

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 1**

May, 1945

MAY, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

The Halfway Mark

The Victory in Europe means that only the halfway mark has been reached in this global war.

There is still much fighting to be done in the Pacific, much adjusting necessary in Europe.

While others are passing the ammunition, the Macaroni-Noodle Industry will keep passing the food to insure complete victory on every front—war and home.

Chicago, Oregon
National Macaroni Manufacturers Association
Evanston, Illinois

Printed in U. S. A.

VOLUME XXVII
NUMBER 1

SEEING IS

... when packages
SHOW while they
PROTECT your product



BELIEVED

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The Spirit That Is America



THE SPIRIT that is America—no word written, spoken, or printed can express it, it is too elemental; a force that descended upon Washington and the Continental Congress and was the guiding light when no human precedent could show the way.

THE SPIRIT that is America produced the Monroe Doctrine. It brought about the Louisiana Purchase. It prevented the building of fortifications between the United States and Canada and it won the West.

THE SPIRIT that is America enveloped Lincoln and made him immune to the barbed shafts of ridicule and criticism and although the assassin's bullet ended his physical being it gave him immortality. It was the spirit of America that carried this country through the trying days of the reconstruction period.

It was the spirit that is America that composed the Star-Spangled Banner and the Gettysburg address. It was the spirit that is America that brought about compulsory education for every citizen. It sprinkled libraries all over this country using as its instrument men of great wealth.

It was the spirit of tolerance that is America that made possible the National Conference of Christians and Jews, of which a former vice-president of the United States is president.

It was the spirit of co-operation that is America that guided our secretary at the Havana Conference and is building the great Pan-American automobile highway; and is bringing into closer affiliation the educational facilities of the Americas.

It was the progressive spirit that is America that produced the greatest inventions and made possible the greatest purchasing power of every citizen and gave to those who create by hand and brain the greatest returns for their efforts.

May it continue to inspire every artisan in our factories and the leaders of our military forces and remove from them jealousies and vaulting personal ambitions. May it turn our practical politicians into statesmen and weld us all into a more united hemisphere.

By R. O. VANDERBEEK
(Reprinted from *The Graphic Arts Monthly*)

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The MACARONI JOURNAL

Volume XXVII

May, 1945

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The 1945 Convention - ?

Will the Macaroni-Noodle Industry hold its usual annual conference this year? When and Where?

For the first time in its forty-one years of organized action for the betterment of the macaroni-noodle industry, there is grave danger that the annual convention of the National Macaroni Manufacturers Association and the open conference of the industry may have to be postponed from its usual convention month of June, and perhaps indefinitely, not because of any lack of desire by the members of the industry to meet and confer, or to the need for doing so, but because of government restrictions on travel.

Though aware of the ban that was to go into effect on February 1 this year, the Board of Directors of the National Association at its January meeting voted to hold its 1945 convention in Minneapolis in June, if the restrictions were lifted in time to permit such a conference. This decision, subject to change as the situation merits, was unanimously approved by the manufacturers in attendance at the mid-year conference in Chicago in January, and by the rank and file generally throughout the country.

The convention ban imposed by the Office of Defense Transportation prohibits meetings for any purpose that involves more than fifty travelers or users of hotel rooms. Since open conferences such as have been sponsored by the macaroni-noodle industry usually involve twice that number, there is little hope that the usual convention can be held while the restrictions are in force. However, with victory in Europe there was a feeling that the ban might be lifted in sufficient time to permit holding the 1945 conference, as usual. This hope is being dimmed, as time passes.

To date there has been no official action by the Board of Directors, though there has been an exchange of correspondence on the subject.

The durum millers and macaroni manufacturers of the Twin Cities are ready to serve as hosts to the convention, when and if held in Minneapolis, and the manufacturers throughout the country are enthusiastic about attending a conference there after a span of eighteen years . . . but both the millers and manufacturers of the selected community would prefer a convention without restrictions as to travel, and at a time when the food situation would be less tight.

At a small group meeting in Minneapolis last month attended by the Secretary of the National Association, the situation was considered from every angle, and the unanimous agreement was that the interested parties in that community would be pleased to entertain the manufacturers and allied from all parts of the country, if restrictions were lifted, but that if a restricted meeting were necessary, it would be best for all concerned to hold such a business meeting in a more convenient center.

This conclusion has been made known to the Board of Directors. There is a natural desire on their part to be patriotic and to do nothing that will impair movements of troops, foods and materials that should have first claim on the country's transportation facilities. They are mulling over in their minds three proposals: 1) the holding of a purely business conference in June involving fewer than fifty people; 2) the postponement of the convention until the latter part of August of this year in the hope that travel restrictions may be lifted by that time and the food situation generally improved; or 3) the abandonment of the idea of an annual conference in 1945.

The manufacturers and allied are asked to be on the alert for whatever may be decided upon by those in charge, with promise that this decision will be made known to them at the earliest possible moment.

Sales Training Methods and Media

By Raipii Garling Harshman

Companies with relatively small sales organizations use individual training methods (personal conferences and field training) more extensively than group training methods. Conversely, the classifications made up of companies with large sales organizations make very extensive use of group training methods — company sales schools, sales meetings, group conferences, and conventions. There are, however, many exceptions to this general rule. A company with a small sales organization, for example, may use company sales schools because the character of the product demands intensive training over an extended period. On the other hand, a company employing a large sales force may use field training because the selling technique can be best presented that way.

Certain basic principles governing the use of the various training methods are as follows:

1. *Outside schools* (meaning those operated by an outside organization or institution) are of little value in sales training. I say this despite the fact that I have had charge of the business administration courses at one of our Midwest universities. Usually such outside schools offer a very limited program, while their offerings are very general in character. Such schools should not be used as the principal training method because they cannot give adequate consideration to pertinent facts bearing on the company, its product and market. Still they can be used as a supplementary training method when it is desired to give the trainees a thorough grounding in salesmanship principles. Occasionally outside organizations are commissioned to prepare a training program and conduct a sales school. In such instances the outside school has the characteristics of a company sales school. It has advantages similar to company sales schools and can be used in practically the same manner and under the same circumstances.

2. *Correspondence courses* should never be used for initial sales training. The salesman should always have a personal connection with his company during the training period. This personal connection generates enthusiasm for the company and an appreciation for its product. Nevertheless, corre-

spondence courses can be used very effectively for supplementary and continuation sales training.

3. *Conventions* are not particularly effective for sales training. If minute and detailed training is necessary to do a constructive selling job, and if the training must continue over an extended period to acquaint the salesman thoroughly with the product and market details, conventions should not be used. The convention method should be confined to instances where detailed training is not vital, such as, when the training can be given quickly by formal lectures, without the salesman actively participating in them.

4. *Sales meetings and group conferences* are always in order as sales training program features, especially when the salesman can assemble either daily or weekly. Generally speaking, sales meetings and group conferences should not be used for initial sales training. The principle under which they function presupposes that the salesman have some knowledge of the product and the market.

5. *Personal conferences and field training* usually go together in the sales training program. Of course they may be, and frequently are, used independently. When used together, the sales procedure is presented and practiced "in the field," and the "reasons why" and other pertinent facts are discussed during the personal conference. Companies with relatively small sales organizations usually employ these methods, although they are applicable to large companies if a sufficiently large staff of field representatives is available to contact the salesman regularly.

Field training can be used for both initial and continuation sales training. Personal conferences are best suited for continuation sales training, since conferences, as a rule, do not last long enough to give adequate initial sales training. It is not advisable to use field training for initial sales training if the product is complicated or technical, and if, too, a detailed knowledge of what it will do for the buyer must be absorbed before a constructive selling job can be done. In such cases it is advisable to give sales training through other means, after which the salesman can be training in selling technique out "in the field."

Sales Training Media

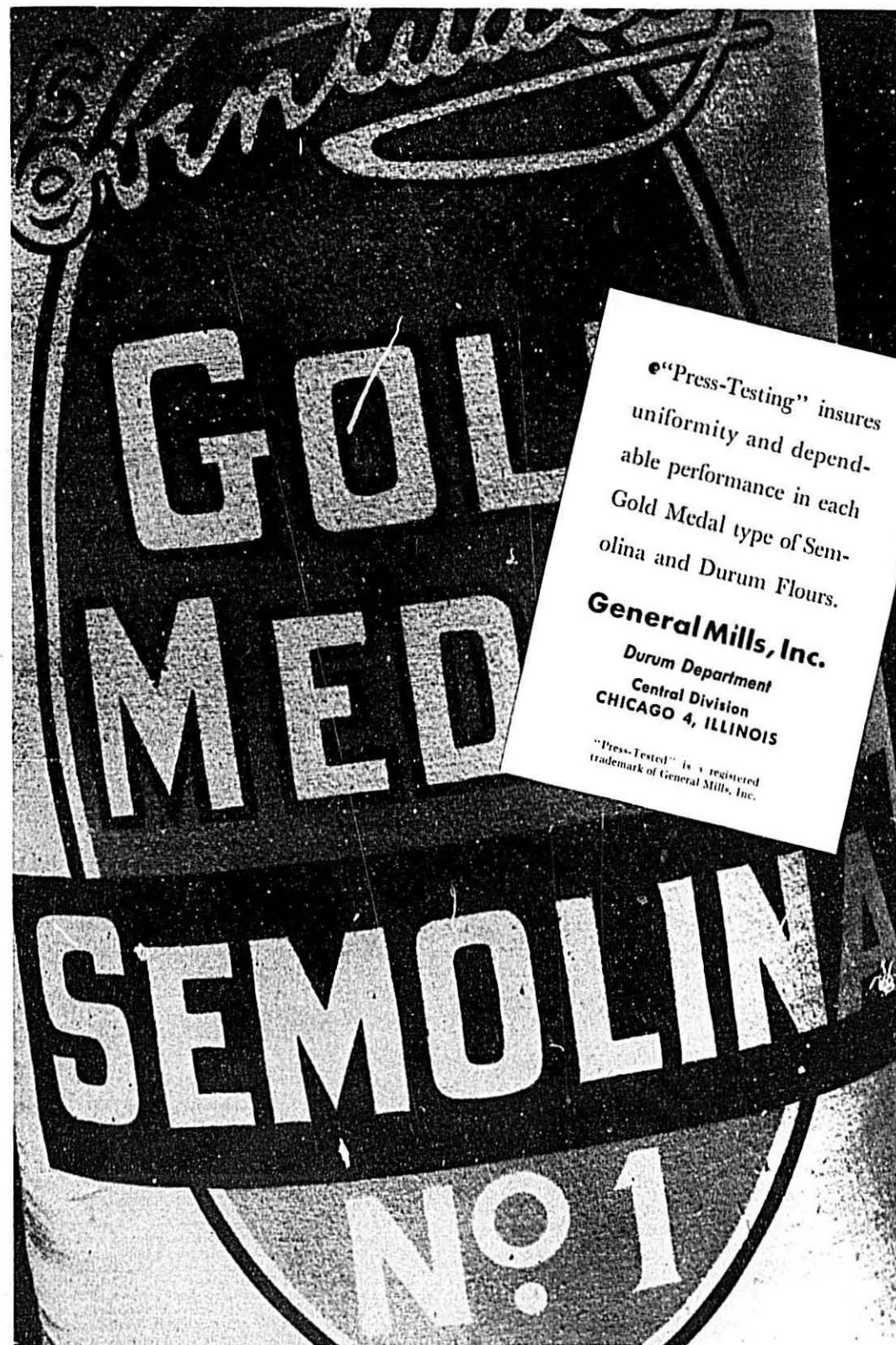
Definite rules can be established for the use of each medium, as follows:

Sales Manuals: There are times when it is not advisable to use sales manuals. In the first place, sales manuals are usually costly publications. In companies with less than one hundred salesmen, the sales manuals should not be used unless they can be produced less expensively than by printing. Furthermore, sales manuals are obviously too expensive where there is a constant change in text material. The real value of a sales manual lies in the fact that it is both permanent in character and conveniently usable. If parts of the manual must be changed too frequently, it loses its permanency and effectiveness as a sales-training medium. The salesman must know when he turns to the manual that it contains the latest information.

Letters: These, both personal and general, have a definite place in any sales training program. They have, however, little value in initial sales training unless the content of the letters has not been incorporated in the sales manual or some equally permanent medium. Letters are exceedingly valuable in continuation sales training — personal letters for individual sales problems, and general letters to acquaint the sales organization with current changes and developments in the products and markets. When letters are used for reference, they should be adequately indexed and properly filed.

Bulletins: These are a most valuable asset to any sales training program. Companies with relatively small sales organizations can use bulletins advantageously if the cost of a sales manual is not justified. Large firms can also use bulletins as a supplement to other training media until it is practicable to incorporate the bulletin material into the sales manual. The type of product may be a factor in determining whether or not bulletins will be used. If there are numerous changes and developments in the product, and if market conditions change rapidly, bulletins are useful to convey this timely information QUICKLY to the

(Continued on Page 8)



Sales Training Methods and Media

(Continued from Page 6)

sales organization. For these reasons, bulletins are particularly useful in continuation sales training.

House Organs: These are closely related to bulletins and can be used in a similar manner and under like circumstances. As a rule, house organs are more ambitious productions than bulletins and their scope more extensive.

Sales Literature: This is directed to the sales organization, conveying specific sales information. In the majority of cases, the information carried by this medium, is prepared to supplement previous information. Thus the use of this medium, whether by small or large firms, is practically limited to continuation sales training.

Advertising Literature: This is not unlike sales literature except that it is directed to the prospective purchaser rather than to the sales organization. The subject matter contained in this medium is not as detailed as it is in sales literature. In advertising literature, the need for the product, "reason why" appeals, and product features are stressed in an outline form. Complete details cannot be given in this medium. Like sales literature, this medium should also be used solely for continuation sales training.

Demonstration Sales Portfolios: These should be confined to cases where the product is of such a character that a standardized sales presentation of the need for the product, or of the product itself can be made. If these products needs vary, there is no place in the sales training program for a sales portfolio of the demonstration type. On the other hand, if the sales portfolio is made up of sales and advertising literature, then the use of this medium would be the same as that for sales and advertising literature.

Trade Papers: They can offer only the most general type of information regarding the product or the market. They have some value for continuation sales training.

Charts: These can be used by all classes of companies. Their best application is in instructing salesmen through group meetings. Large groups cannot get close to a product. If the product is pictured in detail on a chart, the groups can get practically as much information concerning the product as if they were making a minute inspection of it. The use of this medium also depends on the type of product manufactured. If the product lends itself

to illustration and diagram presentation, the medium can be used with the greatest satisfaction.

Catalogues: The use of these as a training medium is determined mainly by the type of product made. As a general rule, only those firms producing a large number or variety of products of a relatively simple character should employ this medium. Even in such cases, they should be used only to supplement other sales training media.

