

**THE
MACARONI
JOURNAL**

**Volume XXVII
Number 7**

November, 1945

NOVEMBER, 1945

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Reflection

The encouraging word we say to another, we say to ourselves. The good we wish our neighbor brings corresponding good to us. The smile we give a friend or passer-by does even more for us than the one to whom we give it.

Nothing we think or do is divorced from self. What we think of others is not just a thought that goes out from us; it sinks deep shafts into our own character-molding fiber. The man who thinks others dishonest will not long remain honest himself. The man who thinks others mean thereby demeans himself. We withhold faith in other men at the cost of depleting the faith we have in ourselves.

By the same token, the surest way to develop those qualities we would like to see in ourselves in increasing measures, is to see them generously in others.

Universal practice of the thinking expressed by this Unknown Author would assure the lasting Peace the world apparently seeks.

Official Organ
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

•
VOLUME XXVII
NUMBER 7

Easy Selling

ROSSOTTI SINGLE AND DOUBLE VIEW PACKAGING SHOWS . . . WHILE IT PROTECTS . . . AND SELLS

More sales! Easier sales! That's what happens when shoppers can actually see what they're buying. And that's the big additional advantage you get when your products are packaged in ROSSOTTI'S SINGL-VU and DUBL-VU CARTONS. They are specialized folding cartons with single or double windows to reveal the actual products within. And they have that distinctive Rossotti artistic touch which is grounded on practical merchandising principles.

Unlike ordinary transparent packaging, these new Rossotti Singl-Vu and DUBL-Vu cartons are of light but sturdy structure. They stand up and stand out on the dealer's shelf or counter. They provide the best possible display of your goods. They invite neat factory packing and display stacking. They can't roll or tumble easily nor be carelessly tossed into untidy display bins.

Remember, too, that the Rossotti organization goes far beyond these fundamental packaging essentials. Rossotti Consultants go deeply into your current marketing problems—survey and analyze all competing point-of-sale factors—to make your product sell itself from the shelf.

May we help you modernize your packages and labels?

Your Product



Rossotti
SINCE 1898

ROSSOTTI LITHOGRAPHING CO., INC. • NORTH BERGEN, N. J.

BOSTON 9, Mass.: 200 Milk Street • ROCHESTER 4, N. Y.: 183 Main Street, East

JACKSONVILLE 2, Fla.: 1106 Barnett National Bank Building • CHICAGO 11, Ill.: 520 N. Michigan Avenue

ROSSOTTI WEST COAST LITHOGRAPHING CORP., 255 California St., San Francisco 11, Cal.



What's the other thing we ought to do this Christmas?

For the last four years, the Christmas phrase "Peace on earth, good will to man" has had a pretty hollow, bitter ring.

This year, it won't.

And surely, one thing each of us will want to do this Christmas is to give thanks that peace has finally come to us—both peace and victory.

One other thing, we ought to do:

In our giving, this year, let's choose—first—the kind of gift that helped to bring us peace and victory and will now help us to enjoy them.

★

Victory Bonds take care of the men who fought for us—provide money to heal them, to give them a fresh start in the country they saved.

Victory Bonds help to insure a

sound, prosperous country for us all to live and work in.

Victory Bonds mean protection in emergencies—and extra cash for things we want to do ten years from now.

★

Choose—first—the finest gift in all the world, this Christmas.

Give Victory Bonds!

Give the finest gift of all — VICTORY BONDS!

THE MACARONI JOURNAL

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



Through the years—

**A symbol of excellence and
highest quality in semolina**

MINNEAPOLIS MILLING COMPANY
MINNEAPOLIS, MINNESOTA

The **MACARONI JOURNAL**

Volume XXVII

November, 1945

Number 7

Plant and Products Cleanliness

How clean is your plant? How well protected are your products in their consumer packages? The food inspector may catch you if you become too careless!

Comparatively, the plants producing macaroni, spaghetti and egg noodles have a record of cleanliness that is the envy of most of the other food trade, that is with the exception of a few of the smaller so-called factories, that seem to be units to be borne with rather than to be dealt with by industry leaders and enforcement officials.

The public demands that factories which supply them with their food must always be the zenith in sanitation. It will tolerate no intermediate degree—they must be spotlessly clean. So must the raw materials from which they are processed, their manufacture, their protective packaging.

All state and federal officials recognize this public demand and have apparently entered a postwar program of inspection and enforcement that bodes ill for those who remain lax in plant care and in packaging methods.

Because of the heavy demand for foods of all kinds during the war and the anxiety of plant superintendents to supply even more than their share of that demand as a war duty, and for the lack of manpower to attain that end, it became very easy for some of them to veer slightly from their strict peacetime standards of plant care and controlled processing. As a result plant inspectors find it necessary in many cases to demand that food factories of every description once more restore their production processes and packaging procedure to prewar standards of cleanliness and sanitation.

These officials have uncovered several instances where plant executives found themselves too busy to even think of closing down their factories for the usual and necessary periodic fumigations—a basic need if a factory is to be kept as sanitary as the public desires, the inspectors demand and the owners usually require.

The war is over and excuses for carelessness due to war demands will no longer be considered as good reasons for insanitation by either the consumer or the law-enforcing officials. Proof of this is evident in the increased activities of officials in charge of plant inspection and the enforcement of all laws governing food handling, packaging, health of employees and general factory sanitation.

Products are being seized in ever-increasing quantities, especially the ones that have become infested for any

reason. The manufacturer is always the goat, irrespective of the cause or the blame for such infestation. Federal-enforcement officials are quite active and in some states local officers will not be outdone in their determination that human food be produced only under the most sanitary condition.

Reports have it that several plants have been closed by inspectors; also that others have had their finished products "frozen" and are prohibited from shipping their goods until a clean bill of health is given them by the authorities. In other instances state and government buyers have cancelled contracts for macaroni products when infested goods were received and inspections showed that conditions under which they were processed were hardly up to the standards required of food plants.

This postwar drive for greater plant sanitation is not confined to any particular industry. All sources of food are involved. Some macaroni plants have been condemned, a few egg noodle factories ordered renovated, but bakeries have been classed as most guilty. Probably no food trade has fully escaped the wrath of public officials. In our own industry heavy fines have already been assessed in several instances and some executives even threatened with jail sentences. Cleanliness pays.

It is admitted, even by these enforcement officials, that during the war food processors suffered considerably from a manpower shortage, and consequently their factories failed to get normal care, needed repairs and proper maintenance. Dust gathered in places that were usually spotlessly clean, so that despite limited care, infestation developed.

Returned goods were not properly disposed of. Used bags did not get their usual thorough cleaning. Machines, bins, drying rooms, walls and floors did not get their customary coat of protective paint. There was not time, no one to do the job and an unwillingness to stop production to permit their being done, even if help was available.

Before some of the plants can enter into postwar production, their superintendents should be determined to put them in a physical and mechanical condition to be a credit to the management, the executives and the trade. It is suggested that a program of plant improvement and products protection be started immediately, quietly, but determinedly—otherwise there may fall on the heads of some executives the further wrath of food and factory inspectors and the ill-will of consumers.

Durum Acreage Trend Seen Cutting Macaroni Output

Semolina Production Dip May Preclude Selling for Export Trade

Special by Verdella Rose, Food Editor
New York Journal of Commerce

Macaroni and noodle manufacturers who had eagerly looked forward to the day when they might be free to supply goods against a tremendous pent-up domestic volume and a long-term export demand which has mushroomed to gigantic proportions, are faced instead with the likelihood that it may be necessary to cut down operations, it was learned here yesterday.

Reason for this disheartening position, paste goods producers stated, is the continued downward trend in durum wheat plantings, a situation which is alarming durum millers as well as users of semolina.

It will be one of the main topics under discussion when the National Macaroni Manufacturers Association and the Durum Millers Association hold a joint meeting, tentatively scheduled for January.

Only alternative to cutting down operations, trade spokesmen pointed out, would be the use of other materials, such as farina, against which there is a great deal of prejudice among domestic institutional users and foreign buyers.

Heavy Yield a Saving Factor

The situation has been brought home forcibly to the manufacturers by their current difficulties in obtaining enough semolina to complete their Army contracts and cover civilian orders as well.

It was only the 14.8 bushel per acre yield in 1944 and the near-record yield of 17.4 bushels this year which prevented the Army-Navy feeding program from bogging down, as far as paste products are concerned—and even then the Army imported large quantities of semolina from Canada so that deliveries could be made on schedule against QMC contracts while deliveries against civilian orders in many instances were made only on an "urgency" basis and new business was turned down. The average per acre yield for 1935-1944, inclusive, was 12.5 bushels.

Little Carryover Seen

The latest estimate of the 1945 durum wheat crop shows 1,892,000 acres planted, with a 17.4-bushel per

acre yield for a total crop of 32,913,000 bushels, plus an estimated carry-over of 5,000,000 bushels, bringing the total durum wheat supply for the year to 37,913,000 bushels.

This, according to paste products manufacturers and durum millers, is what will become of that total:

	Bushels
Seed for 1946.....	3,500,000
Wheat not fit for milling.....	5,000,000
Estimated to produce 1,000,000,000 lbs. macaroni products.....	23,000,000
Feeding on farms.....	2,000,000
Total use.....	36,500,000

That leaves only 1,413,000 bushels to carry over into the next crop year.

But that does not show the entire picture, trade interests stated. Durum wheat also is used in breakfast cereals, although there are no figures available showing that specific use. However, the Department of Agriculture's semi-annual durum report estimates 17,298,000 bushels for seed requirements, feed, cereal manufacture and other uses aside from semolina grindings. That total puts a further dent in the already small estimated carryover.

Statistical Picture

Durum wheat acreage has dropped from 3,600,000 in 1938 to 1,892,000 in 1945, the smallest acreage in eleven years, with the exception of the extremely poor crop year of 1936, when adverse weather cut production of all grains.

Crop totals for the ten years 1935-1945, inclusive, follow:

Year	Acre	Yield Per Acre (Bu.)	Production (Hu.)
1935.....	2,262,000	10.5	23,821,000
1936.....	1,538,000	5.2	8,073,000
1937.....	2,786,000	10.0	27,971,000
1938.....	3,569,000	11.4	40,697,000
1939.....	3,066,000	11.2	34,340,000
1940.....	3,371,000	9.9	33,479,000
1941.....	2,598,000	16.0	41,653,000
1942.....	2,155,000	20.7	44,660,000
1943.....	2,154,000	16.5	35,574,000
1944.....	2,160,000	14.8	31,933,000
10-yr. ave.....	2,565,900	12.5	32,222,100

Yet the paste products industry is growing larger every year, and it is not just the impetus of wartime shortages of other foods that has been responsible, one industry leader pointed out. Production in 1914 was about 100,000,000 pounds, compared with

over 1,000,000,000 pounds this year. Average annual production from 1937 to 1941, inclusive, was 677,614,107 pounds. Exports during that base period ranged from 3,048,476 pounds to 4,423,276. Exports under Army, Red Cross and Lend-Lease, etc., during 1944 were a little over 11,000,000 pounds. Since V-E Day, one manufacturer alone has turned down export bids totaling well over the 11,000,000-pound mark, another refusing an export contract for 16,000 pounds monthly over a long-term period.

Industry Efforts

"The industry is seriously threatened because of a short-sighted policy on the part of the Department of Agriculture in not encouraging the planting of durum wheat. The durum mills are very much concerned about this," an industry leader stated, "and we understand are doing what they can to encourage increased planting in the spring of 1946, but thus far we know of no organized effort on the part of the Department of Agriculture or the States involved to increase the plantings."

Yet, he added, production of paste goods as of October was at the rate of 153.3 per cent of the base period (1937-41) and shows every sign of continuing at that rate well into next year. Given enough semolina, that rate could be continued for at least two years to meet European demand for private export.

The macaroni production figures, in pounds, with the 1945 totals based on current rate of production and export, follow (000's omitted):

Year	Semolina Output	Macaroni Production	Macaroni Exports
1937.....	375,199	658,283	3,018
1938.....	467,740	677,614	3,129
1939.....	519,335	684,390	4,423
1940.....	462,324	623,104	3,589
1941.....	560,137	725,047	3,710
1942.....	632,149	860,569	2,625
1943.....	759,468	982,540	3,296
1944.....	675,639	819,913	11,119
1945.....	853,000	1,040,000	9,000

Current Position

Drastic cuts in Army contracts for macaroni and noodle products are expected to be announced within a few days. Only a small percentage of out-

(Continued on Page 26)

GOLD MEDAL SEMOLIN No. 1

• "Press-Testing" insures uniformity and dependable performance in each Gold Medal type of Semolina and Durum Flours.

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

"Press-Tested" is a registered trademark of General Mills, Inc.

DDT in the Food Processing Plant

By Conrad C. Johnson

Manager, Insecticide Division,
Innis, Speiden & Co., New York City

We have all been reading in the newspapers during the last year or so about the wonders of this new synthetic insecticide, and we may be led to expect it miraculously to solve all our insect troubles. To avoid disappointment and the conclusion that it is over-rated, we should take stock of its characteristics.

In many cases insecticides containing DDT are used quite differently from the fly and mill sprays to which we have become accustomed. For instance, DDT alone is a slow killer without the spectacular knock-down of toxicants like pyrethrum, but it usually gives a higher final kill. DDT does not show any important kill of eggs, larvae or pupae, but is extremely effective against the emerging adult. Nor does it have repellent action as generally used, or take the place of a fumigant when penetration into dense materials is required.

Well, it may be asked, why has DDT been so highly publicized? For very good and valid reasons. DDT is the only liquid insecticide so far available that leaves a film on treated surfaces that is toxic on contact to flies, for instance, for three or four months afterwards, to bedbugs for six months, and to other insects for varying periods. Furthermore, contact spraying with minute amounts results in a higher kill of many species of insects than probably any other known insecticide. It is both a contact and a stomach poison.

DDT—generally known as dichloro diphenyl trichloroethane—is a fine powder varying from white to yellowish white. Commercial quality is determined by its setting point, the generally used technical grade having a guaranteed setting point of 89° C. or higher. It is not applied as a pure material, but is diluted in liquids or dusts, either alone or with other toxicants.

As Residual Spray

To leave a toxic residual film, the recommendation is a spray containing 5% DDT by weight. A very usual carrier for food plant work is odorless

The author comments that his firm is thoroughly familiar with the insect and weevil problems of the macaroni-noodle industry; many of the plants being regularly disinfected by representatives of his firm. He feels that this article is of sufficient general interest to macaroni-noodle manufacturers who are capable of adapting the thinking in it to their special needs. . . . Editor.

insecticide base oil (rather than kerosene). A DDT emulsion in water containing 5% DDT is sometimes used, as in dairy barns. One quart of DDT residual spray is recommended for about 250 square feet of surface so as to give the required deposit approximating 200 milligrams of DDT crystals per square foot. Power sprayers, knapsack sprayers or even continuous hand sprayers can be used for application. Equipment should be adjusted to give a rather coarse, wet spray (not a mist), and the nozzle should be held about eight inches away from the surfaces being treated. The surface is thoroughly moistened, but without run-off. Brushes or swabs may be used.

Proper treatment of surfaces not exposed to weather will hold killing power up to three or four months, and sometimes longer, against flies, mosquitoes and gnats. Screens and any other surfaces exposed to the weather should be treated every few weeks. Good sense also dictates that nearby breeding places should be sprayed regularly, such as refuse piles and garbage cans. Fleas, sand flies, bedbugs, ants, roaches, and silver fish can also be controlled. The same 5% spray has shown excellent action as a soil poison for two seasons against termites.

The DDT-oil spray offers an unusually effective means of destroying insect infestations in woodworking of bins, storage rooms, macaroni, spaghetti and egg noodles drying rooms, warehouses, mills, and box cars. Dr. R. T. Cotton, of the U. S. Dept. of Agriculture, Manhattan, Kansas, reported that approximately 8,000 dead cadelle beetle were swept from the floor to the base of only ten linear feet of sprayed bin wall. He also recommends it for spraying wood warehouse walls for insects harbored there, and for the floors and walls of box cars prior to loading.

