-aside program, with monthly quotas adjusted to seasonal changes in production.

### Food Technologists Organize Great Lakes Group

Food technologists in Michigan, Northern Indiana, Northwestern Ohio and Ontario, Canada, on November 17 organized a new regional group of the Institute of Food Technologists. It is identified as the Great Lakes Group and is the outgrowth of a breakfast gathering held May 30 at the Edgewater Beach Hotel in Chicago during the 5th Annual Conference of the Institute.

The organization of this group was a part of the program of an afternoon and evening meeting held at the Hotel Statler, Detroit, Michigan, in which more than 100 technical and production personnel of food-processing companies participated. Dr. F. W. Fabian, Head of Industrial Bacteriology Dept., Michigan State College, presided. Dr. F. C. Blanck of H. J. Heinz Co., President, Institute of Food Technologists, discussed the Institute and its future with relation to food processing. The technical part of the program consisted of the following presentations:

1. Glutamic Acid and Its Relation to the Food Industry by Dr. M. J. Blish, Amino Products Co., Rossford, Ohio.

2. Investigations on the Fate of Vitamins During Commercial Canning by Dr. L. E. Clifcorn, Continental Can Co., Chicago, Ill.

3. The Production and Application of Salt by Dr. J. A. Dunn, Diamond Crystal Salt Co., St. Clair, Mich.

During the evening session, Dr. L. V. Burton, Editor of Food Industries, New York, N. Y., and former president of the Institute, gave a travelog lecture on "Food Problems of Our

Neighbors Down Under" based on his six months in the Southern Pacific and Southwest Pacific War Areas as a War Correspondent and adviser on food-processing problems.

Elected officers of the Great Lakes Group are:

Chairman—F. W. Fabian, Michigan State College, East Lansing, Mich.

Vice-Chairman—C. Olin Ball, Owens-Illinois Glass Co., Toledo, Ohio.

Secretary—J. A. Dunn, Diamond Crystal Salt Co., St. Clair, Mich.

Treasurer—James C. Sanford, Basic Food Materials, Cleveland, Ohio.

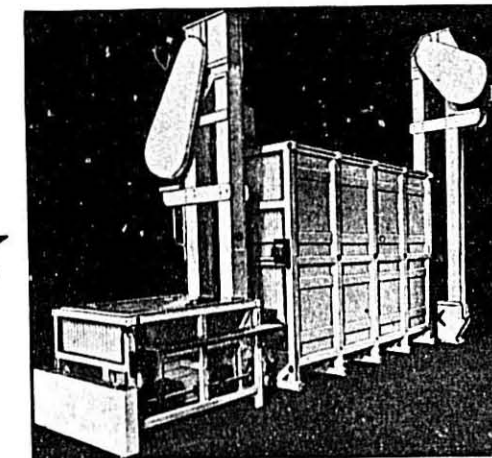
Executive Committee Members—R. B. Stover, Owens-Illinois Glass Co., Toledo, Ohio; Lillian B. Storms, Gerber Products Co., Fremont, Mich.; June M. Ruppel, Central Soya Co., Decatur, Ind.; H. R. Klinck, Libby, McNeill & Libby, Chatham, Ontario.

Time and place of next meeting is being arranged for.

Organized in July, 1939, the Institute of Food Technologists now consists of six chartered Regional Sections and several Regional Groups in the process of qualifying to make application for Charter recognition.

# 1945 — a year of Promise

— for Wide-Awake Macaroni and Noodle Manufacturers —



*The Champion Flour Outfit and Blender shown above, saves time money; increases profits.*

## CHAMPION AUTOMATIC EQUIPMENT —

is the solution to the economic problems that must be met during the oncoming Post-war era, and which many believe will be ushered in during 1945. Champion profit-producing machinery is the development of over half-a-century of the best engineering design in macaroni manufacturing machinery — your assurance for lower production costs and better quality products.

Our Engineers will gladly assist you with your modernization plans. No obligation.

**CHAMPION MACHINERY COMPANY**  
**JOLIET, ILLINOIS**

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

KEEP UP WAR BOND PURCHASES TO END WAR FASTER

**M**ANY macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**

Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**



### November Lend-Lease 467.5 Million Pounds

Deliveries of food and other agricultural products for shipment to our allies during Lend-Lease during November totaled 467.5 million pounds—251.8 million pounds less than in October, the War Food Administration announced December 27 according to E. O. Pollock, Midwest Director of Food Distribution, Chicago. Deliveries during November, 1943, totaled 1,015.9 million pounds.

Deliveries by commodities in November, 1944, Lend-Lease compared (in millions of pounds) with deliveries in October were: Dairy and Poultry, 114 compared with 250.6; meats, 135.1 compared with 163.2; fats and oils, 41.9 compared with 60.2; fruits and vegetables, 39 compared with 70.1; grains and cereals, 43.7 compared with 69.3; special commodities, 24.0 compared with 28.8; tobacco, 1.1 compared with 1.1; cotton and fiber, 50.4 compared with 54.4; and sugar, 18.3 compared with 21.6.