Films: The size of the sales organization will determine the use of these. Films are costly to produce, so, as a rule, they cannot be justified on the grounds of expense for fairly small sales organizations. The exception prevails with films of a dual character, when they can be used for both sales presentations and sales training. The value of films for sales training lies in the fact that they introduce the visual as well as the auditory sense into the training process—and also because they put ACTION into the sales story.

Heavy Army Macaroni Needs Preclude Early Export Trade

The following article by V. A. Rose in the May 1, 1945, issue of the *New York Journal of Commerce* is of interest to all macaroni manufacturers of the country:

With the Army reported seeking 30,000,000 pounds of elbow macaroni and thin spaghetti from manufacturers in this area for delivery by June 30, the paste products trade here is regretfully turning down a tremendous volume of export inquiries and wondering just where the semolina and other materials necessary to meet the Army demands are coming from.

And, according to James Driscoll, civilian buyer for the Chicago Quartermaster Depot who is in this area to make contracts for the urgent needs of Army and Navy, V-E Day, whether it comes tomorrow or a week from now, will have no effect upon Army buying and the civilian supply pinch.

Army Needs Stepped Up

Although he would not be specific as to quantities he is attempting to acquire here for export, Mr. Driscoll did say that last year's Army purchases of more than 120,000,000 pounds of paste products—20 per cent of total U. S. prewar consumption—will be "considerably exceeded this year." The current demand is in addition to previously allocated quantities.

As a part of his buying campaign, Mr. Driscoll is setting up an export packing center in the metropolitan area where goods bought from manufacturers unable to meet the export packaging specifications can be prepared for shipment.

"Macaroni, spaghetti and noodles are playing an ever-increasing part in the Army subsistence program," Mr. Driscoll explained. "Reports from overseas show a heavy demand from the troops, fostered in part by the high quality of the goods the trade has been turning out."

Although Mr. Driscoll did not say so, trade reports state that another reason for the heavy Army demand is the bogging down of the dehydrated potato program, and the unpopularity of that food among the men.

Extremely heavy demands are being made on the Army for relief feeding in the liberated areas, a demand that will remain constant until the countries are able to begin producing their own materials, Mr. Driscoll indicated.

However, when the relief feeding subsidies and troop concentrations in the Pacific are



James Driscoll

larger than those in Europe, there will be some small decline in Army demand, but it will not be noticeable for a long time.

Despite the huge requirements of the Army, Mr. Driscoll stated, there will be enough macaroni products to supply all needs for the year and a set-aside program is not likely at the present.

However, one stumbling block at the moment is the inability of manufacturers to obtain sufficient deliveries of semolina from the mills, which have been forced to curtail grind because of car shortages, both in hauling the grain to the mills and shipping out the flour.

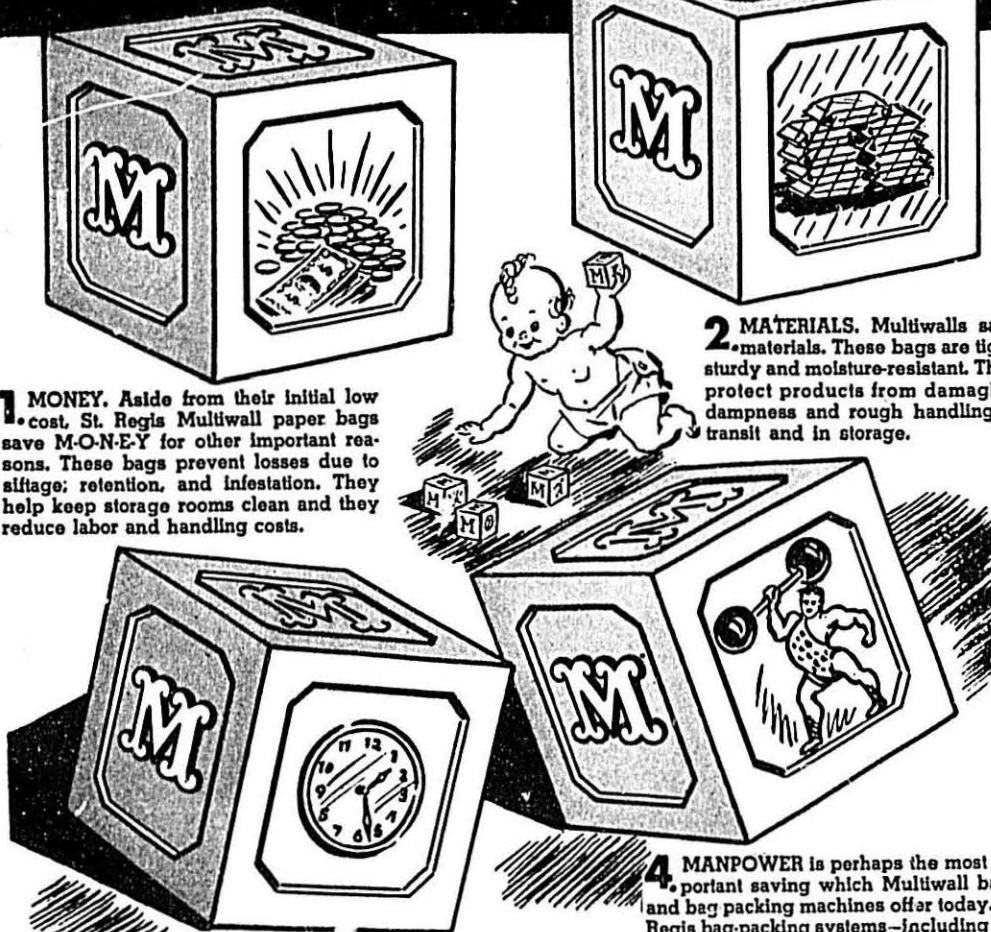
Shortages Still Felt

During the past few days, however, semolina deliveries have shown some little increase, but other shortages—such as egg yolk, container board and labor—continue to pinch just as much as they have for the past several months.

Meanwhile, Portugal and Central American countries are fruitlessly seeking tens of millions of pounds of macaroni products in this area alone, and when the liberated areas begin to handle their own buying, demand from these quarters will be heavy, the trade reports. Some inquiries have been received from South America, also, despite the fact that there generally is heavy enough paste

(Continued on Page 32)

Can you name the four **M's**...
that Multiwalls save?



1. MONEY. Aside from their initial low cost, St. Regis Multiwall paper bags save M-O-N-E-Y for other important reasons. These bags prevent losses due to siltage, retention, and infestation. They help keep storage rooms clean and they reduce labor and handling costs.

2. MATERIALS. Multiwalls save materials. These bags are tight, sturdy and moisture-resistant. They protect products from damaging dampness and rough handling in transit and in storage.

3. MINUTES are also saved by using Multiwall Paper Bags. These bags are quickly filled and quickly loaded... quickly and easily opened, too.

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The Automatic Sprinkler

Why Most Plants Need Such Protection

A factory building is even more valuable these days than the most liberal appraiser might estimate. Construction materials are scarce. Under war regulations even repair materials can be obtained only on permits following submittal of proof of need. And after the war, what?

Unless you have the correct answer to that question, it would seem to be good business judgment to preserve your present buildings if you wish to remain in your chosen business. Keep your buildings in good repair with available materials, and as modern as they can possibly be made, all things considered. Make sure that they are given the fullest protection against fire—business' greatest enemy.

Of the 300 or more buildings housing macaroni-noodle factories in this country, very few are of modern, fire-proof construction; only a few conform to the recognized construction practices—the maximum use of fire-resistant materials and automatic protective devices.

In addition a plant necessarily contains combustible materials such as flour, boxes, cartons, cellophane and all kinds of paper; also hot air systems and numerous live wires. True, most of the buildings are in good repair, and will continue in profitable use for years, unless that great enemy, fire, attacks it accidentally. Unless adequately protected, buildings of this kind on being destroyed may be a source of heavy losses in irreplaceable property and in human lives, too.

In view of the scarcity of building materials, early rebuilding of a destroyed plant is unlikely, so the only answer to the continued safety of the present plant is a practical system of fire prevention and the installation of approved automatic protection against the spread of fire, should it accidentally start.

Automatic sprinkling protection in buildings of this type, says the National Automatic Sprinkler and Fire Control Association, should be required as a safety measure and for the protection of workers. Aside from the life safety standpoint, it is also good business, both from the angle of advertising and that of insurance risk.

People are fire conscious. They value lives and limbs, and think twice before accepting employment in risky factories when there are so many better-protected places to work in. You do not have to go far to find a macaroni-noodle plant whose labor prob-

lem and turn-over record have been greatly reduced by adopting all possible fire precautions, and advertising that action.

According to the same authority, the usual communal fire protection service is presently not up to pre-war standards. It can hardly be expected to be, in view of reduced manpower and obsolete equipment. Improvement in fire-fighting apparatus has not kept pace with progress in other things; rubber hose is not always readily available, and the fire departments are manned by older, though always willing, fire fighters.

Fires also are more numerous for reasons that are too evident. Many executives point to the fact that in former days ten to fifteen reports of losses of \$5,000 and upwards came in every day. Now this number has increased to twenty to twenty-five such reports daily. And they do not look for an early improvement in the present loss situation. Also when war comes to an end, the reconversion of plants to civilian work with its attendant confusion will cause additional losses.

From available figures on 1944 fire losses in this country, it is just possible that 425 million dollarsworth of valuable buildings, materials and equipment were destroyed, exclusive of the War Department and other government losses not usually reported through the regular channels. These would bring the total loss well over the 500 million mark.

As an example of what may be expected in the way of fire losses under present conditions—obsolete structures that must be used even beyond the ordinary life of such buildings, to undermanned fire fighting staffs, to inadequate equipment that is so hard to replace—the startling increase in the fire losses of Minneapolis is cited. A recent editorial in the *Minneapolis Tribune*, according to the news bulletin of the Fire Control Association, warned that "Minneapolis is on the road toward seeing 1945 become the costliest year for fire losses in many years." In the first two months of 1945, losses estimated at \$1,064,000 were reported. This is \$150,000 more than for the entire year of 1944.

The first requisite in a nation-wide effort to reduce fire losses, is a program of education on prevention of fires. There will be no fire loss where there are no fires. The next precaution is to prevent the spread of fires

that are accidentally started. There are many ways in which this can be done, and no plant owner will overlook any of them.

As a means of preventing the spread of fires, however started, the installation of a suitable automatic sprinkler is recommended. Supporters of this suggestion quote facts and figures on reduced loss and damage to buildings by such preventative measure. Interesting is the report of the Chief Fire Superintendent of a large plant in Southern England where automatic sprinklers prevented the spread of fire caused by incendiary bombs during the spring of 1944. It states:

"During a concentrated attack twenty-five incendiary bombs entered the warehouse devoted to the storage of paper, flour, electric fittings and clothing and caused severe fires in different parts of the two top floors. Altogether twenty-four sprinklers were brought into action and, according to the official report, 'In no case can the fire loss be classed as really serious, due to the action of the automatic sprinklers which prevented any large spread of fire.'"

All macaroni-noodle factories of two or more stories, be they of frame construction or of brick with the ordinary wooden joists, should have all available fire protection, including automatic sprinklers, and it should be the duty of the plant superintendent or of someone designated by him to inspect such system to see that it is in shape, ready to do its full duty should fires start either day or night. Properly installed and regularly inspected automatic sprinklers pay tangible and assessable dividends.

Pea Soup—General Mills

The following taken from a recent issue of *Food Field Reporter* is of interest to all food manufacturers:

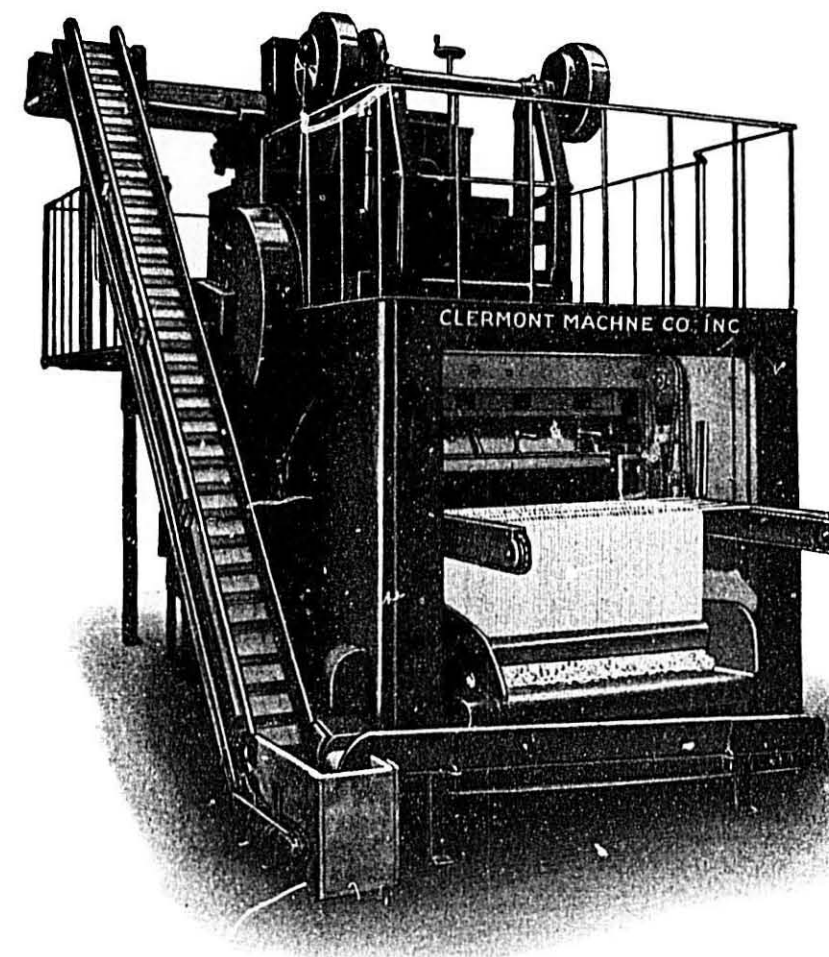
The long-thorny problem of manufacturing a good dehydrated split pea soup has been whipped to a standstill by General Mills, or so the company proudly claims. The new product, calmly labeled "Pea Soup Ingredients," is now appearing on a few shelves in Eastern cities, and is gradually being distributed throughout the country. The company states that nation-wide distribution will not be achieved for about a year.

The four-ounce shelf package of split pea soup appears under the "Betty Crocker" brand. General Mills is at work on several new varieties, company officials state. At present the pea soup is being sold in Scranton, Pittsburgh, and New York, among other cities.

