

**THE  
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JOURNAL**

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**February, 1946**

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# The MACARONI JOURNAL

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## *Semolina Situation Serious*

Speakers at the Winter Meeting of the Industry on February 4 warned the Macaroni-Noodle Manufacturers of the serious semolina situation confronting them as a result of a comparatively small durum crop last year, of unabating heavy production and continuing Government buying.

Whatever may be the result of the Macaroni Manufacturers and Durum Millers campaign to induce more farmers in the natural durum wheat growing areas to increase their acreage this spring, the durum millers feel that they probably will not be able to supply the industry's needs for raw materials during the final weeks, perhaps months, preceding the 1946 harvest.

The situation is so serious that Government agencies are showing more than ordinary concern in the worries of the millers and macaroni men. Relief can only come if some hidden sources of durum wheat are uncovered soon. Many feel that this is but a forlorn hope.

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of the Macaroni Manufacturers Association  
Chicago, Illinois

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# The MACARONI JOURNAL

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## Dark Days and Gray (?) Macaroni

While those leaders of the Macaroni-Noodle Industry who attended the Winter Meeting of the Industry February 4 were worrying about the supply of semolina to last them through the summer until the 1946 crop is harvested, they got some inkling of what might be in store for them should President Truman decide to regulate the constituent parts of semolina as he did that of bread flour in his directive of a few days before said meeting.

The regulation means a "darker" bread by the bakers, and a similarly increased extraction for semolina may mean "gray" macaroni products.

There is a world shortage of wheat. The enormous 1945 crop of wheat in this country, according to Government authorities, must be shared with less fortunate nations to prevent world chaos. As the Government officials see it, our citizens must tighten their belts considerably more, and this in a country of plenty.

The result of this thinking was the order by President Truman previously referred to. It was issued under his war powers for the Department of Agriculture to direct flour milling in the United States and wheat control for the millers and for export. Millers and bakers consider the directive most devastating as it stipulates an 80 per cent flour extraction from all available bread wheat for the duration of what has been classified an emergency.

Remembering their experiences during World War I; the older manufacturers at the Winter Meeting cautioned the younger ones to fight determinedly against any attempt to increase the semolina extraction from the available durum, firmly convinced that the quality loss to result from the use of inferior or "stretched" semolina, would be greater than would the losses from decreased production—and surely would mean the entire destruction of the quality gains built up the hard way through the years after its low-grade-experiments of more than twenty-five years ago. Quite naturally the prevailing opinion at that meeting, and perhaps throughout the whole industry, was that reduced quantity production of quality products is preferable to the enforced processing of inferior grades by whatever tricks this might be brought about.

As in the case of the much stronger flour milling and baking trades, this thinking of the leaders in the macaroni-

noodle industry may be given little consideration or have little effect on those with power to issue a similar directive affecting semolina milling, should they deem such a step a necessity. On the issuance of the 80 per cent extraction bread flour order, President Truman said—"for the world as a whole more people face starvation and even actual death for food today than in any war year, and perhaps all the war years combined."

While the bakers protested vigorously against the President's directive, the government went forward with its plans to enforce the order. On Lincoln's Birthday, the experimental section of the Baking Division of the United States Department of Agriculture announced its successful (?) test by showing a loaf of bread made from "Truman Flour," as some call it. The claim is that the experimental loaf looks good, as far as the outer crust goes, but that it is slightly smaller than the one consumers have heretofore been accustomed to, because the "extended" flour lacks the rising qualities. They even go so far as to say that it tastes more like "home-baked" bread.

However one may judge the action of the Government in the case of bread flour, it is admitted that the worldwide scarcity of wheat will mean some restrictions. It is hoped that those macaroni-noodle manufacturers who were unable to attend the timely conference the first week of this month, will stand solidly behind the National Association and the special committee that is delegated to go to the nation's capital in the hope that in collaboration with the government agencies, the durum millers and the farmers, enough more durum wheat will be found to meet the normal semolina requirements through August of this year.

The situation is critical and almost anything might happen. Under similar conditions in the past, the macaroni industry has usually presented a united front. At present there are other equally serious matters that warrant the united attention of all firms, and should serve to prove again to those firms not now affiliated with the National Macaroni Manufacturers Association that relief can always be more easily obtained when an industry is solidly and unitedly for the right thing.

There are gray days ahead; may there not be any "gray" macaroni, spaghetti or egg noodles!

# A WELL-ATTENDED, ENTHUSIASTIC WINTER MEETING

*Industry Faces Possible Shut-Down Next Summer on Account of Semolina Shortage  
... Action Taken to Encourage Increased Durum Wheat Planting ... Special Committee Appointed to Confer with Government Officials and Congressmen  
... Minneapolis Chosen for June Convention*

In what was probably the best attended Winter Conference of the Macaroni-Noodle Industry at the Seaview Country Club, Absecon, N. J., on February 4, the seventy-five executives in attendance were brought to a full realization of the seriousness of the apparent semolina shortage that might well hamper production this summer; also with the determination of Government officials to protect the health of consumers through the stricter enforcement of sanitary and other protective measures; the stricter enforcement of the tolerance permitted in packaging of macaroni-noodle products, and the continuing need of all possible favorable publicity and advertising of quality macaroni, spaghetti and egg noodles to retain the wartime gains in consumer acceptance.

In his brief remarks at the opening session of the Winter Meeting, President C. W. Wolfe reviewed the activities of the National Association, and particularly of his office since the last meeting, January 25, 1945, and painted a word picture of what he thinks is in store for the industry, gloomy in some phases, and quite bright in others. Other Association Officials and the various Committee Chairmen added to the over-all picture that convinced the seventy-five attentive and concerned listeners of the great need for immediate united action to solve the more immediate problems and in long-term planning to get the best results in other important matters.

Quite naturally the apparent scarcity of durum wheat and the probable semolina shortage dominated the convention discussions. The durum millers being closer to the situation are skeptical and fear that the summer months will find these suppliers hard pushed to meet even a part of the industry's demands. Perhaps the report of the president of the Capital Flour Mills, Minneapolis, Minn., which appears elsewhere in this issue, summarizes best the current critical situation and the rather gloomy immediate future. Questions such as these were heard from deeply interested manufacturers:

1. With a durum wheat crop in 1945 exceeding 30,000,000 bushels according to Government reports, plus a normal carry-over from the previous year's crop, why this reported shortage when the normal needs of the macaroni-noodle manufacturers are figured at only 20,000,000 bushels a year?

2. Is some of last year's durum being withheld? If so, how much, by whom and what is to be done to move this hidden supply to the mills and thence into semolina to the manufacturers?

3. What will be the effect of continuing or discontinuing of present subsidies on wheat on the present tight situation?

4. If too much of the 1945 durum wheat crop is being purposely withheld or is being shipped to other countries, what is to be done to prevent the entire shut-down of macaroni-noodle plants for a month or two this summer as now seems a possibility?

5. Should the durum millers be encouraged to mill a higher per cent extraction semolina in order to "stretch the crop?"

6. Would it not be better to close the plants entirely rather than to resort to substitutes as was done during and after World War One, which would cause the whole industry to lose the valuable gains made during the last dozen or more years?

7. What Government help, if any, is available, and what would be the most promising approach?

Executives of the National Association, collaborating with the durum millers have launched a campaign directed at the farmers in the durum wheat areas to encourage the increased planting of this particular grain this

spring, but even though they may succeed in this objective, the plight of the factories in June, July and August will not be affected, though it will provide an anchor to the windward for the future.

This campaign to win increased plantings of durum wheat is being conducted by the Association, the Durum Millers and The National Macaroni Institute in co-operation with the Northwest Crop Improvement Association. Meetings of farmers in the durum areas have been scheduled in an effort to convince them that it will be profitable to convert increased acreage this spring to durum, and thousands of booklets are being distributed free to farmers through the National Macaroni Institute, to show them how the people of this country are being taught to use more and more macaroni-noodle products made from semolina of durum wheat. Among the booklets thus made available to thousands and thousands of farmers are: "Americanized Macaroni Products," a 32-page booklet of macaroni-spaghetti-egg noodle facts, history and hints; "Macaroni Magic," an 84-page book in four colors giving appetizing recipes and considerable information, and "Macaroni Facts," a small pamphlet that teachers find a valuable help in their school work.

#### OPA Speakers

Three officials of the Office of Price Administration, Washington, D. C. were invited by the National Association to address the meeting on the various phases of price ceilings and subsidies now confronting the manufacturers.

J. F. Gilmour, Head of the Grocery Specialty Section, successor to C. Fred Mueller in that position, complimented the manufacturers on their fine co-operation with the consequent mutual good that could be expected under such an arrangement. He would make no prophesy as to how long price regulations would be in effect nor

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what might happen to wheat and flour subsidies after June 30, when the law governing them expires, unless officially extended by new laws or decrees.

Shortages of raw materials are disturbing Government agencies as well as industries directly affected. The matter of subsidies will naturally affect prices and perhaps the availability of raw materials.

M. C. Gille, Head of the Emergency Specialty Section explained the adjustment provisions of the latest Amendment to Price Regulations affecting processors of macaroni-noodle products. Manufacturers who feel that their present ceilings are inadequate and are "pinching away" their vital profits, may appeal for relief under the new regulation. On submittal of evidence to that effect, relief may be forthcoming, but convincing proofs may be harder to find than anticipated under present conditions.

Harold P. Shapiro, Chief Counsel, explained the procedure whereby each request for relief under the price-ceiling plan is studied by the various divisions concerned, each appeal receiving the considerate study of all government officials in OPA who are concerned, but only granted, where proof of need is clear and dominant.

As a result of the questionings and discussions that followed the presentation by OPA it was voted to appoint a special committee to confer with the three officials during the noon recess, to make clearer the needs of the industry and to get a more definite idea of the help that can be expected from the government in things that concern the manufacturers. Named on this committee were C. Fred Mueller of the C. F. Mueller Co., Jersey City, Horace A. Gioia, of the Gioia Macaroni Co. Rochester, N. Y. and Albert Ravarino of Ravarino & Freschi, Inc. St. Louis, Mo. Out of this conference came a suggestion that OPA stand ready to act when the macaroni-noodle industry gets into a "squeezed" situation, or in individual cases where manufacturers can show that they are in that position.

#### Durum Millers Program

William Steinke of King Midas Flour Mills, Minneapolis, spokesman for the Durum Millers who are financing and directing the activities of the Durum Wheat Products Division of the Wheat Flour Institute read a report by Miss Mary Jane Albright who is in charge of the promotional work, telling what has been so far accomplished, hinting on what is being planned for the immediate future. The full report appears elsewhere in this issue. Miss Albright promises to report personally on her activities in behalf of increased good will for macaroni products made from durum, when she appears at the annual convention of the industry next summer.

#### National Institute's Work

M. J. Donna, managing director of the National Macaroni Institute reported on the sums voluntarily contributed during the two drives for finances in 1945, and on the current drive for the First Half of 1946 Fund; also on the way the money contributed had been "invested" in industry and products promotion and in consumer education. Samples of the literature used were displayed and a showing of booklets and other materials that are available on a most reasonable basis to contributors, were prominently displayed.

He was commended on his accomplishments through the years by a round of applause when President Wolfe praised the work, urged greater financial support and asked those present to make known their feelings and appreciation. C. Fred Mueller, John P. Zerega, Jr. and Albert Ravarino commended the work and the efforts of the directing manager.

#### Descriptive Labeling Preferred

The National Association went on record more strongly than ever in favor of descriptive labeling of its products after hearing the report of Chairman Peter La Rosa of V. La Rosa & Sons, Inc. Brooklyn, N. Y. This special committee was appointed last summer to make an impartial and complete study of the matter. Embodied in the report was a resolution setting forth the expressed wishes of the Association, its adopting being by unanimous vote of the winter meeting. The report and resolution will be found elsewhere in this issue.

#### Slack-Filled Package Situation

Reporting for Chairman E. Z. Vermylen who was unable to be present, sub-chairman C. T. Travis of Keystone Macaroni Mfg. Co. presented on the findings of the committee on Slack-Filled Package Study and Research, and recommended that an increased tolerance of fill be granted macaroni-noodle manufacturers because of the nature of their products. Joseph Giordano of V. La Rosa and Sons, Inc., who was in a position to know the time and labor spent by this committee in its measurement and other activities, asked that "orchids" be presented to Chairman Vermylen, to Charles Travis, to B. R. Jacobs, director of Research, to James Winston, his laboratory assistant and to Charles Rossotti.

The recommendation of the committee was unanimously adopted for presentation to the proper authorities to obtain much needed relief from the irritating and costly seizures being made on the basis of present regulations.

#### New Members

Three firms, two manufacturers and one allied, volunteered applications for membership in the National Macaroni

Manufacturers Association. They were accepted and the representatives given a hearty welcome. These are: The Foulds Milling Co., D. V. Givler, Representative, Libertyville, Ill.; Essex Macaroni Corporation, Robt. F. Sheeran, Representative, Lawrence, Mass.; Better Quality Egg Co. (Associate), Irving Manaster, Representative, Chicago, Ill.

#### A Closed Session

Having had an inkling of parts of the reports to be made by B. R. Jacobs, the National Association's Washington Representative and Director of Research, it was arranged that they be made to a closed session, open only to manufacturers, since the action concerned them primarily.

His report was in four sections, all equally interesting. The first part covered the activities of that office in collaboration with President C. W. Wolfe in implementing the policies of the Association with respect to the part taken by the industry in the war effort. This was followed by a report on the progress made in the matter of products enrichment, the Government decision thereon being expected soon. The third portion of the report concerned the recent hearing on the question of adding gluten, an official decision on which is also awaited. Finally, a report on Government seizures of thousands of cases of macaroni spaghetti and egg noodles for alleged violations of weight of contents, infestation and the degree of fill. Also on the Government check on plants to enforce rules of sanitation.

#### Minneapolis in 1946

The durum millers renewed their invitation to the Board of Directors to hold the June convention in Minneapolis. When the decision of the Board was announced, to accept the invitation, it was accorded the unanimous approval of Winter Conference.

The final registration for the Winter Meeting as disclosed by Secretary Donna showed a preponderance of manufacturers from the Eastern seaboard areas, as was expected, with a scattering attendance from the Mississippi Valley States. Of manufacturers, forty-one executives representing thirty-four firms were enrolled, while thirty-three represented twenty allied firms. This was considerably higher than the average attendance to such off-season meetings.

Those in attendance were entertained by such allies as the Consolidated Macaroni Machine Corporation of Brooklyn which sponsored a cocktail party on Sunday evening, a dinner by the Rossotti Lithographing Company of North Bergen, N. J. and a luncheon during the noon recess on Monday by the Clermont Machine of Brooklyn, N. Y.

Details of reports of Association Executives, Committee Chairmen, and speakers will be found in this issue.

## List of Winter Meeting Registrants

The following is a list of the macaroni-noodle manufacturers and allied tradesmen who registered with the secretary of the association at the Winter Meeting of the Maca-

roni—Noodle Industry at the Seaview Country Club, Absecon, New Jersey, February 4, 1946:

### Manufacturers

Firm	Representative	Place	Firm	Representative	Place
V. Arena & Sons	Sam Arena H. Arena	Norristown, Pa.	Mid-South Macaroni Co.	Thos. A. Cuneo	Memphis, Tenn.
Cardinale Macaroni Co.	Andrew Cardinale Frank Cardinale	Brooklyn, N. Y.	C. F. Mueller Co.	C. F. Mueller J. E. Burdsvall	Jersey City, N. J.
The Creamette Co.	C. L. Norris	Minneapolis, Minn.	National Foods, Ltd.	Di-Jos. A. Masury	Reynoldsville, Pa.
Dante Food Products	Vincent C. Latona	Buffalo, N. Y.	vision Hy-Grade		
The DeMartini Macaro-V. Giatti ni Co.	V. Giatti	Brooklyn, N. Y.	National Macaroni Co.	H. Filippone	Garfield, N. J.
Essex Macaroni Corp.	Robert F. Sheeran	Lawrence, Mass.	Paramount Macaroni Mfg. Co.	David Passetti Jos. Coniglio	Brooklyn, N. Y.
Foulds Milling Co.	D. V. Givler J. S. Ross	Libertyville, Ill. New York, N. Y.	Philadelphia Macaroni Co.	Louis Roncace	Philadelphia, Pa.
Alfonso Gioia & Sons	Alfonso Gioia	Rochester, N. Y.	Procino & Rossi Corp.	Alfred Rossi	Auburn, N. Y.
Gioia Macaroni Co.	Horace A. Gioia	Rochester, N. Y.	Ravarino & Freschi, Inc.	Albert Ravarino	St. Louis, Mo.
I. J. Grass Noodle Co.	A. Irving Grass	Chicago, Ill.	Refined Macaroni Co.	D. Lorio	Brooklyn, N. Y.
Kentucky Macaroni Co.	Peter J. Viviano	Louisville, Ky.	Roth Noodle Co.	N. J. Roth	Pittsburgh, Pa.
Keystone Macaroni Mfg. Co.	C. T. Travis Geo. S. Johnson	Lebanon, Pa.	Ronzoni Macaroni Co.	Emanial Ronzoni, Jr.	Long Island Cy., N.Y.
Landisville Macaroni Co.	Luige Canzanese	Landisville, N. J.	Sanacori & Company	G. Sanacori	Brooklyn, N. Y.
V. La Rosa & Sons	Peter La Rosa Jos. Giordano	Brooklyn, N. Y.	St. Louis Macaroni Mfg. Co.	Vincent Marino	St. Louis, Mo.
M. & C. Foods	Wm. Curatto	Chicago, Ill.	V. Viviano Macaroni Mfg. Co.	Frank Viviano Peter R. Viviano	St. Louis, Mo.
Megs Macaroni Co.	C. W. Wolfe Leonard Bria	Harrisburg, Pa.	Weiss Noodle Co.	Albert S. Weiss	Cleveland, O.
			A. Zerega's Sons, Inc.	John P. Zerega, Jr.	Brooklyn, N. Y.

### Allieds

Firm	Representative	Place	Firm	Representative	Place
Better Quality Egg Co.	Milton Cohen Edward Herz Irving Manaster	Chicago, Ill.	King Midas Flour Mills	Wm. J. Dougherty Wm. Steinke David Wilson	Philadelphia, Pa. Minneapolis, Minn. New York, N. Y.
Buhler Brothers, Inc.	Robert O. Schmalzer	New York, N. Y.	H. H. King Flour Mills	Arthur W. Quiggle	Minneapolis, Minn.
Capital Flour Mills Co.	Paul M. Peterson Louis Viviano	Minneapolis, Minn.	Liotta Sales Corp.	Frank V. Liotta	New York, N. Y.
Clermont Machine Co.	John Amatto	Brooklyn, N. Y.	Lazzaro (Frank)	Frank Lazzaro	New York, N. Y.
Comitee Professionnelle del Industrie de paste Alimentiere	Jacquez Auligier	Paris, France	North Western Miller	Geo. W. Potts	New York, N. Y.
Consolidated Macaroni Mach. Corp.	C. Ambrette P. Ambrette	Brooklyn, N. Y.	OPA Price Ceiling & Subsidies Head Groce- ry Specialty Sec. Head Emergency Spe- cialty Sec. Chief Counsel	J. F. Gilmour Maull C. Gille	Washington, D. C.
Crookston Macaroni Co.	Ulysses De Stefano	New York, N. Y.	Pillsbury Mills, Inc.	Samuel Regalbuto Wm. J. Warner	Philadelphia, Pa. Minneapolis, Minn.
Geare-Marston, Inc.	Michael H. Sloman	Adv. Agency Philadelphia, Pa.	Rossotti Lithographing Co.	Alfred Rossotti Charles Rossotti Thos. Sanicola	North Bergen, N. J. North Bergen, N. J. New York, N. Y.
General Mills	H. I. Bailey H. H. Raeder	Chicago, Ill. Buffalo, N. Y.	Star Macaroni Mfg. Co.	Hugo Mandilini	New York, N. Y.
S. G. Horan	S. G. Horan	Philadelphia, Pa.	M. J. Donna	Association Secre- tary-Treasurer	Braidwood, Ill.
Jacobs Cereal Prod. Lab.	B. R. Jacobs James J. Winston	Washington, D. C. New York, N. Y.			