The total of 467.5 million pounds was assigned as follows: United Kingdom and other British possessions, 244.7 million pounds or 52 per cent; Russia, 190.6 million pounds or 41 per cent; others including Greece, West Africa, North Africa, the Netherlands,

Poland, Yugoslavia and French Committee of National Liberation, 32.2 billion pounds or 7 per cent. October deliveries for shipment to the British totaled 454.4 million pounds; to Russia, 288.1 million pounds. Deliveries to other countries in October totaled 36.8 million pounds.

### Liquid, Frozen, and Dried Egg Production

November, 1944

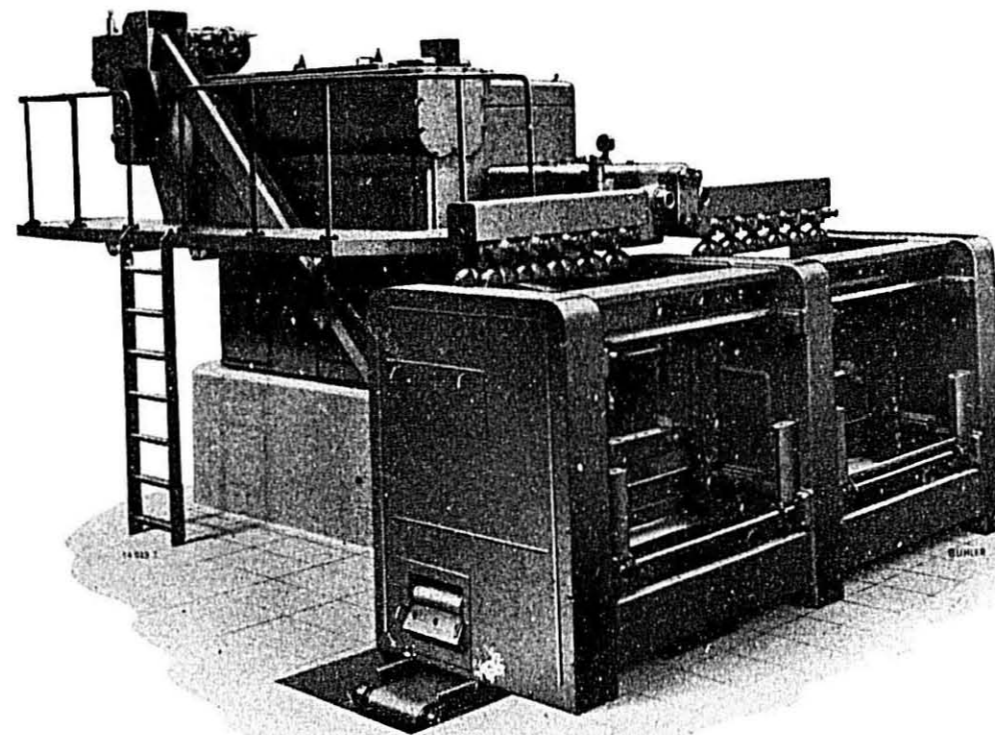
Production of liquid egg during November totaled 42,601,000 pounds compared with 47,066,000 pounds in November last year. Smaller quantities of liquid were used for immediate consumption and drying than were used for these purposes a year ago but the quantity frozen was considerably larger than the quantity frozen in November last year.

Dried egg production in November totaled 15,597,000 pounds about 30 per cent less than the quantity produced in November last year. Approximately two-thirds of the dried egg produced in November was obtained from frozen and storage shell eggs. A total of 23,012,000 pounds of frozen egg and 427,000 cases of storage shell eggs (equivalent to 15,811,000 pounds of liquid egg) were used.

Production of dried egg from January through November of this year totaled 309,536,000 pounds compared with 240,911,000 pounds during the same period a year ago. To obtain the amount dried so far this year, approximately 1,148,202,000 pounds of liquid egg were used (equivalent to 30,656,000 cases of shell eggs). Storage stocks of dried egg on December 1 totaled 110,139,000 pounds, of which 90,116,000 pounds were government holdings.

Production of frozen egg during November totaled 6,291,000 pounds compared with only 758,000 pounds in November last year. Considerable quantities of government-owned shell eggs in storage were broken and the liquid frozen during November. The production of frozen egg for the 11 months of 1944 totaled 509,041,000 pounds compared with 411,471,000 pounds during the same period a year ago—an increase of 24 per cent. Stocks of frozen egg on December 1 totaled 219,798,000 pounds compared with 172,387,000 pounds on December 1 last year and 121,463,000 pounds, the December 1 (1939-43) average. The government owned 73,466,000 pounds of the total frozen stocks in storage on December 1. Arrangements are being made to dry the government-held stocks.

# BUHLER



CONTINUOUS PASTE GOODS PRESS

WITH

FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

**BUHLER BROTHERS**

INCORPORATED  
NEW YORK

OFFICE:  
60 BEAVER STREET  
NEW YORK 4, N. Y.

ASSEMBLY PLANT  
611 WEST 43RD STREET  
NEW YORK 18, N. Y.





Photo of the Management of Clermont Machine Company, Brooklyn, N. Y. with Office Staff, Engineering Department and Foremen.



A representative group of Clermont's Officers and Employees.

