

THE MACARONI JOURNAL

Volume XXVII
Number 5

September, 1945

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SEPTEMBER, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Our Problem

OUR PRODUCTS AFTER RATIONING

MACARONI, SPAGHETTI, EGG NOODLES, though never rationed during the war, were affected by rationing and will be even more seriously affected by the termination of all food rationing regulations, now that the war is over.

Rationing of meat, for instance, made these wheat products increasingly popular as extenders as well as main dishes for luncheon or dinner, and for after-theatre snacks. What percentage of these new users will continue to eat this fine grain food when red stamps are a thing of the past?

America's actual nutritional need for such a vital, economical and satisfying food will be sufficient to support the Industry's increased capacity to supply, if it, individually and collectively, will do its part to maintain the present demand through the judicious use of proper publicity and consumer education.

Chicago, Illinois
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U. S. A.

VOLUME XXVII
NUMBER 5

**WHAT WILL
THE POST-WAR
PACKAGE
WEAR?**



One or two windows through which to see your actual product? New recipes or suggestions on the labels for new ways to serve? . . . Strikingly different designs in sparkling colors? . . . Animated, human interest figures to tie in with your brand name? . . .

How to make your product meet the powerful competition that's due to arrive is a big problem to be considering NOW.

The Rossotti Organization is now prepared to plan your post-war packaging with you. We have many working post-war ideas and plans for packaging and merchandising your products. They are based on experience dating back to 1898—and kept up-to-the-minute by continuing research, market surveys, analyses of buying trends.

Rossotti Packaging Consultants are always glad to give their services—without obligating you in any way. May we talk your packaging or labeling requirements over with you? Just write us, please.

Rossotti
SINCE 1898

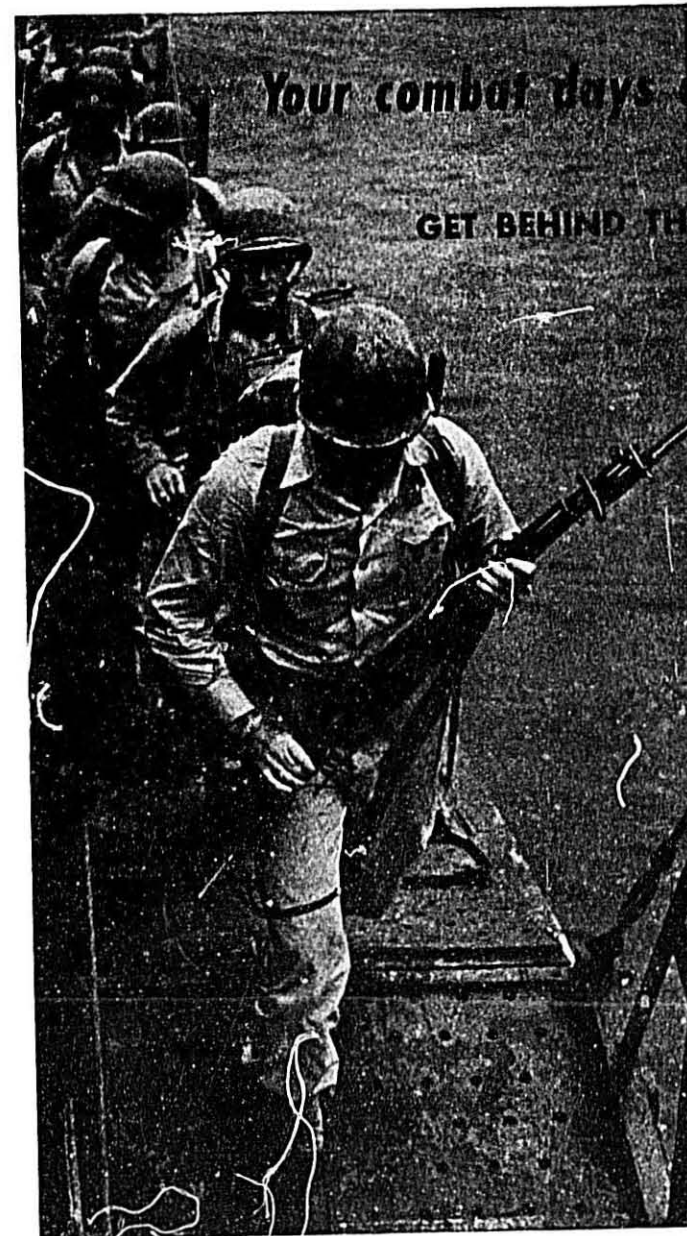
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Your combat days are not over!

**GET BEHIND THE
VICTORY
LOAN!**

There's plenty of action ahead for fast-thinking industrial leaders in putting over the new Victory Loan! Your Victory drive is important because:

EVERY VICTORY BOND HELPS TO

- 1** Bring our boys back to the America for which they were willing to give their lives!
- 2** Provide the finest of medical care for our wounded heroes!

**BOOST THE NEW F. D. ROOSEVELT
MEMORIAL \$200 BOND!**

Urge all your employees to buy this new Franklin Delano Roosevelt Memorial \$200 Bond through your Payroll Savings Plan! At all times better than ready cash, Victory Bonds are industry's "Thanks" to our returning heroes!

**START YOUR VICTORY DRIVE
TODAY!**

Every Victory Bond aids in assuring peacetime prosperity for our veterans, our nation, your employees—and your own industry!

The Treasury Department acknowledges with appreciation the publication of this message by



Macaroni Journal

★ *This is an official U. S. Treasury advertisement prepared under the auspices of the Treasury Department and War Advertising Council* ★

COLOR FLAVOR

KNOWN QUALITIES
with

DURUM MILLING COMPANY
SEMOLINA

Highest Quality
NO. 1 SEMOLINA
MANUFACTURED BY
MINNEAPOLIS MILLING CO.

★ ★ Two Star Semolina is a firm foundation for excellence in your products. Huge wheat storage facilities, scientific milling processes, and exacting laboratory control assure uniformity and quality of the highest degree. Two Star Semolina is your best insurance for continued consumer demand.

MINNEAPOLIS MILLING COMPANY
GENERAL OFFICES
MINNEAPOLIS 2, MINNESOTA

The MACARONI JOURNAL

Volume XXVII

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Number 4

Plans For An Industry Conference

The authorization of the Office of Defense Transportation for meetings of 150 people from out of town unquestionably is good news for businesses like the Macaroni-Noodle Manufacturing Industry and organizations like the National Macaroni Manufacturers Association, as it is to executives charged with the responsibility of arranging and planning gatherings that come within the range of permissible conferences.

For months prior to the ending of the war, the Office of Defense Transportation prohibited the holding of Conventions involving more than fifty travelers, unless specifically permitted to do so by its order. This was done to reduce travel congestion and over-crowding of hotels. Since the usual attendance at conventions of the Macaroni-Noodle Industry has always been two or three times the maximum then set by ODT, the officers of the National Macaroni Manufacturers Association elected to pass up its regular convention (June, 1945) rather than to seek permission to hold one involving the attendance of more than fifty, a permission rarely granted by ODT.

President C. W. Wolfe of the National Association senses quite a desire among macaroni-noodle manufacturers in all parts of the country for an industry-wide conference to study present conditions affecting their business and the future prospects of the trade.

Officially, the 1945 convention was first set for Minneapolis in June. Because of the low attendance then permitted, it was agreed to postpone the meeting until later in the year. When the attendance limit was increased to 150 at the termination of the war with Japan, bringing our convention within the permissible range,

the durum millers, who were to have been the convention hosts, were consulted and it was their expressed wish that a city other than Minneapolis be selected for the meeting this fall.

At the present time, the officers of the National Macaroni Manufacturers Association are polling the industry for prevailing views as to the most suitable dates and the most convenient place in which hotels are able and willing to accommodate a macaroni-noodle industry convention the latter part of October. The choice lies between Chicago and New York.

Eastern manufacturers advance the reasoning that since in all probability the mid-year meeting of the Industry will be held, as usual, in Chicago next January in connection with the Cannery Convention, that New York should be preferred for the fall meeting. Mid-Westerners have in mind the convenient location of Chicago which might encourage a more representative gathering. With each group acquiescing, a choice should soon be made to enable all to make early plans for attending.

In a circular to the members and the trade, generally, the Secretary of the National Association urged all manufacturers and those allied to be on the alert for a quick call to conference. Because of conditions growing out of the sudden termination of the war, interest in this year's convention is keener than usual with the prospective attendance greater, wherever the meeting is called. The business to be done, rather than the place for transacting it, will be the determining factor as to the date and city for this all-important gathering.

Record Wheat Crop Harvested

Durum Wheat Yield Improved Over Earlier Estimates

With last year's stocks of durum wheat practically depleted by the heavy semolina demands of manufacturers who enjoyed one of the best years in the history of the macaroni-noodle industry in this country, there processors are cheered by the most recent report of the Crop Reporting Board, Bureau of Agricultural Economics, U. S. Department of Agriculture, dated August 10, 1945. It estimates that the durum wheat production this year should be at least 4 and 3/4 million bushels over the July estimate, which would make the 1945 crop equal to that of last year despite the reduced acreage.

With an indicated production of 1,146,283,000 bushels, the 1945 wheat crop tops all previous records. Production prospects increased 17 1/2 million bushels during July, primarily because of improvement in spring wheat attending ample moisture and favorable temperatures in the principal northern Great Plains States. This production would outdistance last year's 1,079 million bushels crop, the previous record, by 6 per cent, and would be 45 per cent above the 10-year average production.

Winter Wheat Crop An All-Time Record

A winter wheat crop of about 837 million bushels, the largest ever produced in the Nation, is indicated by August 1 conditions and harvest returns. This is about one-tenth more than the 764 million bushels produced last year and considerably above production in other years except 1931 when 825 million bushels were harvested. Production is about 3 million bushels more than indicated a month ago. The beneficial effect of very favorable filling weather over most of the Corn Belt and Great Plains States more than offset losses from hot, dry weather in Montana, Washington, and Oregon and from excessive rain in a number of eastern States. Yield per acre at 18.0 bushels is almost a bushel lower than the 1944 yield but is 2.7 bushels above the 10-year average.

Wet weather over the eastern half of the Nation delayed and hampered harvest operations rather generally and caused extensive sprouting of wheat in New York, Pennsylvania, New Jersey, Maryland, Delaware, and Virginia.

Prospects declined 8 million bushels during July in Montana, Washington and Oregon due to high temperatures, wind and shortage of soil moisture. Due to relatively cool weather that was very favorable for filling, production in Nebraska and Colorado is about 6 million bushels greater than indicated July 1. Ohio's crop exceeds earlier expectations by almost 7 million bushels—because of almost ideal weather for filling and ripening. Production is also larger than indicated on July 1 in Michigan, Indiana, Wisconsin, Minnesota, Iowa, New Mexico, Idaho and Utah. The crop was smaller than expected in Tennessee, Kentucky, Missouri and southern Illinois. Production of winter wheat in most other States is unchanged from the July forecast.

Durum—31,896,000 Bushels

The indicated production of all spring wheat, 309,314,000 bushels, is only about 1.5 per cent less than last year's production of 314,574,000 bushels but 52 per cent above the 10-year average. Due to the favorable moisture situation in most sections of the northern Great Plains States and absence of any prolonged excessively hot spells during July, production prospects of all spring wheat improved approximately 15 million bushels, despite the deterioration caused by heat and drought in Montana and the Pacific Northwest. The indicated production of durum wheat, 31,896,000 bushels, reflects the very favorable conditions in July during the critical heading and filling stage. The improvement in production prospects during July amounts to 4 1/2 million bushels, and makes this year's crop equal to last year despite the reduced acreage.

Other spring wheat production is placed at 277,418,000 bushels—about 10 million bushels above a month ago, but a little short of last year's 282,641,000 bushels.

The season to date has been unusually favorable for spring wheat and much of the crop is assured, or in advanced maturity, excepting in northernmost zones. Durum wheat looks unusually good, is standing up well, and is filling under generally favorable moisture and temperature conditions. Because of the heavy straw growth and comparative absence of heavy

rains or high winds the plant growth is less weather seasoned than usual. There is no appreciable stem rust and only a limited amount of leaf rust. In scattered spots there has been some forcing to maturity, but this usually is associated with shortness of root growth, and late shortage of moisture. Harvest in the northern zone will not be general for 2 to 3 weeks. Other spring wheat is in a very favorable situation in the northern Great Plains States. Moisture has been sufficient in that section in general, and although the crop is one to two weeks late, the absence to date of prolonged heat during the critical stage of heading and filling has been favorable to development of well-filled kernels.

Durum Yield—16.9 Bushels Per Acre

In the 3 States of Minnesota, North Dakota, and South Dakota, all spring wheat production prospects gained 31 million bushels during July. In Montana and the Pacific Northwest, however, yield prospects were severely cut by heat and dry weather which are not yet terminated. Prospects declined 34 million bushels during July in Montana, Washington, and Oregon.

The spring wheat yield of 16.7 bushels, although relatively high, was exceeded by the 1942 record yield of 20.2 bushels per acre, and by 2 other years—1915 and 1943. The yield of durum wheat, 16.9 bushels per acre, has been exceeded only by the unusually high yield of 21.2 bushels in 1942, and the 17.0 bushels in 1943. The other spring wheat yield is estimated at 16.7 bushels. Last year the other spring wheat yield was 17.2 bushels per acre. The record was 20.0 bushels in 1942.

Government Wants 1,000,000 Pounds of Egg Noodles

Egg Noodle manufacturers have been invited to bid on one million pounds of egg noodles which the government figures it will need for feeding the Army personnel during the next few months. Bids are to be made on deliveries expected during October and November of this year.

September, 1945

THE MACARONI JOURNAL

7

Full Employment By 1947

Survey Predicts 41.6 Per Cent Increase Over 1939

Reports to the Committee for Economic Development indicate American manufacturers plan to produce 41.6 per cent more goods in 1947 than the output of 1939. These figures, released by C.E.D., indicate 1947 manufacturers in this country will be worth \$80,518,000,000 compared with actual production of \$56,843,000,000 in 1939, both figures being at the 1939 price level.

T. G. MacGowan, manager of market research for the Firestone Tire & Rubber Co., of Akron, as chairman of the C.E.D. Marketing Committee, supervised the study, being assisted by more than 50 of the nation's leading marketing specialists. Estimates were obtained from 1,406 individual manufacturers and from 158 trade associations with more than 20,000 members. The report required more than 18 months of intensive study.

While making it plain that the study is not intended as a prediction of total national employment in 1947, MacGowan said that in 1939 we needed 10,078,000 workers to produce the 57 billion dollars worth of goods manufactured in that year. Allowing for increased efficiency and other factors, we shall require approximately 13,469,000 workers to produce the 80 billion dollars worth of manufactures in 1947, he said. If 1939 ratios of manufacturing employment to total employment hold good in 1947, the total number of employed civilians in 1947 may be about 53,448,000 he added.

Based on the 1937 production by 20 principal fields of manufacturing of over 32 billion dollars of non-durable goods and nearly 23 billion dollars of durable goods, the estimated production in 1947 should reach 44 1/2 billion dollars of non-durable goods and 34 1/2 billion dollars of durable goods.

It will require the combined services of some 13,469,000 workers to produce this volume of manufactured articles, according to the report, which is based on data from the individual employers and trade associations. This total compares with 10,078,000 persons who actually were engaged in producing the 1939 volume of manufactures or an increase of 33.7 per cent in 1947 over 1939. Improved machinery, better methods and continuing increase in the efficiency of the American workman will make it possible for the production to rise in greater proportion than the number of employes.

Pointing out that the nation must prepare suitable merchandising plans

now so that this peacetime record output of goods can be consumed, the report says the postwar years will be divided into three periods. The first is the transitional period in which industry reconverts its productive facilities into peacetime uses. In the second period, industry will seek to catch up with accumulated demand for goods scarce or unobtainable during the war. The final period is one involving the shift to a self-sustaining basis and during which jobs will depend upon current demand and current income.

Commenting on the urgency for bold planning to clear the way for high level, productive employment during these periods the C.E.D. report says:

"It is the view of many economists that the third period is basically the one fraught with the greatest danger to our economy and its institutions. But the second period is of more immediate moment, because its dangers and problems are nearer at hand. It is important not only for its own sake but because it is essential that during this period we prepare to cope with the problems of the period to follow. If we fail in this second period to establish and maintain a very high level of productive employment, we shall be off

USDA Report on Wheat Crop Storage and Movement

Plans prepared long before harvest time for moving and storing the record 1945 wheat crop are working successfully and indications now are that the entire crop will move without serious delay or storage loss, the U. S. Department of Agriculture reports.

