

**THE  
MACARONI  
JOURNAL**

**Volume XXVII  
Number 11**

**March, 1946**

MARCH, 1946

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *Of Industry Interest*

### **Current Worry:**

War Food Order No. 144, requiring use of 80% extraction flour as a wheat conservation measure to help feed the hungry in other lands.

### **Coming Events:**

The 27th Anniversary Edition of "The Macaroni Journal," April, 1946.

The celebration of the 42nd Birthday of the National Macaroni Manufacturers Association, also in April.

The Annual Convention of the Industry in Minneapolis, in July.

National Organ  
and Macaroni Manufacture Association  
Edward, Illinois

Printed in U.S.A.

VOLUME XXVII  
NUMBER 11

# PLANALIZED PACKAGING

Our word, "planalized," may sound like Harlem jive to you. But we coined and use it in the most earnest seriousness.

"Planalized" means that Rossotti Consultants first sit down and *plan* with you your labeling and packaging objectives. Then our research men go into your selling field—survey your competition problems at the point of sale—and our merchandising experts *analyze* the finding.

It's only then that our designers and artists go to work. This gives you, in your labels and packages, that distinctive Rossotti artistic touch which is solidly grounded on practical merchandising principles. The result is a label and package that *sells itself from the shelf!*

May we bring some of these up-to-the-minute, point-of-sale, selling ideas to you? Just call or write us—and discover how much worth while that is!

**Rossotti**  
SINCE 1898

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## THE PENALTY OF LEADERSHIP

In every field of human endeavor, he that is first must perpetually live in the white light of publicity.

Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work.

In art, in literature, in music, in industry, the reward and the punishment are always the same.

The reward is widespread recognition; the punishment, fierce denial and detraction.

When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few.

If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a wagging.

Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting.

Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius.

Long, long, after a great work, or a good work has been done, those who are disappointed or envious, continue to cry out that it cannot be done.

Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius.

Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced, argued angrily that he was no musician at all.

The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to river banks to see his boat steam by.

The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership.

Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant.

There is nothing new in this.

It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass.

And it all avails nothing.

If the leader truly leads, he remains the leader.

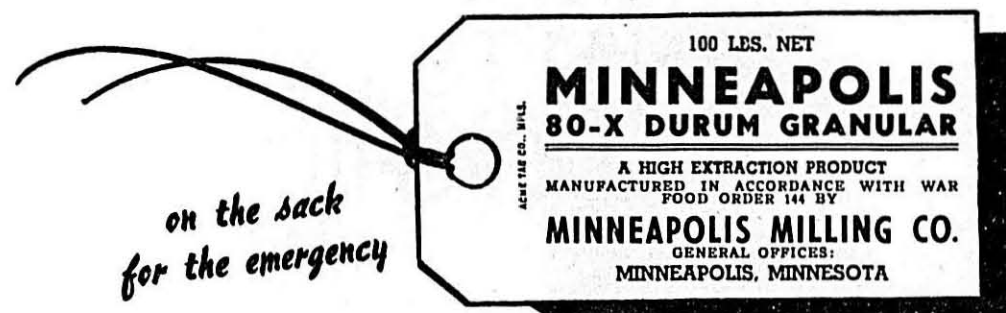
Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages.

That which is good or great makes itself known, no matter how loud the clamor of denial.

That which deserves to live—lives.

This "outstanding advertisement of all time" is copyrighted by Cadillac Motor Car Division, General Motors Corporation, Detroit, Michigan, and reprinted by permission.





Regardless of conditions or circumstances Minneapolis Milling Company's Durum Products are unexcelled. Until we are again permitted to mill and deliver the old reliable TWO STAR SEMOLINA and our other brands that our many customers know so well and depend upon, we will mill 80-X DURUM GRANULAR and 80-X DURUM FLOUR. These products will be of the highest quality possible to mill under present government restrictions.

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINNESOTA

# The MACARONI JOURNAL

Volume XXVII

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## War Food Order No. 144

Under the U. S. Department of Agriculture's Wheat Flour Order No. 144, issued in line with President Harry S. Truman's wishes to control flour production so as to help feed the hungry of other nations, the macaroni and noodle manufacturers will be compelled after March 1, 1946, to use a durum flour of 80 per cent extraction. There are some wide differences of opinion as to what effect this will have on the finished products to be offered buyers, the cost of conversion, on possible infestation and the final attitude of the consumer.

Though the leaders had expected some form of control because of the continued heavy demands for American wheat and the none too generous durum crop of 1945, the industry was hardly prepared for the drastic order made effective within so short a time after its announcement.

According to the announcement, the Government's program of wheat control is designed to conserve wheat and flour and to facilitate the movement of these foods to foreign peoples in greatest need. It has been formulated to meet export commitments, to maintain adequate supplies of wheat and flour for domestic consumption, and to maintain adequate carryovers until the new crop wheat becomes available in July and later months this year.

To achieve these objectives the Department has issued War Food Order 144 effective February 18, 1946. The order (1) limits the use of wheat by mixed feed manufacturers and prohibits the use of flour in the manufacture of mixed feed unless the flour is unfit for human consumption; (2) limits inventories of wheat by domestic millers and mixed feed manufacturers; (3) limits inventories of wheat and flour by food manufacturers; (4) limits inventories of flour by distributors; (5) prohibits millers from producing any flour on or after March 1, 1946 that consists of less than 80 per cent by weight of the cleaned wheat from which the flour is produced; (6) tightens control of wheat exports.

Besides facilitating the domestic distribution and exports of wheat and flour, WFO 144 seeks to reduce the non-feed uses of these commodities. Prohibition against the use of wheat and wheat products by beverage distillers through June, 1946, has also been announced.

WFO 144 also provides that no food manufacturers, among these being the processors of macaroni, spaghetti

and egg noodle products, shall accept delivery of wheat or flour in any quantity which will cause his inventory of wheat or flour, respectively, to exceed the average monthly use of wheat or flour, respectively, during 1945.

Attempts by the macaroni industry through the National Macaroni Manufacturers Association and others to get the Department of Agriculture to exempt durum wheat and semolina from the general order failed because of the determination of the administration to test the wheat control measures as set up under WFO 144. Several meetings have been held to study the new order. The millers obliged by submitting samples of the raw materials that would be made available under the order; samples of finished macaroni, spaghetti and egg noodles made from the 80 per cent extraction flour, permissible after March 1, were examined.

The natural and general conclusion of those who examined the samples, were that while they are hardly up to the products made from the lower extraction semolinas and durum flours of the past, they were willing to make some sacrifices in line with the aims of the order, hoping that as the bottom of the 1945 wheat crop was scraped during the coming summer, the resultant products would not be much worse in appearance and in quality than were the samples studied.

The air of uncertainty caused by the suddenness of the drastic order will continue until the manufacturers learn more of what is in store for them under WFO 144. Many urged the millers to ship them as large a part of their contract as possible before March 1, hoping to convert a large portion of the shipments so as to remain within the limit of allowable stocks on hand. Some slowed down production in the hope of stretching their supplies of the better semolinas on hand, but all with an eye on what they might be able best to do under the inevitable 80 per cent extraction flour that they must use after March 1 if they are to continue in business. The feeling of the trade, as expressed by one of the leaders is—"WFO 144 is the law of the land and there is nothing for the Macaroni-Noodle Industry to do under it but to obey, except to protest vigorously and continually if the resultant products cause the individual or the industry undue stress."



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

By Benjamin R. Jacobs

## Part One—WFO No. 144 and Association Attitude

The following is a briefing of the famous 80 per cent extraction flour WFO No. 144 and interpretations based on study; also on discussions at the meeting in Hotel Pennsylvania, February 25, 1946, sponsored by the National Macaroni Manufacturers' Association:

Delay of this report has been caused for various reasons: (1) because a meeting of the Eastern members of the Association was being held in New York City on February 25 to discuss War Food Order No. 144 and other collateral matters; (2) because no samples of the 80 per cent extraction flour had been available for testing, or products made from them made available for examination and cooking; (3) the attitude of the Food and Drug Administration had not been definitely expressed regarding the labeling of our products; (4) the OPA had made no announcement concerning the effect that this ruling would have on our prices.

However, most of those questions have now been answered. I am quoting those portions of War Food Order No. 144 which pertain particularly to macaroni manufacturers, having eliminated entirely those parts of the Order which are of no interest to you as a manufacturer of macaroni and noodle products.

The Order provides as follows:

(1) **Extraction Rate.** Effective March 1, 1946, no miller shall produce any flour which consists of less than 80 per cent by weight of the cleaned wheat from which such flour is produced.

(2) **Definitions of Flour.** "Flour" means (I) flour from wheat, (II) farina, or (III) semolina, as defined in paragraphs (6), (13), and (15) of Section 16(a) of Revised Maximum Price Regulation No. 296 of the Office of Price Administration, as amended, or as it may be amended or revised from time to time.

(3) **Food Manufacturers' Wheat and Flour Inventories.** No food manufacturer shall accept delivery of wheat or flour in any quantity which will cause his inventory of wheat or flour, respectively, to exceed his average monthly use of wheat or flour, respectively, during 1945.

(4) **Inventory Exemption—Carload Lots.** Notwithstanding any other provision of this order, and subject to the certificate requirement contained in paragraph (5) hereof, any person whose inventory of wheat or flour does not exceed the quantity permissible under the applicable provisions of this order, may accept delivery of one carload lot.

(5) **Inventory Certificates.** No miller, mixed feed manufacturer, merchandiser, or food manufacturer shall accept delivery of wheat, no miller, distributor, or food manufacturer shall accept delivery of flour, and no person shall deliver wheat to a miller, mixed feed manufacturer, merchandiser, or food manufacturer, or flour to a miller distributor, or food manufacturer, unless at or before the time of delivery, the person who accepts delivery executes and furnishes to his supplier a certificate in the following form, *Provided, however*, that this paragraph (5) shall not apply to usual or customary sales of wheat by a producer thereof who delivers such wheat by truck directly to a mill or elevator attached thereto:

"The undersigned hereby certifies to the United States Department of Agriculture and to \_\_\_\_\_

Name and address of supplier, that he is familiar with the terms of War Food Order No. \_\_\_\_\_, that this certificate is furnished in order to enable the undersigned to acquire \_\_\_\_\_ (bushels)\* (pounds)\* of (wheat)\* (flour)\* to be delivered on or about \_\_\_\_\_, and that the receipt by him of such (wheat)\* (flour)\* will not increase his inventory beyond the amount permitted under War Food Order No. 144. \*Strike inapplicable words.

By \_\_\_\_\_ Purchaser  
Authorized Official  
Date \_\_\_\_\_

(6) **Records and Reports.** Every person subject to this order shall, for at least two years or for such period of time as the Assistant Administrator may designate, maintain an accurate record of his milling of wheat, production of flour or mixed feed, and his transactions in these commodities.

(7) **Existing Contracts.** The restrictions of this order shall be observed without regard to existing con-



Benjamin R. Jacobs

tracts or any rights accrued or payments made thereunder.

(8) **Audits and Inspections.** The Assistant Administrator shall be entitled to make such audits or inspections of the books, records and other writings, premises, or stocks of wheat and flour, and to make such investigations as may be necessary or appropriate, in his discretion, to the enforcement or administration of the provisions of this order.

(9) **Petition for Relief from Hardship.** Any person affected by this order who considers that compliance herewith would work an exceptional or unreasonable hardship on him may file a petition for relief with the Order Administrator. Petitions shall be in writing and shall set forth all pertinent facts and the nature of the relief sought. The Order Administrator may take any action with reference to such petition which is consistent with the authority delegated to him by the Assistant Administrator. If the petitioner is dissatisfied with the action taken by the Order Administrator, he may, by request addressed to the Order Administrator, obtain a review of such action by the Assistant Administrator. After said review, the Assistant Administrator may take such action as he deems appropriate, which action shall be final.

(Continued on Page 8)

**GOLDEN MED SEMOLIN NO. 1**

● General Mills' "know-how" of milling combined with "Press-Testing" insures maximum uniformity and dependable performance of the 80% extraction of Durum granular Flour and Durum Flour types as can be milled under the circumstances in conformity with War Food Order No. 144.

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

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



### Report of Director Of Research

(Continued from Page 6)

(10) *Violations.* Any person who violates any provision of this order may, in accordance with the applicable procedure, be prohibited from receiving, delivering, or using wheat and flour. Any person who willfully violates any provision of this order is guilty of a crime and may be prosecuted under any and all applicable laws. Civil action may also be instituted to enforce any liability or duty created by, or to enjoin any violation of, any provision of this order. At the above referred to meeting in New York some of the millers brought in samples of the products they intend to make for the macaroni and noodle industry.

All the above manufacturers had the opportunity of seeing three samples of different degrees of coarseness of grind from King Midas Mill Company and samples of elbows made from the three samples of raw materials; two samples of spaghetti made from Washburn Crosby durum wheat mix and Gold Medal durum patent wheat mix; and one sample of spaghetti made from Pillsbury raw material from WFO 144.

The samples of spaghetti were cooked by the chef of the Pennsylvania Hotel under the supervision of two macaroni manufacturers and those present had the opportunity of testing the cooked samples in any manner they desired.

It was unanimously agreed, by each manufacturer speaking individually when called upon by President Wolfe, that they would change over to the raw material without hesitation and use it as if it were semolina or good durum flour and pack their finished products in the same cartons under the same brands and labeling as they have been doing.

Samples of spaghetti made from the above products when cooked had an acceptable appearance and stood up firmly and had a good acceptable flavor and taste, although the cooking water was somewhat turbid.

I have interviewed Mr. Charles W. Crawford, Associate Commissioner, Food and Drugs Administration, Washington, D. C. He advised me orally that this War Order takes precedence over the Standards and labeling requirements of the Food and Drugs Act and that no manufacturer need fear any action by the FDA because of the use of the 80 per cent extraction flour in the production of his macaroni and noodle products. The use of packages bearing the statement, "Made from semolina and/or farina" may be continued; therefore, no changes in the labeling are necessary.

The Eastern group discussed the advisability of informing the consumer concerning changes in the raw mate-

rials used in the manufacture of our products. Since practically all products have changed (from whisky to cheese) without the manufacturer making any statement to the consumer, it was decided that the least said about the new raw materials the better.

The OPA and the other agencies involved have not as yet decided whether the subsidy on flour is to be reduced. If it is reduced our ceiling prices will remain the same and we will pay the same price for the 80 per cent extraction product as we now do and the ceiling prices will remain as they are now. However, if other adjustments are made they may affect the ceiling price and if so announcement will be made to you just as soon as received from the OPA.