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**SEMOLIN**  
No. 1

## Report of Labeling Committee

This committee was appointed by President Wolfe on August 31, 1945 to look into the question of compulsory grade labeling; to determine what the Association's position should be on this subject and to make appropriate recommendations.

After an exhaustive study the Committee was led to adopt virtually in its entirety the conclusions reached in "Grade Labeling and The Consumer, An Informative Study" issued by the National Publishers Association.

These conclusions are as follows:

1. The present system by which consumers are served under free enterprise, is a distributive system built to a vital degree, around brands. It has made possible mass production, decreasing prices and increasing quality, which has given this country the highest standard of living in history. It encourages freedom of enterprise by producers, freedom of distribution channels, and free choice by consumers. The brand system, with the growing systems of informative advertising and consumer education, places responsibility for quality on the producer, and enables consumers to obtain good value according to their own concepts and preferences. Related to this system is a vast and effective structure providing all the protection needed by the consumer for health and safety, and against fraud and deception; a structure built up within the framework of democracy and free enterprise by acts of Congress over many years, and by the various states and municipalities such as the Federal Trade Commission, Food & Drug Administration and the state and municipal trade commissions and boards of health, etc. Working co-operatively with this governmental system is an equally extensive system of self-regulation and research, organized and maintained by business and its associations, for the purpose of studying consumer needs and preferences, of maintaining quality and of developing more and better goods and services.

2. Some of the consumers' problems of selecting goods arise from the very nature of the system. Under free enterprise and the brand system, there have been developed and made available a rapidly increasing number of different kinds of commodities and services; this results in a richness of possibilities beyond anything the world has seen. Under free enterprise, anybody has the right to start a business and a brand and to compete for customers; this results in a multiplicity of choices between brands for the same commodity.

3. Because of the very profusion of opportunities, the problems of deciding where to buy, of knowing what is available, of understanding one's own needs and of making a choice, have naturally become increasingly complex, as contrasted with the simplicity of living in a totalitarian state. Added to these problems is the prevailing unawareness of consumers of the facts about the production and distribution systems which serve them and the public and private agencies which protect them at all times.

4. These conditions have made possible a prolonged campaign which pictures consumers as helpless, unprotected and subjected to gigantic conspiracies of exploitation, through confusion, misrepresentation and the sale of harmful, unwholesome and valueless goods. The picture which has been created is distorted, exaggerated and false. It seeks to twist into shapes of evil the very things which make our system good.

5. One proposal based on the distorted picture of consumer problems is that of mandatory A-B-C grade labeling. The most objective and thorough study, and the evidence of its own proponents, prove that A-B-C grading is not a scientifically sound method for determining quality; it does not take into account essential factors of quality; it does not give true weight to consumer preferences; many of its measurement techniques are not objective, it attempts to combine scores on a variety of characteristics into one rating. These faults are fundamental and inherent; no tinkering can make sound its unsound major premise that a complex of characteristics like consumers quality preferences and tastes can be expressed in one grade letter. Because of its scientific unsoundness, A-B-C grading cannot form the basis for understandable and usable consumer information; and in many instances, grading characteristics, if reported, are at variance with the grade and are unreliable and misleading; and no grade letter can inform the consumer as to specific quality characteristics.

Moreover, this promotion of A-B-C grading and labeling is not consumer education but anti-education to promote consumer illiteracy and the dangerous principle of dependence on the government instead of on the facts.

6. Mandatory A-B-C grade labeling in any important field of consumer goods would lead to devaluation of brands and dislocation of distribu-

tive systems. This would increase, not decrease, consumer confusion, and stabilize values. It would not give the consumers any protection which they do not now receive from agencies established by sound legislation. It would tend to cause reduction rather than improvement in quality. It would stimulate destructive price competition which would tend to foster monopoly.

7. As more fields are put under mandatory A-B-C labeling, the net result would seriously endanger and radically modify our present economic system. It would upset the balance of economic forces of production and distribution. It would project government regulation and control from the fields of proper protection of safety and health into the sumptuary fields of taste and individual needs. The very promotion campaign on behalf of mandatory A-B-C labeling and of the combination of A-B-C grading and government inspection is tending to condition the American public to acceptance of this unnecessary regulation.

8. The danger of mandatory A-B-C labeling is not in the dramatic fantasy of waking one morning to find government agents at our doors and our democratic, free enterprise system destroyed. The breakdown of our system would be slower, more subtle and, by design, less dramatic. The most modern method of enslavement is not to force chains on a man, but to decorate him with one link at a time. It is not "You must wear these chains" but, rather, "It is a great and glorious privilege to wear this beautiful link as a badge of freedom."

9. In spite of its serious threat to our economy, compulsory Grade Labeling will continue to have popular appeal unless all manufacturers adopt, design and promote on their packages labels providing adequate descriptions.

The Committee, therefore, recommends that the members of the association re-examine their packages and the labels with the object of improving their descriptions. A good descriptive label will give some or all of the following information in addition to a well and attractively displayed brand name.

1. Up to date picture of product, reproduced as accurately as possible to give right idea of size, color, appearance; all illustrating use.

2. In addition to legally required

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



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

net contents, number of portions, serving, cupfuls, etc.

3. Brief description of raw product.

4. Recipes or other descriptions for use.

5. Nutritional data.

6. Mention of recipe books and other available literature.

In line with the foregoing recommendations the Committee believes that it should be the resolve of the Association, as a body, to promote good descriptive labels to the end that the trademark or brand of a product shall be its best guaranty of its quality. Accordingly the Committee submits the attached resolution and recommends its adoption.

Respectfully Submitted  
 PETER LA ROSA (Chairman)  
 J. HARRY DIAMOND  
 C. L. NORRIS  
 Committee on Labeling

### Resolution

Whereas it appears that there exist elements desirous of bringing the entire food industry under complete governmental regimentation by the enactment of laws requiring arbitrary grade labeling for processed foods; and

Whereas a compulsory grade labeling requirement for processed food practically operates to place arbitrary government ceilings on the quality of processed food and will destroy the incentive to improve quality as has been done under the present system of marketing under brand names and

Whereas such a requirement is wholly unnecessary because the food laws at all levels of government provide for a minimum standard of quality for virtually all foods and for true and informative labeling and

Whereas it is in the interest of the consuming public and the food processor that foods shall bear adequately descriptive labels which permits its intelligent purchase in the market and its best use in the home; now therefore

Be It Resolved by the National Macaroni Manufacturers Association that it oppose any compulsory grade-labeling requirement for processed food, by or under federal or any other law.

Be It Further Resolved by the National Macaroni Manufacturers Association that (in addition to what is required by law or is advisable otherwise) the label of each product, sold by the macaroni and noodle industry, should state all indicated information about (a) its important characteristics, (b) its household use, and (c) its dietary value. This statement should be demonstrably true and correct; and it should be plainly and uniformly made in readily understood language.

Be It Further Resolved by the National Macaroni Manufacturers Association that the brand of a responsible manufacturer of such a product is the strongest guaranty that it conforms to its descriptive label; and is the only identification of its distinctive identity in intangible values.

Be It Further Resolved that a copy of this resolution be furnished the Committee on Legislation and that the matter be referred to it with directions that it be constantly vigilant to oppose any and all promotions or propaganda for the enactment of compulsory labeling legislation.

(Resolution unanimously adopted at Winter Meeting, February 4, 1946—The Secretary).

### Wheat Stocks Low

Macaroni-noodle manufacturers are rightfully concerned about the availability of durum semolina, and durum flour in the months to come, as the prospects are that there will be a shortage before the 1946 wheat crop is harvested. According to the January report of the Crop Reporting Board, U. S. Department of Agriculture — "Stocks of wheat on farms on January first were less than on that date in the past four years. Disappearance from farms since October first exceeds that in any year since 1931, while disappearance since July first is larger than in any year of record, reflecting the heavy flour millings and in some areas the necessity of feeding wet or low-grade grain."

### Pillsbury Dividend

Directors of Pillsbury Mills, Inc., voted the seventy-fifth consecutive dividend on the common stock, payable to stockholders on March 1. It amounts to \$1.00 per share. A quarterly dividend of 30c a share has also been voted to holders of the preferred stock, payment to be made on April 15.

## Report of the Director of Research

Presented to the Association at Its Meeting at the Seaview Country Club, Absecon, New Jersey, February 4, 1946

PART I

Benjamin R. Jacobs

At our meeting in Chicago on January 25, 1945, I presented to you the standards of identity that have been promulgated by the Food and Drug Administration and which became effective in March of 1945.

At that time the Food and Drug Administration had announced a hearing on the enrichment of macaroni products, to begin January 29, 1945, or four days after our mid-year meeting. If you remember, I discussed the objections that were raised in 1941 to enrichment of our macaroni products. The first of these objections was the losses resulting in the leaching out of the water-soluble vitamins in the cooking water that was drained off.

The second objection was that there was no large segment of the population which used macaroni and noodle products and that the average consumption of these products was only about four pounds per capita per annum. This consumption would not justify enrichment of our macaroni products.

The third objection was the scarcity of these vitamins which really existed in 1941.

At the hearing I presented evidence to show that losses of vitamins in the drain water were no greater than the losses sustained in the baking of bread and other bakery products when enriched flour was used. Our laboratory presented evidence, which was substantiated by other chemists, that the losses did not exceed 35 to 40 per cent. The same losses were found in our laboratory by baking biscuits from enriched flour; by making pie crust from enriched flour; by toasting bread made from enriched flour the losses were even greater. I made a trip through the South and collected a number of samples of self-rising flour which was enriched and found when these were baked into biscuits according to the directions on the packages that there were losses as high as 60 per cent and in one sample, which contained an excess of baking powder ingredients, the loss was 95 per cent, yet all of these products—flour, bread, and self-rising flour—were required to be enriched, with the same vitamins and minerals which we proposed for macaroni and noodle products, under War Food Order No. 1, which is still in effect.

The Association presented quite an array of witnesses to support its contention that macaroni and noodle products should be enriched. Among the scientists who helped us in this work was Dr. Douglas J. Hennessey, Professor of Organic Chemistry at Fordham University in New York City. Dr. Hennessey corroborated the result of our analysis on the losses in drain water in cooking macaroni products. He also found that there was no loss of vitamins due to destruction but only from that portion of the water used for cooking which was drained off.

The second objection—that is, that there was no great segment of the population which used macaroni to any substantial extent—was answered by a survey that was made by me regarding the use of macaroni among the Italian population. The Census of 1940 showed approximately 4,600,000 persons of Italian antecedents who had at least one parent born in Italy and who therefore retained their dietary habits. The survey covered 459 families, including approximately 1,900 persons. These showed an average annual per capita consumption of 74.2 pounds. Many of these families cook macaroni seven times a week and 72 per cent of them cook macaroni three times per week or more. Professor George R. Cowgill of the Department of Physiological Chemistry at the Yale School of Medicine, who was also a witness for the Government as well as for ourselves, stated on the witness stand that, on the basis of 74 pounds per capita consumption of macaroni products, average daily consumption was approximately 3.3 ounces of dry macaroni, which was equivalent to 5.3 ounces of enriched bread or approximately six and one-half slices. The level of enrichment of bread under the War Food Order No. 1 was based on an average daily consumption of six slices of enriched bread. Therefore, that segment of the population which is the largest consumer of macaroni products and also is not the consumer in any great quantity of enriched bread would receive from macaroni enriched under our proposal as much of the essential vitamin and mineral daily requirements as they would if they consumed six slices of enriched bread. Dr. Cowgill said that he favored the enrichment of macaroni products, as it

was a staple food consumed in substantial quantities by a fairly large segment of the population. He also stated:

"So I would certainly think that that was significant. I don't see how one could dodge that. I would also say that if I hadn't gone through this arithmetic, my impression would have been, well, it probably wouldn't mean a great deal, and so that would have been more or less my reaction, but having gone through the arithmetic, it seems to me that you can't dodge the conclusion that it is significant."

At the hearing there also appeared in favor of our enrichment program, Dr. Robert S. Harris. He is Associate Professor of Nutritional Bio-chemistry at the Massachusetts Institute of Technology and Director of the Nutritional Bio-chemistry Laboratories of the same institution. He has also collaborated with the governments of Mexico and China in nutritional problems and is one of the outstanding nutritional experts in the country. Dr. Harris recited the results of an experiment made by him on seventy-one families selected from a panel group of *Parents Magazine*. These families varied in income from \$800 to \$10,000 per annum. The amount of the vitamins and minerals proposed by us, together with others, was ascertained in the food consumed by these seventy-one families and the result of this research showed that only seven per cent of the subjects received an adequate intake of all of the vitamins and minerals. This data was presented to show the need for extending the enrichment of staple foods to products other than bread and flour. The work done by Dr. Harris occupied the time of a staff of six persons for over five months and represented 1,600 analyses. Dr. Harris was asked by our attorney the following question:

"Q. From the studies that you made in Boston and New York, supplemented by the survey by mail, would you say that the enrichment of bread and flour has not succeeded in bringing up the requirements of the public as a whole?"

"A. If we will accept the current standards of what people should be eating in terms of these nutrients, then it will appear that in terms of enriched bread, we have not yet succeeded in raising the quality of the American diet to those standards, and I think perhaps it is a mistake for us to have expected that."

(Continued on Page 14)

February, 1946

THE MACARONI JOURNAL

13



**Baker:** These spick and span Multiwall Paper Bags have several important sanitary advantages.

**Customer:** You mean, they keep your flour clean and dry?

**Baker:** Sure they do that, but in addition, they prevent flour from sifting through the bag walls and making our store room untidy.

**Customer:** That probably saves you money, too?

**Baker:** Indeed it does . . . siftage losses used to cost us plenty.

**Customer:** Do you send your empty bags back to the mill?

**Baker:** No sir, Multiwalls are single-trip containers . . . no chance of infestation getting started by using the same bags over and over.

**Customer:** What happens to your used paper bags?

**Baker:** They can be sold locally any time.

**Customer:** And, of course that means freedom from extra book-keeping, taking care of "empties".

**Baker:** That's right, from every angle Multiwall Paper Bags are the ideal package for flour.



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- Easy to Open.** Multiwall Bags are quickly opened . . . quickly and easily emptied too.
- Moisture Resistant.** These sturdy bags of special laminated paper construction protect your flour from dampness in transit and in storage.



**Report of Director of Research**

(Continued from Page 12)

"Why should any one category of foods be relied upon to raise the diet up to accepted levels? We eat 20 or 30 different kinds of food a day. I think that these 20 or 30 foods ought to do their part in nourishing people, and even though the amounts consumed of some of those may be small, it is just as important that they be of good quality as bread and flour should be. "I believe that the correct approach was used in attacking bread and flour first, because it represented an important quantity of food in the American dietary, but I do not see why bread and flour should be expected to carry the load and I don't see how it is in the interests of the public health to close the doors, having done that, and assuming that this whole thing has been completed."

Dr. Harris recommended the enrichment of macaroni products.

Miss Charlotte Chatfield, Nutritionist in charge of Food Need Section of War Food Administration was authorized by the War Food Administration to testify in favor of enrichment of macaroni. With regard to dietary deficiencies she testified:

"There is ample evidence of dietary deficiency occurring in various segments of the population since 1940, though evidence of macaroni consumption is now contained in many of these later dietary reports. I know of no basis for supposing that families who still consume substantial amounts of these products have all moved out of the deficiency column.

"All that we lack, in my opinion, to be more certain that macaroni enrichment would be beneficial to a considerable segment of the population, is the knowledge of how many deficient diets still exist among the families who customarily make these macaroni products an integral part of their daily diet.

"In view of past evidence, my attitude would be that we have a reasonable assumption of benefit that hardly requires new proof.

"I should want to see very convincing evidence to the contrary to be willing to adopt the opposite theory. I should not or rather, I should want to oppose a public theory that would postpone recognition of benefit from enrichment, restoration, or other similar measure, of improving staple foods, when there is an assumption of need, until positive proof of how large a group would be benefited is brought out in evidence."

On behalf of War Food Administration she made the following statement:

"I have been authorized as a representative of War Food Administration to give this testimony in favor of permissive enrichment of macaroni products, because we believe that many diets would be somewhat improved and some would be much improved by having macaroni enriched at suitable levels. Levels that provide safety factor for cooking losses, so that the product, cooked according to usual practice, will be at about the concentration established for enriched flour, or for the dry matter in bread, would be suitable, in my opinion.

"As a representative of the War Food Administration, I recommend amendment of the standards on this principle."

Even the Government's witness, Dr. R. K. Williams, who was originally opposed to the enrichment of macaroni products because he believed that the losses in leaching were considerably greater than those found and also because he relied to some extent on a study that had been made in 1933 of 18 Italian families in New Haven which showed that their diet provided a sufficient amount of vitamins, said under cross-examination that, if the consumption of macaroni products by the Italian segment of the population was what we claimed and if the bread that they were using was mostly Italian bread that had not been enriched, then, in his opinion, the problem presented a new phase and he believed that macaroni and noodle products should be enriched.

The third objection made by the Government, to the effect that the proposed vitamins were not available, was answered by Mr. G. F. Siemers, who is associated with Hoffmann-La Roche, Inc., Nutley, New Jersey, manufacturers of these vitamins, as well as other products.

He stated that the proposed vitamins were now—that is, at the time of the hearing—in ample supply and that they were available at a considerably lower price than was the case when the original hearing was held.

By the way, his laboratory also collaborated with the laboratory of the Association in determining losses in the drain water, and these results were also reported by him and agreed with our results, as well as with those of the government laboratories themselves. Our proposal for the enrichment of macaroni products was at the following level:

"That each such food contain in each pound:

(a) not less than 2.95 milligrams and not more than 3.68 milligrams of Thiamin;

(b) not less than 1.75 milligrams and not more than 2.18 milligrams of Riboflavin;

(c) not less than 27 milligrams and not more than 33.7 milligrams of Niacin;

(d) not less than 15 milligrams and not more than 22.5 milligrams of Iron (fe).

With such levels of enrichment the consumer would obtain the equivalent of these added nutrients received from the same amount of enriched bread.