Experience gained in handling last year's bumper wheat crop under wartime conditions proved valuable in preparing to handle a still more difficult situation this year. A survey made before the harvest started showed where storage shortages were likely to be and large quantities of wheat were moved from many elevators to provide space for the new crop. When the harvest started, railroads established shuttle service between producing areas and major terminal markets and storage points. Telegraphed reports on harvest, stocks, car loadings, and num-

ber of elevators closed for lack of cars—have been used as a basis for shifting equipment where needed.

Gondolas, normally used for hauling such things as coal, ore, crushed rock and sand, were used to transport wheat to offset a boxcar shortage. Even cattle cars, cleaned, sterilized, and boarded up, were used to move wheat. Movement of wheat by barge down the Mississippi to New Orleans for export shipment, also helped to offset the boxcar shortage.

A record of weekly grain and grain products loadings for recent years was set during the week of July 21, when American railroads loaded 68,552 cars, the largest weekly loading since August, 1929.

Increased farm storage has helped greatly to relieve the pressure on commercial storage. In Colorado alone, an increase in farm storage capacity of 600,000 bushels was reported during a six weeks' period. Both farm and commercial grain storage capacity is much larger than it was four years ago.

In the Marketing Committee's breakdown of this figure it is estimated that there then will be 3,500,000 persons in the armed forces, a civilian labor force of 56,500,000 with a permissible "labor float" of 2,500,000 workers. On this basis the nation will need approximately 54,000,000 civilian jobs in 1947.

The report goes into detail as to the estimated value of 200 individual lines of manufacture in 1947, or in the first full postwar year, with 51 pages of statistics and comment to show how the conclusions were reached.

The report points out that the nation's labor force has been increasing rapidly during the past 15 years. Records indicate that in 1929 the national labor force numbered 48,060,000 persons. By 1939 the number had increased to 54,106,000, of whom 8,853,000 or 16 per cent were unemployed. Under the impetus of war the labor force had increased in 1944 to 64,010,000 persons including those in the armed services. The report gives what it terms "our best guess" as to the total labor force and the estimated number of needed civilian jobs for 1947. In arriving at these conclusions the Committee considered many factors and emerged with a probable figure of 60,000,000 persons as the prospective labor force in the first full postwar year.



**"You MACARONI MEN
sure have a friend
in Betty Crocker!"**

No matter if a woman lives on a ranch like me—or high up in a big city apartment—she knows Betty Crocker and welcomes her suggestions for meals. That's why Betty Crocker's broadcast coast-to-coast on September 28th over the NBC network should really help you men who make macaroni. Betty Crocker is going to use her whole program that day to tell about her special recipe for

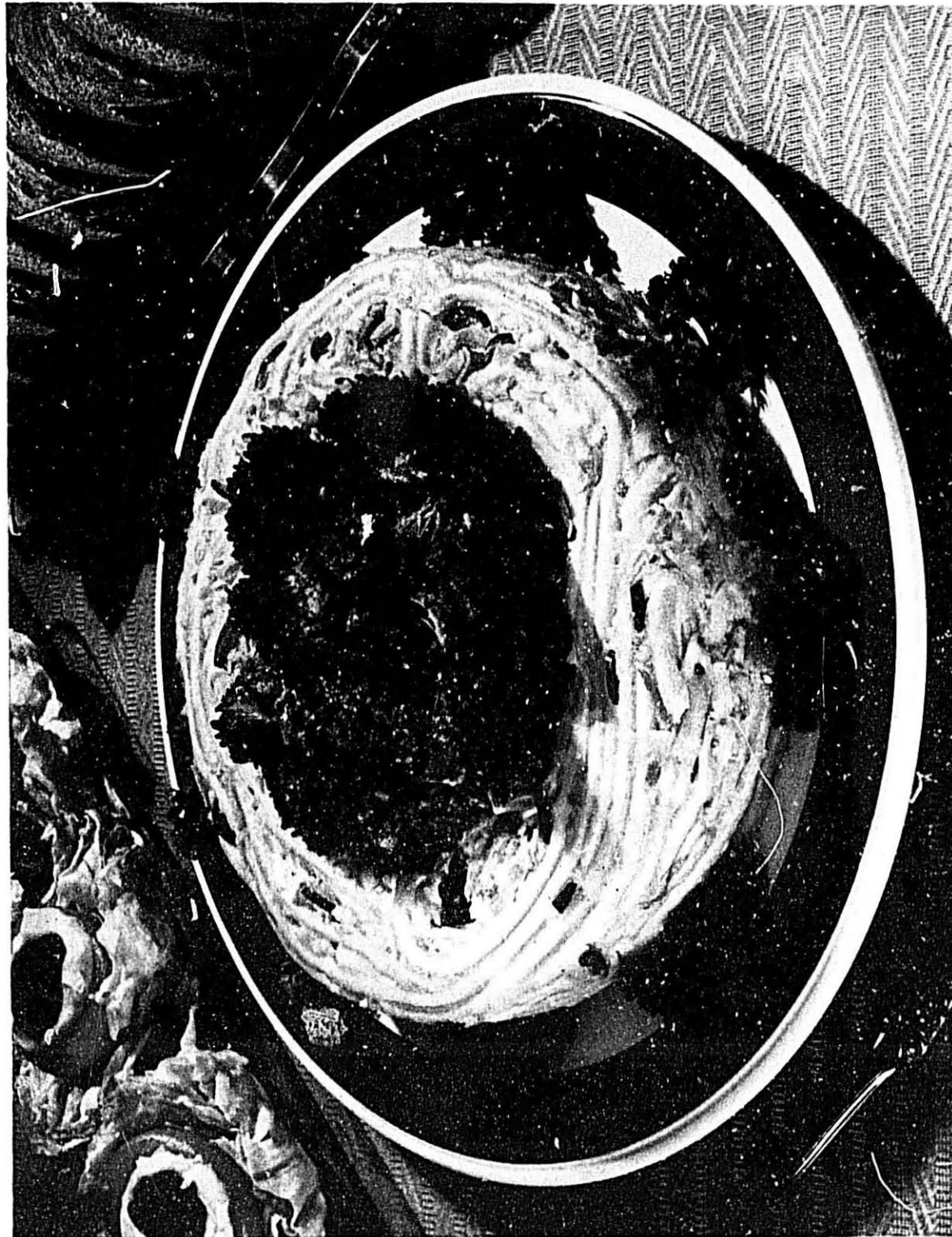
HARVEST MACARONI RING

"The women folks out on the farms and ranches will be listening right along with city wives when Betty Crocker talks about this delicious macaroni recipe. All in all, there are more than 6,000,000 of us women—from young brides on up through the grandma class—who call Betty Crocker friend and who are eager to act on her suggestions.

"Harvest Macaroni Ring will come in

right handy now, too—with meat still hard to get. It's a dish that men folks go for, too—like I say in the brochure that the General Mills' people sent you. So, mister Macaroni Man, why not let Betty Crocker *really* sell macaroni for you by tying in with her September 28th broadcast in all the ways suggested in the brochure? We women will be watching our store counters to remind us again about Harvest Macaroni Ring!"

**Betty Crocker again SELLS FOR YOU on
her Special Broadcast SEPTEMBER 28—
over 38 Stations of the NBC Network!**

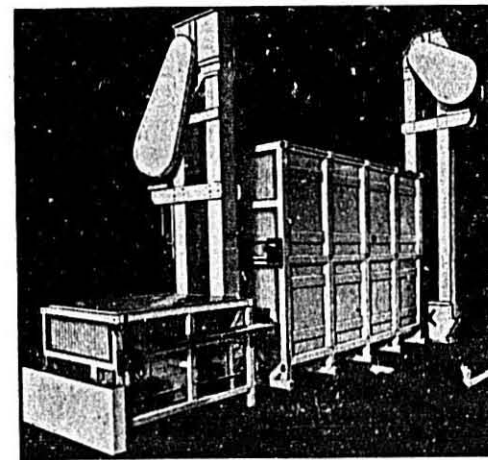


IT STRIKES ME, STRANGER, THAT THIS BETTY CROCKER HARVEST MACARONI RING PROMOTION IS A RIGHT SMART THING TO TIE INTO. THE GENERAL MILLS' FOLKS TELL ME THAT THEIR MEN ARE ALL SET TO DO ANYTHING SHORT OF HOSS STEALIN' TO HELP YOU PLAN YOUR TIE-IN CAMPAIGN. SO WHY NOT PLAN TO TALK IT OVER WITH YOUR GENERAL MILLS' MAN NOW!



SEE YOUR COPY OF THE HARVEST MACARONI RING BROCHURE FOR FULL INFORMATION AND MERCHANDISING SUGGESTIONS

General Mills, Inc.
 Central Division Durum Department
 CHICAGO 4, ILLINOIS



THIS CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER automatically aerates, blends and sifts the flour, removing all foreign substances. SAVES time, hard back-breaking labor, frequent replacement of valuable dies and improves quality.

You Can Depend on fast, automatic CHAMPION EQUIPMENT to Profitably aid You in maintaining Post-War Markets

Champion Engineering Service can help you to work out the most economical production methods. For more than half-a-century we have been assisting the macaroni industry in lowering costs, increasing profits and improving products. We invite inquiries, there being no obligation involved.

BUY WAR BONDS TODAY AS AN INVESTMENT FOR TOMORROW

CHAMPION MACHINERY CO.
 JOLIET, ILLINOIS

Mfrs. of Flour Outfits, Blenders, Mixers, Weighing Hoppers, Water Meters.

Italy's Black Market

By C. B. Dickson of GNS

After observing the effect of black marketing in many countries, it appears that the worst conditions are in Italy.

It is in the cities of Italy where the affliction of the black market is seen. The poor people do not have enough to eat. They do not have the means to pay black market prices for food they need to supplement the scanty food obtained through legal markets.

Scarcity of food and cheap wearing apparel, is, according to Fausto Marzi Marchesi, alderman of the municipality of Rome and director of the rationing board, the cause of the black market.

One of the main reasons for scarcity of food, Marchesi emphasized, is the fact that the farmers refuse to turn in their stipulated quotas of wheat and olive oil to government-collecting points—people's granaries.

The farmers, he said, turn in a part of their quotas and sell the remainder in the black market or to private speculators. Even when farmers turn in full quotas, he explained, "somewhere along the line" a portion is diverted into the black markets.

Even flour mills and macaroni factories ignore regulations and sell into the black market, forcing bakers to buy from the racketeers and sell in the black market. Much of the legal stores, the doctor said, are stolen.

An average Italian earns 200 lire—equal to \$2—a day. Bread at legal price is 18 lire a kilogram, nearly two pounds; macaroni 22 lire (about 22 cents a pound). The black market price, however, is 120 lire for bread and 90 to 120 lire per kilo for macaroni (about 90 cents to \$1.20 a kilo).

Olive oil costs 530 lire a kilogram; legal price, 80 lire. Coffee sells for \$20 a kilogram. Sugar brings 750 lire a kilo, against 27, with flour up to 190 lire over 18.

Butter is \$4 a pound, or 800 lire a kilo, about two pounds. Meat is the same price.

The fact is there is not enough food on the legal market to supply the poor populations in the cities.

There is a black market in American Army post exchange goods. Cigarettes bring \$2.50 a pack; a five-cent Hershey bar, 70 cents; toilet soap \$1 a bar; chewing gum, 15 cents a slice.

Shoes bring \$120 a pair; shirts, \$30 to \$40; a suit of clothes, \$120. If an Italian civilian is found wearing American GI clothes, however, he is liable to lose them regardless of what he paid for them.

Outside of the better district in Italian cities, evidences of malnutrition are abundant. Only the wealthy and the corrupt seem to be getting enough to eat and enough to wear.

But there is one thing about it, American-Army eating places have no trouble getting Italian workers.

New Wrapade Plant

Wrapade Machine Co., Inc., has acquired a new plant at 778 Bergen St., Brooklyn 16, New York, to take care of the Company's expanding line of bench crimpers and power crimpers, sheet-gluer and hand bag-making machines. Executive and Sales Offices are at 1 Clinton Street, Newark 2, N. J.

The Company also announces plans to introduce its new straight line, fully automatic continuous sealer to replace the rotary type crimper heat sealing machine, which has been discontinued. The new machine seals all sizes of bags at speeds ranging from 40 to 100 bags per minute and features automatic pick-up and delivery of filled bags to final packing.

Food Industry Has No Conversion Problems Except Shortages . . . Willis

Paul S. Willis, president of the Grocery Manufacturers of America, said tonight that the food industry, which he described as "the largest in America," had no problem in converting to a wartime pace and thus has no reconversion problem now, but that it is faced with the continuing problem of shortages of certain products.

Once these shortages have ended, he said, the industry will be able to do its full share of "winning the peace" and maintaining a high employment level.

In an interview conducted by William Hillman over the Mutual Broadcasting System, as a part of the network's "Reconversion and Jobs" series, said that the nation's grocery manufacturers will spend "well over" \$600,000,000 in the next year on new machinery and other capital equipment. In addition, Mr. Willis said, these manufacturers will introduce many new products which have been developed as a result of scientific research during the war.

"We in the grocery industry are not worried about the future because the industry itself is constantly expanding," Mr. Willis said.

"Besides the growing of the crops, there are nearly 50 thousand manufacturers who process and package our food, and we have 5 thousand wholesalers, and over 400 thousand retail grocers who distribute these products. The manufacturers alone employ over a million people. The total business at retail amounts to about 18 billion dollars a year, and total food production is nearly 150 million tons per year.

"Even though there were 12 million of our men and women in the armed services, the remaining population consumed 20% more food annually during this war period than did our total population in peacetime. Unlike the munitions manufacturers, whose war orders stopped abruptly as the shooting war stopped, the food manufacturers must continue supplying the military with its food requirements for a long time."

Asked if he thought the industry would maintain its high employment level in peacetime, Mr. Willis said he thought that "to a large extent they will."

"We recently surveyed the industry and found that the companies are not only willing but eager to comply with the Selective Service requirement that we re-hire all veterans who were formerly full-time employees.



Paul S. Willis

"Today the industry is seriously under-staffed and so these men will be welcomed back to their old jobs. In addition, many companies plan to keep all of the substitute help they engaged during the war—and some companies are planning to not only take back the veterans and keep the substitute help, but plan to hire many additional people as well.

"The success of the grocery manufacturers in maintaining this high rate of employment depends of course to a large extent on general economic conditions. We believe that a healthy stabilization of our national economy comes from the production of goods. Management in the food industry has geared itself to keep the volume of production high.

"Before taking office as Secretary of the Treasury, Judge Fred Vinson reported to the President and Congress that America must seek a standard of living 50 per cent above its peacetime average. We are going to do our part to try to reach that objective."

Voluntary Approval of Uniform Label Terms

Voluntary industry agreements such as those being developed in several divisions of the food industry to use uniform terms in labels or advertisements describing the quantitative or qualitative characteristics of products, were applauded recently in a declaration of policy by the Board of Directors of the Brand Names Research Foundation.

The Foundation, supported by

brand product manufacturers in a wide variety of industries, maintains a broad program of public informational activities concerning the economic benefits the consumer derives from branding and advertising. Under the provisions of the Foundation's charter declaring one of its purposes to be the advancement of the competitive brand identification system "to even greater usefulness," the Board approved the following lines of "leadership action":

1. The encouragement among brand product manufacturers of voluntary definition of product content or characteristics to the maximum extent practical in each industry; and the encouragement of every industry to use, where practical, uniform terminology, voluntarily arrived at.
2. The encouragement in brand product industry of continued leadership among manufacturers in the maintenance of harmonious and desirable employer-employee relations and satisfactory working conditions.
3. The encouragement in brand product industry of leadership in technological efficiency with the object of increased productivity and resultant constantly better values to consumers.
4. The encouragement in brand product industry of continued leadership in the development of new and better means to good living with the most rapid and widest possible availability of each scientific improvement to all the American public.

The resolution appears to endorse the "descriptive labeling" program launched this year by the Grocery Manufacturers of America, Inc., and the long-standing effort of the National Canners' Association in seeking agreements within the canning industry on common meaning for terms appearing on food product labels. It suggests that some kind of parallel action might prove practical in other industries.