### Clermont's New Year Party

The Clermont Machine Company, 270 Wallabout St., Brooklyn, N. Y., treated its officers and employees to a swell New Year's Party in appreciation of loyal service to its regular production and to the special war work being done by the firm.

Accompanying are two pictures of the groups entertained.

### New du Pont Sales Office

A sales office to provide packaging service to the growing industries of the South has been opened in Atlanta, Georgia, by the Cellophane Division of E. I. du Pont de Nemours & Co., it was announced recently. R. E. Sidwell, Southern District Sales Manager, will be in charge of the new office which is located in the Trust Company of Georgia Building.

"Southern food processors and distributors as well as other manufacturers of consumer goods, are becoming increasingly aware of the part that packaging can play in effective post-war merchandising," said Mr. Sidwell. "They are finding that the consumer is becoming increasingly aware of the advantages of buying products in transparent packages that provide full visibility as well as desirable protection."

Prior to his present assignment, Mr. Sidwell was Assistant District Sales Manager, Eastern District, Philadelphia.

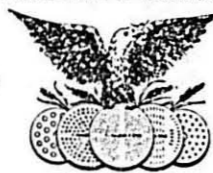
That the Japs arranged to have two of their towns christened "USA" and "SWEDEN," and sold merchandise of their own making marked "Made in Usa" and "Made in Sweden" under these pirated trademarks of established national integrity?

### HOLDING FIRST PLACE

MALDARI Macaroni Dies have held first place in the field for over 39 years. The leading macaroni plants of the world today are using Maldari Insuperable Dies. It will pay you to use Maldari Dies in your business. A better, smoother, finished product will help to increase your sales.

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

Makers of



Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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

## SEAL ALL-SIZE CARTONS With ONE Low-Cost Machine

**CECO**

### Adjustable Carton Sealer

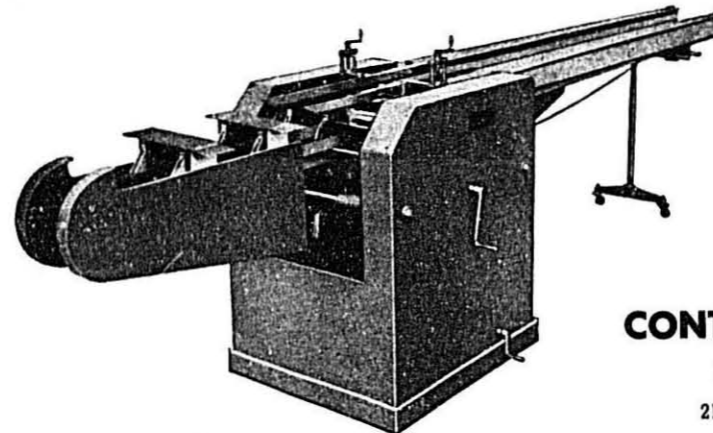
#### Features:

- Eliminates sealing cartons by hand.
- Adjustable instantly without tools, for any carton 2 1/4" to 12" deep.
- Seals both ends simultaneously.
- Glues both sides of middle flaps, laminating all flaps for maximum strength.
- Automatically squares-up ends of cartons.
- Fully portable. Entire machine mounted on casters, ready to plug in any electric outlet.
- Adjustable speeds up to 120 cartons per minute.
- Reduced sealing costs should liquidate your low initial investment during first year of operation of this flexible equipment.
- Send for details.



**CECO**

CARTON SEALER  
MODEL A-3901-12



### CONTAINER EQUIPMENT CORPORATION

210 Riverside Ave., Newark 4, N. J.

CHICAGO • TORONTO • BALTIMORE • ST. LOUIS • SAN FRANCISCO • ROCHESTER

**Food Prices Up One Per Cent**

Average prices of living essentials showed little change between mid-October and mid-November, reports Secretary of Labor Frances Perkins as of December 24, 1944.

"The family food bill went up about one tenth of one per cent," she said, "and there were scattered increases in prices of clothing and house furnishings as the demand for many lower-priced articles continued to exceed available supplies.

**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.

"The Bureau of Labor Statistics' index of living costs of moderate-income city families rose one-tenth of one per cent for the month and stood at 126.5 per cent of the 1935-39 average, 1.9 per cent above the level of one year ago.

"In the family food bill, seasonal increases in prices of eggs, green beans and apples, and higher prices for fresh and frozen fish offset the usual early winter price declines for oranges, lettuce, spinach. Onion and white potato prices and sweet potato prices decreased contraseasonally.

"While the supply of most staple foods was adequate, supplies of butter were again quite limited, and pork, cheese, canned fruit and salmon continued to be scarce. Larger quantities of better grades of beef were available in November than in October, and sugar was more readily obtainable.

**Sidney Grass Is Worshipful Master**

Sidney J. Grass, one of the partners of the I. J. Grass Noodle Co., Chicago, Ill., was recently installed as Worshipful Master of Apollo Lodge, No. 642, Ancient Free and Accepted Masons. This is the same lodge which

had as Master, Sidney's father, Isaac J., in 1915 and Sidney's brother, Irving, in 1938. The new Worshipful Master will be doubly honored by having the pleasure of celebrating the Diamond Anniversary Year of the installation of Apollo Lodge.