For water emulsions where desired, DDT can be bought either as a wettable powder for addition to water or as a concentrated emulsion in liquid form.

Treatment of Containers

Other tests have shown that DDT is a very efficient material for making paper or fabric bags and cardboard cartons of cereal products immune to insect attack. Paper bags or

wrappers that had been immersed in a 10% solution of DDT in acetone or other solvent and dried apparently gave complete protection of the contents, and were not cut through by the cadelle or other species which ordinarily penetrate almost any type of wrapping. Treated cotton cloth bags filled with flour were remarkably repellent to insects. DDT can also be applied to containers with varnish coatings.

DDT in Dust Form

Dusts containing various proportions of DDT powder ground with a diluent such as pyrophyllite or talc are used against a variety of insects. A dust containing 10% DDT gives effective control of fleas and lice on dogs. A 10% DDT dust in pyrophyllite was the material used for treating over a million people in and around Naples a couple of years ago by the Army to prevent an outbreak of typhus. Similar dusts can be used for control of roaches, fleas, ants and bedbugs, but in most food-processing plants a spray material is preferred.

In passing, it might be mentioned that DDT in various forms has not shown itself outstanding, as compared to present toxicants such as sodium fluoride, in the control of roaches. The German roach is particularly resistant. A recent co-operative research between the Department of Agriculture and the National Pest Control Association showed 41.5% superior results with DDT as compared with prevailing methods of control, 52.8% equal results, and 3.8% inferior results (52 tests). Future experimental work with other dust mixtures containing DDT may alter present findings.

In Fly or Mill Sprays

The addition of about 1% DDT to these contact sprays increases their effectiveness by showing higher kills on many insects, especially flying insects. The toxicants now in general use show a high percentage knock-down in a short time, but the percentage actual kill is increased by the very powerful DDT. No special precautions are necessary except those which will exclude grease contamination of food. We can look for increasing numbers of our standard fly and mill sprays to have DDT content.

(Continued on Page 22)

TODAY'S Merchandising Trends*

1. self-service
2. convenience
3. brand emphasis
4. protection
5. informative labeling

* Based on authoritative surveys of both consumer and retailer preferences.

require new packages

Let **MILPRINT** plan those new and better packages!

The swift march of merchandising trends is placing a new emphasis and responsibility on packages.

More than ever before your package must possess modern sales appeal . . . the ability to attract attention and help sell itself.

Packages by Milprint are designed for the tough competitive conditions just ahead, the kind of packages you will want to win and keep new customers.

MILPRINT, INC., MILWAUKEE, WIS.
Sales Offices: New York, Chicago, Philadelphia, St. Louis, Los Angeles, San Francisco, Pittsburgh, Cleveland, Cincinnati, Boston, Dallas, Indianapolis, Minneapolis, Atlanta, Kansas City, Grand Rapids, Memphis.

Printed Cellophane, Plexifilm, Glasina, Aluminium Foil, Vinyl, Lacquer coated and Laminated Papers in all forms, including Sheet Wraps, Rolls, Pouches, or Specialty Bags, Revelation Bread Wraps, Specialty Folding and Window Cartons, Counter Displays, Simplex Pie and Cake Units.

sales offices in all principal cities

MILPRINT

PACKAGING CONVERTERS, PRINTERS, LITHOGRAPHERS

plants at Milwaukee, Philadelphia, Los Angeles, Tucson

Swiss Macaroni Industry During the War

By Adolf Montag, Islikon, Switzerland

When the second world war began in September, 1939, the Swiss macaroni industry was running at full speed, because the minister of food at the beginning of the year already had recommended each household to put in a stock of such important food-stuffs as sugar, fat, macaroni, etc. On this account our industry reached their highest sales in 1939 (about 80,000,000 pounds), an output which heavily decreased in the following years and is now still restricted by government regulation to 25 per cent of the pre-war year.

With the outbreak of war government control immediately took place, and each manufacturer got his share of semolina on the basis of his buying in the pre-war year; the consumer could not buy macaroni for two months, and on the 1st of November, 1939, macaroni fell under the rationed foods.

During 1940, while Italy was not involved in the war, and its ports provided us largely with hard wheats, the macaroni production was quite satisfactory, but the price of semolina rose 100 per cent. Already in 1941 the macaroni production reached no more than 50 per cent of the year 1939, chiefly due to heavy difficulties in importing durum wheat.

Scarcity of egg products and their prohibitive price induced the government to prescribe no more than 2 per cent (against 4 per cent in peacetime) by weight of fresh, frozen or dried-whole-egg content. Some macaroni makers, anxious to employ their staff, started using potatoes and other vegetables in making macaroni products.

In 1942 the macaroni output reached only 40 per cent of the sales effected in 1939, including the deliveries to the Swiss Army. Exporting was discontinued, and imports were at zero. The government demanded reduction in the sizes and forms of macaroni. Because of the heavy increase of the freight charge and insurance costs, semolina rose in price 220 per cent. Dried whole egg cost five times more than in 1939. Wholesale, retail and consumer prices of macaroni were strictly controlled by the government. Every macaroni manufacturer was and is still, as of November 1, 1945, obliged to sell 25 per cent of his output at a price below cost, to help people with a small income.

To extend the hard wheat stock in 1943 the government decreed that 25

per cent soft wheat had to be mixed with the macaroni wheat.

This brought us a little improvement in the year's output from 40 per cent to 55 per cent of the pre-war basis. Better methods of milling and manufacturing were helping to keep up the standard of macaroni. The average rationed quantity in 1943 per person per month reached not quite 1 pound.

In 1944 the total output of all Swiss macaroni makers reached about 63 per cent of the total 1939, still a very poor situation in the year of the 25th anniversary of our association.

The beginning of the invasion in France in autumn, 1944, deprived us of every import of wheat and in consequence 1945 is the worst year in the history of the Swiss macaroni industry. The output will not reach more than about 30 per cent. However, in compensation, 1945 brought us peace. Big efforts are now made to facilitate the import difficulties and we are looking confidently forward to a better future.

Londoners Food Supply Limited

American Housewife Finds Herself Hopelessly Swamped Trying to Cook With the Skimpy Food Rations in Britain

By DOROTHY BREESE

LONDON, Sept. 29. (U.P.)—For a month now I have been trying to pit my talents as a cook against the regular rations available in Britain.

In that 30 days, the first thing I learned was to throw away my fine American cook book. Far too much of what the cook book says goes into a meal is not to be had in Britain.

There are three main classes of food available: Basic rations, point rations and unrationed food.

The basic ration for one person each week consists of enough butter to spread six slices of bread, twice that much margarine, a square of cheese about the size of that which was once served in hors d'oeuvre in the United States, tea enough for six potsful, a cup of sugar, four strips of bacon,

Editor's Note—The writer of the accompanying dispatch, wife of a United Press staff correspondent, arrived in London over a month ago. She presents an account of her efforts to set up housekeeping in Britain.

The Swiss macaroni manufacturers have experienced hard times, but they are glad that they were able—dispite drastic regulations—to maintain the quality of their products. Fortunately we were never allowed to use "extenders" and we know that the housewives are longing for the day when they can buy again, freely and unrationed, good Swiss macaroni.

Nearly all Swiss makers of macaroni have modernized their plants during the last few years and installed continuous automatic macaroni presses. I fear, we are only too efficient in supplying more macaroni than the markets may demand!

Regarding the future prospects, we are aware that there will be a fierce competition. Already one of the cooperative wholesale companies started heavy price-cutting on thirteen chief food products. With alarm the Swiss manufacturers of food view the trend of the wholesale cooperative societies (highly developed in our country) to push more than ever self-production.

I will not end this little article without telling you that Switzerland is proud to offer her hospitality to officers and soldiers of your great country who take a well-deserved rest in our mountainous republic. May it greatly strengthen the friendly relations which always existed with you, the great sister-democracy!

a dab of lard, and 23 cents worth of meat.

Every two to four weeks, each person gets one fresh egg. A tin of jam must last a month. Twice a week the milkman leaves a sample just to remind the housewife that there still is such a product.

The ration board gives you 20 points a month for canned goods, cereals and cookies. Right now, point values are at the place where 20 points, a month's supply, would yield a half-pound of cookies, two cans of peas and a box of oatmeal. At 16 points, a can of prepared pork hash ruins the menu.

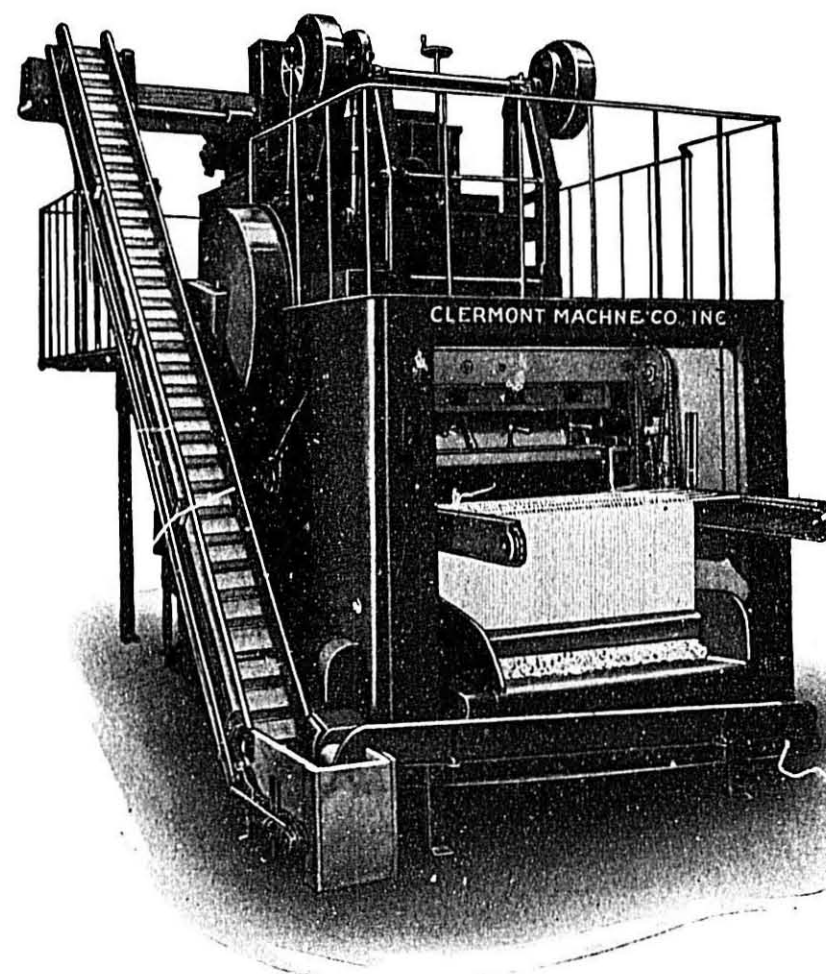
Not rationed are fresh fruit and vegetables, fowl and fish. You run into long lines of persons waiting for unrationed goods. A little liver or fish or perhaps a rabbit means waiting about an hour.

Most noticeable are the limited variety and quantity. We had two friends as dinner guests one night and served lamb chops. The week's ration made one square meal.

The diet inevitably is on the starchy side. Desserts don't seem to taste more than half sweet. Rice has disappeared, and macaroni and spaghetti are hard to find. Condiments are scarce, salt rare. Grocers' shelves for the goods which seemed indispensable back in the States stand empty and bare.

CLERMONT INTRODUCES

A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER

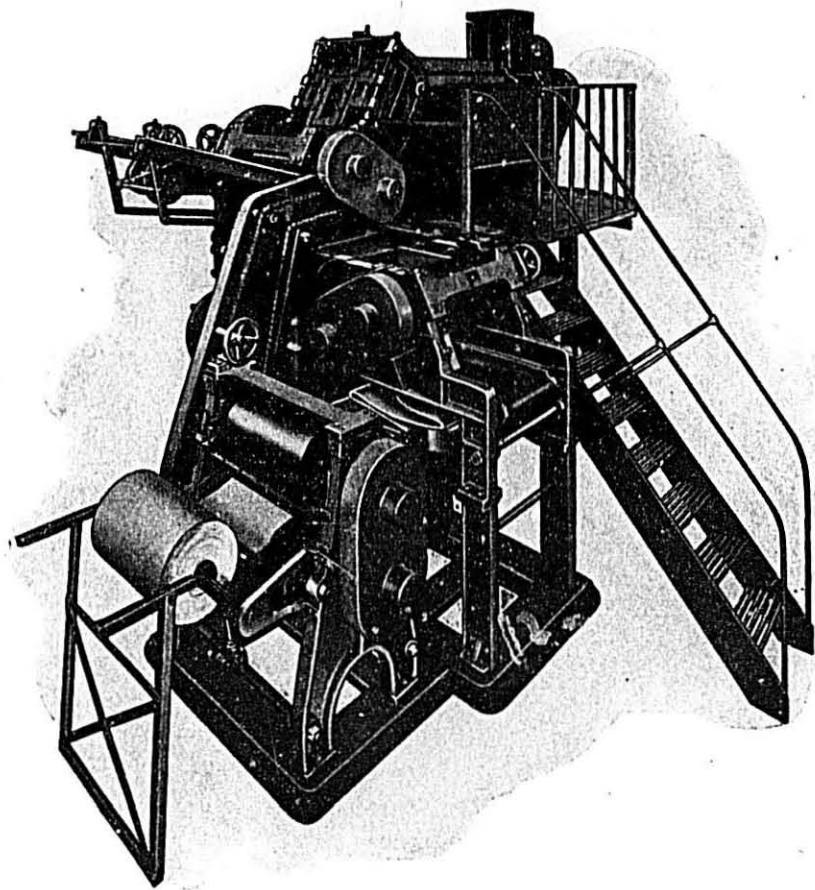


Patent Nos. 1,627,297
2,223,079

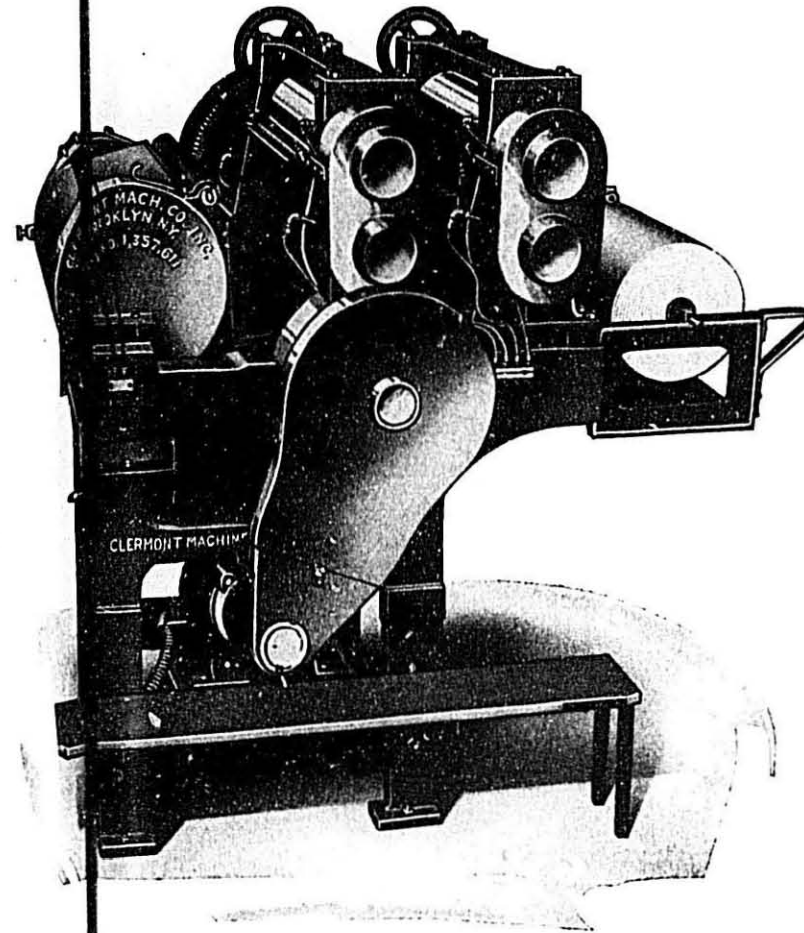
Other Patents Pending

CLERMONT

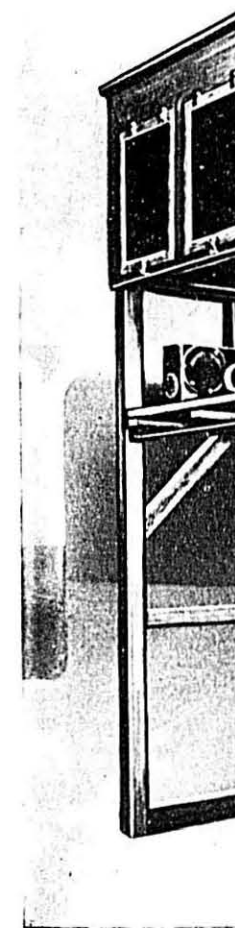
PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



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.

