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Volume XXVIII
Number 4

August, 1946

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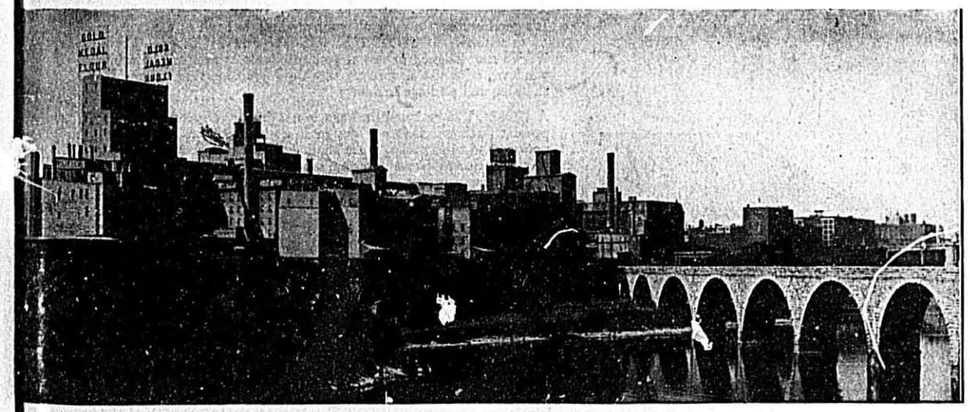
Minneapolis



Scene of the Record-Breaking Convention

of the

National Macaroni Manufacturers Association

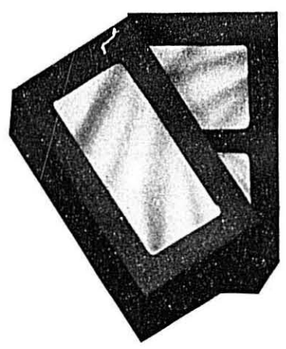
July 17-19, 1946

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

Printed in U.S.A.

VOLUME XXVIII
NUMBER 4

It's good business to show off your product, but not at the expense of durability. ROSSOTTI SINGL-VU and DUBL-VU CARTONS are designed to reveal your products attractively, through windows, *without* sacrificing the rigid sturdiness necessary for shipping and package handling.



A ROSSOTTI-designed package is not just a substitute for your present package. Before a design is even considered, your competitors and their packages are studied, market research conducted, point-of-sales problems are analyzed and all the other problems your product meets are thoroughly considered. THEN a label is created to sell your product—better and more profitably.

The ROSSOTTI staff of artists, technicians and advertising specialists—Men who know the WHATS and HOWS of selling—are at your service to create an eye-appealing package for you.

The ROSSOTTI plant, the most modern package and labeling plant in the world, is even weather-conditioned for unrivaled printing results. We also grind our own colors to obtain superior qualities.

Your products are tested in our modern, up-to-date, testing kitchen by our experts. We can reveal many nutritional, serving and sales ideas for you.

Won't you contact a ROSSOTTI PACKAGING CONSULTANT at our nearest branch? We will solve your packaging problems. For sales' sake—Let us show you how your package can be attractive *and* strong.

Rossotti
SINCE 1898

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Two Important Association Releases

OPA Increase in Ceiling Prices and Proper Method of Putting Permitted Increases Into Effect

On July 31, 1946, President C. W. Wolfe of the National Macaroni Manufacturers Association, Harrisburg, Pa., released to the members of the Association and to the leading manufacturers in the Industry two bulletins of the utmost interest to the Industry. The one covering allowable increases in filed prices and a second equally important one telling how to make the increases effective. They are:

OPA Grants 2.8 Cents a Pound Increase

OPA has set $1.11 per 100 pounds as the increase on flour, over June 30 ceilings.

$1.03 represents the flour subsidy, which is no longer being paid, and $.08 is to compensate millers for the weighted average increase in wheat prices over old wheat ceilings. This new ceiling will be effective until August 21, 1946.

Figuring 5 per cent shrinkage for waste factor on $1.11 gives a figure of $1.1655 per 100 pounds or:

.011655 (increase for subsidy and wheat cost increase) per lb.
.0163 (OPA calculated increase) per lb.
.027955 or .028 per lb., the maximum increase we can hope for until August 21, 1946.

We are pressing for the release of this increase so that we can legally establish new ceiling prices, and thereby establish new selling prices.

Advice On Putting Increase Into Effect Officially

I wish to draw your attention to FPR1 regulation, Section 3.5, dated June 16, 1944, issued by the Office of Price Administration; which tells you how you must notify wholesalers and retailers of any price increase. It would be wise for you to buy rubber stamps or printed gummed labels at once so that you will be ready when the amendment comes through allowing our pending advance in ceiling prices.

(Insert date)

"FPR1, Section 3.5. NOTIFICATION OF NEW MAXIMUM PRICES

With the first delivery of an item after the effective date of any provision changing the seller's maximum price, he shall: (a) Supply each wholesaler and retailer who purchases from him with written notice, reading as follows:

NOTICE TO WHOLESALERS AND RETAILERS

Our OPA ceiling price for (describe item by kind, variety, grade, brand, style of pack, and container type and size) has been changed by the Office of Price Administration. We are authorized to inform you that if you are a wholesaler or retailer pricing this item under Maximum Price Regulation No. 421, 422 or 423, you must refigure your ceiling price for this item on the first delivery of it to you from your customary type of supplier with this notification after (insert effective date of the applicable supplement, amendment or order). You must refigure your ceiling price following the rules in section 6 of Maximum Price Regulation No. 421, 422 or 423, whichever is applicable to you.

For a period of 60 days after determining the new maximum price for the item, and with the first shipment after the 60-day period to each person who has not made a purchase within that time, each processor or repacker shall include in each case, carton, or other receptacle containing the item, the written notice set forth above, or securely attach it to the outside. However, for sales direct to any retailer, the seller may supply the notice by attaching it to, or stating it on, the invoice covering the shipment, instead of providing it with the goods. (b) Supply each purchaser of the item who is a distributor other than a wholesaler and retailer with written notice of the establishment of the new maximum price. The notice, which shall be attached to, or stated on, the invoice covering the first delivery to such purchaser after the effective date of the provision changing the maximum price, shall read as follows:

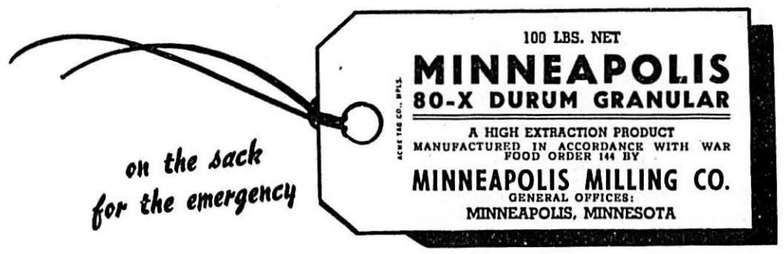
(Insert date)

NOTICE TO DISTRIBUTORS OTHER THAN WHOLESALERS AND RETAILERS

Our OPA ceiling price for (describe item by kind, variety, grade, brand, style of pack and container type and size) has been changed from $..... to $. ...., under the provisions of Supplement No. .... to the Food Products Regulation No. 1. You are required to notify all wholesalers and retailers for whom you are the customary type of supplier purchasing the item from you after (insert effective date of the applicable supplement, amendment or order) of any change in your maximum price. This notice must be made in the manner prescribed in section 3.5 of Food Products Regulation No. 1."

It will be well for you to read very carefully all of the above and see that your notices are properly given to your trade according to regulation FPR1.

Your OPA office will be glad to furnish you with a copy of FPR1 regulation if you do not have a copy.



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 XXVIII August, 1946 Number 4

The 1946 Industry Conference

The macaroni-noodle manufacturers who failed to attend the 1946 convention in Minneapolis, July 17-19, verily "missed the boat," whatever may have been the reason for their absence.

The affair was not only one of the largest gatherings of its kind, but it was outstanding from the viewpoint of accomplishment, instructive discussions, friendly co-operation and real sociability.

Reversing the usual trend, the plant executives far out-stripped the representatives of the allied interests in the number of registrations. Manufacturers came from the Atlantic seaboard, the Pacific coast, from the deep South and the far North, including Canada. All the principal producing centers were well represented.

Quite noticeable was the regular attendance at all sessions of manufacturers, indicating a deep interest in the program, the affairs of the National Association and what is being attempted in an organized way to solve the current problems of the trade.

The record-breaking attendance and the evident interest in the well-planned, diversified program are attributed to several things, a few of which are:

1—Most plants were operating on a greatly curtailed schedule due to raw material scarcities, thus permitting operators to absent themselves more freely than in other years.

2—The desire of many to include convention attendance this year in their vacation plans to enjoy the hospitality of the Durum Millers of the Northwest who for the first time in nineteen years had the opportunity and pleasure of entertaining their customers in the milling center, as well as the hospitality of the other allieds who regularly entertain at such national gatherings.

3—Concern over the prospects of getting needed raw materials for the continued operation of their greatly expanded production facilities in the coming crop year, and a desire to fully co-operate with the durum wheat growers to the end that more and better durum wheat be grown in the future.

4—The uncertainty of the future status of OPA and of Government subsidies on durum wheat, all of which will affect future prices and policies.

5—A general aim to keep in constant touch with changes in machinery and other plant equipment—a definite trend away from the old.

6—A natural determination of all businessmen to be "in the know" with respect to everything that concerns the present and future progress of their business.

The well-planned and ably managed conference solidified the thinking of an increasing number of executives that there exists a definite need for a strong national organization and for greater unified support of the National Association's program of industry protection and trade promotion—a need that grows in importance as the industry grows in scope.

The first postwar conference and the first really big general meeting in two years was even a greater success than its promoters had dared to hope, all of which gives added promise of wider support of the National Association's long-pull plan for the general betterment of a greatly expanded industry.

DRAMATIZE INDUSTRY PROBLEMS AT CONFERENCE

Manufacturers Fraternize With Durum Growers and Semolina Millers in Move to Get More Durum Wheat and Better Semolina

The 1946 Conference of the Macaroni-Noodle Manufacturers in Minneapolis July 17-19, the first in that milling center in nineteen years, was one of the biggest and best ever held. The two-day business meetings and a mill-visiting day that followed sponsored as usual by the National Macaroni Manufacturers Association, not only broke all attendance records but also set a record of sustained interest in the affairs scheduled, business and social, that marks the 1946 gathering as one of the most enjoyable and beneficial ever held.

Nearly 200 registered at the convention held in Hotel Nicollet, 181 of whom paid the usual registration fee.