**Decrease In DDT Prices**

DDT, the potent insecticide ingredient, has been reduced 40 per cent in cost since July by the Du Pont Company, which also disclosed here today that its new plant in Grasselli, N. J., is now producing the insecticide at a rate two and one-half times designed capacity.

When scarce DDT was required so urgently a year ago for typhus control in Italy that 500-pound cargoes were flown overseas from the Du Pont pilot plant in Cleveland, Ohio, the cost was \$1.60 per pound. Commercial production at the New Jersey plant, rushed to completion in record time, brought the price down to \$1. Effective January 1, the cost to the Army and Navy has been reduced to 60 cents per pound.

Process improvements combined with the production increase permitted the price reductions.

**A Continuing Table of Semolina Milling Facts**

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

Month	Production in 100-pound Sacks			
	1944	1943	1942	1941
January	721,451	855,975	711,141	561,940
February	655,472	885,655	712,770	603,964
March	692,246	963,387	680,224	565,917
April	608,947	793,866	528,308	519,277
May	704,071	750,963	523,110	453,997
June	656,214	723,733	501,168	499,392
July	716,957	648,356	591,338	531,119
August	889,515	758,903	583,271	511,366
September	895,478	713,349	648,062	622,267
October	919,226	791,054	876,363	782,734
November	1,016,483*	839,778	837,792	642,931
December	870,681	801,847	923,014	525,795

**LOMBARDI'S MACARONI DIES**

*For Longer Life and Less Repairing*

**STAINLESS STEEL DIES — WITHOUT BRONZE PLUGS**

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

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

1153 Glendale Boulevard

Los Angeles 26, California



**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



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

PLANTS AT • MILWAUKEE • PHILADELPHIA • LOS ANGELES

## THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

### A Special Message to Mrs. America

A poll of housewives' opinions on the likes and dislikes of children with respect to foods, recently conducted by another industry, brought out the fact that "Spaghetti with Tomato Sauce" was the first choice of the children of the thousands of mothers interviewed. Believing that this fact should be generally known, the National Macaroni Institute has released the accompanying illustrated story embodying facts uncovered by the independent survey.

### Are You Spaghetti Conscious?

By Betty Barclay



Surprising facts come to light from the polls and questionnaires that are so popular today. Recently an attempt was made to discover the foods children like best. Almost four thousand adults and about two thousand children were asked to check the most popular dish from a list of children's favorites.

Surprise! Spaghetti with Tomato Sauce topped the list. Now this was not a local contest. It was conducted by 88 newspapers located in 84 cities, in 28 states. To many of us, this winning food must have been a decided surprise. Macaroni, spaghetti and egg noodle dishes have without our knowledge become prime favorites with mothers, children—and of course with the men. The "Energy Trio" is now a popular trio.

Cold weather calls for heavier foods, for more calories are required than in summer. Spaghetti and its "cousins" are rich in protein and blend with tomato sauce and other foods that furnish vitamins and minerals in abundance. These dishes may be used as meat extenders, main-course dishes or merely plain honest-to-goodness side dishes that will delight each member of the family.

If you are already spaghetti conscious, try one or all of the following recipes and you will get a happy surprise:

#### Buttered Spaghetti with Cheese

To serve with your Sunday roast or with chicken any day, try "Buttered Spaghetti with Cheese." It's a dish, experts say, that provides just the change many will relish—yet easy to prepare.

- 1/2 lb. spaghetti
- 4 cups boiling water
- 4 tbsp. butter or substitute
- 3/4 cup grated cheese
- Salt, pepper and paprika

Have water boiling. Add spaghetti and 1 teaspoon salt. Cook rapidly until all water is practically absorbed—about 20 minutes. Stir regularly to keep from scorching

the spaghetti. Add seasoning and melted butter, mixing all well. Serve hot. (4 portions).

#### Uncle Sam Pepper Pot

- 1 large beef bone or knuckle of veal
- 1/2 cup chopped onion
- 1 bay leaf
- 1 stalk celery, chopped
- 1/2 red pepper, chopped
- 1/2 lb. spaghetti elbows
- Salt and pepper to taste

Cover the soup bone with water, cover the pot and simmer slowly for about 3 hours. Then cool, skim off the fat and strain the stock.\* There should be about 8 to 10 cups of stock. If not, add water to make that quantity.

Add the other ingredients, excepting the spaghetti elbows, and simmer for 30 to 40 minutes. Then add the spaghetti elbows and simmer slowly until latter are done to a still chewy state. Season with salt and pepper, and serve. Makes 6 portions.

\*Many prefer to trim the lean meat from the bone, cut it into bits and to cook them with the other ingredients before adding the spaghetti elbows—making a delicious meat-vegetable soup.

#### Spaghetti with Tomato Sauce

- 1 pound spaghetti
- 1 can tomato sauce

Place contents of a can of tomato sauce into a pan containing about a half can of water. Add salt and pepper and simmer slowly, about 15 minutes.

In a kettle containing about 2 quarts of boiling water, add the spaghetti and 1 teaspoon salt. Boil until spaghetti is done—but still chewy. Drain. Place on large platter, cover with tomato sauce and serve. 6 servings.