CLERMONT MACHINE COMPANY, INC.

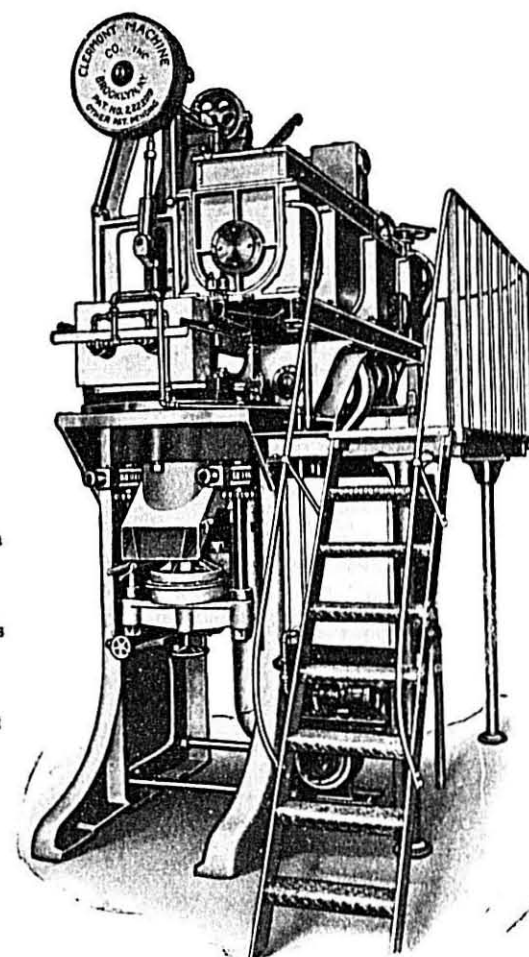
266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

*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

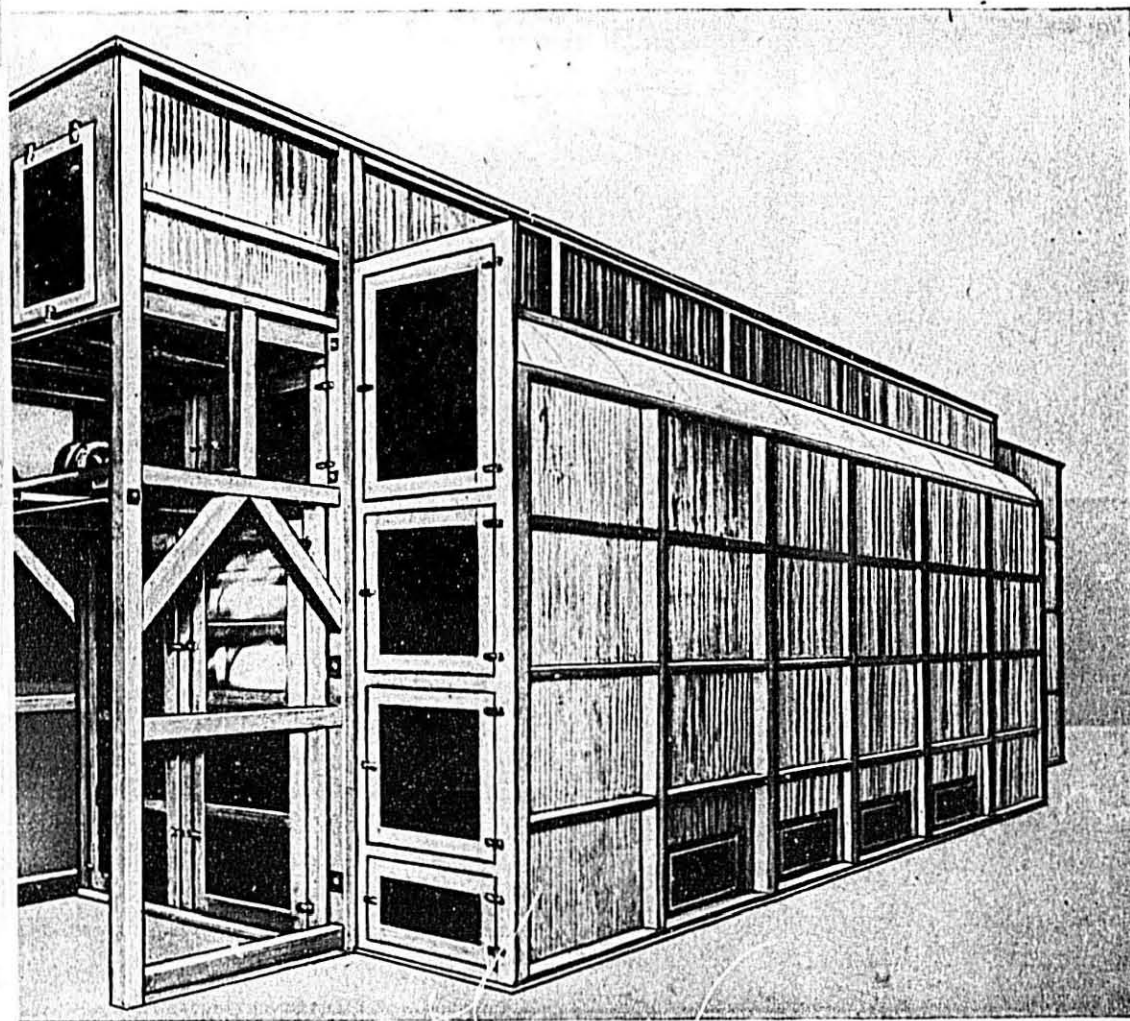
Brand new revolutionary
method

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
Other Pat. Pending

MACHINES CONVERT
AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Better Homes and Gardens Features Macaroni
and Spaghetti for Autumn

Colorful and zestful dishes of macaroni and spaghetti served to place before the more than 2,400,000 readers of the fact-full November issue of *Better Homes and Gardens* the value of these important foods. Two whole pages, one a beautiful illustration of three of its recommended recipes in four colors, were devoted to a timely story of the place of macaroni and spaghetti in meals through the autumn and winter months. In addition, there were three additional columns, two under the heading "Recipes for so GOOD MEALS, containing five recipes—Quick Spaghetti Caruso, Spaghetti and Meatballs, School-Day Casserole, Spaghetti All-American and Macaroni and Cheese Souffle; the other an illustrated article on how to cook spaghetti, and a hint on how to eat these sometimes elusive strands of wheat.

Outstanding in the four-color plate is a most appetizing platter of spaghetti and meat balls, with pleasing garnish. Equally attractive is a picture of recommended "Quick Spaghetti Caruso" recipe with broiled liver and sliced tomatoes. The third illustrated dish is that of a "Frankfurter Dinner Loaf." Surrounding are carrot sticks,

dill pickles, radishes, tossed green salad and a variety of fruits.

The article says in part: "It's not their cost that puts spaghetti and macaroni so high among the foods; big reputations are built on. Both are inexpensive, can be relied upon to make a little thrifty meat go the long way around. . . . It is, in fact, unbelievably easy to become known for your spaghetti suppers. The sauce is important. Make it the long, lazy way when nippy weather urges you to putter comfortably indoors. Hurry it a bit with prepared tomato sauce or tomato paste concentrates. In preparing any of the recipes for macaroni and spaghetti patience earns rich rewards in flavor and acclaim."

"Vimco"
Night

It was "Vimco" Night at the opening of the fall activities of the Carnegie Chamber of Commerce last month in Carnegie, Pa. This leading firm's executives and leading employees were guests at the opening dinner and were privileged to furnish the entertainment

for the gala affair staged at the Elks Club.

The macaroni firm did its part well. Featuring the entertainment provided by the Vimco Macaroni Products Company were: Paula Basin, Pittsburgh's Pennsylvania Girl and outstanding accordionist, who provided the dinner music; Kingdom Brown & Co., master of the art of deception with his lovely assistant and "Bill, Mac, Ben & Leo," the sweepstake boys. It was an outstanding affair in every respect and the Viviano folks, father, mother and sons, set a mark at which other industries in the community will be shooting at all fall and winter with little chance of surpassing.

Pennsylvania Salt Names
Warner R. Over
Treasurer

Warner R. Over has been named Treasurer of the Pennsylvania Salt Manufacturing Company here following the retirement of L. A. Smith who served as Vice President and Treasurer.

Mr. Over, who joined Pennsylvania Salt as a clerk in 1904, was appointed Secretary of the Company in 1940 combining this with the title of Assistant Treasurer. He will now act as Secretary-Treasurer. Mr. Over is a native of Philadelphia.

Business Engineer Reveals Method for Analyzing Effectiveness of Operation

WHAT'S WRONG WITH BUSINESS

Any business that fails to operate successfully does so because something either isn't being done at all or it isn't being done correctly is the contention of the George S. May Company, nationwide business engineering firm, which uses the above chart as a pattern or diagnosis to reveal which business functions are suffering. These functions are in two classes—the vertical functions which deal directly with the business process such as selling, accounting, etc., varying with different types of businesses; and the horizontal or indirect functions which control each of the direct functions and are common to all businesses. The above chart shows the places in one business where corrective measures were needed. These included 1) the complete installation of all phases of the inspecting function; 2) co-ordination of the employing function with other functions; 3) development of methods for the function of collecting; 4) layout and job appraisal of the processing functions; 5) personnel appraisal in a majority of the functions; and 6) a complete manualization of all functions.

There is nothing wrong with business except the actions of the people in it, what they do or don't do, says George S. May, head of the business engineering firm bearing his name.

He addressed a group of approximately eighty business engineers and analysts at a semi-annual meeting dealing with current problems of business, saying:

"The operation of any business is nothing more or less than the doings of people," he stated. "The things that have to be done constitute the normal functions of a business and there are two distinct kinds of functions, direct functions and indirect functions.

"Selling, billing, collecting, inspecting, shipping, etc.—those things that are a direct part of the business process—were given as examples of direct functions. The indirect functions make their contribution by controlling the direct functions. These indirect functions he listed as follows:

- 1) Ascertain what direct functions are required for successful operation.
- 2) Co-ordinating these functions so that they will perform together without friction and in good timing.
- 3) Providing a method by which each function can best be executed.
- 4) Seeing that each function is executed at the right place.
- 5) Ascertain the characteristic of each function with regard to what will be or is involved in its execution, to see what qualifications will be required of those doing them, what hazards are involved, if any, what fatigues, etc.
- 6) Selecting and maintaining people who possess the qualifications demanded and who can otherwise meet the characteristics of each function.
- 7) Seeing that such persons are properly instructed and shown how to execute the functions to which they have been assigned.
- 8) Seeing that the persons so assigned and instructed possess and

maintain a will or a mind to perform them.

"The principal problems of business can be traced to a breakdown of one or more of the indirect functions," May declared. "In twenty years of experience analyzing the business problems of nearly twelve thousand clients, we have never found one instance where this did not apply.

"To say that business does not operate successfully because something either isn't being done at all or it isn't being done correctly is so elemental that it's almost silly. But, in nearly 12,000 instances, 52 per cent had difficulty because things were being done that should not have been done; 74 per cent were not doing things that should have been done; and, in ap-

proximately 100 per cent of the cases, somebody was doing something wrong.

"The indirect functions are too often omitted from the organization structure of business, he charged, and therefore, the responsibility for them has not been assigned, no one has the authority for their execution, nobody has the job of seeing that they get done.

"Some companies lack the talent required to weave these indirect functions into their organization. Others, having the talent, lack the time to institute them. Others have not yet been educated in recognizing the need for them. This, in the final analysis, is what is wrong with business and the reason why business engineering has unlimited possibilities."

FUNCTIONAL ANALYSIS CHART

FUNCTIONS	CLASSIFICATION	FUNCTIONS																																		
		VERTICAL																HORIZONTAL																		
FUNCTIONAL ANALYSIS	A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32			
FUNCTIONAL ANALYSIS What should be done?	A																																			X
COORDINATION How should it be coordinated with other functions?	B																																			X
METHODS How should it be done?	C																																			X
LAYOUT Where must it be done?	D																																			X
JOB APPRAISAL What qualifications are required of the persons who are to do it?	E																																		X	
PERSONNEL APPRAISAL Who has these qualifications?	F	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
INSTRUCTION How is that person informed and instructed about the job?	G	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
COMPENSATION What is the job to pay?	H																																		X	

The Four Freedoms of Peacetime Packaging

as pointed out by Multiwall Paper Valve Bags

1 Freedom from siltage losses. Multiwalls are made from 2 to 6 plies of tough, specification-made kraft paper. These tight packages eliminate siltage losses. They also cut retention losses and help keep storerooms neat and tidy.



2 Freedom from dampness losses. Multiwall Paper Bags are moisture resistant. They protect against damage caused by dampness as well as smoke, dust, and contaminating gases. Multiwalls also offer protection from insect infestation.

3 Freedom from extra bookkeeping. Multiwall Paper Valve Bags eliminate the bother of collecting, storing and keeping tabs on returned bags or containers. Multiwalls are single-trip packages... once they deliver your product, you have no bother about "returns."



4 Freedom from bag-cleaning problems. Because Multiwalls are only used once, food manufacturers have no problems concerning the cleaning or disinfecting of returned bags. New Multiwalls are always spick and span.

IN ADDITION, Multiwall Bag-filling Machines save time, labor and equipment. Let us tell you more about how Multiwalls are serving manufacturers in your industry. There is no obligation, simply write or call your nearest St. Regis office today.



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

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

Birmingham Boston Cleveland Dallas Denver Detroit Franklin, Va.
Los Angeles Nazareth, Pa. New Orleans No. Kansas City, Mo. Seattle Toledo

When America Started to Grow

By J. E. Jones

Located in Williamsburg, Virginia, The Duke of Gloucester Street is perhaps the oldest and shortest continuous street in America. It was named after an English Prince. At the Western end of the street stands the proud, famous William and Mary College—and it is going strong. It was named after the King and Queen of the Mother Country. A mile away is the restored Colonial Capitol, on the spot where English Governors were finally given the bum's rush by George Washington, Thomas Jefferson, Patrick Henry and their companions. Along this historic highway, 20th Century business establishments are interwoven with buildings and reminders of the unforgettable past.

Our Nation is growing old, folks, because famous Duke of Gloucester Street has felt the tread of American feet for over 300 years, and in that time Williamsburg has weathered the storms of the earliest Indian wars, the Revolution, the war between the States, and a lot more fighting by American soldiers and sailors.

About half-way between the old College and the Capitol stands old Bruton Church, the Court Church of Old Virginia. It is one of America's historical landmarks. The pews occupied by the British Governors are open to the public, and in the churchyard the Founders sleep.

Twenty years ago Reverend Dr. W. A. Goodwin of Bruton furnished the idea—and John D. Rockefeller, Jr., agreed with the Dominic that old Williamsburg should have its face lifted. The village was too rich in historical and ragged landmarks, to give it up. Besides it was the sleepiest old relic anywhere. Despite its three centuries, it was unspoiled.