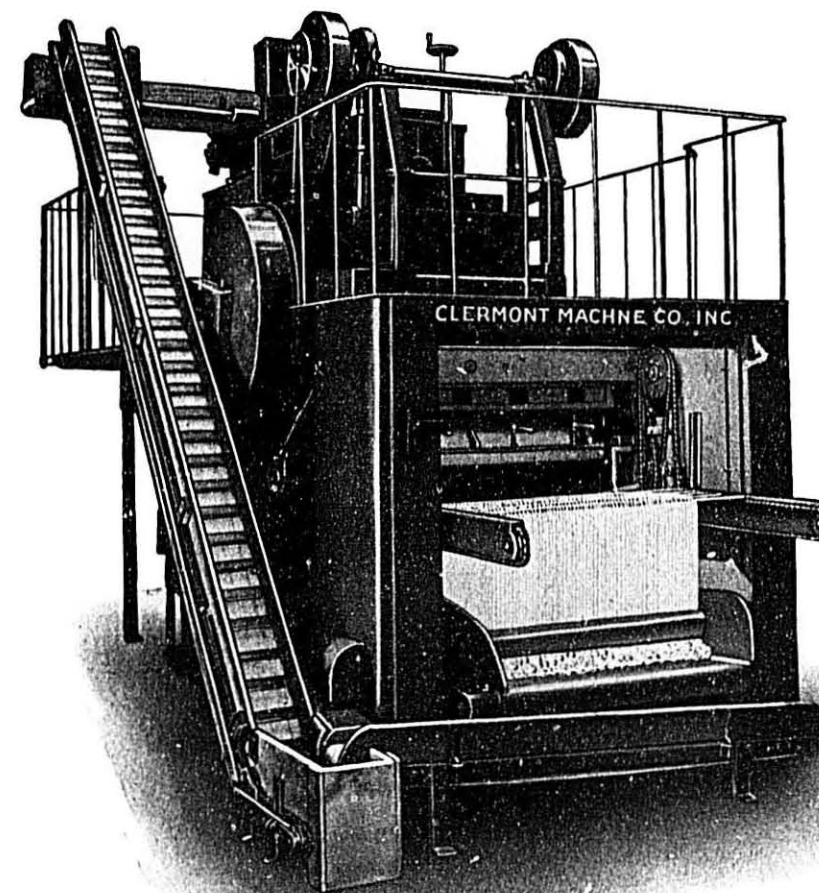
Heads Durum Firm

To succeed the late John J. Padden, for years the chief executive of Crookston Milling Co., Crookston, Minn., the firm has named E. E. Turnquist as president. He had served for several years as assistant to President Padden until his death a few months ago.

Preservers to Advertise

The Preserve Industry Council will sponsor a two-year advertising promotion for jams, jellies, and preserves, according to a recent announcement. A fund of \$250,000 a year will be raised according to present plans.

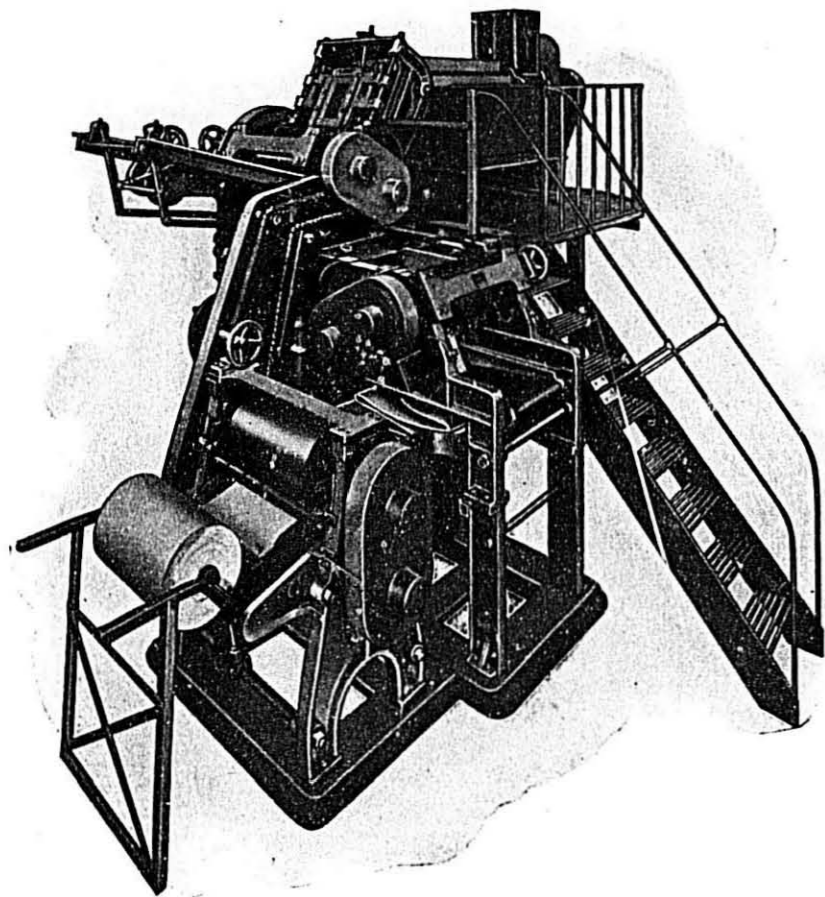
CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



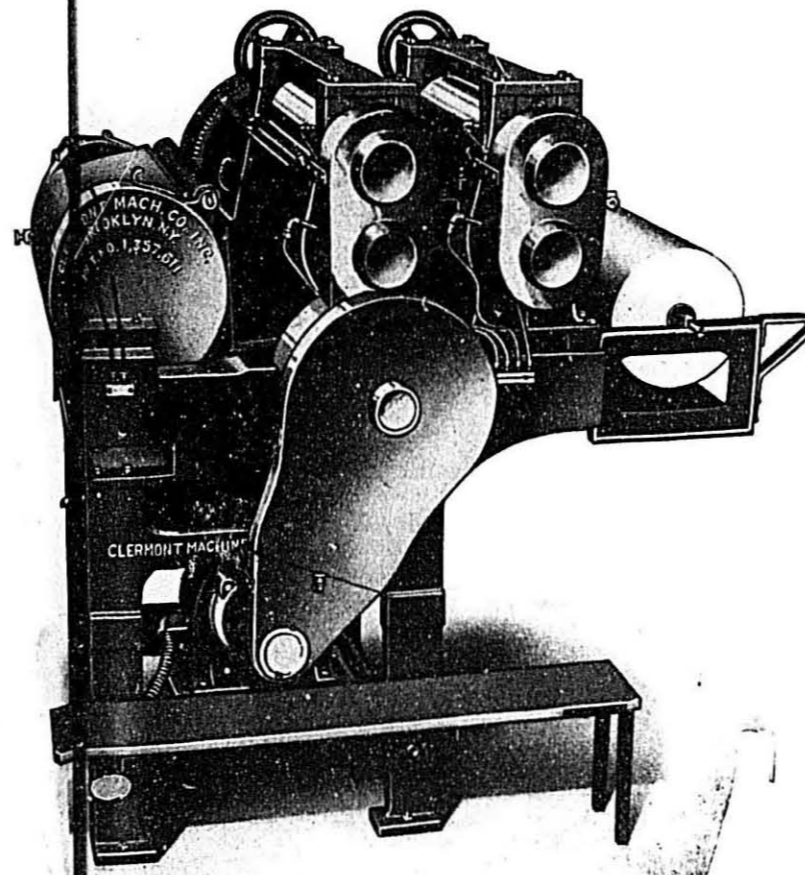
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

CLERMONT

PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



AUTOMATIC SHEET FORMING MACHINE



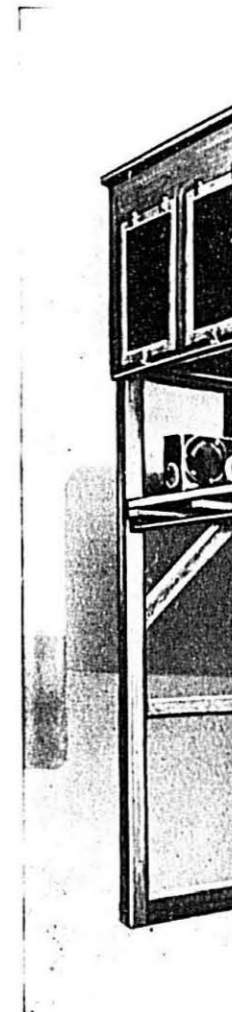
HIGH-SPEED NOODLE CUTTER

Write for detailed information to

CLERMONT MACHINE COMPANY, INC.

66-276 WALLABOUT STREET

BROOKLYN, NEW YORK



CLERMONT

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

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

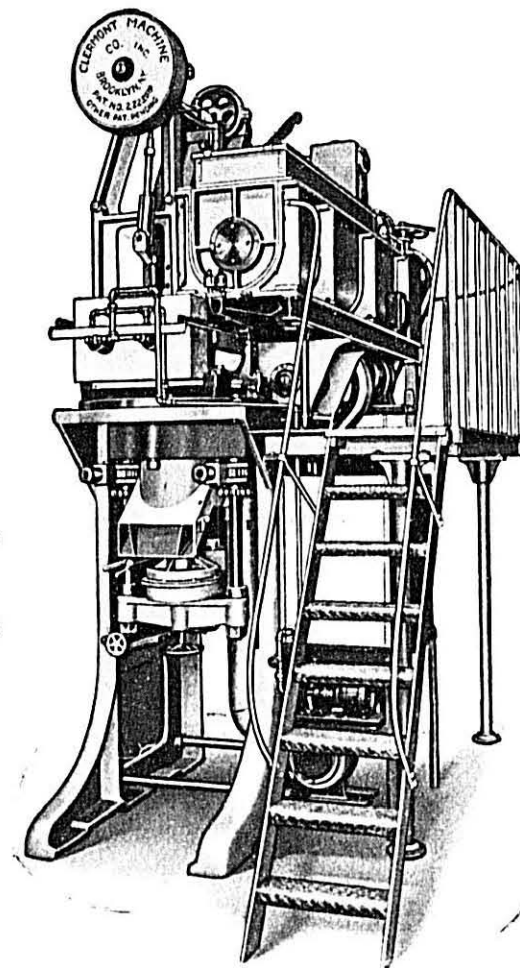
This Press is a masterpiece of engineering and ingenuity. Designed with simple but efficient slow running mechanism, all electrically controlled, noiseless in operation, sturdily and accurately built. Skill and workmanship typical of Clermont's well-known products.

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

*Presents the Greatest Contribution
to the Macaroni Industry*

CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

Accurately Built

Simple and Efficient in
Operation

Production—1200 pounds
per hour

Suitable for long and short
cut goods

Brand new revolutionary
method

Has no cylinder, no piston,
no screw, no worm.

Equipped with rollers, the
dough is worked out in
thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform in
shape, free from specks and
white streaks.

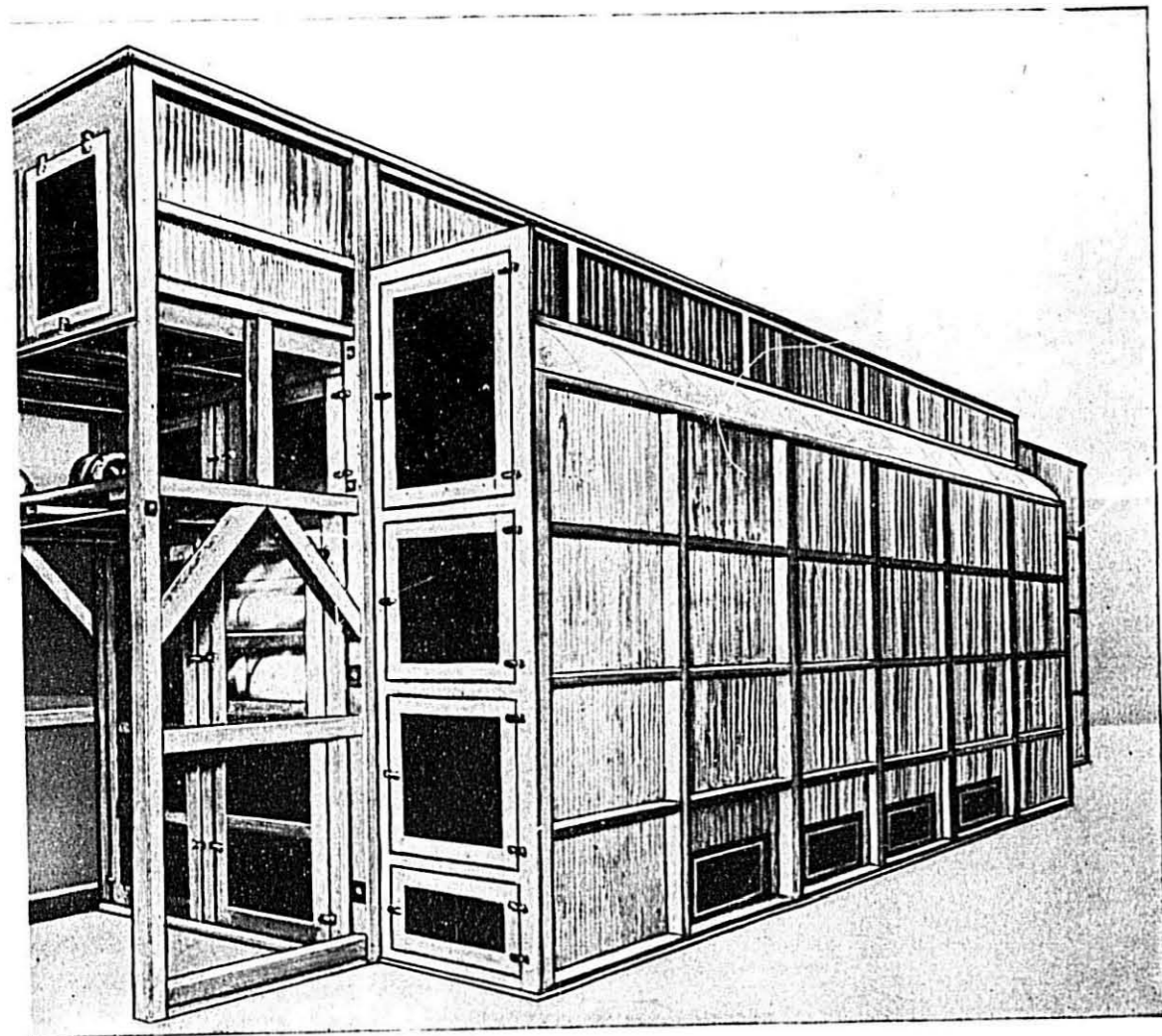
Pat. No. 2, 223, 079
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CLERMONT MACHINE COMPANY, INC.

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MACHINES CONVERT
AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

September, 1945

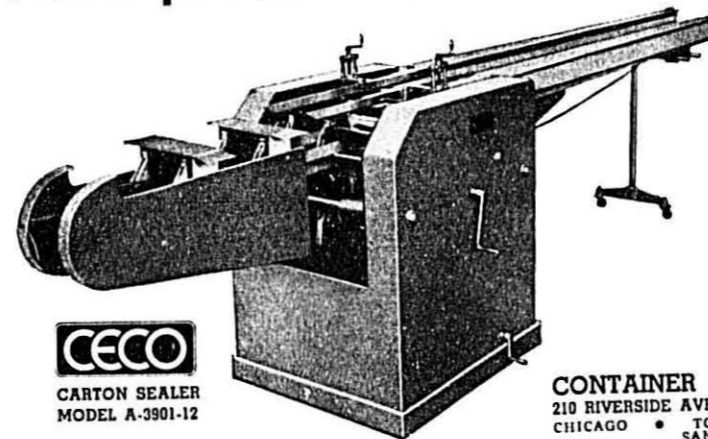
THE MACARONI JOURNAL

11

CECO *Adjustable*
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FULL production in a shorter work week



CECO
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MODEL A-3901-12

With the reduction in work week since V-J Day, macaroni manufacturers can maintain previous production schedules without hiring additional help by installing a Ceco Adjustable Carton Sealer. This low-cost, time and labor-saving machine automatically and simultaneously seals both ends of various size cartons at speeds from 30 to 120 per minute. The machine is simple in construction and can be operated and maintained by inexperienced help without special tools. Cartons are square, clean, and tamper-proof.
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**Terminate Achievement
"A" Awards**

The United States Department of Agriculture's Achievement "A" Award program will be terminated on September 15, 1945. This program has operated for two years to give recognition to food processors for outstanding performance in domestic and war food supply programs. The award was first announced September 18, 1943. Since then the "A" flag has been presented to 422 food-processing plants and of this number forty-four have received the "Star" award for their second year of outstanding performance. In recognition of individual achievement, more than 236,000 "A" Award pins have been awarded to workers in these plants.

It is explained that this termination is in line with the return of food processors to peacetime production. No nominations will be received after September 15, but a considerable number of nominations for original and second-year awards are still pending. Some plants, therefore, will receive the award after September 15.