The following members and others attended the meeting in New York City, February 25, 1946:

C. W. Wolfe, Megs Macaroni Company  
Procino-Rossi Corp., Auburn, New York  
H. P. Mitchell, International Milling Company  
C. J. Travis, Keystone Macaroni Company  
Horace Gioia, Gioia Macaroni Company, Inc.  
D. Pissitello, Quality Macaroni Company  
R. A. Craig, Kurtz Brothers, Inc.  
David Wilson, King Midas Flour Mills  
H. Moskowitz, B. Filippone Company  
B. Filippone, B. Filippone Company

### Part Two—Limitation of Types and Slack-Filled Packages Hearing

This is a report on that part of the discussion on limitation of sizes and styles of macaroni products which took place at the New York meeting on February 25 and the meeting held yesterday in Washington on March 1 with Food and Drugs Administration on Slack-fill packages.

At the meeting in New York Mr. Peter La Rosa and others proposed to restrict the manufacture of plain macaroni products to those shown in the list below.

Statements made at the meeting showed that the Industry has cut down on sizes and shapes from about 160 to 40 and now there is a strong desire to reduce this figure lower.

Macaroni manufacturers were using approximately 14 sizes of cartons for packaging their 160 products on one-pound packages. Now they are using the same number for packaging 40 sizes of one-pound packages. We still have a number of our products that

Peter La Rosa, V. La Rosa & Sons  
Jo. Giordano, V. La Rosa & Sons  
L. S. Viviano, Capital Flour Mills  
Anthony J. Gioia, Alfonso Gioia & Sons  
G. Sanacori, Sanacori Company  
D. Lorio, Refined Macaroni Company  
B. Marchese, Refined Macaroni Company  
Ed. Vermeylen, A. Zerega & Sons  
C. F. Mueller, C. F. Mueller Company  
Eric Cohn, A. Goodman & Sons  
E. J. Stoddard, High Grade Food Products  
Joe Masury, High Grade Food Products  
Leonard H. Leone, Dante Food Products Company  
Louis Petta, General Mills, New York  
Joe Pellegrino, Prince Macaroni Company  
Salvator Castella, Prince Macaroni Company  
Sam Arena, V. Arena & Sons  
Louis Roncace, Philadelphia Macaroni Company  
Paul Ambrette, Consolidated Machinery  
John Zerega, Jr., A. Zerega & Sons  
I. J. Hutchings, Grocery Stores Company  
W. E. Roys, Grocery Stores Company  
J. S. Ross, Grocery Stores Company  
R. Stalin, Grocery Stores Company  
Chas. C. Rossotti, Rossotti Lithographing Company  
Jos. Santoro, Santoro & Sons, Brooklyn, N. Y.  
E. Ronzoni, Ronzoni Macaroni Company  
B. R. Jacobs, Washington, D. C.

are slack-filled and we are being caught up on this by the Federal Authorities. It is, therefore, most desirable to reduce the number of sizes and styles further, particularly at this time when we have only one raw material (80 per cent extraction flour) and we will be in short supply of this before the new crop comes in.

On the basis of 160 types of products packed in 14 sizes of containers we have approximately an average of 11.5 types of products for each size container, while at present we have an average of three types to each size container. If we can reduce the types of products to 22 as above suggested, we will have approximately an average of 1.5 sizes of products to each size container. This is certainly a great improvement and should result in eliminating the most flagrant and numerous violations of the slack-fill provisions of the law.

Our meeting on March 1 was at-

(Continued on Page 11)

## TWO GOVERNMENT ASPECTS OF FLOUR INFESTATION

**No. 1. Here's the problem:** "One of the most important subjects in the daily routine of the baker today is *sanitation*. This is more especially true in view of the interest shown by inspectors of the Federal Food and Drug Administration . . . They have the power to close down a bakery on no notice at all — and are doing it.

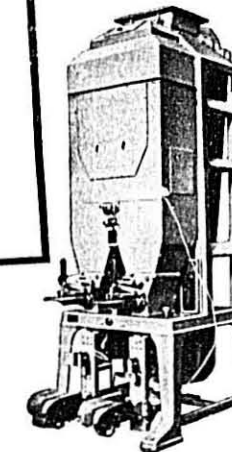
"If an inspector finds *only the evidence* that weevils, insects, rodents, or bacteria have been there and have left something behind in the material used, the plant is unsanitary . . . materials or baked products may be confiscated and the plant shut down.

"It behooves the baker to study the matter in full, and thus keep himself out of trouble by knowing what to do."

— Editorial Jan. 21st 1946 Bakers Weekly

**No. 2. Here's protection:** "Paper Bags afford considerable protection to flour from outside infestation. Most flour-infesting insects are unable to cut through the walls of substantial paper bags . . . Paper bags of every description are now being offered to the trade as a substitute for the more expensive fabric bags."

— U. S. Dept. of Agriculture Circular No. 720



St. Regis Multiwall Paper Valve Bag Packaging Systems provide maximum protection against infestation. The bags of clean specification-made kraft paper are machine filled directly from the mill stream.

And, because Multiwalls are single-trip bags, they cannot return any micro-organisms to mill or bakery.

This St. Regis Flour Packer automatically weighs the product and packs it into Multiwall Paper Valve Bags at speeds as high as six 100 lb. bags per minute . . . with one operator.

**MULTIWALL**  
MULTIPLY PROTECTION • MULTIPLY SALEABILITY  
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## Census Statistical Program for Business

Census Bureau Modernizing Its Census of Manufacture Plans

The most compelling problem facing business today is that of reaching and maintaining a high peacetime level of production, distribution, and employment. A high level of activity depends in large part on the decisions reached concerning such important operating problems as the building of new plants, addition of new lines, wage policies, opening of new sales outlets or intensification of sales efforts in established marketing areas or industries. To reach sound decisions businessmen need information about the market conditions of the goods which they buy and sell. Some of the most vital facts will be those concerning the production and distribution of goods and services, the pattern of wholesale and retail trade, and the population and its buying power.

Most of the work of the Census Bureau in these fields was suspended during the war, even though major changes were taking place in the production and distribution system accompanied by vast movements of population and changes in income distribution. Consequently, as a starting point, complete censuses of production and distribution should be taken for the first full peacetime year so that production and marketing plans may be adjusted to take account of the changes resulting from the war.

In the past, major emphasis in the statistical program of the Census Bureau has been placed on the periodic complete censuses taken at intervals ranging from two to ten years. The new program recognizes that business need cannot be met merely by collecting facts at such intervals. Markets change rapidly in response to the development of new products, new distribution methods, and changes in population and purchasing power. The proposed statistical program recognizes the importance of current statistics to enable business and Government to keep abreast of changes in the economy and in the population, not only for the country as a whole but also for its major subdivisions.

To meet the most urgent of the needs of business and the public generally, the Census Bureau has developed a program which will provide both comprehensive censuses and coordinated current reports on the most significant factors involved. The program centers on manufacturing; distribution—including wholesale and retail and service trades; and population with particular reference to individuals as consumers and members of the labor force. The program represents

an effort to measure and describe markets as well as the supply of goods being produced for sale in such markets, along with the necessary complementary information needed for intelligent analysis of the size, location, and conditions existing among producers, distributors, and consumers in each of the major producing and consuming sectors of the business economy.

### Manufacturing

The manufacturing statistics program will provide information on the production of manufactured commodities, as well as on the movement of materials from the mine and farm through the various stages of manufacturing up to the distribution channels through which products move to the consumer. This objective will be accomplished through a program made up of two complementary parts—Census of Manufactures and Mineral Industries to provide comprehensive data on industries and commodities and a system of current reports to keep the most important aspects of industrial information up to date.

Although provided for by law on a biennial basis, the Censuses of Manufacturers has not been taken since 1939, having been set aside by the President under the authority contained in the Second War Powers Act. The absence of comprehensive measures of manufacturing activity during the war years makes it imperative that the changes in the number, location, size and products of manufacturing establishments be determined as soon as possible. Therefore, it is proposed to take the Census of Manufactures (and Mineral Industries) covering the first full peacetime year, 1946, rather than to wait for the next regularly scheduled census which would not be taken until 1948 covering the year 1947.

These censuses will be similar in most respects to those taken before the war and will furnish data on the production of commodities, consumption of materials, employment, man-hours worked, wages, value of production, cost of materials, inventories, capital expenditures, etc. This will make it possible to determine at least in broad outline the changes caused by the war, including shifts in products, changes in the size distribution of manufacturing establishments, the position of the various industries as a source of employment and wages, shifts in the fortunes of particular industries, changes in the productivity of

labor, and many other significant industrial developments. Regional, state, and other geographic compilations will contribute greatly to an understanding of the altered importance of each section of the country with respect to production, employment, and markets for raw materials and semifinished goods. Furthermore, the censuses, since they include all manufacturing and mining establishments, will provide a general bench mark in terms of which current statistics collected by public and private agencies may be appraised and adjusted so that their accuracy and dependability may be increased.

The current manufacturing statistics program is largely under way at the present time. The program includes some 130 carefully selected monthly, quarterly and annual surveys needed to measure the more important aspects of industrial operations as often as needed. All of the major manufacturing industries are represented in the current program but greatest emphasis is placed on those commodities which contribute importantly to the ebb and flow of the business tide. Data are being obtained not only on measures of activity, such as production or shipments, but also on the "forecasting" items for selected commodities such as the volume of new and unfilled orders and inventories of materials or finished products.

These current surveys will enable businessmen to keep in touch with important changes in manufacturing activity and with the market position of leading commodities. The current program will furnish at least on an annual basis the facts needed to carry forward the more significant measures of industrial operations during the years not covered by a complete census. In fact, the full development of the current program should make it feasible to take the Census of Manufactures at five-year intervals rather than on a biennial basis as is now provided by law.

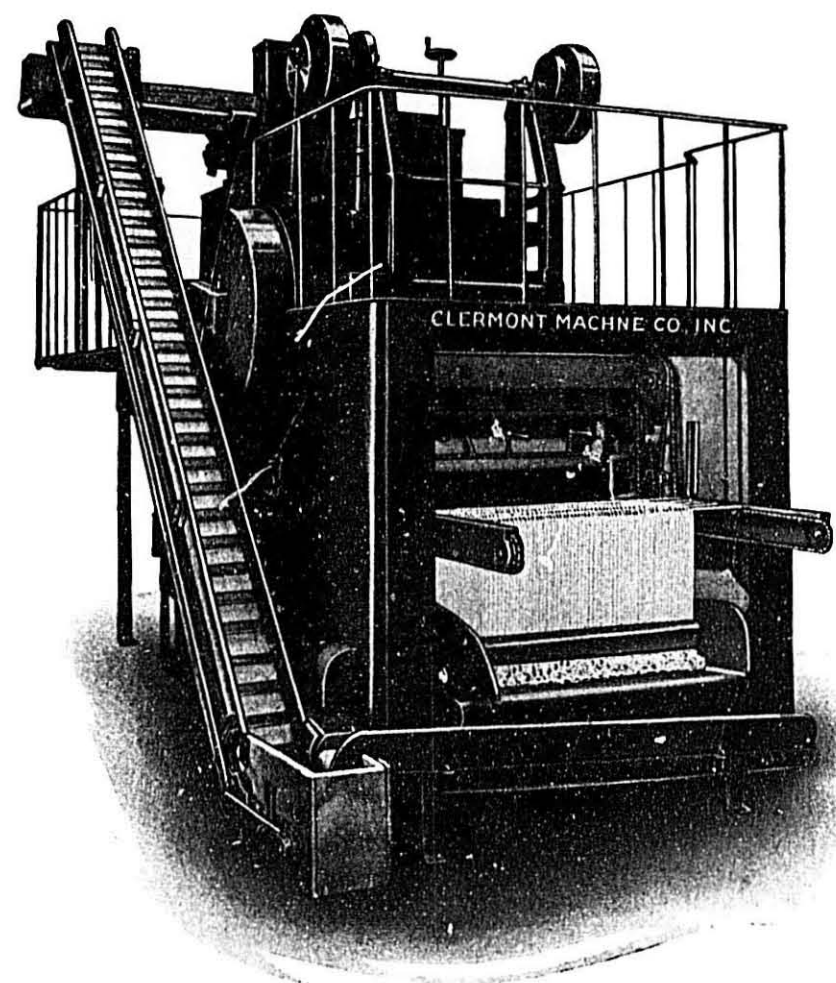
### Change in Corporate Name

The name of the firm, National Food Products Company, 1000 Fulton St., New Orleans 16, Louisiana, has been changed to National Food Products, Inc.

Mr. Leon G. Tujaque is president of the firm and his son, J. L. Tujaque is vice-president and general manager.