Four things highlighted the well-planned program. First, it was made clear that the principal problem was not one of labor, of sales, of regulations or trade ethics—all of which are highly important——but that of the availability in the future of a sufficient quality of durum wheat to insure the continued operation of greatly expanded plants. Second, was the inescapable duty of the industry to educate the consumer and the food specialists, teachers and housewives on the true value of this grain food and its many ways of preparation for more regular appearances on the American table. Third, the advisability of recommending that in the face of a short durum wheat crop as seems apparent in 1946, the manufacturers agree on the milling and use of a single grade of semolina in order to stretch the crop and to prevent many of the trade abuses that always prove costly to all interests. Fourth, to study the benefits and penalties of Government control during the temporary suspension of OPA.

The first national convention of the industry in two years was officially called to order at 10:30 A.M., July 17 by C. W. Wolfe, president of the National Association. Following a rush at the registration desk, the conventioners took part in a flag-raising and a group singing feature, led by song-leader Edward Theiler, district manager for the Durkee Famous Foods.

President Wolfe orally reviewed the affairs of the Association and the conditions of the Industry as he noted them during the last year of war and the first year of peace that followed the last national conference in New York in June 1944. He told of the many demands on his time, the work of the Washington office and of the headquarters office in Braidwood, all aimed at not only keeping the members fully acquainted with the war regulations but also in possible advancements all along the line during the period of conversion from war to peace.

"The macaroni industry is an important part of the country's food business, growing rapidly in scope, and one that is doing and must continue to do its part in the economics of a nation that is recognized as a world leader. While the individual manufacturer's duty may still be his own welfare, each is so tied up with others in the business and with the affairs of the country generally, that there are general obligations that are deserving almost equal consideration.

"The world famine, for instance, is just as much the concern of the macaroni-maker as it is that of the baker, the farmer, the meat packer and Government bureaus. Macaroni, spaghetti and egg noodles are relatively as important in feeding the hungry of Europe as are meats, beans and bread. Our industry is no longer the insignificant business it was a generation or so ago, but an important cog in the big business that makes America big and important. As we play our part as individuals so will the industry do its part in a national way. As we grow in importance, so grow our responsibilities, and it is the hope of the sponsors of this conference that all manufacturers will recognize the trend forward and will determine to unite on a long term program of building a better America by improving the general health of the people by supplying them with nutritious, healthy foods.

"We are not going to solve all of our problems at this convention. If we succeed in solving only some of them, our gathering will be most worthwhile—but by providing this opportunity to discuss matters that particularly concern us and by learning the sentiments and suggestions of others, we will gradually improve our condition and be better able to do our part in improving the nation's economy."

Shortly after the opening ceremonies, President Wolfe recognized the Reception Committee consisting of Walter F. Villaume of Minnesota Macaroni Co., Saint Paul, Chairman, Maurice Ryan, Quality Macaroni Company, Saint Paul, and James T. Williams, Jr. The Creamette Company, Minneapolis, who presented the Mayor of Minneapolis, His Honor Hubert H. Humphrey. In a stirring address he welcomed the macaroni makers and their friends to Minneapolis. President James T. Williams, Sr. of The Creamette Company, ably responded.

President Wolfe then appointed the several convention committees and called upon the standing committees to be ready with reports when called upon.

Secretary-treasurer, M. J. Donna, presented his report on Association membership and finances, showing that the National Macaroni Manufacturers Association is supported by 103 of the nation's most important macaroni-noodle manufacturers and 17 allieds keenly interested in the welfare of the Industry. The finances of the Association are adequate to meet the current needs for the organization's and the industry's promotion.

Washington representative, B. R. Jacobs, reported fully on his activities in Washington during the postwar period when the industry and Government relations were at their height. Both the secretary's and the representative's reports appear elsewhere in full.

Rossotti's Spaghetti Buffet Luncheon

During the noon recess, the conventioners and their ladies were the guests of the Rossotti Lithographing Co., North Bergen, N. J., at a specially prepared spaghetti luncheon. Forty pounds of spaghetti and many gallons of choice sauce were needed to satisfy the several hundred guests.

The Durum-Semolina Panel

Featuring the afternoon session was the well-planned panel discussion of what is perhaps the most important problem confronting the trade—the increased planting of quality durum to insure a sufficient and continuing supply of quality semolina. Chairman C. L. Norris of The Creamette Co., Minneapolis, was in charge of the discussion that proved to be one of the best convention features ever staged by the industry. Two durum wheat growers, two executives interested in crop improvements, two agronomists, two semolina millers and three leading macaroni-noodle manufacturers constituted the panel.

The panel members were: B. E. Groom, Chairman, Board of Directors of Greater North Dakota Association; Edwin Traynor, County AAA Chairman; H. O. Putnam, Executive Secretary of Northwest Crop Improvement Association; W. I. Nightingale, Grain Buyer, General Mills, Inc.; L. A. Jensen, Agronomist, North Dakota State College; Glenn S. Smith, Bureau of Plant Industry, U. S. Department of Agriculture; Wm. Steinke, Vice President King Midas Flour Mills; P. M. Petersen, Manager Capital Flour Mill Division International Milling Company; also Peter La Rosa of V. La Rosa & Sons, Inc., Brooklyn, N. Y., Henry Mueller of C. F. Mueller Co., Jersey City, N. J., and Louis S. Vagnino of American Beauty Macaroni Co., St. Louis, Mo.

The discussion was highly illuminating. Chairman Norris had prepared a series of questions pertaining to the subject and called on the qualified panel member to answer and discuss each question. A list of the questions officially presented to the panel appears elsewhere in this issue, as do statements by the panel members. Comments made during and after the discussion indicate that all interests learned much from each other. The manufacturers now understand the problems of the durum grower and the latter is better satisfied with what the manufacturers want and need—more quality durum wheat for better semolina at prices fair to all concerned.

As a result of the interchange of information, the macaroni industry will take an even greater interest in the welfare of the durum wheat growers of the Northwest. To show their good intentions along that line, the National Macaroni Manufacturers Asso-

1946-1947 Association Officers

C. W. Wolfe
President

A. Irving Grass
First Vice President

C. L. Norris
Second Vice President

Association Executives

B. R. Jacobs
Director of Research

M. J. Donna
Secretary-Treasurer

The National Macaroni Manufacturers Association's Dinner Party in the Grand Ballroom of Hotel Nicollet, Minneapolis, July 18, 1946, the closing social feature of the 1946 Macaroni-Noodle Makers' Conference.

ciation has taken out a membership in the Greater North Dakota Association and has agreed to offer annually a valuable plaque to the grower of the durum wheat that is graded highest at the durum show at Langdon, N. D., each year.

On the other hand the buyers of durum for milling into semolina will be most liberal in their offerings for good durum, knowing that the macaroni makers will gladly pay a reasonable premium if said increase is passed on to the growers. The understanding created by the discussion will reflect to the credit of all interested in the production of more and better durum, its careful milling into semolina and equally careful processing into high grade macaroni products.

The Semolina Millers' Party

Representatives of all the durum mills of the country joined in one of the delightful entertainment features of the convention—a dinner party at the Lafayette Club, Lake Minnetonka, near Minneapolis. The conventioners and their ladies were taken to Lake Minnetonka in buses and private cars for a tasty chicken dinner with all the trimmings. Many enjoyed dancing between courses and after the dinner.

Before leaving the hotel, the entire party was treated to cocktails by The Creamette Company executives, headed by James T. Williams, president, who was also the Association's president during World War One and who in 1919 launched THE MACARONI JOURNAL as the organization's official organ.

Educational Program

Another equally interesting panel was one concerning the activities of the industry and allied interests in acquainting the public and the teachers with the true merits of macaroni products as a food that should appear more regularly in menus in millions of American homes. This discussion featured the morning session of the second day, and though scheduled as a secondary feature, it proved generally interesting.

Since the last convention of the Industry, the durum millers have organized what is known as the Durum Wheat Division of the Wheat Flour Institute, sponsored by the Millers' National Federation. To tell the macaroni-noodle industry what has been done and what is the future aim of the durum millers along lines of macaroni education, Wm. Steinke, vice president of King Midas Flour Mills and chairman of the millers' group, introduced Mrs. Mary Albright Jackson, who is in charge of the activity.

B. R. Jacobs, chemist in charge of the Jacobs Cereal Products Laboratories, New York City, reported on the newly established standards of identity for enrichng macaroni products, and later presented analyses of a selected group of popular macaroni products recipes to give the consumer some idea of the caloric contents of a reasonable portion of the recommended recipes.

The third member of the panel was M. J. Donna, managing director of the National Macaroni Institute, an association affiliate that has been promoting an educational program aimed at making Mr. and Mrs. America better acquainted with the real merits of macaroni products. He reported on plans to study the general question of particular interest to women—"Is Spaghetti Fattening?"

The three-way program of education and information by three interested groups should result in a better public acceptance of macaroni, spaghetti and egg noodles in more and diversified menus.

Election of Directors

Prior to the adjournment for lunch the morning of the second day, the convention approved unanimously the recommendations of the Nominating Committee, for memberships on the Board of Directors of the National Macaroni Manufacturers Association for the 1946-1947 term. A few changes were made in keeping with the wishes of those involved and in keeping with the thinking that all sections of the country be given full representation on the Board. During the luncheon recess that followed, the new Board of Directors met to organize for the fiscal year and to elect officers and appoint Association executives.

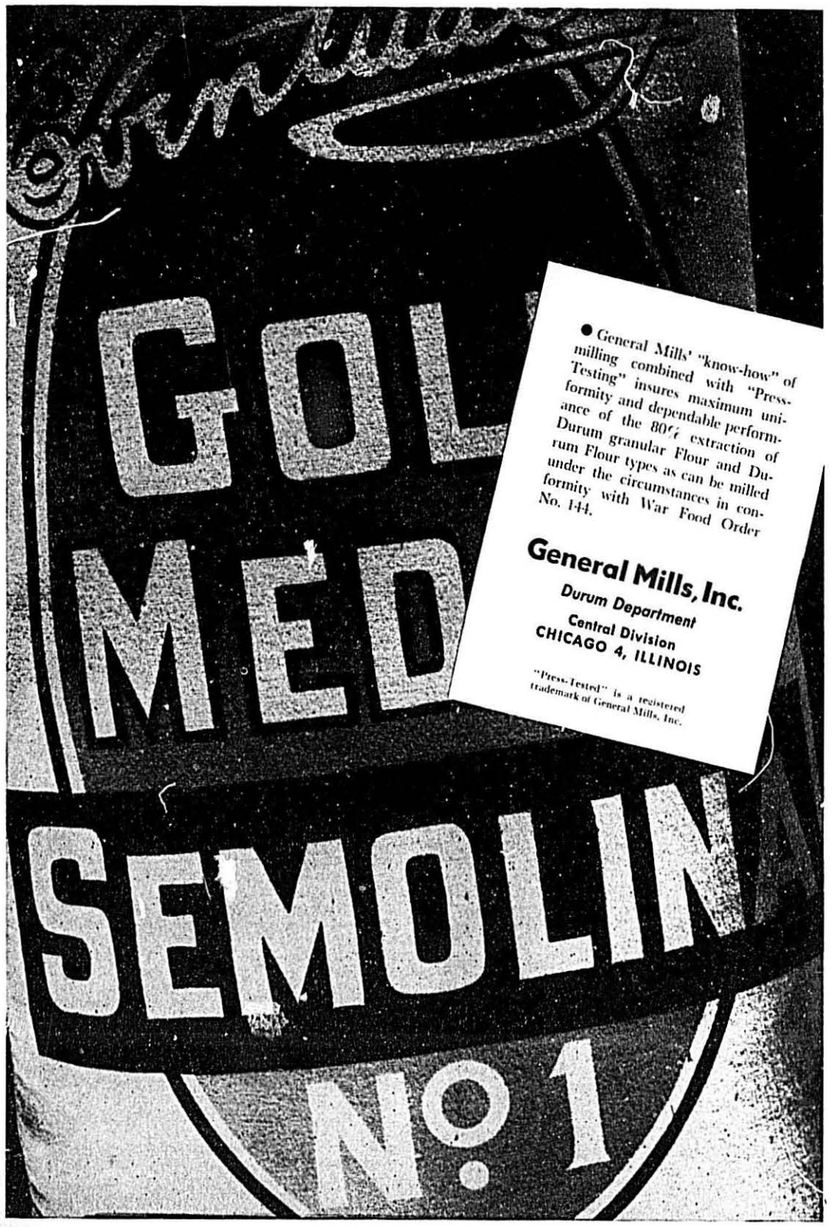
C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa., was unanimously re-elected as President of the Association for the new term. A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill., was re-elected First Vice President, and C. L. Norris, The Creamette Co., Minneapolis, was elected Second Vice President.