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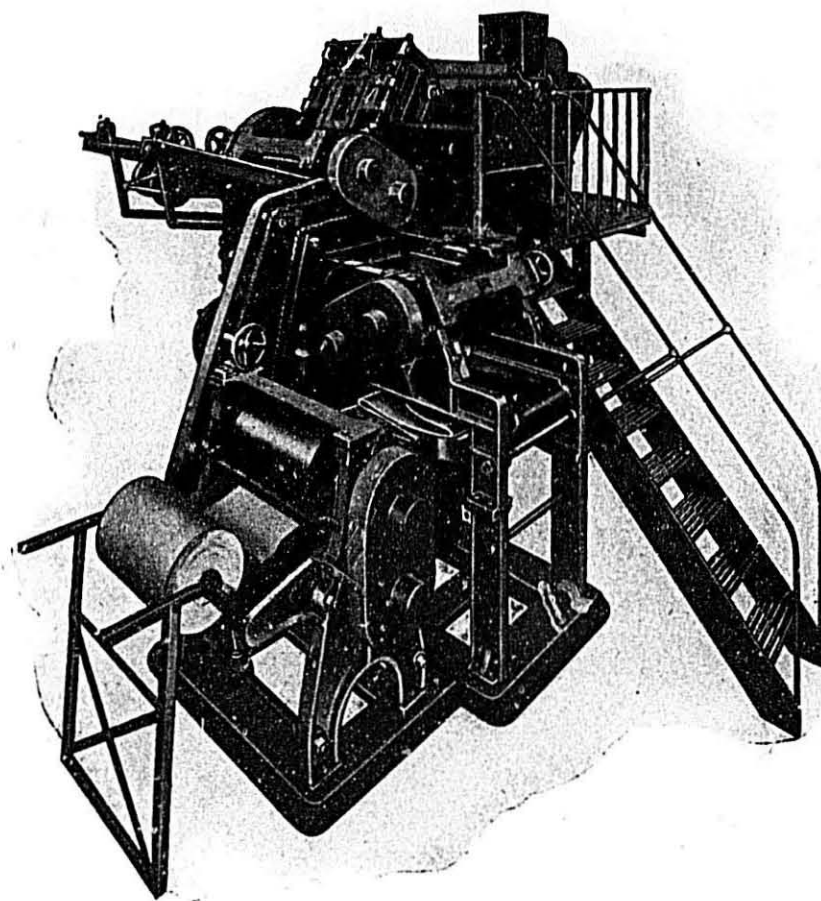
WITH AUTOMATIC SPREADER



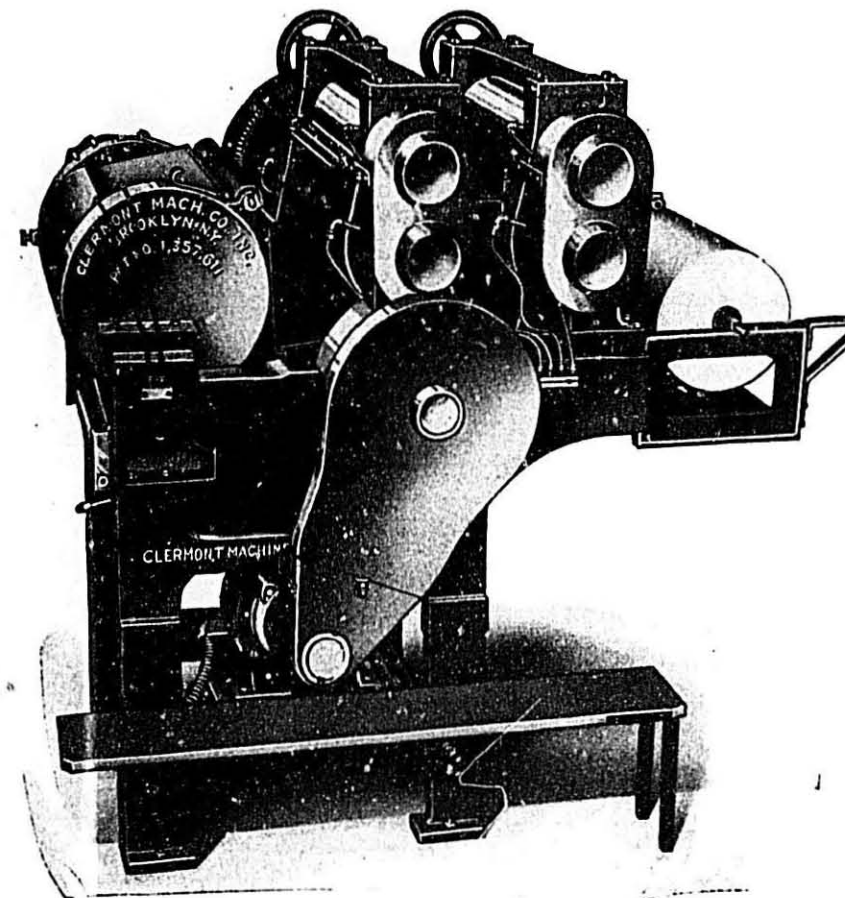
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

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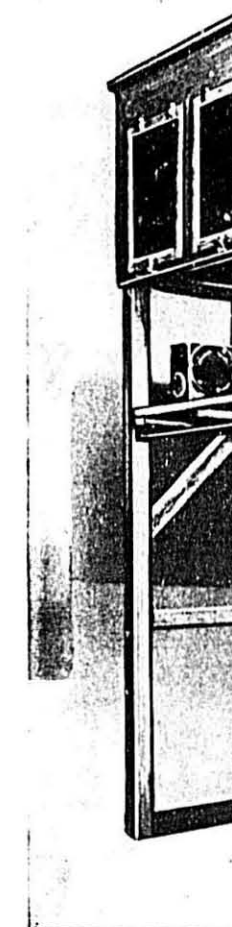
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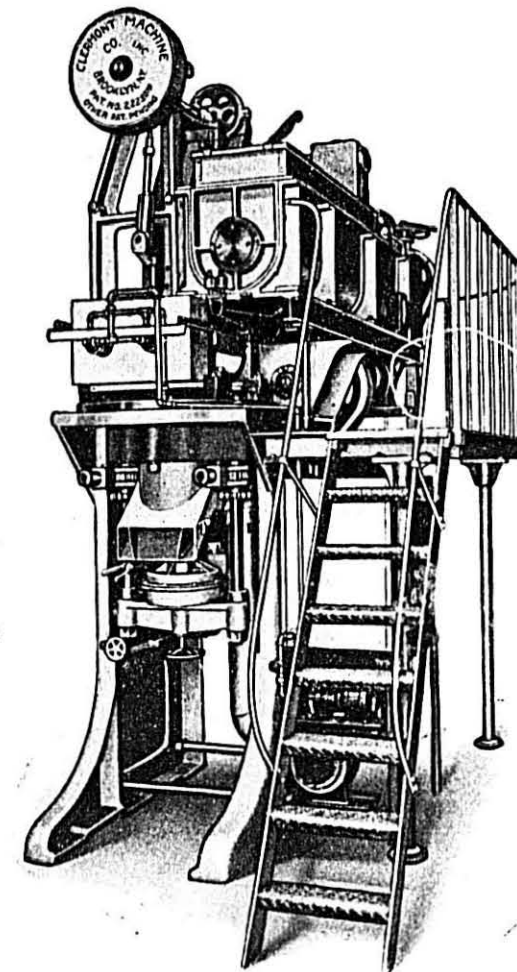
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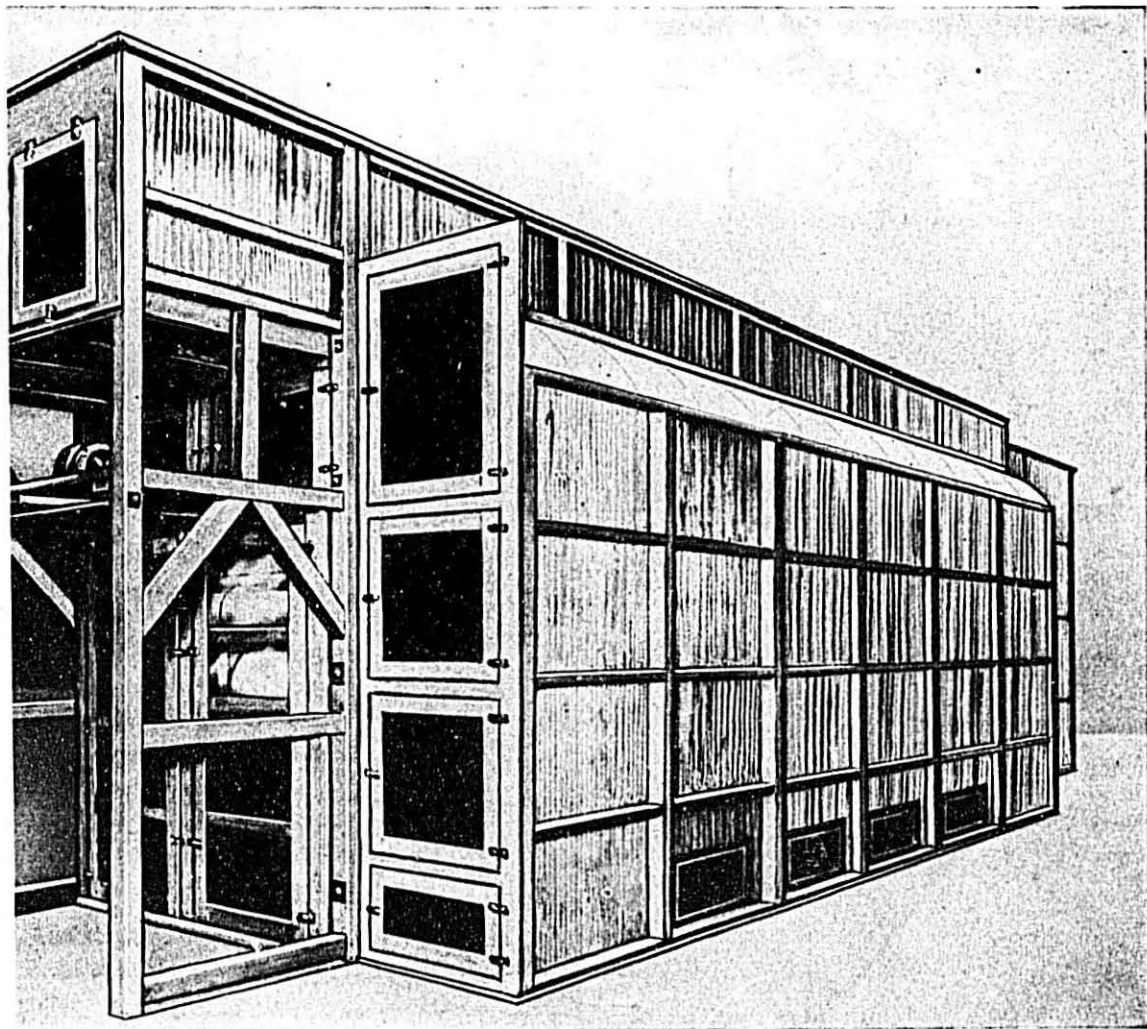
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AN OPPORTUNITY

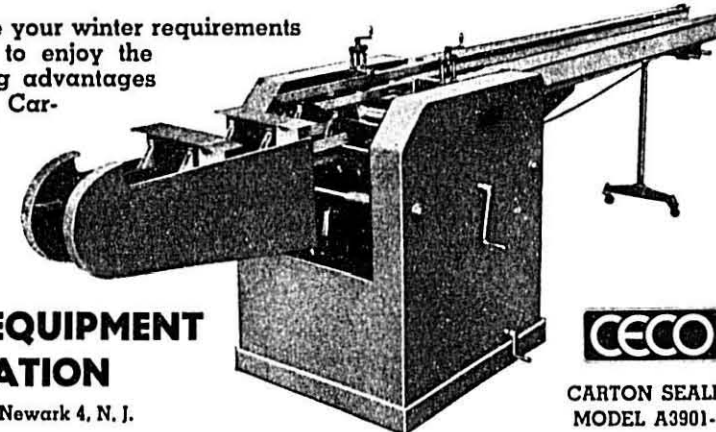


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**Postwar Grocery
Merchandising**

Summary of Talk Given by J. H. Black, Vice President and General Manager, Sprague Warner Division, Sprague Warner-Kenny Corporation, at G.M.S.E. Meeting, April 9, 1945

"Food manufacturing and distribution have before them an outstanding opportunity in the postwar era. The American Public as a result of greatly increased purchasing power has turned its favor to finer quality in the food that it consumes. The trend toward lower grading which prevailed, as a result of economic necessity, during the depression days of the 1930's has been reversed, and now Mrs. Housewife is satisfied only with the best.

"I believe that the quality market will remain with us during the postwar era, providing that a fair level consumer purchasing power can be maintained. It will not have to be at the extreme high levels of wartime but must be considerably above that which existed during the last decade.

"In the coming days of peace, there will be a return of the intense competition between independent grocers and large corporate chain distribution. The war has given the independent new recognition and respect in the eyes of

his fellow citizens as he has toiled with never-ending vigor and perseverance to serve the homes of America. His efforts toward that end are best measured by a recent survey which revealed that independent food distributors are now handling 70% of the nation's food volume as compared with 65% before the war.

"I am confident that the basic initiative of individual enterprise will prove equal to the task of holding the improvement which has been registered. There will be new products, new methods, and new competition. Such factors have been met and conquered before. Those of us who have spent our lives in independent food distribution sincerely believe that once again the fundamental strength of individual enterprise will assert itself and prove capable of successfully meeting the coming challenge. And, in so doing, it will continue to be the cornerstone of America's economic and social structure."

**Invest In
War Bonds**

Hitching Up the Belts

Congress wasn't the only group that roared when the Nation was told that it must "take a new hitch" in its belts. The Legislative Solons on Capitol Hill were as tired of eating fish as the rest of us and when the meat packers of Chicago tooted their horn of protest the lid blew off. The meat institute fathered the statement that the shortages "border on a meat famine in many parts of the country."

The Senate authorized a food investigation by its Agricultural Committee and appropriated a few thousand bucks to cover the expenses of hearings.

The discussion led to suggestions in the House for a check into lend-lease shipments, foreign food stock piles, the government's order reducing civilian meat supplies 12 per cent after April 1, and meat black markets. "We ought to do something about it before we again get too little and too late," was the opinion voiced by a Congressman.

Whatever the meat situation may be in Chicago, it isn't any better in Washington, D. C., where the hotels have just as much trouble getting a minimum supply of meat as in any other part of the country.

There are no unrationed foods in Japan.