CLERMONT INTRODUCES

## A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER

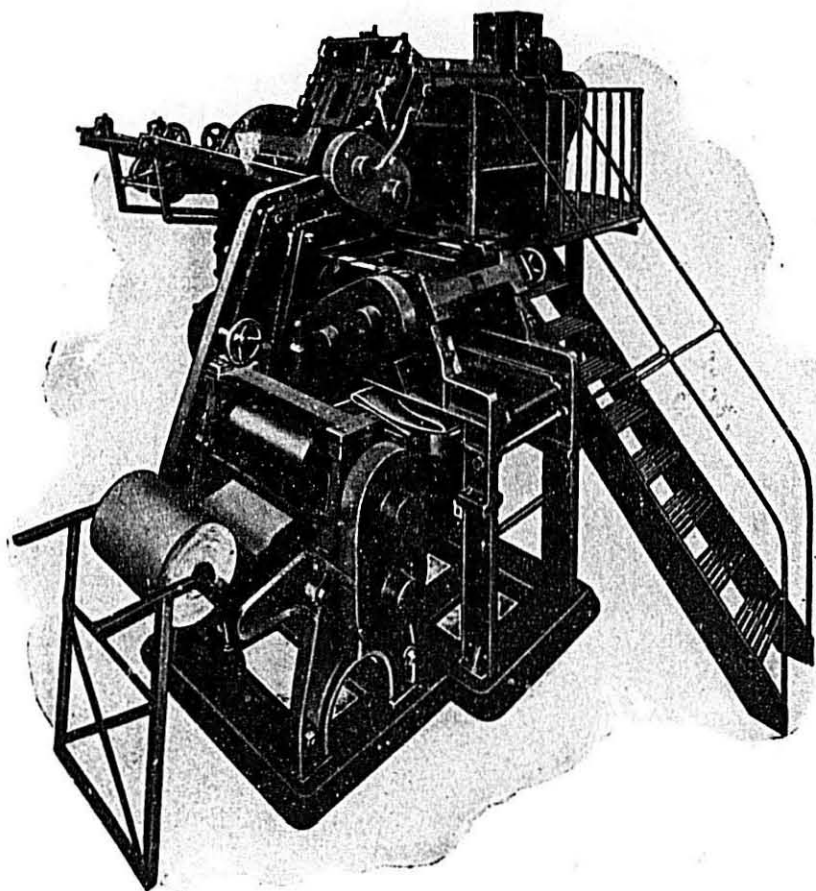


Patent Nos. 1,627,297  
2,223,079

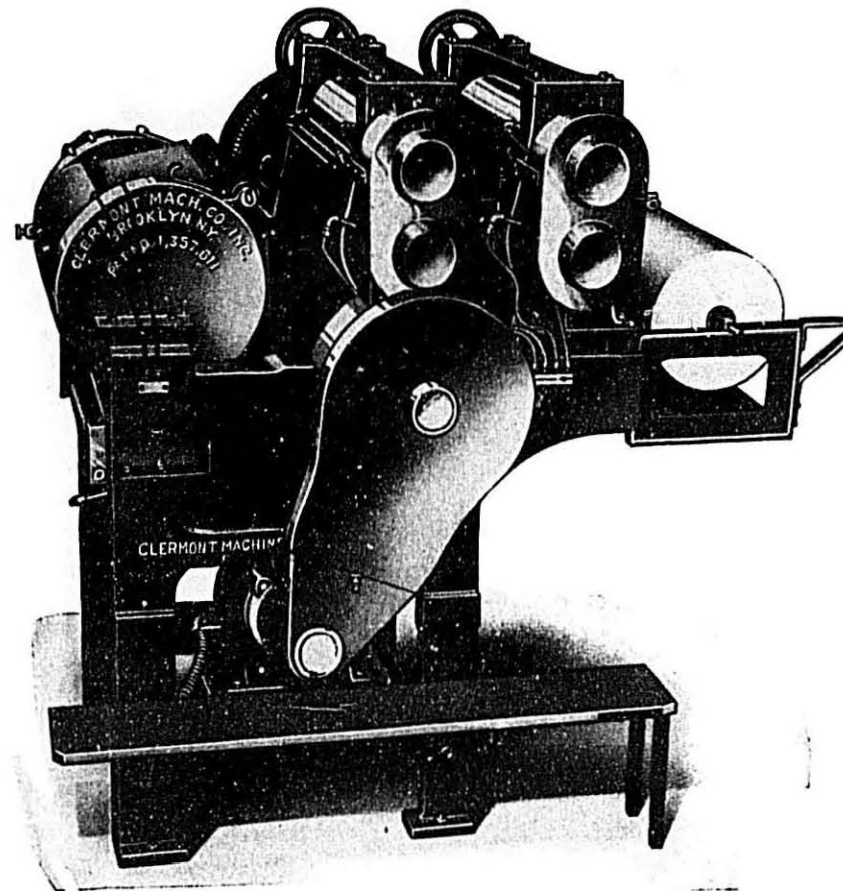
Other Patents Pending

# CLERMONT

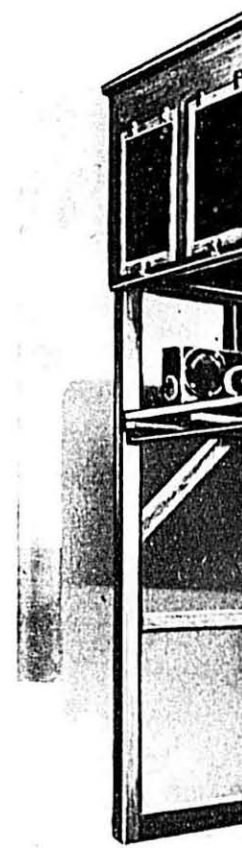
PRESENTS THE GREATEST CONTRIBUTION TO THE NOODLE INDUSTRY—THIS BATTERY OF THREE  
THE RAW MATERIAL TO THE FINISHED PRODUCT, READY FOR PACKING, IN ONE CONTINUOUS



AUTOMATIC SHEET FORMING MACHINE



HIGH-SPEED NOODLE CUTTER



*Write for detailed information to*

**CLERMONT MACHINE COMPANY, INC.**

266-276 WALLABOUT STREET

BROOKLYN, NEW YORK

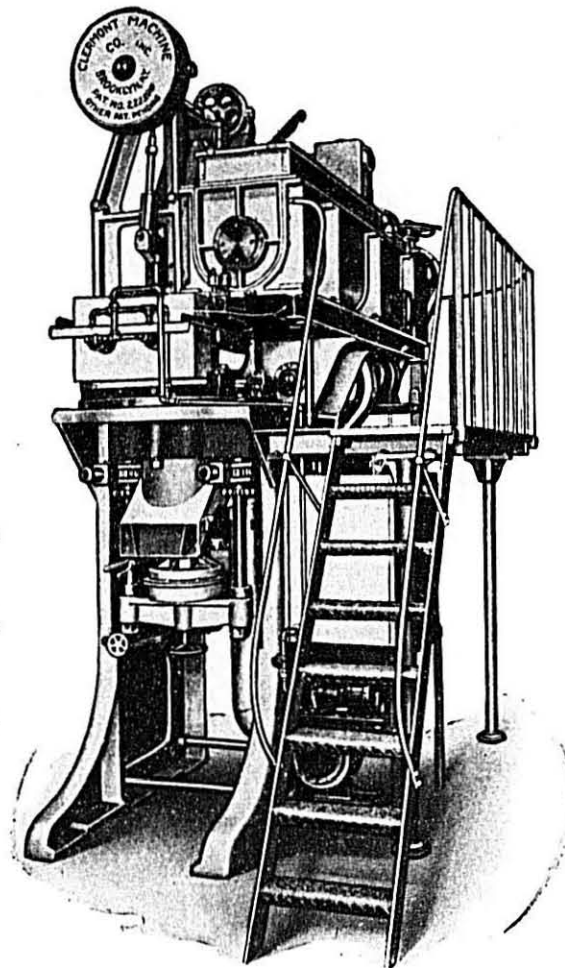


# CLERMONT

*Presents the Greatest Contribution  
to the Macaroni Industry*

## CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

*For Far Superior Macaroni Products*



Ingeniously Designed

Accurately Built

Simple and Efficient in  
Operation

Production—1200 pounds  
per hour

Suitable for long and short  
cut goods

Brand new revolutionary  
method

Has no cylinder, no pis-  
ton, no screw, no worm.

Equipped with rollers, the  
dough is worked out in  
thin sheet to a maximum  
density producing a prod-  
uct of strong, smooth, bril-  
liant, yellow color, uni-  
form in shape, free from  
specks and white streaks.

Pat. No. 2, 223, 079  
Other Pat. Pending

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

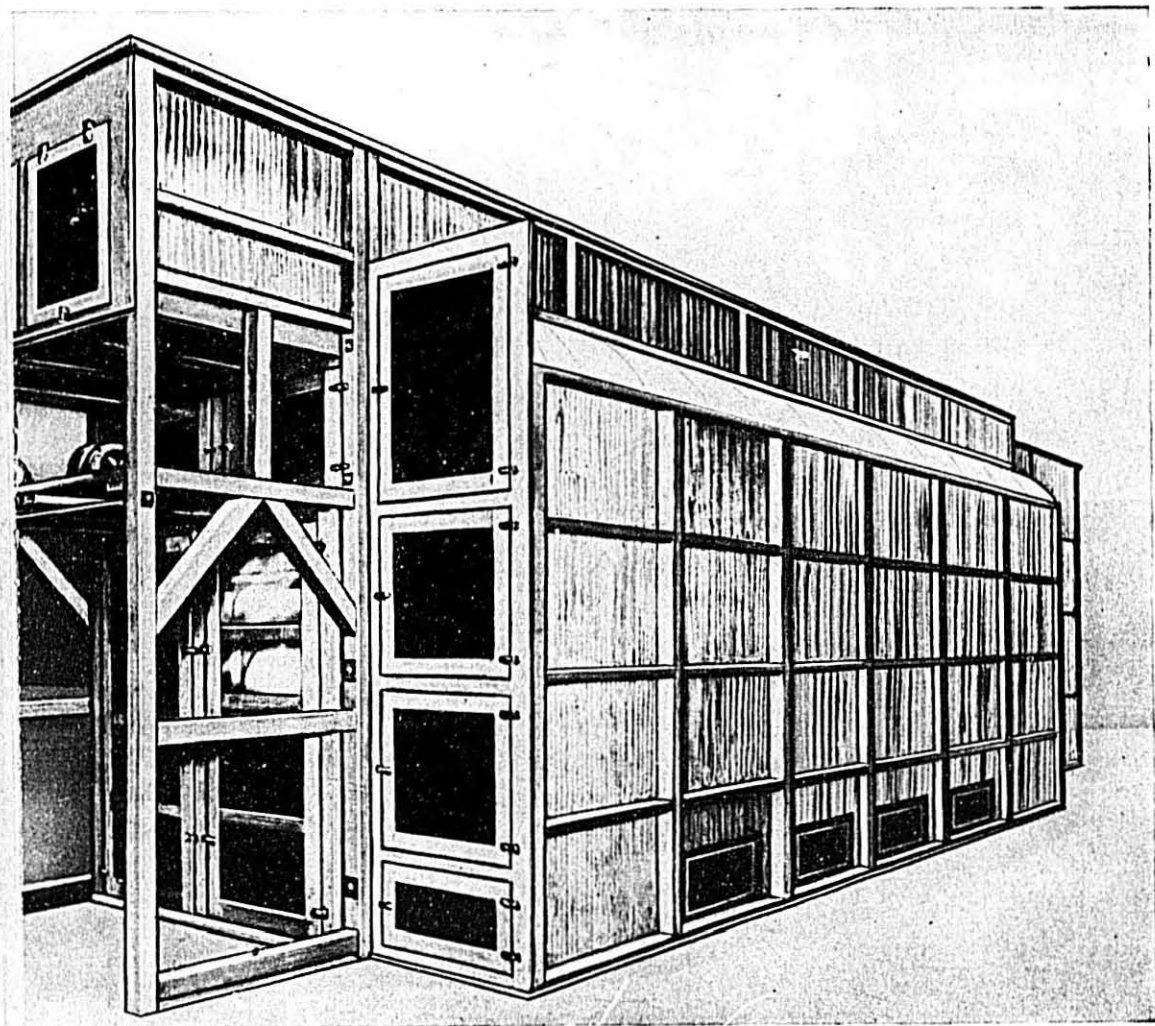
It is built on the same principal of the Clermont Continuous Automatic Short Cut Macaroni Press—No Cylinder, No Piston, No Screw, No Worm. Produces the same high quality product because the dough is worked out in thin sheets between the rollers before pressed and extruded at slow speed through the die,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

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

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

**CLERMONT MACHINE COMPANY, INC.**  
266-276 WALLABOUT STREET  
BROOKLYN, NEW YORK

**MACHINES CONVERT  
AUTOMATIC PROCESS**



**CONTINUOUS AUTOMATIC NOODLE DRYER**

March, 1946

THE MACARONI JOURNAL

11

**Report of Director  
Of Research**

(Continued from Page 8)

tended by Messrs. C. J. Travis, Chairman; Horace Gioia, Joseph Giordano, John Zerega, Jr., Charles Rossotti, Sam Arena, Joseph Santoro and myself, and the Food and Drugs Administration was represented by Mr. Rowe, who has charge of the administration of the slack-fill provisions of the Federal Food Law.

Mr. Travis brought with him a number of boxes of macaroni products to show the problems involved in packaging, particularly when the crooks are not removed and when the drying sticks are bent which results in uneven lengths of the product. He also showed packages of elbows of the same length pressed through new and old dies where differences in volume were as much as 15 per cent due entirely to the thickness of walls caused by wearing of the dies but where the elbows were the same in every other respect.

Mr. Travis made a most excellent and convincing presentation of the problems confronting the macaroni manufacturers and requested a tolerance of 30 per cent average for long and short macaroni products.

After two hours discussion it is my opinion that Mr. Rowe was most impressed by the presentation and that he will give very serious consideration to the 30 per cent tolerance for long goods but he was not quite convinced with the data which was presented showing that the short flowing macaroni products should have the same tolerance as the long non-flowing goods.

We also presented to Mr. Rowe the Bulletin No. 188 which shows measurements of more than 1,000 packages measured by the laboratory of the Association and also at the plants of some of the largest manufacturers.

The following is a list of plain macaroni products to which manufacturers unanimously agreed to restrict production during the period when they are required to use the 80 per cent extraction flour.

NO OTHERS WILL BE MANUFACTURED

Long Macaroni Products	Short Macaroni Products	Specials
Macaroncelli	Macaroncelli (Shell)	Mostaccioli
Perciatelli	Rigatoni	Rizatti
Spaghetti	Ziti (Cut)	Liso
Thin Spaghetti	Mozzani (Cut)	Mafalda
Capellini	Elbows	Margherita
Inguine (Six)	Tubettini	Fusilli
	Acini Di Pepe	Lasagne (Six)
	Alphabet	
	Orzo (Ten)	

The above makes a total of 22 plain macaroni products to which the industry, as represented by the Association, agrees to restrict itself in order to help utilize the available supplies of wheat and to make it easier to comply with the slack-fill requirements of the Federal Food Law.

**Scotsmen Celebrate  
With Spaghetti**

Special from Our Canadian  
Correspondent

When Scotsmen get together on Bobbie Burns' birthday the feast on haggis is always good for a story. But even the immortal bard would concede it to be news when Scotsmen meet to celebrate over plates of spaghetti!

It all happened in Vancouver, B.C., Canada, at a get-together dinner of Signals Platoon, Seaforth Highlanders. The idea of this series of dinners is to enable sub-units of the Seaforths to reunite to talk over fighting days in Italy and western Europe. The Signals Platoon dinner is the third planned meeting. The first was held in Bara-

nello, Italy, in October, 19-3, and the second in Piede Monte, Italy, in July, 1944.

"The spaghetti idea?" said Chairman Lt. Wilf. Gildersleeve, signal officer of the veterans of the Italian campaign, "Oh that is to give the perfect setting."

The boys got a local Italian woman to fix up the spaghetti in the national way.

So—all is right with the world. The Scots are eating spaghetti.

This idea is not copyrighted, so perhaps American comrades might also meet in annual reunion over a dish of luscious spaghetti. Of course, meat balls and a jug of wine will help to loosen up on the . . . "D'you remember when . . ."



COMBINED AUTOMATIC TOP AND BOTTOM CARTON SEALER with automatic feeder and volumetric filler.



MODEL "D" CASE SEALER for paper shipping cartons. Seals both tops and bottoms simultaneously—or separately if desired.



PACKOMATIC CASE IMPRINTER prints both ends of the case simultaneously, 20 per min.



AUTOMATIC AUGER PACKER-WEIGHER for semi- or non-free flowing products.



AUTOMATIC TELESCOPING VOLUMETRIC FILLER for semi- and free-flowing products.

**PACKAGE FILLING  
to  
CONTAINER SEALING**

**There's a PACKOMATIC to meet  
YOUR need!**

You find enthusiastic performance reports from the nation's foremost enterprises on PACKOMATIC packaging machines—from package forming and filling to shipping case sealing.

In fact, PACKOMATIC'S new Model "D" Shipping Case Sealer is a model of performance—50 to 3,000 cases per hour as required—squared, glued, sealed and ready for shipment or storage—quickly, efficiently, economically.

PACKOMATIC'S Combined Top and Bottom Carton Sealer with Automatic Feeder and Volumetric Filler seals both top and bottom flaps automatically at speeds up to 75 per minute.