In receiving nominations for the Achievement "A" Award, the achievement award board has given consideration first to the quality and quantity of production in the light of available facilities. Next it considered ingenui-

ty and co-operation with government agencies in developing and producing war food products, co-operation with the government in carrying out the purposes of the various food purchase programs, effective management such as overcoming production obstacles, satisfactory management-labor relations and avoidance of work stoppages, training of additional labor, low absentee records, accident prevention and provisions for health and sanitation.

Editorial Statement

In so far as the announced awards go, no macaroni or noodle plant has been honored, though unquestionably many of them merited such recognition. About a year ago the Secretary of the National Macaroni Manufacturers Association addressed an open letter to the award board expressing the opinion that because of the close collaboration with the government by most of the macaroni-noodle plants in its war food program, there must be some that merited an award—not in competition with other food trades, but as outstanding performers in their own class.

There is no record of firms in this industry that made nominations for

the award but quite a number should have. Many outdid themselves in doubling and tripling their output, in producing the special grade of spaghetti, etc., demanded by the various war food agencies, in co-operating with them in all their programs, in overcoming management obstacles, production, management-labor relations, training of new personnel, and most of the board's other requirements. They are proud of their low absentee records, their accident prevention records and the fact that everything within reason has been done to provide for the health of their employees, through cleanliness, sanitation and recreation.

The result is most discouraging to say the least. Surely there were several firms that were leaders in the field, outstanding in their accomplishments in the war efforts that merited the honor. But, it stands to their credit that however unappreciative may have been this particular board, not one member of the macaroni-noodle industry was deterred from his path of duty—award or no award. In this achievement, it has won honors that no award or star can out-shine.

Devil's shoestring, wild American plant of the legume family, may be a source of rotenone for insecticides, according to studies in progress in Texas.

Veterans to Get Federal Job Priorities

Civilian Service Commission Announces New Program for Hiring War Veterans and Displaced Federal Workers

All of the Departments and Agencies of the Federal Government have received from the United States Civil Service Commission the details of a comprehensive program designed to provide returning war veterans and displaced Federal workers with the maximum possible opportunity for future employment in the Federal service.

The principal points in the Commission's program are as follows—

1. Applications for employment from disabled veterans of World War I and World War II, and from non-disabled veterans of World War II who file within one year of their discharge from active service or from hospitalization, will be received at any time. These veterans will be examined and will be assigned numerical ratings. Their names will then be entered on the Commission's lists of eligibles in such a manner that they will be given the preference to which they are entitled under the Veterans' Preference Act of 1944.

2. Except where the needs of the service absolutely require it, no further applications will be received from other persons who are not now a part of the Federal service.

3. Where Federal employes are scheduled for discharge, arrangements will be made immediately for representatives of other Agencies that are hiring new personnel to interview those who are about to be discharged. Where the appointing officers decide that the persons interviewed meet the qualification standards established by the Civil Service Commission, they will be authorized to hire such employed on the spot without the prior approval of the Commission.

4. When present Federal employes are not hired by another agency prior to their discharge, they may file, within a period of 60 days, an application for re-employment in the Federal service. Such employes will be examined and assigned numerical ratings. As they pass the examinations, their names will be entered in the proper order on the Commission's lists of eligibles.

5. All vacancies in positions subject to the Civil Service Act will be filled by persons whose names appear on the Commission's lists of eligibles. These lists, as a result of this new program, will contain (A) The names of qualified veterans for whom examinations were reopened—(B) The names of Federal workers who have qualified for reappointment in accordance with

the procedure as above outlined—and (C) The names of qualified persons whose applications were received prior to the decision to stop receiving applications.

"Although there are bound to be sharp reductions in the war agencies of the Federal Government during the next few months," the Commission stated in announcing its program, "many openings will develop as a result of expansion in some agencies, and as a result of persons leaving their positions to return to private industry. This program will result, in our judgment, in filling speedily these positions with returning veterans and displaced Federal workers. Whenever, in a given occupational area, these two groups can not furnish a sufficient number of persons to meet the demands of the service, applications will be solicited from the general public.

End Bread Rationing In France

The French Minister of Food has announced that bread rationing will be abandoned about October 1. Bread rationing has been in effect in France for five years.

The French Minister of Agriculture estimates that France will import 13,125,000 bushels of wheat monthly from the United States and Canada besides large quantities of other foods needed in the country.

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	992,675	704,071	750,963	523,110
June	859,867	656,214	723,733	501,168
July	751,280	716,957	648,356	591,338
August	694,782	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.

Crop Year Production

July 1—Sept. 1—1945	1,446,062
July 1—Sept. 1—1944	1,681,739

Liquid, Frozen and Dried Egg Production

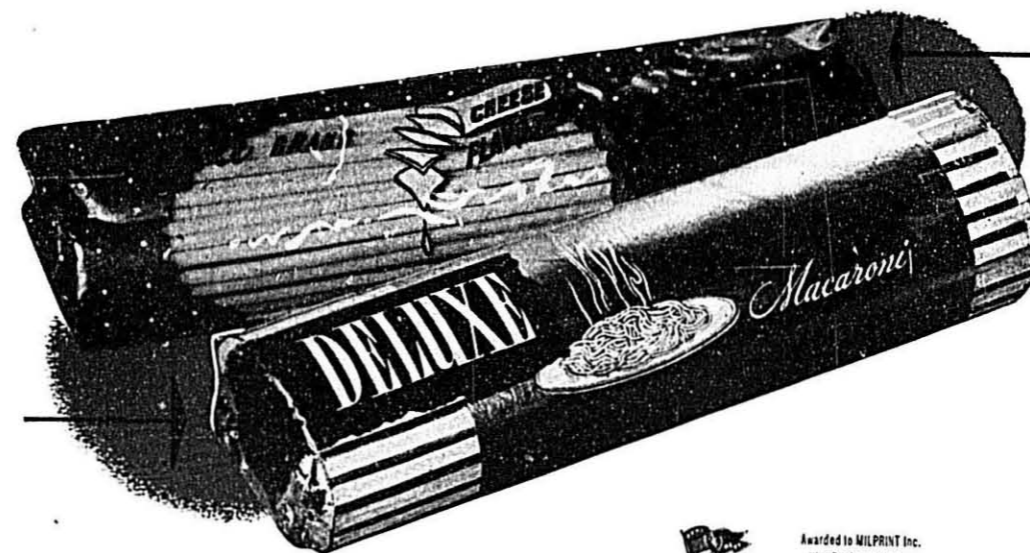
Production of liquid egg during July was sharply below the quantity produced during July last year. Production totaled 47,941,000 pounds, compared with 159,798,000 pounds a year earlier—a decrease of 70 per cent. The drastic curtailment in egg drying operations accounts for much of the decrease shown. The quantity of liquid egg produced for drying during July totaled 15,264,000 pounds compared with 104,623,000 pounds during July, 1944.

Dried egg production during July totaled 7,937,000 pounds, 75 per cent less than 31,271,000 pounds produced during July last year. The production of dried egg during July consisted of \$6,952,000 pounds of whole egg, 221,000 pounds of dried albumen, and 764,000 pounds of dried yolk. The production of dried egg for the 7 months of 1945 totaled 92,298,000 pounds, compared with 210,201,000 pounds during the same period last year.

The quantity of frozen egg produced during July totaled 31,500,000 pounds, 40 per cent less than the 52,764,000 pounds produced a year earlier. Production for the first 7 months of 1945 totaled 345,620,000 pounds, compared with 451,440,000 pounds during the same months last year. Storage stocks of frozen eggs on August 1, which were below average, were 142 million pounds less than a year ago. Stocks totaled 246,739,000 pounds, compared with 388,547,000 pounds on August 1 last year, and 276,076,000 pounds the August 1 (1940-44) average.

Markets for frozen eggs and dried eggs during July were extremely firm, with supplies short for a very strong demand.

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Wheat Flour Institute's Macaroni Products Promotion

A program for the promotion of spaghetti, macaroni, vermicelli and noodles which the durum millers a few months ago asked Wheat Flour Institute, educational division of Millers National Federation, to undertake, was inaugurated on September 1. The program is financed by the durum millers and constitutes an expansion of Wheat Flour Institute's plan to promote the use of bread, rolls, cakes, pies, and the many other foods made from wheat.

Miss Mary Jane Albright who has been with the Institute since June, 1943, as home economist and editorial assistant to Mrs. Clara Gebhard Snyder, director of foods and nutrition, was named to carry on the durum activity. She will improvise and test recipes in the laboratory kitchen, write newspaper and radio releases and assist in the preparation of durum food photographs. Some of the types of publicity activity the Institute has been doing in recent years for breads, cakes and wheat foods generally, she will attempt to do for spaghetti, macaroni and noodles.

Miss Albright is a graduate of the home economics department of the University of Wisconsin and took postgraduate work at Ohio State University. For two years before joining the staff of Wheat Flour Institute she was home service director for the Omar Bakery in Columbus, Ohio.

In the near future, to fill the vacancy left by Miss Albright's transfer, a new appointment will be made to the staff, and work will continue on newspaper releases, food pictures, and radio broadcasts for wheat flour products. In addition, the new assistant assumes responsibility for "Institute Ideas," a recipe bulletin Miss Albright has been editing, and illustrating with pen and ink sketches. It contains a commentary on wheat and flour by Mrs. Snyder and circulates monthly to approximately 13,000 home economists, educators and other specialists in foods.

In the newspaper and radio field, Wheat Flour Institute makes the most of the generous free time and space allotted to foods and cooking on home-maker radio programs and on woman's pages in newspapers. Monthly, a select list of papers and radio stations, exclusive in representative cities and only those which indicate by postal card poll each year their desire for the material, are circularized. Last year 3,084 copies of food news and 3,084 copies of fillers and shorts were sent to papers. Radio stations, 379 in all, received 5,532 copies of food broadcasts.

Food photographs in the form of mats or glossy prints of baked products, according to the preference of



Mary Jane Albright

editors, are mailed along with news releases. Last year the Institute submitted 2,400 mats to 170 papers, and 1,520 glossy prints to 140 others. The staff made 137 new food pictures during the year, using 37 of these prints in its own booklets and publications. One hundred sixty-five prints were distributed to magazines, colleges and outside sources requesting illustrations.

The Standards of Human Beings

A better living for the farmer is of vital concern to the city dweller and to the people of the country as a whole for a very important reason that may well escape casual consideration. It is plain, of course, that prosperous farmers mean a greater market for the products of factory and mill. That is one obvious, dollars-and-cents reason for helping our country cousins to help themselves, but it goes deeper than that, in the opinion of the National Industries News Service.

To an ever-increasing extent cities are recruiting their man power from the rural areas. Not merely "boom-time" laborers, who are attracted to the industrial centers by extraordinarily high wages and who may go back to rural areas when the pendulum swings the other way, but many who probably will remain as permanent residents. Because cities have shown themselves incapable of replenishing their human stock from within, they will be forced more and more to encourage an influx from outside, and they will have to accept and be content with what they get.

Surveys indicate clearly that the urban birth rate is not keeping pace with urban man power requirements. Cities must draw, in the future, even

more than the nation-wide average of forty per cent which they have drawn from rural areas in the past. This poses a tremendously important national problem. It is clearly a challenge to the vest brains of the nation to see that everything in their power is done to raise the standards of the human beings that are gradually furnishing more and more of the urban population, both as to health and education.

Speaking before a gathering of several hundred Michigan men and women recently, including many Detroit industrial, business and civic leaders, Roger M. Kyes, President of Harry Ferguson, Incorporated, manufacturers of mechanized farm implements, warned his hearers that they had better pay attention to the calibre of the citizenry of the nation's "Tobacco Roads" today, or suffer evil consequences tomorrow.

"We must do everything within our power," said Mr. Kyes, "to create as high a standard of living as possible for these people; we want them well fed, we want them to come up in shape to be productive, in shape to be the heads of our businesses, from the point of view of management; to be skilled artisans, from the point of view of operating our machines."

He emphasized the fact that they

International Milling Plant on Semolina At Baldwinsville, N. Y.

Marking a step in postwar planning, International Milling Company, with headquarters in Minneapolis, announces resumption of Semolina manufacture at their Baldwinsville, New York mill.

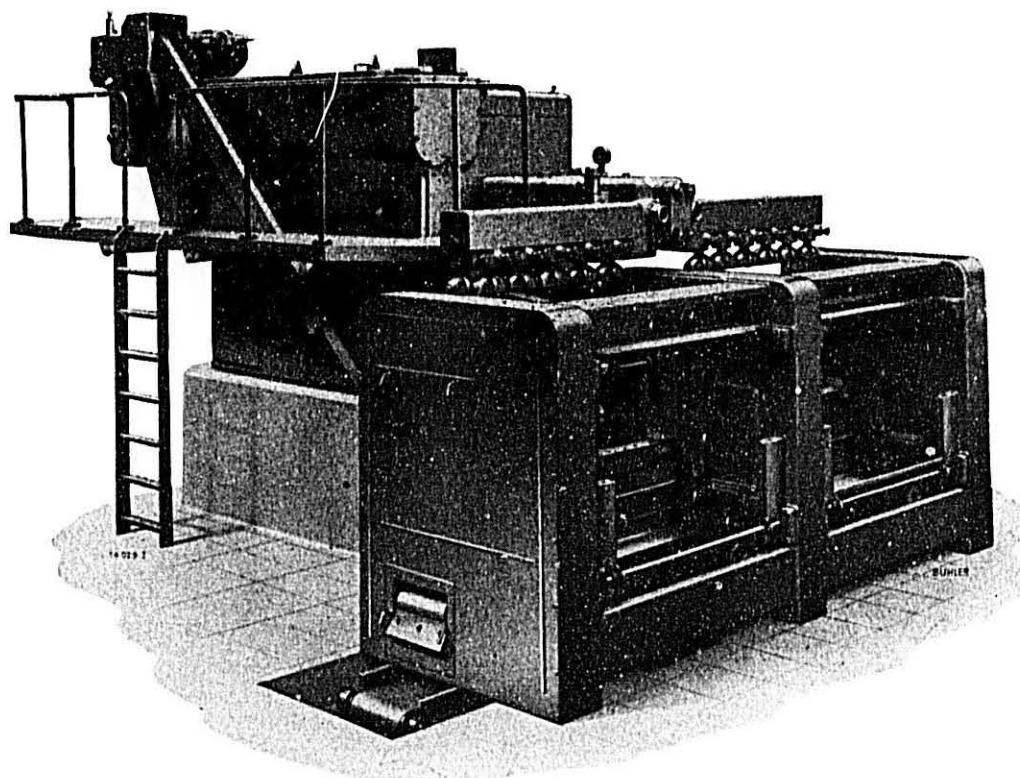
The Baldwinsville plant—widely known to the Semolina trade under the name of Eastern Semolina Mills—was taken over by International during the war.

The plant is the only Semolina mill located in the east and is thus favorably located for service to Eastern trade.

H. P. Mitchell, formerly manager of the Eastern Semolina Mills, will remain in charge of the Baldwinsville plant. The milling personnel in the plant as previously identified with Eastern Semolina Mills remains with the International organization.

High quality of product and exceptional uniformity will be characteristics of the new brand Baldwinsville will feature—Robin Hood Semolina. The very much wider grain procurement facilities of the International Milling Company organization will put the Baldwinsville plant in an unusual position from the standpoint of raw material—while the research and product control facilities of the parent organization will guarantee "precision accuracy" in product quality.

BUHLER



CONTINUOUS PASTE GOODS PRESS

WITH

FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

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Du Pont Disclaims Atomic Bomb Rights

In a telegram to the State Department, later released to the Press, President W. S. Carpenter, Jr., of E. I. Du Pont De Nemours & Co., makes clear its position with respect to the secret of atomic bombs. Copy of the telegram follows:

Wilmington, Dec., Sept. 4, 1945
The Honorable James F. Brynes
Secretary of State
Washington, D. C.
My dear Mr. Secretary:

It has been brought to my attention that Walter Winchell, in what he described as an "exclusive revelation," has charged that the State Department is "threatening" to have legislation introduced into Congress to "give the atomic bomb secret to the Du Pont Company" and has implied that control would thus pass from the Government into the hands of a private industrial concern.

As you know, from the beginning, we have specifically disclaimed any possible authority over this development. Instead of seeking control, our position has been quite the reverse. We undertook our part of it only at the urgent insistence of the Government. We stipulated that no profits come to us except a fixed fee of one dollar, that no patent rights whatsoever

in connection with the atomic energy project should accrue to the company or any of its employees; and it was written into the contract that all discoveries of a novel or inventive character should be at the sole disposition of the Government. That is du Pont's position today. In fact, we stated at the time we undertook the task, and repeated it in a statement to stockholders on August 13, that we felt the importance of the field was such that all patents should be Government controlled. The Du Pont Company assumes that the State Department is conversant with its position in this respect.