French troops, in the long ago, marched along the Duke of Gloucester Street on their way to Yorktown, when they held the Englishmen at bay until General Washington could get there and take charge of Cornwallis and his defeated armies. Then again, the armies of the North and South of our own country fought it out on this same soil. Washington's Burgess Route is a popular automobile highway.

The first time "WE" rolled over the roads in our car to Williamsburg, we hit the place at the east end of town, and came upon a crew of workmen shoveling the accumulations of dirt and material off a stone wall. And we exclaimed "holy Moses" or something more explosive—when we were told this was the original foundation of the old Colonial Capitol, used in

the days of the English Governors. Up the "ducky-street" we found the site of Raleigh Tavern, where the American members of the House of Burgesses reconvened when they were "adjourned" in 1774 by Lord Dunmore. They thumbed their noses at the Governor, and those eighty-nine heroes formed "an association" known as the Committee of Correspondence—and that is where and how George Washington, Thomas Jefferson, Patrick Henry and Peyton Randolph made preliminary arrangements with Massachusetts and other States for the war associated with 1776.

The Raleigh Tavern is one of the outstanding restorations. But the Capitol Building, with its British flag flying as a symbol of the past in the soft breezes of Virginia, is not only reproduced in the exterior, but within its walls are rare paintings, works of art, and hundreds of reminders of complete furnishing and reproductions of the Colonial period. Visitors by the thousands visit the Capitol building, the Governor's Palace, and other exhibition buildings. And most of them "browse" among the roads and short-cuts, studying their country's "Past."

The Craft House is a center of interest for reproduction of beautiful furniture, silver, glass, and articles of the Colonial period for the home. The hotels are excellent.

One day, before the war, this writer counted automobiles from more than 30 States, on the streets of Williamsburg.

Williamsburg has less than 5,000 population. But there were 70,000 men in military uniforms almost on the outskirts of the city, at Camp Peary, throughout the recent war. They went to town in great droves, and the nonprofit Corporation of Colonial Williamsburg and the citizens of the community, found food, shelter, entertainment and "things to do" for the boys, and their girls, and members of their families. The cost of the Restoration, still only partly finished, runs high into the millions—maybe between 15 and 20 million dollars. In order not to let the burden fall on the nonprofit Restoration Corporation, Mrs. John D. Rockefeller took over tens of thousands of the soldiers and sailors as her guests and arranged for them to visit the exhibit buildings—she paid the way. What a lovely thing to do!

The man who had the vision and the money for the Restoration is John D. Rockefeller, Jr. The Restoration Organization has acquired approximately 90 per cent of the prop-

erty which comprised the original city. The Duke of Gloucester Street with its streets lamps, and cobble-stone borders of a modern highway, helps to impress the visitors that these are "old-times."

The visitor can see most of what it is all about from the Duke of Gloucester Street. Everything, in all directions, is as "neat and clean as a whistle." Two hundred and thirty-one Colonial buildings have been reconstructed; eighty-four Colonial buildings restored and over six hundred buildings worn out with old age have been erased from the picture to make way for modern structures.

Williamsburg captures us very often at week ends. "WE" are fully converted to the motto of Williamsburg: "That the Future may learn from the Past."

Liquid, Frozen and Dried Egg Production

September, 1945

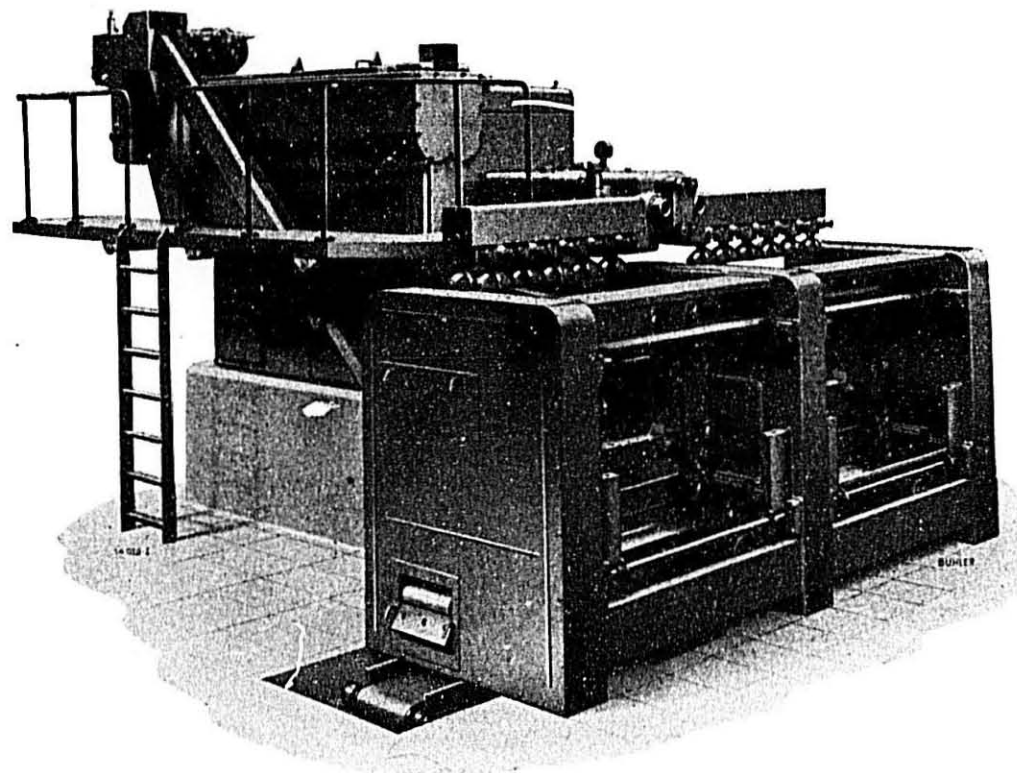
With a reduction in war demands, egg-breaking operations in September continued to decline sharply from previous levels of operations. The production of liquid egg during September totaled 14,052,000 pounds compared with 81,111,000 pounds in September last year. Of the total September production, 4,445,000 pounds were dried, 8,785,000 pounds were frozen and 822,000 pounds were used for immediate consumption, compared with 62,776,000 pounds dried, 17,500,000 frozen and 835,000 pounds used for immediate consumption in September last year.

The production of 2,529,000 pounds of dried egg was about one-tenth as large as the production in September last year. The September production consisted of 1,887,000 pounds of whole egg, 153,000 pounds of albumen and 489,000 pounds of yolk. Production of dried egg for the first 9 months of this year totaled 102,747,000 pounds, compared with 269,349,000 pounds during the same period in 1944.

The production of 8,785,000 pounds of frozen eggs was only half of the production in September last year. Production for the first 9 months of 1945 totaled 368,905,000 pounds compared with 493,390,000 pounds during the same months last year. Storage stocks of frozen eggs on October 1 totaled 203,094,000 pounds compared with 332,565,000 a year earlier and 236,571,000 pounds for the October 1 (1940-44) average.

Tropical cyclones on the Gulf and Atlantic coasts are called hurricanes; in the South Pacific and the Indian ocean, cyclones; in the Philippine-Japan region, typhoons, and on the northwestern Australian coast, willy-willies.

BUHLER



CONTINUOUS PASTE GOODS PRESS
WITH
FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1945

BUHLER BROTHERS

INCORPORATED
NEW YORK

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

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

Largest Wheat Crop

Durum Wheat 32,971,000 Bushels

According to the Crop Reporting Board of the United States Department of Agriculture's report as of October 10, the 1945 wheat crop broke all previous records.

The harvest of durum wheat is also above previous estimates and approximates the 10-year average. The report says:

Production of all wheat, now indicated at 1,149,825,000 bushels, remains the largest on record, exceeding the previous record crop of 1,078,647,000 last year by nearly 7 per cent. All spring wheat production of 312,856,000 bushels is nearly equal to last year's crop of 314,574,000 bushels. The decline from last month in the estimate of all spring wheat production is a little less than 2½ million bushels. This was due to some harvesting losses which, however, were moderate and occurred in only limited areas. Weather in general was very favorable for harvest. Some sprouting of unthreshed grain occurred in northern Minnesota and parts of North Dakota, and there was some shattering of standing grain. Compared with such losses in recent years of heavy crops, however, the losses this year were comparatively small, and an unusually high percentage of the crop was completely garnered.

Other spring wheat production is estimated at 279,885,000 bushels, slightly under last year's 282,641,000 bushel crop. Durum wheat production of 32,971,000 bushels is a little above last year's production of 31,933,000 bushels.

The all spring wheat yield of 16.9 bushels per acre equals last year's yield of 16.9 bushels, and has been exceeded in only 3 previous years. The durum wheat yield of 17.4 bushels per acre is 2.3 bushels above last year, and has been exceeded in only one other year of record. The other spring wheat yield of 16.8 bushels per acre is nearly half a bushel below last year, but has been exceeded in only 4 other years of record. The decline in the all spring wheat yield of one-tenth of a bushel per acre since September 1 is due primarily to declines in other spring wheat yields in North and South Dakota. October 1 yield estimates are higher than last month in the Mountain and Pacific Northwest States. This year the unusual situation of durum wheat yielding above other spring occurred in the Dakotas. Durum out-yielded other spring by 1½ bushels per acre in North Dakota and one-half bushel in South Dakota, while in Minnesota the durum yield is 2½ bushels under other spring.

The indicated production of wheat by classes is hard red winter, 524,000,000 bushels; soft red winter, 243,065,000; hard red spring, 242,397,000; durum, 33,784,000; and white wheat, 106,579,000 bushels. This year's big wheat crop is reflected in larger production than last year in each class of wheat except hard red spring, particularly in the hard red winter and soft red winter classes.

Farm Stocks of Wheat: Stocks of wheat on farms October 1 are estimated at 539,217,000 bushels, compared with 532,270,000 bushels on the same date a year ago, and the 10-year (1934-43) average of 378,441,000 bushels. Although stocks remaining on farms are higher than any other year of record excepting the 640 million bushels on October 1, 1942, the stocks in per cent of production are comparatively low. Disappearance of wheat from farms is the highest on record for the first quarter of the crop marketing year—8 per cent larger than last year and two-fifths larger than average.

Hackmer Joins Rossotti

Rossotti Lithographing Company, Inc., is pleased to announce the appointment of Mr. Arthur C. Hackmer as Representative for the Western New York State Area with offices in the Lincoln-Alliance Building, Rochester, N. Y.

Mr. Hackmer, a Canisius College alumnus, is well known throughout the territory in advertising circles, having served as divisional advertising manager for the Continental Baking Company of Buffalo, and for years covered the territory as divisional representative for Consolidated Decalcomania Corporation.

He has spent considerable time in the home office and plant studying technical and manufacturing processes, as well as merchandising and packaging procedures. He now assumes his duties with the Rossotti Lithographing Company, Inc., with the desire to present to their Western New York trade the latest and most modern ideas in the way of packaging designs, branding and trade-marking for packaging of all types of products.

Discontinues Noodle-Making

The F. L. Klein Noodle Company, 4557-68 South State Street, Chicago, Illinois, has announced a change in its corporate name to Mrs. Klein's. Its president also announces that the firm has reluctantly decided to discontinue the manufacture of egg noodles. "We have discontinued the manufacture of egg noodles to confine our efforts to

our other lines. Noodles were the first product made by our family-owned company, but choosing to expand in all our other lines, it was thought best to give up egg noodles. We have always enjoyed our relationship with other members of the industry and will plan to keep in touch with our friends, especially when they come to Chicago for their conventions," says B. A. Klein, president.

Potatoes and Macaroni Products

What is it that potatoes have, and beans, too, but to a lesser degree, that macaroni, spaghetti and egg noodle do not have?

Answer: the ear and attention of the United States Department of Agriculture and State Bureaus.

Proof: Numerous pleas through the years to consumers to increase the consumption of potatoes, especially in the heavy crop years.

Like the macaroni-noodle manufacturers, potatoes have the aid and assistance of allies interested in their continued and increased consumption.

Proof: The following item—just as another example:

Bemis Runs Potato Ads in National Magazines

St. Louis—Time, *Business Week* and *Newsweek* are featuring full page advertisements of potatoes sponsored by Bemis Bro. Bag Co.

The timely ad captioned "Around the World in Four Centuries with a Potato" highlights interesting facts in the potato's history.

The same material, but without any Bemis advertising, has been made into a two-color poster for use by the grocery trade. Posters, minus advertising copy, will be sent free by Bemis Bro. Bag Co., 408 Pine St., St. Louis.

Food Field Reporter.

UNLIKE Macaroni Foods They Have State Promotion:

Idaho Extends Its Potato Campaign to Cover 49 Cities

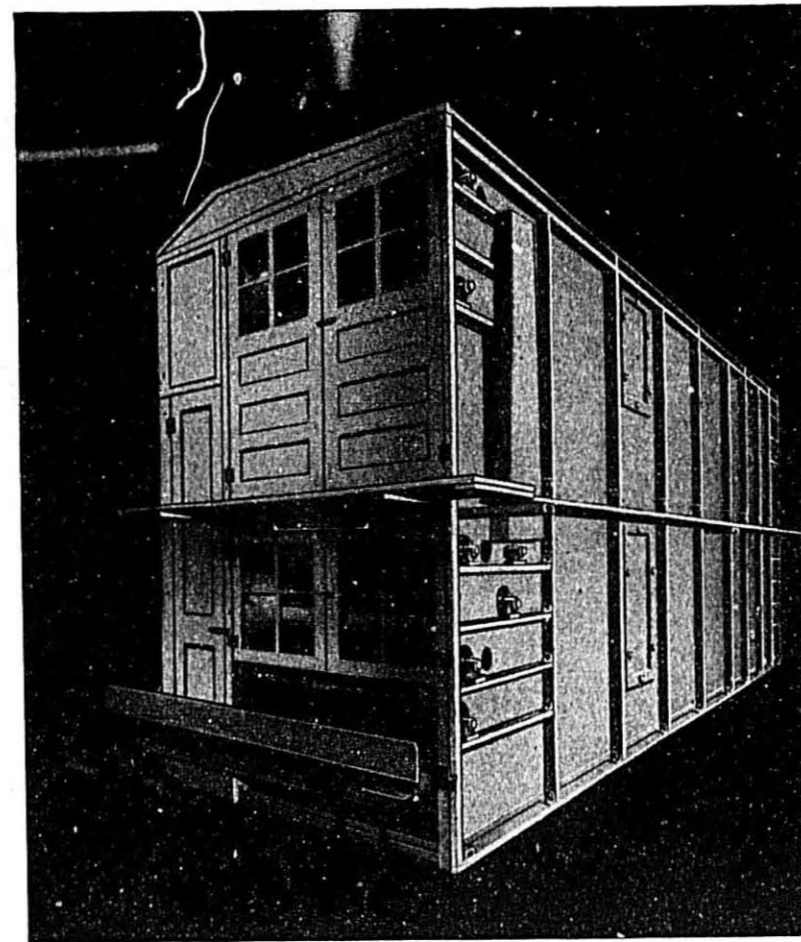
Potato And Onion Week Is To Be Celebrated From January 17 To 26

BOISE, IDAHO—Advertising for Idaho potatoes and onions will appear in newspapers in 49 cities, instead of the 30 originally scheduled, George Hershey, Commissioner of Agriculture, recently disclosed in outlining details of the expanded program. Forty-nine city papers will carry Idaho potato ads.

Idaho Potato and Onion Week is scheduled for January 17 to 26, Mr. Hershey stated. Special advertising and store display kits will be prepared for this promotion, he said.

Mica, an essential in electrical instruments, is no longer under government restrictions.

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.