It is also proposed: That each such food may also contain as an optional ingredient:

(a) not less than 800 milligrams and not more than 1,333 milligrams of Calcium (ca);

(b) not less than 3 per cent and not more than 10 per cent wheat germ or partly defatted wheat germ;

(c) not less than 400 U.S.P. units and not more than 800 U.S.P. units of Vitamin D;

(d) not less than 15 grams and not more than 45.4 grams of dehydrated yeast calculated on a moisture free basis.

It is a year now since these hearings were held and there has been no definite decision as yet as to what the attitude of the FDA is concerning enrichment of our products. However, I have a feeling that the re-hearing on the proposal would not have been granted had the FDA intended to refuse. I think that the Association has presented a very convincing case and that it had as advocates of enrichment some of the highest authorities in nutrition that the country has.

The hearing on enrichment lasted seven days and there were 990 pages of testimony taken.

**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			
	1946	1945	1944	1943
January .....	961,715	878,487	721,451	855,975
February .....		732,026	655,472	885,655
March .....		795,998	692,246	963,387
April .....		823,981	608,947	793,866
May .....		992,675	704,071	750,963
June .....		859,867	656,214	723,733
July .....		751,280	716,957	648,356
August .....		694,782	889,515	758,903
September .....		883,662	895,478	713,349
October .....		1,101,092	919,226	791,054
November .....		1,116,434	965,527	839,778
December .....		928,760	921,851	801,847

Includes Semolina milled for and sold to United States Government.

**Crop Year Production**

July 1—January 31, 1946 .....	6,392,724
July 1—January 31, 1945 .....	6,252,517

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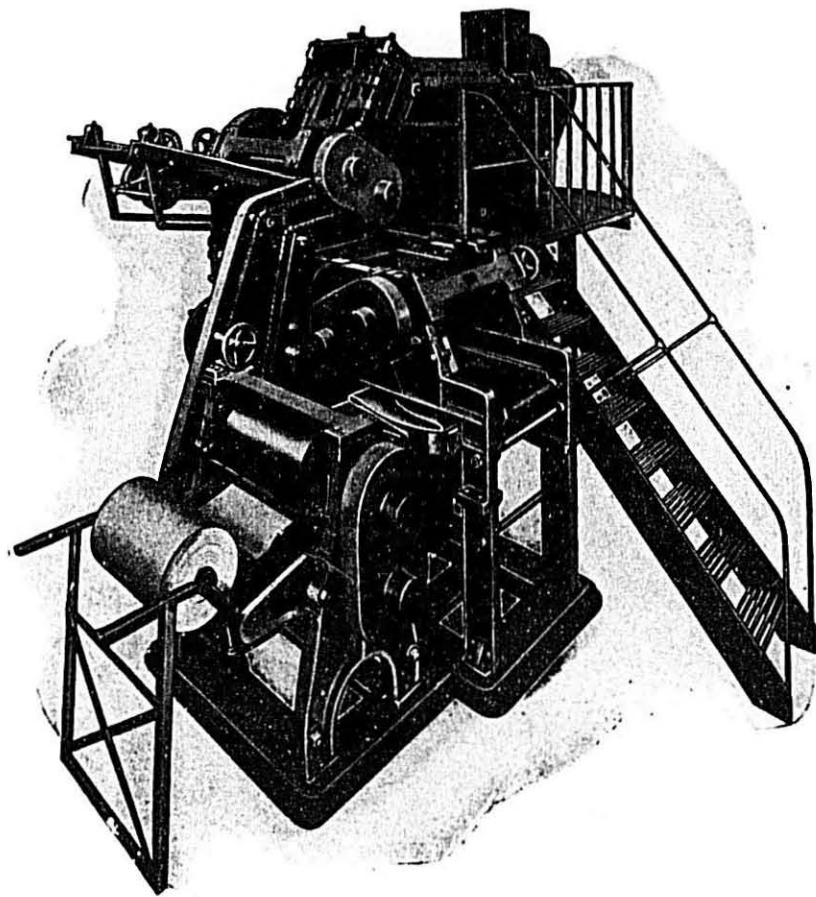


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2,223,079

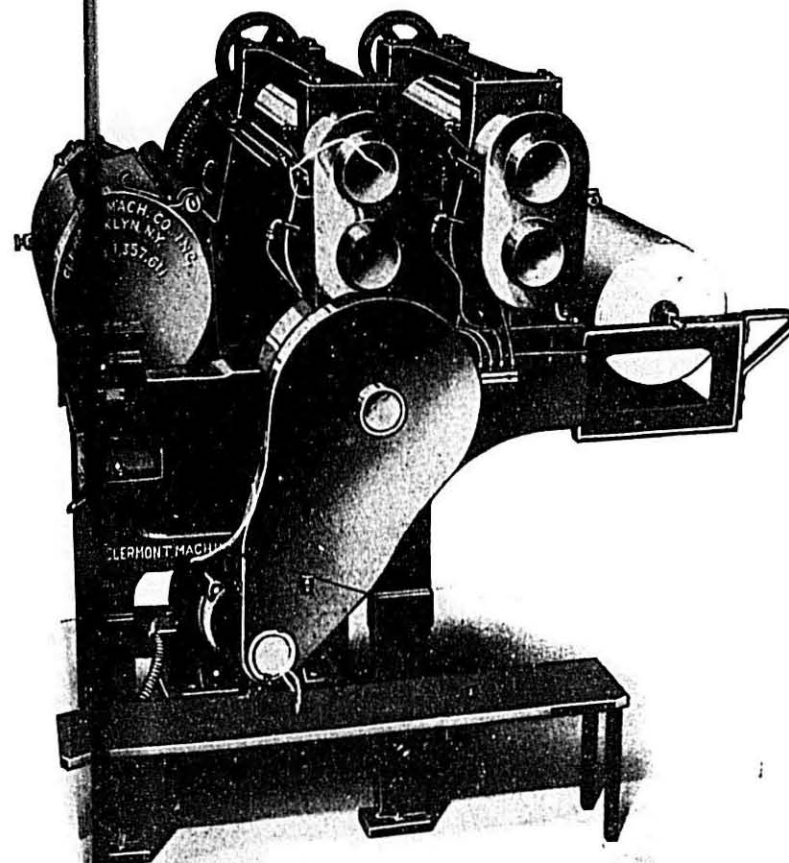
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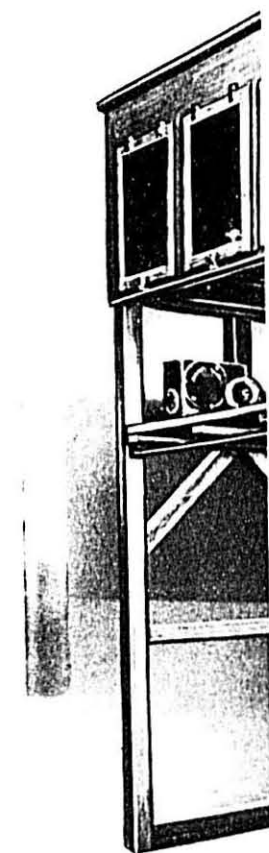
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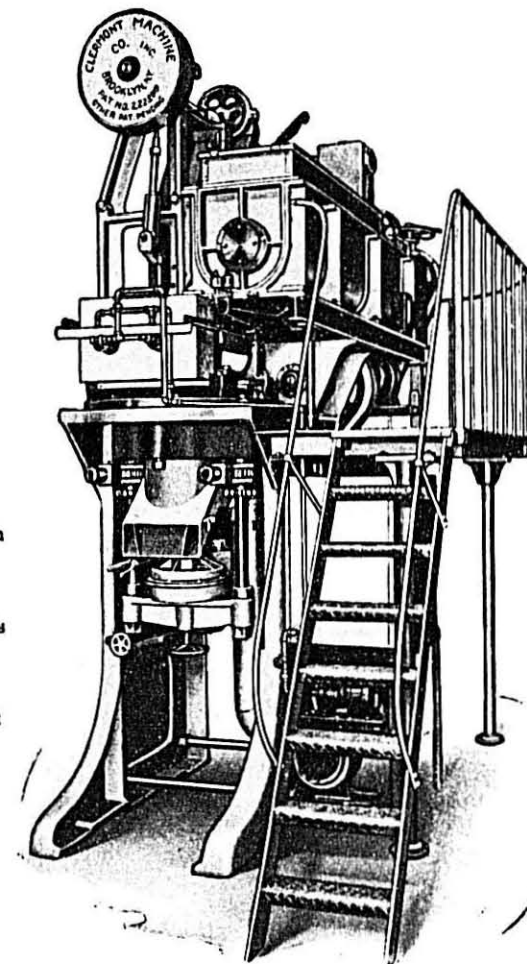
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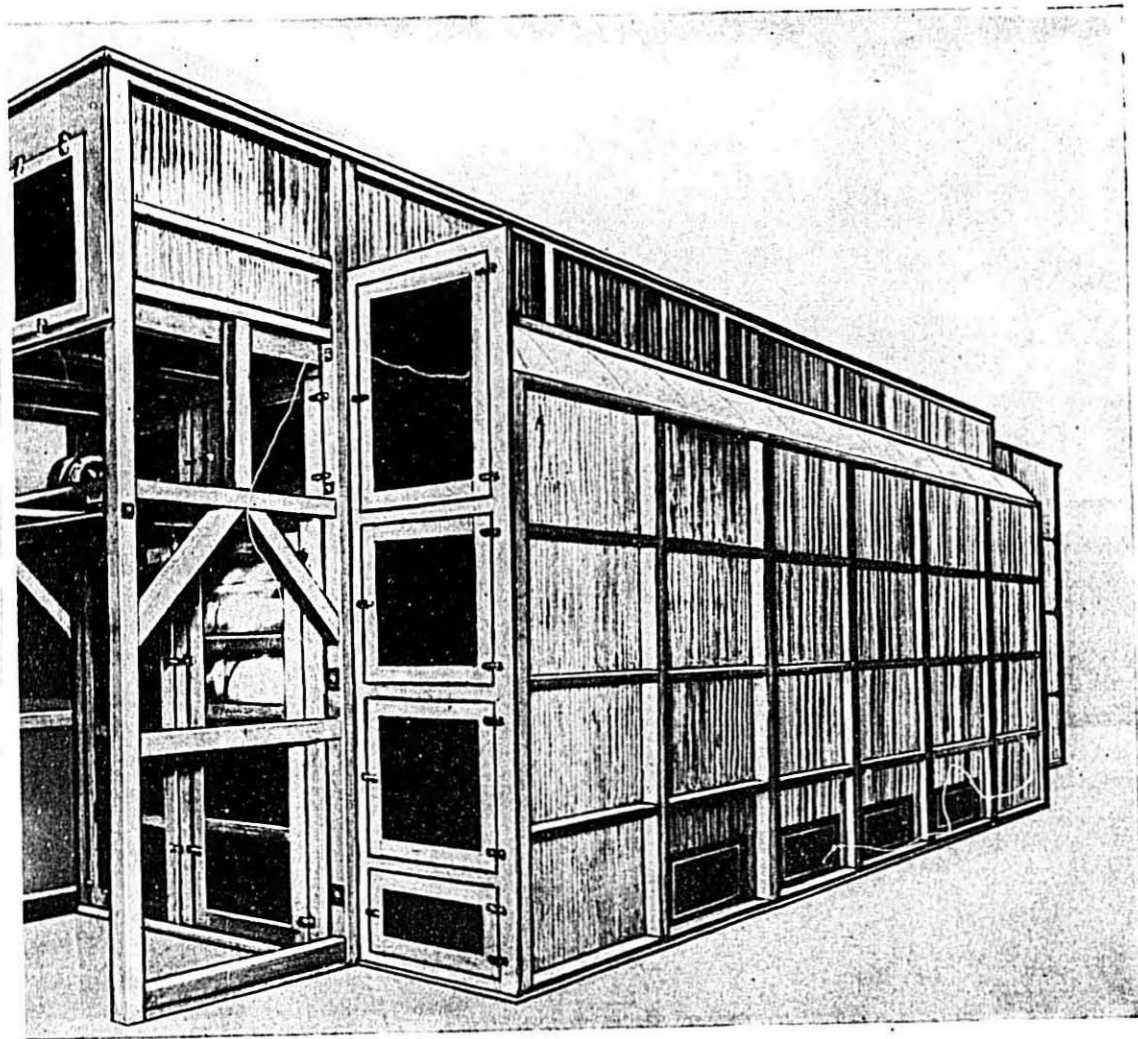
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dough is worked out in  
thin sheet to a maximum  
density producing a product  
of strong, smooth, brilliant,  
yellow color, uniform in  
shape, free from specks and  
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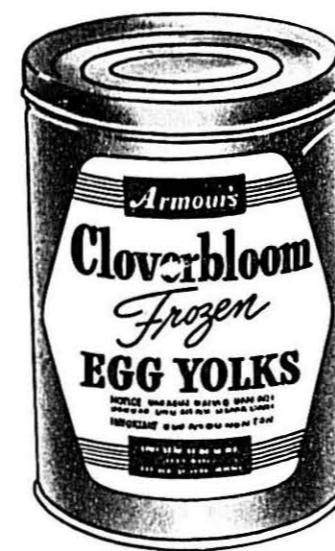
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**ARMOUR**  
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## Durum Millers Urge Increased Planting of Durum Wheat

Facts and Figures Submitted in Support of Their Activities

Paul M. Petersen, President  
Capital Flour Mills, Minneapolis

It is a privilege and pleasure to present to you on behalf of the durum mills a report on activities of the durum mills in promoting an increase in durum acreage.

As a preliminary to my report, I would like to review the facts leading up to the present durum wheat supply situation. The durum wheat crop harvested in the fall of 1944 was estimated by the Government at 32,823,000 bushels which together with a carry-over on July 1, 1944, of 14,763,000 bushels gave us a total domestic supply of 47,586,000 bushels for the crop year ending July 1, 1945. The durum mills' grind for the previous year ending July 1, 1944, was 20,409,000 bushels, so that as we went into the fall of 1944, it seemed that the durum wheat supply based on Government estimates should be adequate for milling requirements for the crop year ending July 1, 1945. As we all know, this did not prove to be the case, and durum mills were forced to curtail production last spring and summer due to lack of durum supplies.

About a year ago, receipts of durum wheat from the country were very light, but it was felt at that time that this was due to the temporary breakdown in railroad transportation brought about by severe storms in the eastern part of the country and the heavy war load on transportation facilities, causing a shortage of box cars in the durum territory. Early last spring the durum mills generally, due to the continued shortage of box cars, sent crews out into the country at considerable expense to load open gondolas in a desperate attempt to replenish vanishing supplies. It was not until that time that the durum mills discovered that the remaining durum wheat supplies in the country were much less than actually should have been available based on the Government estimates to which reference has previously been made. Strenuous efforts were then made by the durum mills to supplement inadequate supplies through importation of Canadian durum, but it was not possible, due to political and other factors, to induce our Government to revise import quotas and permit the importation of Canadian durum; although we finally did succeed in bringing in a little over 400,000 bushels of Canadian durum



Paul M. Petersen  
President, Capital Flour Mills

last summer which, however, was tied up with the provision that it had to be used on Army Semolina orders. Eventually a small part of this Canadian durum was made available to macaroni manufacturers in connection with Army orders for macaroni.

After receiving the Government estimate of stocks of durum amounting to 8,607,000 bushels in all positions as of July 1, 1945, it became apparent that the Government had over-estimated the 1944 crop. Some of this shrinkage in available supplies can be accounted for by the 1944 durum crop coming to harvest late and encountering unusually heavy fall rains so that actually a considerable quantity of the durum crop was too badly weather damaged to even leave the farms, or was so badly damaged in the field that it was never threshed. This is evidenced by a disappearance of 14,483,000 bushels for feed, cereal and other uses, reflecting an adjusting figure by the Government to actual supplies on hand July 1, 1945.

In addition to this, as we all know, the demand for durum products resulted in the heaviest mill grind in the history of the durum milling business, with over 26,000,000 bushels being ground for the crop year ending

July 1, 1945, or approximately 5,500,000 bushels more than had been ground the previous year. Surprisingly, over 13,000,000 bushels were ground by the durum mills from January through June, 1945, in spite of the acute durum wheat supply situation.

It might be asked why the durum mills did not make a more concerted effort to increase the durum acreage for the crop planted last spring. It is apparent from the matters just mentioned that the durum mills were not aware of the critical durum shortage early enough last year to take much effective action in trying to increase the durum acreage planted last spring. The durum acreage for the past five years has been too low to insure adequate durum wheat supplies and this, from time to time, has been called to the attention of acreage allotment officials, but we have not had too strong an argument until last summer due to the unusually high yields per acre during the past five years, producing a total crop apparently sufficient to take care of domestic milling requirements. It would have been a calamity in any one of the past five years had the average yield per acre been as low as that which prevailed during the '30s.

This brings us up to the work which has been done and is being done by the durum mills to promote a larger durum acreage for the crop to be planted next spring. Last summer the durum mills, through the North West Crop Improvement Association, requested the United States Production and Marketing Administration, which has to do with establishing crop goals, to establish a goal of a minimum of three million acres for durum. This appeal was made to the authorities in Washington, but we were unable to secure any definite response from this quarter. After considerable discussion by the durum mills, it was decided that we might get more definite action by working with the local or State officials of the Production and Marketing Administration and North Dakota State Agricultural Officials. A meeting was arranged last November at Fargo, North Dakota, which meeting was attended by representatives of the Production and Marketing Administration

(Continued on Page 18)



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### Durum Millers Urge Increased Plantings of Durum Wheat

(Continued from Page 16)

tion, North Dakota Experimental Stations, North Dakota Extension Service and railroad agricultural agents. This meeting was attended by nine representatives of the Wheat Departments of the durum mills who presented our problem and urged a minimum of three million acres of durum be established as a goal, with the increase of approximately one million acres being secured as far as possible in North Dakota.

At a meeting on December 20 of the North Dakota representatives of the United States Production and Marketing Administration held for the purpose of establishing acreage goals on all grains, Mr. Putnam and a durum mill representative again presented our problem, and while they were reluctant to set an official goal, they agreed to work for two and three-quarter million acres of durum in North Dakota for 1946. If this can be accomplished, together with some increase in South Dakota combined with the Minnesota acreage we should come pretty close to having three million acres of durum planted next spring.

On January 11, Mr. Putnam of North West Crop Improvement Association, met with the county agents from the North Dakota durum area at their annual conference and again presented our problem, and suggested that we arrange a series of durum meetings in the durum counties with representatives of the P.M.A., County Agents, elevator men and leading farmers to secure an increased durum acreage. The county agents agreed to assist with these meetings and lend their assistance in securing a greater durum acreage. These meetings have now been arranged, and will be held during the week of February 10, with four groups to hold one meeting per day in each of the durum counties, or a total of twenty-two meetings, with a durum mill wheat buyer and a State crop official as speakers. A durum exhibit has been prepared by the North West Crop Improvement Association, to stimulate durum production, which will be used at the winter grain shows in North and South Dakota. In connection with these winter grain shows, the durum mills are contributing prizes, and will have a speaker to present the durum problem. Mr. Putnam will also attend and speak at each of these meetings. A durum circular has been prepared by the North West Crop Improvement Association which will be liberally distributed throughout the durum area. Plans are also under way for radio publicity over two North Dakota stations to be in the nature of spot announcements for a period of six to eight weeks.