This program is one in which scientists, university officials, industrial companies, and Government have cooperated magnificently and satisfactorily discharged their respective responsibilities.

I am sending this telegram to you, and also making it public tomorrow, and sending a copy to the Secretary of War, in order that no misunderstanding of the facts will persist and because it is important to the Government, to the nation and to ourselves to keep the record clear.

W. S. CARPENTER, JR., President
E. I. DU PONT DE NEMOURS & Co.

Macaroni—Empire Builder

You would never think to look at it that strings of macaroni helped tie the British Empire together, now, would you? But the fondness of a certain royal Little Jack Horner for this delicacy was one of the factors responsible for the Suez Canal—and you all know about that!

The regal fat boy was Prince Said of Egypt. He liked food in all forms, but macaroni was his greatest delight. However, his father, Mehemet Ali, preferred sons built along slimmer lines, and to this end banned macaroni from the prince's diet. He had a lot of other ideas about cutting down Said's waistline, none of which met with our hero's approval. It seemed to him that his life was being blighted just when it was beginning to get interesting.

Young princelings, though, whether fat or thin, usually have friends, and friends of young princelings are usually resourceful. Among the friends of Prince Said was a young French diplomat, Ferdinand de Lesseps.

Fine food and/or beautiful women are the breath of life to a Frenchman,

it says here, and de Lesseps was a true Frenchman. At least, half of him was—the half that principally interested Prince Said. One could get the most wonderful macaroni over at de Lesseps. In no time at all, Prince Said developed a passionate interest in French diplomacy, and could be found deeply engrossed in the subject with his friend Ferdinand at almost any time; keeping his strength up, of course, with frequent helpings of his favorite food which his host thoughtfully kept around handy.

Of course, Said had to listen to de Lesseps vapors about how fine it would be to cut a canal through the isthmus of Suez so that boats wouldn't have to toil all the way around the Cape of Good Hope to get from Europe to India and points east, but one could put up with a great deal for such macaroni and other knick-knacks as de Lesseps absent-mindedly ladled out.

But all good things come to an end. Eventually, de Lesseps got tired of diplomacy, and betook himself and his cook back to France. Prince Said might have forgotten all about him if it hadn't been for that macaroni. He used to sob himself to sleep thinking about it.

De Lesseps didn't forget Prince Said, nor that beautiful dream of a canal through the Suez. And one day he read in the paper that his fat friend had become Viceroy of Egypt.

"The boy is father to the man," said de Lesseps to himself, in French, and off he dashed to Egypt. How hungry Said must be, he thought, after all these years.

Some people say that princes have short memories, but Said was an elephant among princes in more ways than one. His memories of de Lesseps were very fresh and green, and when word got about that his old friend was actually back in the Land of Egypt, he laid out a brand new Welcome Mat with his own hands. And de Lesseps was dusting his boots on it very shortly, carrying (figuratively, of course) a nice big bowl of macaroni for a good prince. While they ate and talked over old times, de Lesseps, the slyboots, brought up that old subject of a canal. He had it, it seemed, just set his heart on it. Prince Said was never one to refuse a friend.

"Go ahead and build your old canal," he said, or words to that effect. "I'll let you."

And he did, and so did de Lesseps.

—Dorothy Bissonette

Increase in Population

The population of the United States has increased more than eight million during the 5-year war period, ending June 30, 1945 according to an estimate released recently by the Bureau of Census. This means an additional eight million potential users of macaroni, spaghetti, and egg noodles.

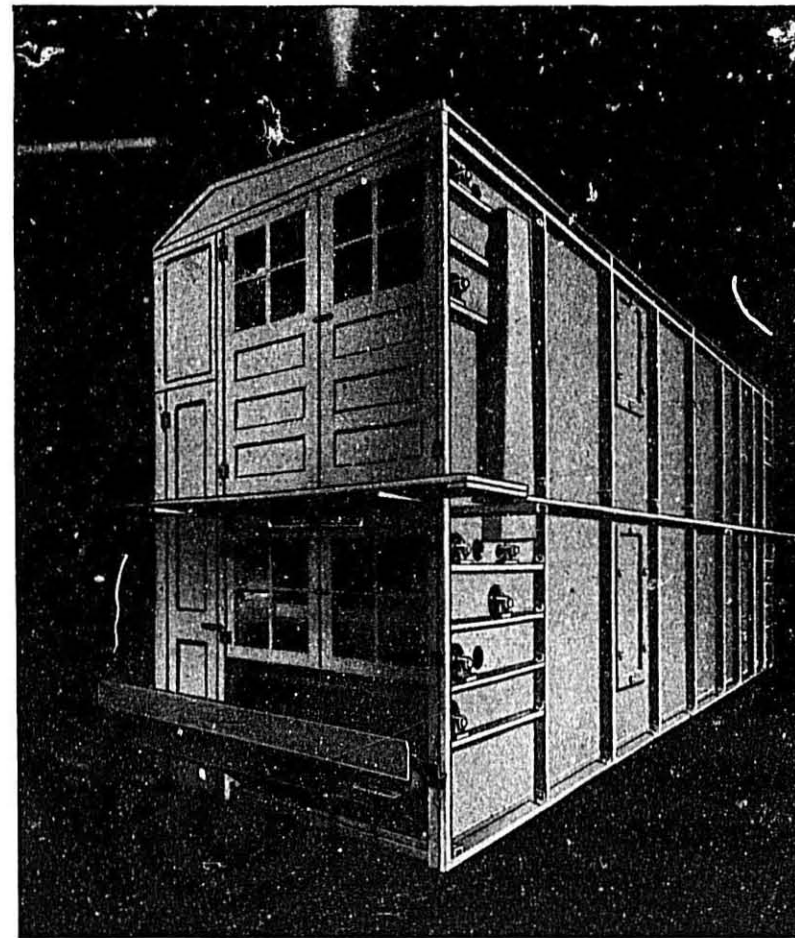
The Bureau of the Census reported that the population of the United States July 1 was 139,682,000, a gain of more than 8,000,000 for the last five years. The increase for the 5-year period was almost as much as the gain of 8,894,000 in the population for the preceding 10 years.

The Census Bureau said that its figures represent the "de facto" population—civilians living in the United States plus members of the armed forces stationed here.

There were 10,569,000 estimated births, or more than twice the 5,137,000 deaths (excluding war casualties), in the 3½-year period ended July 1, 1945.

"The more widely the manufacturer extended his market, the more essential became the trade mark, as an identification of its source and sponsorship." —George Burton Hotchkiss, Professor of Marketing, New York University.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

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

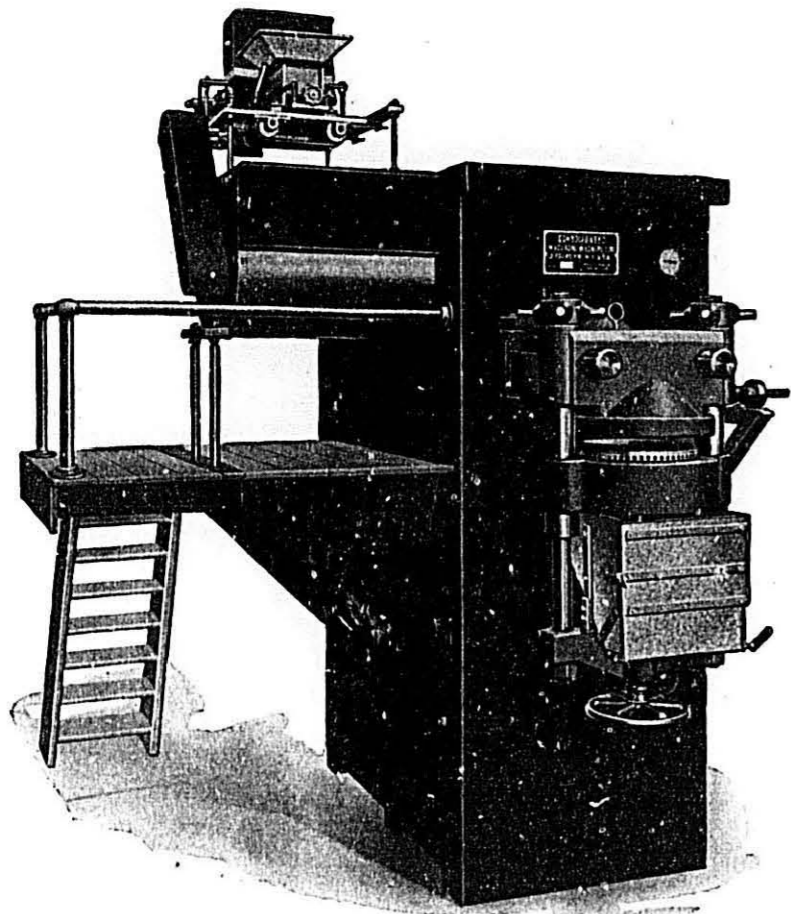
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

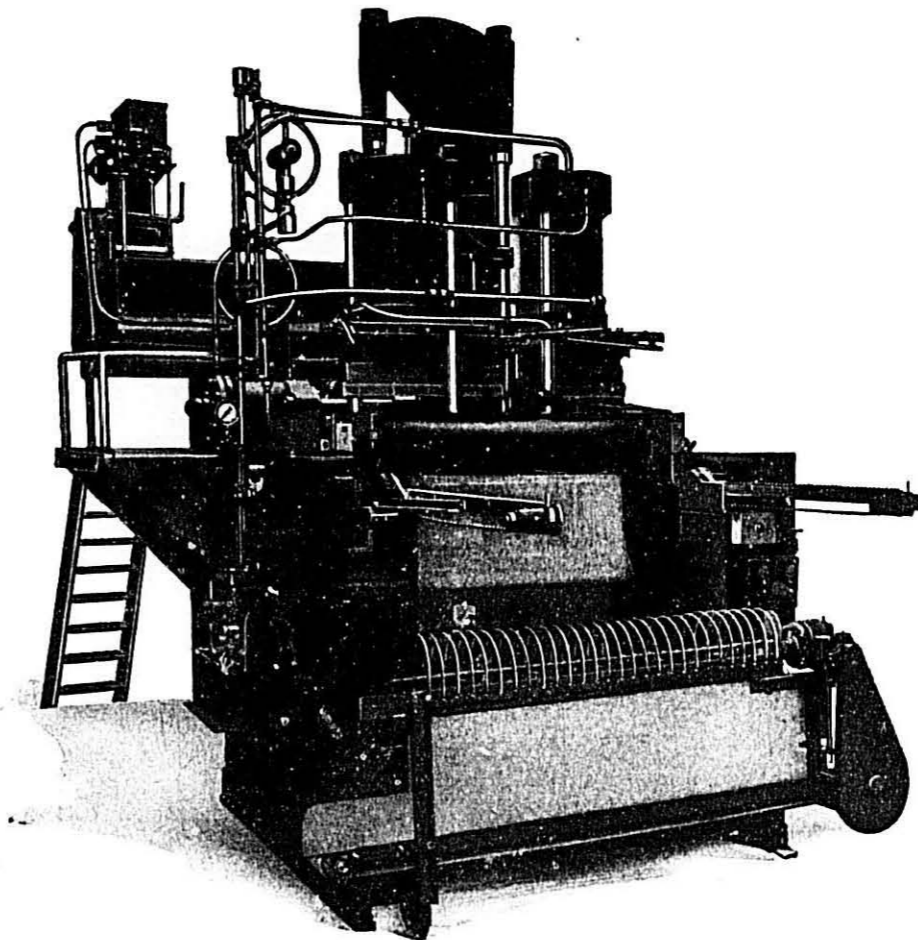
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

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

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

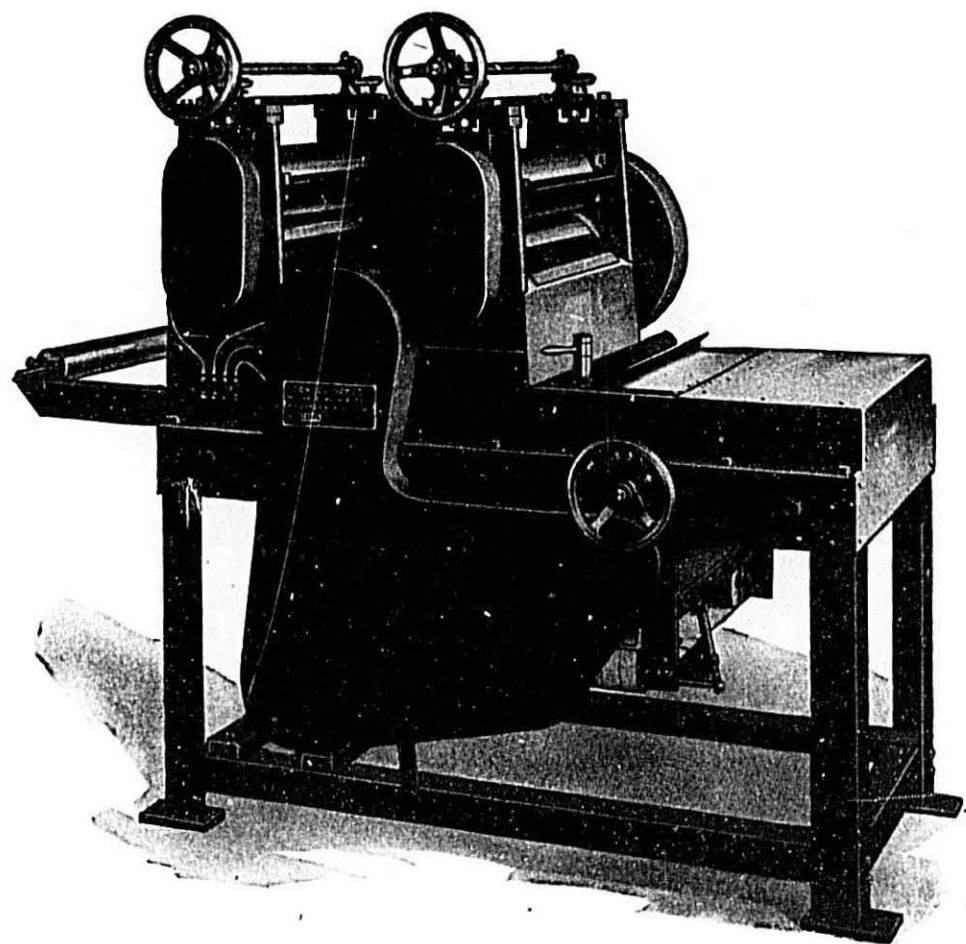
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Double Calibrating Brake

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

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

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

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

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

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

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

Write for Particulars and Prices

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



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Mills: St. Paul

Heavy Semolina Buying

As reports of improvement in the 1945 wheat crop came in, the semolina millers during the last week in August and the first part of September became most active in booking for the semolina needs of most of the leading macaroni manufacturers. Prices held at ceilings on practically all grades, but mills seemed more willing sellers than for months past and macaroni men took advantage of the situation by booking for the need for up to 120 days, even beyond that when it was possible and practical to do so. It was a rather odd market situation, with macaroni men willing to buy all that the mills would confirm.

Forgotten Industries

The food industry is a "forgotten industry" as far as manpower is concerned, Frank A. Abeln of the Chicago office of the United States Department of Agriculture told the Associated Bakers of Illinois at their state meeting, Tuesday, September 11, in Rock Island, Illinois. Remarking that most people seem to take food for granted, Abeln declared that the food industry is having more trouble than

most industries in recruiting workers.

Abeln, who has been handling labor relations for the entire food industry in the state of Illinois for the past year and a half, congratulated the food industries for doing an excellent wartime job of feeding the civilian population, saying, "You, too, have been workers in the war effort by providing food which has enabled civilian war workers to stay on the job and to turn out the ships, the ammunition, the tanks, the ships and other material that made victory by our fighting men possible. The food industry will soon become so well recognized that it will automatically fall into the same category as steel, automobiles and radar. Should this come about, the standard of living for both employers and workers in the food industry may match those of other industries."

Egg Drying Foam Suppressed

Improvements in the process of drying whole egg or egg white have been devised by Dr. C. M. Fry and G. E. Miller, of the Fleischman Laboratories, and covered by U. S. Patent 2,358,324, assigned to Standard Brands Incorporated, New York City, reports *Food and Field Reporters*, Sept. 3.

Foaming is suppressed and the drying process facilitated if it is carried

out in the presence of an ester of a polyhydric alcohol, an aliphatic monocarboxylic acid and a proteolytic enzyme. Suitable alcohols are glycerol, erythrol, mannitol, and sorbitol. Suitable acids are: lauric, palmitic, stearic and oleic.