And So - Tomatoes

By Marion W. Flexner

Not a 100 Per Center—But—

Even the most ardent advocate of macaroni and spaghetti fails to claim that this food is the real "staff of life"—that it is the best one that mankind can eat. Neither is it the "deficient" food that some of the government witnesses tried to make it at the recent hearings in Washington.

A pound of macaroni or spaghetti, in its raw state, or even when cooked, does not contain an over-abundance of all of the much-discussed vitamins. What food does? But when properly prepared and served with butter, meat, cheese, tomatoes, fish, vegetables, milk, etc., or in any of the many combinations thereof, a dish of macaroni products as it is set before consumers by experienced cooks lacks very little of the eye appeal, appetite satisfaction and nutritiveness—elements that the self-styled "experts" claim is the basis of a good food.

The measure of the goodness of a food is not the product in its raw state—(macaroni, egg noodles or spaghetti is never eaten raw)—but the finished dish as it is put before the consumer.

Because this grain food is so often served with tomatoes in some form or other, readers will be interested in the accompanying article, published by courtesy of AMERICAN COOKERY, Copyright 1945, The Whitney Publishing Co.—Editor.

Tomatoes are not the staff of life. No matter how many we eat, they won't make straight hair curly or change the color of our eyes. But they are rich in vitamins C and A; they do act as "pepper-uppers" for jaded appetites, and they are among our most popular foods. In fact, they so predominate present-day cookery, it would be hard to imagine planning menus without such standbys as: tomato soup, tomato juice, tomato salad, tomato sauces; baked, stuffed, stewed or broiled tomatoes, tomato catsup, chili sauce, relishes and so on *ad infinitum*.

But there was a time, in the not too distant past, when the mass and file avoided the tomato as they did the plague. I have never seen an English or American cook book published before 1830 that contained a single tomato recipe. Buist's *Kitchen Garden* tells us that in 1828-29 the tomato "was almost detested and commonly called poisonous." And yet "ten years later," according to the same source, "every variety of pill and panacea was 'extract of tomatoes.'"

A brief history of this 100 per cent American fruit—for the tomato is a berry, botanically speaking—would show that it was unheard of in Europe before the 16th century. Spanish explorers first encountered it in Peru and Mexico where it was indigenous. But the specimens they were served were not the tiny cherry or now extinct currant tomato, but large, delicious fruits. For clever Aztec gardeners, by crossing wild with cultivated varieties over a period of time, had managed to produce *xitomatics* or *xitomatics* (Aztec for tomatoes) of many colors, sizes and shapes.

In 1554, Matthiolus, an Italian herbalist, first described both the large red tomato, known as "love apple," be-

cause of the supposed "aphrodisiac qualities," and the yellow variety or golden apple (*pomo d'oro*). The white fleshed tomato was first mentioned by Dodoens in 1586. Nor is the cultivation of tomatoes under glass ultra modern. If we can believe the *Transactions of the Horticultural Society of Great Britain*, in 1818, John Wilmot grew some 600 plants under glass, and we are told "the growth exceeded the demand and that the fruit obtained was of extraordinary size, some exceeding twelve inches in circumference and weighing twelve ounces each."

The Spanish adventurers sent seeds of this highly-prized Aztec plant back to their country, but little or nothing was done to encourage its cultivation. To the Italians goes the credit for first eating and growing tomatoes on a large scale. From Italy the taste spread to Spain, but not before the 17th century. The British were even more backward and continued to snub the tomato until well into the middle of Queen Victoria's reign. When Wellington went to Spain to fight the Peninsular war and was forced to live off the country, there was grumbling from his soldiers about the food, which was permeated with those pesky "love apples." Few Englishmen of that period had ever seen or heard of them before. The *Annual Register* for 1808 (a British publication) contains an amusing article by a German tourist, deriding Spanish cookery. "One o'clock we are called to dinner—a great deal of saffron, many love apples, plenty of oil and pimento." The dissertation ends on this prophecy, "few foreigners will ever accustom themselves to it."

And contemporary Americans would have agreed with that statement, for we echoed British opinion, showing

little interest in exotic plants. It is true a few tomatoes were raised in Virginia for table purposes in 1781. Several years later, a Frenchman in Philadelphia and an Italian in Salem tried to popularize them. But their praises fell on deaf ears. Possibly due to Spanish and Italian influences, tomatoes were offered for sale on the open market for the first time in New Orleans in 1812. And in 1818, the firm of Gadener and Hipburn listed them in their catalogue of "edible vegetables." But these were isolated cases, for prior to 1840, in both England and the United States, tomatoes were grown almost exclusively for ornamental purposes.

The sudden metamorphosis which turned the tomato almost overnight from being a side-show freak, to occupy a booth of honor and distinction in the culinary midway, has never been satisfactorily explained. But I have a hunch Mr. Harrison W. Crosby of Middlesex, New Jersey, was in a large measure responsible.

In 1847, this ingenious Yankee, having ordered tomato seeds from England, conceived the notion that the whole or pieces of the fruit could be preserved successfully. He bought six tin pails—the kind he'd seen children take to the seashore to fill with sand. These he washed, and soldered pieces of tin on the tops, making them airtight. Then he cut a hole in the middle of each top and filled the pails with stewed tomatoes. Another piece of tin was soldered over the holes, and the pails stored away for winter use. Thus for the first time in any country food was preserved in tin containers!

But Mr. Crosby was not the first to experiment with canning tomatoes. In 1783, Appert, a French chef, had put thick tomato puree in glass bottles,

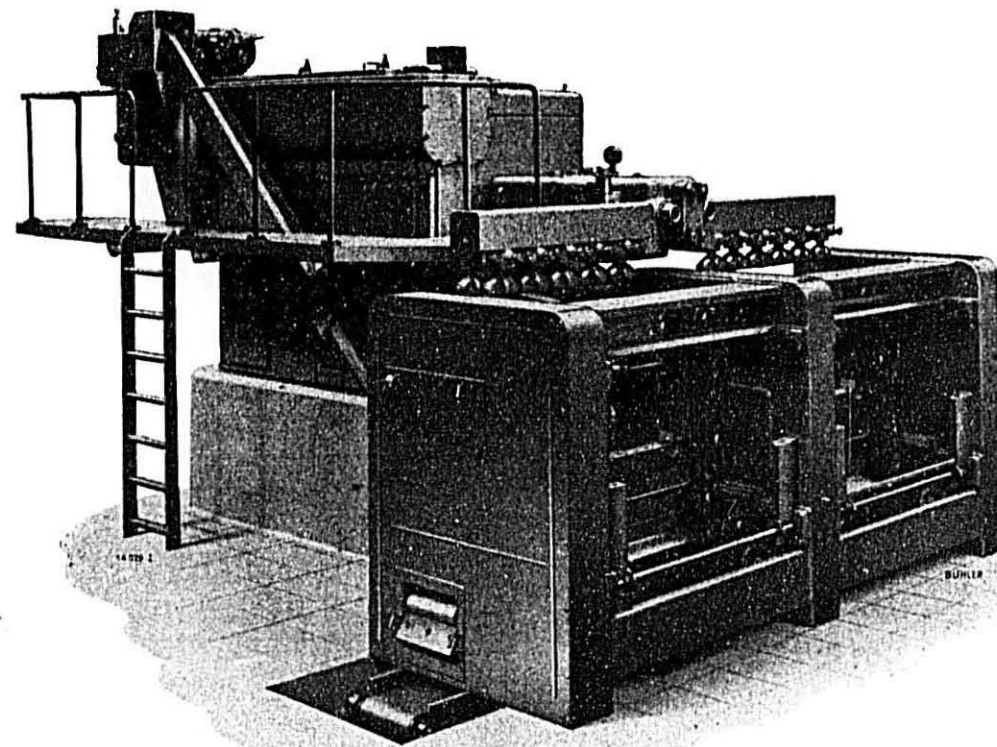
(Continued on Page 14)

May, 1945

THE MACARONI JOURNAL

13

BUHLER



CONTINUOUS PASTE GOODS PRESS
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FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

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ASSEMBLY PLANT
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NEW YORK 18, N. Y.

And So—Tomatoes

(Continued from Page 12)

capped and boiled these bottle in water. He figured, erroneously, that if all air were excluded from food, it would keep indefinitely. Appert himself soon realized that while his method was better than previous ones, it was far from foolproof. Indeed it was not until late in the 19th century, after Pasteur had evolved a scientific method of sterilization, that commercial canning came into its own. Still, it seems "queer that a fruit so little known (as the tomato) should have been selected for experimentation" both in France and the United States.

But to return to Mr. Crosby. When, during the winter, he sampled his canned tomatoes, he and his friends thought them so delicious, he decided to go into the business. So the following summer he prepared a thousand cans, thinking the public would welcome them. But he found to his dismay that his product was a drug on the market. So he instituted an advertising campaign, sending complimentary boxes of six cans to prominent people in this country and England. Queen Victoria and President Polk were on his list of beneficiaries, as well as Senators, Congressmen, and of course, newspaper publishers. Acknowledging the gift with a little pat on the back, the *New York Herald Tribune* of 1849 comments: "Fresh tomatoes at Christmas. Mr. Crosby . . . has sent us fresh tomatoes preserved in tin cans. Whatever the secret of their preservation, we are bound to acknowledge that their preservation has not impaired their flavor. They taste as they would have tasted when plucked from the vines."

And so—tomatoes, which today rate high on the vegetable Hit Parade. There are over 150 varieties, from the miniature types, half an inch in diameter, to the "mammoth meaty sorts" weighing a pound and a half each. They range in color from scarlet purple to pink, from white through pale yellow to orange. Some are grown for soups, some for salad, some for canning, while one English seed firm highly recommends, especially for sandwiches, a "fruit tomato" the size and shape of a tennis ball, claiming that the slices "will not wet the bread."

Selected References

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Macaroni Products in Wheat Flour Institute's Promotion Program

A program to expand the scope of work of Wheat Flour Institute to include promotion of macaroni and other products of durum wheat, in addition to the present nation-wide educational work in behalf of bread, biscuits and other things made from wheat flour, was approved by the board of directors of Millers' National Federation at their meeting in Chicago on April 25. This action was taken at the request of the durum millers, all of whom are members of the Federation. The funds to carry on the new line of work were previously pledged by the durum millers.

The program to be conducted will, in considerable part, parallel what has been done the past ten years by Wheat Flour Institute. That is, one or more home economists will specialize on macaroni and other durum products, will prepare recipes for their use, will issue releases to newspapers and radio stations, contact the women's magazines and home economics educational agencies generally in behalf of proper use of macaroni in the diet and proper preparation of the product.

Horizontal vs. Upright Package

Is the upright macaroni-noodle package more practical than the horizontal? What is a "working trademark?" These questions of natural interest to packers of macaroni foods were very nicely treated in the January, 1945, issue of the *Packaging Parade*. A full page and a half of package illustrations amplify the arguments presented.

The article tells of the unique handling of the trademark by a distributor of dietary foods, particularly egg noodles. Comparisons are made between the upright and the horizontal package designs, to the advantage of the latter. "The designers hit upon the idea that the trademark profitably could be 'put to work,' at the same time doing an even better job at its customary task of strengthening identity and memory value."

The trademark of the packer and distributor of egg noodles and other macaroni products is put to work on the new carton by making it a functional part of the design. A die-cut, cellophane-covered window is embraced by the trademark itself. The window makes it possible to use a single set in the various sizes of egg noodle cartons for the several different

shapes or types of that product. Cellophane bags were used before the war. Stock boxes were substituted when cellophane bags were restricted and now the special design.

Besides the trademark, the wide front of the horizontal package permits the use of illustrations of special dishes which may be prepared from accompanying recipes. Creators of this package believe copy is easier to read on long panels.

General director for pre-cooking macaroni products are printed on one of the side panels. Also appearing on the panel is the trademark and some promotional copy on the "high quality" of the foods sold under the mark. Cartons are varnished to improve appearance and to protect printed color illustrations and design from abrasion.

The other side panel carries copy describing the ingredients of product, and telling how they prepare and what their general nutritional properties are; it also carries essential information on brand and weight of contents, as well as the trademark.

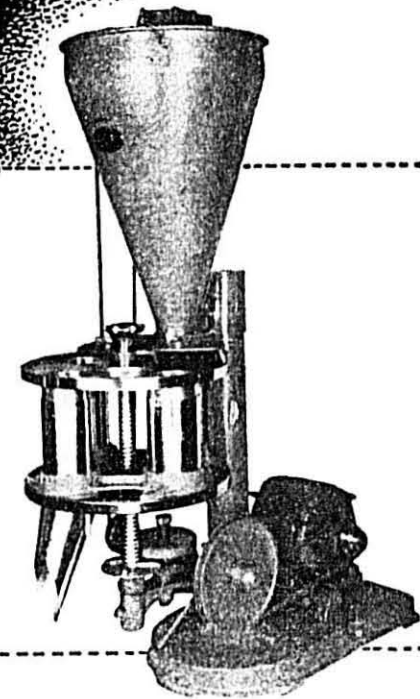
The article continues—"Use of the carton as a horizontal package not only results in long copy panels, but also better display, and shelf visibility. That shaped package stacks well and takes about the same amount of shelf space as does the vertical type."

Mrs. Clara Gebhard Snyder will have general charge of the educational work for durum products in addition to her present responsibilities for promotion of products of wheat flour. Added personnel will be obtained to conduct the work for durum products under Mrs. Snyder's direction.

It is hoped that the program for durum products will be under way early this summer. This is a matter in which the Future Activities Committee of the National Macaroni Manufacturers Association has been interested since the New York convention last June, and about which there have been several conferences between the committee headed by C. L. Norris of the Creamette Company, Minneapolis, and representatives of all the durum mills. Other members of this committee are: President, C. W. Wolfe, (ex officio), C. F. Mueller (Finances), Peter LaRosa (Standards), Albert Ravarino (Statistics), Peter J. Viviano (Trade Practices), Frank Traficanti (Publicity & Education), Guido P. Merlino (Labor & Welfare), and Irving A. Grass (Membership).

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WHIZ-PACKERS are the ideal bench-type machines for handling Popcorn, Peanuts, Candy and Nuts—Frozen Peas and Beans—**MACARONI ALPHABETS, ELBOWS and SHELLS**—Coffee, Tea, Spices, etc.

WHIZ-PACKERS are speedy—packaging up to 50 per minute.

WHIZ-PACKERS are accurate—will not crush the product.

WHIZ-PACKERS also may be adapted for tiny containers, and any girl can change the adjustments from one size to another in a minute or two.

WHIZ-PACKERS are simple in construction, simple to operate and easy to clean.

WHIZ-PACKERS are made in a wide range of sizes—available on MRO Priorities.