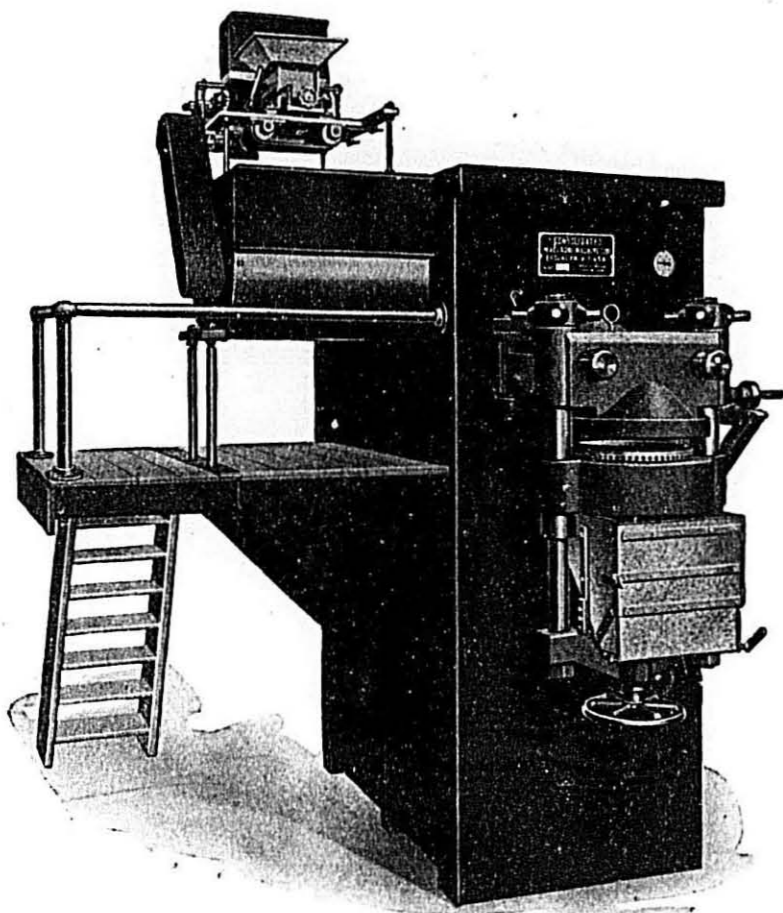
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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.

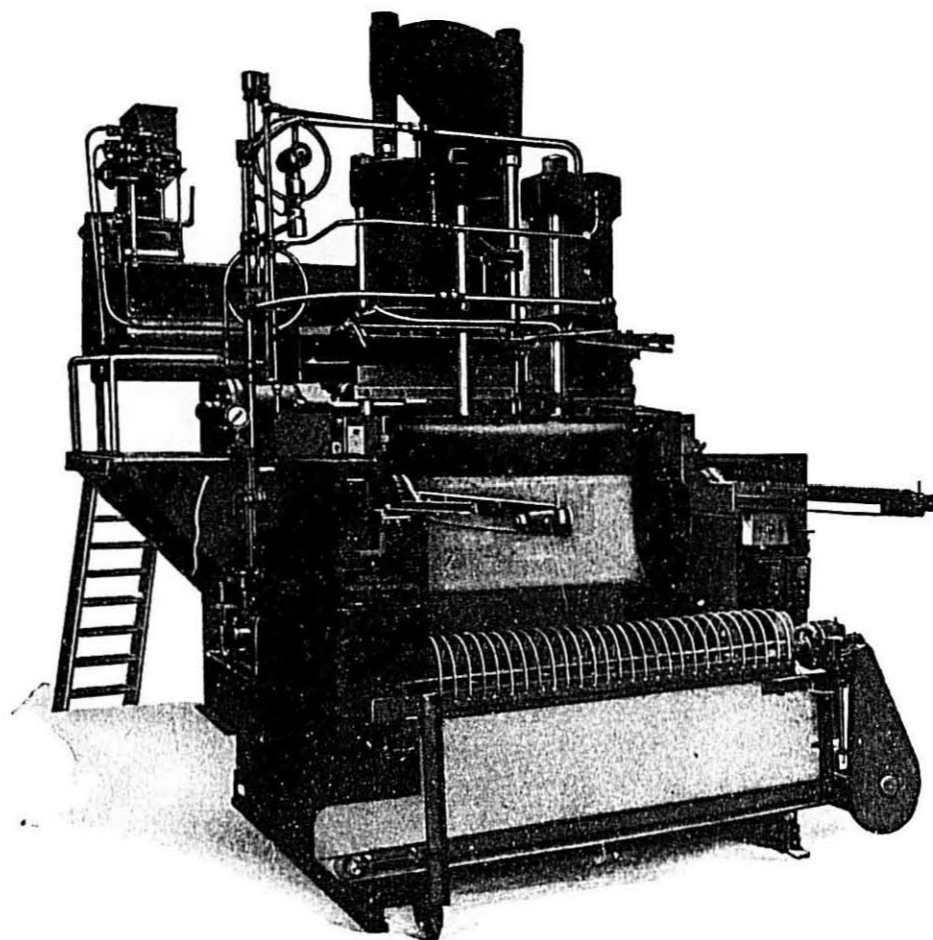
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

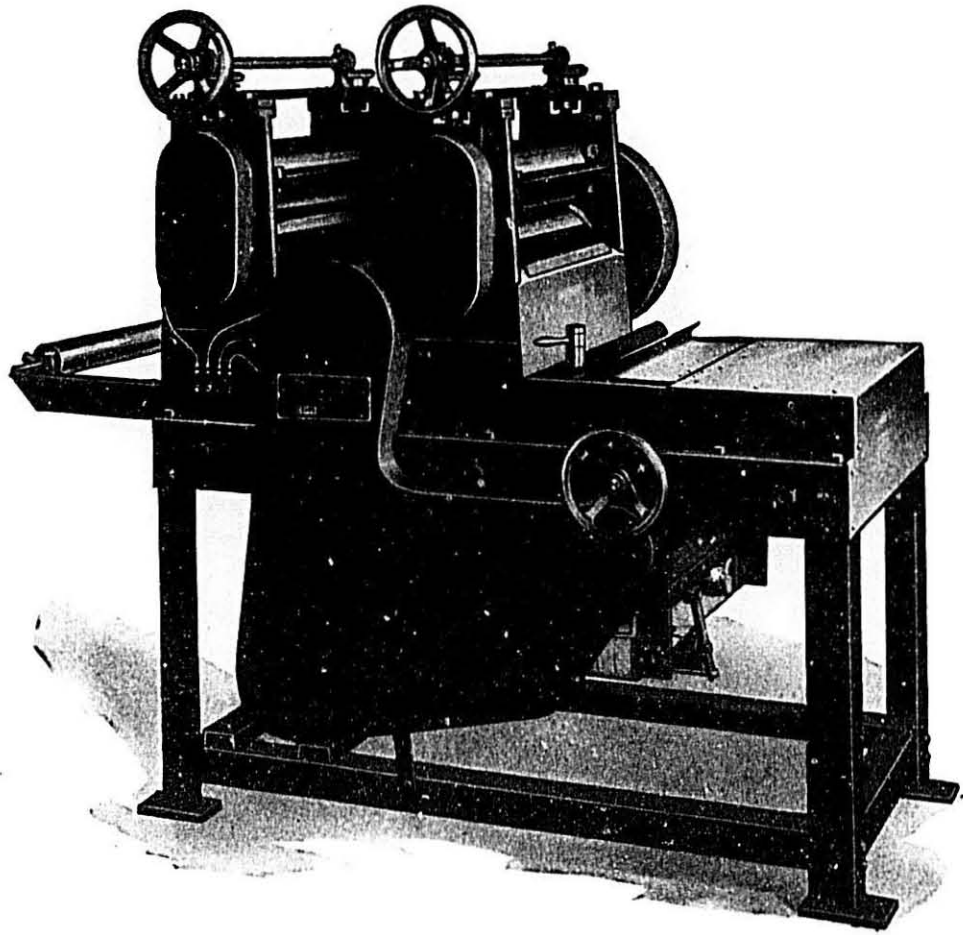
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

Macaroni Hearing, October 16

For several days starting October 16, 1945 macaroni-noodle manufacturers interested in the use of gluten flour in their products, were represented at a hearing in Washington, D. C., called by Acting Administrator Watson B. Miller of the Federal Security Agency. Representing the members of the National Macaroni Manufacturers Association at this public hearing was Washington Representative, B. R. Jacobs, who plans a complete report to the membership at the conclusion of the hearing and on learning the resultant decision.

Several macaroni-noodle manufacturers had requested the Food and Drug administration to amend the present standards for gluten macaroni products and to permit the use of gluten as an optional ingredient in macaroni-noodle products for which standards of identity have already been set. The petitions seek authority to use gluten in macaroni products, milk macaroni products, whole wheat macaroni products, vegetable macaroni products, noodle products, wheat and soy noodle products and vegetable noodle products, as well as the establishment of a new standard of identity.

Canadian Spuds

The Office of Foreign Agricultural Relations of the U. S. Department of Agriculture reports that Canada, our neighbor to the North, will harvest a potato crop estimated at 71,000,000 bushels this year. In 1944 the crop reached a high of 82,000,000 bushels. The 10-year average, 1934-44, is 68,200,000 bushels. Potatoes will thus remain macaroni's chief competitor in Canada, as they are almost everywhere.

August Food Deliveries Total 333,131,084 Pounds

Deliveries of food and other agricultural products by the U. S. Department of Agriculture during August, totaling 333,131,084 pounds, are the smallest recorded since those in the early months of lend-lease in 1941. The August total was roughly half as large as during July when USDA deliveries totaled 641,043,270 pounds.

Lend-lease deliveries, though continuing to show a substantial reduction from those of the previous month, again accounted for more than 50 per cent of the total. Deliveries to the United Nations Relief and Rehabilitation Administration were second in volume.

Dietitians to Replace Mess Sergeants

Gen. Omar N. Bradley, new Chief of the Veterans Administration hospitals, has looked into the kitchens of the hospitals and sent out a call for dietitians, according to a request received from Washington by Joseph A. Connor, Regional Director of the U. S. Civil Service Commission.

In addition to dietitians the general has also asked the Commission to find more nurses to look after the veterans now hospitalized in these institutions.

Good food properly prepared by a dietitian instead of a mess sergeant is declared by the medical officers to be one of the most effective remedies to put an ailing veteran back on his feet.

Staff dietitians are paid a basic annual salary of \$2,100 to \$2,320 a year for a 40-hour week which does not include overtime at extra pay.

Day by day more of our fighters who have suffered war injuries are being placed in the Veterans Administration hospitals. More graduate nurses are urgently needed to provide them with adequate care. Basic salaries for these nurses are \$2,100 and \$2,300 per year for a five-day 40-hour week. There are no age restrictions except in the Panama Canal Service, where the limit is 40 years.



EXPERIENCE

TO MEET GLOBAL SHIPPING'S DEMANDS!

WHEREVER our armies march—wherever lend-lease operates—there the seeds of desire are planted for America's goods and America's way of life.

What does this mean to you? . . . That you must be prepared for global demand for your products—that your packages and package handling must be geared to meet rigid requirements and specifications of world-wide shipment, distribution, and sale.

More than a quarter century of proven packaging experience in the plants of America's foremost producers is yours when you specify packaging machinery engineered, designed and built by PACKOMATIC. Typical PACKOMATIC equipment includes:

New York • Chicago • Cleveland • Denver • Los Angeles
Boston • San Francisco • Seattle • Philadelphia • Baltimore

PACKOMATIC AUTOMATIC TELESCOPING VOLUMETRIC FILLERS handle semi- and free-flowing products.

PACKOMATIC COMBINED TOP AND BOTTOM CARTON SEALERS with AUTOMATIC CARTON FEEDERS AND VOLUMETRIC FILLERS, seal both top and bottom flaps automatically, operate at speeds up to 60 to 75 cartons per minute.

AUTOMATIC NET WEIGHT SCALE for round metal and paper cans, glass jars and rectangular containers.

PACKOMATIC CASE IMPRINTERS that print both ends of the case simultaneously up to 20 per minute.

AUTOMATIC TUBE CUTTERS with elevator-hopper, designed to speed production from 70 to 100 per cent.

NEW AND STREAMLINED MODEL "D" PACKOMATIC CASE SEALERS that seal both case tops and bottoms on one machine—or tops or bottoms only, if desired.

PACKOMATIC AUTOMATIC WEIGHERS for flour and similar products.

Builders of packaging equipment to meet every packaging situation. J. L. Ferguson Company gives you: (1) seasoned packaging advice and counsel, (2) experienced package design and engineering, (3) practical equipment building and installation.

For better package handling tomorrow . . . Consult your classified telephone directory for nearest PACKOMATIC office to day . . . No obligation to purchase.



Durum Subsidy at 30 Cents

The government subsidy on durum wheat ground into semolina and flour reached an all-time high for November, when figures were announced for the month by the Defense Supply Corporation. For durum wheat ground into semolina during November, durum millers will receive a subsidy of 30 cents a bushel, the highest since the establishment of subsidies on wheat, December, 1943.

Monthly subsidies fluctuated in accordance with the crop and the demands throughout the two years in which such government help was in force. The subsidy on durum wheat started at 6 cents a bushel in December, 1943. During 1944 it ranged from a low of 11½ cents in January and September to a high of 20½ cents in May, June and October. During 1945, to date, the range was smaller, from a low of 19½ cents in September to a high of 30 cents this month.

Commenting on the need for such subsidy, the *Northwestern Miller* on November 6, 1945, states:

In the case of durum mills, the new subsidy is really the first ray of sunshine they have had in many months. Durum wheat prices have been at the ceilings for a long time, which has left millers no profit between semolina ceilings and wheat costs. In addition to that, last year's durum crop was of poor quality and produced disappointing yields of milled products. This year's durum is of good quality and the higher yields of milled products from the new arrivals in the last month lessened the difficulty of millers in filling semolina orders despite the October subsidy handicap. Millers are hoping that durum marketings will be sufficient for milling requirements.

Durum mills were able to take on a substantial volume of semolina business after the rise in the subsidy, although they still are forced to hold prices at full ceilings. Demand for semolina has been urgent for a long time and mills have been holding customers off because of the handicaps of price squeezes and difficulty in obtaining durum to mill. Both of these factors are now improved, although mills still are not willing to accept orders for shipment too far ahead because of the uncertain future status of the subsidy program. They have made some progress in catching up with deliveries, but still are behind in shipments.

Mills find it difficult to build up reserves of durum from the limited daily receipts. Everything offered on the Minneapolis spot market readily brings ceilings and mills are bidding the full maximums for "to arrive" durum. The growing shortage of box-

cars in the Northwest is seriously hampering the movement of grain to market.

In Typhoon on Okinawa

Customers and friends of Lt. Pat H. Hoy, USNR, formerly sales manager of the Amber Milling Division, G.T.A., will be interested in his experiences on Okinawa as reported by the *Northwestern Miller*, which says, in part:

Lt. Pat H. Hoy, USNR, formerly associated with the Amber Milling Co. and the Commander-Larabee Milling Co., Minneapolis, recently had an exciting reunion with his nephew, Pfc. Matt Hoy, on Okinawa. The reunion took place just two hours before the devastating typhoon struck the island and destroyed or blew away every building on the island. Lt. Hoy and his nephew crawled, with a table in front of them to protect them from flying debris, to the hills, the only source of protection. Because the mess hall was gone, the men on the island lived for several days on K rations and other canned food which they rescued from the demolished food warehouses. Lt. Hoy is stationed at the naval base on the island.

Government's Getting Tough

The following accounts with names of firms deleted, indicate the current attitude towards industry, particularly the macaroni-noodle trade in the cases reported. Indications are the other firms will get similar treatment, if deserving.

CLEAN UP AND PAY—A Western firm, producing macaroni products, has been fined \$504 on the five-count information charged after its owner pleaded guilty to a government contention that it had failed to put its plant in the sanitary condition required by state and federal statutes. Further, the proprietor was given a suspended sentence of three months in jail and fined an additional \$4.00.

SELL AT CEILING, OR ELSE—An Eastern manufacturer has been served with a complaint by OPA, asking that he be restrained by injunction from selling egg noodles above ceiling prices. (What a departure from the usual complaint of price cutting or selling under the ceiling).

In its complaint, OPA also seeks judgment of over \$13,000, treble amount of the alleged overcharges.