Papain, trypsin, or bromelin, may be used as enzymes. The ester is added in quantities of about 0.01 per cent and the enzyme in quantities of 0.022-0.04 per cent. The enzyme is added first to thin the egg substance in order to facilitate filtering.

To the filtrate, free of stringy material, is added the ester and then the drying is carried out in any suitable manner.

New Advertising Agency

G. Willard Meyer for years advertising manager of Milprint, Inc., of Milwaukee, recently opened an office for the newly-established advertising agency to operate under the name of G. Willard Meyer Co. The offices are located at 622 No. Water St., Milwaukee, Wis.

One of Mr. Willard's firm's clients is Milprint, Inc. His wide experience in advertising from the advertiser's angle will be helpful in his new venture. He is president of the new agency.

Be Kind to Cloth

If you know a fellow who'll "give you the shirt off his back," keep him in mind—for you might need his shirt before long.

This sage advice was offered today by Jonas H. Mayer, Chicago, chairman of the textile task committee of the Linen Supply Association of America, who made the point just to emphasize that the unavailability of cotton textiles is now so acute that shirts, pajamas, towels, bed sheets and other cotton goods items are most conspicuous by their absence from retail store shelves.

"America today is facing the most critical cotton textile situation since Civil War days," Mayer said, adding "if the war should end tomorrow, no relief could be expected, since the shortage of cotton goods for civilian use has us scraping the bottom of the barrel.

"Housewives suddenly became aware of the cotton goods shortage, when they found the annual 'January sales' of bed clothing, table linens and other cotton merchandise generally a thing of the past. But the critical cotton situation will have more far-reaching effects," Mayer continued.

"The real threat is to users of commercially serviced linens, such as war plants, offices, restaurants and beauty and barber shops. War workers, many of whom are guaranteed washing facilities and uniforms, may have to do without these services, to the possible hampering of the war effort.

"Office workers may have to do without towels of any kind, since substitute materials—paper, for example—are not available. It is not unlikely that beauty and barber shops, large quantity users of towels and protective covering for customers, may have to close up if the cotton goods problem becomes worse."

The only immediate solution to the problem, Mayer explained is conservation, which means, he added, "most tender care of all cotton garments and accessories now on hand." To substantiate this latter point, he recalled that the preventable damage to towels by careless workers amounts to more than one million yards of material annually.

Know Your Onions

Norval Hawkins, Henry Ford's first salesmanager and in his day one of the greatest virtuosos of salesmanship, was astounded when the salesman sitting next to him in the waiting room took out a bunch of cards, shuffled them, drew one from the top of the deck, read it, mumbled something to himself.

He watched the salesman until his curiosity would no longer be restrained. Then he asked the salesman

"We, the American people, our forces on the fighting fronts and our forces on the production fronts, have just won the greatest victory in history.

"But in the exuberance of celebrating a military victory, let's not be blinded. The fact remains that we must still win the victory of a permanent and prosperous peace. From today on, the most pressing problem before our nation will be reconversion. Reconversion of men. Reconversion of machines and factories.

"Whether we are headed for new heights of prosperity or deeper depths of depression will be determined by millions of decisions made by individuals in the immediate future. In a democracy, the only power great enough to restore our war-scrambled economy to a constructive pattern of peace quickly and efficiently is the cumulative forces of individual initiative.

what under the shining sun he was doing.

"Oh, just playing a little sales game I invented," the salesman responded. "What do you call your little game?"

"Objection solitaire."

"Oh."

"You see these cards?"

"Yes."

"There are fifty-two of them. On each I have written an objection some prospect either has or will some day bring up when I call. In my mind I have worked out the answers. Are you beginning to see the light?"

"I believe so," said Norval Hawkins.

"Whenever I have a few spare moments during the day, as I have now, I shuffle my deck, and then take the objections up as they come, and give them a mental working over," the salesman continued.

"What does this practice accomplish?" asked the noted sales manager.

"Makes me ready to handle any objection anyone can possibly bring up," said the salesman. "No matter what the buyer springs on me, I don't have to hem and haw. I'm ready to take what he dishes out and pass it right along back to him, with added interest."

Mr. Hawkins wanted to know if the salesman's sales had increased since he began the practice. Oh, yes, the salesman said. Almost doubled.

"But the nicest thing is the sense I have of being absolutely prepared for whatever may come up," the salesman said.

Statement on Victory

President Eric A. Johnston of the Chamber of Commerce of the United States

"We have been operating for years in the vacuum of government direction. Our resignation to war-inspired government controls must not delay individual decisions. I am assured by high government officials that unnecessary government regulations will be cleared away as rapidly as possible.

"Meanwhile, it is the job of every American to spur private initiative throughout the country and to speed up the removal of all obstacles to speedy reconversion. This immediate tackling of the problems facing our country will involve some risks. But America has the resources, machinery, manpower and intelligence so that in the long run we cannot lose. Prosperity and peace, like war, must be won by taking calculated risks.

"From now on, let's continue to follow the advice of Farragut who said, 'Damn the torpedoes. Go ahead.'"

Your success or failure in the long run depends on how you meet and handle objections. Almost every difficulty you are likely to encounter you can anticipate and work out the answer for before you actually meet it. In this way you will always be a jump ahead of trouble.

Which is a mighty good way to be.

Joins "News Associates" Staff

Miss Julia Herron, formerly editor of Jewel Tea Company's employe newspaper, has joined the staff of News Associates, Chicago, a news and publicity organization specializing in the food industry.

Miss Herron is a graduate of Randolph-Macon Woman's College, Lynchburg, Va., and of Katharine Gibbs Secretarial School, Chicago. She was employed for four years at Jewel Tea's Barrington, Ill., office where she edited the publication, *The Crusader*. She is a native of Gilman, Ill.

See Your Banker First

Ten thousand private financial institutions in every part of the United States are equipped to start on the financing of America's postwar home building and modernization program with the aid of Government insurance, as materials and labor become available.

"The Highest Priced Semolina in America and Worth All It Costs"



LEADS IN QUALITY

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Macaroni Suggestions "On the Air"

General Mills, Inc., announce that the popular Betty Crocker will again go on the air September 28 to tell anxious American housewives how macaroni, spaghetti and egg noodles fit into the food economy picture. In her broadcast that morning she will feature her famous "Harvest Macaroni Ring," fully expecting that it will prove as popular as did her two top favorites—"Victory Spaghetti Dinner," her 1944 Autumn promotion, and "The Casserole of Plenty," her Lenten feature of 1945.

This Betty Crocker broadcast in which she tells millions of housewives the message that "Housewives Go for Macaroni and Spaghetti Dishes" will be put on the air over thirty-eight selected, coast-to-coast radio stations, with an estimated listening audience of 6,000,000 housewives.

Betty Crocker is the registered trademark of General Mills, Inc. Her voice is recognized by anxious listeners as the "First Lady of Food." All manufacturers of macaroni and spaghetti have been given advanced notice of the planned program and have been invited to tie-in, if possible, with this nationwide promotion.

The Missouri Valley Basin

Perhaps the biggest undertaking by the government to develop American farmland has been set in motion by the act of Congress in appropriating a billion-and-a-half dollars to develop the resources of the Missouri Valley Basin, says the National Industries News Service.

The objective of the plan approved by Congress for the conservation, control, and use of the water resources of this great basin is explained by the Secretary of the Interior as a great movement for "the welfare of the people of the basin and the nation as a whole." Nothing will be overlooked in plans for irrigation, hydroelectric power, flood control, erosion abatement, improvement of the navigability of the Missouri river, wild-life conservation.

The plan will ultimately serve more than four-and-a-half million acres. New and old settlers will be aided by the government in acquiring lands and homes and in purchasing necessary farm machinery and equipment essential to the establishment of modern and up-to-date farms.

The Department of Interior lists among examples of the questions that the individual's project studies will deal with, are:

How many acres should farm units contain on the respective classes of land in the project area, and on vary-

ing proportions of the several classes?

How many family-size farms best be promoted in the project area?

How many new settler families can be accommodated suitably in the project area?

What beneficial effects will the project have on nonrural life and work in the area affected?

The Department of Agriculture and War are hooked in with the Interior Department, and all of the Governors of the Missouri Basin States are co-operating with the Federal government. These Governors represent the states of South Dakota, Missouri, Montana, Nebraska, and Wyoming.

It all goes back to prove that what Jefferson wrote in a letter to Madison:

"The small landholders are the most precious part of a state."

Resurfacers For Worn Floors of all Types

A new six-page folder, just issued by the Tufcrete Company, Des Moines 9, Iowa, describes the uses of Tufcrete Resurfacers, indoors or out, on worn floors of wood, concrete, brick, asphalt, stone, etc., either for patching or a complete new surface. Also for sidewalks, especially over areaways in front of stores, for steps, expansion joints, tennis courts, concrete window sills, platforms, ramps, spalled columns and beams, reservoirs and tanks, swimming pools, etc.

Tufcrete is described as an asphaltic-base liquid which, added to a concrete mixture, will bond to concrete, wood or other floors, both bottom and edges, will feather-edge perfectly and stand up under heavy traffic. Requires no chipping of ruts or holes, no heating of materials, no expensive tools, can be installed by ordinary labor . . . applied to worn aisles and runways without removing stock, work benches, storage bins, or machinery set in place.

Tufcrete Resurfacers is used by large industrials and Class One railroads from coast to coast; also Army Posts, Air Bases and Naval establishments throughout the country. Laid on Saturday, is ready for traffic on Monday. Resilient, easy on feet . . . nonferrous, fire resistant, insulating, vermin and termite proof. Costs less than replacement of wood or concrete floors.

Industry

The macaroni business in England is truly a war baby according to a spokesman of one of the new entrants into this food business in that country, and will have great difficulty surviving in its present position when foreign trading is renewed.

"The industry experienced quite a boom during the war years as a result of the heavy demands, due to shortages

and rationing on points on most cereal foods, whereas macaroni products have always been available without points. How much of the present excessive demand will continue when supplies of other foodstuffs get more plentiful and normal, will depend on whether the public in general has really developed a taste for macaroni, much more than in prewar days.

"As regards the future prospects of the macaroni manufacturers in our country (England), 90 per cent of which have only come into the business due to the war and have only found it possible to operate after much difficulty and government restrictions in obtaining all out-of-date and very poor, unsuitable extruding machines (presses); even if the demand continues as at present, which is quite doubtful, all manufacturers will have to spend considerable sums of money for modern machines; otherwise, they must be prepared to go out of business as soon as the importation of macaroni products is permitted again, because most of the macaroni manufactured in England today is of a very poor quality and appearance and does not bear comparison with the prewar imported article."

Food Forum to Discuss Nutrition

The importance of nutrition in relief and rehabilitation feeding is the topic for the next meeting of Food Forum to be held Tuesday evening, Sept. 25, at the Hotel Continental, Chicago.

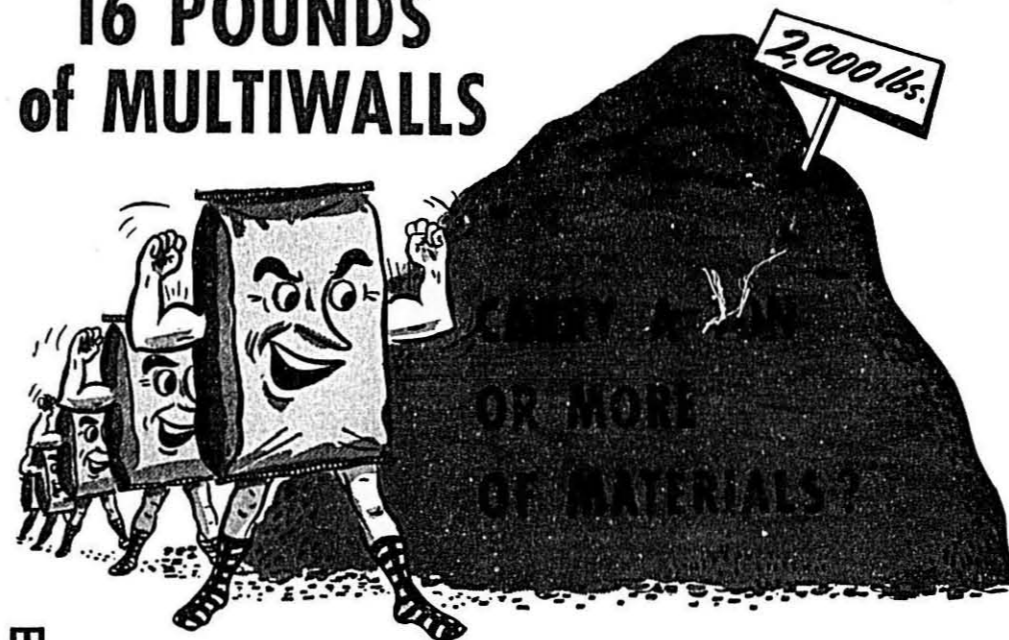
Speakers will be Col. Rohland A. Isker, director of subsistence research and development laboratory, Chicago Quartermaster Depot; Dr. Paul A. Cannon, professor and chairman of the department of pathology, University of Chicago; and Dr. Samuel A. Levinson, professor of pathology and director of the hospital laboratory, University of Illinois.

General theme of the meeting is "Relief and Rehabilitation Feeding Today." Col. Isker will speak on "Nutrition and Current Relief Feedings"; Dr. Cannon on "Relative Nutritive Values of Proteins as Influenced by Their Amino Acid Composition"; and Dr. Levinson on "The Effect of Relief Protein Diet in Nutrition."

The Food Forum meeting will be open to all food industry leaders, businessmen, government officials and scientists who are interested in the latest developments of the nutritive aspects of relief feeding.

Cotton production in southern Brazil has developed faster than in any other major cotton-growing section in the world; from an average of 40,000 bales in the five-year period ended in 1930, production has now increased to over 2,000,000 bales.

How can 16 POUNDS of MULTIWALLS



The average 100-lb.-capacity Multiwall Paper Bag is only 8/10 of a pound in weight. Only 16 lbs. of Multiwall bags, therefore, are required to carry and protect a full ton of material.

These figures hold an important story of Multiwall packaging efficiency and economy. They also indicate the strength and toughness of the paper of these bags. This paper is made according to exacting specifications and must pass exhaustive tests concerning strength, flexibility, and moisture resistance.

Multiwall design is another reason for Multiwall stamina and efficiency. Bags are constructed of several plies made in tube form so that each bears its share of the burden.

ADDITIONAL MULTIWALL ECONOMIES

Multiwall Paper Bags are tight and sift-proof. They help keep storerooms tidy. And, because materials do not

readily cling to their smooth interior walls, they empty quickly and cleanly . . . cut retention losses to a minimum.

St. Regis bag filling machines and methods offer still another worthwhile economy. Results have shown that these machines definitely speed filling operations, reduce labor and equipment costs, and release manpower for other jobs.

To find out how Multiwall Bags and bag-filling systems can be advantageously applied to your business, write or call your nearest St. Regis office TODAY.



NEW YORK 17: 230 Park Ave. CHICAGO 1: 230 No. Michigan Ave.
BALTIMORE 2: 2601 O'Sullivan Bldg. SAN FRANCISCO 4: 1 Montgomery St.

IN CANADA:

St. Regis Paper Co. (Can.) Ltd.
Montreal, Quebec
Vancouver, British Columbia

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

Soup-Mixers Want More Fat

Manufacturers of dehydrated soup mixes have petitioned the OPA for a 10 per cent increase in fats and oils allocations as the constant increase in demand was in that product thought large enough to warrant such consideration. It was pointed out that soup mixes have received a rating below bread and other bakery goods and certain breakfast cereals which require fat ingredients, therefore macaroni, spaghetti and soup representatives are requesting an increase in quota that will place these items on a comparable value with the classes 1, 2, and 3 lists which include the aforementioned products.

Public Relations— Publicity—Advertising

"A rose by any other name smells just as sweet," but so-called public relations and publicity, adulterated, sweetened or abridged, is advertising, that's all, according to experts. Business leaders have been discussing the matter and newspapers have been cussing what they call subterfuges. At a recent meeting of a group of trade association executives, Paul Sullivan, executive secretary of Commercial Refrigerators Manufacturers Association made the following statement on this most controversial subject:

"The hullabaloo being stirred up as to where publicity and advertising begin and cease, and where public relations fits into the picture remind me of the story about P. T. Barnum's clever maneuver with the English language which lured his customers into the back alley by putting up a sign—'This way to the Egress.' It seems to me that the present tendency to give to any and all kinds of promotional activity the label 'public relations' is in keeping with the habit we Americans have of swallowing any kind of pill we are handed, just so it is sugar-coated and comes out of a box with a label we don't understand. . . .