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Government Acts and Reports

Merit Awards to Wholesalers Committee

In public recognition of outstanding service to the nation and the trade during the war emergency, the OPA has conferred upon the members of the National Wholesale Food Industry Advisory Committee Certificates of Meritorious Service for "sound advice and devotion to the welfare of the nation." The certificates were presented by James F. Brownlee, OPA Deputy Administrator at a luncheon tendered the Committee jointly by the United States Wholesale Grocers Association and the National-American Wholesale Grocers Association at the Hotel Statler, Washington, April 25, 1945.

Amigen to Netherlands

In an effort to prevent death by starvation of some 80,000 residents of the Netherlands who have reached a condition that makes normal digestion of food almost impossible, two shipments totaling 16,000 pounds of a protein preparation known as amigen was sent by plane the first part of May, reports the Foreign Economic Administrator.

Lend-Lease to Russia

According to Leo T. Crowley, Foreign Economic Administrator, a total of 5,346,000 short tons of war materials were shipped from the Western Hemisphere to the Soviet Union during the nine-month period ended March 31, 1945. This represents 10 per cent more than was promised under the terms of the fourth protocol. With the exception of some cash purchases and some materials lend-leased by Canada or transferred by the British in this hemisphere, all of this was provided by the United States as lend-lease to aid the Soviet war effort.

Pacific Islands Provide GI Vegetables

Approximately 3,000,000 pounds of fresh vegetables are being turned over to the Army and Navy in the Pacific each month, thereby saving that amount of space, at least. The vegetables are paying their way. At an arbitrary value of 10 cents a pound, the value of the crops comes to about \$300,000 a month. Today, some 5,000 acres in the South Pacific yield bumper crops of watermelons, lettuce, corn,

cucumbers, muskmelons, tomatoes, squash and other truck crops, mostly on Guam, Tinian and Saipan.

Limit Re-Packaging Costs

Effective May 17, 1945, were changes in the packaging provisions of the wholesale and retail "fixed mark-up." These now limit to a total of three cents the amount that a seller who buys in bulk may add as packaging costs on sales of food items, weighing five pounds or more. . . . OPA.

Pests and Pests

"Peace will bring pests," states the May 21, 1945, release by the United States Department of Agriculture. Does this mean that the macaroni-noodle industry may expect the return of the price-cutting and quality-robbing "pests" when things again become normal, or does it refer strictly to the insects, etc., that destroy crops, rather than business?

Settlement Record

Do you know that since the war began, up to March 1, 1945, the War Department has terminated 36,148 and settled 33,433 fixed-price contracts and the Navy Department has terminated 7,452 and settled 4,916. The commitment value of these terminated fixed-price contracts up to March 1, 1945, added up to \$17,750,000,000. And in the War Department less than 15 were appealed to the Board of Appeals, and in the Navy less than 6. This is an accolade for the idea of settlement by negotiation. This means that war contractors and the military services can sit down together and negotiate a final settlement of terminations without months of minute auditing and legal research. The principle is sound because it works. . . . it has worked in 99 per cent of these terminations.—Army-Navy Production Adjustment.

Capacity for making synthetic nitrogen products has increased so greatly in the United States during the war that imports of nitrates from Chile may be eliminated after the war.

A full-grown kangaroo rat can carry a teaspoonful of seeds in each cheek pouch, and at this rate would have to make 600 trips with loaded "packs" to accumulate one bushel.

Rossotti Lithographing Co. Announces Appointment

Rossotti Lithographing Co., Inc., announce the appointment of Mr. Harvey W. Petty as territorial sales manager for Georgia, Florida, North and South Carolina, Alabama, Southern Tennessee. He will be in charge of the new offices being opened by Rossotti at 1106 Barnett National Bank Bldg., Jacksonville, Fla.

Mr. Petty is a native of Georgia, and is very familiar with the problems of the southeastern territory, having lived and worked in that section all of his life.

He has spent considerable time in the home office and plant, studying technical and manufacturing processes as well as merchandising and packaging procedures and hopes to present to their southwestern trade the latest and most modern ideas in the way of packaging designs, branding and trademarking, and packaging all types of food products.

Liquid, Frozen, and Dried Egg Production

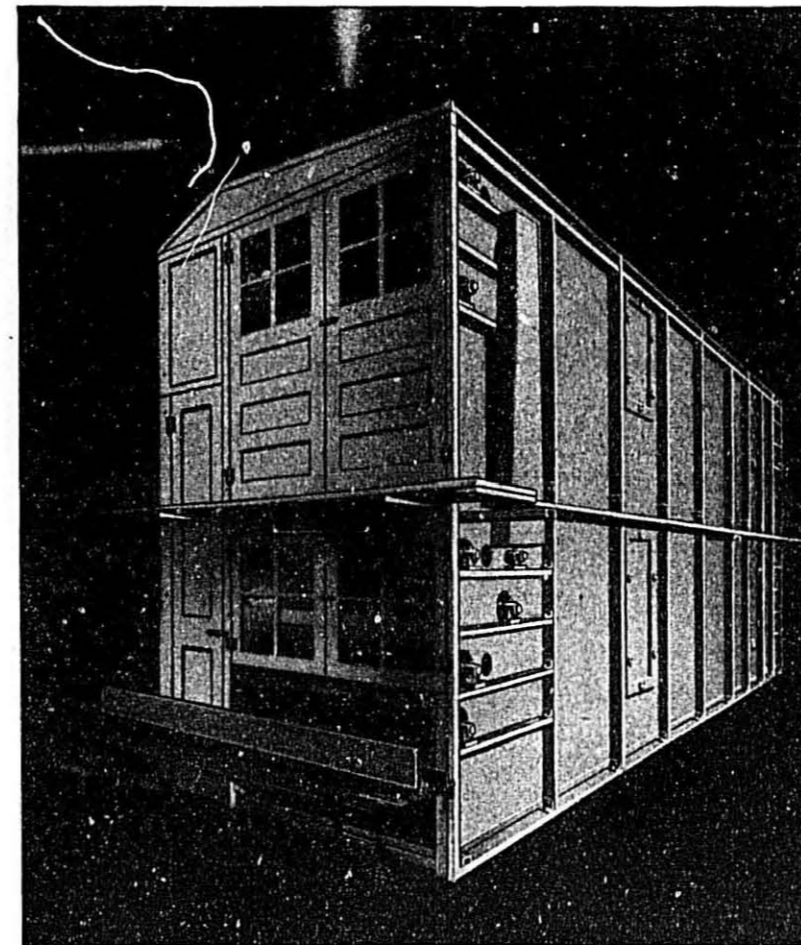
March, 1945

The production of liquid egg during March totaled 120,773,000 pounds compared with 194,738,000 pounds March last year—a decrease of 38 per cent, the Bureau of Agricultural Economics reported. Of the total liquid produced in March, the quantity dried was 49 per cent less than the quantity dried in March last year; the quantity frozen was 19 per cent less than the quantity frozen a year ago and the quantity used for immediate consumption was 69 per cent less than the quantity used for immediate consumption in March last year.

Dried egg production in March totaled 17,845,000 pounds compared with 31,982,000 pounds in March last year. Production consisted of 16,608,000 pounds of whole egg, 159,000 pounds of albumen and 1,078,000 pounds of yolk. The quantity of egg dried during the first 3 months of this year totaled 47,171,000 pounds compared with 79,584,000 pounds during the same period last year—a decrease of 41 per cent.

The production of 60,582,000 pounds of frozen eggs was 14,211,000 pounds or 19 per cent less than the record high production for that month of last year. Production for the first 3 months of this year totaled 96,659,000 pounds compared with 125,069,000 pounds—a decrease of 28,410,000 pounds or 23 per cent. Storage holdings of frozen egg on April 1 totaled 115,344,000 pounds compared with 148,557,000 pounds on April 1, 1944, and 92,552,000 pounds, the April 1 (1940-44) average.

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.

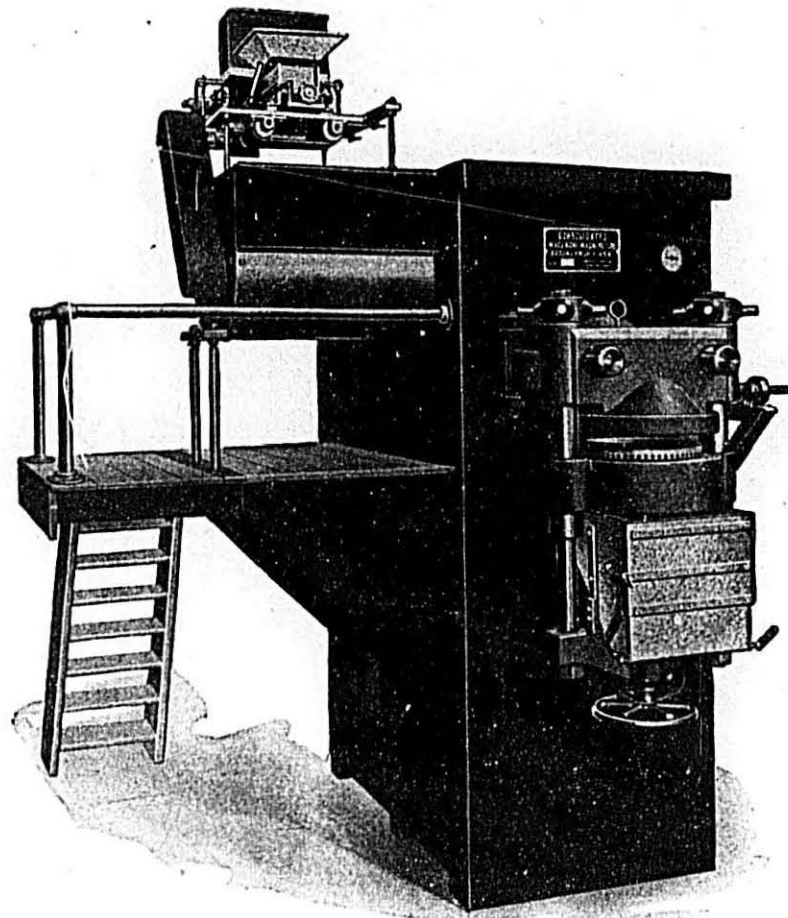
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.

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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.

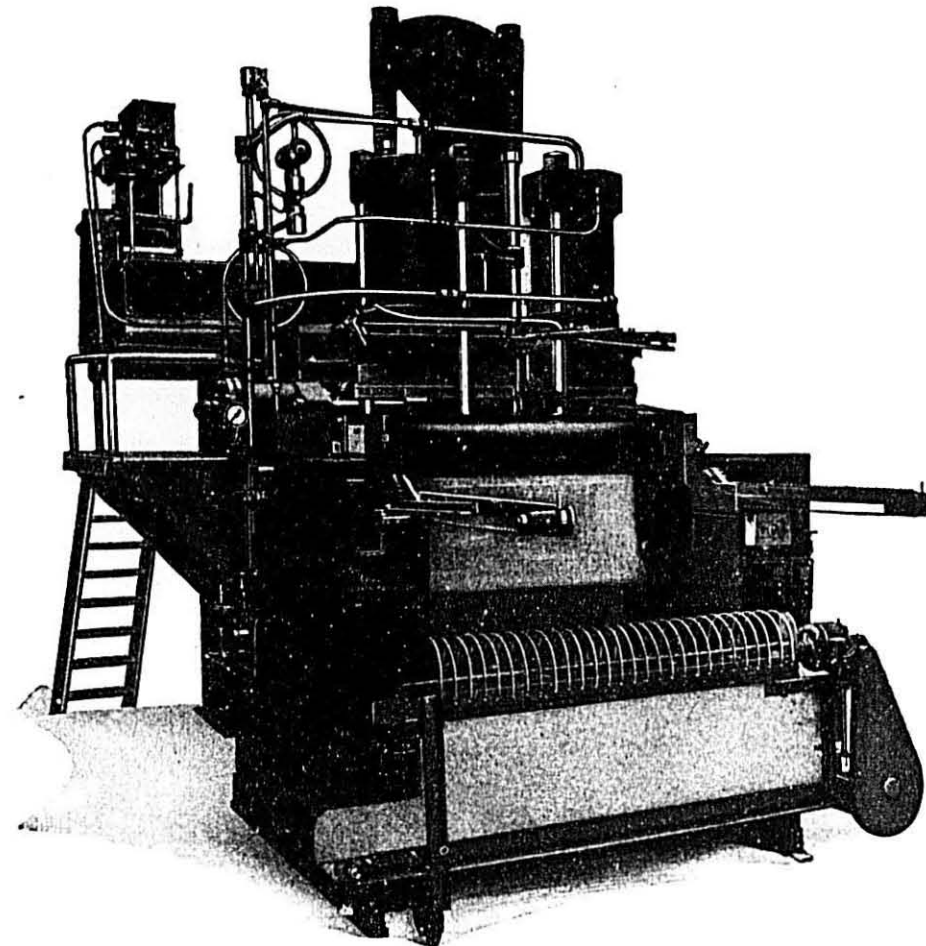
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

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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.

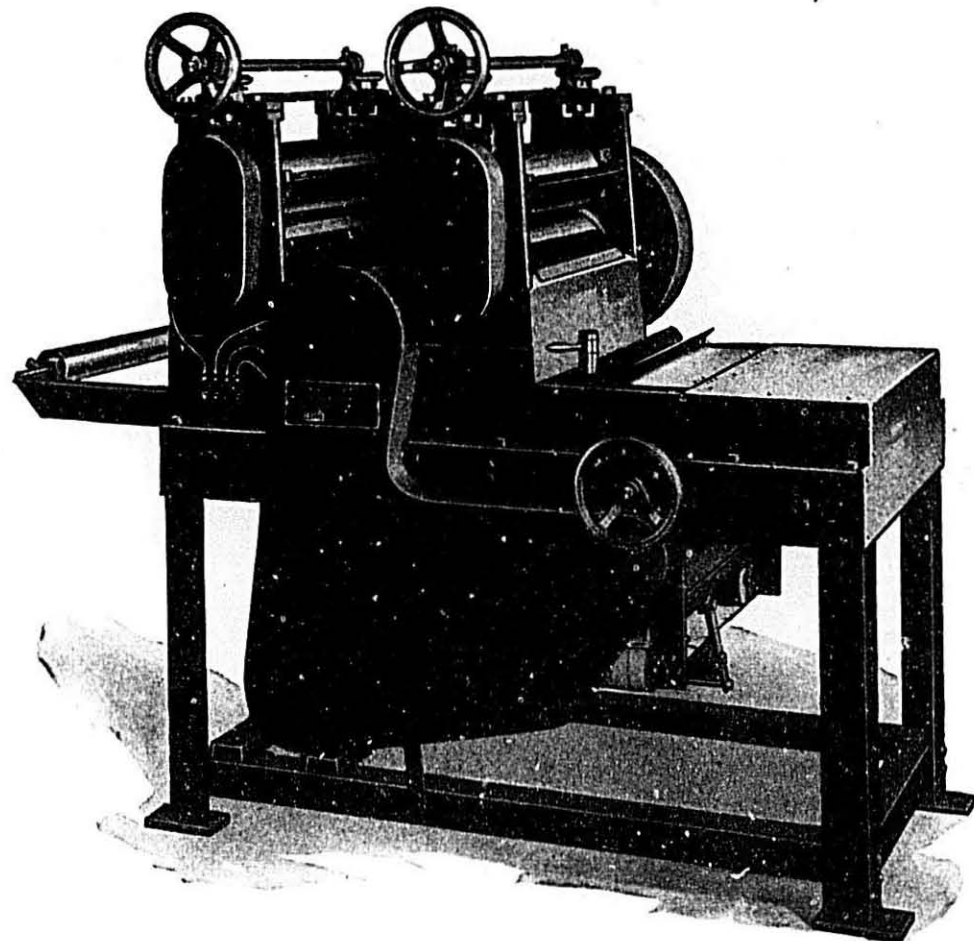
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER
Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

WFA Food Sales in March Total \$2,560,621

War Food Administration sales of Government-owned food during March totaled \$2,560,621, an increase of \$1,173,944 over February sales, and bringing all sales since May 1, 1944, to \$34,148,857.