Governor Edward J. Thye

Two guest speakers featured the closing session of the convention, the afternoon of the second day, namely: Governor Edward J. Thye of Minnesota and Dr. Rae H. Harris, cereal technologist for the North Dakota Agricultural College, Fargo.

Governor Thye was escorted into the convention hall by the Reception Committee and presented to the convention by Chairman Walter F. Villaume. The Governor, recent victor in the state primaries for United States Senator, welcomed the macaroni men to the State whose milling interests were closely connected with their business, as the source of their raw material. He told of the part played by Minnesota in the war effort

(Continued on Page 10)



Dramatize Industry Problems

(Continued from Page 8)

and the effectiveness of the State's laws governing labor-management relations that have reduced strikes to a minimum. Minnesota is dominantly a farming State, and the playground for vacationists, but through its milling interests, alone, was definitely connected with the economy of the country and every State in the Union.

Experimental Work on Durum

In a very instructive talk, Dr. R. H. Harris, cereal technologist for North Dakota Experiment Station, reviewed the research work done under his direction with respect to the durum wheat that is most suitable to semolina milling. In the laboratory study is being made of wheats that are most adaptable to different parts of North Dakota, improvements through plant breeding, better cultural practices, and finally the protection of durum wheat in the field and in storage.

Single Grade of Semolina

After having discussed it with the Association Directors and the representatives of the durum mills, President Wolfe threw open for discussion his suggestion that both miller and manufacturer give serious thought to an agreement with the government consenting to the milling of only one grade of semolina for the next twelve months as a means of stretching the durum crop to provide a fairer level of production throughout the crop year and to avoid most of the troubles that accrue when too many grades are made available in times of durum scarcity.

The single grade suggested may be the present 80 per cent extraction if nothing better can be obtained, but a lower extraction that would eliminate some of the objectionable parts of the wheat kernel should be recommended to the U. S. Department of Agriculture or other Government agency having the matter under control.

President Wolfe explained that the present 80 per cent extraction was anything but satisfactory; that he hopes that conditions will improve to make possible an early return to normal extractions, but that in the face of a short crop it would be wise to continue the one grade but on the basis of 75 per cent extraction—more or less—depending on the quality of the crop. No objections were raised to the suggestion, indicating full agreement on the part of the conventioners.

J. F. Gilmour, OPA

J. F. Gilmour, head of the Grocery Section of OPA, Washington, D. C., addressed the convention during the closing session and told of the status of price control and the plans of his department to grant a price increase to compensate for the increased cost of operations and other factors. While OPA was in temporary suspension as the result of President Truman's veto of the new bill extending that body but with greatly limited obligations, he was hopeful that Congress would pass a more acceptable bill. In that event, he felt sure that prices would be rolled back to the June 30 base, but that the needed relief would be forthcoming as soon as OPA could be put into working order.

Following a short formal talk, the manufacturers took advantage of his invitation to ask questions. Definite replies were made in many cases while in others OPA-man Gilmour would only venture guesses and express personal views. He promised the industry that as soon as possible after the restoration of OPA, of which he was most hopeful, he would see to it that the price relief that was in the mill prior to June 30, would be pushed through and announcement of the provisions made known to the industry through the National Macaroni Manufacturers Association.

Food and Pleasure

The annual dinner party sponsored by the National Association took place in the Ballroom of Hotel Nicollet the evening of July 18. Preceding the dinner, the guests were treated to cocktails and hors d'oeuvres by Clermont Machine Company, Brooklyn, N. Y. A very interesting and spectacular floor show sponsored by Consolidated Macaroni Machine Corp., Brooklyn, N. Y., pleased the guests as did the excellent dinner and the dancing that followed.

James T. Williams' Response to the Mayor

It is an honor, a privilege and a pleasure for me to be permitted to respond to the address of welcome by Honorable Hubert Humphrey, the Mayor of Minneapolis.

Among the many things for which Minneapolis has reason to be proud is our splendid and efficient mayor, and we thank him for coming here this morning, because we know it must be at a considerable sacrifice due to the heavy duties he is constantly called upon to perform. On behalf of you all, I express to him our sincere thanks.

I particularly feel, in view of the fact that I was President of the National Macaroni Manufacturers' Association for five years, from 1917 to 1922, that I am privileged to address you this morning. I can honestly revert to these five years and say that the work was the most pleasant of my life. It was educational for me, as well as a pleasure, to visit the various macaroni manufacturers in different parts of the United States. I felt then, and I still feel, that we all did a fine job at that time during the more or less formative period of our business and that because of the problems since then, due to the Second World War, we are obliged and required to do even more for the industry. I have felt all along the past several years that the interest of the macaroni manufacturers are well taken care of. President Wolfe, Secretary Donna and the directors have done a wonderful service for the macaroni industry.

Our mayor has expressed a welcome to you as guests of the City of Minneapolis, and most of the milling firms of Minneapolis have made plans and preparations for your entertainment while you are within our City gates. I know things will be pleasant

James T. Williams
Past President NMMA

for you and your families, and on behalf of my company, I promise to do all we can to add to your pleasure.

We are engaged in a great industry because we are producing a wonderful food, one of the most wholesome and nutritious that the human race can enjoy, and naturally, we are all very proud of our product and our industry.

In the fifty years I have lived in Minneapolis, this is the first time I have been given the keys of the City, and I have my doubts whether our Honorable Mayor used good judgment in allowing me this freedom to do as I please during this Convention.

Now bear in mind that we in Minneapolis will do all in our power to make your stay pleasant and happy while here, and we hope that when you leave, it will be with such feelings of good will that you will be glad to return. I thank you all for coming, and particularly for listening to me.

Report of the Secretary-Treasurer

M. J. Donna

A little more than twenty-seven years ago, there was held an industry conference quite similar to this one. I refer to the convention held in Saint Louis June 10-12, 1919. It was the first of twenty-seven such meetings of which I have been a part.

The 1919 convention, like this one, was the first postwar conference following the end of World War I, just as this is the first national gathering following the close of World War II. Though separated by nearly a generation, the problems of the operators and the conditions in the trade are quite identical.

In 1919, the National Macaroni Manufacturers Association was fortunate to have at its helm, past president, James T. Williams, Sr. of the Creamette Company, Minneapolis—a man who had the willingness and determination to guide the affairs of the organization through the war years. This he did with the great success and to the satisfaction of a rapidly expanding industry. As a result of the rigorous demands on his time and ability, he and his fellow officers and members realized the need for a full-time secretary. Henry D. Rossi of Peter Rossi and Sons, Braidwood, Ill., felt I would fit the job, and recommended me to the Executive Committee. There I was: here I am.

During World War II, the National Association and the Industry, too, was fortunate to have at the helm a capable and aggressive executive, the present president—C. W. Wolfe of Megs Macaroni Company, Harrisburg, Pennsylvania—who has given fully of his ability and persistency in getting for the macaroni-noodle manufacturers, Association members and nonmembers alike, the fairest treatment possible under the most troublesome war conditions.

It is unnecessary to dwell long on what President Wolfe has attempted and accomplished. All here are fully aware of the many hours unselfishly devoted to association work—at home, in Washington, and elsewhere—and of what he has accomplished through his able and untiring leadership.

The present National Association is the same organization that functioned so willingly a generation ago, except for a slight change in name, and is just as determined to attain its objective. At the time of the Saint Louis convention in 1919, the association was known as THE NATIONAL ASSOCIATION OF MACARONI AND NOODLE MANUFACTURERS OF AMERICA. At the 1919 convention the name was shortened to its present one — NATIONAL MACARONI MANUFACTURERS ASSOCIATION. Familiarly, it has since been known as THE NATIONAL ASSOCIATION.

In this as in all other lines of manufacturing, one's own business is the vitally important thing. That is as it should be. Equally important and hardly secondary, is the welfare of the country which offers any man or woman therein unexcelled opportunities. Just as each is pledged to his own business, he is equally obligated to preserve the priceless rights and privileges of the world's greatest democracy. As to a membership in the National Association, that's something else, a matter of personal privilege.

Despite recent trends to the contrary, America is still a free country, a land of real opportunity. A macaroni-noodle manufacturer still has the right to join his trade association or to remain outside its fold, as he chooses. The National Macaroni Manufacturers Association recognizes this right, but continually holds out its hand of fellowship to all who are eligible to join as supporters.

That the National Association does not represent 100 per cent of those engaged in macaroni-noodle making in this country, is not surprising, nor is it the fault of the organization. If that could be attained, it would be the Millennium. Unfortunately, it must remain but a beautiful dream. This industry is reputedly composed of over 300 separate and distinct firms, some too small to be concerned over general conditions. Some hardly realize that there exists a National Organization of their industry. A few deliberately ignore the organization for reasons they alone consider justifiable. They find fault with the leadership, with those who collaborate, with the organization entirely, ready always to garner any benefits unto themselves that result from organized action, never stopping to analyze the fact that such "Let George Do It" attitudes hamper, rather than help, organized efforts.

A trade association such as ours is merely the reflection of the thinking of its component members. As has often been stated, and rarely questioned, YOUR ASSOCIATION IS YOU! Its activities, and its successes or failures depend on the amount of self which members put behind their association.

I must repeat, and you will bear with me I'm sure, that the basic purpose of the National Association has always been to serve as the nucleus from which organized action springs as emergencies arise. This alone is sufficient excuse for its continued existence—and reason enough for the unfailing support it has continually received from the better class of manufacturers and allieds since its organization in April, 1904.