Mr. Putnam of the North West Crop Improvement Association has been working very hard on our durum acreage problem and doing effective work of untold value to all of us. It might be well for your association to consider supporting the work being done by the North West Crop Improvement Association.

The problem of inducing the farmer to plant more durum is not an easy one as the durum farmer, like all farmers, is primarily interested in raising a crop which will give him the largest financial returns per acre with the least trouble and risk. If we should have a late, wet spring, the durum farmer might make a last minute change even though he intended to plant durum, and plant other crops, such as barley, which matures earlier than durum, and thereby avoid possible damage to his matured crop through wet harvest conditions. In recent years farmers in the heavy durum producing area in North Dakota have seemed to prefer raising spring wheat, barley and oats instead of durum due to the artificial price ceiling factor which has favored returns on those crops over durum. Present varieties of durum are subject to lodging and more difficult to harvest than spring wheat, although the new varieties, Stewart and Carlton, particularly Carlton, have stiffer straw than Mindum or Kubanka durum, which will offset this disadvantage. Both the Stewart and Carlton varieties have been tested and found satisfactory for making high grade macaroni products.

In conclusion, you no doubt would like to know whether there will be sufficient durum available to carry us through this year, until another durum crop is harvested. According to official Government estimate, durum stocks in all positions as of July 1, 1945, amount to 8,607,000 bushels, with the 1945 durum crop estimated at 35,731,000 bushels. This, together with Canadian imports of 1,192,000 bushels since July 1, makes a total durum wheat supply of 45,530,000 bushels. Government figures on the mill grind from July 1 to December 31 were 12,664,000 bushels, with disappearance for feed, cereal and other uses of 7,150,000 bushels, leaving stocks of durum in all positions on January 1, 1946, of 25,716,000 bushels. Out of this must come the mill grind from January 1 to the new crop, seed requirements which should be approximately four and one-half million bushels if we reach our goal of three million acres, and disappearance for feed, cereal and other uses. This indicates a critical supply situation for the balance of this crop year, although some grain experts feel that the Government was low in their estimate of durum harvested last fall, and feel that the average yield per acre was closer to 20 or 22 bushels rather than 18 bushels as officially estimated by the Government. It re-

mains to be seen whether the Government figures are borne out, whether mill grind for the next six months will continue heavy, and whether railroad transportation facilities will be available to assure movement of the durum as needed. Further than this, the most uncertain factor is whether the durum wheat farmer will market his durum this winter and into the spring, or whether he will be inclined to hold back in anticipation of higher ceilings or higher prices after June 30.

Durum wheat receipts have been very light for the past month or more and mill stocks of durum are dangerously low. The durum mills will be faced with curtailed operations in the very near future unless there is a marked improvement in receipts of durum wheat. Increased receipts of durum would help temporarily, but there is now serious doubt if there is actually enough durum to carry us through the balance of this crop year unless there is a very decided drop-off in demand for macaroni products.

### 52,000,000 Workers Employed

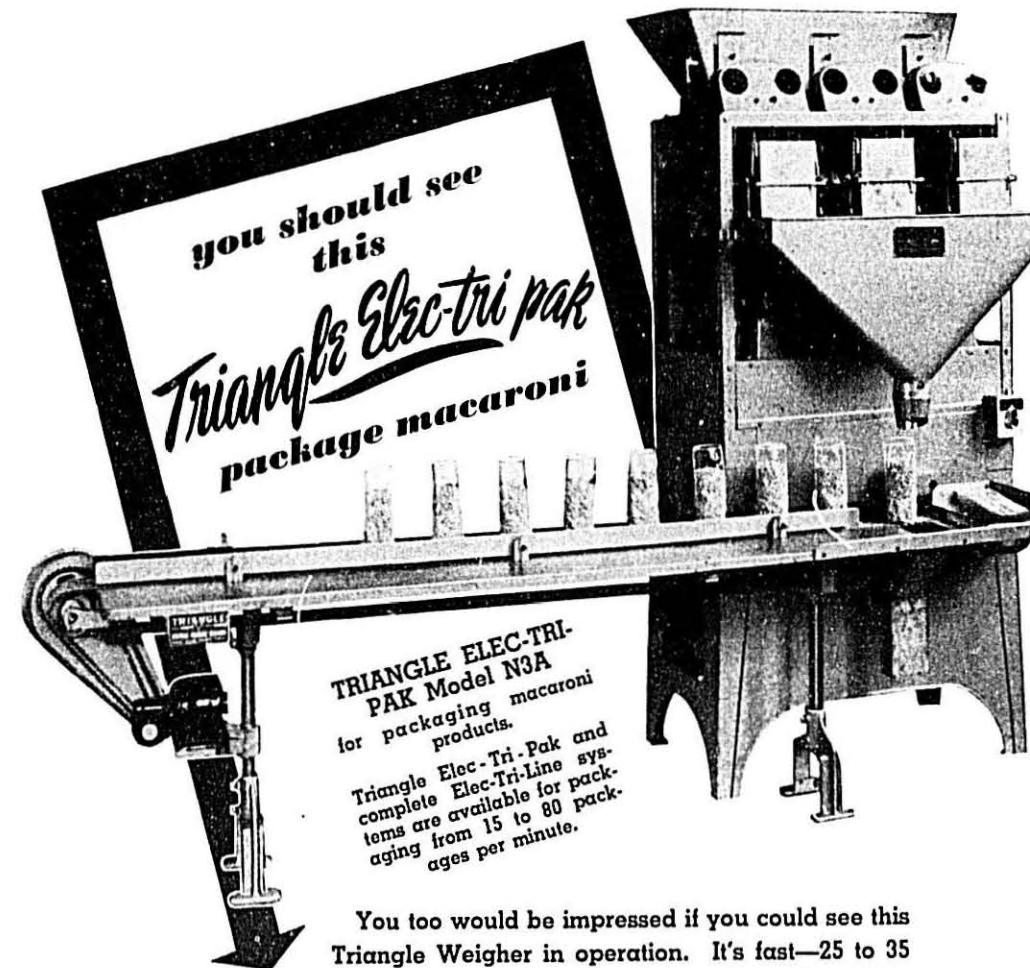
Employment in this country at the present time is at the highest peacetime level in our history, despite current labor-management disputes. Approximately 52 million workers are now holding productive civilian jobs, and unemployment is only a fraction of that officially predicted at the conclusion of hostilities with Japan. This reflects more rapid reconversion than anticipated. In many areas reconversion is 90 per cent complete. In arriving at our employment figures, no allowance is made for the unpredictable number of voluntary unemployed—strikers—as these fluctuate as the strike wave ebbs and flows.

Payrolls and individual earnings, which turned downward immediately after Japan surrendered, are now only slightly below wartime peaks and rising. Production of civilian goods is now 50 per cent to 75 per cent above July, 1945 levels, and is expanding rapidly.

These are the highlights of a summary of the nation's business and employment conditions, released today by Paul G. Hoffman, chairman of the Committee for Economic Development and president of the Studebaker Corporation. Hoffman's statement was based on reports from government sources and on data submitted by the CED Regional Managers who met here to report on progress of reconversion and production expansion in the areas which they serve.

With 52 million workers employed in productive jobs as the year closed,

(Continued on Page 26)



TRIANGLE ELEC-TRI-PAK Model N3A for packaging macaroni products.

Triangle Elec-Tri-Pak and complete Elec-Tri-Line systems are available for packaging from 15 to 80 packages per minute.

You too would be impressed if you could see this Triangle Weigher in operation. It's fast—25 to 35 weighings per minute! It's accurate—to a tiny fraction of an ounce! It saves labor! And . . . the exclusive Triangle 2-in-1 Vibratory Feeder handles your products so gently that it will even package potato chips without breakage!

Here indeed is Triangle's streamlined answer for macaroni packagers who want results now . . . who want to package more macaroni products in bags or cartons faster and better than ever before . . . with less labor and less expense. Write today for details.

Write for 20-page Bulletin



## TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO 51, ILLINOIS

Sales Representatives in: New York; Los Angeles; Dallas; San Francisco;

Denver; Cleveland; Birmingham; Memphis; North Quincy, Mass.; Montreal, Canada

## Durum Millers' Promotion Program

Wm. Steinke, Spokesman for the  
Ten Supporting Mills

While we realize that Mary Jane Albright in person could have presented a much more interesting report of the Durum Wheat Products Division of the Wheat Flour Institute, she unfortunately could not because of the press of other matters arranged to be here at this time. However, by next summer when the program will have been in full swing for eight or nine months she will have been much better prepared if the privilege extended her to give you at your annual convention a comprehensive illustrated story of the work of her division together, no doubt, with something definite as to what the Institute is accomplishing.

The Durum Wheat Products organization, of which all durum millers are supporting members, is a Division of the Wheat Flour Institute. The Wheat Flour Institute is supported by the member mills of the Millers' National Federation which comprises approximately 90 per cent of the milling capacity of the country. The Wheat Flour Institute has been in existence a good many years. It operates smoothly and efficiently on a non-profit basis with a corps of individuals all of whom are post graduates of recognized colleges and universities with special training in this particular field of work.

The Wheat Flour Institute operates under the immediate direction of Mrs. Clara Gebhard Snyder, recognized as one of the most able individuals in the food industries in work of this nature. She has the Institute very well organized and the results that she has been able to obtain have been highly satisfactory to the milling industry as a whole. The durum millers are fortunate in being able to take advantage of this organization with its efficient set-up and experience of the Wheat Flour Institute under Mrs. Snyder's general direction.

Although the macaroni industry has been particularly desirous of having the mills co-operate with them in an advertising campaign of promotional work to publicize macaroni products to best advantage, the attempts that have been made in the past on campaigns of this nature have not unfortunately worked out to the general satisfaction of all concerned. It was for that reason, in spite of the acknowledgment on the part of the durum mills as well as the macaroni trade that it seemed an opportune time to exploit macaroni products to better advantage than had been done pre-



William Steinke  
Vice President King Midas Flour Mills

viously, that the co-operation of all of the durum mills on a program of this kind because of past experience could not be obtained.

Your energetic committee, however, was not content to give up its efforts to put some definite plan into operation as quickly as possible, and as a result of a number of meetings and discussions held with your committee and the durum millers, the idea of the Durum Wheat Products Division of the Wheat Flour Institute was evolved. This conclusion was reached approximately a year ago. It was impossible, however, because of the inability of the Wheat Flour Institute to secure competent personnel, to begin the work until September, 1945. Therefore, the program up until this time has not been in operation long. Mary Jane Albright, who has been with the Wheat Flour Institute for a number of years under the immediate direction of Mrs. Clara Gebhard Snyder, was selected because of her experience and training in the Institute and because the durum millers felt that she had the ability to take on the responsibility of this program. Since she has taken charge, she has been actively contacting the durum mills in order to become thoroughly familiar with the durum mills' products. She has also been visiting a number of the macaroni manufacturers in addition to the work immediately involved with her program.

At our request, she has outlined in brief form the present activities of the Durum Wheat Products Division of the Wheat Flour Institute.

### A Brief Outline of the Activities of the Durum Wheat Products Division

#### I. Aim of the Organization.

A. The Durum Wheat Products Division of the Wheat Flour Institute started September 1, 1945. The aim of this division is:

1. To acquaint the ultimate consumer with information about durum wheat products, their many uses, and their importance in the diet.
2. To inform the consumer through various educational channels of the qualities and usefulness of macaroni, spaghetti and noodles available on the market; to stress the importance of buying macaroni and spaghetti made from durum wheat semolina for the best in quality, and noodles made from durum wheat flour for top quality; to emphasize repeatedly that macaroni products made from durum wheat will give the consumer the types of products best for cooking, serving, and eating.
3. To promote indirectly, through various educational channels, the sale of macaroni, spaghetti, and noodles made from durum wheat and to increase the consumption of these products.

#### II. Plan of Program.

##### A. Educational Activities.

1. To carry out the aim of the Durum Wheat Products Division, a plan has been set up whereby information is being distributed through educational channels.

a. A leaflet, *Durum Wheat Notes*, featuring copy, menus, recipes, and information about macaroni, spaghetti, and noodles is published monthly. This leaflet is sent each month to a mailing list of 14,000. This list, which has been carefully built up over some 10 years by the Wheat Flour Institute, consists of home economists in business, home economics teachers in high schools and colleges, nutritionists, dietitians, home demonstration agents, state workers in foods, public utility people, and food editors. During the last month, the names of 400 macaroni manufacturers have been added to the list.

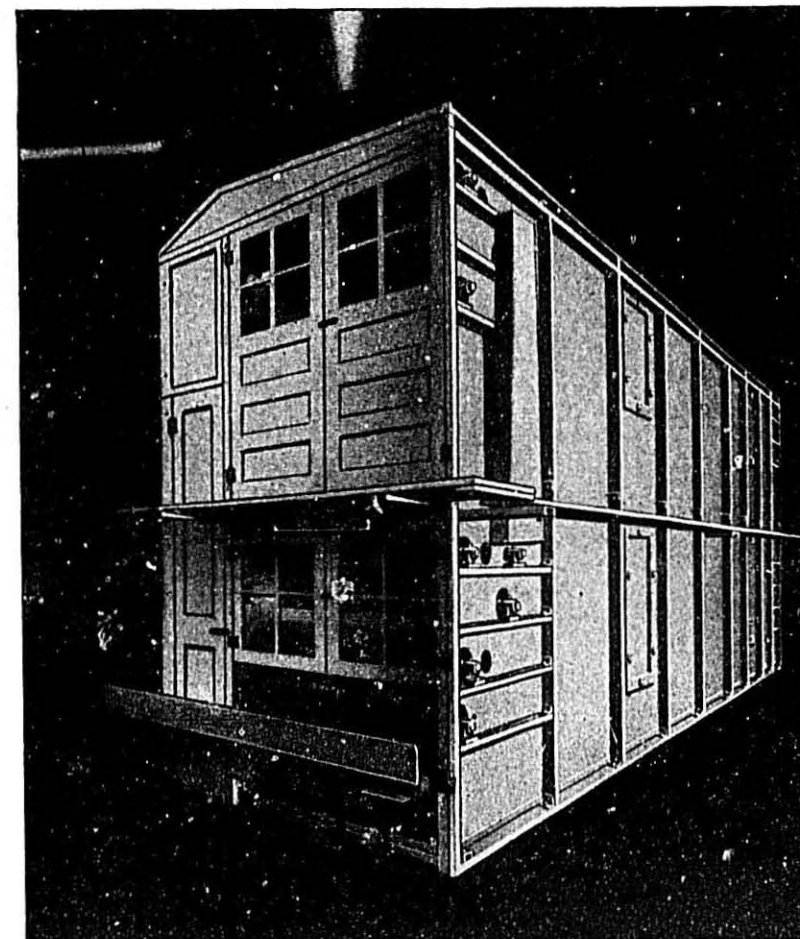
b. A booklet dealing with the history, manufacture, varieties, and preparation of macaroni products made from durum wheat is being prepared. This booklet will be distributed to teachers for classroom use. The booklets will be mailed also to individuals who are engaged in various types of publicity work with foods.

##### B. Publicity Activities.

1. To further the aim, other information is distributed through various publicity activities.

(Continued on Page 26)

## 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.

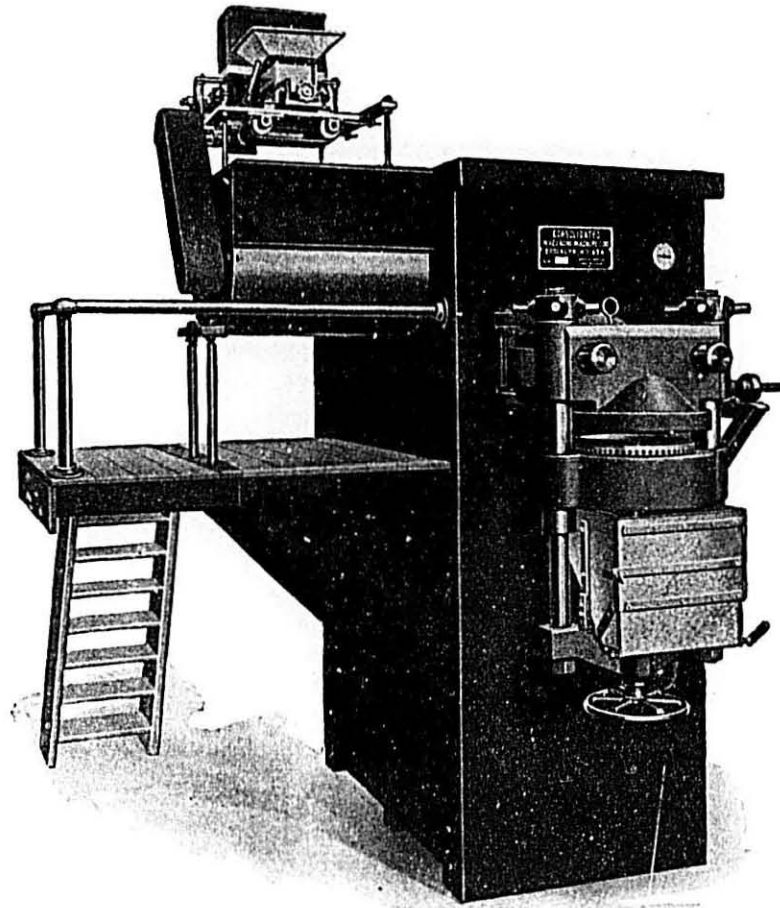
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

**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.

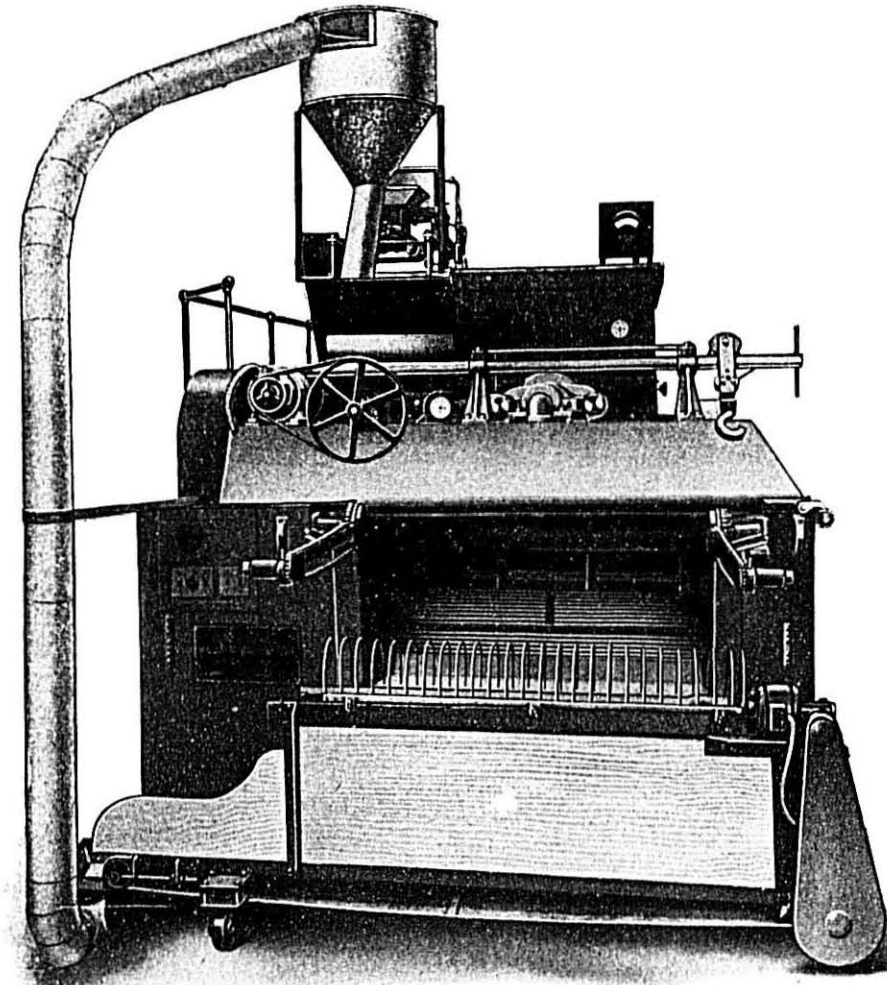
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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**