### Booklet Is Popular

The attractive booklet published by The National Macaroni Institute titled "Americanized Macaroni Products," with its historical material, food facts and illustrated recipes, is continuing to be popular with the public according to many manufacturers and allied firms that have had copies for distribution. The booklet is now in its fourth edition, nearly 50,000 copies having been ordered as an aid to consumer education.

Mr. J. M. Waber of Amber Milling Division of Farmers Union Grain Terminal Association advises that his firm has been making good use of the booklet in showing how durum products are adding to the health and strength of the nation. "We again prepared a Durum wheat and macaroni products exhibit for the annual stockholders' meeting of our company. Well over 2,000, possibly 3,000, people attended, a great many of whom showed interest in the "Americanized Macaroni Products" booklet on display, as few realized the wide variety of products made from Durum wheat. Sorry we were not able to give each a copy, but promised to send one to all who left their names and addresses. With the arrival of the new supply just ordered, we will have a sufficient number of copies on hand for our next meeting."

### Quite Delicious Right Now

Eating habits, like others to which humans are subject, are formed in different ways yet frequently remain with us through life. For example, a letter from one of the former "boys" in Boystown (that nationally known youth-building center established and maintained by Father Flanagan near Omaha, Nebraska) and now in the service of the United States in the South Pacific area, gives evidence of that reasoning.

In a letter to Father Flanagan from a naval base in the Pacific, Seaman S. J. Sudyka gives deserving praise to the work being done by Father Flanagan at Boystown, saying, "There are countless good deeds to your credit that you have long forgotten but not so the lads that were the recipients of your kindness. 'Father Flanagan' is in their hearts even unto death. You, along

with my family, are always in my prayers. God bless you, Father."

A statement contained in that same letter that is of special interest to macaroni-noodle manufacturers, and which is worthy of broadcasting to the nation reads: "Every time I eat spaghetti I think of the Italian kid. Remember, his mother used to bring us a quart of spaghetti every Sunday, which was looked upon as a great delicacy to us in those days. As far as that goes it would be quite delicious right now."

### Other Findings

"\* Business must prepare to make up immediately for a \$65 billion gap when war production is cancelled. To do this it must keep up domestic purchasing power, even though a return to the 40-hour week may cut pay envelopes 20%."

"\* It must develop an annual foreign trade of \$17 billion (\$10 billion in exports and \$7 billion in imports, twice that of the best postwar year).

"\* Because of greater costs in maintaining the armed forces, veterans' pensions, expanded public works and increased payment on the national debt, government expenditures will be around \$30 billion, 50% greater than in 1940, leaving \$1.45 billion, more than 80% of the national income, to be absorbed by private business and consumers. (CMC estimates that \$120 billion will go for consumer goods and services, the rest for home and business construction and a favorable foreign trade balance.)"

### Analysis of Postwar Business Outlook

Macaroni-Noodle manufacturers who are looking for a stable basis for their postwar planning, will be interested in an analysis prepared by Consolidated Management Consultants, New York City, a youthful industrial engineering organization and published in a recent issue of *Tide*. The conclusions are presented in a report titled "Prospects for the American Economy—A Report to Business," and are based on an estimated national income of 175 billion dollars. Here are some interesting excerpts:

"At Madison Square Garden a few weeks ago Vice-President Henry A. Wallace called for a national postwar income of \$170 billion to provide full employment. Two days later, columnist Walter Lippmann estimated the required figure at \$160-\$170 billion. And, on the intervening day, Consolidated Management Consultants (Manhattan) published its own analysis, hitting pretty close to theirs though it did break all records when it placed the necessary amount at \$175 billion, 50% above the 1940 peacetime peak.

"Because so many of its industrial clients wanted to know what to expect when their war contracts expired, Consolidated Management Consultants (CMC) turned its hand to analyzing the prospects. It took issue with the generally respected estimate put out by the Committee for Economic Development, though it did utilize many CED basic sources.

"The CED analysis talks about a national income of around \$130 billion, predicated on an estimated 8,000,000 unemployed in a labor force of 60,000,000. CMC considers that anything but full employment, proposes to tolerate only a fractional 1,500,000 unemployed.

"The study arrives at its \$175 billion conclusion simply. To the 1940 national product of \$2,540 per worker, it added 15% (Department of Commerce conservative estimate of increase in output per worker by 1947, the year chosen arbitrarily for full realization of postwar economy), multiplied the resultant \$2,920 by 58,500,000, the employable labor force. Result: \$175 billion.

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, pliofilm and similar materials.

**Pro-Heater Model .....\$235.00**  
For kraft-foil laminated and similar materials requiring pre-heating.  
F.O.B. Factory



★ ★ **Also NEW**

## DOUGHBOY TOGGLE-JAW SEALER

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

## PACK-RITE MACHINES

Div. of Techtman Industries, Inc.  
828 N. Broadway  
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CLIP AND MAIL FOR FULL DETAILS

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Please send complete information on:

Doughboy Rotary Hot Krimp Sealer

Doughboy Toggle-Jaw Sealer

Attn. of.....

Firm.....

Address.....

City..... State.....