From other officers and committee chairmen, you will hear of the Association's accomplishments through the recent war years, and postwar actions to date. I will confine the balance of this report more specifically to association membership and finances.

Members

On March 1, 1919 when I first took over the books and records of the National Association from former secretary, Edwin C. Forbes, the membership facts and figures were as follows:

Number of active members in good standing as of March 1, 1919	31
Members on roll with unpaid dues	4
Number of associate members	9
Total as of March 1, 1919	44

In connection with the establishment of national headquarters with a full-time secretary in charge and the launching of the MACARONI JOURNAL as the association-owned magazine, a drive spearheaded by President Williams and managed by the secretary, resulted in the enrollment of fifteen additional active members and eight associate members between March 1 and June 10, 1919.

Consequently, it was my pleasure at the Saint Louis convention to report an enrollment of forty-nine active members and seventeen associate members. Of the total of sixty-six members carried on our roll, three were in arrears for dues for the first half of 1919, payment of which was promised.

At our last convention in New York City, June, 1944, I reported the following enrollment:

	Active	*Associate*	*Total*
Membership June, 1944	104	16	12
New members added in 2 yrs.	46	1	47
Dropped in 2 years	19		19
Membership June 30, 1946	101	17	118

Finances

For comparison purposes only, I recall that at the Saint Louis convention June 10, 1919, I reported a balance in the treasury of $1,184.49—all in the general fund.

At the New York convention in June, 1944, I reported a balance of $15,057.21 as of May 31—divided as follows:

General Fund	$10,828.97
Attorney & Research Fund	553.24
No Point-Low Point	3,675.00

As of June 30, 1946, verified by the depository bank's statement and with outstanding checks taken into account, the funds total $33,112.18.

General Fund	$16,054.61
Government "F" Bonds (Purchased Value)	14,800.00
No Point-Low Point	1,999.72
Attorney & Research	257.85

As of July 1, 1946, there were accounts receivable, mostly June advertising bills, of $1,260.50; also have $573.75 for association dues for the last half of 1946, most of which since has been collected.

Macaroni Journal

Never before has there existed such interest in our official organ among countries. Presently, we have seventy paid subscriptions from twenty foreign countries, with France and England leading in that order.

The 27th Anniversary Edition, April 1946, was most successful, thanks to the help of a number of association directors and some others who took a personal interest in calling the attention of their suppliers to the opportunity offered by the JOURNAL's Anniversary Edition for placing advertisements and a good-will message therein, when reader interest was at its full.

How can future Anniversary Editions be made more interesting, more fruitful?

(1) More manufacturers and allieds should remember that the JOURNAL is their spokesmen—that they should make more frequent use of space therein to discuss matters of general or special interest, not only in the April or Anniversary Editions, but in all regular issues.

(2) A little more co-operation by just a few more manufacturers to encourage their suppliers to make it a practice to be "in" the Anniversary Editions regularly at the very reasonable cost of space involved, would insure even greater success.

Again I say, thanks to those who have so willingly and effectively aided in promoting the anniversary editions in the past, and welcome to those who henceforth will offer to lend a hand in future promotions of Birthday Editions.

I am pleased to report that there is a fine spirit of relationship between the headquarters office and the Association members between the editorial office and the JOURNAL advertisers and readers—yes, even with the firms which for reasons of their own, are not presently Association members.

There exists also a fine work-together spirit between my office and that of President Wolfe's, Washington Representative B. R. Jacobs, all directors, and active committeemen. Underlying is the general interest of the Industry and the special welfare of the Association.

In closing, I wish to thank any and all who helped make my work so pleasant through the years. May the National Association's course continue ever upward and forward. Toward that objective I am determindly committed. Thanks to everybody for everything!

Report of Washington Representative

B. R. Jacobs

As most of you have realized, the eyes of all business have been on the nation's capital during the war years, and because of the OPA and other agencies that carried out postwar activities, we, like others, had to keep in constant touch with control and other regulations.

Consistently and with very little letup, I have maintained a friendly relationship with the Government bodies affecting the macaroni-noodle business, and with beneficial effect of which you are the best judges, since it has been my policy to pass on immediately to the members of the National Association all information obtained as your representative in Washington.

Due to the suspension of OPA, temporarily, and many think, permanently, there is much confusion among all business that came under the control of that body. We had promises of price relief and the order had been started "through the mill" but could not quite squeeze through before OPA expired on June 30. Should OPA be revised by action of Congress and Presidential approval, the price-relief order should get immediate attention. Further than that, I do not wish to venture guesses or predictions.

During the war years, the Industry, the Association and myself were really fortunate to have the services of President Wolfe who was in constant touch with my office and of many of the government agencies in Washington. As you have been fully advised from time to time of the activities in which he took a leading part, I will confine the remainder of my report to a review of the history-making decision of the Government early this spring to permit manufacturers wishing to do so, to enrich their products, and laying down the regulations governing same.

Enrichment of Macaroni Products Permissible, But Not Mandatory

On May 14, 1946, the Food and Drugs Administration announced proposed orders on the enrichment of macaroni and noodle products and on the use of gluten in macaroni products. You were immediately advised of this through my bulletin No. 194, dated May 16, 1946.

These proposals are *not* mandatory but are merely permissive and, therefore, no macaroni or noodle manufacturer will be required to enrich his products.

The proposal for enrichment includes the following:

(1) All plain macaroni products of whatever shape or size.

(2) All noodle products, egg noodle products and egg macaroni products of whatever shape or size.

It does *NOT* include whole wheat macaroni products, wheat and soy macaroni products, milk macaroni products or vegetable macaroni products in any shape or size.

If macaroni and egg noodle products are enriched the following are the proposed requirements:

	Minimum	Maximum
Vitamin B-1 (Thiamine)	4.0 mgms.	5.0 mgms.
Vitamin B-2 (Riboflavin)	1.7 mgms.	2.2 mgms.
Niacin or Niacin Amide	27.0 mgms.	34.0 mgms.
Iron (Fe)	13.0 mgms.	16.5 mgms.

The following are optional ingredients:

Vitamin-D U.S.P. Units .....250.0 mgms. 1,000.0 mgms.
Partly defatted Wheat Germ—Not more than 5.0 per cent
Dried Yeast—Not more than 5.0 per cent
Enriched Flour and/or enriched Farina

Partly defatted wheat germ, dried yeast, enriched flour, and enriched farina are permitted as optional ingredients because they constitute sources of additional vitamins and minerals.

The name of each of these foods, for which a Definition and Standard of Identity is prescribed is as follows:

"Enriched Macaroni Products"
"Enriched Macaroni"
"Enriched Spaghetti"
"Enriched Vermicelli"
"Enriched Egg Macaroni"
"Enriched Egg Spaghetti"
"Enriched Egg Vermicelli"
"Enriched Noodle Products"
"Enriched Noodles"
"Enriched Egg Noodle Products"
"Enriched Egg Noodles"

Full details of the enrichment proposal will follow as soon as the complete Order can be printed.

Proposed Order Concerning the Use of Gluten in Macaroni and Noodle Products

The Food and Drugs Administration has refused to prescribe a Definition and Standard of Identity for Gluten Macaroni Products. It is, however, permitting the use of gluten in all of our products, except whole wheat macaroni products, in quantities to pro-

(Continued on Page 40)

King Midas

LEADS IN QUALITY
NOW, AS ALWAYS

Through the years the name King Midas has always been associated with "highest quality." And regardless of the circumstances or conditions, King Midas is determined to maintain this reputation.

That's why, now as always, King Midas leads in quality.

KING MIDAS FLOUR MILLS
MINNEAPOLIS 15, MINNESOTA

Registrants---1946 Convention

Macaroni Manufacturers

American Beauty Mac. Co.—A. S. Vagnino, Denver, Colo.
V. Arena & Sons, Inc.—Biagio Arena, Norristown, Pa.
V. Arena & Sons, Inc.—S. Arena, Norristown, Pa.

Bay State Macaroni Co.—Jos. Scarpaci, Everett, Mass.
W. Boehm Company—Bernard W. Boehm, Pittsburgh, Pa.
W. Boehm Company—Cornelius J. Boehm, Pittsburgh, Pa.

Cardinale Macaroni Co.—Andrew Cardinale, Brooklyn, N. Y.
Catelli Food Products—Paul Bienvenu, Montreal, Que.
Catelli Food Products—Rene Samson, Montreal, Que.
Charbonneau, Ltd.—L. J. Charbonneau, Montreal, Que.
Chef Boyardee Co., Inc.—A. W. Dutcher, Milton, Pa.
Chef Boyardee Co., Inc.—Don Huenink, Milton, Pa.
Cooks Products Co.—Harvey M. Cook, Middletown, Conn.
Constant Macaroni Products—Lucien Constant, St. Boniface, Man.
Constant Macaroni Products—Madeline Constant, St. Boniface, Man.
The Creamette Co.—O. A. Derickson, Minneapolis, Minn.
The Creamette Co.—Otto C. Koenig, Minneapolis, Minn.
The Creamette Co.—C. L. Norris, Minneapolis, Minn.
The Creamette Co.—Jas. T. Williams, Minneapolis, Minn.
The Creamette Co.—Jas. T. Williams, Jr., Minneapolis, Minn.
The Creamette Co.—Robt. H. Williams, Minneapolis, Minn.
Cumberland Mac. Mfg. Co.—Ralph Nevy, Cumberland, Md.

G. D'Amico Macaroni Co.—Carl D'Amico, Steger, Ill.
Dante Food Products Co.—Leonard H. Leone, Buffalo, N. Y.
Del Monico Foods Inc.—Peter J. Viviano, Louisville, Ky.
G. D. Del Rossi Co., Inc.—G. D. Del Rossi, Providence, R. I.
De Martini Mac. Co., Inc.—Louis De Martini, Brooklyn, N. Y.

Faust Macaroni Co.—L. S. Vagnino, St. Louis, Mo.
Fort Worth Macaroni Co.—C. L. Laneri, Fort Worth, Tex.
Foulds Milling Co.—Don Givler, Libertyville, Ill.
Foulds Milling Co.—Chas. J. Maly, Libertyville, Ill.

Galioto Brothers & Co.—I. B. Galioto, Chicago, Ill.
Galioto Brothers & Co.—John B. Galioto, Chicago, Ill.
Gioia Macaroni Co. Inc.—Horace A. Gioia, Rochester, N. Y.
Alfonso Gioia & Sons—Alfonso Gioia, Rochester, N. Y.
Golden Grain Macaroni Co.—P. Dedomenico, Seattle, Wash.
Golden Grain Macaroni Co.—Vincent Dedomenico, San Francisco, Cal.
Gooch Food Products Co.—J. H. Diamond, Lincoln, Nebr.
A. Goodman & Sons—Erich Cohn, Long Is. City, N. Y.

Hygrade Food Products—Jos. A. Masury, Reynoldsville, Pa.
Hygrade Food Products—Garvin Neil, Buffalo, N. Y.