Model ADS

*From Bins to Sticks Without Handling*

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

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

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

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

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

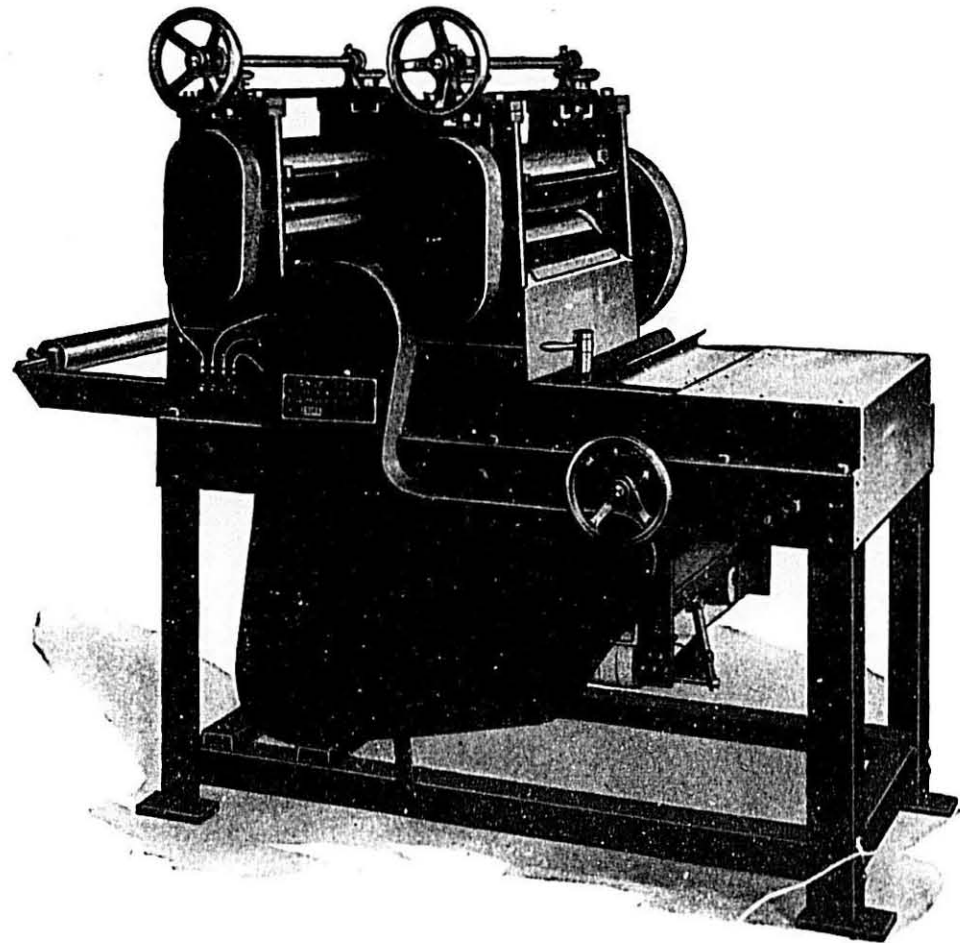
156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address all communications to 156 Sixth Street

Write for Particulars and Prices



## Consolidated Macaroni Machine Corp.



**GANGED NOODLE CUTTER**

*Double Calibrating Brake*

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

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

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

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

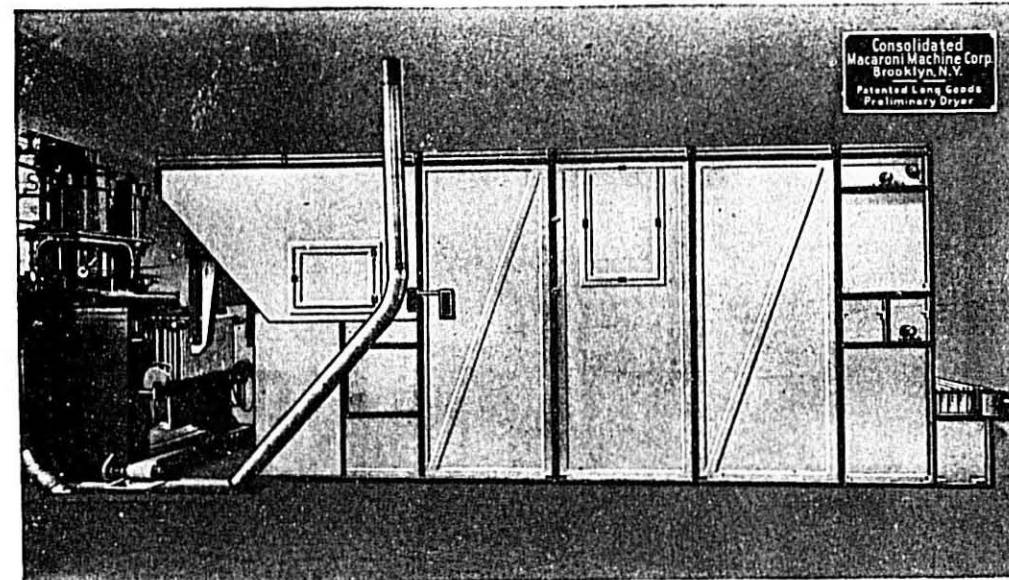
All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

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

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

*Write for Particulars and Prices*

## Consolidated Macaroni Machine Corp.



**LONG GOODS PRELIMINARY DRYER**

Model PLC

The Dryer illustrated above is our latest innovation—an Automatic, Continuous Dryer for the Preliminary Drying of Long Cut Macaroni, Spaghetti, etc.

All types and sizes of long cut goods can be preliminaried in this dryer. A return or sweat chamber is incorporated in and forms a part of the dryer.

Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

When used in combination with our Automatic Press, the only handling required is for placing the sticks on the trucks preparatory to their being wheeled into the finishing dryer rooms, after the product has passed through the preliminary dryer. No labor is necessary for transferring the loaded sticks from the press to the dryer as this is done automatically.

*Practical and expedient. Fully automatic in all respects.*

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

### Durum Millers Promotion Program

(Continued from Page 20)

- Newspaper releases are sent out every other month to about 130 food editors of leading magazines and newspapers. These news stories include a photographic print of a durum wheat product, its recipe, and food copy. The photographs which are used in newspaper and magazine articles are made in the test kitchen of the Wheat Flour Institute. Miss Albright tests the recipes, prepares the foods, selects the properties for the food photographs. The plan is to arrange everyday foods so attractively that the homemaker will be interested enough to prepare the same food in her own kitchen.
- Smaller newspapers which are unable to use photographic prints are provided with mats. These mats, which go every other month to about 200 newspapers, also feature an illustrated dish of durum wheat products with copy and recipes.
- Two separate news releases are sent out with the photographic prints in addition to the news stories. These releases are called *Durum Wheat News* and *Durum Wheat Fillers and Shorts*. Both contain timely information on macaroni, spaghetti and noodles made from durum wheat.
- A radio release is prepared and sent out monthly to 379 radio stations to men and women preparing programs of interest to homemakers. This radio release is a 10-minute talk about new cookery and meal planning ideas featuring durum wheat products.

Although only a few issues of the *Durum Wheat Notes* have gone out to the general mailing list, it is interesting to note the response that has already been received from leading home economists; and I would like to quote excerpts from a number of letters which the Durum Wheat Products Division has received:

*Blanche M. Stover, Editor, Practical Home Economics, New York:* "I have just finished reading the new *Durum Wheat Notes* which I enjoyed almost as much as Institute Ideas, one of my favorite news releases. Thank you for sending this helpful material each month."

*Avanelle S. Day, Home Economist, American Molasses Co., New York:* "Mary Jane Albright has done a good job with her first issue of *Durum Wheat Notes*. I am interested in seeing the variety of ways in which her product can be used. This kind of bulletin should be quite valuable to those who are feeding the multitude and are continually searching for new and different ideas for main dishes."

*Ada Hessie Swann, Editorial Staff, Woman's Home Companion, New York:* "I am glad to become acquainted with durum wheat products through Mary Jane Albright's interesting bulletin. I appreciate being on the mailing list for Institute Ideas as well as for the new *Durum Wheat Notes*."

*Alice Blim, Associate Editor, Ladies' Home Journal, Philadelphia:* "I am delighted to know that you have set up a Durum Wheat Products Division to take care of those useful and popular foods: macaroni, spaghetti and noodles. Yours is one of the departments to which we look for excep-

tionally fine service, and you have never let us down. I am sure that Mary Jane Albright's department will be equally productive of ideas."

*Irma Tuai, Home Economist, National Association of Food Chains, Washington:* "Congratulations on *Durum Wheat Notes*. We have already made use of your first releases. You will find the spaghetti twirl and some of the cooking hints incorporated in our bulletin this week."

*Dorothy Kirk, Food Editor, Woman's Home Companion, New York:* "This new release is very interesting and it is coming along at an opportune time. It seems to me that these comparatively inexpensive products are going to be very important to homemakers in the months ahead. It is my thought that we shall have to teach more thrift than has been emphasized during the war years."

*Constance Leeb, North Dakota Agricultural College, Fargo, N. D.:* "Since your new publication *Durum Wheat Notes* I have intended to write and tell you it is excellent. In my classes it is going to rate about tie with Institute Ideas. The Institute leaflet has always been posted on the bulletin board each time it has arrived. The students look for it, and I have a standing plan that when any group finishes the day's laboratory assignment and there is time left, one of the Institute Ideas may be worked out. Needless to say we get some speed. Thank you for the year's caller—Institute Ideas and the new *Durum Wheat Notes*, and also "Baking on Your Sugar Ration." We like them all very much. I trust these may continue in 1946."

*Barbara Anderson, Home Economist, Pacific National Advertising Agency, Seattle, Washington:* "I want to congratulate you, too, on your new release *Durum Wheat Notes*; I was very glad to receive it because we advertise for the Farro Macaroni Manufacturing Company here in Seattle, whose products are durum semolina. Your recipes sound extra good, and I'll be looking forward to future *Durum Wheat Notes* for more good ideas."

The Durum Wheat Products Division is supported by all of the durum mills, some of which through their bread wheat flour division already know about the activities of the Wheat Flour Institute and what it has been able to accomplish. Other members, after hearing a presentation of the work of the Wheat Flour Institute by Mrs. Clara Gebhard Snyder, enthusiastically subscribed to the plan of the Durum Wheat Products Division; and we have all agreed that in order for the program to be an assured success that we should plan ahead. Therefore, we have obligated ourselves to support this program for a period of at least three years following which, if it produces what we all believe and feel certain it will, we shall continue to support it in the future; and we hope that the results accomplished will indicate to the macaroni industry the vital interest that the durum mills have in the macaroni industry.

Canned food 93 years old was found in 1944 on Dealey island in the Arctic north of Canada where it had been placed in a cache by a British ship in 1852; laboratory tests showed some of the food in good condition.

### Durum Millers' Promotion

#### MACARONI PRODUCTS

#### Protein and Caloric Values

The February, 1946, issue of *Durum Wheat Notes* published monthly by the Durum Wheat Products Division of the Wheat Flour Institute as a contribution by the durum millers to the work of making home economists more fully appreciative of the true food value of macaroni-products, in its February pamphlet features macaroni and noodle products in soups—a very timely and seasonal suggestion.

"Noodle Bouillon" heads the suggested "Soup's-on Menu." The pamphlets record the facts that "Spaghetti, like its big brother, macaroni, has its own good story to tell. It's another of the durum wheat foods extra-rich in body-building proteins, and this durum wheat puts spaghetti on the scale of good nutrition."

The following charts taken from *Durum Wheat Notes* give some information of interest to home economists, housewives, and manufacturers, with respect to proteins and minerals supplied by the recommended Spaghetti-Tomato dish as well. The figures given are based on the daily allowance required in the diet of 2,500 calories:

Protein—14.18 per cent of the recommended daily allowance

Calcium—11.07 per cent of the recommended daily allowance

Phosphorous—10.30 per cent of the recommended daily allowance

Iron—5.19 per cent of the recommended daily allowance.

#### 52,000,000 Workers Employed

(Continued from Page 18)

the number of unemployed was only about 2,000,000 judging from official figures of the U. S. Census Bureau, he stated. The Census Bureau had estimated that unemployment in November was 1,710,000; in October, 1,550,000; and in September, 1,650,000.

"Even though production of peacetime goods is now at an all time high, it must be expanded further if we are to achieve our employment goal. Jobs must be provided for several million still to come out of the armed services. Once we have attained a satisfactory employment situation after reconversion and demobilization have been accomplished, we must devote our full energies to maintaining it. It is one thing to attain a high level of employment; it is another thing to maintain it," Hoffman said.

"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



## Grow More Durum

Bulletin Issued by Northwest Crop Improvement Association, Minneapolis

(Reprinted by Permission)

DURUM PRODUCTION and the macaroni industry has become permanently established in the U. S. during the past thirty years. It was a minor industry in this country prior to World War I when our citizens were just beginning to realize macaroni products were a desirable and wholesome food. During the Nineteen Twenties durum consumption for food averaged about 12 million bushels annually. There was a gradual increase to 15.5 million bushels by 1940 and 17 million by 1941. But the average consumption of durum products for the period of 1942 to 1944 was 24 million bushels which is a 100% increase over the 1920's.

The early macaroni processors often used bread wheat farina and flour in place of durum semolina and flour. They have gradually changed to durum semolina and high grade durum flour which greatly assists in creating a larger and more stable durum market.

Durum acreage in the U. S. has decreased from a peak of 6,700,000 acres in 1928. In the early years much durum was exported from this country. Exports practically ceased after 1930 and the domestic consumption did not justify a continued large acreage. The development and introduction of stem rust resistant varieties of hard red spring wheat that yielded well made this crop more certain. It replaced much of the surplus red durum, the undesirable amber durum varieties and mixed durums because it was earlier, produced less straw and was easier to handle than durum. By

1940 the durum acreage had declined to a little over 3 million acres and by 1945 to only 2,010,000 acres.

Durum production has averaged about 34.0 billion bushels annually for the past three years. After deductions are made for seed, pulling, red durum and unsatisfactory amber durums, it leaves only about 24 million for macaroni products. The ten-year average yield of durum for the period of 1931 to 1940 was 9.5 bushels while the five-year average for 1941 to 1945 was 17.5 bushels. These high yields cannot be expected to continue indefinitely. A greater acreage of this crop is imperative if the grower is interested in maintaining this important industry. A reasonable carry-over of durum is necessary to insure a continuous operation for industry.

The increased demand for milling durum has utilized all the available supply leaving no carry-over. In fact, a shortage forced mills to close between crops in 1945. The closing of mills causes unemployment which results in serious dislocation for industry, labor and the durum grower. It also seriously affects the macaroni industry which has increased consumer acceptance through the use of better quality durum products, especially if they are forced to use inferior substitutes.

Durum production should be increased by at least a million acres to assure the consumer an ample supply of this food; and allow miller, processor and laborer steady employment.

This increase should preferably be made in or adjacent to the area now growing most of the durum. Every effort should be made to avoid mixtures of durum and spring wheat. Color of product is an important factor in durum and mills have found that durum from this northern area is usually superior in color to durum from other areas.

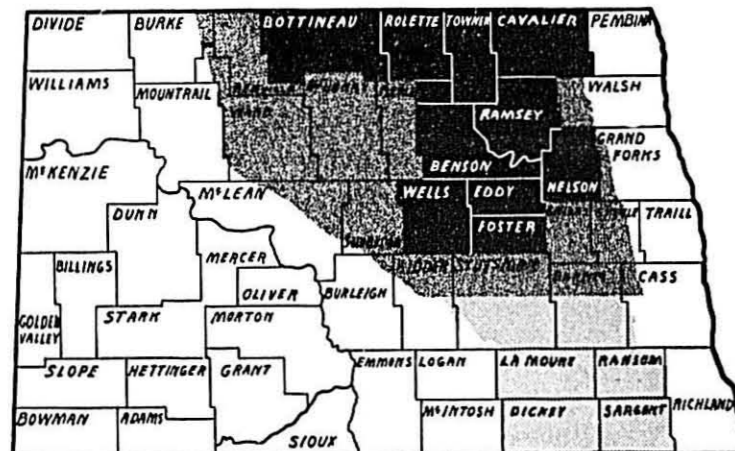
Before ceilings were established choice hard amber durum usually sold at a premium ranging from 5 to 30 cents per bushel over the lower grades, depending upon supply and demand. Present ceilings prevent the payment of such premiums.

Durum is usually higher in test weight than hard red spring wheat. In the loan program No. 1 durum, or better, carries the same support price as bread wheat; but on the cash market has the advantage of a 5 cent higher ceiling than No. 1 hard red spring wheat of less than 12.9% protein and 4 cents over No. 1 heavy northern spring of less than 12.9% protein.

### Where Durum Is Grown

Durum is grown in Minnesota, South Dakota and North Dakota. North Dakota is the major durum producing state. It grew 91% of the 1945 crop or 29 million bushels from 1,800,000 acres. High grade durum must have a bright amber color and process into a bright amber colored macaroni. Durum of this type is most

(Continued on Page 30)



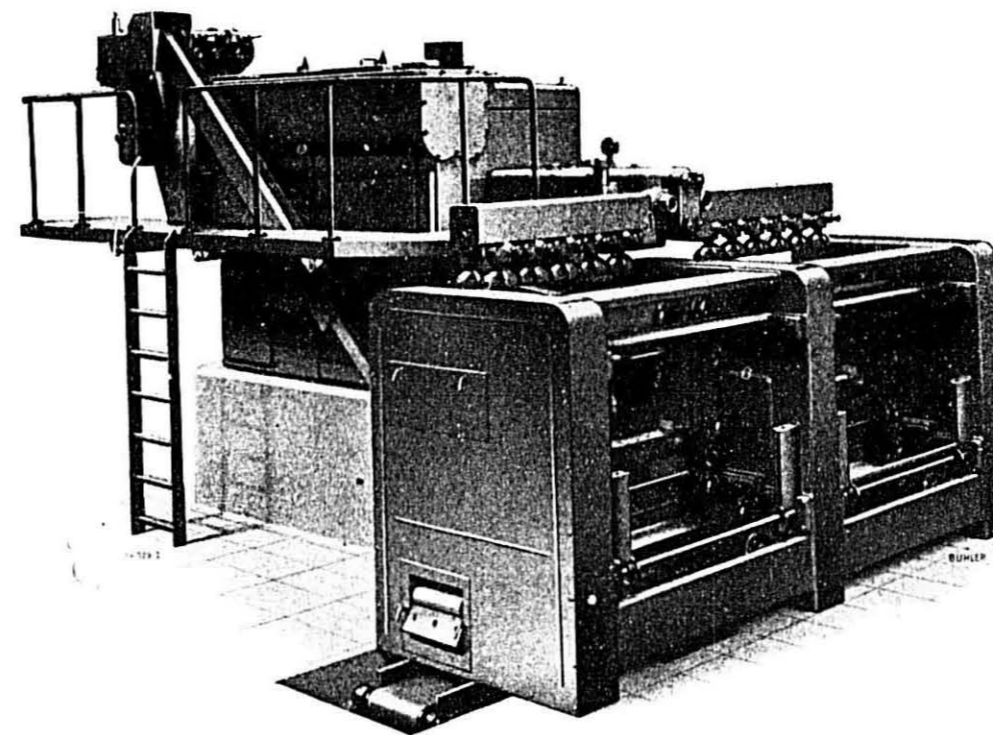
County-wide increases desirable.