# THE SELLING PARADE

A DIGEST OF  
SUCCESSFUL  
SELLING IDEAS

BY CHARLES B. ROTH

## Be Like the Mailman

That able and astute Detroit executive T. Russ Hill has a curious belief many of his new salesmen find hard to swallow. He advises them to be like a mailman.

I admit on the face of it that sounds screwy. But not when Colonel Hill gets through explaining it.



Says he: "Everyone watches for the postman, doesn't he?"

"Yes."  
"Why? Because he bears *news*—the things people want to hear."  
"Right."

"Now I want you fellows to be just as welcome wherever you call as the postman wherever he calls. Be a business postman—a fellow everybody looks forward to seeing."

When a salesman thinks that over for a while, he sees there's a lot to it. He also sees the rules for being a "business postman" are clear, viz.,

1. Know something before you call that the man'll be glad to know—information from Washington that hasn't reached him yet, new developments in the industry, something that's really news.

2. Get into the habit of making a suggestion or two for improving his business. Drop it each time you call. Before long he'll be waiting for you to come.

3. Don't stay too long when you call. The postman never does. He's

got too many people to see each day. He always leaves before you'd like to see him go. Good rule to follow.

4. Be sincerely interested in the other guy. If you are, he can't help knowing it. Before long he'll also be interested in you.

## They'll Want Quality

My friend the manufacturer said he believed that there's a good deal of floundering around about postwar planning when after all the matter is extremely simple.

"What do you mean, simple?" I asked. "How can you call an idea simple when it is commanding the attention of the best minds and wrinkling the best brows?"



"I mean that most of us make hard work of the postwar plan, trying to pierce the future, when it isn't hard at all."

I never had accused my friend of being clairvoyant before, but I did now. He disclaimed the accusation.

"I can't see any farther than others," said he, "but one fact about the postwar world is so clear that a proverbial blind man could see it. It's this point around which we're casting all our selling plans."

"Go ahead and outline the point," said I.

"The point is simply that the postwar market will be a quality market, and the demand will be, not for cheap goods, but for better. Any salesman

or sales executive who tries to sell the market short by bringing out cheap merchandise is going to be in for a letdown," he concluded.

"I see."

"In our plans we're heading toward higher-priced better-made goods from the day the shooting is over," said the manufacturer. "I think no other course will pay."

Since I've talked things over with the manufacturer I have been looking into this quality market, and am convinced he is right.

Some of my conviction has come from these recent facts by Harry A. Hopf, the management engineer. He points out: From 30 to 40 per cent of the families had incomes of less than \$1,000 in the years 1935-1939. Now nearly one-third of the families have incomes over \$3,000. Average wage for the earlier years was \$520; 1942 saw it up to \$852. In 1945 it will be around \$1500.

It is a fact, as everyone knows, that when an individual's income increases, he tends to buy better goods.

At the close of a busy day the salesman finally got in to see his prospect, an important man. Said Mr. Big: "You ought to feel honored, young man. Do you know I have today refused to see eleven salesmen?"

"I know," said the salesman. "I'm them!"

They were having a raffle for a widow lady. The salesman was asked if he would buy a ticket.

"Nope," he replied. "My wife wouldn't let me keep her if I won."

A pet fox kept chained to a dog kennel and fed bread and milk soon neglected his food but remained in good condition; later it was found that he used the bread and milk as bait to attract barnyard chickens, whose feathers he hid in the kennel.

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



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

### — 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, a) 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.

## Are You SHORT of HELP TODAY?



PETERS JUNIOR CARTON FORMING AND LINING MACHINE. Sets up 35-40 cartons per minute. One operator.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE. Closes 35-40 cartons per minute. No operator.

Could you use the girls who are now setting up and closing your macaroni, spaghetti and noodle cartons by hand, somewhere else in your plant? Today more than ever you can see that such hand operations are reducing your profit as well as slowing down your production line. These conditions should be improved before it's too late.

PETERS is extremely busy on war work but we have found time to assist many plants with their carton packaging problems. If you are looking for a "cure" for your hand carton packaging just send a sample of each size carton to us. We will show you how PETERS equipment can reduce your labor cost, and increase your production and profit.

It is important to act at once as we expect to fill orders in the same sequence as received.

PETERS MACHINERY CO.

4700 Ravenswood Ave.

Chicago, Ill.

**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  
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C. W. Wolfe.....President  
 Joseph J. Cuneo.....Adviser  
 M. J. Donna.....Editor and General Manager

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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 JANUARY, 1945 No. 9



"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."

**Macaroni and Kindred Products Industry in Canada**

The production of macaroni, spaghetti, vermicelli, noodles, etc., in this industry in 1943 amounted to 60,435,568 pounds with a selling value at the factory of \$3,084,629. Compared with 1942 when the output was 48,957,265 pounds valued at \$2,251,346, there was an increase of 11,478,303 pounds in the quantity and of \$833,283 in the value.

In addition to the macaroni, etc., produced in this industry in 1943 about 2,510,000 pounds valued at \$166,000 were also produced in other industries, making a total production of about 63,000,000 pounds as compared with 50,442,173 pounds in the previous year.