More than 50 per cent of the sales made since May, 1944, are of items purchased originally during periods of temporary surplus to prevent market prices from falling below the level prescribed by Congress. Those items which were not used on government supply programs are being sold back into civilian markets. Other sales represent items released from government inventories and replaced with newer merchandise in order to keep supplies fresh, and a small per cent of the sales are items that have been declared surplus war property by WFA and other government agencies.

Most of the increase over February sales came from the sale of dairy and poultry products which totaled \$1,310,874. Of this \$1,114,124 came from the sale of frozen eggs, purchased orig-

inally as shell eggs to support prices and subsequently frozen. Other items in this commodity group sold during March were evaporated milk, dry skim milk, condensed milk, dried eggs and shell eggs. March sales of these items represent 51 per cent of total monthly sales, and bring to \$17,558,616 the cumulative sales of dairy and poultry products since May, 1944.

Sales of meat and meat products during March totaled \$415,323, or 16 per cent of the monthly total. Nearly all of this, \$414,993 came from the sale of frozen pork which was made available to manufacturers holding Commodity Credit Corporation contracts for pork tushonka. The meat will be used only for this product, which then will be sold back to the Government under CCC contracts. Some hams, picnics and bellies also were sold during the month. March sales bring the total amount received for meat products since May, 1944, to \$3,282,161.

Grain and cereal products sold during March returned \$393,304, or almost 16 per cent of the monthly total, and bringing cumulative sales of these

commodities to \$4,257,106. Dry beans brought \$302,893, and canned dry beans, \$88,770. Smaller amounts of garbanzos and white flour also were sold.

C. W. Taylor Will Represent H. B. Fuller In Indiana

H. B. Fuller Company, St. Paul, Minnesota, manufacturers of industrial adhesives, announced today that Cecil W. Taylor had been transferred to Indianapolis, Indiana.

Mr. Taylor will be district representative, handling the state of Indiana. He is an experienced adhesive service engineer, having spent a number of years with the Fuller concern. Previously he headquartered in Minneapolis, servicing accounts in Minnesota, North and South Dakota.

A complete stock of Fuller products is carried in Indianapolis at Henry C. Curn Warehouse and Storage Company.

North America has over half the world's known supply of bituminous coal.

Hand-Operated HEAT SEALER

Light in weight
Easy to Use!

Mounting Bracket

For fastening to wall or table . . . available at \$1.00 extra.

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Ready for immediate shipment on priority of AAS MRO or higher.

Wood Handle has 7 coats of plastic for Safety

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Ideal for Cellophane!
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- Other Pack-Rite Heat Sealing Machines:
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 - DOUGHBOY Toggle Jaw.
 - E-Z Adjustaheat.

Pack-Rite MULTI-USE SEALER

seals bags, packages with one fast whisk!

Here is the practical, inexpensive heat-sealing tool that you will find a thousand uses for, about your plant! Seals quickly and easily! As many as 24 in use by one firm—preferred all over the nation. Rush your order today!

PACK-RITE MACHINES
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Please rush complete data on your Multi-Use Sealer to:
Attention of _____
Firm _____
Address _____
City _____ State _____

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Food Processors Make "V-E Day" Possible

The nation's farmers and food processors were lauded on "V-E Day" for their outstanding food production and processing achievements which helped make that enviable day possible, by E. O. Pollock, Midwest Regional Director of the War Food Administration's Office of Supply.

"Certainly the final collapse of Germany and the liberation of enslaved Europe was tremendously hastened by the American food, produced not only in the mid-west but everywhere in the United States," said Mr. Pollock; "to them V-E Day must have been a moment of solemn pride because it is evidence that their long hours in the fields and processing plants have not been in vain."

Military leaders have time and again stated that the American fighting men are the best fed of any armies in the field, a fact which is of great importance in building fighting morale and in making it possible for the sustained and exhausting type of warfare which was necessary to bring Germany to her knees. American food helped provide the knock-out punch to the enemy!

In addition to the importance of American food in feeding our fighters,

one must not overlook its importance in aiding our fighting allies and in providing emergency food for civilians in liberated countries. It helped preserve order behind the lines in areas conquered by our troops. Military experience had already shown that starving civilian victims of modern warfare, roaming hungrily around the areas just behind the fighting lines, can be more trouble than a fully armed and equipped division of the enemy.

There is a warning note that must not be overlooked. The war is only half over and there still remains a deadly and vicious enemy in the Pacific to subdue. Food providers, too, must continue to produce all-out. "This is a time for prayer and for steadfastness," he said, "and I know that American farmers and American food processors will not fail to recognize their continuing responsibility."

Less Cellophane For Packaging

Military and other war demands for cellophane reached a new high during March, E. I. du Pont de Nemours & Company disclosed today.

One of the latest military uses of the transparent film is a protective package for propellant powder used in

60-mm. and 81-mm. mortars. Each shell carries its own charge of high explosive, but it has to be sent to its objective by a charge of powder detonated at the base of the mortar. This is accomplished by attaching packets of powder to the "fins" of the shell. An ordinary shotgun type shell detonates the propellant charge.

It was found difficult to keep the propellant powder dry in the field until the Ordnance Department worked out a method of packaging it in moisture-proof cellophane, heat-sealed at all edges.

Current operations in Germany and the Pacific have called for increased use of the mortar and have brought heavy demands for mortar ammunition.

As a result of this new use and the sharply increased demand for other military purposes such as gas-protective covers for personnel, packaging of combat rations, medical products and ordnance parts, there will undoubtedly be a temporary reduction in the amount of cellophane-packaged food and tobacco products available to the public.

Three promising insecticides, developed to replace or supplement the supply of rotenone and pyrethrum, are DDT, ground Mexican sabadilla seed with lime as an activator, and an abstract from Ryania, a South American shrub.

For NOODLES that... ..



use

CLOVERBLOOM FROZEN YOLKS

In noodles it's the appearance...good color and texture that make customers buy! And it's easy to give your noodles this sales appeal with Cloverbloom Frozen Yolks. For Armour packs these yolks especially for you noodle manufacturers. They're carefully selected with your needs in mind, then checked against a scientific color guide to assure uniform rich color in every batch.

Cloverbloom Frozen Yolks are guaranteed to provide 45% solids, thus assuring a finished product that meets all requirements. Their fresh qualities and purity can always be counted on,

for Armour selects only breakfast-fresh, pure, clean shell eggs to be labeled Cloverbloom. And they're packed in the spring of the year, when egg quality is highest. All are candled, carefully inspected... and pre-cooled 48 hours. Then broken in air-conditioned rooms...clarified to remove every trace of grit, shell or fibre, and laboratory tested for purity.

For noodles that have better color and flavor...sell faster...you can always depend on Cloverbloom Frozen Yolks. A trial order will prove their advantages in your shop.

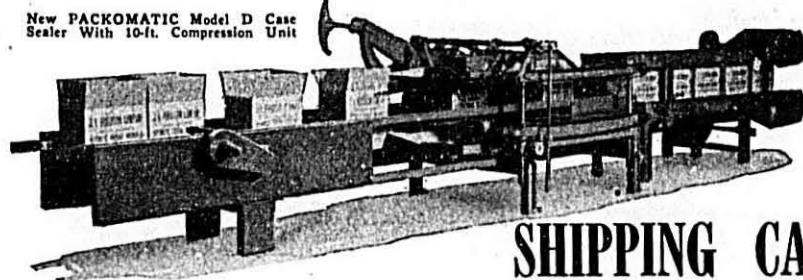
UNION STOCK YARDS, Chicago 9, Illinois

Buy More War Bonds and Keep Them!

ARMOUR
Creameries

NEW — Warborn PACKOMATIC

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



SHIPPING CASE SEALER

Modern Design! Added Capacity! Smoother Operation!

PACKOMATIC CASE SEALERS are furnished for automatic sealing of both tops and bottoms on one machine—or 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—Case Imprinters . . . Carton Sealers and 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. Requests for information entail no obligation. Write, wire or phone—or consult classified directory for PACKOMATIC office nearest you.

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

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

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.

- 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 upwards of 50% adhesive
- Top and bottom belt-driven

Macaroni to the Rescue

"V-E Day" was officially celebrated on May 8, 1945, by an official proclamation by President Harry S. Truman. It mentioned the unconditional surrender of Germany, and the beginning of a series of serious problems—that of continuing to feed our armies, the millions of released prisoners that have existed on starvation diets for many months, and the feeding of many more millions of nationals, both friendly and unfriendly, that look upon our country for succor.

The several agencies of the War Food Administration that follow closely behind a victorious army are finding the task almost insurmountable, but with American determination and the help of the food producers and processors, they are determined to do this humanitarian work well.

Among the foods chosen to feed these millions are macaroni, spaghetti and egg noodles that have already done a worthy job and that will continue to do so insofar as the manufacturers are concerned, not only for the balance of 1945, but probably for a year or two longer.

Every manufacturer in the macaroni-noodle business will be expected to supply his share of the quantity of the food needed for this purpose and

required by our Government. To neglect doing so is hardly fair either to the War Food Administration or to fellow manufacturers. It must be done despite demands for domestic use, favoritism for one's own brand, semolina shortage or container scarcity.

In this connection reference is made to the April 7 request by the Office of Supply, Commodity Credit Corporation, War Food Administration, Washington, D. C., for bids on "2,400,000 pounds of Durum Flour and Soy Egg Spaghetti."

Delivery is desired not later than June 30, 1945. Reports are that the manufacturers have accepted the invitation of their Government and have submitted fair bids to cover the entire need.

Health Reminders

Sixteen suggested "Steps to Good Health" summarize the 16 pages of "A Handbook On Health for Farm Families," just published by the U. S. Department of Agriculture. Prepared by the Farm Security Administration, it was approved by U. S. Public Health Service. Most of the suggestions apply in cities and towns as well. They are:

1. Eat enough of the right kind of food.
 2. Get plenty of sleep and recreation.
 3. Keep everything clean.
 4. Wear clothes that are suitable for the weather.
 5. Keep your privy in sanitary condition.
 6. Drink water that you know is safe.
 7. Keep doors and windows screened.
 8. Remove causes of accidents and be careful.
 9. Get rid of breeding places for germs and rodents.
 10. Learn how to take care of minor sicknesses and hurts.
 11. Visit the doctor and dentist for a checkup once a year.
 12. Don't bother the doctor with unnecessary calls, but see him at the first sign of a serious illness.
 13. Take care of your teeth.
 14. Use only the medicines approved or prescribed by the doctor.
 15. Take advantage of the clinics and immunizations offered by your health department.
 16. Join a group health plan.
- A free copy of "A Handbook on Health for Farm Families" is obtainable on request to the U. S. Department of Agriculture, Washington 25, D. C.

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

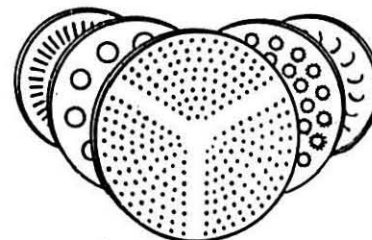
140 Lbs. Net
PISA
NO. 1 SEMOLINA
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.

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

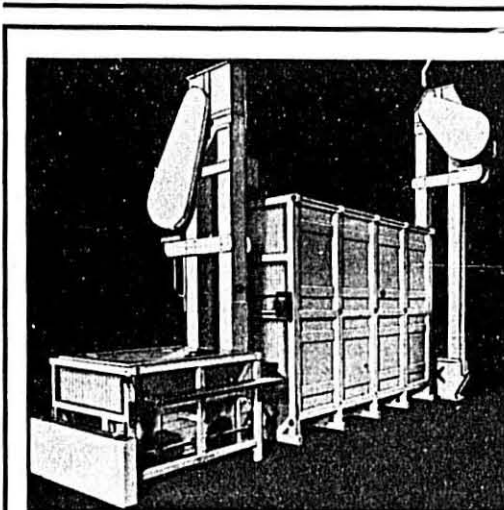
Amber Milling Division of
**FARMERS UNION GRAIN
TERMINAL ASSOCIATION**
Offices: 1923 University Ave., St. Paul, Minn. Mill: Rush City, Minn.

STAR DIES WHY?

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



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



This Champion Flour Outfit automatically sifts and blends the flour, removing all foreign substances. Saves time and dies. Improves products.

WAR DAYS HAVE CREATED A NEW BUSINESS ERA

for Macaroni and Noodle Manufacturers—a wider acceptance and use for their products, but a market that only can be maintained in the Postwar Era by the ability of the industry to meet the new high-speed production methods which will be the heritage of War Days.

CHAMPION MODERN EQUIPMENT

FLOUR HANDLING OUTFITS AND
SEMOLINA BLENDERS • MIXERS
WATER SCALES • WEIGHING HOPPERS
all automatic and accurate

—insure maximum speed and increased quality of products, lower manufacturing and maintenance costs, which are basic factors for increased volume and better profits. It will pay you to investigate.

Our Engineers will welcome the opportunity to assist you in developing your post-war modernization plans. No charge or obligation. Just write us on your business stationery.

CHAMPION MACHINERY COMPANY
JOLIET ILLINOIS

TO END IT QUICKER—INVEST IN MORE WAR BONDS

**Charles C. Rossotti
Heads Golf Club**

Golf enthusiasts among macaroni-noodle manufacturers, especially those willing to try out their prowess on one of the finest old golf courses in the vicinity of New York, will be interested in the announcement that Charles C. Rossotti of Rossotti Lithographing Co., North Bergen, N. J., has recently been elected president of the Englewood Golf Club.