Durum should be increased in all areas where it is a profitable crop.

Disease problems are more common because of the larger corn acreage. This durum area extends into South Dakota. Some durum is grown in Minnesota tributary to the Red River Valley.

Red Durum is a feed wheat—why not replace it with amber durum to maintain the macaroni industry?

# BUHLER



CONTINUOUS PASTE GOODS PRESS  
WITH  
FULLY AUTOMATIC SPREADER FOR SOLID GOODS

1860



1946

**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.

### Grow More Durum

(Continued from Page 28)

usually produced in the so-called durum area outlined on the map in this circular. This is a specialized crop centered largely in North Dakota. Growers in this area will be well advised to see that production is sufficient to meet market needs.

#### Durum Outlook

Domestic consumption of macaroni products has doubled in the past fifteen years. Present advertising campaigns should further increase durum consumption. Macaroni processors are increasing plant capacities through the purchase of expensive new machinery which increases their efficiency and improves the quality of their products.

99% of the macaroni processors are now using only durum semolina and high grade flour. In the past they used considerable bread wheat farina, flour and also low grade durum flour. The discontinued use of low grade durum flour for macaroni products will increase the durum wheat requirements about 10%.

Macaroni processors and mills have found it necessary to reject export demands because of the durum wheat scarcity. There is no durum surplus. If the macaroni industry can be assured of sufficient durum they are optimistic of an ever-increasing demand for their products. The above factors should place durum in a strong position for a number of years and warrant a substantial increase in the acreage.

#### Durum Yields

Comparative N. Dak. yields for a ten-year period, 1932 to 1941, for harvested acreage placed durum at 10.5 bushels and hard red spring wheat 9.4. This spread in yield has narrowed during the past five years to where there is little or no difference in yield except in the Langdon area. For the past five-year period Langdon station reports Stewart as averaging 11% more than Rival or Mida. In 1945 Stewart yielded 25% more than the above-mentioned spring wheats.

Mindum yielded 3% more than Rival or Mida for the five-year period, 17% more in 1945. Kubanka and Carleton were 4% below the above spring wheats for the five-year period but Carleton yielded 17% above them in 1945, and Kubanka 7%.

Durum is shorter and easier to handle in the drier years. 1945 fall moisture supply was below the average. Why not grow more durum and less bread wheat in the durum area?

#### Sawfly

Durum is less susceptible to sawfly damage than hard red spring wheats. Canadian authorities report that one seldom finds more than 25% of the stems attacked by this insect while 100% of spring wheat stems may be attacked under comparable conditions.

#### Durum Varieties

Kubanka has been grown in the U. S. for the past 45 years. It produces excellent macaroni products but it has been replaced by Mindum in many areas because Mindum has often yielded slightly more per acre. It is less susceptible than Mindum to some strains of stem rust.

#### Mindum

Mindum is the variety most extensively grown in the durum area. It usually yields slightly more than Kubanka and is resistant to many races of stem rust though susceptible to some races. Mindum produces high quality macaroni products.

#### Carleton

Carleton is a stiff strawed durum released in 1943. It is resistant to common strains of stem and leaf rust, and can be expected to yield more than Mindum or Kubanka in rust years because of its added rust resistance. Carleton is especially suitable for growing where serious lodging and rust are problems. Macaroni processors have found that Carleton produces a product of excellent color and quality.

#### Stewart

Stewart was released in 1943. Like Carleton it is more resistant to the common strains of stem and leaf rust than Mindum or Kubanka. The straw strength is about equal to Mindum. It yields slightly better than Mindum in nonrust years and much higher than Mindum in rust years. Stewart produces semolina of excellent quality for the production of macaroni products.

### Food Companies Merge

Merger of Hunt Foods, Inc., and California Conserving Co. of San Francisco has been completed, subject only to the approval of the stockholders of the two firms.

The merger follows two other major food company acquisitions by Hunt Foods, Inc., during 1945. These were the Fontan Food Products Co., a pioneer manufacturer of spaghetti, egg noodles, and macaroni, which Hunt bought outright in March, and the Rocky Mountain Packing Corp., one of the largest processors in Utah, of peas, tomatoes, and frozen foods, con-

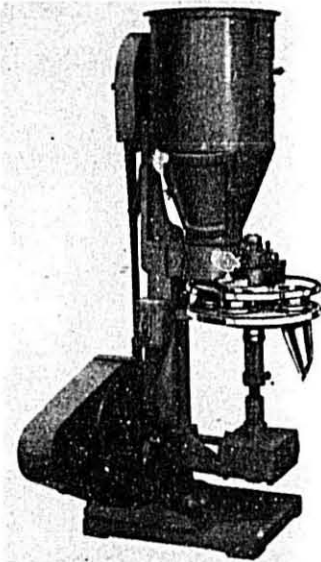
trol of which was secured by Hunt in July.

As a result of the merger, Hunt Foods, Inc., will have a widely diversified line of products, many of which are nationally distributed. Combined operations of the united companies are expected to produce a sales volume in excess of \$30,000,000.

In the Hunt Foods, Inc., organization which will result from the merger, Mr. Simon will continue as chairman, and Mr. Wangenheim will be president. The present president of Hunt, Frederick R. Weisman, will become executive vice president.

### Improved Volumetric Filler Developed By Triangle

Triangle Package Machinery Company announces a new, improved Volumetric Filler for filling dry products into various types of containers. This

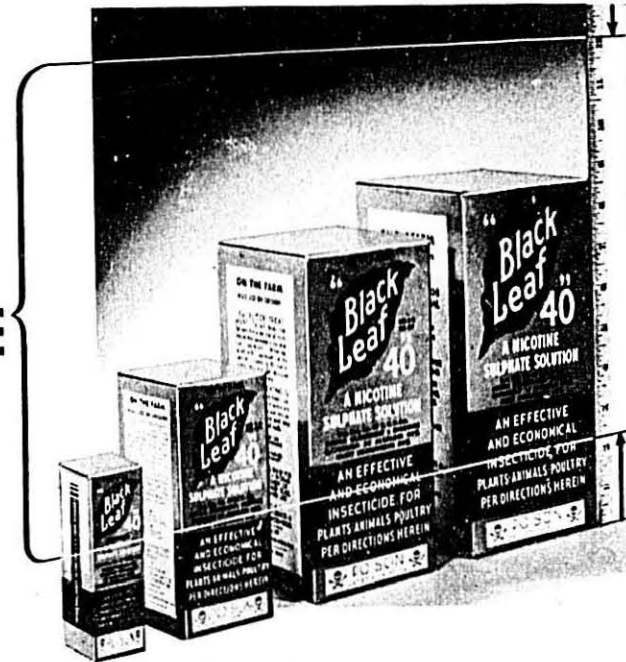


Model P-1 filler has been newly designed and has an improved, simplified drive mechanism. It is equipped also, with an adjustable hand wheel for regulating filling speeds. The filling capacity is 20 to 50 packages per minute. It is available in various size models to handle packages from 1/4 oz. to 16 oz. Uses include packaging nutmeats, ground spices, small candies, soup mix, and other similar products.

This machine has four easily adjusted measuring chambers which insure accuracy and make it an extremely fast and labor-saving unit.

For further information, write Triangle Package Machinery Co., 906 N. Spaulding Ave., Chicago 51, Illinois.

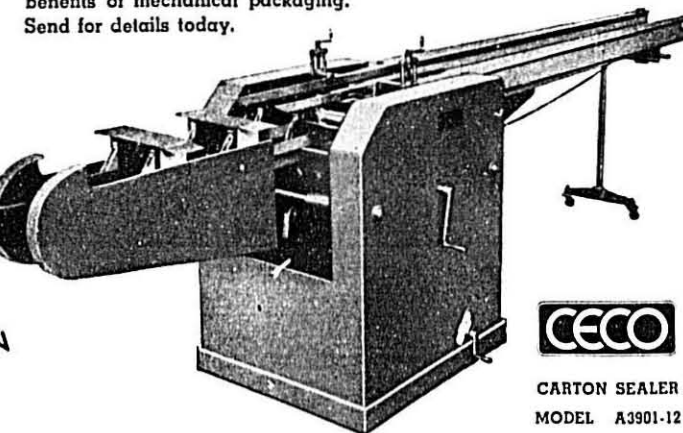
*Infinitely*  
**ADJUSTABLE**  
for cartons  
2 1/4" to 12" deep



If your cartons range from 2 1/4" to 12" in depth, you can seal them all on a single CECO Adjustable Carton Sealer. The standard CECO model is instantly adjustable without tools by unskilled help for ANY size carton within this range. Special models are also built for other size ranges and for automatic feed.

Here is what Tobacco By-products and Chemical Corporation, manufacturers of "Black Leaf 40" wrote us recently:

*"Before we purchased the CECO Sealer the bottleneck in our production line was a matter of carton sealing. The installation of your equipment has definitely removed this bottleneck. We are delighted with your machine."*



**CECO**

CARTON SEALER  
MODEL A3901-12

**CECO**

*Adjustable*

**CARTON SEALERS**

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

**CONTAINER  
EQUIPMENT  
CORPORATION**

*Packaging Machinery  
Specialists*

### U. S. Durum Wheat Supplies on January 1, 1946, Down to 25,716,000 Bushels

#### Disappearance of 19,814,000 Bushels Took Place July-December, 1945

Supplies of Durum wheat in the United States on January 1, 1946, were down to 25,716,000 bushels states the Production and Marketing Administration, U. S. Department of Agriculture, in the Semi-annual Durum Report. This is about 4,500,000 bushels less than was on hand at a corresponding date the year before when supplies made available to mills were exhausted before the new crop was ready. Stocks in all positions on January 1, 1946, were under those of the year before and were located as follows: on farms, 18,918,000 bushels; interior mills and elevators, 3,044,000 bushels; commercial stocks at terminals, 652,000 bushels; merchant mill stocks, 3,102,000 bushels.

The carry-over of Durum wheat on July 1, 1945, had dropped to 8,607,000 bushels which together with the 1945 crop of 35,731,000 bushels provided a domestic supply at the start of the 1945-46 season of only 44,338,000 bushels, the smallest since 1937. This was supplemented by Canadian ship-

ments of Durum wheat into the United States of 1,192,000 bushels during the first half of the 1945-46 season.

Disappearance during July-December, 1945, amounted to 19,814,000 bushels, 12,664,000 bushels having been ground by merchant mills while feed, cereal manufacturing and other uses took 7,150,000 bushels. Mill grindings during this period would have been considerably larger had wheat been available, since many mills were forced to curtail operations during July and August due to lack of supplies. An extraordinary demand prevailed for Semolina and Durum flour both for domestic and export use. This demand continues and mills have capacity run in sight if wheat supplies are available. Since offerings ran out a year ago when supplies were larger, it seems conclusive that curtailment of mill operations will again be forced toward the close of the current season. Closer liquidation of farm stocks than took place a year ago would help the situation. At the first of the year, Canada held only about 1,000,000 bushels of Durum

wheat in commercial positions. Last year Canadian imports for the period January through June amounted to 1,257,000 bushels.

The quality of the 1945 Durum crop, though damaged somewhat by rains at harvest time, was vastly superior to the poor quality crops produced during recent years. Following is a tabulation of carlot inspections of Durum wheat at Minneapolis for the period September-December, 1945, inclusive. Seventy-seven per cent of the receipts during this period graded No. 2 or better compared with only 27 per cent in 1944. Fifty-eight per cent graded Hard Amber or Amber Durum, while in 1944 only 16 per cent of the inspections fell into these classifications. Cars grading Sample Grade in 1945 were less than 3 per cent, while in 1944 they accounted for 27 per cent of the inspections. Only 7 per cent of the 1945 inspections bore a "tough" notation compared with 26 per cent in 1944.

#### Free Schooling to Food Industry Employes

The New York Board of Health announces its sponsorship of a series of educational courses dealing with the processing of foods, the prevention of spoilage, wastage and contamination that should be of prime interest to macaroni-noodle plant foremen and superintendents in the New York metropolitan area.

The course, which is intended for all workers in the food and restaurant industries, is free, says Sol Pincus, Sanitary Engineer of the Health Department. It will deal with the scientific aspects of food, and all phases of the proper handling of food, the sanitation of food establishments, food infection and poisoning.

The course will consist of sixteen two-hour sessions, two sessions per week for eight weeks, starting October 1, 1945. A Qualifying Certificate in Food Sanitation will be issued by the City Department of Health to persons who successfully complete the course.

#### Pack-Rite in New Offices

Techtmann Industries, Inc., and Pack-Rite Machine Division have moved to their new offices at 714 West Wisconsin Ave., Milwaukee, Wis. According to President Techtmann, the new location offers his firm 500 per cent increase in factory, office and display space.

This firm manufactures the popular Pack-Rite machines in use in many plants for packaging macaroni-noodle products.

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION					
Average, 1936-37	Durum Wheat			Exports Macaroni, etc.	Total
	Ground	Semolina	Flour		
1940-41	1941-42	1942-43	1943-44	1944-45	1945-46
July-December	7,605,068	235,907,913	78,162,566	1,771,283	1,771,283
January-June	6,880,117	227,092,342	63,321,798	1,542,749	1,542,749
Total	14,485,185	463,000,255	141,484,364	3,314,032	3,314,032
1937-38	6,747,909	209,747,636	69,444,564	1,532,537	1,532,537
July-December	6,881,882	223,646,780	58,168,292	1,345,699	1,345,699
January-June	13,629,791	433,394,416	127,612,856	2,878,236	2,878,236
1938-39	7,590,460	244,093,892	81,245,920	1,783,847	1,783,847
July-December	7,231,375	246,364,944	66,016,328	1,494,226	1,494,226
January-June	14,821,835	490,458,836	147,262,248	3,278,073	3,278,073
1939-40	8,213,310	272,970,572	79,602,264	2,929,050	2,929,050
July-December	7,210,373	230,460,524	77,225,764	1,882,683	1,882,683
January-June	15,423,683	503,431,096	156,828,028	4,811,733	4,811,733
1940-41	8,294,842	231,864,884	91,130,788	1,707,295	1,707,295
July-December	8,204,118	269,627,204	78,675,184	1,475,196	1,475,196
January-June	16,498,960	501,491,088	169,805,972	3,182,491	3,182,491
1941-42	9,319,560	290,510,220	103,518,380	2,235,046	2,235,046
July-December	9,641,236	293,775,384	108,615,360	1,425,903	1,425,903
January-June	18,960,796	584,285,604	212,133,740	3,660,949	3,660,949
1942-43	11,137,704	338,573,616	134,651,216	1,199,828	1,199,828
July-December	12,742,102	398,104,420	146,656,216	1,351,985	1,351,985
January-June	23,879,806	736,478,036	281,307,432	2,551,813	2,551,813
1943-44	11,235,744	361,364,377	119,971,716	1,944,340	1,944,340
July-December	9,172,805	314,664,400	78,474,391	3,381,071	3,381,071
January-June	20,408,549	676,028,777	198,446,107	5,325,411	5,325,411
1944-45	12,769,977	360,975,200	178,688,800	2,738,271	2,738,271
July-December	13,260,803	426,621,200	140,080,300	4,768,898	4,768,898
January-June	26,030,780	787,596,400	318,769,100	12,507,169	12,507,169
1945-46	12,663,562	417,108,400	131,557,600	15,289,193	15,289,193
July-December					
January-June					
Total					

\*Total production included under semolina when production of semolina and flour is not reported separately. †Five months, July through November.

We Can Supply You  
With Your Year's Requirements of

## QUALITY FROZEN EGGS

Packed During the Time When  
FRESH EGGS ARE AT THEIR BEST

### WEINBERG BROS. & CO.

1054 Fulton Street  
CHICAGO 7, ILLINOIS

### Have You Considered PETERS CARTON PACKAGING MACHINES?



TO SET UP  
Macaroni and Spaghetti  
Cartons

This JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute and requires one operator. It is adjustable for a wide range of sizes.



TO CLOSE  
Macaroni and Spaghetti  
Cartons

This SENIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute and requires no operator. It is also adjustable for a wide range of sizes.

SENIOR fully automatic machines are available for greater production.

Send your problem, including samples of cartons you are now using to us. We will gladly make recommendations for your specific requirements.

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

## MALDARI'S MACARONI

**D E P E N D A B L E**  
**I N I M I T A B L E**  
**E C O N O M I C A L**  
**S E L E C T A B L E**

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## DONATO MALDARI

SUCCESSOR TO

F. MALDARI & BROS., INC.

178-180 Grand Street

New York 13, N. Y.

America's Largest Macaroni Die Makers Since 1903—

With Management Continuously Retained in Same Family

### Allis-Chalmers Salute to The Food Industries Boston Symphony Orchestra Program

When in Rome you dine as the Romans dine . . . eat spaghetti. In France, you sip at onion soup . . . in England, lunch on mutton chops. In China, rice will be your dish . . . in Sweden, smorgas-bord. The Irish will heap your plate with potatoes. And below the Rio Grande, you'll eat your share of tamales.

But what's the national dish of America? A Bostonian might tell you: baked beans. . . a Middle Westerner, apple pie. And Colonel Culpepper of South Carolina, sub, might take the stump for fried chicken.

But any American, anywhere . . . so long as he can reach his corner grocer . . . can enjoy any or all of these sectional specialties . . . and with them, any or all of the world's greatest dishes besides!

We Americans, in brief, enjoy a greater variety of food than any other people. Even when rationed, our national diet was the best balanced on earth. And while we dined so well, our food processing industry . . . our canners, millers, meat packers . . . our freezers, dehydrators and packagers

. . . were feeding a hungry world at war.

No American industry worked harder for victory . . . none will contribute more to American good living in the future.

In the days to come, the "home freezer" in your kitchen may hold remainder steak from Labrador . . . sardines from the Mediterranean . . . luscious figs from Arabia. Quick-frozen, processed and packaged on the spot, they will be rushed to you by fast aerial freight.

Your pantry shelves are lined with other cans of food . . . self-heating cans . . . cans *within* cans. Light the central heating core . . . your dinner cooks itself!

Fishing, you'll carry your lunch . . . a hearty one . . . in a "pillbox" that fits into your tackle box. Transparent cans will let you see what you buy . . . yet protect the food you eat from contaminating fingers.