There's a wide range of PACKOMATIC packaging equipment . . . a wide scope of PACKOMATIC know-how. Metropolitan Classified Telephone Directories give location of nearest PACKOMATIC office . . . or write Joliet.

Coupon below brings you colorful literature on PACKOMATIC Case Sealers, PACKOMATIC Carton filling and sealing machines, PACKOMATIC Can Filling Equipment, etc. No obligation!

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



J. L. FERGUSON CO.  
Joliet, Illinois

Please send complete data on  Case Sealing  Carton Filling and Sealing  Package Weighing Equipment

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City \_\_\_\_\_ State \_\_\_\_\_

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### Aer-A-Sol Insecticide Bomb

The Bridgeport Brass Aer-A-Sol insecticide bomb, as announced by the Bridgeport Brass Company, Bridgeport, Conn., is an economical and effective new multi-purpose method for



Bridgeport Brass Aer-A-Sol insecticide bomb in use, showing valve in open position.

riding commercial, public and private buildings and ships of flies, cockroaches, ants, mosquitoes, gnats, fleas, bedbugs, moths, and similar pests.

The insecticide mixture expelled from the bomb is a formula developed by the U. S. Department of Agriculture. It contains 2 per cent of 20 per cent pyrethrum extract for "knock-out" effect on insects and 3 per cent DDT to assist in the final kill. These active ingredients are dissolved in a naphthalene solution and the entire mixture is combined with non-inflammable liquified Freon gas, which acts as a propelling force.

The 3 per cent of DDT is a desired entomological concentration that offers no health hazard, according to U. S. Public Health Service Supplement No. 183, if used in accordance with the manufacturer's instructions. The Bridgeport Brass Company supplied millions of aerosol bombs to the Navy during the war.

### Visit Rossotti's Booth

Rossotti Lithographing Co., North Bergen, leading suppliers of labels and folding cartons to the macaroni-noodle trade, will make an attractive display of their products at the first postwar Packaging Exposition in Atlantic City, N. J., April 2 to 5 inclusive.

Admission tickets to the exposition in the Public Auditorium have been distributed to the leading firms in the industry, according to Charles C. Ros-

sotti, executive vice president. Besides explaining its display, representatives will be pleased to discuss special packaging problems at their Booth No. 9.

### Pass New Weight and Measure Bill

The Senate of the State of New Jersey has passed Senate Bill No. 7 after it was reported favorably by the Senate Public Health Committee. According to the bill it is "An Act to prevent deception in the sale or distribution of certain commodities in containers or in package form and providing penalties for the violation of the provision thereof."

The principal provision, which is being studied by leading manufacturers of macaroni-noodle products and other processors and distributors of packaged goods, concerns proper labeling as to the weight of the contents. "No person shall sell or distribute, or have in his possession with intent to sell or distribute, any commodity or commodities in a container or package unless the net quantity of the contents be plainly and conspicuously marked, printed stenciled, branded or otherwise indicated on the outside of the package, or is easily legible through the outside container or wrapper, or on a label or tag attached thereto, in terms of weight, measure or numerical count. Reasonable variations and tolerances shall be permitted, and the superintendent shall have the power to fix the same."

Some distributors are requesting to be heard on their opposition to the measure, since the bill was passed by the State Senate without public hearings.

### Turrialba—New Source For Tomato Sauce

Macaroni-Noodle manufacturers will be interested in this Government release:

Only a year and a month after a wild tomato was crossed with a commercial variety at the Inter-American Institute of Agricultural Sciences at Turrialba, Costa Rica, American troops in the American tropics were eating quantities of fruit from the new hybrid tomato, "Turrialba"—which, for want of a name, is its designation. This almost unprecedentedly quick result followed a combination of good luck, good management, wartime pressure for food, and the rapid growth of plants in tropical areas. The new tomato is one of the first fruits of Latin American co-operation at the Institute.

Joseph L. Fennell—formerly a U. S. Department of Agriculture specialist in semitropical plants at Coconut Grove, Fla., but now a member of the Institute staff—reports this tomato breeding experience to the Office of

Foreign Agricultural Relations in the current (December) issue of *Agriculture in the Americas*—an official publication of OFAR.

There was need for a tomato variety that would thrive in the lowlands and islands of Latin America. The tomato is a South American plant but the South American tomatoes that have proved valuable in breeding efforts by the U. S. Department of Agriculture have come from highland areas. At Turrialba the staff workers had tried out 28 tomato varieties that they thought most likely to succeed in Costa Rica, and none had done well.

In March, 1944, according to Fennell, they brought to the station a wild tomato of the cherry type which had the quality of growing and reproducing in Costa Rica. They crossed this with a commercial tomato and got promising hybrid seed for planting in November and December, and in this crop there were plants enough to leave abundant seed stock and also to supply 400 crates of standard grade tomatoes to sell to the troops this spring.

Ordinarily it takes years to develop any new hybrid plant to the commercial stage. The "Turrialba" tomato has not yet been fixed as to type and, therefore, the breeders cannot release it for general commercial planting. But each generation of seed brings a plant closer to "release" after the skilled plantmen have "rogued" the plantings to destroy plants not up to standard. "Turrialba" is in its third generation only 16 months after the first cross, Fennell reports. Already more than 15 acres of the tomatoes have been planted for sale as fruit only—but not for seed, as the hybrid is not an established variety.

### Farmers' Markets

Not so far back, Florida's small farmer had to sell his crops to traveling buyers, or ship them on consignment to commission houses where often he received nothing, sometimes drew due bills for freight charges. It was a vicious system, netting him little, keeping him in debt, says *Pathfinder Magazine*.

Then, in 1935, the state set up the Farmers' Market system, markets where growers and buyers could meet. Now, after 10 years, 28 of these markets over the state piled up a 1945 sales volume of \$24 million.

Most impressive about this record, said state officials last week, is that no attempt has been made to compete with existing markets. Rather, the stress has been on providing markets where none existed before or where producers were inadequately served.

Upshot is thousands of small farmers now have a market, lose no travel time trying to find one, get the going price for their crops and livestock.

## How to make Noodles



... look better



... taste better



... sell faster

use

## Cloverbloom Frozen Yolks

Boost the sales appeal of your noodles! It's easy to get the good color and texture customers want, with Cloverbloom Frozen Yolks. Armour packs these yolks especially for you noodle manufacturers. They're carefully selected with your specific needs in mind. Then checked against a scientific color guide to assure uniform, rich color in every batch.

You can depend on a finished product that meets all requirements, every time, for Cloverbloom Frozen Yolks are guaranteed to provide 45% solids. And Armour selects only breakfast-fresh, pure, clean shell eggs to be labeled

Cloverbloom. They're packed in the spring when egg quality is highest. All are candled, carefully inspected . . . and pre-cooled 48 hours. Then broken in air-conditioned rooms . . . clarified to remove every trace of grit, shell or fibre, and laboratory tested for purity.

Depend on Cloverbloom Frozen Yolks for noodles that have better color and flavor . . . sell faster. A trial order will prove their advantage in your shop.

Cloverbloom frozen yolks, sugared yolks, whole eggs and whites.

**ARMOUR**  
Creameries

UNION STOCK YARDS, Chicago 9, Illinois



## Sanitation in Food Plants

A very interested group of about one hundred members and guests of the Midwest Section of the American Association of Cereal Chemists gathered on February 4 in Chicago to hear a very interesting discussion on "Sanitation in Food Plants" by J. O. Clarke, in charge of the Food & Drug Administration Enforcement Division in Chicago. Mr. Clarke is a long-time government employe with a wide experience in Food & Drug enforcement and presented the material in a very interesting and instructive manner.

He explained that the government deals first with those things that are liable to make someone sick or even kill them. This is the first consideration in the protection of the public so far as foods and drugs are concerned. Next is the matter of sanitation in the production of foods, which is of great public interest. Adulteration of food was first described as that which was filthy, putrid or decomposed. Later, adulteration was taken to include a condition in a food plant which caused the food to become filthy, putrid or decomposed. Some kinds of adulteration are not detectable by analysis and food made in an unsanitary plant may show no contamination. Inspection of the plant is vital, therefore, and chemical analyses are only confirmatory.

As an illustration of this situation, Mr. Clarke outlined the development of the mold count in tomato products as a means of detecting the use of tomatoes which may have been putrid, filthy or decomposed.

The first method for determining filth in foods is by actual inspection. Examples of this type of determination would be the examination of flour for weevils, the putrid odor of bad eggs, or worm holes in nuts.

The second method for detecting filth is known as the filtration method, and an example is the sediment disc used in milk inspection. It is not alone necessary to determine that sediment is present but to detect the identity of the sediment particles to learn whether they are objectionable or not.

The third method of detecting filth is known as the flotation method, in which solvents are used to separate the food from the filth, one portion settling and the other floating, depending on the nature of the food and the contamination.

The next method of detecting filth is what is known as the entrapment method, in which the product is mixed with some liquid and then an immiscible liquid added and the material shaken and the filth is entrapped between the layers of the immiscible solutions.

Very few chemists have training in bacteriology and most microscopists or

physiologists are not chemists. It has been found, therefore, that the best way to train men for this work is to teach chemists the anatomy of insects so that they are able to identify fragments when observed under the microscope.

Food and Drug inspectors are instructed to tell food manufacturers what they see in the plant on an inspection tour, on the theory that the food manufacturer will take every means to correct the objectionable features.

Food manufacturers who wish to have specific information about their own products may obtain such if all of the data is supplied. Food and Drug Administration will also pass judgment on labels to see whether they are properly worded if all the data is submitted.

## Increased Prices Allowed on Meat

Acting on recommendations of the Department of Agriculture and the Office of Price Administration, Stabilization Director Chester Bowles announced adjustments in the ceiling prices for meat and meat products to cover recent wage and salary increases in the meat packing industry.

The new wholesale ceilings will become effective on or about March 11, 1946. Retail ceilings will be worked out and made effective as soon thereafter as possible.

The increases in ceiling prices will be sufficient to permit the packing industry to realize 45 cents more per 100 pounds on beef, veal and lamb and 55 cents more per 100 pounds on pork on an over-all dressed carcass weight basis on sales for domestic civilian use.

Slaughterers who make wage and salary increases pursuant to orders of the National Wage Stabilization Board for periods before the effective date of ceiling price increases will incur a special financial burden. To insure maintenance of production, notwithstanding this burden, action will be taken to provide funds for special payments to these slaughterers to help them absorb this additional cost. The payments will, of course, be adjusted by the amount of increases in inventory values realized by the slaughterers as a result of increased price ceilings.

In connection with this action Stabilization Director Bowles said:

"I have agreed to the proposed change in price for the packers only with extreme reluctance.

"Recently I testified before the House Banking and Currency Committee that the present food subsidy

program is absolutely essential to the success of the entire stabilization program. Above everything else food prices must be firmly held, and to the extent necessary to accomplish this, subsidies should be provided.

"If it had not been for various commitments made before the issuance of the new wage price policy, I would have appealed vigorously to Congress for additional subsidy money to eliminate any need for a retail price increase no matter how small it might be.

"Under the circumstances, however, I have no alternative but to accept this situation as I find it. I have instructed the OPA Price Department to leave no stone unturned in their efforts to minimize the effect of this increase on the American family budget. The increase in meat prices for the average family should not amount to more than 1 1/2 per cent."

## Liquid, Frozen and Dried Egg Production

January, 1946

The quantity of liquid egg produced during January was comparatively light—11,426,000 pounds, compared with 27,422,000 pounds in January last year. The quantity produced for drying was negligible compared with January last year. The quantities produced for freezing and immediate consumption, however, were larger.

Dried egg production during January totaled 264,000 pounds, compared with 15,646,000 pounds during January last year. This production of dried egg was the smallest since January, 1941, when only 73,000 pounds were produced. Production during 1946 is expected to be comparatively light. The Government contemplates no buying of dried egg for its own use, unless it becomes necessary to support egg prices. In the middle West where most of the egg-drying plants are located, the support price has been set to bring the producer an average price of 27 cents a dozen. Foreign countries have purchased approximately 25,000,000 pounds of dried egg through the Department of Agriculture for delivery this year.

The production of 8,399,000 pounds of frozen egg in January was 21 per cent larger than the quantity produced during January last year, but was 29 per cent less than the record January production in 1944. Storage stocks of frozen eggs on February 1 totaled 111,330,000 pounds, compared with 98,985,000 pounds on February 1, 1945, and 74,120,000 pounds, the February 1 (1941-45) average.

"More people should learn to tell their dollars where to go instead of asking them where they went.—Roger Babson.



your package must  
*sell* your name!



Instant, easy recognition of your BRAND through distinctive dynamic packaging is a sure way to bigger sales.

This emphasis of your BRAND in a good package design is the result of careful creation by expert artists—a deliberate ingredient in the overall engineering of a package designed to stimulate consumer attention. Highlighting the Brand Name is one of many reasons why

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INDUSTRY



## Plea of Industry Ignored

National Association Leads Futile Attempts to Have Semolina Exempted from WFO No. 144

The Macaroni-Noodle Industry, like practically all users of wheat products, is now operating under the United States Department of Agriculture's War Order No. 144 effectuated for the purpose of controlling wheat and flour as a part of President Harry Truman's 9-point program to help feed Europe as announced February 15, 1946. Had the officers of the National Macaroni Manufacturers Association acting for members, just short of one hundred, had their way, the situation might be more favorable for the Macaroni-Noodle Industry.

The National Association at the Winter meeting of the Industry on February 4, 1946, went unanimously on record as preferring to get along with the smaller available supply of semolina of the normal 68 to 72 extraction rather than to have imposed upon the manufacturers the decree forcing them to use the 80 per cent extraction flour which they are now compelled to use. At that meeting it was directed that every practical, legal step be taken in Washington, D. C., to have semolina exempted from the order.

Reporting to the Members of the National Association, President C. W. Wolfe, who took a personal interest in the fight to save the regular semolina mixture and who spent considerable time in the nation's capital hopeful to the last of protecting the best interests of the members, said, in part:

"As late as Wednesday (February 13), it was still felt by some executives of the Department of Agriculture that semolina and farina would be exempted from the Order to be issued by the Secretary of Agriculture, Clinton P. Anderson, planned to read: 'No miller shall manufacture any flour that consists of less than 80 per cent by weight of the sound, clean wheat.'

"When put to the test, the Millers Advisory Committee recommended that there be no exemptions from the order, and thus the macaroni manufacturers lost their fight."

Among the Government men contacted and asked to help by President Wolfe and Washington Representative, B. R. Jacobs of Washington, D. C., who helped arrange the contacts, were: Mr. Farrington, Vice President, Commodity Credit Corp.; T. B. King, Chief Food Grains; J. E. Zellers, Chief Food Products Division; J. F. Gilmour of the Office of Price Administration.

Jointly, these official representatives of the organized industry, told a true story of the harm that would befall

the industry through the forced use of a wheat flour of 80 per cent extraction, to the distributive trade and finally to the housewife who might be disappointed in the appearance and the taste of the new product; also the effect it would have on the brands of quality products and on the prospects of increased infestation this coming summer.