Ideal Macaroni Co.—Leo C. Ippolito, Cleveland, O.
Indiana Macaroni Co.—John Naddeo, Indiana, Pa.
Indiana Macaroni Co.—John Rezzolla, Indiana, Pa.

Keystone Macaroni Mfg. Co.—Geo. B. Johnson, Lebanon, Pa.
Keystone Macaroni Mfg. Co.—C. J. Travis, Lebanon, Pa.
Kurtz Brothers—Robt. A. Craig, Bridgeport, Pa.
Kurtz Brothers—Louis L. Kurtz, Bridgeport, Pa.

LaPremiata Macaroni Corp.—Vincent J. Cuneo, Connellsville, Pa.
LaPremiata Macaroni Corp.—Jesse C. Stewart, Pittsburgh, Pa.
V. La Rosa & Sons, Inc.—Jos. Giordano, Brooklyn, N. Y.
V. La Rosa & Sons, Inc.—Peter La Rosa, Brooklyn, N. Y.
V. La Rosa & Sons, Inc.—Vincent S. La Rosa, Brooklyn, N. Y.
Liberty Macaroni Mfg. Co.—Jos. V. Lojacono, Buffalo, N. Y.

The Megs Macaroni Co.—C. W. Wolfe, Harrisburg, Pa.
Meisenzahl Food Products Co.—J. C. Meisenzahl, Rochester, N. Y.
Mid-South Macaroni Co.—Thos. Cuneo, Memphis, Tenn.
Mill-Brook Macaroni Co., Alden Anderson, Minneapolis, Minn.
Milwaukee Macaroni Co., Inc.—Ralph J. Conte, Milwaukee, Wis.
Milwaukee Macaroni Co., Inc.—Santo Garofolo, Milwaukee, Wis.
Minnesota Macaroni Co.—Eugene J. Villaume, St. Paul Minn.
Minnesota Macaroni Co.—Walter F. Villaume, St. Paul, Minn.
Mission Macaroni Co.—Guido P. Merlino, Seattle, Wash.
Mission Macaroni Co.—Jos. Merlino, Seattle, Wash.
Mound City Macaroni Co.—Wm. J. Freschi, St. Louis, Mo.
C. F. Mueller Co.—Henry Mueller, Jersey City, N. J.

Nat'l Food Products, Inc.—P. H. Diodene, Jr., New Orleans, La.
Northern Ill. Cereal Co.—Lester L. Ladd, Lockport, Ill.
Northern Ill. Cereal Co.—Ben Ryden, Loockport, Ill.

A. Palazzolo & Co.—Peter J. Palazzolo, Cincinnati, O.
Paramount Macaroni Co.—Sam Coniglio, Brooklyn, N. Y.
Philadelphia Macaroni Co.—Andrew J. Belfi-Broker, Philadelphia, Pa.
Philadelphia Macaroni Co.—Louis Roncace, Philadelphia, Pa.
Prince Macaroni Mfg. Co.—Jos. Pellegrino, Lowell, Mass.
Procino-Rossi Corp.—Alfreda Rossi, Auburn, N. Y.

Quality Macaroni Co.—H. M. Burchard, St. Paul, Minn.
Quality Macaroni Co.—E. F. Luxow, St. Paul, Minn.
Quality Macaroni Co.—Maurice L. Ryan, St. Paul, Minn.
Quality Macaroni Co.—D. Piscitello, Rochester, N. Y.

Ravarino-Freschi, Inc.—A. Ravarino, St. Louis, Mo.
Peter Rossi & Sons, Inc.—Henry D. Rossi, Braidwood, Ill.
Peter Rossi & Sons, Inc.—Felix J. Rossi, Braidwood, Ill.
Roth Noodle Co.—N. J. Roth, Pittsburgh, Pa.
A. Russo & Co.—Jos. B. Kohn, Chicago, Ill.
A. Russo & Co.—Nunzio Russo, Chicago, Ill.

St. Louis Macaroni Mfg. Co.—Vincent J. Marino, St. Louis, Mo.
St. Louis Macaroni Mfg. Co.—Antony Ruttino, St. Louis, Mo.
G. Santoro & Sons—Joseph Santoro, Brooklyn, N. Y.
Schmidt Noodle Co.—Albert Kuenzlen, Detroit, Mich.
Schmidt Noodle Co.—Theodore Schmidt, Detroit, Mich.
Schmidt Noodle Co.—Jacob Weber, Detroit, Mich.
Skinner Mfg. Co.—H. V. Jeffrey, Omaha, Nebr.
Superior Macaroni Co.—A. Spadafora, Los Angeles, Cal.

Tharinger Macaroni Co.—J. G. Luehring, Milwaukee, Wis.
Traficanti Brothers—Frank Traficanti, Chicago, Ill.
Triestina Macaroni Co.—Vincenzo Carpinteri, New Britain, Conn.

Vimco Macaroni Products—Sal Viviano, Carnegie, Pa.
Viviano Bros. Macaroni Co.—John A. Viviano, Detroit, Mich.
V. Viviano & Bros.—Peter Ross Viviano, St. Louis, Mo.
V. Viviano & Bros.—Frank P. Viviano, St. Louis, Mo.

Weiss Noodle Co.—Albert S. Weiss, Cleveland, O.

A. Zerega's Sons, Inc.—Edward Vermylen, Brooklyn, N. Y.
A. Zerega's Sons, Inc.—John P. Zerega, Jr., Brooklyn, N. Y.

Allieds

Amber Milling Division—J. F. Driscoll, St. Paul, Minn.
Amber Milling Division—J. F. Diefenbach, Minneapolis, Minn.
Amber Milling Division—Jule Waber, St. Paul, Minn.

Buhler Bros., Inc.—O. R. Schmalzer, New York, N. Y.

John Campanella—Jersey City, N. J.
Capital Flour Mills—Louis A. Viviano, Plainfield, N. J.
Capital Flour Mills—Chas. V. Dehner, Kansas City, Mo.
Capitol Flour Mills—Fred T. Whaley, Chicago, Ill.
Capital Flour Mills—Clifford W. Kutz, Chicago, Ill.
Capital Flour Mills—Jack Spagnol, Pittsburgh, Pa.
Capital Flour Mills—P. M. Petersen, Minneapolis, Minn.
Champion Machinery Co.—Frank A. Motta, Joliet, Ill.
Clermont Machine Co.—John Amato, Brooklyn, N. Y.
Commander Milling Co.—E. C. Maher, Los Angeles, Cal.
Commander-Larabee Milling Co.—Thos. L. Brown, Minneapolis, Minn.
Commander-Larabee Milling Co.—C. M. Johnson, Minneapolis, Minn.
Commander-Larabee Milling Co.—Arthur Simonetti, Brooklyn, N. Y.
Consolidated Mac. Mach. Corp.—Conrad Ambrette, Brooklyn, N. Y.
Consolidated Mac. Mach. Corp.—Jos. DeFrancisci, Brooklyn, N. Y.
Consolidated Mac. Mach. Corp.—Paul Ambrette, Brooklyn, N. Y.
Consolidated Mac. Mach. Corp.—George Cavagnaro, Brooklyn-N. Y.
Consolidated Mac. Mach. Corp.—Louis C. Ambrette, Brooklyn, N. Y.
Crookston Milling Co.—Ulysses De Stefano, New York, N. Y.
Crookston Milling Co.—Clarence O'Gordon, Minneapolis, Minn.
Crookston Milling Co.—E. E. Turnquist, Crookston, Minn.
Crookston Milling Co.—E. F. Anderson, Crookston, Minn.
Crookston Milling Co.—H. C. Meining, Crookston, Minn.

Eastern Semolina Mills—Howard P. Mitchell, Baldwinsville, N. Y.

J. L. Ferguson Co.—H. L. Greene, Joliet, Ill.

General Mills, Inc.—J. R. Mulliken, Minneapolis, Minn.
General Mills, Inc.—H. I. Bailey, Chicago, Ill.
General Mills, Inc.—H. H. Raeder, Buffalo, N. Y.
General Mills, Inc.—Louis Petta, New York, N. Y.
General Mills, Inc.—G. C. Minter, Chicago, Ill.
Habel, Armbruster & Larsen Co.—Harry W. Larsen, Chicago, Ill.
Hoffman-LaRoche, Inc.—G. G. Van Patten, Chicago, Ill.
Hoffman-LaRoche, Inc.—G. F. Siemers, Nutley, N. J.
Hubert J. Horan—S. Gartland Horan, Philadelphia, Pa.
Glenn G. Hoskins—Robt. M. Green, Chicago, Ill.
Glenn G. Hoskins—Chas. M. Hoskins, Chicago, Ill.
Glenn G. Hoskins—Glenn G. Hoskins, Chicago, Ill.

International Elevator Co.—Paul E. R. Abrahamson, Devils Lake, N. D.

Johnson-Herbert & Co.—Frank T. Herbert, Chicago, Ill.

H. H. King Flour Mills Co.—L. G. Truesdell, Jr., Minneapolis, Minn.
H. H. King Flour Mills Co.—Arthur W. Quiggle, Minneapolis, Minn.
King Midas Flour Mills—W. H. Stokes, Jr., Pittsburgh, Pa.
King Midas Flour Mills—W. F. Ewe, Minneapolis, Minn.
King Midas Flour Mills—Wm. Steinke, Minneapolis, Minn.
King Midas Flour Mills—W. J. Dougherty, Philadelphia, Pa.
King Midas Flour Mills—Geo. L. Faber, Chicago, Ill.
King Midas Flour Mills—L. S. Swanson, Minneapolis, Minn.
King Midas Flour Mills—David Wilson, New York City, N. Y.
Kraft Foods Co.—Stephen F. Lumpp, Chicago, Ill.

Frank Lazzaro-Dryers—Frank Lazzaro, New York, N. Y.
Frank Lazzaro—Hugo Mandolini, New York, N. Y.
Donato Maldari-Dies—Donato Maldari, New York, N. Y.

Merck & Co., Inc.—C. A. Scott, Minneapolis, Minn.
Merck & Co., Inc.—F. M. Parker, Rahway, N. J.
Merck & Co., Inc.—W. A. Rothermel, Chicago, Ill.
Midland Mill-O-Cide—J. F. Wombacher, Dubuque, Ia.

North Dakota Mill & Elevator—E. J. Thomas, Chicago, Ill.
North Dakota Mill & Elevator—Phil Fossen, Grand Forks, N. D.

Joseph A. Pillitteri—Brooklyn, N. Y.
Pillsbury Mills, Inc.—T. W. Black, Minneapolis, Minn.
Pillsbury Mills, Inc.—Carl P. Vavido, Chicago, Ill.
Pillsbury Mills, Inc.—Wm. J. Warner, Minneapolis, Minn.
Pillsbury Mills, Inc.—Frank L. Fodera, New York, N. Y.
Pillsbury Mills, Inc.—H. J. Patterson, Minneapolis, Minn.
Pillsbury Mills, Inc.—Chas. E. Holcomb, Rochester, N. Y.
Pillsbury Mills, Inc.—Samuel Regalbuto, Philadelphia, Pa.
Pillsbury Mills, Inc.—R. C. Benson, Minneapolis, Minn.
Pillsbury Mills, Inc.—Wayne Wilson, Chicago, Ill.