Plant Enlarged

M. & C. Foods has enlarged its plant at 1820 N. Major St. Chicago to facilitate its manufacture and distribution of M & C Spaghetti Dinners, M & C Spaghetti Sauces and other food products. In addition to a large and airy modernly-equipped plant, there is an open-air recreational ground where employees can spend their free time.

DDT in the Food Processing Plant

(Continued from Page 8)

DDT Aerosol Bombs

As now manufactured, this is a small one-pound steel cylinder under pressure and equipped with a release valve. Four seconds' spraying is adequate for flies and mosquitoes indoors in each 1,000 cubic feet of space. The aerosol mist remains suspended in the air for two or more hours and diffuses throughout the room. The operator walks rapidly around the space being treated, and it is unnecessary to attempt any direct hits on insects. Bombs containing more than one pound may be made later.

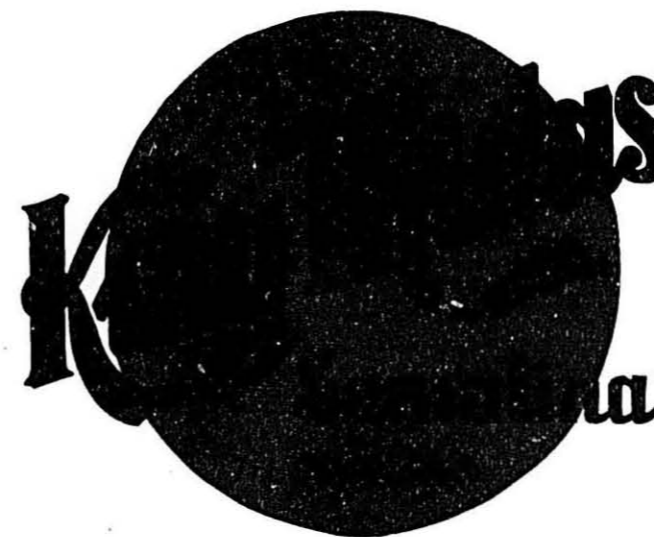
The bomb as used by the Armed Services contains 3% DDT (aerosol grade) and pyrethrum, as killing agents with a small amount of solvent, and Freon-12 as the pressure agent. Freon is nontoxic to man and has no fire hazard. Primarily recommended for flies and mosquitoes, the aerosol also has significant effect on roaches, bedbugs, ants and spiders. However, do not expect use of the aerosol bomb to build up any substantial residue on walls and other surfaces. The bomb offers convenience in insecticidal operations in smaller areas with somewhat higher material cost.

Precautions in Use

Care must be taken to prevent food contamination. The oil solutions should not be brought into repeated or prolonged contact with the skin, nor used as animal sprays. Operators engaged in large-scale dusting or spraying should use respirator, and in indoor use of the oil solutions and dusts there should be adequate ventilation. The aerosol bomb appears to offer no health hazard under normal conditions of use. Precautions as listed on manufacturers' labels should be followed.

DDT in its several forms is well worthy of consideration in the insect control program of the progressive food-processing plant. It can do many insect-killing jobs better than other materials, and continuing research will undoubtedly increase its effectiveness and use.

"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



THE NATIONAL INSTITUTE'S CORNER

Items in Line With Institute's Objective

Macaroni Holds Spot as Food of Versatility

Macaroni is one of the foods that should never be neglected in menus for it is one of the most versatile of foods, reasons the Food-Page Editor of the *Chicago American* in a recent issue. Macaroni itself is fine, cooked and served with your favorite sauce, such as mushroom sauce, made using a canned mushroom soup, tomato sauce, rich cream sauce, cheese sauce or a brown gravy sauce.

Macaroni combines well with other foods to make them go farther. For instance: meats that are so scarce, when combined with macaroni, make delicious, though extended, dishes.

Macaroni makes tasty, hearty salads too when combined with salad vegetables. The smooth, mild flavor of the macaroni takes on some of the flavor of the vegetables and the dressing to make a well-blended savory salad.

Macaroni comes in many forms varying from the long hollow sticks, with which we are most familiar, to the shell, the elbow and other short cuts of macaroni. To cook macaroni, follow the directions on the package as some macaronis require longer cooking than others.

Frequent use of this abundant food that is point free and low cost will help to make both rationed and more costly foods go further.

Beefaroni

Combine and cook together until tender, about 20 minutes:
1 cup uncooked macaroni
1 quart boiling water
¼ teaspoon salt
Meanwhile brown together in a fry pan:
2 tablespoons lard or clear drippings
½ cup chopped onion
½ cup chopped green pepper
Add, and cook until brown:
1 pound ground beef
1 teaspoon salt
½ teaspoon pepper
Add and simmer 20 minutes or longer:
2½ cups cooked tomatoes
Mix meat with hot cooked macaroni and serve. This makes 6 servings.

Macaroni and Cheese

Combine and cook until tender:
½ lb. macaroni
2 teaspoons salt
2 quarts boiling water
Drain and rinse with hot water. Scald over hot water:
3 cups evaporated milk
Add to scalding hot milk:
½ lb. American cheese, cut into small pieces
¼ teaspoon dry mustard
Few grains cayenne
Continue cooking over boiling water until cheese is melted. Combine cheese sauce and macaroni. Pour into an oiled casserole. Melt:
4 tablespoons butter or margarine
Add to melted butter:
1 cup fine bread crumbs
Cover macaroni and cheese with buttered crumbs and sprinkle with:
Paprika
Place in a moderate oven (350 deg. F.) to brown, about 15 to 20 minutes. This makes 8 servings.

Spaghetti

The "Greats" and the "Near-Greats" Love to Dabble in Its Preparation

Of the many and diversified foods enjoyed by man, perhaps no other affords the males so much pleasure, mostly in the eating of it, of course, but also in their play at cooking. In perhaps nine out of ten cases where man of whatever station in life condescends to try his hand at cookery, spaghetti is sure to be the elected food for his experimentation.

Proof? Well, who hasn't tried it? "What's Cookin'!" (Saturdays 9:30 a.m.) as reported in *Tune In*, the Blue Network's organ, pictures and describes how the famous tenor, Earle Tanner, cooks his favorite spaghetti dish to the satisfaction of the equally famous home economist, Beulah Karney, who thoroughly enjoys the cooking proclivities of the singer and relishes the delicious spaghetti prepared according to the recipe quoted below:

How to Cook Spaghetti

As a usual rule, on the housewifely pro-

Macaroni Americana
Combine and cook over low heat until soft but not brown:
3 tablespoons shortening
1 cup chopped onion
1 cup chopped green pepper
Add, stir well and fry for 3 minutes:
1 (8-oz.) package macaroni, broken into small pieces
Add to macaroni mixture:
4 large tomatoes, chopped
½ teaspoon salt
½ to 3 teaspoons chili powder (if you like "hot" foods, use larger amount)
Dash of cayenne pepper
Simmer for 5 minutes. Then add:
2 cups meat stock (may be made by adding 2 bouillon cubes to 2 cups hot water)
Cover tightly and simmer about 15 minutes, until macaroni is tender. Stir occasionally and add more boiling water if necessary. Sprinkle with chopped parsley and serve. This makes 6 to 8 servings.

Macaroni-Nut Salad
Combine and cook until tender:
½ cup macaroni, in 1-inch pieces
1 teaspoon salt
2 cups boiling water
Drain and add white still hot:
½ cup French dressing
Chill, then drain off French dressing (save dressing for later use). Add:
3 cups thinly shredded raw cabbage
½ cup chopped salted peanuts
¼ cup mayonnaise
Toss together lightly. This makes 4 servings.

gram called "What's Cookin'," it's home economist Beulah Karney who presides over the kitchen stove and serves up a tested meal-of-the-week, while tenor Earle Tanner tunes up his vocal chords and officiates only as Chef of Song. Nevertheless, like many another food-happy male, Earle not only has a favorite dish but knows how to prepare it—and has even proved his culinary skill to Beulah's own satisfaction.

Earle's invitation to his talented guest was quite a challenge to the host himself, so he got an early start on his preparations. By the time Beulah arrived, his sauce was well-simmered and almost done. In fact, everything was ready but the spaghetti! While Beulah mixed a green salad—topped off with a vinegar-and-oil dressing—the amateur chef proceeded with the spaghetti, carefully "bending" the long strands into the pan so as not to break them.

Sauce over spaghetti, bacon and parsley for garnish, green salad for vegetable, a loaf of French bread—sliced lengthwise, spread with garlic butter and crisped in the oven—Earle had a meal fit for even a queen of home economics!

November, 1945

THE MACARONI JOURNAL

25



100 LBS. NET
SUPERIOR
No. 1 Semolina
MANUFACTURED BY
COMMANDER MILLING CO.
GENERAL OFFICES:
MINNEAPOLIS, MINNESOTA

Just a plain and ordinary tag—but it's your guarantee of highest quality semolina for the manufacture of macaroni foods that will keep today's homemaker always asking for your brand.

COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA

Earle's Spaghetti Recipe (Serves four)

Sauce: Cut 1 medium-sized onion and brown in olive oil. Add 1 small can tomato paste thinned with 3 cups of water. Add ½ tablespoon sugar, dash of red pepper, 2 cloves of minced garlic, 1 strained No. 2-size can (2½ cups) tomatoes. Simmer until thick and all flavors are well-blended (at least one hour).

Meat: Next, combine sauce with 1 pound ground beef (or ½ pound ground beef and ½ pound ground pork) and continue to simmer until meat is cooked. Sauté mushrooms (if desired) and add to completed sauce a moment or two before removing from fire.

Spaghetti: Bring three quarts of water to a full boil. Add 2 tablespoons salt. Add contents of a 7-ounce package of spaghetti and cook for 12 minutes. Drain and add a few drops of olive oil.

Garnish: Curls of bacon and sprigs of parsley.

USDA September Food Sales Total \$2,151,974

Sales of Government-owned food during September amounted to \$2,151,974, an increase of \$1,986,236 over the August sales total of \$165,738, the U. S. Department of Agriculture announced today. The total amount sold since May 1, 1944, was brought to \$38,893,894 by the September sales.

Declared surplus property sales totaled \$1,026,763 during the month, as

compared with \$92,712 in August. USDA-owned commodities, including items released in regular stock turnover operations and in inventory reduction, and those purchased originally in price-support operations, made up the balance.

Livestock and meat products returned \$1,071,504, or approximately 50 per cent of the September total. Of this amount, \$1,071,358 came from the sale of hams, picnics, and bellies. August sales of livestock and meat products brought \$17,388.

Nearly 45 per cent of the September total, or \$966,000, came from the sale of cigarettes, which were declared surplus by the Navy.

Sales of fats and oils amounted to \$51,805, accounting for about 3 per cent of total sales for the month. Caster oil sales totaled \$51,259 of this amount. August fats and oils sales brought \$2,036.

Fruits and vegetables returned \$36,036, or about 2 per cent of the total sales, compared with \$58,908 during August. Fresh white potatoes brought \$26,720 of this total; dried apples, \$4,763; dried raisins, \$3,070; and canned pineapple, \$1,174. Canned peaches, pears, peas, tomatoes, and pork and beans, and dehydrated white potatoes comprised the remainder of sales in this commodity group.

War Food Order Terminated

Orders Restricting Use of Grain Elevation Unloading Facilities Terminated (WFO 114 ODT No. 25A):

The U. S. Department of Agriculture and the Office of Defense Transportation have jointly announced the termination of War Food Order 114 and ODT Order 25A, respectively, both effective 12:01 a.m., October 22.

These orders required permits for the use of elevation facilities for unloading grain from vessels at any United States point or port on the Great Lakes, connecting waters or the St. Lawrence River and required permits for the use of ships for transporting such grain. The purpose of the orders was to assure orderly grain movement and to make certain that adequate amounts of desired varieties were available for war shipping needs to Europe.

During the life of these orders, since September 14, 1944, permits were granted which permitted elevation of 365 million bushels of grain at lake ports.

Nearly all of the vitamin B in rice is in the outer coating or close to it.

Driscoll Joins Amber

James F. Driscoll of Chicago, for the past three years chief buyer of macaroni products for the United States army, has been named director of sales for GTA's Amber Mill. The appointment was announced this week



James F. Driscoll

by M. W. Thatcher, general manager of Farmers Union Grain Terminal Association's operations.

Mr. Driscoll is credited with having done an outstanding job in the procurement of macaroni, spaghetti and noodles for the combined armed forces. He previously had twenty-two years of sales and managerial experience in the macaroni industry. His appointment as director of sales marks a new program of expanded service to this industry by GTA's Amber Mill.

Milling of semolina and durum flours is carried out at the plant at Rush City, Minnesota, with general offices at 1923 University Avenue, St. Paul, Minnesota. The Grain Terminal Association, which operates the mill, is now the largest handler of durum wheat.

Mr. Driscoll will maintain headquarters in Chicago and will serve the macaroni industry throughout the nation. He is married and the father of three children.

5 Million Bushels of Potatoes in Chips

CHICAGO, ILL., Oct. 23, 1945 (Special)—An estimated additional five million bushels of potatoes will be processed into potato chips by the potato chip industry within the next 12 months, according to a statement today by G. C. Morton of Dallas, president of the National Potato Chip In-

stitute, Inc., which is having its quarterly trustees' meeting here.

Announcement of increased potato processing into chips follows the recent relaxation of governmental restrictions on fats and oils. "This means," Mr. Morton said, "that the potato chip industry, which processed 12 million bushels of potatoes during the last 12 months, expects to process 17 million bushels during the next 12-month period. On this basis, potato chip production is expected to reach a total 205,000,000 pounds, or an increase of 15,000,000 pounds over the past 12 months.

Awarded Air Medal

The following item from a recent issue of the *Kansas City Star* is of interest to macaroni-noodle manufacturers:

Lieut. Michael V. Vagnino, 21 years old, has been awarded the Air Medal for recognition of courageous service on sustained operational flights in the Pacific area from June 17, 1945, to August 12, 1945, his father, Peter F. Vagnino, 409 Gladstone boulevard, has learned in a letter from George C. Kenney, commanding general of the Far East air forces.

Lieutenant Vagnino is a graduate of Northeast high school and at the time of his enlistment three years ago was a freshman at Kansas City university.

Testing for More Durable Eggs

The United States Department of Agriculture, Beltsville, Maryland Branch, who have been experimenting on the ability of eggs to "keep" longer,

report that the ability of hens to lay eggs with good shells is an inherited characteristic. Egg noodle manufacturers concerned in the keeping qualities of eggs used in producing their egg noodle products are naturally interested in the report of these government officials.

For seven years these men bred one flock of white Leghorns to lay eggs with durable shells while another flock was being bred to lay eggs with easily breakable shells. Placed under incubation, eggs from the poor-quality line showed about 60 per cent more weight shrinkage than eggs from the high quality line. In commercial storage the eggs from the low quality line averaged 62 per cent shrinkage in thick white while the high quality line showed only 33 per cent shrinkage in thick white.

Durum Acreage Trend Seen Cutting Macaroni Output

(Continued from Page 6)

standing orders will be filled, it is understood. Increased rate of troop movements from home and large existing stocks are held responsible for this turn of events.

Meanwhile, Navy cancellations have been heavy. All export type orders have been terminated, or will be very soon, and some domestic type orders are slated to be cut back.

This, it is felt, will at last enable paste products manufacturers to turn to the urgent civilian demands which have been piling up more and more during the last year. Given enough semolina, which it is feared will run short again during the new crop year, some of the urgent export demand may be met, as well, although immediate attention will be given to domestic trade.