They button-holed executives of all the government branches connected with the proposal, exclusive of the President, himself; they conferred with politicians and consulted with leaders of other trade similarly threatened, but to no avail. There is some comfort in knowing that they have made an attempt to gain for the Industry the expressed wishes of its leaders. Even though they failed, the activities of the officials stand to the credit of the National Association for having attempted what to them appeared to be the logical thing to do under the circumstances.

## A Needed Job, Well Done

Secretary of Agriculture Commends Warehousemen

The efficiency and safety with which public warehouses handled the storage of food during the war was one of the major factors in keeping spoilage at a minimum, Secretary of Agriculture Clinton P. Anderson reported in a special message addressed to the American Warehouseman's Association at its 54th annual meeting last month in Chicago. Secretary Anderson commended the warehousemen for their wartime job and expressed assurance that they would continue to do the same efficient job in peacetime distribution.

"You know better than anyone the magnitude of the storage problem throughout the war. That it was handled with so little spoilage—with so little over-all waste—was due in large degree to the efficiency with which you tackled your job."

Commenting that the warehousemen merit the appreciation of the entire country for this job, Secretary Anderson recalled the co-operative effort which accomplished the great food production and distribution task during the war. "The food supply chain has many links," he stated, "from the preparation of the ground to the final delivery of the product into

the family market basket. One of the middle links is the safe storage of food before it moves into retail channels"—the warehouseman's job.

The Secretary of Agriculture, while commending the warehousemen for past efforts, pointed out that the ending of the war brought no diminution of the importance of their task. "Peacetime agriculture aims to turn out tremendous supplies," he said. "Our goals for 1946 call for more acreage than was actually planted last year. This high production must be handled with dispatch. In the storage warehouses of the nation, much of it must be held ready to flow in accordance with needs. I am sure you will continue to perform your function as ably in peace as you did in war."

## Good Protein in Wheat Germ

Wheat germ stands foremost among a number of plant proteins recently tested as possible sources of high quality protein for low-cost diets, both at home and abroad, Dr. Hazel K. Stiebeling emphasizes in her annual report covering recent research by the Bureau of Human Nutrition and Home Economics.

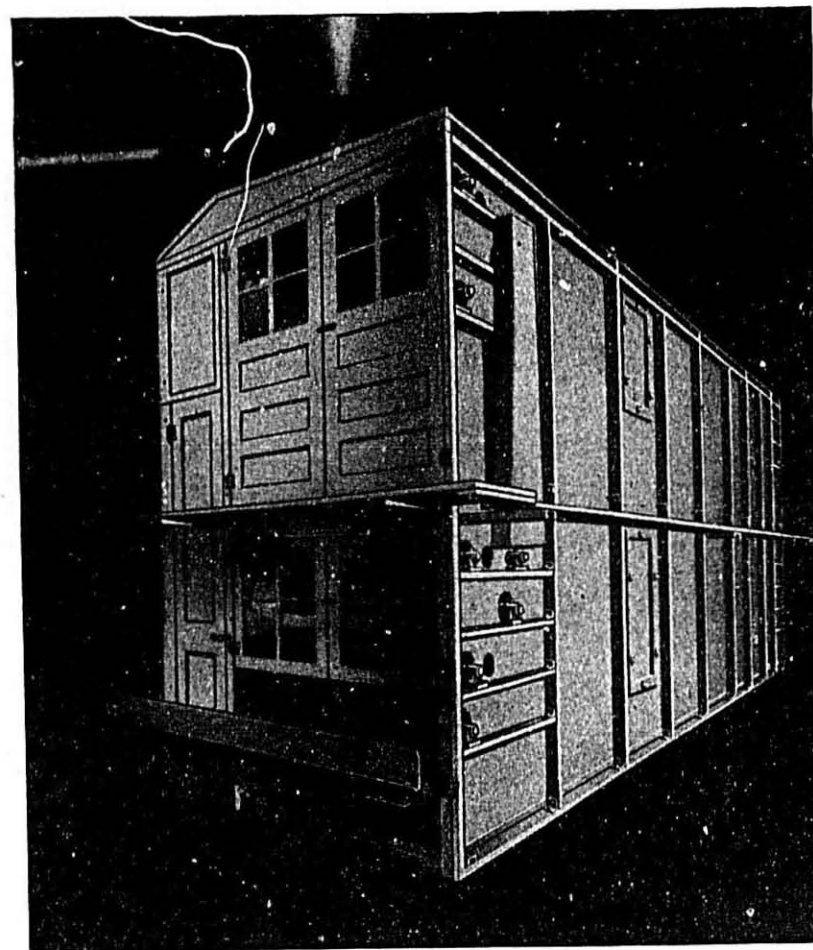
Corn germ, says Dr. Stiebeling, though ranking below wheat germ, was better than the peanut or soybean flours the bureau scientists had studied previously. "However," she continues, "the quality of the protein in both cereal products proved inferior to that in egg or in milk when fed at a 15-per cent or high protein level in a diet adequate with respect to all other nutrients."

Quoting an estimate that the potential annual production of wheat germ might be 150 million pounds and of dry corn germ 600 million pounds, Dr. Stiebeling says that present production is far below such levels and most of the supply is now used for animal feed. "If marketed in a form suitable for human consumption, these cereal-grain germs could become a source of high-quality food protein at relatively low cost."

## Should Be "Quartered"

Any man who sprinkles sugar or cinnamon on his spaghetti should be divorced by wives who know their foods. According to Ida M. Perdue, writer and food authority in her comments on eating habits and effects of foods on man's temperament, says: "Food is even grounds for divorce in America. A Boston housewife decided life with her spouse was unbearable because he insisted on sprinkling sugar and cinnamon on spaghetti."

## 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.

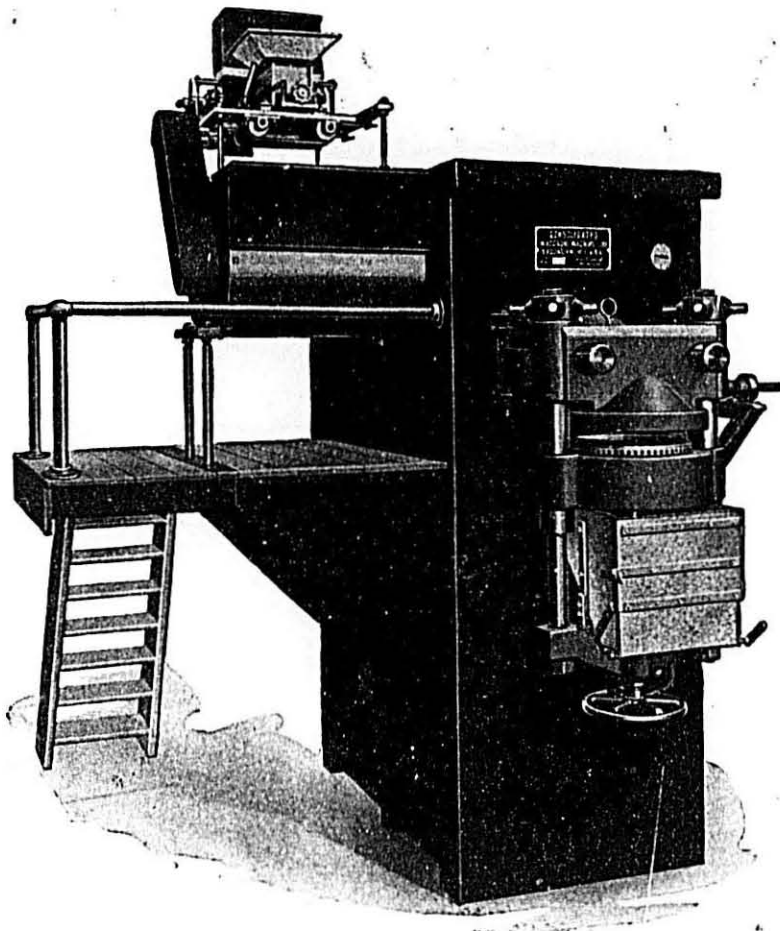
**IMPORTANT.** We have a very choice selection of second hand, rebuilt mixers, kneaders, hydraulic presses and other equipment to select from. We invite your inquiry.

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.

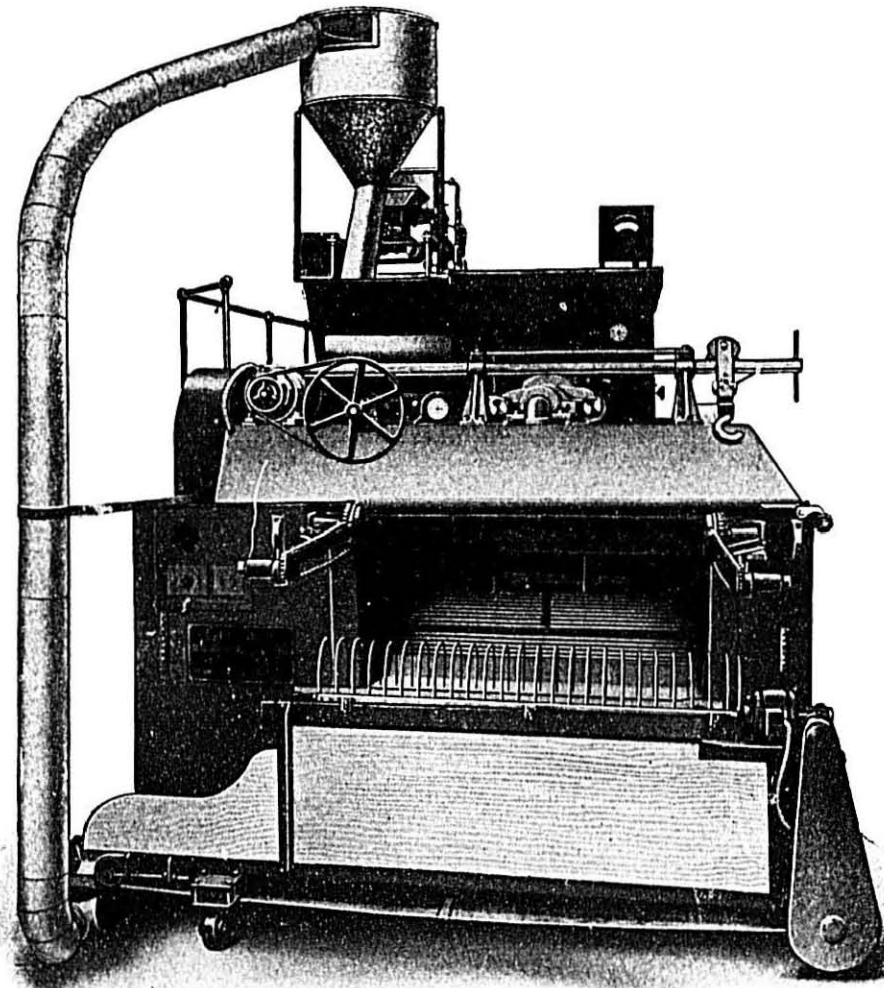
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

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.

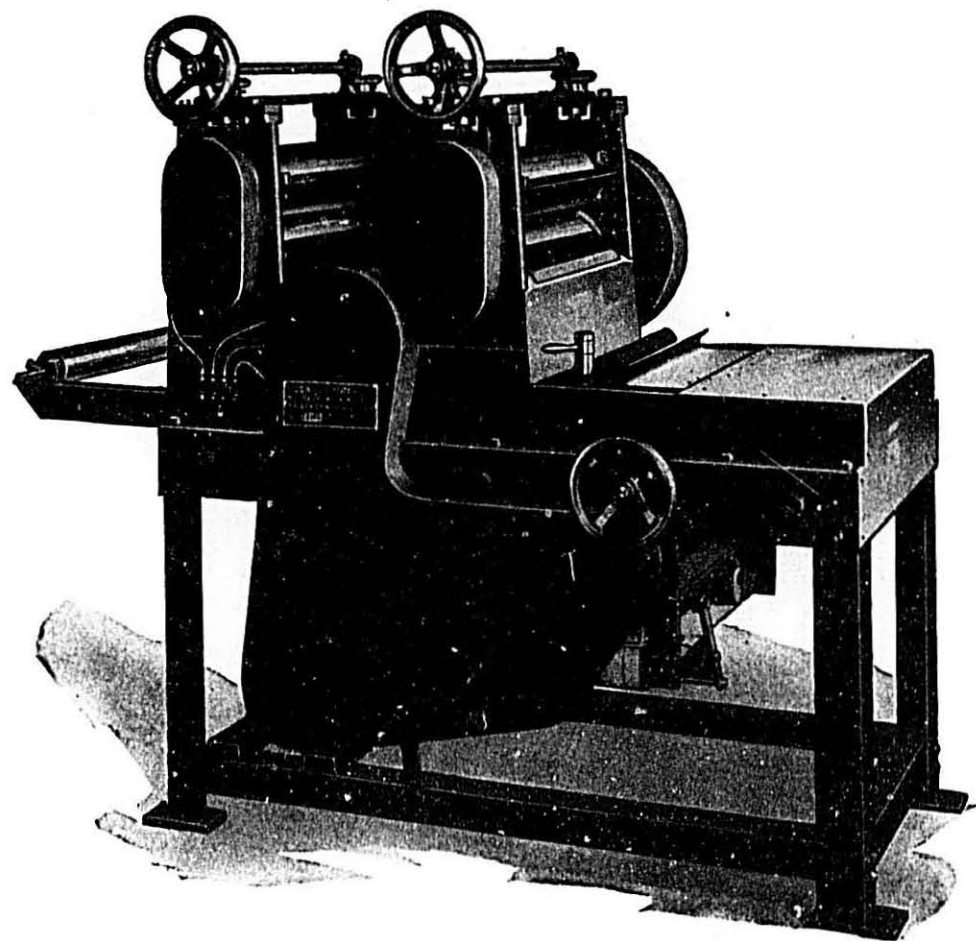
156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

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*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.

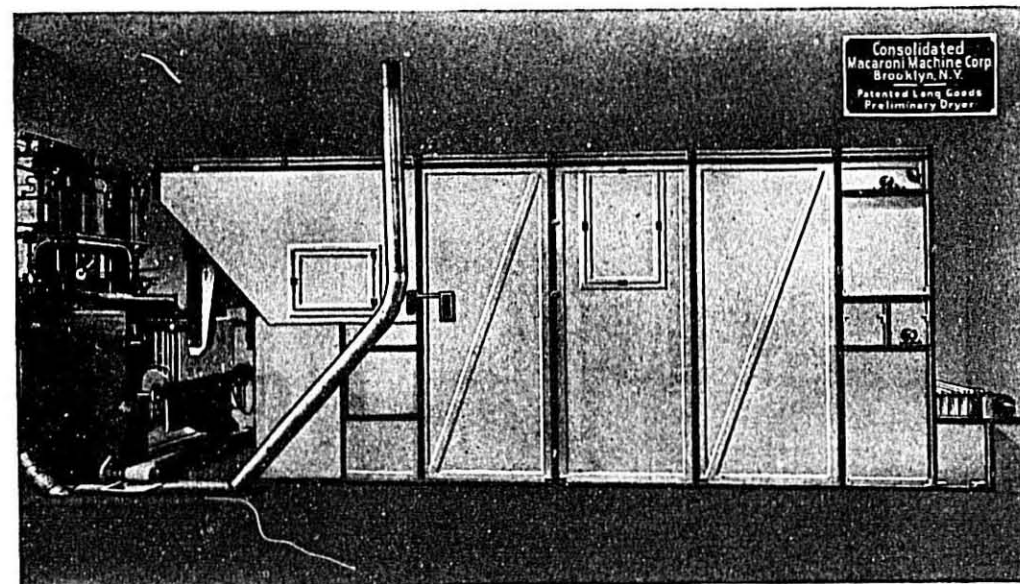
All cutting rolls and parts which come in contact with the dough are of stainless steel to prevent rust or corrosion.