Rossotti Lithographing Co.—Chas. C. Rossotti, North Bergen, N. J.
Rossotti Lithographing Co.—Arthur C. Hackmer, Rochester, N. Y.
Standard Brands, Inc.—Herbert F. D'Sinter, Chicago, Ill.

University of Minnesota—Paul L. Earle, Minneapolis, Minn.

Winthrop Chemical Co.—R. C. Sherwood, New York, N. Y.
Winthrop Chemical Co.—Jack Revord, Chicago, Ill.

Complimentary

Colton Economic Service, Inc.—E. M. Colton, Minneapolis, Minn.

Greater North Dakota Assn.—B. E. Groom, Fargo, N. D.

North Dakota Agriculture Experiment Station—G. M. Scott, Fargo, N. D.
North Dakota Agriculture Experiment Station—L. D. Sibbit, Fargo, N. D.
North Dakota Agriculture Experiment Station—Rae H. Harris, Fargo, N. D.
North Dakota Ext. Service—L. A. Jensen, Fargo, N. D.
Northwest Crop Improvement Assn.—Henry O. Putnam, Minneapolis, Minn.
Northwestern Miller—R. T. Beatty, Minneapolis, Minn.
Northwestern Miller—Don E. Rogers, Minneapolis, Minn.

Office of Price Administration—J. F. Gilmour, Washington, D. C.

North Dakota AAA—Edwin Traynor, Starkweather, N. D.

U. S. Dept. of Agriculture—Glenn S. Smith, Fargo, N. D.

Washington Representative—Dr. B. R. Jacobs, Washington, D. C.

Secretary-Treasurer—M. J. Donna, Braidwood, Ill.

Capital Quality . . . Unvarying As Always

Under Restrictions of WFO 144
Be Assured of the Best
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DURUM GRANULAR FLOUR

CAPITAL FLOUR MILLS, INC.
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THE DURUM SEMOLINA PANEL

Overshadowing probably all previous discussions on raw materials available for quality macaroni production was the elaborate panel set up for a general review of the entire subject by the various groups concerned in producing durum wheat, its distribution and milling and its final use in processing macaroni, spaghetti and egg noodles. The discussion dominated the entire session of the afternoon of the first day of the Minneapolis convention, July 17, 1946.

The panel setup follows:

Presiding—C. L. Norris, Chairman of Association Activities Committee.

Subject—"More Quality Durum For Better Semolina"

Panel Members—

Growers:

B. E. Groom, Chairman, Board of Directors, Greater North Dakota Association; Edwin Traynor, County Chairman, AAA, North Dakota.

Educators:

H. O. Putnam, Executive Secretary, Northwest Crop Improvement Association; W. I. Nightingale, Grain Buyer, General Mills, Inc.

Agronomists:

L. A. Jensen, North Dakota Agricultural College;
Glenn S. Smith, U. S. Department of Agriculture.

Millers:

Wm. Steinke, Vice President, King Midas Flour Mills;
P. M. Petersen, General Manager, Capital Mills Division, International Milling Co.

Manufacturers:

Peter LaRosa, V. LaRosa & Sons, Inc.
Henry Mueller, C. F. Mueller Co.
Louis S. Vagnino, American Beauty Macaroni Co.

Much of the effectiveness of the panel discussion was the able management of C. L. Norris, Chairman of the important Association Activities Committee. With the aid of the members of the panel, and of interested manufacturers, he had prepared a series of questions aimed at bringing out information not directly contained in the statements presented by the panel members. Afterwards he handled questions from the audience, with the result that the whole affair was voted one of the best of its kind.

As each question was read, the panel member considered as the most directly interested in answering was called by the chairman. Oftentimes several of the other panel members and even those in the audience joined in the discussion. There follows an official listing of the leading questions:

1. Why does the protein content of wheat vary between localities and seasons? L. A. Jensen.
2. What are the prospects from the viewpoint of the processor for a continued heavy demand for durum products? Henry Mueller.
3. What are the prospects for the export of durum macaroni products? Peter LaRosa.
4. What is the attitude of the manufacturers toward the use of only durum in macaroni products? Peter LaRosa.
5. Why is semolina preferred to durum flour? Louis S. Vagnino.
6. In what macaroni products are flour and semolina used? Louis S. Vagnino.
7. What is the most efficient material for packaging semolina between mill and manufacturer? (What do mills do now?) Wm. Steinke.
8. Why is the color of the product important to the durum processor? Peter LaRosa.
9. Why do mills want only amber durum rather than red durum? P. M. Petersen.
10. Why do millers pay premiums for durum wheat from certain localities in North Dakota? W. I. Nightingale.
11. Why do millers prefer durum varieties of Mindum, Kubanka, Stewart and Carleton rather than other amber durum varieties? P. M. Peterson.
12. What does a durum buyer want when he buys durum for milling purposes? (Durum sub classes and grades). W. I. Nightingale.
13. Why is blight objectionable to the miller and manufacturer? Wm. Steirke.
14. What can be done to eliminate blight? L. A. Jensen.
15. What was done this past year to secure a greater durum acreage? Henry O. Putnam.
16. Is durum used for other purposes such as breakfast cereals? Wm. Steinke.
17. Why have many growers ceased growing durum and turned to bread wheat in the past ten years? B. E. Groom.
18. Why has all durum, regardless of grade, sold for about the same price during the past few years? W. I. Nightingale.
19. Is the Macaroni Industry willing to pay a premium for durum wheat over bread wheat with the view to thus encouraging increased acreage? Louis S. Vagnino.
20. How are new durum varieties developed? Glenn S. Smith.
21. How long does it take to produce a new variety of durum? Glenn S. Smith.
22. What is the present outlook for the durum crop? Edwin Traynor.

Here are statements made or papers read by dicussion leaders setting up the basis of the two-hour study of a vital subject:

The Durum Problem in North Dakota

By B. E. Groom
Chairman of Directors, Greater North Dakota Association

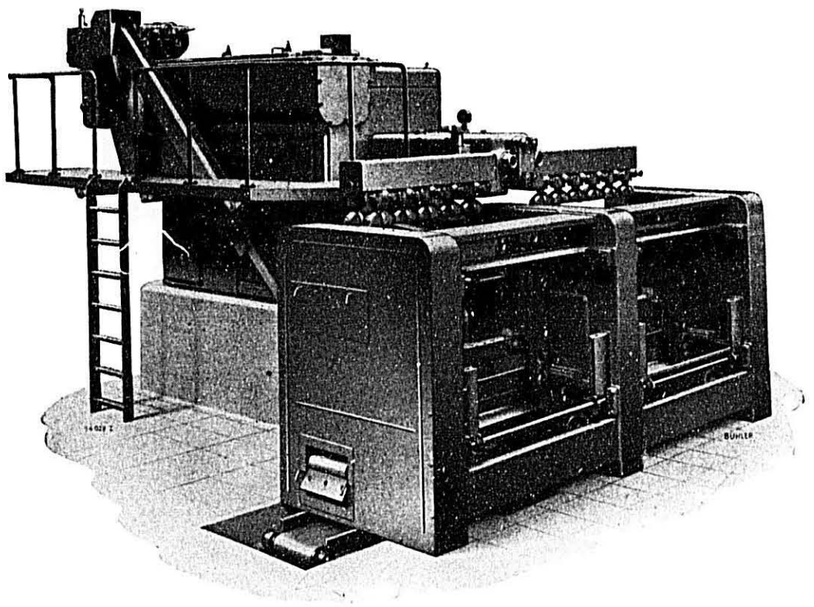
At the outset I want it very definitely understood that I am certain I am not going to say anything in this talk that you do not already know about the durum problem in North Dakota. In my twenty-one years of handling agricultural programs for the Greater North Dakota Association, I learned that grain dealers and processors kept themselves better posted on day-to-day situations and conditions in our state than we did who lived within the state. On many occasions I have called various parties in Minneapolis for their ideas about certain things relating to crops, and they invariably give me more definite and later information than I could obtain from any other source.

B. E. Groom

I am sure we all realize that we have a durum problem in North Dakota that is not being very satisfactorily solved. The producers in about one-third of the state are very greatly interested in this matter. We happen to have in the northeastern third of the state an area that is particularly adapted to the production of durum. On the other hand, the way this crop is going must be of

(Turn to Page 18)

BUHLER



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Durum Problem in North Dakota

(Continued from Page 16)

some immediate concern and worry to the processors. While these two groups have a common interest in this crop, we probably have some different ideas about what must be done to correct the situation. On that account, I am willing to assume you gentlemen want to be told our side, or the producers side of this story, and I am certain that the farmers in North Dakota would very greatly appreciate some definite reason for many things which have caused them to grow less durum.

I came to North Dakota in 1900 and located in Cavalier County. Since 1902 have been operating considerable land and still do. In doing that I have had an opportunity to make some rather long-range observations of this durum crop. As Cavalier County is typical of the other counties in Northeastern North Dakota and a very large producer of durum I am going to confine my remarks very largely to my observations in Cavalier County and experience in handling my own farms. Please pardon my reference to my own operations, but I do not think my operations differ greatly from the great majority of durum growers so will tell the story in that way and I feel I know what I am talking about.

When I went to Cavalier County durum was unknown as a farm crop. In the year 1907 or about that time one land owner in Langdon secured enough durum to plant a quarter section. That season was late and he said that he had the seed shipped in on the theory that durum would make a good crop when planted much later than hard red spring wheat. I watched that crop very carefully. It proved very profitable and a large percentage of that was sold for seed. The Sub-Station at Langdon was authorized and on account of the sucess obtained by a few durum growers in that county, the Station at Langdon was designated as a special station for the study of durum. Dean H. L. Bolley had been in Russia and brought back samples of a good many varieties of durum. The late E. D. Stewart was put in charge of the Station and for the first year and several succeeding years had test plots of some 15 or 20 varieties of durum. Two of these proved rather outstanding—one of these is known as Kubanka 75 and the other as Arnautka. Mr. Stewart was finally convinced that the Kubanka 75 had so many superior qualities that it was the variety that should be grown. He gave me the first 10 bushels that was released from the Station. I used it exclusively for many years and sold thousands of bushels for seed. That particular variety proved so satisfactory to me, and with a bit of sentiment in connection with it, I have continued to grow it on one half-section farm. Last fall I had the tenant on that farm pull a bundle of it and dry it out for me. I have grown that particular variety on that farm ever since and have never seeded any other variety of wheat on that farm. By careful cleaning and a little hand-picking, we have been able to keep the seed reasonably pure. While we have had many new varieties none of them have ever yielded any better on the average than this Kubanka 75. Like all plants it has some faults, and I am now growing Carleton on all the other farms. I am growing this because it has a very stiff straw and I think we can handle it better with the combine for when it ripens it becomes bald and on that account handles much easier with our farming equipment.