"If we are doing a job of advertising our product or our services to the consumer, in an effort to boost his purchases thereof—why, in heaven's name, don't we just call it an *advertising* program? If we are doing a publicity job, whether to deodorize or propagandize our industry, products, ideals or what not—why not simply refer to it as a *publicity program*?"

"If we are trying to 'educate' lawmakers for or against things of interest to our industry, why not call it a *legislative* program, just as we used to—or, if we want to be real bold—lobbying."

"If we persist in falling for this Princess Eugenie hat idea in a new

form, we may wake up one of these days and find that because the obviously selfish or sinister activities of groups or interests opposed to the public interest are, like our own wholly laudable activities, wrapped up in one package labeled 'public relations,' their action will not be so good."

It's An Old Macaroni Story

Told with variations by Dorothy Dear, The Spokesman-Review (Spokane, Washington) Home Economics Department.

In Italy where it is most popular, it is called "pasta" but here in the United States we know it as macaroni. The origin of macaroni making is lost in antiquity, but almost every civilized nation has its pet claim.

One of the many interesting legends is the Italian version attributing the discovery to the carelessness of a Chinese maiden. While she was busy making bread dough an Italian sailor courted her so ardently that she forgot her task. The bread dough spilled from the pan in strings that quickly dried in the sun. The Italian, whose name was Spaghetti, sympathized with the maiden and, thinking to hide the evidence of her carelessness, gathered up the strings of dried dough and took them to his ship. The ship's cook boiled them in broth, found them edible. Thus by pure accident was the macaroni-making process discovered. On his return to his homeland, Spaghetti taught others how to make these tasty and nutritious strings of dough.

Now there is a whole family of delicious wheat foods—besides macaroni, we have spaghetti, egg noodles, elbow macaroni, elbow spaghetti, alphabets and numerals, and shells.

Conserve Toweling and Uniforms

Macaroni-Noodle manufacturers who require their employes to wear a special uniform and all users of commercial towel services, will be interested in the fact that members of the Linen Supply Association of America, located in all parts of the United States, are utilizing bundle stuffers, statement enclosures, truck posters and newspaper advertising in a national campaign to drive home to the general public and their customers in particular the need for cotton conservation.

Details of this phase of the association's conservation campaign were disclosed by Roy J. Friedman of Chicago, president of the linen suppliers, who said more than one-half million pieces of literature will be distributed

to users of commercially serviced lines with these admonitions: "Be Kind to This Bundle" and "Help Your Supplier Help You."

"The bundle stuffer points out that 'when you protect a towel, a napkin, an apron or a garment, you protect yourself against wartime linen supply shortages.' The circular also lists five 'do's' and five 'don't's' in the care of linen supplies, adding the advice: 'by lengthening the life of your uniforms, you save your own clothes—thus stretching your take-home money.' This circular is being placed in all linen bundles.

The statement stuffer takes the conservation message to the heads of the firms which contract for linen service, asking their co-operation in the campaign.

"Look's" Food Editor

Capt. H. B. Clemenko, now on inactive duty for the Army, has been appointed Food Editor of *Look* Magazine. Capt. Clemenko, formerly on the staff of *Look*, served with the Office of the Chief of Staff in Washington, War Department Bureau of Public Relations.

Distribution of Food

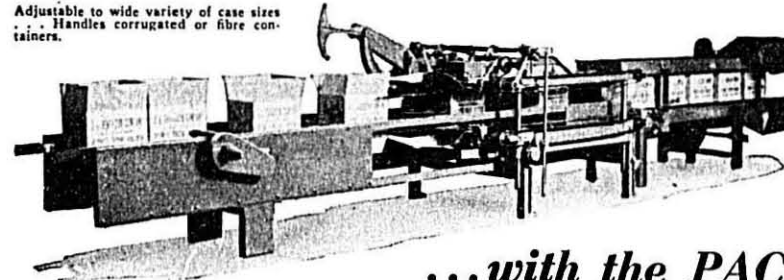
"The basic food problem of the United States in 1945 is to distribute an over-all food output approximately one third greater than in 1935-39 to meet an over-all civilian, military and export demand approximately one-half greater than the prewar demand," said the U. S. Department of Agriculture in its midsummer report on the food situation. The Bureau of Agricultural Economics estimate was that total food production in 1945 may be 3 to 4 per cent below 1944, but 33 per cent above the average for 1935-39.

Explaining that the Department is continuously reviewing the food needs of civilians, the armed forces, and of liberated regions, the report said that at midyear it looked as if "the food supply of the United States in 1945 will be distributed about as follows: 77 per cent to U. S. civilians, 17 per cent to the armed forces, including relief feeding by the military, 4 to 5 per cent purchased by the department of Agriculture for shipment abroad under lend-lease and for civilian relief, and 1 or 2 per cent for commercial exports and shipments."

In 1944, the report adds, about 13 per cent of the food went to our armed forces, 7 per cent was exported, and civilians consumed 80 per cent.

SEAL 50 TO 3,000 CASES PER HOUR

Adjustable to wide variety of case sizes
Handles corrugated or fibre containers.



...with the PACKOMATIC MODEL "D" SHIPPING CASE SEALER

PACKOMATIC Model "D" Case Sealers are applicable to practically any production requirement (from 50 to 3,000 per hour) or plant layout. Compression units . . . geared for varying operating speeds . . . discharge cases completely sealed, squared and ready for shipping or storage.

The new Model "D" is the result of 25 years of experience in perfecting packaging equipment for the nation's top-flight companies. Its mechanism is simple . . . trouble-free . . . Its maintenance cost is low. It is an adhesive-saver, time-saver,

space-saver, MONEY-MAKER. Typical PACKOMATIC equipment includes:

Case Imprinters . . . Case Sealers . . . Volumetric Fillers . . . Net Weight Scales . . . Carton Making Machines . . . Dating (Coding) Devices . . . Auger Packers . . . Paper Can Tube Cutters . . . Paper Can Tube Gluers . . . Paper Can Shrinkers . . . Paper Can Cappers . . . Paper Can Setup Conveyors . . . Consult classified directory for nearest PACKOMATIC office or write Joliet.

New! Improved! Furnished for automatic sealing of both tops and bottoms on one machine—or for top-sealing or bottom-sealing only.

- Fully automatic
- Cases squared automatically
- Cases fed automatically
- No operator required
- Operates any desired speed
- Top and bottom belts driven
- Heavy, sturdy construction
- Trouble-free mechanism
- Easy to keep clean
- Low maintenance cost
- Positive control of glue-skip saves 20% to 40% adhesive.

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

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

Pat Hoy Promoted

Lt. Pat H. Hoy, formerly vice president of the Amber Milling Division of Farmers Union Grain Terminal Association, Saint Paul, Minn., has been promoted to senior grade lieutenant. He is in the Pacific and during the last few weeks of the war saw much action. He reports that in his squadron's most recent engagement, 35 per cent of the group was wiped out.

Before his entry into the service of his country, Pat frequently represented his firm at meetings of the macaroni industry.

Greatest, Biggest, Best!

Some student of conditions and human nature has made a collection of thoughts about this, that and the other, that has made its appearance by print quite frequently. It is being reproduced here because it seems to have more than ordinary merit and is full of general interest.

Food for Thought

The Greatest Sin—Fear.
The Best Day—Today.
The Biggest Fool—The boy that will not go to school.
The Best Town—Where you succeed.
The Most Agreeable Companion—One who would not have you any different from what you are.

The Great Bore—One who will not come to the point.

A Still Greater Bore—One who keeps on talking after he has made his point.

The Greatest Deceiver—One who deceives himself.

The Greatest Invention of the Devil—War.

The Greatest Secret of Production—Saving waste.

The Best Work—What you like.

The Greatest Play—Work.

The Greatest Comfort—The knowledge that you have done your work well.

The Greatest Mistake—Giving up.

The Cheapest, Most Stupid, and Easiest Thing to Do—Finding fault.

The Greatest Trouble Maker—One who talks too much.

The Greatest Stumbling Block—Egotism.

The Most Ridiculous Asset—Pride.

The Worst Bankrupt—The soul that has lost its enthusiasm.

The Cleverest Man—One who always does what he thinks is right.

The Most Dangerous Person—The Liar.

The Most Disagreeable Person—The complainer.

The Meanest Feeling of Which Any Human Being is Capable—Feeling bad at another's success.

The Greatest Need—Common Sense.

The Greatest Puzzle—Life.

The Greatest Mystery—Death.

The Greatest Thought—God.

The Greatest Thing, Bar None, in All the World—Love.

—Author Unknown.

Who's Not to Blame for Sugar Shortage!

There has been a lot of talk lately about the sugar shortage. The case of

the shortage in butter, eggs, poultry, meat and cigarettes was easily explained. We were sending so much to the armed forces that we simply had to cut down on the supply for the home front.

But when it came to the shortage in sugar, some folks in this country accused the brewers of using a great deal of sugar in the production of beer.

However, the facts show that all the rationed kind of sugar that's used by the entire brewing industry, if spread among the American homes for their tables, would provide just one level teaspoonful per person per year. And the authority for this is John E. O'Neill, Chief of the Brewing Section of the War Food Administration, who reported that "the brewing industry uses approximately 2,209,200 pounds of rationed sugar annually."

That is only 1,100 tons of sugar. There are 64 level teaspoonfuls of sugar to the pound. This would account for 140,000,000 teaspoonfuls, or one teaspoonful per year for each of us. Since the total U. S. consumption of cane and beet sugar for 1943 was 5,895,000 tons, the brewing industry's use of 1,100 tons is exactly one five-thousandth part of that total. Certainly nothing to make a fuss about.

Brewers do use a certain type of unrationed, industrial sugar in the production of beer. It is a corn derivative . . . excellent for beer, but not used in the home.

Honor "Old Brands"

Traditional American products, as familiar and comfortable as their own easy chairs, will help the readjustment into civilian life of millions of American veterans, Henry E. Abt, managing director of the Brand Names Research Foundation, said today.

A survey conducted by the Foundation indicates that hundreds of established brand names—names which have been serving Americans for generations—are playing an active role in

speeding the transition from war to peace for soldiers and civilians alike.

Preliminary returns have been received from manufacturers of more than two hundred products which have carried the same brand name for more than fifty years—some for one hundred years or more of competitive American business.

In recognition of the contribution which branded merchandise has made to the economic development of America, the Foundation has announced plans for special citations to be awarded to brands that have been in existence for 50, 75 and 100 years.

Announcing preliminary results of the survey, Mr. Abt said:

"Even these early and incomplete results of our survey show that brand names have been an established part of the household life of Americans for generations. They have become a part of the very language of our people.

"These brand names have been handed down from parent to child in families throughout the nation; have become as much a part of the education of our youth as reading, writing and arithmetic; have become in fact, a part of their very nomenclature of good living."

"The men who have been away on the fighting fronts of the world for as much as five years want to return to the America they knew in the past; want to return to security, to the comfort and relaxation of familiar things.

"Security is one of the outstanding dreams of men who have known nothing but utmost insecurity on the battlefield. It is represented by home, by loved ones, and by the familiar American brands they know they can rely on."

OF TIME AND NAMES

by Pilsain



Stick Together, Folks

Some people have an idea that our country can bring its military forces back from Europe and Asia and turn millions of men and women loose on "an every-man-for-himself" basis. No, that won't do! Every person who has been in the Army, Navy or Air Force must be carried on the Government payroll until he regains his place in his community and in his country. Uncle Sam has a big job still to do. He must solve the problems of the cost of living and stabilize wages, salaries, rents, et cetera. There are lots of people in this country still living, who were permanently or temporarily hurt as the result of the First World War and the postwar boom. There is an unwritten "Charter" that the forces that have undertaken the job of saving the World must not be let down in their own United States. We folks must all stick together!

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—117th Management Continuously Retained in Same Family"

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**



What About This Food Question?

There is an uprising in the Senate over food control, and the denunciation of OPA has been described in Washington newspapers as "merciless." Senator Thomas of Oklahoma, declared on the floor of the Senate that the price and ration agency has been more concerned with watching minor violations among "legitimate packers" than with punishing black market operators. Nearly two months ago Mayor La Guardia of New York in an address before the National Press Club argued in favor of consolidation of the OPA and WFA under a supreme administrator for food. The Senate has finally switched around and accepted the La Guardia recipe. All the politicians appear to have "remedies" for the ailing food shortages.

There is a decrease of more than 50 thousand employees on the farms at the present time as compared with 1944. Farm organizations throughout the country have gained the support of Senators and Representatives for increased production of modern farm machinery. War Mobilizer Fred M. Vinson says that production for war-supporting activities, notably farm machinery, will be given preference in claims on materials, tools and manpower. Thus, 2 million tons of steel are earmarked for priority in July, August and September.

Washington finally "sees" that agriculture is strictly up against it, in manpower shortage. If the food question is to be settled the farmers must have more machinery.

Cut Macaroni and Noodle Carton Packaging Costs!

The return to civilian production brings the need for every possible production economy. This is particularly true in the packaging of Macaroni, Spaghetti and Noodles. To those plant managers who are still setting up and closing cartons by hand, we urge the consideration of replacing this hand labor with PETERS economical Carton Packaging Machines.

Send a sample of each size carton you are using and we will make our specific recommendations to meet your requirements.

Prompt action is recommended to assure early delivery.



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per min., one operator.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per min., no operator.

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

Which Comes First?

The American agricultural industry is geared to produce 30 to 35 per cent more than before the war. Secretary of Agriculture Anderson in making the above flat declaration frankly acknowledged that "improvements in agricultural technology are progressing rapidly." It is no trouble for him to visualize all the new modern methods that are being applied to agriculture which lift terrific burdens off the backs and shoulders of men and women who know that "agricultural technology" includes modern furnishings, equipment, and farm machinery. Secretary Anderson had all these developments and facts in mind, when he predicted that "when we get through with the reconversion period in the next eighteen to twenty months, one of the major problems facing this country will be that of providing market outlets for the increased volume of agriculture."

Agriculture and industry are not competitors, and neither sleeps on the other's shoulders. The supposition that agriculture leans on industry, or that industry leans on agriculture brings up the old query of "which comes first, the hen or the egg?"

Secretary Anderson is speaking up for his people, and other heads of Government are standing by him, without neglecting mighty problems like reconversion and the rebuilding of America's private business institutions. Weighty plans are facing the American people, as well as the heads of the United States Government. Only a blind man would fail to recognize the fact that the responsibilities heaped on the President and Congress carries the direct duty to the people of the nation "to take steps necessary to encourage private enterprise to operate at such levels of production as to assure full employment of the working force." That is the way Secretary Anderson looks upon the current situation. In his opinion: "Only if private enterprise is unable to maintain full employment will the Government step into the picture with investment and expenditure programs necessary to do the job."

There were more than six million farms covering over a billion acres of land, valued at more than thirty billion dollars, reported by the United States Bureau of the Census in 1940. These figures have been raised by the farmers. The land is today, as it always has been, the basic source of the wealth of the country. American families cannot live without food from the farms. On the other hand, our farmers are fully alive to the fact that they will keep the lead of the procession with the help of modern farm machinery and technological progress.

Bringing Home the "Eats"

Now, what is going to happen on the food front? A big portion of our food supply will unquestionably be sent across the ocean to the hungry folks of Europe.

The farmers of the country have been officially told by Washington that they cannot produce too much food because it is needed here at home, and abroad. The Secretary of Agriculture encouragingly says that food will bring good prices, and that in exceptional cases, when supplies may temporarily exceed the demand, the Department of Agriculture will buy as much as necessary and make good on price support prices. This is now being done in the case of potatoes. Rationing of some important foods will be continued for some months.

Although lend-lease has come to an end the public is told that "other means will be found for financing exports of food to overcome despair in the areas of the world where the foundations of peace must be re-established." Our old buddies in arms in Europe are bearing down on the United States and Canada as best able to supply food through relief. Evidently the Government rationing birds haven't figured out what is going to happen at the end of meat rationing. Milk production is now running at an all-time high. That being

the case the country can look forward to more plentiful supplies of dairy products.

How about the sugar situation? The Philippines, Java, Hawaii and points in the Pacific were scratched off by the war, and the sugar burden was too heavy for Cuba and other points on our Hemisphere to supply. According to the Secretary of Agriculture all the food that the farmers of America can raise during the next year or two will find ready markets, as the home supply will consume most of it, and the balance will be ticketed for the people of Europe who fought the war with us. Secretary Anderson indicates that there will be green lights for the manufacture of all the farm machinery that can be produced.