There were sixteen establishments comprising this industry in 1943.

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

**Joins Utah Association**

Porter-Scarpelli Macaroni Company (Utah Division), a new but progressive manufacturing firm in Salt Lake City, Utah, recently became a member of the Utah Manufacturers' Association, representing the macaroni-noodle industry of that western State. Its official representative is President A. E. Scarpelli.

The night of its induction at Utah Hotel, Salt Lake City, on December 14, the organization feted its seven living past presidents and greeted nine new members, including the macaroni firm.

**Wheat Ceiling Raised 4 Cents**

The ceiling price of wheat has been increased by 4 cents a bushel, the Office of Price Administration announced December 12, 1944.

The pricing agency said the increase was necessary to fulfill the requirements of the Stabilization Extension Act of 1944. The prices established by this amendment are calculated to reflect parity to producers.

This action is effective on December 13, 1944. The increase affects all levels of distribution.

However, the price of bread is not affected by this action, OPA explained. The agency said that flour ceilings are unchanged and that no change in them will be necessary. The flour production payment rate of 19 cents per bushel will remain unchanged until December 31, and a new rate for January, 1945, based on wheat prices prevailing under the new ceilings will be announced before January 1, 1945.

**Bread vs. Beer**

The Federal Trade Commission declared that bread has more nutritional value than beer. This somewhat amusing but nevertheless interesting decision revealed that it is necessary to consume relatively large amounts of beer to obtain the nutrients that would be provided by eating a relatively small amount of white bread. As a result of this ruling 13 members of the Minnesota Brewers Association of Saint Paul agreed to discontinue their advertisement which stated: "beer is

**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.

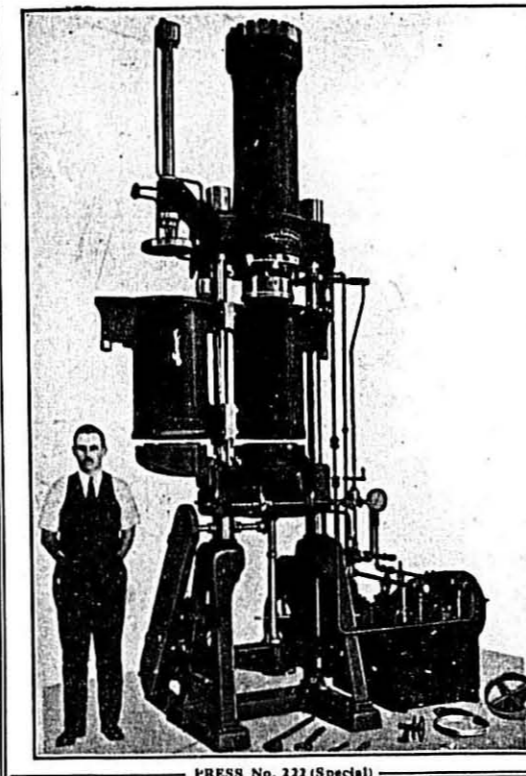
Vitamins and Minerals Enrichment Assays.  
 Soy Flour Analysis and Identification.  
 Rodent and Insect Infestation Investigations.  
 Macaroni and Noodle Plant Inspections.

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

**WANTED**—Supervisor Drying Department for large going concern. Write qualifications. Box 15, c/o Macaroni Journal, Braidwood, Ill.

comparable to or the equivalent of bread in nutritional value." In rendering its opinion the Commission stated that medical knowledge shows: "of nutritional ingredients beer contains no fiber or fat, as in bread, and bread contains no alcohol as in beer." The Commission also declared: "of the ingredients which both contain, a quantitative comparison discloses that four slices of the enriched white bread currently distributed supply as much carbohydrate as 3 1/2 ordinary bottles of beer, as much protein and vitamin B-1 as 4 1/2 bottles and as much mineral as two bottles. In calories four slices of bread will supply approximately the same as 1 1/2 bottles."—*International Steward*.

Only about 60 per cent as many sealskins were harvested last summer on the Pribilof Islands, the center of the seal-fishing industry, as were taken in 1943 when an unusually large number were obtained to make up for the 1942 shortage.



PRESS No. 222 (Special)

**John J. Cavagnaro**

Engineers  
 and Machinists

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

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**Macaroni Machinery**

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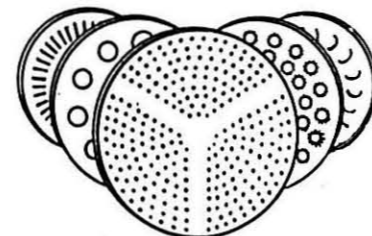
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**Duramber**  
 Fancy No. 1 Semolina  
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120 Lbs. Net  
**ABO**  
 Fancy Durum Patent  
 Milled at Rush City, Minn.  
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 of F. U. G. T. A.