For about 25 years I have grown nothing except durum on my farms with the exception of a— few acres of Thatcher which I tried out prior to the campaign I directed to get Thatcher wheat grown in North Dakota.

From practically nothing in the way of crop acerage of durum in North Dakota in 1900 by 1940 there was a complete change in production. For many years it was estimated that 90 per cent of all wheat grown in that county was of the durum variety. That is not true today. Mr. Leo Wild, chairman of the County AAA Committee told me last week that he was sure that the durum acerage would be cut around 25 per cent this year. I knew that cuts were being made. A month or so ago I sent out a circular letter to a large number of prominent durum growers and county agents in the territory that is commonly devoted to durum production. It was my thought that from the information secured from those questionnaires I would have the basis for some definite statements at this meeting. In that I was disappointed. County agents pretty generally told me that the durum acreage had increased this year. The majority of the farmers I wrote, and they were the large producers of durum, told me by quite a large majority that they were cutting durum production, and that the durum acreage in their neighborhood was not as large as formerly. I do not know who is right in this matter, but I do know that I can drive from Langdon to Fargo, a distance of 200 miles by four different routes, through what was formerly a heavy durum producing area, and I can count more hard red spring wheat fields in any 10 miles of that trip than I have seen since durum became a common crop for that area. The state AAA has no records on varieties but the Federal Statistecian at Fargo says his records show an increase of nearly a million acres in all wheat this year and durum has fully shared in this increase.

No doubt you gentlemen are interested in knowing why this change has been made and I will give you a few of the things that are causing this trouble and particularly on my own farms.

1. Up to the past three or four years, I think our agricultural college and agronomists have done a great deal more work in improving hard red spring wheat varieties than durum. These gentlemen have also given an enormous amount of publicity to their new varieties of hard red spring wheat. That has attracted the attention of farmers and a large number have tried a small patch and now have a considerable acreage. That acreage immediately cut into the durum acreage.

2. Our best wheat crops are, of course, obtained from land that has been summer fallowed. It is generally more expensive to harvest a crop of durum from a heavy crop on summer fallow than a crop of hard red spring wheat.

3. Hard red spring wheat matures a week or two earlier than durum and in our short seasons that amount of time is a most important factor and all in favor of the hard red spring wheat.

4. Farmers have become very much disappointed with the way durum is purchased at our local elevators. On account of labor shortage, the great majority are compelled to use the combine. For many years I operated a threshing machine—20 years—but finally sold it and from now on will not attempt to harvest my wheat crop except with a combine. Here are some of the things that farmers kick about—and I am one of them.

When this durum wheat is swathed it has to lie for several days. In the meantime it is subjected to heavy dews at that season of the year—that dew is about as bad as a rain and frequently discolors it. The elevator men are quick to discover that and give us a discount of three to five cents a bushel. Light showers or a rain also discolors it and causes odd sprouts, and even if the damage is very light, we get penalized in price. Then we also take a discount for blackpoint, white bellies, frosted grains and all sorts of mixtures. It really seems that buyers can find more things to find fault with in this crop than any other that is produced. The farmers feel that many of these discounts are unfair and as they do not apply to so great an extent to hard red spring wheat there is a tendency to shift to hard red spring wheat.

5. Years ago in my operations, I found that I usually had a very good yield of durum following a barley crop. I also found that the elevator men could find some barley in this durum and the penalty was too great, so for years, I have never seeded

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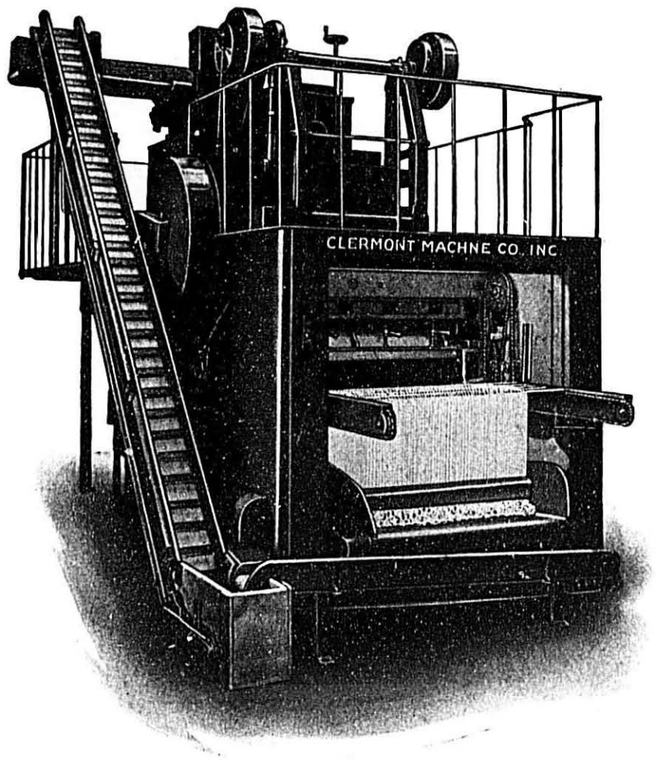

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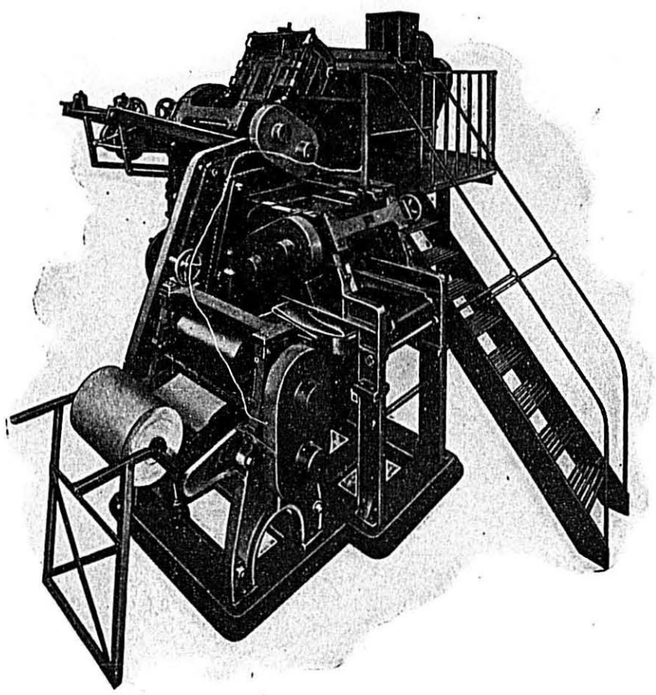

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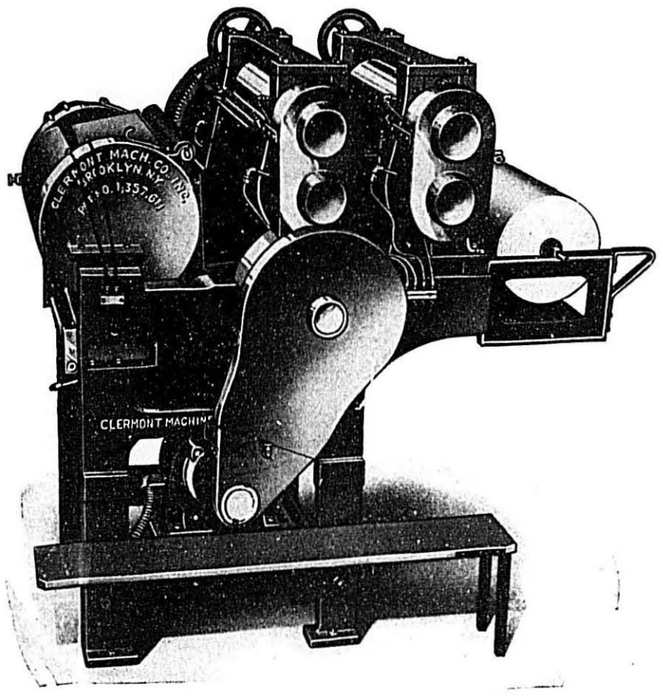

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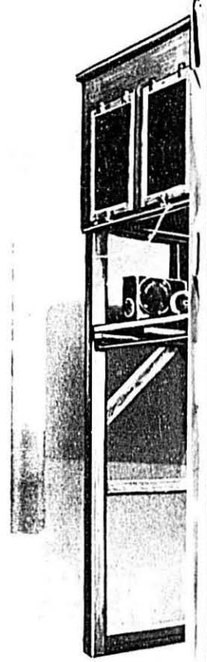

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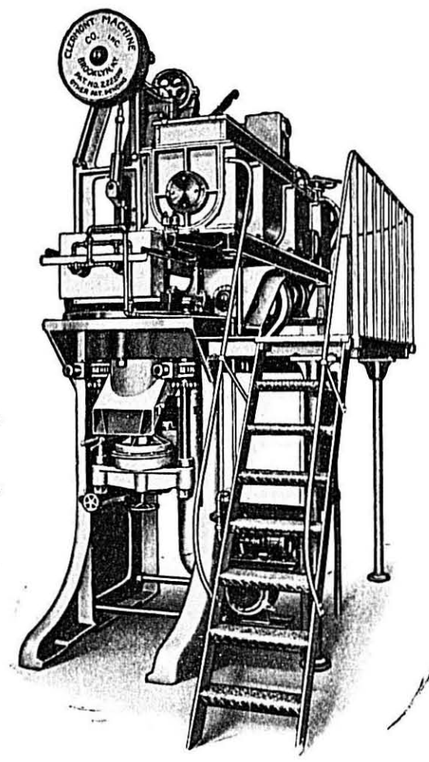

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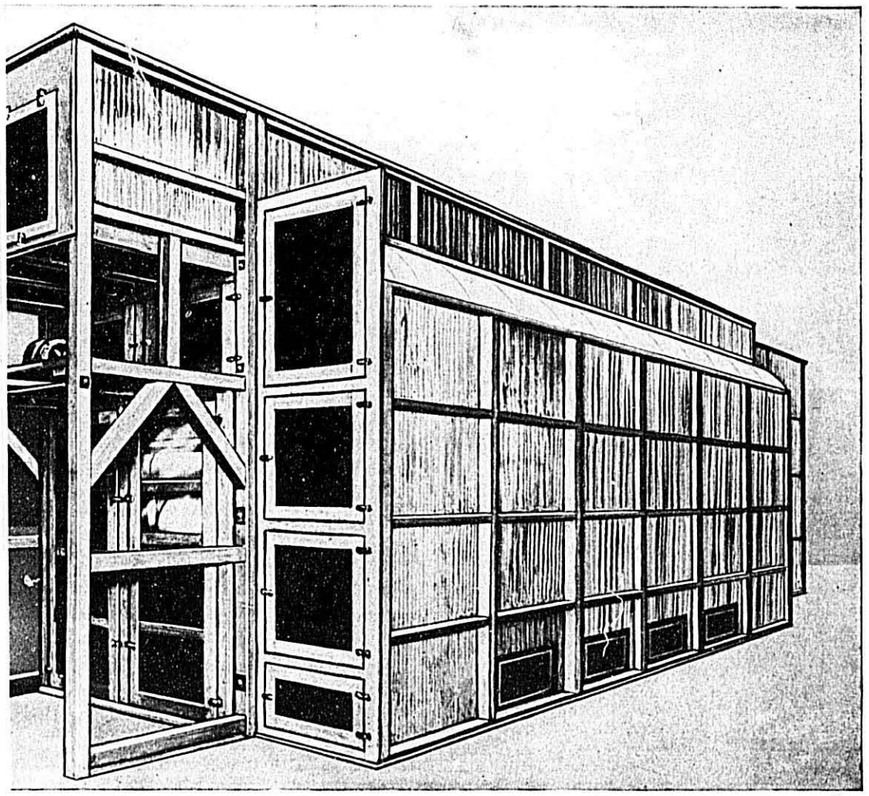

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durum on land that had grown a crop of barley.