"Research" Today: "Efficiency" Yesterday

During World War No. 1 "efficiency" was the big word. Everybody used it because the German soldier was said to be more efficient than any other soldier. But today the word of words is "research." Everybody researches, big and little—or should. If you are not a researcher, you are a nobody.

An acquaintance who regards himself as the foremost researcher in the world, with a Ph.D. degree and some forty years of postgraduate work to boast about, recently wrote to a prominent concern that is renowned for its researching, for a job. His own recommendation of himself occupied 120 pages of fool cap paper.

He was curtly informed by return mail that the renowned company did not need his services.

What this writer questions is: How can a company that is so thoroughly imbued with research know what it does or does not need without further laborious researching? How can such a concern instantly reply, before reading the 120 pages, "We don't need your services?"

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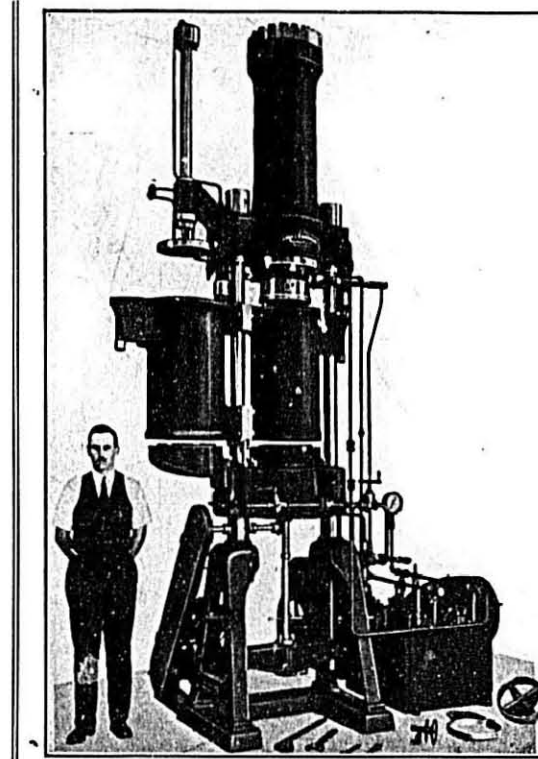
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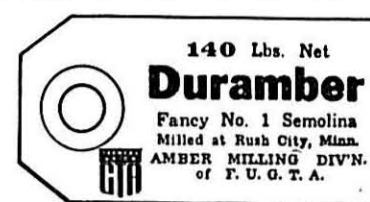
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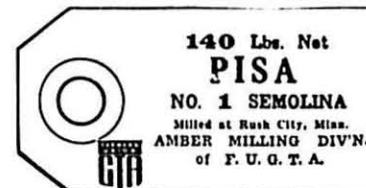
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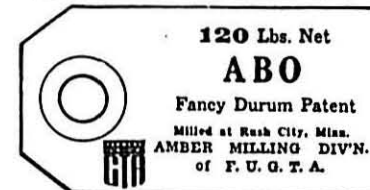
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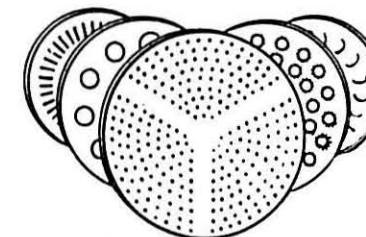
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The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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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 SEPTEMBER, 1945 No. 5



"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."

Visit Headquarters

Two recent callers at the headquarters of the National Macaroni Manufacturers Association, Braidwood, Illinois, were:

George L. Faber, manager of the Chicago office of King Midas Flour Mills.

Harry E. Watson, general manager of the Chicago office of Rossotti Lithographing Co., Inc.

Joins National Association

Accepting the invitation extended last month to the Golden Grain Macaroni Company of 982 Bryant St., San Francisco, Calif., Mr. V. DeDomenico, secretary of the manufacturing firm, volunteered his application for membership in the National Macaroni Manufacturers Association as of August 15, 1945.

This firm operates one of the most modern plants in the San Francisco

area. Fellow members of the National Association welcome this firm's enrollment and co-operation.

Stangler on Durum Committee

Announcement was recently made of the reappointment of R. M. Stangler, general manager of the North Dakota Mill & Elevator Association, Grand Forks, N. D., as a member of the durum committee of the Millers National Federation. His firm was recently awarded the "A" emblem by the War Food Administration for its outstanding food production program.

A Timely Sign

1941—The Customer Was always right.

1942-44—The customer was often left.

1945—Treat the customer right, or there will be no customers left.

The sign reproduced above was reputedly posted for the benefit of waitresses in a restaurant "out West," but might well have been intended as a timely hint to Sales Managers of Macaroni-Spaghetti-Egg Noodle firms and their salesmen . . . or could it?

A 25-Year Club

It has been suggested that there be organized at the next convention of the National Macaroni Manufacturers Association, a 25-Year Membership Club.

The object would be to have the representatives of those firms to meet annually during conventions at a luncheon to renew old acquaintances and friendly relations that grow out of long years of service. The firm's Association membership would be the basis of the organization, not the representative who would change with time.

The sponsors feel that this is a worth-while proposal and that someone should assume the leadership in forming such a club either before or at the coming convention.

Jacobs Cereal Products Laboratories INC.
156 Chambers Street
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Benjamin R. Jacobs
Director

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

**Vitamins and Minerals Enrichment Assays.
Soy Flour Analysis and Identification.
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CARTONS
GIVE US A TRIAL
NATIONAL CARTON CO.
JOLIET, ILLINOIS.

WANTED—Position as Superintendent. Have many years manufacturing, drying and management experience. Address Box 20, c/o Macaroni Journal, Braidwood, Ill.

Shallow cultivation of the garden soil kills weeds that take both plant food and moisture needed by the vegetables; it also makes a dust mulch that lessens surface evaporation.

Trucks Allocated to Farm Areas
The United States Government has just issued special orders allocating 1,550 trucks to farm areas in California, Texas, Washington, Oregon, Montana and Idaho, in order to offset threatened impairment of farm production due to shortages of rail transportation and automotive facilities.

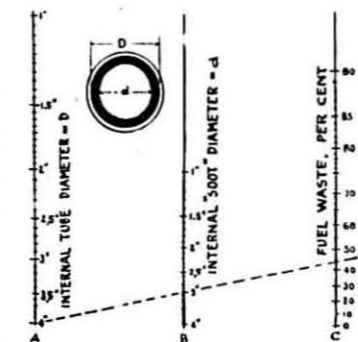
For Sale
Complete Macaroni Factory Equipment
Liquidating equipment for complete macaroni factory, from flour to finished products, modern machinery in good condition. Production capacity—100 barrels per day. Available immediately. Reasonable. Write Box 21, c/o Macaroni Journal, Braidwood, Illinois.

THE ENGINEERING DEPARTMENT

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

Soot on Food Plant Boilers And Its Cost

Here is a chart that shows instantly the per cent of fuel wasted where soot is permitted to accumulate to any depth in the flues of food plant boilers. Thus the dotted line drawn across the chart shows that where the inside diameter of the soot "d" is 3 inches, the fuel loss is 44 per cent.



All you need do is: run a straight line from D to d and the intersection with column C shows the fuel waste directly.

Let us take a case where $D = 2$ and $d = 2$. That is, there is no soot. The fuel waste is zero. Next try $D = 3$ and $d = 3$. The fuel waste is zero again. And where the soot is thick the fuel waste runs high.

These simple examples in themselves prove that soot should always be kept off of boilers; it is about the best "heat insulator" known. Asbestos is commonly regarded as a very good insulator and is generally so used. But soot is even better than asbestos in that respect. Kent in his Mechanical Engineers Pocketbook, states that soot has five times greater heat-stopping properties than has asbestos. So, it would appear that soot would do very well for packing around our steam pipes to stop heat radiation and to prevent condensation. It is almost as good as loose wool and live geese feathers (according to Kent); those two substances being about the most effective heat-stoppers known to man.

Obviously, the principal reason why soot is so uneconomical is that it gets in between the fire or hot gases and the boiler shell or flue. That is the very position in which there should be

no insulating medium at all because that is where an insulator can do most harm. It has been shown in carefully conducted tests that an insulator between water and metal is not so effective as between gas and metal. Hence, a given thickness of soot on the outside is far worse than an equal thickness of scale inside a boiler. Soot shuts off heat "at the very source." It doesn't give the heat a chance to even touch the metal of the boiler.

Therefore soot is a creator of inefficiency, and at the same time a reducer of boiler capacity. By keeping soot off of boiler and flue surfaces a boiler can be "forced" with better effect than where soot is permitted to accumulate. This can easily be proved to your own satisfaction by taking temperature readings of the flue gases. Tests have proved time and again that where soot is kept blown off in a thorough manner the average flue gas temperature is materially reduced. Boiler efficiency, you see, can be measured very simply and with considerable accuracy by merely taking the flue gas temperature.

Now that we have soot blowers of so many makes, a boiler owner should have no difficulty in securing a type that fits his conditions best. They are made to fit any make of boiler and are either hand operated or mechanically operated.

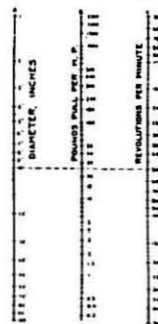
Finally, as for the cost of soot, after using this chart and determining approximately the percentage of fuel waste at present in your boiler room, multiply that percentage by the yearly cost of your fuel. The product will be the yearly cost of the soot. For example if the chart shows the loss to be 15 per cent and if you spend \$5,000 per year for fuel, the yearly cost of soot is $\$5,000 \times 0.15 = \750 .

What Is the Pull or Push Per H.P. on Food Machinery?

Here is a food plant man's handy chart for quickly solving a multitude of problems that are more or less vexing or time-consuming. All you have to do is—lay a straightedge across the chart and there's the answer in the middle column.

For example, you want a chain for a 10-inch sprocket running at 500 r.p.m. to transmit one h.p. How strong must the chain be?

The dotted line drawn across the chart shows how it is done. Connect the 10" (Column A) with the 500 (column C) and column B gives the an-



swer immediately as 25.2 pounds. If you want a chain that will transmit 10 h.p. you merely multiply 25.2 by 10, which gives 252 pounds as the necessary strength.

If you are designing a belt drive the chart can be used in the same way for determining the "effective pull"—which is the difference in tension between the tight and the slack sides.

For gear drives the "push" is found in the same way. In other words, if the diameter of the pitch circle is 10" and the gear is to make 500 r.p.m., the tooth must have a "pushing strength" of 25.2 pounds for each horse power to be transmitted.

In other words, this chart can be applied to a wide variety of drive problems including flat belts, V-belts, chains, ropes, cables, gears, etc.

Our Roads Are Busted Down

Three or four years ago there was a general demand for "secondary, or country roads." The principal argument was that the farmers must be able to get their products to markets, and the little folks out of "little red school houses," into consolidated educational institutions. The country roads are worse, instead of better, and that's a problem that will be tackled!

Another emergency has to do with the main highways. As an illustration, tens of thousands of workers will have to be employed to patch up, reconstruct, and even rebuild roads from the Atlantic to the Pacific, and from the Canadian border to the Gulf of Mexico. In short, American highways are busted down.

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First— INDUSTRY — Then— MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1944-1945</p>		
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Mr. M. J. Donna, Gen. Mgr.
Macaroni Journal
Braidwood, Illinois

Mr. Donna, our gratitude seems small fry!
It's inadequate for the generosity, for the patriotism, for the effectiveness of publishers' co-operation during the 7th War Loan.
In our Washington offices, you can see for yourself the colorful and ingenious War Bond covers that are displayed, not by tens or scores or hundreds, but by the thousands: covering walls from floor to ceiling.
AND THAT'S NOT ALL—editorials, full-page, ads, cartoons, and feature articles are all massed together

in a demonstration of forceful influence unmatched in any previous campaign, public or private.
That's why our simple words of appreciation for your vital war effort support don't measure up to the Treasury's pleasant wish—to tell you how grateful we are. But your magnificent war financing contribution has other rewards; it's a helping hand for the care of our wounded, a strong blow to down any threat of inflation, a kind friend to fulfill hopes for education, homes, security.

Cordially yours,

ELIHU E. HARRIS
Chief, Periodicals Section

Robin Hood Semolina

In Your Vicinity



MILL AT BALDWINSVILLE, N. Y.

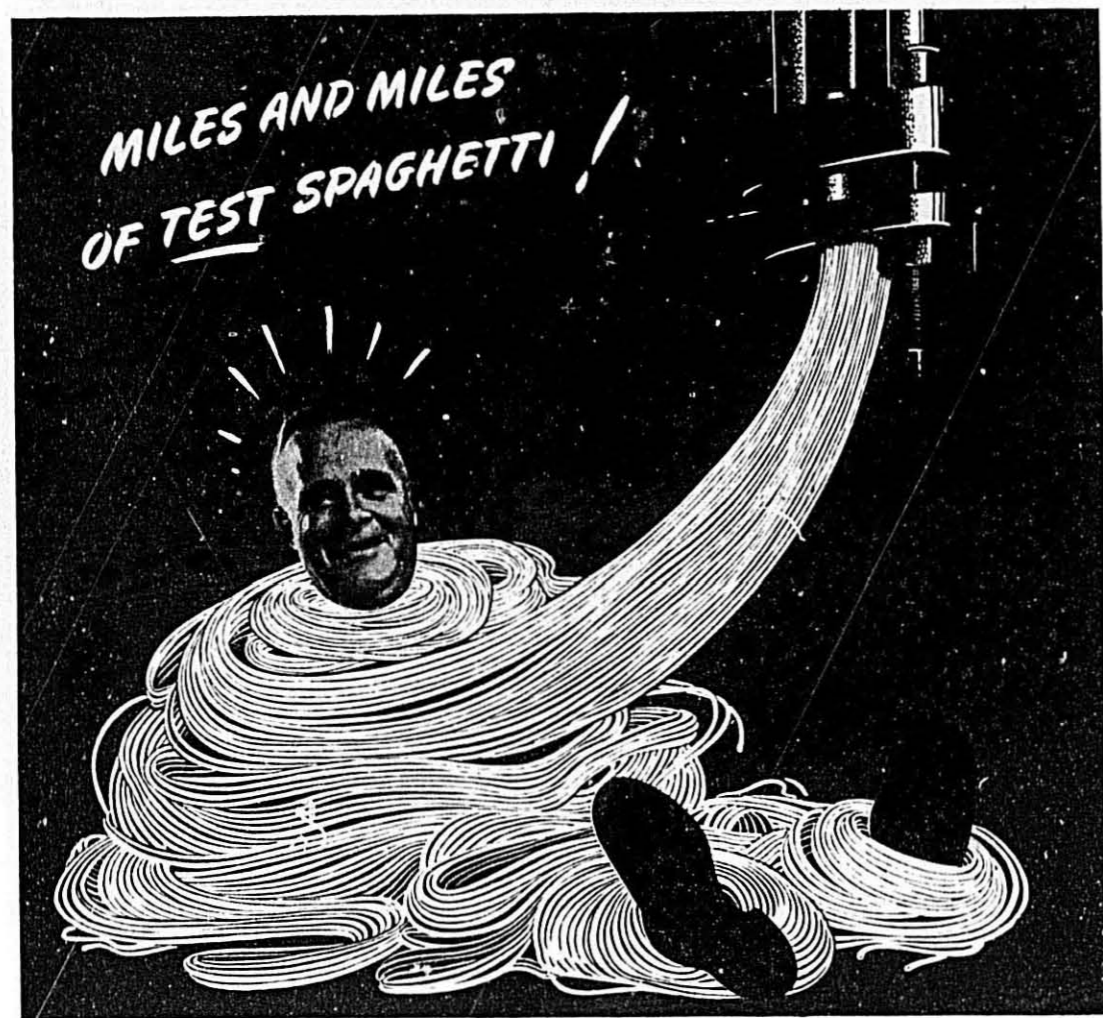
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Here at Pillsbury, thorough laboratory tests tell us only *part* of what we want to know about durum wheat and semolina. We're not satisfied until we find out how the semolina performs in *actual use*.

Therefore, we operate a *complete experimental spaghetti plant*. Its equipment, of 20 pounds capacity, includes a mixer, kneader, hydraulic press, and drying cabinet—which duplicate exactly the processes used in commercial production of mac-

aroni products.

Here we turn out run after run of spaghetti, using semolina milled from endless samples of durum *...at*. These test runs help us select the season's choicest durum. Here, too, we check the spaghetti-making quality of our regular runs of semolina, to make *sure* of how it will perform in your plant.

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