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 preliminarily dried 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

## 80-X Durum Granular and 80-X Durum Flour

*High Extraction Products*

Milled according to government restrictions  
but still,

*"You command the best when you demand  
Commander Durum Products."*

**COMMANDER MILLING COMPANY**  
MINNEAPOLIS, MINNESOTA

### Recommend Protective Price Ceiling Action

Fearing that the pressure that is being put on manufacturers by labor may soon reach the makers of macaroni products with a result that the manufacturer will be squeezed between the flexible wages below against the fixed ceiling prices above, a special committee appointed at the Winter Meeting in February has had the matter up with officials of the Office of Price Administration and in a special report made to the Membership of the National Macaroni Manufacturers Association, recommends the action that will obtain them the necessary relief.

This Price Committee is aware of the increased costs which the processors have been required to absorb since price relief was granted by MPR 326, February, 1943, such as increases in supplies and, to a greater extent, labor. OPA has no way of determining whether there is sufficient hardship in the industry to warrant a general price increase. The Committee seemingly has convinced these officials that some manufacturers may now be in a "squeezed" position with respect to some type of products and were told how a manufacturer in that position may proceed to obtain needed relief. The procedure was clearly explained

in the report of the committee to the Association members.

The members of this committee are: C. F. Mueller, Jr., of the C. F. Mueller Co., Jersey City; Horace Gioia of Gioia Macaroni Co., Rochester and Albert Ravarino of Ravarino & Freschi, Inc., St. Louis.

### "Never Reached a Ceiling"

Before the war ended the Bureau of Agricultural Economics took part in a study of our food potential "under conditions that might prevail if the war lasted a long time," Howard R. Tolley, chief of the bureau, revealed recently. The conclusion by the staff of economists was that "in ten years we could feed about two and one-half times as many people as we were feeding in 1943." That increase, he emphasized, was just for food, and "it would have required some cuts in other farm production. Also a large part of the gain would have had to come through drastic changes in eating habits and in the pattern of food production. But about two-fifths of the projected increase was based on expectations of larger farm production through better practices and development of new land. The study assumed continued tight spots in farm manpower and materials."

Tolley continued, "Fortunately, the fighting did not drag on. The estimate of our wartime food potential never was published. Anyhow, it is no more than a set of carefully made, informed guesses. But it does make clear that even in war, our farm production never reached a ceiling."

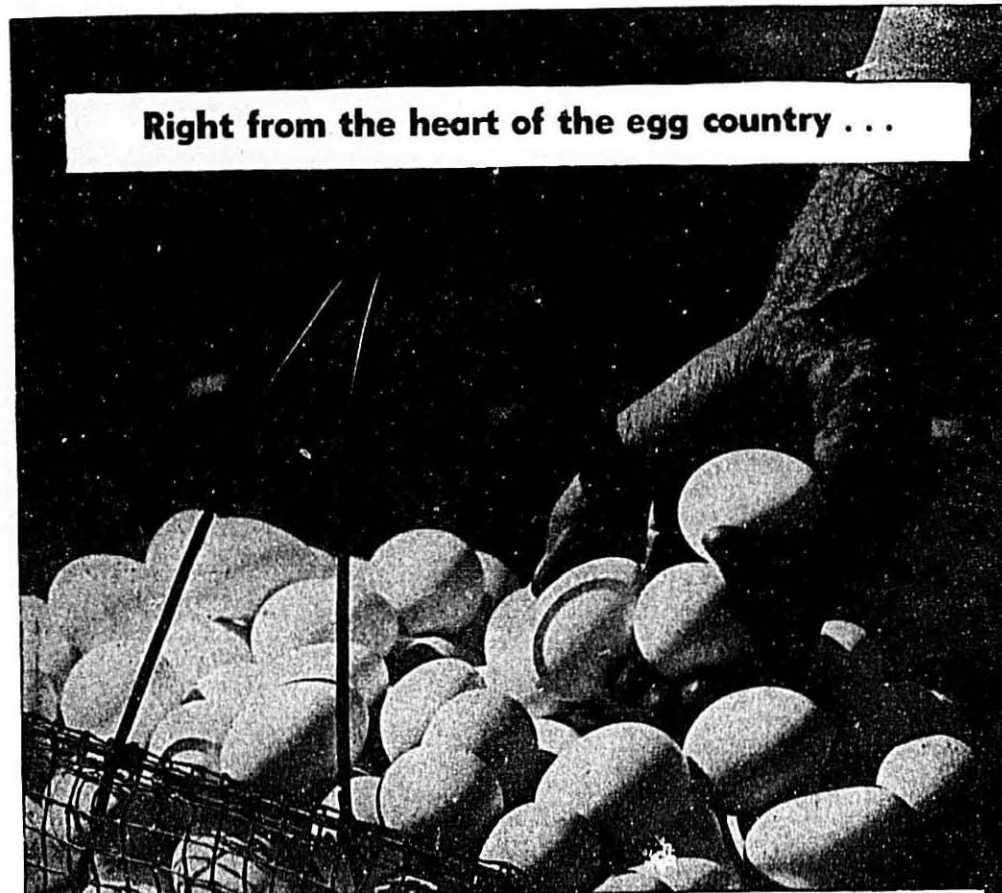
### Housewives Stage Spaghetti-Buying Rush

As was expected, the thoughtful housewives of the nation staged an unprecedented rush to buy macaroni, spaghetti and egg noodle products in the weeks following President Truman's 80 per cent extraction order of February 15, according to word received from leading chain and independent stores. The rush made an appreciable inroad on normal stocks in retail stores.

Women who ordinarily purchased a package or a pound at a time, were reported buying a dozen packages, usually assorted. Merchants reported the buying run on flour and flour products as one of the biggest in history.

"It is not enough to do the right thing, it must be done at the right time and place. Talent knows what to do; tact knows when and how to do it."—*W. Matthews.*

Right from the heart of the egg country . . .



## Farm Fresh FROZEN EGG CONTRACTORS CONSUMER OUTLETS WANTED

WHOLE EGGS  
FROZEN WHITES  
PACKED IN  
NEW TIN CANS

• GUARANTEED •  
QUALITY  
MERCHANDISE

DARK YOLKS  
SUGAR YOLKS

### QUICK FREEZER PROCESS 40° BELOW ZERO

Give us a trial on your 1946 order—Better Quality, Better Service—Check our Price and Quality—We invite comparison—  
No breaking plants in Chicago—Our breaking plants are in the heart of the egg producing country. Consistently uniform in fine quality.

Wire—Phone—Write—Irving Manager, General Office

## BETTER QUALITY EGG CO.

1117 FULTON MARKET • ALL PHONES CHESAPEAKE 5822 • CHICAGO 7, ILL.



## Capital Quality . . . Unvarying As Always

*Under Restrictions of WFO 144*

*Be Assured of the Best*

*with*

**CAPMILCO  
DURUM GRANULAR FLOUR**

**CAPITAL FLOUR MILLS, INC.**

General Offices: Minneapolis

Mills: St. Paul

### Wheat Ceiling Price Up 3 Cents

Secretary of Agriculture Clinton P. Anderson and Price Administrator Porter, with the approval of the Office of Economic Services, have announced changes in subsidies and price ceilings for livestock and grains, as further steps in carrying out the Food and Feed Conservation Program announced by President Truman, February 6.

These changes will help adjust livestock feeding to the reduced supplies of feed grains and will encourage more prompt marketing of grain supplies. The United States Department of Agriculture also announced that it is considering action to assure more equitable distribution and effective use of feed grain. The co-ordinated program is intended to help the government meet its foreign food commitments.

Grain prices: Effective Monday, March 4, 1946, ceiling prices for grains were increased as follows: wheat, 3 cents a bushel; corn, 3 cents a bushel; barley, 4 cents a bushel; oats, 2 cents a bushel; grain sorghums, 9 cents a hundred pounds. Ceiling prices for rye, which go into effect on June 1, will be increased by 4 cents a bushel.

These adjustments are made to keep grain prices in conformity with legal

requirements. When ceiling prices on grain were established, a cushion was included to allow for possible advances in parity. This cushion has now been used up. New price ceilings reflect the present parity with, as in the past, a cushion to allow for possible increases in parity during the months ahead.

### 90% to 99% Extraction Rates in Europe

According to the Office of Foreign Agriculture, United States Department of Agriculture, the 80 per cent extraction flour ordered for this country for the grain emergency, provides a much better raw material for bread, macaroni products and cereals than the grade now being used in Europe and other countries.

In most parts of Central Europe occupied by the Allied Nations, the grind is at the 90 per cent extraction rate. Italy's is 91 per cent; France's rate ranges from 90 to 95 per cent while Russia's is set somewhere between 80 and 96 per cent.

South Africa eats the "blackest" bread, while even under the present order, the United States will have the

"whitest." The South American extraction rate has been 96 per cent for the past 4 years.

### Industry Fights Common Colds

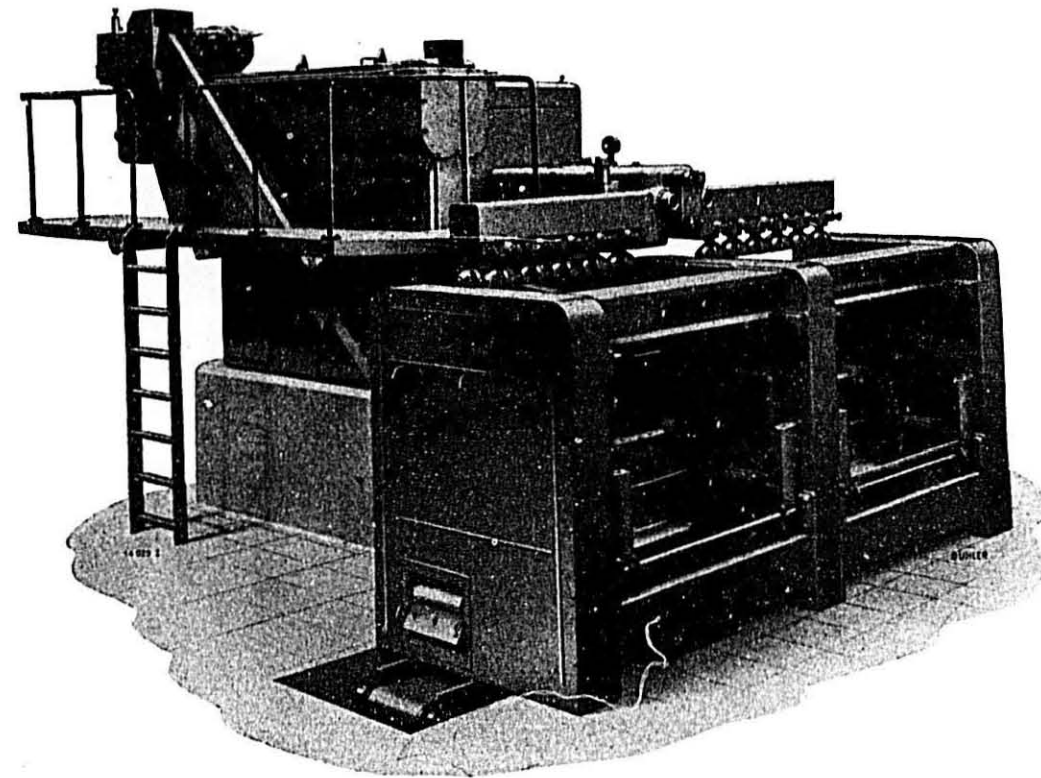
Despite the tremendous number of man hours lost as a result of strikes, the common cold continues to hold first place as a cause of employe absences.

Colds are bounded by no geographic limits, and they strike at President and laborer alike exacting a toll of billions of dollars from business each year.

Thousands of corporations throughout North America including more than 300 Federal Reserve, National and State Banks and more than 400 Public Service Companies are combatting the Common Cold by the use of Formula A-N-1 for Colds, a product of Benson Laboratories, Pittsburgh, Pa.

This product is sold to business concerns only, and for the specific purpose of reducing employe absences. One of its chief values lies in the fact that it contains none of the injurious drugs. It is an effervescent powder and is given only after the cold is present. Users are reporting an average effectiveness of about 80 per cent.

# 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.



### Macaroni - Noodles Trade Mark Bureau

A review of Macaroni-Noodle Trade Marks registered or passed for early registration

This Bureau of the National Macaroni Manufacturers Association offers to all manufacturers a FREE ADVISORY SERVICE on Trade Mark Registrations through the National Trade Mark Company, Washington, D. C.

A small fee will be charged nonmembers for an advanced search of the registration records to determine the registrability of any Trade Mark that one contemplates adopting and registering. In addition to a free advanced search, Association Members will receive preferred rates for all registration services.

All Trade Marks should be registered, if possible. None should be adopted until proper search is made. Address all communications on this subject to

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

### Trade-mark Registrations Granted

#### Marjorie Daw

The trademark "Marjorie Daw" owned by National Foods, Inc., Reynoldsville, Pennsylvania, was registered January 1, 1946, under registration number 418,643. It has been in use, by the owner, in the production of macaroni, spaghetti and noodle products since September 12, 1941, and was filed July 10, 1945. The trademark consists of the words "Marjorie Daw" in heavy print. "The mark is the name of a well known character in the Mother Goose Rhymes."

#### Dutch Garden

The trademark "Dutch Garden" has been granted Swiss-American Importing Co., St. Louis, Missouri, for use on a long list of grocery products, including spaghetti in Italian style sauce, and egg noodle dinners. The trademark was filed July 24, 1944, and registration was granted February 5, 1946, under registration number 419,062. It is comprised of the name "Dutch Garden" in heavy type with an extension of the letter "G" underscoring the entire name.

### Trade-mark Registrations Renewed

#### Il Fiore Di Napoli

"Il Fiore Di Napoli," the trademark owned by Italian-American Paste Co., San Francisco, Calif., a corporation of California, was renewed as of January 5, 1946. It was first registered January 5, 1926, for use on the owners macaroni-noodle products. Notice of renewal was dated December 11, 1945, under serial number 207,528.