"I appreciate this honor," says Mr. Rossotti, "but more so since it assures any and all macaroni and noodle manufacturers and their friends who may be in the vicinity of New York, a friendly welcome to play a round of golf at one of the oldest championship golf links in the country. All they need do on their arrival in New York is to telephone my office and I will be glad to make the necessary arrangements."

**Stocks of Wheat in
Interior Mills, Elevators
and Warehouses**

April 1, 1945

Wheat stocks in interior mills, elevators and warehouses on April 1, 1945, are estimated at 129,208,000 bushels by the Crop Reporting Board. White

nearly double the 66,535,000 bushels on April 1, 1944, and nearly a third larger than the 1935-43 average for this date of 99,365,000 bushels, these stocks are at least one-fourth smaller than April 1 stocks in 1943 or 1942. Disappearance from this position between January 1 and April 1 this year was about 31 million bushels, compared with 79 million in 1944, with 62 million in 1943, and 40 million bushels the 1935-43 average for the quarter.

The usual off-farm positions are covered in this report. Commercial wheat stocks at the 46 terminal markets reported by the War Food Administration, wheat in merchant mills reported by the Bureau of the Census and that owned and stored by Commodity Credit Corporation in their own steel and wooden bins are excluded. Stocks of wheat in such positions as distilleries and feed plants, etc., where wheat has been stored in

significant quantities only in recent years, are included.

April 1 wheat stocks in interior storages are about six times as large as a year ago in Oklahoma and Texas; nearly four times as large in Kansas, and more than twice as large in North Dakota, South Dakota, and Montana. In all these six States current stocks are also larger than average. Stocks in Washington and Oregon are also larger than either last year, or average. Current stocks in the 8 states named make up 81 per cent of the national total.

The sum of the mill, elevator and warehouse stocks added to farm stocks April 1, 1945, is 368,291,000 bushels compared with 286,214,000 bushels for this date in 1944, with 502,918,000 in 1943 and 451,177,000 in 1942. This current April 1 total exceeds that of any other year of record, except 1943 and 1942. The table below shows combined April 1 stocks by classes:

STOCKS OF WHEAT IN INTERIOR MILLS, ELEVATORS, AND WAREHOUSES COMBINED WITH STOCKS ON FARMS APRIL 1

Class	Average		
	1935-43	1944	1945
Hard red winter.....	100,411	96,702	124,582
Soft red winter.....	41,323	30,077	40,873
Hard red spring.....	74,927	109,412	140,854
Durum.....	18,301	16,268	20,574
White.....	32,573	33,755	41,408
Total.....	267,535	286,214	368,291



The advent of mass merchandising will eliminate the eager clerk who used to push your product . . . Tomorrow, Mrs. Consumer will buy through her eyes . . . and the package with the appetite and eye appeal . . . the color and attention values to compel and win her attention will be the product she carries home. MILPRINT is ready now to give your package the qualities it will need to make her buy YOUR product . . . consult us today . . . for tomorrow.

* Sales Offices at • New York
Chicago • Boston • San Francisco
Philadelphia • Grand Rapids
Los Angeles • Cleveland • Dallas
Minneapolis • Cincinnati • Atlanta
Pittsburgh • St. Louis • Indianapolis
Kansas City

If

YOUR SEALING JOB IS BIG
OR SMALL

THERE IS A

DOUGHBOY HOT KRIMP SEALER

THAT WILL DO THE JOB BETTER

The many exclusive features in Doughboy Sealers make it possible to do any sealing job, large or small, with efficiency and savings in time and money. There is a Doughboy model for any need in any factory for hot krimp sealing of all materials.

REGULAR MODEL, for cellophane and light materials... \$199.50
PRE-HEATER MODEL, for heavier or foil paper... \$235.00
Heat roll and pre-heater separately controlled.

TOGGLE-JAW TYPE SEALERS

8-inch Jaws \$98.50 10-inch Jaws \$106 12-inch Jaws \$113.50

PACK-RITE MACHINES

Div. of Techtmann Industries, Inc.
828 N. Broadway
Broadway 3355
Milwaukee 2, Wis.

MMJ

Please send complete information on:

Doughboy Rotary Hot Krimp Sealer

Doughboy Toggle-Jaw Sealer

Attn. of

Firm

Address

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

DOUGHBOY
TOGGLE-JAW
HOT SEALER

DOUGHBOY
HOT ROTARY
KRIMP SEALER

Research Work by Nutrition Foundation

Appropriations of \$914,190 for 100 correlated research grants to increase basic knowledge in the field of nutrition have been made by the nutrition Foundation since its creation on March 12, 1942, it was announced last month by George A. Sloan, President of the Foundation, at its third anniversary meeting at the Waldorf Astoria. These grants, made possible by contributions from the food industry, have been made to forty-four universities and medical centers in the United States and Canada, in building up an organized research program, Mr. Sloan said.

Grants totalling \$258,100 were made at yesterday's meeting, Mr. Sloan said, covering six new research projects and twenty-four renewals of grants for studies now under way.

Twenty-one areas in which increased basic information has resulted from fundamental studies supported by the Foundation during the past three years were listed by Mr. Sloan, as follows:

- (1) Identification of the eight amino acids essential to maintain nitrogen (protein) balance in the human body. Over twenty amino acids had heretofore been identified but it was not known which of these amino acids were essential to the human;
- (2) Additional information concerning how the amino acids function in the body;
- (3) Findings in support of the need for a high level of vitamin C intake;
- (4) Additional findings concerning the dietary requirements of calcium and iron;
- (5) The requirements of vitamins of the B complex and vitamin C, during exposure to high temperatures that involve excessive perspiration and during periods of hard work;
- (6) Better understanding of the use of salt and salt tablets in hot climates. An adequate supply of water

is much more important than was recognized;

(7) Nutritional requirements of aviators during long flights and during high altitude flying;

(8) The satisfactory use of special fats in tropical areas;

(9) Obtaining a better understanding of how sugars are burned and converted to fat in the animal body. These studies have, incidentally, given a better picture of how insulin functions in the control of diabetes;

(10) A better understanding of pellagra, a deficiency disease, and means of combating it in terms of a more scientific use of common food-stuffs;

(11) Promising findings indicating that by scientific plant breeding the quality of tomatoes and corn may be increased in terms of recognized nutrients;

(12) New discovery of the value of vitamin E, indicating its use in alleviating muscle degeneration in children;

(13) New information concerning the resemblance between human milk fat and other fats of both vegetable and animal origin;

(14) The importance of the nutritive constituents other than butterfat in cow's milk;

(15) The identification of a new essential nutrient for the maintenance of good lactation;

(16) The development of important leads to finding the nature of the causes that underlie tooth decay;

(17) Additional evidence that good nutrition provides an essential basis for avoiding certain types of intestinal diseases that are prevalent in the tropics;

(18) The establishment of important leads in unravelling some of the causes of physical deformities at birth;

(19) The development of new information concerning the biological value of proteins;

(20) Development of new and improved methods of analysis for a number of the essential nutrients, es-

pecially for the amino acids and vitamins; and

(21) Progress in the development of improved methods of appraising nutritional status, using methods that are applicable in medical practice before there is obvious breakdown and disease.

New grants made then were as follows:

Harvard University received \$47,500 for a five-year study of nutrition in relation to maternal health, which will include the problems of pregnancy, childbirth, the condition of the newborn infant, and its subsequent health and development.

The Public Health Research Institute of the City of New York received \$10,500 for a three-year study of the development of micro-chemical methods for evaluating nutritional status. There is a critical need for practical methods of measuring the influence of nutrition on public health in the marginal zones of malnutrition.

The School of Medicine and Dentistry at the University of Rochester received \$10,000 for a two-year study of the nature and significance of a pigment associated with vitamin deficiency.

Mr. Sloan stated that grants were also made to the University of Pittsburgh for studies on self-selection of diets; to Washington University for studies on the mechanism of carbohydrate reactions in animal tissues; and to the University of Wisconsin to study the characterization of compounds containing bound biotin and other vitamins.

Wants Equipment Information

Manufacturers and distributors of macaroni-noodle plant equipment will be interested in an inquiry by Fabrique de Biscuits, Cheques Postaux 11, at 164 Morges, Switzerland. This firm wants information on all types of macaroni plant machinery and equipment.

Calcium phosphate added to table salt prevents caking.

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

Advertise Public Service

Some of the Objectives of a Public Relations Campaign

Macaroni products have never been overadvertised . . . and the service rendered by the many firms to the public has rarely been made known. There is a dual publicity job that will get increasing attention as time passes.

"It is suggested," says Editor & Publisher, leader in the advertising and publicity field, "and with increasing frequency, too, that advertising appropriations of the future should include funds to advertise public service as well as products or customer service."

In keeping with this thinking, this magazine submits a list of objectives that any public relations campaign should have in view. These will be of interest to all macaroni products processors, whether large or small advertisers. Here they are:

Promote within the company sound operating policies and practices that are in the public interest.

Help your employees to an understanding of the problems of management. Enlist their co-operation as a part of the enterprise, make them want to boost it.

Improve your relations with all with whom you do business (including stockholders). Win the confidence of the general public; predispose consumers toward the purchase of the company's products.

Convince our public servants that you deserve a high place in our economic firmament.

Supply those who mold public opinion with a sound interpretation of your "corporate character"; with the facts without which they can but underestimate your public service. Make it impossible for them to question your integrity.

New Incorporation

Essex Macaroni Corporation, successor to Essex Macaroni Company, 15 Union Street, Lawrence, Mass., incorporated under the laws of the Commonwealth of Massachusetts, May 5, 1945. Its capital structure consists of 10,000 shares preferred, par value \$5.00, and 10,000 shares common stock of no par value. President and treasurer—John L. Bagg; clerk and assistant treasurer—Robert F. Sheeran, and John C. Johnston.

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			
	1945	1944	1943	1942
January	878,487	721,451	855,975	711,141
February	732,026	655,472	885,655	712,770
March	795,998	692,246	963,387	680,224
April	823,981	608,947	793,866	528,308
May		704,071	750,963	523,110
June		656,214	723,733	501,168
July		716,957	648,356	591,338
August		889,515	758,903	583,271
September		895,478	713,349	648,062
October		919,226	791,054	876,363
November		965,527	839,778	837,792
December		921,851	801,847	923,014

Includes Semolina milled for and sold to United States Government.

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.



Makers of

Macaroni Dies

TRADE MARK

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., INC.

178-180 Grand Street
New York City

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

12 Per Cent Less Meat for Civilians

Plans to protect meat supplies for the armed services and at the same time obtain more equitable geographic distribution of civilian supplies were announced by the office of War Information on behalf of several Government agencies.

The civilian allocation of 3,793,000,000 pounds for the second quarter of 1945, War Food Administration reported, represents a reduction of about 12 per cent from the amount available during the first three months of the year and to the lowest point in ten years. The civilian supply will be at the rate of about 115 pounds per year. This is approximately 30 pounds per year less than the record high of 1944 and is about 10 pounds less than was eaten in the average peacetime years of 1935 to 1939.

Civilian supplies during the second quarter will include more veal, lamb, and mutton than were available during the first quarter of the year, but there will be less beef and pork.

Simultaneously, WFA stated that second quarter meat allocations provide for increased supplies for U. S. military uses and substantial reductions in supplies for lend-lease shipments.

The program for more equitable geographic distribution of civilian supplies agreed upon at a meeting in the office of James F. Byrnes, Director, Office of War Mobilization and Reconversion, provides for the formulation of regulations apportioning available supplies of livestock among all slaughterers of pork, beef, veal, mutton, and lamb and for the adjustment of subsidy payment more nearly to equalize the competitive position among slaughterers.

The program will not increase the over-all civilian meat supply which will remain tight in any event. It is expected gradually to correct maldistribution in nonproducing areas, especially congested war production centers.

Total supplies, which are 6 per cent lower than during the first quarter, will continue to be short, WFA stated, and no substantial improvement can be expected before the fall months when livestock marketing seasonally increases. The end of the war in Europe, officials stated, will not materially affect the meat situation, and will result neither in lighter military demands nor in increased civilian supplies.

The only supplies to be made available for Lend-Lease shipment in the second quarter of 1945 are 325,000,000 pounds. This includes, pursuant to an agreement of many months' standing, 300,000,000 pounds—mostly pork-and-beef-tushenko, a canned product, one-half lard which has been earmarked for the Russian army—and which compares to 294,000,000 pounds allocated for Russia in the first quarter; and 25,000,000 pounds of meat for the United Kingdom, compared to 207,000,000 pounds for the U. K. in the first quarter. Limited supplies of meat for feeding civilians in liberated areas are being made available from stocks held by the United Kingdom.

The reduction in the foreign allocation is necessary because any further reduction of supplies in the United States would create a more difficult distribution problem. The ration in the United States will still be somewhat larger than it has been in the United Kingdom.

The allocation of 1,381,000,000 pounds of meat for military use in the second quarter is 4 per cent greater than the first quarter allocations. It was explained that the Army today is required to feed approximately 2,150,000 persons, in addition to the U. S. military personnel, which also represents a substantially higher number than at this time last year. In addition to our own forces, it was explained, the War Department must provide rations for civilians working for the Army overseas, prisoners of war, certain elements of the Allied armies, including the Filipinos and the free French, and the Italian army, plus

Italian Service Units serving with the U. S. Army. The army has no stocks beyond working inventories for meeting these increased demands.

Adjustment of menus for the prisoners of war, to provide meat substitutes and reduce the amount of meat required for their feeding, was recently announced by the War Department.

Of the total of 1,381,000,000 pounds allocated for military uses, 906,900,000 pounds is for the Army; 381,400,000 pounds for the Navy, including the Marines and the Coast Guard; 87,700,000 pounds for the War Shipping Administration; 5,000,000 pounds for the Veterans Administration and in addition 8,800,000 pounds have been allocated for the Red Cross.

Steps to assure the fair distribution of meat supplies were necessary, officials stated, if the army is going to obtain the meat it needs to maintain the GI diet and obtain a fair distribution for civilians.

OPA was authorized to issue new distribution regulations to cover commercial, retail and farm slaughter, as well as custom slaughter. This action is expected to facilitate the movement of more cattle and hogs into federally inspected slaughter houses. The effects of this, it was stated, will be to direct more meat into interstate channels, where it will be available for military use and deficit areas. Such regulations, it was emphasized, are not intended to curtail slaughter on farms for home consumption.