You'll enjoy pre-cooked dinners on plates of plastic or fibre . . . then, "wash" your dishes by the simple expedient of throwing them away! At sea, you'll drink fresh milk . . . milk frozen by a special process that will keep sweet for months.

Tomorrow, the cream of the world's crops and cookery will come to you in a container! And they'll be so easy to prepare, so appetizing to eat, so

economical to buy, you'll take for granted luxuries denied a king a century ago.

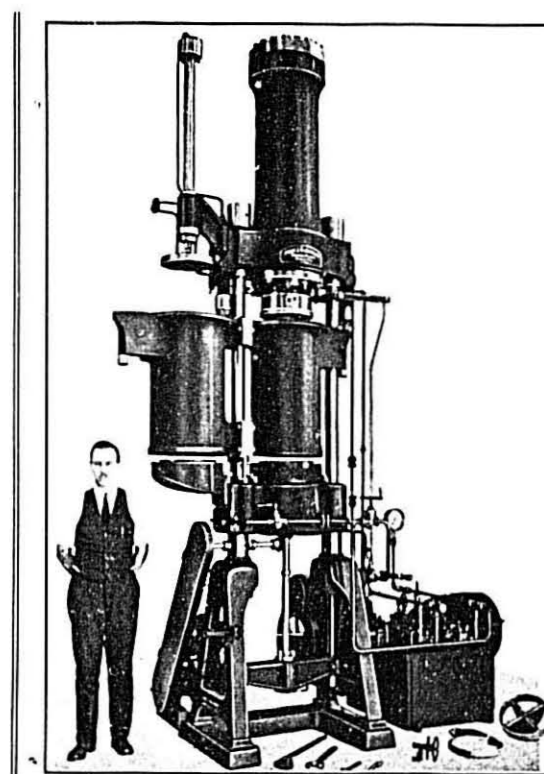
So, at this time, Allis-Chalmers is proud to honor the industry whose skill and genius will make this food magic of the future, reality, and we pay well deserved tribute to the men and women of our indispensable food processing industries.

### Packaging in World War II

Publication of the second of its series "Packaging in World War II," the story of set-up paper box manufacture, has been announced by the Packaging Institute.

Willard F. Devenau, editor of the series which will document all phases of packaging during the war when it is completed, compiled the story of set-up box wartime uses in collaboration with members of the National Paper Box Manufacturers Association. The first of the series, plastics packaging, was published by the Packaging Institute last autumn.

Walton Lynch, president of the Packaging Institute, has announced that others of the series treating with wartime developments in packaging machinery, and corrugated shipping containers will appear in the spring and summer of 1946.



PRESS No. 122 (Special)

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*Engineers and Machinists*  
Harrison, N. J. - - U. S. A.  
Specialty of  
**Macaroni Machinery**  
Since 1881  
Presses  
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Mixers  
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Mould Cleaners  
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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. O. T. A.

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

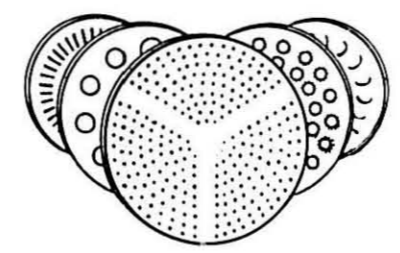
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**120 Lbs. Net**  
**ABO**  
Fancy Durum Patent  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. O. T. A.

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

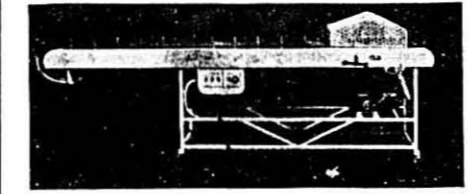
## STAR DIES WHY?

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.

## PACK-RITE HEAT SEALING MACHINES

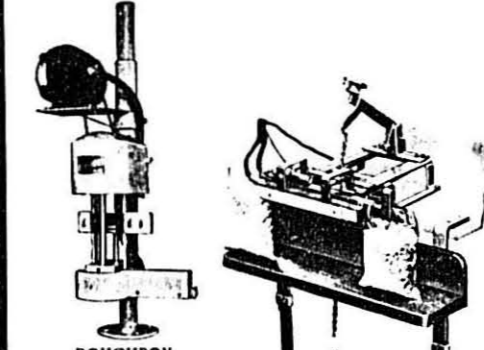
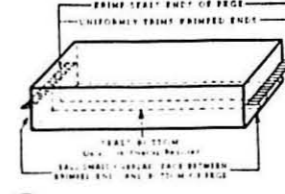


### NEW MODEL "E" KRIMPAC MACHINE

Semi-automatic—ideal for single-unit or assembled items—candy bars, cakes, cookies, doughnuts, etc.

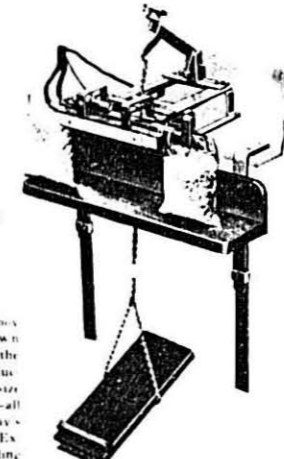
- Invariably saves cellophane area
- Instantly adjustable—without tools

### HERE'S WHAT IT DOES



### DOUGHBOY ROTARY

The "Top Notch" Doughboy Rotary—Nationally known and used in multiple by the leaders! The high production sealer—seals any size bag, pouch or barrier—all materials. Ideal for today's varying requirements. Excellent for conveyor feeding. —Fast—Dependable. Operates vertically, as shown, or horizontally. Used in quantity by largest firms in many fields. —35 in one plant!



### TECH-MASTER

"TOPS" in jaw-type heat sealers. For ECONOMY and EFFICIENCY—its TECH MASTER Bags fed vertically—Sealing bars operated horizontally—Seals close to contents—Heavy bar pressure—Light foot pedal—Touch Thermostatic heat control—Seals all materials—Adjustable metal feeding tray auxiliary equipment



### MULTI-USE

Used in quantities for hundreds of different heat-sealing jobs. The ideal all-purpose sealer so popular in many food plants. For spot-sealing and flat-sealing, overlays, etc. Will seal packages of all sizes and shapes—any heat-sealing material. Light weight—compact—portable 3-heat switch.

**PACK-RITE MACHINES**  
714 West Wisconsin Avenue, Milwaukee 3, Wis. M.J.  
Please rush complete information on your Heat-Sealing Machines to:  
Attn: of \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## Will Postwar Competition Be Above or Below the Belt?

By L. C. Oberlies

\*\*\* They used to say that "competition is the life of trade." The more cruel and drastic the competition, the more "life." Many an innocent bystander has been hit during the futile battle.

\*\*\* The public does not profit in a business fight. It may, for a while, think it is going to get something for nothing, but it more likely gets something that IS nothing.

\*\*\* The world is divided into heroes and zeroes. I once considered my competitor the King Bee of the latter class. He was a crook and a liar. And I define a liar as the man who has no partition between his imagination and his facts.

\*\*\* Instead of being the life of trade, competition is the bag pipe in the orchestra of business. . . . It is responsible for all our discords.

\*\*\* Mud as a purifier is no good, the beauty expert to the contrary notwithstanding. Consider the turtle. He never took a prize in a beauty show. You can't throw mud and keep it off your own shirt front.

\*\*\* The provincial mind has been the blight of many a businessman, and caused him to close up like that shell fish—the clam!

\*\*\* In dealing with my competitors I have found that the milk of human kindness can smooth out more wrinkles in his tough old hide than cold cream. Shake hands with him, that competitor of yours. Who knows but what he is as honest as you are? You cannot hate a man you really know.

\*\*\* In the game of life there is no such thing as sc'taire. You are obliged to join with somebody to get the business cart up those terrific grades, which are so much steeper than they used to be.

\*\*\* Scandal is a pet snake that comes home to bite its owner when it is fed up on the wicked outsider.

\*\*\* God and two men make a universe. He might have a hard time making it if His two men were my competitor and I. Paraphrasing the words of the late Calvin Coolidge, we must "Demobilize our competitive hatreds and mobilize the common kindness of mankind."

\*\*\* Man is the only animal that can be skinned more than once.

\*\*\* Business is a public trust—not a private snap in which I dare take unfair advantage of both competitor and customer.

\*\*\* We dare not try sharp practice in substitution for "imitation is the outlaw of good taste."

\*\*\* A man has to sell himself to his trade before he can sell his goods. The best weapon in business is a winsome personality. God never made two businessmen alike, for that would have been too many of a kind.

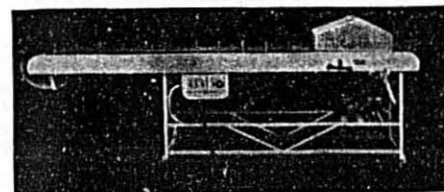
\*\*\* Too many of us in business are like the boy who fell out of bed. He said he went to sleep too near the place where he got in.

\*\*\* Can a near-sighted man have a far-away look in his eyes? He can if he will put on the spectacles of modern business—courtesy and tact.

\*\*\* Fellowship is just a case of two chaps in the same ship. And, gentlemen, if the business ship goes down, we will all get our feet wet. We had better pull on the oars of progress together, or bail out water, or take up

### New Model "E" Krimpac Machine

Pack-Rite Machines, 714 W. Wisconsin Ave., Milwaukee 3, Wis., announce the development of their new Model "E" Krimpac Machine—with



definite improvements over their Model "D," popular prior to the war. The "E" Krimpac, which seals the visible Krimpac package used for candy bars, cookies, cakes, doughnuts and similar single-unit or assembled items, automatically heat-seals bottom of package, krimp both ends of package, seals small space at ends of package between bottom and krimp, uniformly trims krimped ends and discharges packages.

a collection, or do something religious—for the business boat is leaking in a good many places.

\*\*\* Be candid and invite candor. The most successful grafter in the whole world is the man who brags of "my good taste."

\*\*\* Can we create new selling outlets for our wares? Remember old Virgil might have been talking about us when he said: "They can because they think they can."

\*\*\* We need more recreation. Try a fishing trip with your competitor. Toss business discussion to the four winds for a day and a night—and just fish. You may not catch any fish, but you are likely to catch a genuine friend in that competitor you have been dubbing all the bad names under the sun.

(All Rights Reserved)

### Of Course We Have Inflation

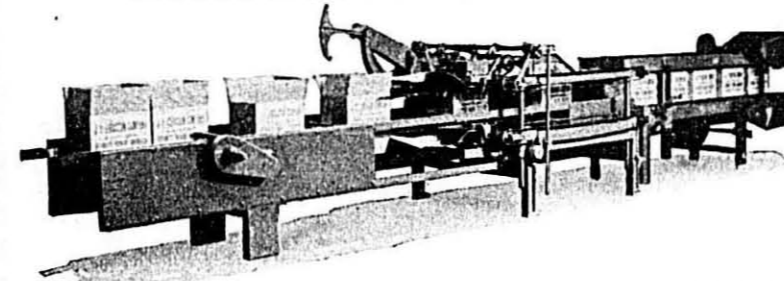
All the politicians in America seem to agree that there has been what they called "an upsurge in prices," and then imitated the parrots who insist that they "are afraid of inflation and must avoid it." You may stuff official statistics and political baloney into every channel of information, from rag-time radio to high political authority, and you can't make the general public believe that "inflation" is anywhere, except "present." They know that they are paying twice as much for their cost of living as before the war.

Operator or operators, perform preliminary work of placing cellophane around package and feeding it into machine—machine does the rest, as follows: New, improved interchangeable stainless steel pushers, equipped with snap-lock clip and detachable

pusher wings, incorporate a definite improvement over the Model "D" in that the user can capitalize to the fullest on the 288 lineal inch per minute travel of the pusher chain.

Instantly adjustable without tools, the Model "E" usually saves cellophane area due to the krimped ends and small bottom seal required. Obtainable in lengths from 4 feet to 14 feet.

## SQUARE, GLUE and SEAL 50 to 3000 SHIPPING CASES PER HOUR



### with the new PACKOMATIC Model "D"

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

The new Model "D" mechanism is simple . . . trouble-free . . . its maintenance cost is low. It is an adhesive-saver, time-saver, space-saver, labor-saver.

Write for new PACKOMATIC Model "D" Case Sealer folder . . . consult Metropolitan Classified Telephone Directory for nearest PACKOMATIC office . . . or write Joliet.

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

New York — Chicago — Boston — Cleveland — Denver — Los Angeles — San Francisco  
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### Typical PACKOMATIC Equipment

- Case Imprinters
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- Paper Can Shrinkers
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For Better Package Handling Tomorrow, Consult PACKOMATIC Today.

### Resolved:

TO KEEP MACARONI FOODS ON AMERICA'S DINNER TABLE IN INCREASED QUANTITIES

THE MACARONI INDUSTRY

It's a big order—but it can be done, and we intend to do our part by continuing to furnish highest quality semolinas and durum flours to the macaroni industry.

**COMMANDER MILLING COMPANY**  
MINNEAPOLIS, MINNESOTA

## U. S.-U. K. Wheat Discussions:

Secretary of Agriculture Clinton P. Anderson has announced that a series of discussions were held with Sir Ben Smith, Ministry of Food for the United Kingdom, regarding the current world wheat and rice situation. It was recognized that the supply situation in both of these commodities had been of concern for some time owing to the great increase in demand from areas liberated this past year and to very low crop yields in 1945 in most producing areas outside of the North American Continent.

The discussions with Sir Ben Smith were directed toward possible means of mobilizing to the fullest extent the available world supplies and economizing where possible the use of these cereals.

Available supplies of wheat during the first half of 1946 are expected to fall substantially short of desired import requirements of European and Far East users. Since in many countries cereals comprise as much as half of the current food intake, the shortage of this commodity is serious.

The 1945 wheat crop in the United States was one of the few to surpass the billion bushel mark, but even with this large supply it will not be possible to fulfill all the demands upon it. Every possible effort will be made, Secretary Anderson said, to collect and deliver the wheat to seaboard. Special programs to provide transportation for the movement to the eastern ports, the Gulf and to the Pacific outlets are in operation. As much wheat as can possibly be moved will be placed in freighters for needy countries overseas.

The wheat situation is at present under consideration by the Combined Food Board where representatives of the major importing and exporting countries are attempting to prepare agreed recommendations for mobilizing all world supplies and dividing them equitably.

## Revolution in Agriculture

American agriculture came out of this war geared to produce 30 to 35 per cent more than it was producing in the years immediately preceding Pearl Harbor. This increased production came about at a time when the farm population, and hence the farm labor supply, was decreasing. In addition, the available supplies of farm machinery were far below the amounts that farmers wanted to buy.

"This outstanding production on the part of American farmers indicates we have had a veritable production revolution in agriculture," declared Secretary of Agriculture Anderson a few days ago. We may expect that more and more farmers will turn to the use of tractors and other power machinery; that more four-row cultivators will be in use, and that many types of machines will be used to cut down the heavy labor requirements at harvest time in the cotton, hay and vegetable fields, as well as in the fruit orchards.

## Awarded Legion Of Merit

Colonel Edgar W. Garbisch, President and Chairman of the Board of the Grocery Store Products Company, has been awarded the Legion of Merit.

A graduate of West Point, where he was a member of the football team, Colonel Garbisch, with the advertising firm of Ruthrauff & Ryan, was recalled to active service in the Army of the United States with the rank of Major in the Corps of Engineers on March 23, 1942. He became District Engineer for the New York District on January 14, 1944, and left the service to resume civilian life on December 14, 1945.

In addition to his duties in the normal maintenance of New York harbor which during the war handled such vast shipments of men and supplies, Colonel Garbisch directed the building

of the world's largest post office, the Army Postal Concentration Center in Queens, with a floor area of 14½ acres. He also supervised the new convalescent hospital at Camp Upton with a 3,500-bed capacity and directed the architect-engineer competition for new construction at West Point.

The presentation of the medal was made by Lt. Gen. R. A. Wheeler, Chief of Engineers, United States Army, at a dinner of the New York Post, Society of American Military Engineers, of which Colonel Garbisch was formerly president.

The citation awarded Colonel Garbisch reads as follows:

"Colonel Edgar W. Garbisch, Corps of Engineers, Army of the United States, as District Engineer, New York Engineer District, from January 1944 to September 1945, ably supervised the military construction and supply programs of this District. Repeatedly demonstrating his unusual professional skill and outstanding administrative ability, he made many contributions to the successful accomplishment of the mission of the Corps of Engineers."

## New Foods Editor

The Family Circle Magazine announces the appointment of Emily Binkley as Foods Editor of *The Family Circle*, continuing with the departmental name Julia Lee Wright. The Julia Lee Wright department has appeared in *The Family Circle Magazine* for the past 12 years.

Mrs. Binkley is a graduate of the University of Illinois and has a master's degree in Home Economics from the University of Nebraska. Before joining *The Family Circle*, she was Associate Foods Editor of *McCall's Magazine* for three and a half years. On her staff are Gertrude Henry, formerly of *Good Housekeeping*, and Drury Strong, formerly of *Ladies Home Journal*.

## LOMBARDI'S MACARONI DIES

For Longer Life and Less Repairing

STAINLESS STEEL DIES - WITHOUT BRONZE PLUGS

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

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

1153 Glendale Boulevard

Los Angeles 26, California

## Make 1946 A NEW PROFIT YEAR

You can do so with . . .

## MODERN CHAMPION EQUIPMENT

In the event you are planning to install one of the latest types of Automatic Continuous Presses or Automatic Sheet Forming Machines, CHAMPION ENGINEERS have developed new Combinations of Flour Handling Equipment to take care of the continuous flow of flour required by these new machines.

CHAMPION has already made many installations of this new type Flour Handling Unit.

Let us explain these new combinations, a postal card will bring you Data and sample Blue Prints—no obligation.

## CHAMPION MACHINERY CO.

JOIET

Established 1893

ILLINOIS

## American Can Company vs. Bruces Juices, Inc.

The case on which argument is to be heard by the Supreme Court of the United States, January 29, is on petition of Bruces Juices, Inc., a professor of fruit juices operating in Florida, Delaware, New York and Texas, appealing a decision of the Supreme Court of Florida which upheld judgment awarded to the American Can Company by the Circuit Court of Hillsboro County, Florida.

The American Can Company sued Bruces Juices, Inc., on four renewal notes which had been given by Bruces Juices in renewal and consolidation of a series of earlier notes to settle an accumulated indebtedness for cans purchased over a period of years running back to 1936.

At a pretrial conference in the Circuit Court, Bruces Juices, Inc., offered as defense the allegation that the American Can Company had discriminated against Bruces Juices by sales at lower prices to other customers in violation of the Robinson-Patman Act and that therefore the notes were void and unenforceable.

The Court ruled that the Robinson-Patman Act is not available as defense in a state court and, on a basis of the

law and the facts presented in the testimony, entered a summary judgment against Bruces Juices in favor of American Can.

Bruces Juices appealed the case to the Florida Supreme Court which first reversed the decision of the Circuit Court Judge, but later, on a rehearing, affirmed the judgment, holding that the evidence at the pretrial conference showed no discrimination. Bruces Juices then obtained a writ of certiorari to the United States Supreme Court, asking that the case be remanded to the Florida Circuit Court for trial and for a ruling that the plea of a violation of the price discrimination section of the Robinson Patman Act is a proper and legal defense in a state court action.