#### Rosinella

The trademark "Rosinella" owned by B. Filippone and Co., Inc., Passaic, N. J., a corporation of New Jersey, is to be renewed as of April 27, 1946. The mark used by the owner for macaroni and cotton-seed oil products was first registered April 27, 1926, and notice of renewal was dated February 26, 1946, under serial number 212,207.

### Trademarks—Published For Opposition

#### Kakty

The trademark "Kakty" used on egg noodles by the St. Louis Macaroni Mfg. Co., Inc., St. Louis, Missouri, since September 1, 1945, was published for opposition January 8, 1946, under serial number 488,383. The trademark is composed of the word "Kakty" in heavy type, superimposed on a bow-shaped outline of a fancy macaroni product. "The representation of the goods is disclaimed apart from the mark."

#### Eg-Noo's

"Eg-Noo's," a trademark used by Curtiss Candy Company, Chicago, Illinois, for use on noodle products, was published for opposition January 8, 1946, under serial number 488,575. The mark, made up of the word "Eg-Noo's" in heavy print, has been used by the owner since April 25, 1945, and was filed September 17, 1945. The owner "disclaims the right to the ex-

clusive use of the word 'Eg' except in relation and association as shown on the trademark."

#### Italian-Delight

"Italian-Delight," a trademark used for dehydrated sauce for spaghetti, macaroni, and beans by French-Kitchen Foods Corporation, Chatsworth, California, was published for opposition on February 12, 1946, under serial number 467,608. The trademark has been used by the owner since January 1, 1944, and was filed February 21, 1944. It consists of the words "Italian-Delight" in heavy type. The word Italian is disclaimed apart from its association with the word "Delight."

### Consolidated Grocers Corp. Cited

The Federal Trade Commission has cited the Consolidated Grocers Corp. of Chicago in a complaint recently filed by the Federal Trade Commission, charging a violation of Section 7 of the Clayton Anti-trust Act, which prohibits the acquisitions of capital stock where the effect may be to lessen competition or to restrain trade, or tend to create a monopoly.

According to the FTC, the grocery firm has acquired the capital stock of Western Grocer Co., Marshalltown, Iowa; Reid, Murdoch & Co. Chicago, and Dannemiller Grocery Co., Canton, Ohio, putting it into position to affect normal competition in groceries "in certain sections and communities."

### Discontinue Popular Brands Temporarily

General Mills, Inc. will discontinue for the duration of the present WFO Order No. 114, its popular flour brand "Gold Medal." It will substitute the brand "America's Flour" until the present 80 per cent extraction order is rescinded.

Pillsbury Mills, Inc. will withdraw their "Pillsbury's Best" brand and substitute "Pillsbury's Flour" brand for the duration.

### Soya in Spaghetti

While America's wartime industry marked rapid strides in the development of machines for war, the food industry was making its mark in meeting food needs created by war, reports the United States Department of Agriculture (January, 1946).

In 1943 a request came to the United States for a high-protein spaghetti to be used in rehabilitation feeding. The idea was to combat malnutrition among the people of Greece and other countries by increasing the nutritional value of spaghetti, a dietary mainstay.

Plain spaghetti is made of durum flour and water and contains only about 12 per cent protein. The Special Commodities Branch in the U. S. Department of Agriculture set to work in co-operation with the industry and with Federal food technologists, and after experimenting came up with a spaghetti product consisting of 10 per cent soya flour, 2 per cent whole dried egg, 88 per cent durum flour, and water. Consistency of the dough was suitable and the cooked product was palatable. In taste and color the product was almost the same as the old-time spaghetti with a slight soya taste added. This change raised the protein content to 17 per cent.

Contracts were let to manufacturers and by January, 1944, the first shipment was on its way to Europe. To conform with the definitions and standard of identity established by the Food and Drug Administration, and thus permit interstate shipment, the formula was further modified to 12.5 per cent soya, 5.5 per cent egg, and 82 per cent durum, and was called officially, durum flour, soya and egg spaghetti with a protein minimum of 18.8 per cent.

First shipment of this improved spaghetti went to Europe in May, 1945. The reception was good and the results equalled the reception. The new product may never prove popular in American groceries, but abroad—where a macaroni product usually is consumed as a food in itself—the added protein is highly desirable to combat malnutrition. The new product may continue to serve in relief feeding in many areas.

### Restrictions on Wheat Millfeeds Announced:

The U. S. Department of Agriculture has announced (1) limitations on receipts of wheat mill feeds and (2) restrictions on the use of such products in the manufacture of mixed feeds.

These limitations are included in an amendment to War Food Order No. 9, which governs the use of protein meal

in the manufacture of mixed feeds for livestock and poultry.

Effective April 1, 1946, it is provided that no person, during any calendar quarter, shall receive or accept wheat mill feeds, or offer to receive or accept the same, whether by purchase and sale, trade, barter, gift, loan, exchange, or otherwise, in any quantity which will cause his total receipts of wheat mill feeds during such calendar quarter to exceed one-sixth of his total receipts of wheat mill feeds during the calendar year 1945.

Effective March 1, 1946, it is further

provided that no person shall, during any calendar month, use wheat mill feeds in the manufacture of mixed feeds, including poultry feed, in excess of two-thirds of the quantity of wheat mill feeds so used by such person during the corresponding calendar month of 1945.

#### How We Do Grow

The U. S. Bureau of Census announces that the population of the Nation is now more than 140 million which is an increase of more than 8,300,000 since 1940.

## MODERNIZATION means EXTRA Profits for CHAMPION Customers!

INVESTIGATE the performance of Champion Flour Handling Equipment. We have developed new combinations of this machinery to take care of the continuous flow of flour which assures lower cost production.



Champion Machinery Co.,  
Joliet, Illinois

Gentlemen:

We recently purchased one of your Champion flour handling and elevating outfits from Sichel Bakery Equipment Company of San Francisco. It is working perfectly, even on Semolina which is harder to handle than ordinary flour. We find it operates twice as fast as the other type of elevator we formerly had.

It is our intention to install some of your flour blending and elevating outfits in our Seattle plant also.

Thanking you for your inquiry, we remain

Very truly yours,  
GOLDEN GRAIN MACARONI CO.

V. De Domenico  
V. De Domenico, Manager

## CHAMPION MACHINERY CO., JOLIET, ILL.

We invite your inquiries, and will help you plan for more economical production.

Also Makers of Dough Mixers, Noodle Brakes, Weighing Hoppers, Automatic Water Meters

## 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

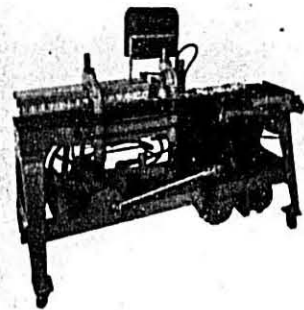
1153 Glendale Boulevard

Los Angeles 26, California



### New Labeling Machine

Of interest to the packaging industry is the newly developed Vac Spray



Labeler manufactured by the Vac Spray Machine Co. of 1701 Olson Boulevard, Minneapolis, Minnesota. This versatile labeler will apply labels from the size of a postage stamp up to those five inches in diameter on containers from one-quarter ounce to one gallon size at a rate of from 1,200 to 3,000 per hour. No stoppage of a production line is necessary to make

the change-over from one size or shape of label to another or from one size container to another. The change-over can be made in about one minute simply by turning a knob.

The labels may be either gum-backed or of the unglued variety. They may be foil, varnished, lithographed, or plain. No extra attachments are required in order to handle the different sizes and shapes of labels.

Containers may be glass bottles, metal cans, cardboard boxes, porcelain jars, jugs, flasks, etc. They may be of any shape—round, square, triangle or private mould. No extra attachments are required to handle this wide variety of containers.

The speed can be varied over a range from 1,200 to 3,000 containers per hour, depending upon the size of the container and the ability of the operator. The change-over from one speed to another can likewise be made in less than one minute.

The Vac Spray Labeler is portable in that it is on casters and can be moved from one part of a plant to another, wherever an electric wall plug is available for power supply.

An ingenious feature is the "magnetic label box" which depends upon the force of gravity of lead weights and inbuilt magnets of the finest magnetic quality available (alnico No. 5) to hold the labels in place.

Another outstanding feature is the specially patented "multiple wiper" which automatically wipes down the labels and containers. This feature seals the edges of stiff backed, quality labels to the container—a previous problem in the application of quality labels. It also wipes off the excess glue that might appear around the edges of the label on hand application and on most machine applications. This series of five to eight extra wipes saves having one or more people to do this job by hand.

### Order Restricts Brewers' Use of Grains

The U. S. Department of Agriculture has amended War Food Order 66 to prohibit use of wheat or any product derived from wheat in the production of malt beverages and to restrict the aggregate use of all other grains to 70 per cent of the amount used by the brewing industry in 1945. The action was taken in accordance with President Truman's directive of February 6 calling for the conservation of grain.

The use of rice by brewers, except screenings and brewers' rice, is also prohibited by the amended order.

### More Than 140 Exhibitors Listed for Packaging Exposition of 1946 At Atlantic City, N. J.

Packaging's vital role in industry, its importance in our commerce and progress, will be comprehensively visualized during four active Spring days at America's premier resort—Atlantic City, N. J. Known officially as the Packaging Exposition of 1946, it will be staged April 2 to 5 and sponsored by the American Management Association, which for the past fifteen years has been offering its expositions in hotels. This season's more ambitious attempt using the largest exposition building in the East keeps growing in stature and importance as the dates approach. Insistent demand on the part of prospective exhibitors made necessary considerable expansion of the originally planned floor layout. Additional space—about 5,000 square feet—will permit a block of twenty or more new exhibitors to display, bringing the total list to more than 140. All the displays, however will be a part of the single rectangular coherent spectacle on the main floor, completely unobstructed by pillars or walls.

When the thousands of visitors from many parts of this country and Canada and Europe converge on the Auditorium for these very well-worth-while days of get-together, they will behold in that structure a perfectly colossal array of new products and processes, new machinery and material used in manufacturing and expediting and improving procedures in packaging, packing and shipping. Among the visitors will be executives, of many industries—designers, engineers, machinery makers, research and testing laboratory experts. Probably every state in the country will be well represented, also Canada, Latin America and parts of Europe.

**Eastern**  
**DURUM GRANULAR**  
*In Your Vicinity NOW!*

BALDWINSVILLE  
THE ONLY EASTERN  
DURUM MILL!

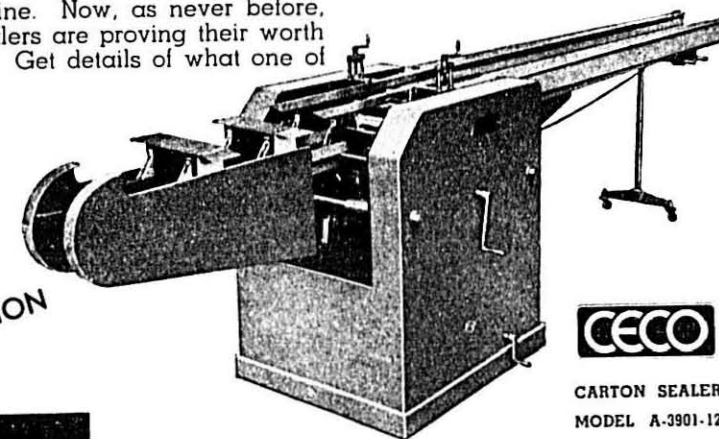
MILL AT BALDWINSVILLE, N. Y.  
**ASSURES SPEEDY SERVICE—**  
an uniform, high quality Durum Products  
**Eastern Semolina Mills**  
DIVISION OF  
INTERNATIONAL MILLING COMPANY, Baldwinsville, N. Y.  
Four Mills at Buffalo, Des Moines, Detroit, Greenville, New France,  
Painesville, St. Louis, St. Paul and Waukegan  
GENERAL OFFICES: MINNEAPOLIS, MINNESOTA

## Peak Production with Inexperienced Help

High production and inexperienced help do not generally go together. But with a Ceco Adjustable Carton Glue Sealing Machine you can get peak package production with **any** help, experienced or not. This machine automatically seals tops and bottoms of cartons simultaneously at from 40 to 120 a minute. No experience is needed to adjust the machine for various size cartons or to service this simple machine. Now, as never before, Ceco Adjustable Carton Sealers are proving their worth to macaroni manufacturers. Get details of what one of them can do for you.

**CECO**

Adjustable **CARTON SEALER**



**CECO**

CARTON SEALER  
MODEL A-3901-12

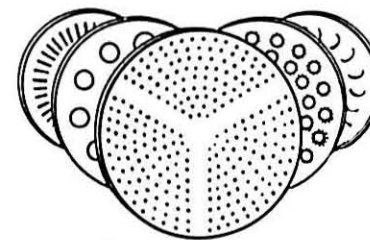
CONTAINER  
EQUIPMENT  
CORPORATION

Packaging Machinery  
Specialists

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

## 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.

## For Sale MODERN MACARONI PLANT

Fully equipped spacious factory with Railroad Siding and Inside Loading Dock.

Packaging and Shipping Department on Ground Floor—Space 75 by 175 feet.

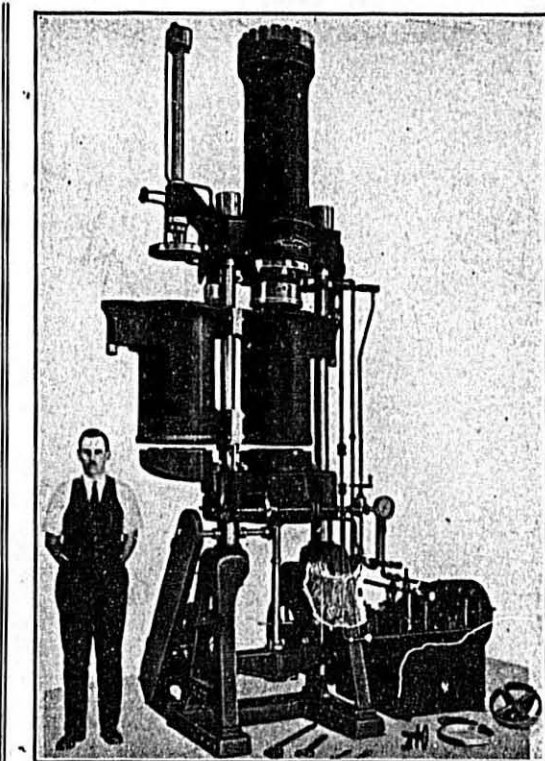
Production Department and Drying Rooms on Second Floor—Space 75 by 175 feet.

Office, Warehouse and Storage room in connecting, adjoining building, 50 by 175 feet.

Selling firm in business 27 years. Plant should really be seen to be fully appreciated.