Amber Milling Division of  
**FARMERS UNION GRAIN TERMINAL ASSOCIATION**  
 Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First— INDUSTRY — Then— MANUFACTURER</p>
<p><b>OFFICERS AND DIRECTORS 1944-1945</b></p> <p>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. D. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
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# A Special Appeal

To All Macaroni-Noodle Manufacturers Outside the Association Fold

- Will Victory in Europe and the Pacific, or a stalemate, or a defeat (heaven forbid), mean . . .
- a—A lessening of competition against macaroni products by other foods for the rightful place of macaroni, spaghetti and egg noodles on the American table?
  - b—The adoption of legislation, of orders by War and Peace Governmental Bureaus favorable to our products, our business?
  - c—The protection of the legitimate manufacturer against the short-weight artists, the inferior grades and the exorbitant, unsubstantiated claims of those who are guided solely by temporary gains, pleased only by the squirming of competitors?
  - d—The proper answer to the incredulous Government bodies, and others, who say: "Show us that your Industry really and truly wants what you seek, and we'll give you requests, your suggestions, deserving and serious consideration?"
  - e—And finally, the natural and continuous improvement of the macaroni-noodle products business in general?

Everybody knows that it will not—that individuals as well as the industry will get only part of what it fights for, unitedly and determinedly. Therefore, two duties confront all, and both involve courageous fighting and sincere co-operation—

First, to help WIN the War. There should be no stalemate; there cannot be defeat.

Second, to WIN the Peace. As far as macaroni-noodle manufacturers are concerned, this is an all-out, all-industry job. No firm is too small to do its part, and none so self-sure as to ignore the welfare of others while conserving their own.

So, as a New Year treat to your Industry and indirectly to yourself, you, Mr. Nonmember, should decide now to give to the National Macaroni Manufacturers Association the help and co-operation needed to win greater consideration, for the trade by Government Bureaus, to gain greater respect for our products by the distributive trade, and to win the confidence of the consuming public. All of this can be done only if we are really and truly united in a just, common cause—the unselfish betterment of our Industry.

Doing our duty in this respect will be good reason for expecting a really Happy New Year—our sincere wish to the entire Industry.

M. J. DONNA, Secretary.

# No More Priorities

## ON ST. REGIS VALVE-BAG PACKING MACHINES



Here's great news to start off 1945!

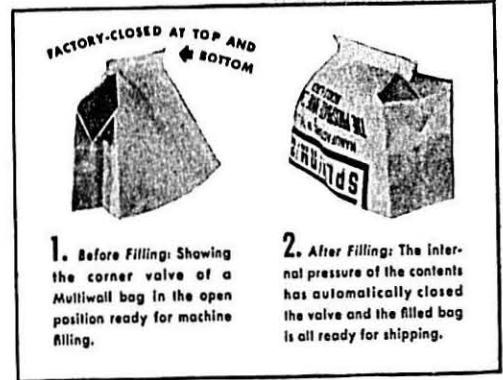
The government has consistently recognized the efficiency and economy of the St. Regis Valve-bag Packing System. And now, all priority controls have been removed from St. Regis bag-filling equipment.

These machines, plus St. Regis Valve Bags comprise a packaging system which reduces packaging costs while providing greater product protection. Here's why:

The St. Regis Valve Bag is made of tough kraft paper . . . 2 to 6 plies in thickness. It is securely factory-fastened at both top and bottom and has a specially designed filling valve in one corner. When the bag is filled, the internal pressure of the contents automatically closes this valve. (See illustrations at right.)

St. Regis Valve-packing Machines accurately pre-weigh the product and pack it into the bags. This modern packaging system is saving time and the cost of extra labor and equipment for many manufacturers.

Our Machine and Engineering Division is ready to extend the use of the St. Regis Valve-pack System in the fields of construction materials, chemicals, agriculture, and food products. Write for full information today.



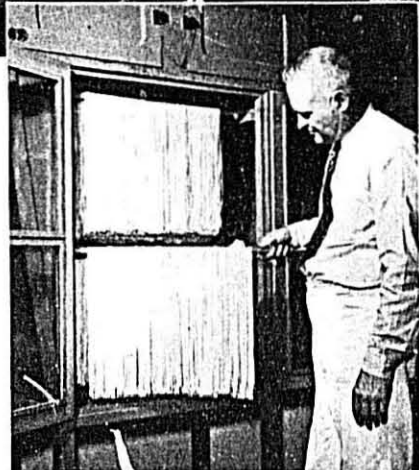
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Franklin, Va. Seattle, Wash. Nazareth, Pa. Toledo, Ohio

# Do you know Ben?



Equipment of Pillsbury's spaghetti plant includes a mixer, kneader, and hydraulic press each of 20-ton capacity and operating exactly like full-sized commercial units. There is also a drying cabinet with regulator control fan.

. . . spaghetti-macaroni-noodle fan

A great many macaroni manufacturers are personally acquainted with R. C. Benson, familiarly known as Ben. As the highly competent head of Pillsbury's Products Control Laboratory, he supervises the testing of durum wheat, and also has charge of the experimental spaghetti plant where Pillsbury's semolina and durum flour are so thoroughly tested for quality and performance. Furthermore, he's a spaghetti-macaroni-noodle enthusiast who thinks these foods should and can win a much bigger place in the American diet.

Ben's sure knowledge, experience, and enthusiasm, shared with the capable people who work with him, provide extra assurance of quality and uniformity in Pillsbury's Durum Products.

PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, INC.

General Offices: Minneapolis, Minn.