These are the questions to be argued in the Supreme Court of the United States.

## Safeway Announces New Home Economics Director

Safeway Stores, Inc., has announced the selection of the name Carol Drake as Director of the Company's home economics department which operates

under the name of The Homemakers' Bureau. The Homemakers' Bureau has been conducted by the retail grocery chain for 15 years during which it has offered the Company's customers and the home economics fraternity new ideas in homemaking, including menus, recipes, and a wide variety of suggestions for home decorating, entertaining, and use of household equipment.

The Homemakers' Bureau will continue to operate under the direction of Julia P. Hindley, who has been Manager of this department since its inauguration. Mrs. Hindley's activities have previously been publicized by Safeway under the name Julia Lee Wright, a trade name which was used jointly with *Family Circle* magazine. *Family Circle* will continue the use of the name Julia Lee Wright for their foods editor.

Associated with Mrs. Hindley in the Carol Drake activities are 15 professional home economics authorities. This staff specializes in testing commodities, preparing menus, suggesting new ideas on home decoration, and offering a special service for individual queries for entertaining and recipes. The Homemakers' Bureau will be conducted as a separate operation in line with Safeway's established policy for all of their supplier and service companies.



**The MACARONI JOURNAL**

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1901

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. I. Grass.....Vice President  
 M. J. Donna.....Editor and General Manager

**SUBSCRIPTION RATES**  
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**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 February, 1946 No. 10



"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."

**Changes Name To "Dante"**

The Niagara Macaroni Manufacturing Co. of Buffalo, N. Y., announces that its name has been changed to Dante Food Products Co., Inc., according to Mr. Vincent C. Latona who represented that firm at the recent meeting of the Macaroni Industry in Absecon, N. J. It is also announced that the entire plant is undergoing remodeling and reconditioning with new machinery and equipment. The firm will feature its "Dante" label on all its macaroni-noodle products.

**Meritorious Service Awards**

"Certificates of Meritorious Service" have been issued by the Commanding Officer of the Chicago Quartermaster Depot to quite a number of macaroni and noodle manufacturers for "outstanding performance in producing, and supplying food and equip-

ment to the Armed Forces of the United States."

A recent survey through a questionnaire sent to all members of the National Macaroni Manufacturers Association, answered by twenty-nine manufacturers, indicates that while the award was quite general, about half reported that they had received similar certificates signed by J. E. Barzynski, Brigadier General, QMC, Commanding. The certificates bear no date and were distributed about December 1.

The certificate is a nicely lithographed instrument suitable for framing and bears the following message:

**ARMY SERVICE FORCES**  
 Chicago Quartermaster Depot  
 Awards This  
 Certificate of Meritorious  
 Service to

For Outstanding Performance in producing and supplying foods and equipment to the Armed Forces of the United States.

Your Company has materially assisted the Quartermaster Corps in making our Armed Forces "The Best Fed and Best Dressed in the World."

Awarded at  
 Chicago, Illinois

/s/ J. E. BARZYNSKI  
 Brigadier General, QMC  
 Commanding

Among the firms reported to have been so honored as revealed by the survey are:

- American Beauty Macaroni Co., Kansas City, Mo.
- V. Arena & Sons, Inc., Norristown, Pa.
- Chef Boy-Ar-Dee Quality Foods, Inc., Milton, Pa.
- Faust Macaroni Co., St. Louis, Mo.
- Gooch Food Products Co., Lincoln, Nebr.
- Kentucky Macaroni Co., Louisville, Ky.
- La Premiata Macaroni Corporation, Connellsville, Pa.
- Ravarino & Freschi, Inc., St. Louis, Mo.
- Roma Macaroni Mfg. Co., Chicago, Ill.
- Peter Rossi & Sons, Braidwood, Ill.
- Vimco Macaroni Products Co., Carnegie, Pa.
- V. Viviano & Bros. Macaroni Mfg. Co., Inc., St. Louis, Mo.
- A. Zerega & Sons, Inc., Brooklyn, N. Y.

There were also some firms that had checked the questionnaire in the "yes" column, but overlooked signing it, so credit cannot be given in these cases.

**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.

**FOR QUICK SALE:**  
 1—2½ bbl. Elmes Mixer, with motor.  
 1—2½ bbl. Elmes Kneader, with motor  
 1—22" Elmes Upright Hydraulic Press with Pumps and Dies.  
 All in good running condition. Box 27, c/o Macaroni Journal, Braidwood, Ill.

**WANTED: Production Manager and Dryer** for macaroni factory of 100-sacks capacity. Ideal climate and working conditions. Write Box No. 26, c/o Macaroni Journal, Braidwood, Illinois.

In the event that late replies are received, the names of other firms also honored will be published in a subsequent issue.

**Names New York Sales Manager**

The Dobeckman Company, printers, converters and laminators of foils and films for the macaroni-noodle industry and others announces the appointment of J. C. Jorgenson as its New York Sales Manager. Mr. Jorgenson was formerly with the cellophane division of E. I. du Pont de Nemours & Co. and maintains an office at 500 Fifth Avenue, New York City. The announcement was made by sales director Ennis P. Whitley.

**A DIGEST OF SUCCESSFUL SELLING IDEAS**  
**THE SELLING PARADE**  
 (REGISTERED)  
**BY CHARLES B. ROTH**

**Bedrock Essentials**

Just before he died—and his death at so young an age was a loss to American business—William Maxwell, who had been sales manager for Thomas A. Edison, listed eight bedrock essentials to success in selling.



Because he was such an authority and had spent so much time in thinking about selling and was so successful in it, these bedrock essentials could be learned and practiced by any salesman who wants to do better with his opportunities.

- They are:
1. Proper handshake. Not too hard, not too limp; just a hearty, friendly, decorous grip of a man who's glad to see another man.
  2. A sincere smile. Which means a smile that involves eyes as well as lips.
  3. Erect posture. You can't slump and sell, said Maxwell.
  4. The right voice tones. Nothing excited. Just a level tone of confidence and sincerity.
  5. Careful pronunciation. Pronounce every word so that the other man can understand every syllable you utter.
  6. Physical and mental alertness. This can be cultivated. Must be cultivated.
  7. Self-confidence. You have to believe in your own star or it will never dazzle the eyes of anyone else.
  8. Thorough preparation. Know everything you can about your business, his business, about your goods, his problem.
- I've tried for years to find some-

thing complicated about the selling process, but to save my neck I can't. It's made up of simple things, like William Maxwell's eight essentials.

**Call, Demonstrate, Sell**

During the past few months, oh, maybe the past year and a half, the sales manager said he believes, many salesmen have forgotten what no salesman should ever forget—the relationships of the different parts of his job.

That sounded interesting, so I asked the sales manager to explain. "There isn't much to explain," said he. "But no salesman should ever lose sight of the fact that his job consists of three parts or phases. If he keeps all three in mind he sells. Trouble is, lush, easy times like we've been having cause some smart men to forget some of these phases."

I asked the sales manager to outline the three phrases so I could tell them to you.

"You're expecting something new," said he, but I denied this, for I know there's very little new in selling, if anything.

"What I'm going to tell you is old, old stuff. But it seems to me that three words are all a salesman needs to keep ahead of him. The words are: call, demonstrate, sell."

"After all, what else is there a selling besides these—call, demonstrate, sell? It's the selling chorus, if I may use a corny paraphrase. "A man has to make calls; some salesmen have got clear out of the habit; hard times lie ahead for those men. They have to demonstrate, because one demonstration is far more effective than many words. And they have to get orders, since that is the next logical step.

"And that's all there is to this whole game we call selling—call, demonstrate, sell."

**How Much Are You Growing?**  
 One of my friends, a remarkably intelligent and enterprising chap, who has taken over the helm of a business and guided it successfully to greater heights, revealed one of the reasons

for his success at lunch the other day. It's a mental growth test he and his executives give themselves each year. There isn't anything intricate or outlandish about it; just a simple common sense practice which I believe any salesman could take up and follow.

He merely re-reads letters he wrote a year or two years before to see if he has fallen into the habit of repeating himself and writing in terms of tiresome, stilted words and phrases.



He argues: "All of us, unless we're mighty careful, develop lazy mental habits when we talk or write, and then we stop growing."

"It's only when we compare ourselves now with ourselves in the past that we can see whether we are growing or stagnating."

Here is a good plan for every man who sells. Check up on your sales talks.

To do this you'll have to think about how you were expressing yourself to customers a year ago or two years ago—get some mental pictures of the guy called you and see yourself as someone else sees you. Were you interesting then? Are you more interesting now? You should be. You should have grown mentally in the past year.

A good many salesmen, unfortunately, get into a rut early in their experience and stay there as long as they live.

But wise men and women detest ruts. If you check up and become dissatisfied with yourself and the way you express yourself and try to improve all the time, you'll keep out of ruts.

<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First— INDUSTRY — Then— MANUFACTURER</p>				
<p><b>OFFICERS AND DIRECTORS 1944-1945</b></p>						
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>C. W. WOLFE, President.....Megg Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. B. E. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 Ralph Rauli, Sunland Biscuit Co., Los Angeles, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.</p> <p>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</p> </td> </tr> <tr> <td style="vertical-align: top;"> <p>Region No. 1 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa &amp; Sons, Brooklyn, N. Y. C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Ralph Nevy, Cumberland Macaroni Mfg. Co., Cumberland, Md.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p> </td> <td></td> </tr> </table>			<p>C. W. WOLFE, President.....Megg Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. B. E. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 Ralph Rauli, Sunland Biscuit Co., Los Angeles, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.</p> <p>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</p>	<p>Region No. 1 Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRosa, V. LaRosa &amp; Sons, Brooklyn, N. Y. C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Ralph Nevy, Cumberland Macaroni Mfg. Co., Cumberland, Md.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	
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## The Secretary's Page

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### Truth in Advertising

About the only complaint voiced by any of the four-score of manufacturers and their friends who attended the Winter Conference in the Seaview Club, Absecon, N. J., on February 3 and 4 was that the Secretary was too much like his name—too modest in his publicity of the facilities and the pleasant setup offered by the site selected for the meeting. The truth is that he and the others concerned in the selection of the site, with one possible exception, President C. W. Wolfe, were wholly unaware of the beauty and convenience of the place.

To say that all who attended were loud in their praises is putting it mildly. As one manufacturer put it, voicing the general opinion—"Had they only a vague idea of what they were missing, the conveniences and beauty of the Club and the worthwhileness of the program, few would have stayed away."

As the result of our failure to be as boastful as we might have been, many lost out on a real treat. However, had we attempted to tell the whole truth, we might

have been accused of being over-boastful, as were those "truth-stretchers" referred to in a recent issue of *The Santa Fe Magazine*, quoted here to give a cheery ending to this little editorial. The item reads:

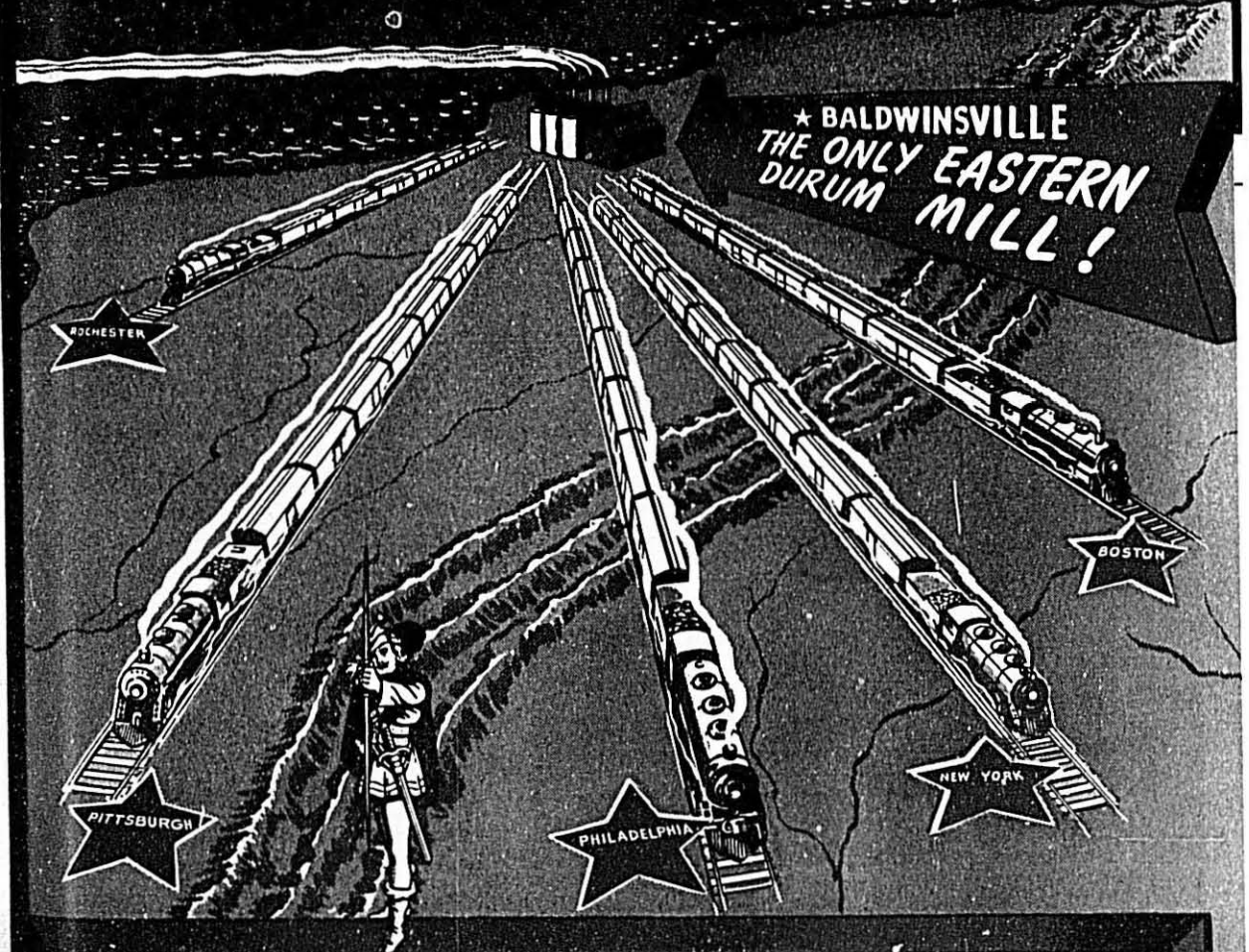
"Signs in store windows can fool you if you let 'em. Here are three from grocery store windows, guaranteed to stop the unwary customer in his tracks:

"Try our A-1 butter. No one can touch it."  
 "Beef is high. Our prices are the same."  
 "Don't go elsewhere to be cheated. Come here."

From an ice cream store window came this advice:  
 "Take a brick home. Splendid for visitors" . . . And from a department store—"A large stock of ladies' hose, pure silk, to be cleared at 89 cents a pair. They won't last long at that price." If your head is still clear, here's one more, from a small and boastful dairy: "Try our milk. Cream ain't in it." Modesty or boastfulness, which?

The Secretary.

# "Eastern" Semolina In Your Vicinity



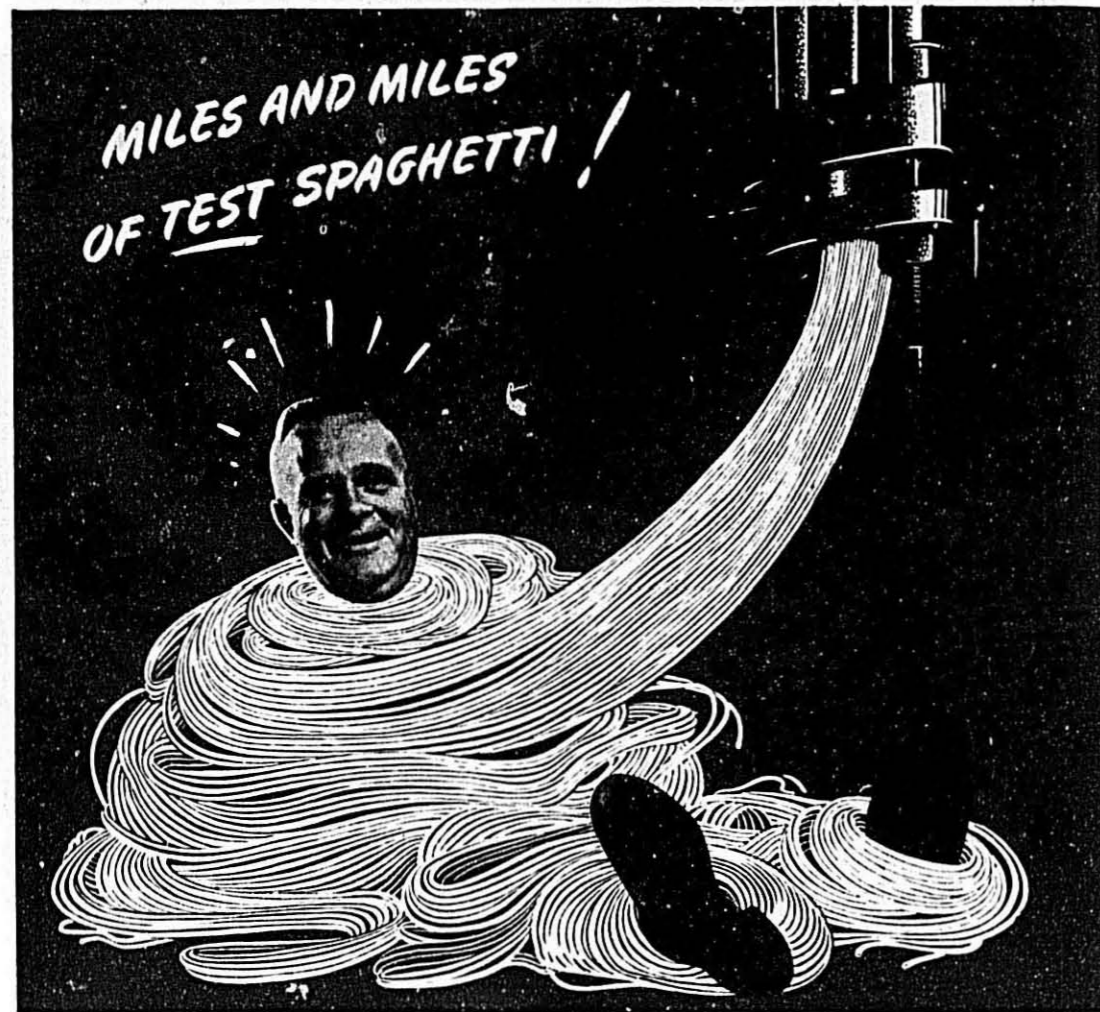
MILL AT BALDWINSVILLE, N. Y.

## 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



Pillsbury's R. C. BENSON . . . "all wrapped up in his work"

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

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

aroni products.

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

No wonder Pillsbury's Durum Products set such high standards of quality and dependability!

---

#### PILLSBURY'S DURUM PRODUCTS

PILLSBURY MILLS, INC.

General Offices: Minneapolis, Minn.