**Michigan Macaroni Mfg. Co.**  
3261 Bellevue Ave. Detroit, Mich.





PRESS No. 222 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery

Since 1881

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

All Sizes Up To Largest in Use

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

### "Cel-O-Seal" in New Offices

Sales headquarters of the "Cel-O-Seal" Section of the Cellophane Division have been moved from 350 Fifth Avenue, New York City, to Wilmington, it was announced recently by the Rayon Department of E. I. Du Pont de Nemours & Company. A district sales office will remain at the New York address.

T. W. Holland, sales manager of the Cellulose Sponge Section for the last three years, assumes the added duties of sales manager of the "Cel-O-Seal" Section. In the latter position he succeeds Julian Ritchie, who recently retired for reasons of health after 35 years of service with the Du Pont Company. B. C. Robbins, present assistant to Mr. Holland in the sponge section, also becomes assistant sales manager of the "Cel-O-Seal" Section.

### 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 com-

paratively 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.

### 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	984,608	878,487	721,451	855,975
February	743,018	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			921,851	801,847

Includes Semolina milled for and sold to United States Government.

### Crop Year Production

July 1—March 2, 1946	7,192,722
July 1—March 3, 1945	7,100,276

### It's "Au Revoir" and Not Goodbye!

for these brands of quality to which you have been long accustomed. They have entered the foreign service to insure food for the hungry "Over There." They'll be coming back one of these days when V-F (Victory over Famine) comes: Let us call the roll:

#### Duramber Pisa Abo

W.F. order No. 144 has called them to the colors. Meanwhile our entire production has been converted to one standard brand:

#### A.T.X. Durum Granular Flour

which when made into macaroni, spaghetti and noodles will provide a darker product but one richer in proteins and vitamins. See that you get the best Durum flour from the finest of the wheat grown in these Northwestern prairies by ordering from

#### FARMERS UNION GRAIN TERMINAL ASSOCIATION

Amber Milling Division  
1823 University Ave. St. Paul 4, Minn.

### DO SOME FACT-FINDING IN YOUR PACKAGING DEPARTMENT

The purpose behind all fact-finding is to develop new ideas from everyday operations and well-known conditions.

This development of new ideas is particularly important to macaroni and spaghetti makers where the long established factory routine has assumed that the way a job is running now is "the best way" or "good enough" and should not be disturbed.

One such "good enough" situation in the plant is where cartons are being set up and closed by slow and expensive hand methods. This job could be done faster, quicker and at less cost with PETERS economical Packaging Machines.

If your fact-finding investigation shows that this is the case in your Packaging Department, follow through! Send us a sample of the various cartons you are now using. We will gladly make recommendations to suit your specific problem.

Booth 405, Packaging Exposition  
Atlantic City, April 2-5, 1946



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



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

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

## MALDARI'S MACARONI

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

Trade Mark Reg.  
U. S. Patent Office



## 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



## The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
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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 FIRST day of the 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 . . . 30 Cents Per Line

Vol. XXVII March, 1946 No. 11



"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."

## Amend WFO 144 to Permit Farina Manufacture

War Food Order 144 has been amended to provide a new definition for excess wheat, to permit the manufacture of farina, and to prohibit sale or delivery of wheat mill feeds to other than feed dealers or flour to other than food manufacturers, the U. S. Department of Agriculture has announced.

Excess wheat, as defined in the amended order, consists of wheat on hand at the close of market each week not covered by supply certificates accompanied by preference orders; approved export sales, supply certificates of feed mixers, food manufacturers and millers; and merchandisers certificates.

In order to permit the movement of wheat through normal trade channels, merchandisers have been authorized to issue supply certificates against wheat

owned by country shippers and other merchandisers.

Millers, under the amended order, may manufacture farina up to 5 per cent, provided the weight of the farina and flour is not less than 80 per cent of the cleaned wheat from which the farina and flour were made.

## Firm Changes Name

The Kentucky Macaroni Company, 2501 South Floyd St., Louisville, Kentucky, announced the change of its name to—Del Monico Foods, Inc.

The firm has been a member of the National Macaroni Manufacturers Association since its organization and is represented on the board of directors by its secretary, P. J. Viviano.

## Recipes Affected By WFO No. 144

Macaroni and noodle manufacturers are undecided as to just what effect the new ingredients from which their products will be made will have on the regular recipes which they have long recommended for the preparation of dishes from their products. However, producers of flour for other wheat foods are certain that recipes which have long been their standbys will not be successful when the 80 per cent extraction flour is used instead of the regular grind.

In some cases new recipe cards will be inserted in the packages of the new products, giving new preparations and cooking instructions. This is particularly true in baking recipes—cakes, cookies, etc.

There is also much indecision as to whether or not any attempt should be made to rectify recipes for the present, many feeling that the emergency will soon be over, and efforts along that line would be wasted energy and merely result in confusing the housewives.

## New Location

The offices of the Stella Cheese Company, formerly at 20 N. Jefferson St., Chicago, Illinois have been changed to a new location at 431 S. Dearborn St., Chicago, Illinois.

This firm manufactures most of the popular-type cheeses in its Wisconsin plant, and it is particularly proud of its grated cheese for use on macaroni product dishes.

## Smith Queen "Loves Spaghetti"

Miss Nina Spahn, 333 Central Park W., New York City, has been named Smith College beauty queen in a contest among thirty-two representatives of dormitories at Northampton, Mass.

## 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 SALE—2 Consol. Mac. Mach. Co. Vertical Hydraulic Extruding Presses. 10" dia. x 25" x 12" dia. x 32" with pumps, 2 phase, 20 V. Motors, Lenox Inc. Trenton 5, N. J.

MACARONI MACHINERY FOR SALE: Used Equipment including 4 Horizontal Hydraulic Presses, 4 Vertical Screw Presses, 5 Vertical Hydraulic Presses, Dough Knaders, Mixers, Flour Scales, Water Scales, Sealing Machine, Flour Silos, Flour Conveyor. Production about 40 barrels per hour, priced for quick sale. VIMCO MACARONI PRODUCTS CO., Carnegie, Pa.

She's 18, is a gray-eyed brunette, five feet six inches tall, weighs 120 pounds and loves spaghetti.

## Has New Agency

Bingham Brothers Company of Philadelphia, Pa., suppliers of wrapping materials for macaroni-noodle products, announces a change in their advertising counsellor to Alfred A. Morse & Co., 8 West 40th St., New York City, effective last February first.

"Young people don't know what age is, and old people forget what youth was."—Irish Proverb.

# THE ENGINEERING DEPARTMENT

by

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

## A Valuable Digging Kink

Most of us, now and then, find it necessary to do some digging in the ground, and it often is "hard work."



Here is a worthwhile kink. When there isn't room enough to swing a pick comfortably—and there often isn't elbow room—don't swing the pick at all. Just remove the pick head and slip it into a pipe as indicated in the sketch. You are then ready to go ahead without interference. With an improved pick of this kind you can get into almost any corner.

## Handy Steam Flow Rule and Kink

By using this simple rule anybody can figure the steam flow through any pipe, regardless of pressure, diameter, or velocity. Here it is: "Square the internal diameter of the pipe in inches and multiply by 5.46. Then divide by the specific volume of the steam in cubic feet per pound." This rule gives the number of pounds of steam that can be carried by a pipe at a velocity of 1,000 feet per minute. For other velocities use the simplified table herewith in place of 5.46.

For example, how many pounds of steam at 200 pounds absolute pressure per sq. in. will flow through a pipe whose internal diameter is 4 inches? Solution: Look up the "specific volume" of 200 lb. steam in any first-class steam table. "Specific volume" is the number of cu. ft. occupied by one pound of steam. The greater the pressure, the less the specific volume, of course, because at high pressure the steam is squeezed into smaller space. You will find in your steam table that at 200-lb. absolute pressure one pound of steam occupied 2.29 cu. ft. You therefore simply multiply 4 by 4, then by 5.46, and lastly, divide by 2.29. The result is 38.1 pounds of steam per minute at 1,000 ft. velocity.

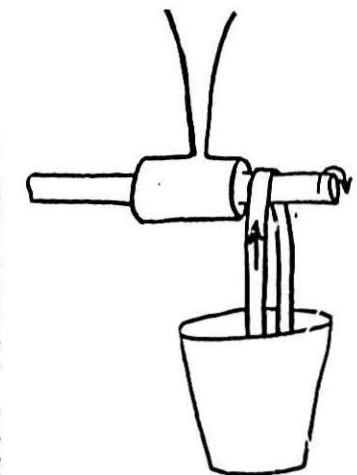
In the event that you should want the velocity to be an intermediate figure, such as 4,500 ft. per min., multi-

ply the 1,000 rate by 4.5. It is very easy after you once get the "hang" of it.

Instead of 5.46,  
For 2,000 ft. per min. multiply by 10.92  
For 3,000 ft. per min. multiply by 16.38  
For 4,000 ft. per min. multiply by 21.84  
For 5,000 ft. per min. multiply by 27.30  
For 6,000 ft. per min. multiply by 32.76  
For 7,000 ft. per min. multiply by 38.22  
For 8,000 ft. per min. multiply by 43.68  
For 9,000 ft. per min. multiply by 49.14  
For 10,000 ft. per min. multiply by 54.60

## How to Cool a Bearing With Water

Many years ago my good and exceptionally capable friend—the late O. N. Trooen—and I, were troubled with a hot bearing which could not be cooled



by mere oiling. To keep it cool we poured cold water on it and thus kept things going in the plant until shutting-down time.

The sketch herewith, though, shows a better method which did not occur to Trooen or to me at the time. Where conditions allow this is an excellent method. An endless belt is placed on the shaft close to the hot bearing and is allowed to hang down into the pail of cold water as shown. As the shaft rotates it causes the saturated belt to move upward onto the shaft thereby keeping the shaft wet and cool and enabling it to absorb heat from the bearing. Any flexible belt that absorbs

water readily will serve the purpose. The belt should be kept as close to the hot bearing as possible. With this method there is no splashing of water and there is no mixing of the water with the lubricant.

Further, the illustrated method is preferable to cooling the hot outside because, when a bearing is hot all parts are expanded—the inside as well as the outside. Therefore, if the outside is cooled first it may reduce in size sufficiently to seize the shaft and end in disaster. With this method the shaft is cooled first, which obviously, is the more logical way.

## Your Muscular Energy Is Worth Less Than One Cent Per Hour?

Muscular exercise is a good thing for maintaining bodily health and vigor. But, regardless of how strong you are you will no doubt be amazed to find that the money value of your strength is practically zero.

For instance, this writer once boasted about his feat of unloading 40 tons of coal from a railroad car in one day. He shoveled the coal to a height of 8 feet. He therefore did 40x2,000 x8 or 640,000 foot-pounds of work during the 10-hour day. He didn't get \$5 per day as workers do now but at that rate he would have done 1,280 foot-pounds of work for one cent.

Now compare that with the cost of power as produced by fuel. The author has before him a statement by a prominent manufacturer of hoists who claims that his hoists will lift 100 pounds to a height of 1,000 feet for one cent. In other words, that is 100x 1,000 or 100,000 foot-pounds for one cent as compared with the writer's puny 1,280 foot-pounds for one cent.

Divide 100,000 by 1,280 and it will be found that the cost of human energy is 78 times that of energy produced by fuel. All of which means that, in terms of mechanical power, the true worth of unloading the above car of coal would be 6.4 cents and not \$5.

What is your best feat of strength? And how much would it be worth in terms of mechanical energy?

640,000 foot-pounds in 10 hours, by the way, amounts to a little less than 1/30th of one horse power. And that, mind you, was perhaps the best day's work this writer ever turned in.



<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> Local and Sectional Macaroni Clubs</p>	<p><b>OUR MOTTO:</b> First— <b>INDUSTRY</b></p> <hr/> <p>Then— <b>MANUFACTURER</b></p>
<p><b>OFFICERS AND DIRECTORS 1944-1945</b></p>		
<p>C. W. WOLFE, President.....Megg Macaroni Co., Harrisburg, Pa.  A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill.  H. 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. 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, Megg 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 Trafcanti, Trafcanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 Ralph Baull, Sunland Biscuit Co., Los Angeles, Calif.</p> <p>Region No. 8 Guido F. 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>	

## Standing Together

Not in over a quarter of a century has the Macaroni Industry faced a crisis of the magnitude of the present one.

That there is a world-wide wheat shortage seems to be the conclusion of all students of world conditions. That the United States must do its share in helping people in need everywhere, none will deny.

The puzzling questions are: How long will this emergency last? When will the 80 per cent extraction order terminate? How will this forced change in quality of macaroni-noodle products affect the trade's future?

There is no unanimity of opinion as to what is the proper answer to any or all of the above questions, but there should be on the need of everyone in the trade working more closely to challenge the crisis for the ultimate good of the Industry.

Speaking recently of the need of members of an industry to work more closely, more in unison with adopted policies, a leading member of the U. S. Chamber of Commerce and the head of a very successful business has this to say on what should be one's permanent, unanswerable attitude to his trade association:—

"There is pride and satisfaction in helping to maintain an organization in which the abilities and the loyalty of each are used for the good of all members.

"If we continue to stand together and march side by side along the right road, we can accomplish even more... we'll be able in our best efforts to offer new benefits to all who truly co-operate."

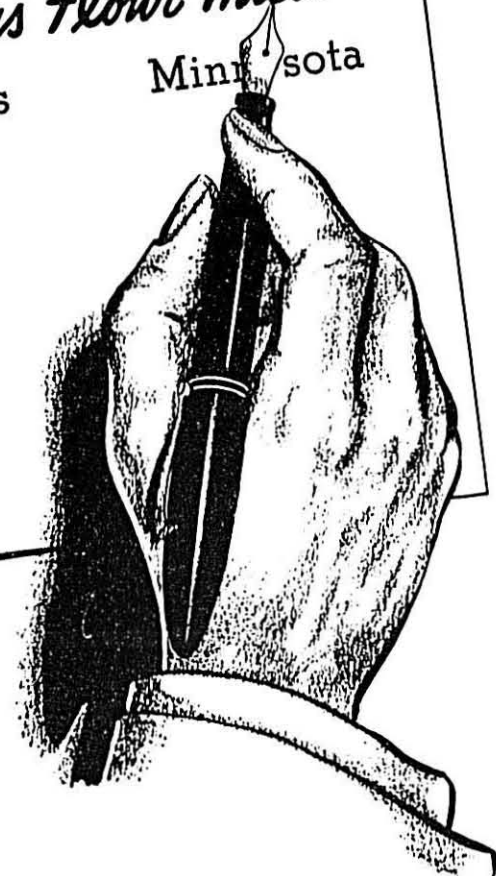
Never has there been so great a need, such a fine opportunity for every nonmember firm to come to the aid of the National Association of his Industry.

... THE SECRETARY.

OUR PLEDGE... now as always  
... to supply you with  
the very finest Products  
modern milling methods  
can produce!

*King Midas Flour Mills*  
Minneapolis Minnesota

Our Emergency Grades  
Great Lakes Durum Granular  
Great Lakes Durum Flour







***“What this country needs is More Macaroni!”***

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

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

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

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

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

**PILLSBURY'S DURUM PRODUCTS**

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