DuPont Appointment

The E. I. du Pont de Nemours & Co., Inc., Wilmington, Del., announces the appointment of Thomas L. Hines as general manager of the Cellophane Division to succeed the late John E. Hatt who died the middle of April. Robert L. Richards will continue as assistant manager.

New U. S. Battleships have 50 complete separate cooling systems.

LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

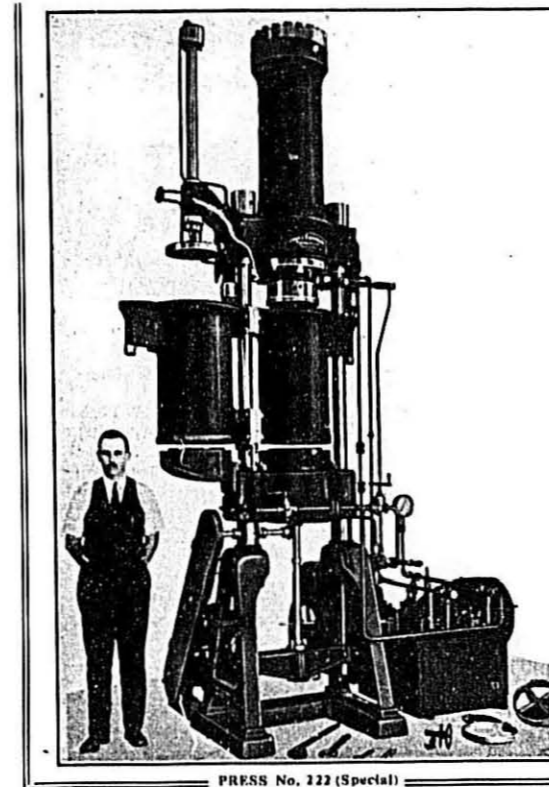
STAINLESS STEEL DIES - WITHOUT BRONZE PLUGS

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

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

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Los Angeles 26, California



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John J. Cavagnaro

Engineers
and Machinists

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

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Macaroni Machinery

Since 1881

Presses
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Moulds

All Sizes Up To Largest in Use

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

Grim Facts About Our Vanishing Food Supplies

1. In spite of rationing, over-all civilian per capita consumption of food has increased under stress of war activity, and the new knowledge of nutritional needs, this is inevitable.

2. Military personnel has grown to where it now comprises about 10 per cent of the total population of the United States. A fighting man requires twice the food needed by a civilian. Result: 10 per cent linear increase in food requirements right there alone.

3. The farther our armed forces progress from their base, the longer the supply lines—the more food in transit, the more required in reserve depots. It may take 3 tons in transit to deliver 1 ton to hungry mouths at the front. Later, it may take 6.

4. The more successful our armies, the more prisoners we have to feed. We are now feeding more than a million prisoners of war. The second million is clearly in sight.

5. Liberated areas mean food must be supplied to their inhabitants until they are re-equipped to produce their own. This is not idealism. Our armies must have co-operation behind them.

6. Our Allies must be sustained in part with our food to aid in the common fight. Every well-fed British or Russian soldier helps shorten the war—for us, as well as for them.

7. We now stockpile and pipeline foods, for the bulk of our armed forces, about a sixth to a quarter of the way around the world. When re-deployment to the Orient begins, we will be stockpiling and pipelining foods for these same forces half way around the world. Which may mean twice as much goods in transit as we require at the present time.

Where is it all going to come from? Take a last look at your bathroom scale, brother!

Save "Handpower" for Work Machines Can't Do!!



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.

Today some plants are still using expensive hand-labor to set up and close the cartons for their Macaroni, Spaghetti and Noodles, when these operations could be done faster and more profitably by machines. This "hand-power" should be doing other work in the plant which cannot be done by machinery.

If your cartoning is still being done by hand you will be interested in learning how PETERS economical machines have helped others make substantial reductions in packaging costs and increased their over-all profit. These PETERS machines, which provide automatic or semi-automatic setup and closing, will release many of your present personnel for other necessary work.

A sample of each size carton you are now using will bring our recommendations promptly. Action on this matter now may save costly delay later, as PETERS expects to make deliveries in the same sequence orders are received.

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

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

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Vol. XXVII MAY, 1945 No. 1



"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."

World Food Production Shows Moderate Increase Shifts Among Countries Suggest Postwar Problems

Food production in the world as a whole shows a moderate increase since the outbreak of the war despite scarcities of fertilizers, equipment, labor, and other essentials of production, reports the U. S. Department of Agriculture Office of Foreign Agricultural Relations.

The increase, however, does not appear in all countries. While production shows a marked expansion in many countries, it has declined in others, particularly in some of those most vitally affected by the war.

The Department of Agriculture Agency cited a survey of food production in 1942 and 1943 in 30 countries having about 60 per cent of the world's population, showing an expansion of about 7 per cent as compared with the prewar level. This increase is based on farm output of food crops

and livestock products, measured in terms of calories.

The most outstanding increases by major geographic regions were in North America, where production shows a 30 per cent expansion. Other increases were in South America with 17 per cent, Southern and Eastern Asia with 3 per cent, and Oceania and South Africa with 1 per cent. In Western Europe and North Africa, however, production declined by 6 per cent and in the Middle East by 5 per cent.

The department pointed out that the data available are not sufficient to make possible a satisfactory measure of changes in production in such war-torn areas as Russia, occupied China, British Malaya, and the Netherlands Indies. Officials expressed the belief, however, that production in those areas has declined considerably since the beginning of the war. This decline partly offsets the aggregate increase of 7 per cent indicated for the 30 countries included in the survey. The net result is that the increase in the world as a whole was probably no more than sufficient to keep pace with the estimated increase in the world's population in that period, the department said.

The war brought about many changes in individual countries and geographic regions with respect to their normal prewar status as surplus, deficit and self-sufficient producers of various types of foodstuffs, said the department. Surplus producing regions, especially those in North America, strongly emphasized livestock production, but their food crops were increased almost as much as was the output of livestock products. In countries normally producing less food than they consume, especially those in Western Europe, emphasis was placed on expanding the production of crops that could be used directly for human food at the expense of feed crops and livestock. This emphasis, it is pointed out, accounts for a large part of the increase of more than 60 per cent in the caloric output of British agriculture from the prewar period to 1942-1943.

Heavy Army Macaroni Needs Preclude Early Export Trade

(Continued from Page 8)

products output there to take care of normal needs.

All inquiries are being turned down. When large-scale exports through private channels are resumed, however, the waiting demand will enable the American paste products industry to build up lasting markets, the trade believes.

Long Term Demand

The fine quality of the goods being distributed by the Army is serving as excellent advertisement.

In addition, it may be as much as two or more years before countries which formerly

Jacobs Cereal Products Laboratories INC.
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 Benjamin R. Jacobs
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Consulting and Analytical chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

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Soy Flour Analysis and Identification.
Rodent and Insect Infestation Investigations.
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For Sale
3000 Booklets
"Americanized Macaroni Products"
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produced their own supplies will be able to do so again. Machinery has been destroyed, and in many instances the farming land where durum wheat was raised has been so devastated that crops will be either non-existent or very poor for years, it is understood.

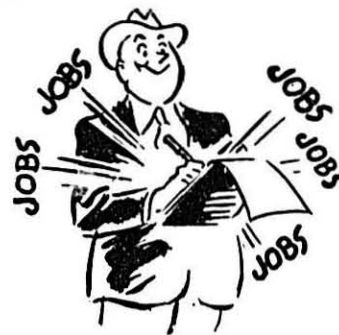
"And there is no place else in the world for Europe to get its macaroni and noodles," one manufacturer said. "Our own Government's wheat and our export program points to the world wheat situation... it's not at all good, as far as the starving millions in Europe are concerned."

A DIGEST OF SUCCESSFUL SELLING IDEAS

THE SELLING PARADE
 (REGISTERED)
 BY CHARLES B. ROTH

Making the Most of '45

Like every other salesman, when the year comes to an end, you begin wondering what you can do to make next year a better year. That's going to be an especially important question when 1944 slides out, because who can tell what 1945 will hold for any of us?



The best any one can do at a time like this is to follow, if he can, a fool-proof technique that guarantees success in everything a man tackles, regardless of conditions, regardless of postwar adjustment, regardless of anything.

And is there such a technique? There is. It is so simple that most men never give it a thought, much less learn it and put it into practice, but I know maybe half a dozen men who have made it their rule of life. These men have without exception been very successful men, in whatever they undertook.

The first man to mention the technique to me was a remarkable character who lived in Houlton, Maine. His name was Franklin W. Hall. When I met him he was past 80, bearded, busy, energetic, successful. He'd been out West as a boy, knew Wild Bill Hickock. During his life he had been a newspaper man, salesman, real estate developer. And at 85 he had the energy and outlook of a young man. And was just as successful.

It was he who let me in on a secret, if I may call it that. "Watch your fifteen minutes," was his rule of life.

His explanation was: "Most of us fail in life because we don't have time enough to do the things we want to do. That is all. And the only reason we do not have the time is that we fritter it away—not by wasting days, hours, but in such little ways, by wasting five minutes today, ten tomorrow."

"I saw this when I was just a kid; saw that if I could make every fifteen minutes of my day count, the day itself would come out all right."

"So all my life, which has been long and not without some honor and success, I have lived in units of fifteen minutes."

I still didn't understand exactly what he was saying, so I asked him: "But just how does it work?"

"Well, I have a job to do, one that will take several hours. In place of putting off getting started, I start at once, because I know that each fifteen minutes will enable me to get through just that much sooner," he explained.

When I had known him for several years and had watched him work, I saw that this indeed was the true reason for Mr. Hall's accomplishments. As soon as he finished one job, he tackled another; never wasting a minute, cherishing those fifteen-minute periods as if they were gold.

Now, you and your selling in 1945—what has this to do with you? You already know, don't you? If you make sure each fifteen minutes you live next year are lived fully, actively, you will not have to worry about the twelve months of 1945—they will take care of themselves.

Just What Is Selling?

His name is Paul Treat and he has made good in a hard, exacting game—life insurance. He has reached the point where he can do some profound thinking on the subject of selling, salesmen, salesmanship.

The other day I spent a fascinating lunch period with him, listening to him outline the ideas that have come to him from a quarter of a century in the front lines of selling.

"What is selling, anyway?" he asked.

"You tell me."

"I've thought for twenty-five years

to get the answer to that," he continued. "I know the usual answers. I wanted the real answer... the philosophical answer."



"Did you find it?"

"I think I did."

"What is it?"

"Selling is explaining," he said. And went on: "I have come to see that the great salesman is the salesman who can explain in the most lucid and understandable way. That is all there is to selling, explain what you have in terms of the need of the prospect."

"Looked at in that light, selling should be a very simple matter, I observed."

"Should be, is the right phrase," said Mr. Treat. "Actually, it isn't because proper explaining is so hard. Ever try to describe, in one brief sentence, what the thing you were selling could do for your prospect? Try it sometime. If you can't explain all the advantages in one simple, succinct, memorable sentence, you haven't thought long enough or well enough on your job."

I've been thinking about Mr. Treat's recipe for a successful salesman put into one sentence the lucid explanation of his line.

Do you know, I believe that is one of the most important things any of us who sell should do before we do anything else. It would make better salesmen of us if we learned how to explain to ourselves first, then to others.

OUR PURPOSE:

**EDUCATE
ELEVATE**

**ORGANIZE
HARMONIZE**

OUR OWN PAGE

**National Macaroni Manufacturers
Association**
Local and Sectional Macaroni Clubs

OUR MOTTO:

**First—
INDUSTRY**

**Then—
MANUFACTURER**

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The Secretary's Letter

Industry Conference

In normal times it is customary for business associations to hold annual conventions at a selected time. The conventions of the National Macaroni Manufacturers Association are usually held in June.

At this time there has been no definite statement whether or not an attempt will be made to hold the convention, as scheduled, in Minneapolis, June 20 and 21. There is a general feeling that the convention, as usually sponsored by the National Association—an open conference of all macaroni-noodle manufacturers and allies—is impossible under present regulations. Mobilization Director Fred M. Vinson has so far not lifted the attendance ban, so the Members of the National Association are asked to be on the alert for an official announcement by the Board of Directors through President C. W. Wolfe.

There is a general feeling that the country's needs far outshadow those of any business, so the association may choose to substitute a limited business convention for the usual industry conference. We are sure that the entire membership will be in full accord, whatever the decision may be with respect to a convention under present circumstances.

"V-E Day"

Tuesday, May 8, 1945, was official "Victory-in-Europe Day."

The entire nation was thrilled by President Harry S. Truman's announcement of the unconditional surrender of Germany on that date. The executives and employes of macaroni and noodle plants showed their elation in various ways, but according to available reports most of them remained on the job of producing food for those in the armed services and for civilians at home and abroad.

They took proper cognizance of the warning of the President that "Victory-in-Europe" indicated but the half-way mark in the nation's fight against aggressor nations, and girded themselves for the second phase of the battle.

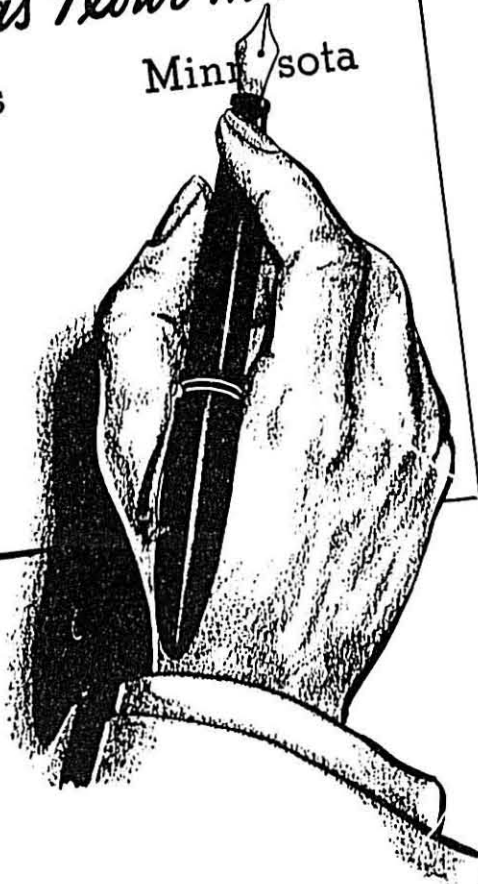
By continuing to produce to the limit, this Industry can be depended upon to play its part loyally and unselfishly, now that this nation and its allies can concentrate their might against civilization's greatest enemy—Japan.

When "V-J Day" comes, with complete "Victory-against-Japan," the members of this Industry will be outdone by no others in proper celebration, as presently they will not be outdone in work for victory.

M. J. DONNA
Secretary

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These people are winning customers for you

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



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