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	883,662	895,478	713,349	648,062
October	1,101,092	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

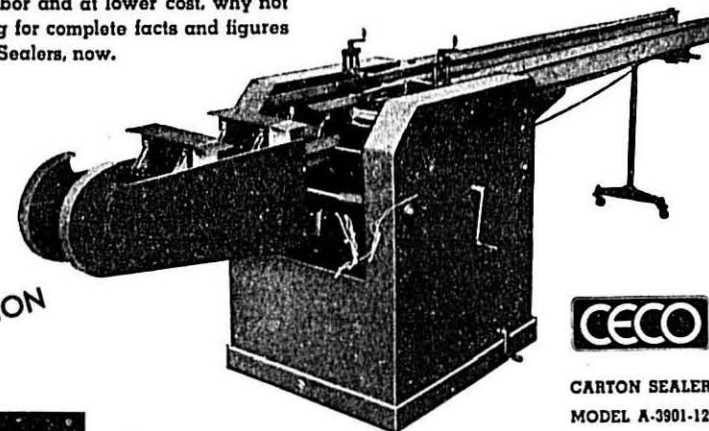
July 1—October 31, 1945	3,385,816
July 1—October 31, 1944	3,567,182

An Announcement Regarding Deliveries of



Adjustable CARTON SEALERS

We are now being swamped with orders for Ceco Adjustable Carton Sealers from concerns whose orders we could not previously accept because of priorities. With the end of wartime restrictions, we have resumed our policy of filling orders on a "first come, first served" basis. If you anticipate modernizing your packaging department in the near future to secure greater production with less labor and at lower cost, why not start the ball rolling by sending for complete facts and figures about Ceco Adjustable Carton Sealers, now.



CARTON SEALER MODEL A-3901-12



Packaging Machinery Specialists

210 RIVERSIDE AVE. NEWARK 4, N. J.
CHICAGO • TORONTO • BALTIMORE • ST. LOUIS
SAN FRANCISCO • ROCHESTER

Food A Vital Factor In Country's Prosperity

With the national food bill claiming 35 billion dollars of our 160.7-billion-dollar national income, the food industry becomes "one of the most important industries in our nation and one of the most vital factors in our country's prosperity."

That was the statement of Mrs. R. M. Kiefer, secretary-manager of the National Association of Retail Grocers, made October 4 in the chief address before the members of the first graduating class of the College of Retailing of the Independent Grocers Alliance. The graduates are prospective retail grocers who have taken the eight weeks' training course in preparation for their new work.

"Now the food industry is one of the nation's largest and most basic industries. Even before the war, one fourth or more of the nation's income was expended on the food bill. One third of our population is employed in work stemming directly or indirectly from some phase, from production through distribution, of the food industry.

"And the size of the industry continues to increase. To give you an idea of the size of this field, let me quote some figures given me by the

Bureau of Labor Statistics just the other day.

"They showed that in the prewar year of 1939, when our national income was 70.8 billion dollars, the total consumer expenditure for food was 18.1 billion dollars. But they also showed that in 1944 our national income had risen to 160.7 billion and our national expenditure for food had risen to 35 billion dollars."

"And the food industry will not be content to remain static in the peacetime ahead of us. Experts are engaged in constant research and experimentation to improve foods, seeking ways of growing finer fruits and produce and means of producing unusual new items and better products of all kinds. They are engaged in continuing investigation to improve packaging, transportation, and distribution facilities.

"They work also to improve the retail store's physical setup evolving new floor layouts, new equipment, new machinery to aid in serving the consumer, preserving food, and saving the retailer work. They look for new business methods and ways in which to improve the relationship of store operators and personnel with the public. They endeavor to find new ways of utilizing familiar foods and of obtaining and conveying to the home-

maker the latest scientific knowledge on nutrition, menu planning, and meal preparation."

Two fields in which expansion should also take place in the retail food field are: first, the one-third to one-fourth of the American people who get along on a diet designated by authorities as below the basic nutritional standard; and second, the hundreds of thousands of war brides who are now beginning to set up their homes.

What Do You Eat?

Families with annual incomes below \$500 ordinarily consume in a year only a little more than one thousand pounds of food per person. The type of food which they buy is relatively cheap. However, families with incomes of \$5,000 and more per year buy about a ton of food per person. Moreover, the type of food which they purchase is fully twice as expensive per pound as that purchased by the lowest-income groups. High-income families eat much more fruits, meats, dairy products and vegetables than do low-income families. If, therefore, we can have a general rise in family incomes, we can be assured of expanding markets for food products — particularly for foods that supply the minerals and vitamins essential to good diet.

**Stocks of Wheat
October 1, 1945**

Wheat stored in all positions, on and off farms, on October 1, 1945 totaled about 1,044 million bushels, according to information compiled by the Crop Reporting Board. Included in these wheat stocks were over 181 million bushels in interior mills, elevators and warehouses, over 539 million bushels on farms, 131 million bushels at merchant mills, all of which are estimates of the Crop Reporting Board; over 170 million bushels were commercial stocks at terminals as reported by the Grain Branch of the Production and Marketing Administration; and 22 million bushels were owned by Commodity Credit Corporations and stored in their own bins or in transit. No estimate is made of other wheat in transit. Total stocks of wheat were 1,090 million bushels on October 1,

1944 and 1,115 million bushels on October 1, 1943. Of these total, the quantities off farms were 505 million bushels currently, 558 million bushels on October 1, 1944, and 591 million bushels on October 1, 1943.

Interior mills, elevators and warehouses hold the smallest stocks for this date since 1939. Current stocks in this position are about 9 per cent lower than a year ago, but are about 1 per cent larger than the 1935-43 average for October 1. Stocks in these interior storages had been greatly reduced prior to July 1, in preparation for handling the record 1945 production.

One-fourth of the total area under cultivation in the world is devoted to growing wheat, and the annual harvest is approximately 140,000,000 tons.

Foods of the West

Foods of the Western Hemisphere—corn, tomatoes, and potatoes, in particular—have been an important long-range factor in improving the nutrition of the whole world and making possible the increase of population. Dr. W. C. Lowdermilk of the U. S. Department of Agriculture pointed out in a recent address. He warned, though, that sustaining future population and civilization itself depends upon man's conservation of the world's limited acreage of productive land. In a discussion of population and nutrition he cited estimates of population indicating that, in the last 50 years, the increase alone has been about as great as the total population of 545 millions in the world in 1650. This grew to 906 millions in 1800, to 1,608 millions in 1900, and to 2,171 millions in 1940.

Dr. Lowdermilk, assistant chief of the Soil Conservation Service, commented on the importance of modern medicine and of industrialization, but observed "More than medicine is needed to reduce death rates." He continued:

"In ancient times populations increased in those areas where food was grown in large quantities after the discovery of agriculture, as in Egypt and Mesopotamia and the Wei Valley of China. And in more recent times further increase in population of the earth has followed two important discoveries. First, the navigation of the sea and development of cheap transport, and second, the discovery of the new lands of the New World and its food plants, such as corn, potatoes, and tomatoes.

"These are food plants that are especially well suited to humid and cool climates. They were spread quickly through the Old World, and supplemented the food plants of the ancient world and have added new sources of mineral elements in the enlarged food supply. Food drawn from a wider area of different soils normally supplies a greater variety of minerals with better nutritional value. The increase in population may be ascribed in large measure to decline in death rates brought on by better nutrition in a great variety of foods and minerals that make for better health and vigor of people."

Turkey eggs for eating may soon join the familiar chicken eggs on the market as a result of the development of a small-sized turkey which is a heavy layer and produces eggs throughout most of the year.

**UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
STOCKS OF WHEAT, OCTOBER 1, 1945**

State	In Interior Mills, Elevators, and Warehouses, Oct. 1			Merchant Mills Oct. 1, 1945	Off Farms Total ¹ Oct. 1, 1945	On Farms Oct. 1, 1945	Total ¹ All Positions Oct. 1, 1945
	Average 1935-43	1944	1945				
		Thousand Bushels					
N. Eng.	232	280	360	•	2,066	30	2,096
N. Y.	1,190	2,047	1,549	12,610	30,364	5,019	35,383
N. J.	163	120	145	•	589	804	1,393
Pa.	1,360	1,035	855	1,010	4,403	12,582	16,985
Ohio	3,273	2,623	3,378	7,710	15,158	25,628	40,786
Ind.	3,238	2,598	2,411	4,148	7,434	10,901	18,335
Ill.	2,949	2,460	1,965	6,020	16,160	6,612	22,772
Mich.	1,758	2,691	3,237	1,707	4,944	15,456	20,400
Wis.	388	614	217	386	8,782	1,291	10,073
Minn.	5,212	4,667	3,509	9,315	26,564	14,461	41,025
Iowa	1,346	537	483	3,222	7,697	1,640	9,357
Mo.	2,879	1,500	1,344	12,124	41,726	9,744	51,470
N. Dak.	24,386	27,950	25,400	1,286	27,687	111,732	139,419
S. Dak.	5,962	5,850	7,350	187	8,037	35,576	43,613
Nebr.	6,467	4,500	5,833	3,725	18,171	38,865	57,036
Kans.	22,100	29,200	24,610	19,600	82,753	92,312	175,070
Del.	119	76	88	81	169	352	521
Md.	591	490	320	764	4,854	2,282	7,136
Va.	506	400	259	1,106	1,403	4,530	5,933
W. Va.	78	35	42	101	143	1,100	1,243
N. C.	307	275	138	722	902	3,142	4,044
S. C.	77	84	165	255	420	860	1,280
Ga.	35	119	62	124	186	1,157	1,343
Ky.	1,336	1,504	800	3,300	5,034	1,527	6,561
Tenn.	915	995	518	1,363	2,981	1,820	4,801
Ala.	14	86	42	•	122	59	181
Miss. ²	31	29	30	•	58	169	227
Ark.	30	47	24	•	24	193	217
La.	•	•	•	•	1,426	•	1,426
Okla.	6,878	12,300	7,604	6,066	25,208	22,000	47,208
Texas	7,839	11,600	5,720	9,211	28,593	7,955	36,548
Mont.	10,312	12,145	11,000	3,490	14,656	40,775	55,431
Idaho	12,908	12,402	11,940	2,426	14,366	14,553	28,919
Wyo.	219	170	174	144	1,351	2,670	4,021
Colo.	3,406	3,130	3,520	2,057	5,590	17,946	23,536
N. Mex.	168	100	49	5	54	768	822
Ariz.	249	115	125	195	320	110	430
Utah	932	1,300	1,330	2,425	4,511	3,952	8,463
Nev.	93	230	170	•	170	382	552
Wash.	32,594	36,392	38,195	3,720	45,902	16,422	62,324
Oregeon	11,500	12,500	13,507	1,925	19,446	8,209	27,655
Calif.	5,198	3,217	2,900	1,600	4,517	3,611	8,128
Unallocated*	•	•	•	6,460	19,706	•	19,706
U. S.	179,159	198,413	181,368	130,790	504,652	539,217	1,043,869

*Unallocated—to avoid disclosing individual operations.
¹Includes, in addition to stocks shown in Interior Mills, Elevators and Warehouses and Merchant Mills, commercial stocks reported by Grain Branch, P. M. A. at terminals and those owned by Commodity Credit Corporation and stored in their own bins.
²Short-time average.

**It's
Profitable Production
That Counts!**



PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per min., one operator. Machine can be made adjustable.



PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per min., no operator. Can also be made adjustable.

Today more than ever before, labor and production costs must be held down.

If you are not using PETERS economical machines for packaging your macaroni, Spaghetti and Noodles at present, it will pay you to investigate the many advantages which they offer. Their high operating efficiency and low maintenance costs will greatly reduce your packaging costs and increase your over-all profit.

Send us a sample of each size carton you are now using and let us show you how PETERS machines can help solve your packaging problem.

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

Waste Paper Salvage

Approximately 30,000,000 tons of waste paper were salvaged in the United States between January, 1941, and September, 1945, reports the Conservation and Salvage Division of the War Production Board. This amount is more than 90 times the total of the nation's waste paper inventory on July 1, 1945, of 330,000 tons.

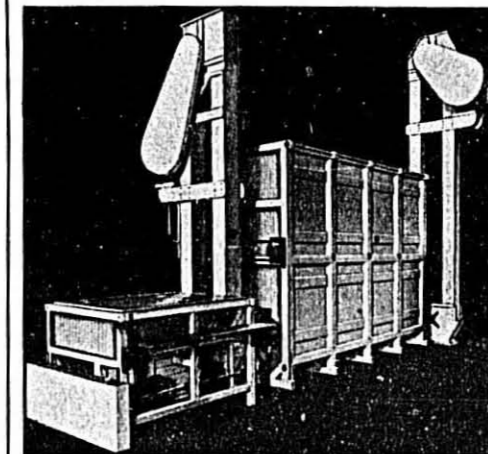
Waste paper collection during 1941 was conducted by private industry, without emphasis on wide public participation until October, 1941, when the stockpile dropped to 290,000 tons. The first waste paper salvage campaign was instituted in the autumn of 1941 and the total collection for that year was 5,921,000 tons, or an average of slightly less than 500,000 tons a month.

The Conservation and Salvage Divisions of WPB was established in January, 1942, and promptly launched an intensive waste paper salvage drive in the interest of the war effort.

Twenty-one thousand local salvage committees functioned during the war for the collection of waste paper (as well as used tin cans, fats and rags) and largely through their invaluable efforts the salvaging of waste paper kept pace with consumption, which also was approximately 30,000,000 tons between January, 1941, and the end of the war.

While WPB sponsorship of the waste paper salvage campaign will cease officially on September 28 when the Conservation and Salvage Division is dissolved, there is a continuing need for waste paper in the reconversion task as well as in supplying needs of our occupation forces overseas and of liberated areas. Therefore it is expected that community organizations probably will continue salvage drives. Macaroni-noodle manufacturers can be depended upon to continue doing their part in salvaging needed waste paper.

**CHAMPION
EQUIPMENT
DESIGNED TO MEET
TODAY'S NEEDS**



This Flour Handling Unit saves time and labor by automatically sifting and blending the flour, also saves operation and maintenance costs, and of the cost of frequent replacement of expensive dies.

Always First with the Latest Equipment for the economical production of macaroni and noodle products, Champion plans to maintain this forward looking policy in the development and improvement of machinery to meet the requirements of your industry.

In addition to the Flour Outfit and Blender, illustrated above, Champion manufactures Mixers, Water Meters, Weighing Hoppers, etc., all automatic and economical in operation and designed to lower your costs.

Establish your priority for delivery during this conversion period by ordering your requirements NOW.

Our Engineers will gladly assist with your modernization plans. Involves no obligation. Just tell us your requirements.

CHAMPION MACHINERY COMPANY
JOLIET ILLINOIS
Serving the Macaroni & Noodle Industry for over 50 Years

Durum Wheat Notes

The Durum Millers' Latest Contribution to the Promotion of Macaroni Products

The Wheat Flour Institute, well known for the fine job it has been doing through the years in promoting the increased consumption of bread and other wheat foods, has expanded



Mary Jane Albright

its activities by the formation of the Durum Wheat Products Division last September first to deal with products made from durum wheat—macaroni, spaghetti and noodles.

Miss Mary Jane Albright, a noted home economist, is in charge of the new division, and out of the wealth of interesting and informative facts gathered to date, has issued the first publication of the Durum Wheat Products Division's official organ bearing the name—*Durum Wheat Notes*. Headquarters are at 309 W. Jackson St., Chicago 6, Illinois.

This little bulletin will be a companion to "Institute Ideas," and will be published monthly for free distribution to 14,000 home economics teach-

ers in high schools and colleges, to nutritionists, dietitians, home economists in business, home demonstration agents, state workers in foods and public utility people. *Durum Wheat Notes* is but one of the phases of the program being prepared by Durum Wheat Products Institute to bring about a greater appreciation of macaroni products by food folks and consumers.

The first issue contains light and gay copy relating to recipes for macaroni, spaghetti, and noodles, a menu with recipes and information on durum wheat which is both interesting and valuable. The Durum Wheat Products Division of the Wheat Flour Institute is sponsored by all of the durum milling firms who are vitally concerned in the present and future welfare of the processors of durum wheat macaroni-noodle products. An excellent start has been made towards the attainment of its objective.

Rice Co-operatives Plan Postwar Trade

Rice co-operatives are active in Arkansas, Louisiana, Texas and California. In a report on prospects for agricultural co-operatives in the postwar period, an inter-bureau committee of the U. S. Department of Agriculture says there are 25 of these organizations, including 14 locals operating in the Gulf Coast area and 8 co-operatives engaged in rice drying and bulk storage in the four principal rice-producing States. It is estimated, the report says, that the combine-dryer storage operations permit 60 per cent reductions in labor costs.

"Co-operatives are prime movers in programs designed not only to reduce

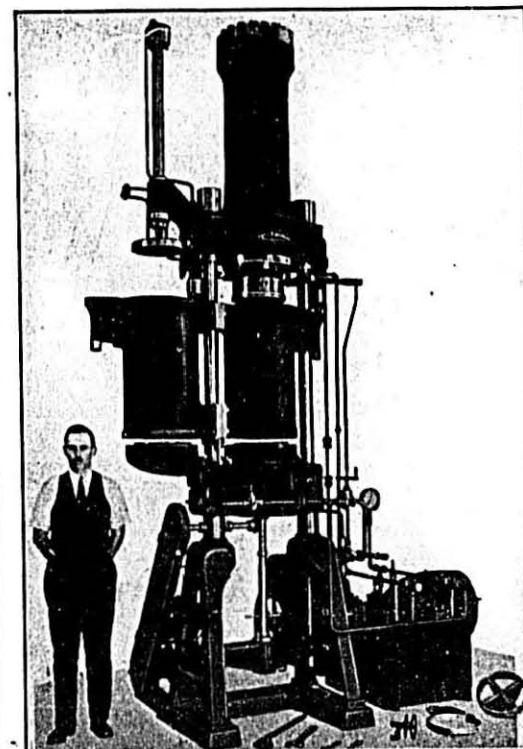
costs of production and marketing, but also to improve the product. Thus they are able to contribute materially in meeting a difficult situation ahead—the loss of much of the war-stimulated demand. The co-operatives are giving increased attention to possible changes in milling operations by which rice may retain, until it reaches the consumer, the maximum of vitamins and minerals present in rough rice," says the report.

Doubling Civilian Goods

With the road back to full civilian production, appreciably smoothed by months of hard preliminary work by WPB and other government procurement agencies, industry is now ready to meet the long pent-up demand for civilian goods by doubling its production records of 1939, according to Chairman J. A. Krug in his second report on the "Progress of Reconversion."

Actual August, 1945, civilian production of these selected and product industries was up to 51 per cent of the average month base period of 1939; September production is estimated to be 60 per cent; the forecast for December, 1945, is for 153 per cent; and for June, 1945, it is expected to be 238 per cent of the 1939 base figure.

In making his report public, Chairman Krug emphasized that the figures he gave represented what the industry felt it should be able to do between now and the end of the first half of 1946. He pointed out that their optimistic forecasts must be studied in the light of many possible complications such as are involved in the present wage and price problems which might retard the accomplishments of the production levels indicated. The report, he said, should be viewed as an indication of what industry expects to do assuming the wage and price problems are promptly solved.



PRRNS No. 122 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of Macaroni Machinery Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

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

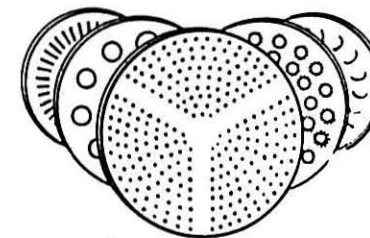
140 Lbs. Net
PISA
NO. 1 SEMOLINA
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
of F. U. G. T. A.

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

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

STAR DIES WHY?

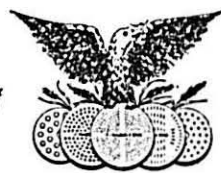
Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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

HOLDING FIRST PLACE

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



Makers of

Macaroni Dies

TRADE MARK

DONATO MALDARI

SUCCESSOR TO
F. MALDARI & BROS., INC.

178-180 Grand Street
New York City

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

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE
C. W. Wolfe.....President
A. L. Grass.....Vice President
M. J. Donna.....Editor and General Manager

SUBSCRIPTION RATES
United States & Canada.....\$1.50 per year in advance
Foreign Countries.....\$3.00 per year in advance
Single Copies.....15 Cents
Back Copies.....25 Cents

SPECIAL NOTICE
COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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

Vol. XXVII November, 1945 No. 7



"I pledge allegiance to the Flag of the United States of America, and to the republic for which it stands, one nation indivisible, with liberty and justice for all."

Trademarks Renewed

"Apollon"

The trademark "Apollon" for Durum Wheat Flour first registered by Washburn Crosby Company on January 12, 1926, will be renewed as of January 12, 1946, to General Mills, Inc., Minneapolis, Minn., a corporation of Delaware. The mark consists of the trade name and drawing. The renewal number is 207,952, announced October 23, 1945.

Serve "Non-Glorified" Hash

The Saturday Evening Post editorial page aims its appeal at appetites instead of intellects in an editorial in the October 27th issue captioned, "Hash Must Rise to Its True Glory, Not Sulk Under a Coddled Egg."

Gist of the editorial is that it is high time for restaurants, dining cars and hash houses in general to quit

garnishing hash with eggs, pineapple and parsley and what have you, and get back to serving plain, crisped hash the good old way. The editorial says in part:

"Corned-beef hash has enjoyed a long and honorable history in this country and, at the risk of assuming moral leadership and all the inconvenience that this entails, we suggest that in the purifying process of reconversion it be stripped of some of the accessories with which it has been bedizened in recent years. Partisans may cry, "Shame! Shame!" but it strikes us that serving the hash with a poached egg slapped atop it betrays ignorance of elementary physics and rocco taste in the cooking galley. A poached egg exudes hot moisture, and moisture of any kind is the enemy of crispness. Only a disciple of Salvador Dali could possibly approve the egg, and the same goes for parsley and for the irrelevant piece of canned pineapple which some otherwise respectable establishments use to embellish hash.

"Let's give our corned-beef hash a chance. It has lovely merits all its own, and, if permitted to express itself, can be a blessing to the table. In its present debased state it is a minor curse."

Spaghetti Sauce Production

According to figures released by the Bureau of Census, U. S. Department of Commerce, the 1944 production of spaghetti sauce totaled 977,000 cases. A case consists of 24 No. 2 cans or approximately 36 pounds in a case, making the spaghetti sauce production in 1944 over 35,000,000 pounds.

For the first seven months of 1945, the figures which include all kinds of sauces, show a production of 1,243,700 cases.

1945 Durum of Higher Quality

According to information released by the Minneapolis office of the Production and Marketing Division of the U. S. Department of Agriculture, the quality of the 1945 durum wheat crop is much superior to that of 1944. Figures compiled by this government agency show that 89 per cent of the September receipts graded No. 2 or better. Last year only 51 per cent made that grade. The ten-year average (1934-44) was 67 per cent.

That the entire crop this year is relatively high is shown by the fact that only 4 per cent of the wheat so far marketed graded lower than No. 3, compared with 38 per cent last year and a ten-year average of 18 per cent.

Jacobs Cereal Products Laboratories INC.

156 Chambers Street
New York 7, N. Y.

Benjamin R. Jacobs
Director

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

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

CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS.

WANTED TO BUY: A 1 3/4-inch Hydraulic Press. Give price. Send picture. Box 22, MACARONI JOURNAL, Braidwood, Ill.

FOR SALE: Consolidated Noodle Cutting machine, No. B-20, with 3 noodle dies, fine, medium and wide, and 2 Butterfly dies. Box 23, MACARONI JOURNAL, Braidwood, Ill.

This crop condition insures macaroni manufacturers a more uniformly high quality of semolina.

Plenty of Spuds

Macaroni-noodle manufacturers can expect the usual competition from potatoes during the next winter and spring.

Potatoes in plenty are in prospect this winter. The second largest crop of potatoes on record, according to a late estimate by the U. S. Department of Agriculture, is moving to market. The indications are for a yield of 433 million bushels, says the Production and Marketing Administration. This is 15 per cent more than the average for the last 10 years.

For consumers, the Department is recommending liberal use of potatoes, as good food that will be on sale at reasonable prices during the winter and early spring.

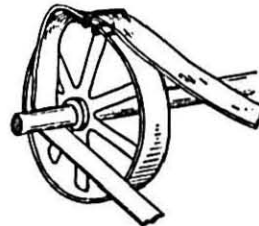
THE ENGINEERING DEPARTMENT

by

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

Don't Put on a Belt In This Way

This sketch shows a method sometimes advocated for putting on a belt "safely." The method may be safe for the operators doing the work but it is not a safe method for the belt.



By tying the belt in place, as shown, and then pulling the belt on by power or sheer force, it is obvious that the belt may become permanently stretched at or near the tied spot, and forever thereafter the belt will not run straight. After a belt is once stretched beyond its elastic limit it will not "unstretch."

A better way, although, it may be a bit harder, is to make the near edge of the belt "catch" in the common manner, and then run the belt onto the pulley gradually. Still better, and if possible, reduce the distance between shaft centers while putting the belt on and then, after the belt is in place, bring the center distance back to normal. Don't try to put the belt on "all at once" in the manner as pictured here.

The Problem of Repair Parts

From whom should the owner of a machine obtain repair parts?

Naturally, most of us say, "From the manufacturer of the machine itself." We reason that the parts made by the manufacturer can be depended upon to fit properly and wear as well as the original. The owner can then rest assured that the machine will perform the same as when the parts were new, all other things being equal.

It is sometimes suggested that at the time of purchase of a machine one should lay in a sufficient supply of extras so as to be prepared in the event of an emergency. An objection to this is that such a suggestion might have a tendency to shake the faith of

the purchaser in the durability of the machine.

The owner of a machine is sometimes in immediate need of a simple repair part. It looks so very simple that he says to himself "I can make that myself in an hour and save ten dollars"—or some such thing. Or, he hires a neighboring Jack-of-all-trades-mechanic to make one for him at a "low figure." Right there is where serious mistakes are made. The chances are that the part won't fit properly. As a result the machine gives less efficient service, its usefulness is impaired, and the reputation of the manufacturer may be injured.

Consider a part that is as simple as a brass bushing appears to be. Many mechanics think they can make bushings that are equal to those made by the manufacturer, but the truth is that they cannot. The manufacture of finished bronze bearings and bushings is a job for the specialized manufacturer. Many years of experience, and much skill, are required to make them right. The same is true of many other machine parts made of special alloys. It is safe to say that 99 times in 100, in this day of special metals, the home-made product is made of the wrong material. The manufacturer has expended his money and much thought in perfecting the machine. He has gone through that trying period common to most manufacturers when placing something new on the market.

One can have but little sympathy for the manufacturer who loses patronage because he refuses to sell repair parts for his machine only to those who bought of him direct, as some do. It seems that he hopes by this means to get rid of old machines more quickly and expects to have a larger field for new machines.

Some merchants cater to every whim of their customers. By so doing they have built up immense and profitable businesses. While there is a difference between merchandising and manufacturing the outcome is much the same nevertheless. Manufacturers should pursue that same policy.

We Are Committing a Crime, Today, If We Waste Fuel

A story went the rounds a few years ago about a farmer who was leaning against a fence, chewing a straw. A farm journal subscription solicitor approached him and said, "Wouldn't you

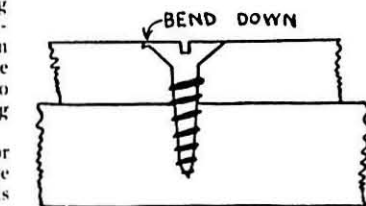
like to subscribe for this publication, 'Farm Efficiency'? It will teach you how to make more money and do a better job of farming."

"Naw," drawled the farmer, "I ain't doin' near as good as I know how to do now."

In other words, the farmer was lazy, and he just wasn't interested in doing a better farming job. The same is true to a large extent in the burning of fuel in our power plants, industries, and homes. We know HOW to do better but doing better requires effort and as long as we don't pay the bills ourselves we are inclined to let things slide. Or, we follow the line of least resistance. Every possible effort should be made to save fuel and do those other things that the government is asking us to do, to the best of our ability.

How to Keep a Wood Screw From Coming Out

It is not uncommon for screws in wood to gradually work loose and come out, particularly if the joined pieces of wood are subject to constant strain and vibration.



There are a number of remedies or preventives, but the best one in the experience of this writer is to take a cold chisel and bend down an edge of the heads as indicated in the accompanying rough sketch. The bent down portion will then serve as a brake or lock on the screw making it difficult to remove it even with a screw driver. It can be removed only by breaking some of the retarding wood fibers.

Obviously, there is a point for making the bend at which the resistance to turning of the screw is greatest—where the bent portion must move "against" the grain of the wood and not "with" the grain. Give the matter a little serious thought and you will quickly comprehend the importance of this additional little point.

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

Then—
MANUFACTURER

OFFICERS AND DIRECTORS 1944-1945

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

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

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

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

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

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

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

Region No. 7
Ralph Rauli, Sunland Biscuit Co., Los Angeles, Calif.

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

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

John P. Zeraga, Jr., A. Zeraga's Sons, Inc., Brooklyn, N. Y.
Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

Resolution on Gluten As Added Ingredient

Adopted at New York Meeting

October 12, 1945

The following resolution was adopted at a special meeting of the National Macaroni Manufacturers Association held in the Hotel Pennsylvania, New York City, October 12, 1945, for the purpose of taking action on a Notice of Hearing issued by the Federal Security Agency (Food and Drugs Administration) to amend Definitions and Standards of Identity for Alimentary Pastes and to establish a Definitions and Standards of Identity for Macaroni products.

Whereas, the Federal Security Agency has before it a proposal as follows:

(1) to amend the list of normal ingredients by adding gluten derived from wheat to the list of farinaceous ingredients. This amendment by including ground gluten would permit the use of gluten flour, which according to our information is usually made and sold by mixers who buy flour and gluten and mix them, as well as the use of ground gluten without any label declaration of the added gluten.

(2) that ground gluten be added to the list of optional ingredients of macaroni products, and that if this is done that a label declaration of the percentage of gluten present be required when ground gluten is used in such quantity

as to make the gluten content of the finished product 20 per cent or more.

BE IT RESOLVED, that the Association is not in favor of the above proposal but has the following proposal:

(1) to amend the Definitions and Standards of Identity of each of the macaroni and noodle products specified in the announcement permitting gluten or gluten flour to be added as an optional ingredient without declaration on the label in such amount that the finished alimentary paste shall contain not more than 13 per cent of gluten on a moisture-free basis and that this shall be added only for the purpose of increasing the cohesive or binding qualities of the product in order to reduce losses in yield, checking and breaking during the processing and packaging of the product.

(2) that gluten macaroni products be made of gluten or gluten flour as defined under the Standards of Identity for gluten flour and that the finished alimentary paste shall contain the same amount of gluten on a moisture-free basis as is contained in gluten flour as defined.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
C. W. WOLFE, President
M. J. DONNA, Secretary-Treasurer

"Eastern" Semolina In Your Vicinity



MILL AT BALDWINVILLE, N. Y.

ASSURES SPEEDY SERVICE-

... on uniform, high quality Durum Products
Order Robin Hood Semolina from experienced Durum Millers

Eastern Semolina Mills

Division of
INTERNATIONAL MILLING COMPANY,
Baldwinsville, New York

Flour Mills at Buffalo, Davenport, Detroit, Greenville, New Prague, Ponca City, Sioux City and Wabasha



“What this country needs is More Macaroni!”

Half a century ago, no durum wheat was grown in this country. Semolina had to be imported. No wonder the American industry wasn't getting anywhere!

The outlook brightened in the early 1900's, when North Dakota farmers started growing durum. The trouble was, American millers had neither equipment nor experience for producing fine semolina.

Then came some typical Pillsbury pioneering. John S. Pillsbury (then a young man, now chairman of the board of Pillsbury Mills, Inc.) went to France and Italy to study

semolina-milling machinery and methods. On his return, he and one of Pillsbury's head millers set to work planning and experimenting. Early disappointments only spurred them to work harder. Within a year they were producing semolina as fine as Europe could make—and the way was open for a tremendous expansion of the American macaroni industry.

From that day to this, Pillsbury has devoted its knowledge and skill to producing semolina and durum flour from which American manufacturers could make the world's finest macaroni products.

PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, Inc. . . . General Offices: Minneapolis, Minnesota