It is these penalties that are inflicted that are major factors in causing farmers to discontinue the growing of durum. The mere fact that a producer is penalized whether justified or not makes him mad and we have had too many of them in connection with this crop and they are definitely turning to something else. I think the trend to get away from durum is going to be much greater in the next few years than it has been unless some changes are made in the marketing of this crop.

I know nothing about the milling of this crop; I do not even know how many pounds of first class product you can get from a bushel of first class durum, nor do I know how much that is reduced if the durum had a bran "off color" from dew or rain or blackpoint or had a little mixture of anything of that sort. I do know that all the durum products we use in our homes cost about the same, and I have never heard of various grades of these durum products that are on our grocers shelves. On that account farmers feel these penalties are not fair and some of them are excessively high.

This spring I had almost 5,000 bushels of high quality durum to sell and did sell one carload to growers in Grand Forks county for seed on land that had been planted to potatoes and sugar beets. Those growers wanted Carleton because of its stiff straw and ability to stand up instead of lodging on summer fallow or row crop tilled land.

A buyer for a Chicago firm of durum processors told me he would gladly pay $2.50 a bushel for that durum if it could legally be purchased. Of course OPA said no and it went at market top price with protein premiums eliminated. Commonly a premium of 6-12 cents was paid for high protein and once I got 26 cents. OPA has wiped that out for us and now we hope the congress will wipe out that barnacle.

Over a long period of years the price range for top quality durum and our yields have compared very favorably with hard red spring wheat. Farmers do prefer to grow durum for they feel our territory is well adapted to that crop and that the crop would not be cut if it were not for cuts made by buyers of the crop when it is delivered to the elevator.

Last year Mr. Putnam of the Northwest Crop Improvement Association suggested that the Greater North Dakota Association join in a series of programs to promote more and better durum. I told him the Greater North Dakota Association had done a lot of work along that line. For a long period of years, we have had pure seed meetings and discussed all angles of crop production and urged the growing of seed plots for better seed stocks. In subsequent years I imported 7 carloads of fine seed durum from Manitoba and Saskatchewan, and sold it in small lots. For 14 years I had charge of the exhibits of grains, seeds and corn at the International in Chicago. We have won the world championship on our durum and any entry that places tenth or better in that show is almost of championship quality. We had scores of winnings that placed tenth or better. Invariably we have shown the best that was grown in the United States. These exhibits were used at farm meetings to promote the use of pure high quality seed.

My reason for declining to cooperate with Mr. Putnam in that program was this—I told him I was very willing to co-operate in an educational program. If some one from the durum industry could tell us how and definitely satisfy the farmers that buyers were justified in taking the cuts that they take in the price for discolored grain, frosted grains, blackpoint, light mixtures, et cetera, I would go along and help with an educational program, but if it was to be just a program for more durum with the same old cuts at the market, I was not at all interested, and would not back the program. It was rather dangerous to do that at this time for during these past two years when durum supplies have been short the producers find they are getting just about the same price for all sorts of durum. Up at Langdon this past year there was almost nothing said about grades—they just wanted durum and paid about the same for everything. So far as we know the products that have been made are about as good as ever, and this has caused farmers to believe that these cuts in price have just been cuts made to get durum cheaper and without just reasons.

On my five farms I am summer fallowing 450 acres this year and every one of my tenants are already kicking on that summer fallow being seeded to durum next year. It is not a good policy to disagree with tenants—it usually is not very profitable. However, I think this Carleton durum can be handled very successfully on good summer fallowed land and I am going to continue to use it. Last week one of my men said an elevator man told him he thought the Carleton durum would not sell as well as the Stewart and Kubanka—something about the shape of the grain was being criticized. Now if you gentlemen tell me we are going to get a cut in price for that, I will agree with my tenants and grow some hard red spring wheat on my summer fallow. At the same time, I know it is not the right thing to do.

Most assuredly Northeastern North Dakota should produce durum and largely to the exclusion of hard red spring wheat. As we go west and south we run into borderline territory where mixtures are bad and very common, but that northeast area of about 17 counties can be made a very exclusive durum territory if we can find some way of handling this problem that is not so displeasing to producers. Frankly, if this durum requires special treatment and rates as a special crop, then it ought to have a price comparable with other special products. No doubt if labor becomes available more of the crop can be cut and shocked and handled in various ways so as to prevent some of these things that cause a discount in price. Others are beyond the control of the farmer, and if a good educational program can be put on and show the farmers why these discounts are justified and get the price fixed at what it ought to be for quality, I believe the acreage can be restored to what it ought to be.

As processors, of course, you want to buy your raw material just as cheaply as you can and the producer wants to sell for just as high a price as he can, but I do hope the same mistake will not be made with this crop that was made with malting barley. Producers were urged to grow malting barley which commonly yields less than feed-type barley and now too often we get no more for the malting barley or very little more than for the feed type. As a result we have seen some rather fancy prices paid for real barley. If something can be developed that will assure producers an increased price for a quality product, I think the whole problem can be solved. At any rate I can assure you that the producers would welcome information from this group on the troubles that you encounter in milling our durum. As a rule farmers are pretty fair in matters of this sort, and I can assure you for the Greater North Dakota Association that we will give every assistance that we possibly can to maintain this crop in that area of our state which is particularly adapted to the growing of durum, as it should be our most profitable crop.

With apologies for so many personal statements in this discussion, I do want to thank you for the opportunity of expressing my thoughts on this durum problem in North Dakota.

Code

There is a harson man in one of the smaller Federal bureaus who has the duty of securing co-operation from members of other Government bureaus. In other words, he has to telephone his fellow bureaucrats quite often and persuade them to do things they don't particularly want to do. On his desk he keeps an index of several hundred names, and after each name appears one of three symbols, viz "W," "BB" or "XU." He has confided in only a few intimates that they stand for "wheedle," "browbeat," or "no use." *Pathfinder*

Durum Growing—Macaroni Making Relations

By Edwin Traynor
County Chairman AAA, North Dakota

Edwin Traynor

When Mark Carleton brought Durum from the plains of Russia, thinking to help his native Kansas, it was the farmers of north central North Dakota who adopted it and made it their own.

There were several good reasons for this. It was quite resistant to leaf and stem rust, stood up well in heat and in drouth, and, being a vigorous grower, was a good weed fighter. In short, it was a surer and better yielding crop than any of the spring wheats they knew at that time. It sold on the market for less than hard red spring wheat but its better yield offset the difference in price. It was costlier to handle in harvest and threshing due to the greater quantity of straw, but labor was plentiful and cheap so that item was easily absorbed and forgotten in the greater flow of grain from the thresher.

In 1938 the Durum acreage in North Dakota had reached a total of 2,844,000 acres. Events of the past eight years have tended to reduce that acreage. The 1945 acreage was over 1,000,000 less than it was in 1938. This reduction is noticeable all over the State, wherever durum has been grown. In those localities where both hard wheat and durum had been grown with hard wheat predominating, there has been a great reduction of durum. In fact in thirteen such counties it has disappeared, according to the Extension Agronomist at the North Dakota Agricultural College. In Counties where durum predominated for years, the acreage has been reduced considerably, and hard spring wheat, and barley, to some extent, has been substituted. For instance, in Cavalier County, which is the leading durum County, in 1944 only 76 per cent of the wheat acreage was durum as against an average 87 per cent in the 1932-1941 period.

There are a number of factors contributing to this reduction of durum acreage which I shall mention, not perhaps in the order of their importance. (1) *The increased use of the combine and swather.* Durum in the wet cycle which we have enjoyed lately has lodged more or less and combine operators found it difficult to handle and save, whereas the hard wheat varieties stood up better and were easier to harvest. Durum in the swath took more weather damage than did hard wheat. Along this line, the following figures for which I am indebted to Mr. Harry G. Anderson, Extension Agronomist at Fargo, may be of interest. They show the percentage of the durum and hard wheat crops which graded No. 2 or better in each of the years from 1939 to 1944, inclusive:

	Durum	Hard red spring
1939	89%	62%
1940	70%	80%
1941	45%	67%
1942	40%	77%
1943	70%	85%

I am inclined to believe that this decrease in the percentage of durum going into the better grades is partly due to the increased use of the combine and swather which we have not yet learned to use to the best advantage. However, all of this reduction of quality should not be charged to the combine. Part of it, I think, is due to the planting of durum on the poorer fields of the farm whereas the hard wheats are taken on and sown on the fields best prepared for wheat. Durum grown on the less favored part of the rotation tends to be more starchy, poorer in color, and seems to show weather damage more quickly than that which has better color to start with. (2) *New hard wheat varieties* have been produced by the plant breeders. These wheats are highly rust resistant, are high yielders and do not lodge as easily as durum. They are not only attractive to the combine operator but their yield, rust resistance and milling quality makes them very desirable wheats to grow. (3) *There has been a market increase in barley acreage,* some of which has been at the expense of durum. For instance, in Cavalier, the big durum producing county, they had 146,000 acres of barley in 1944 as compared to an average of 83,600 acres during 1932-41. (4) *The market* has heavily discounted durum that has been bleached or field damaged; the discounts on damaged durum were much more severe than those on hard wheat with similar weather damage. The discounts taken on blackpoint damage seemed to have had a very discouraging effect on many growers. Discounts on mixtures sometimes appeared unduly severe. (Right here let me state that when durum gives way to hard wheat and becomes the secondary wheat crop on a farm, your mixtures will increase no end). Since the government has controlled the market, protein premiums have been eliminated from durum.

I would not leave you with the impression that I think durum is on its way out. I believe the present trend can be reversed, that durum acreage can be increased and the quality improved. A few changes in the pricing of durum at the market would go quite a way in encouraging increased production. Discounts on lower grades of durum should not be more severe than on similar grades of hard wheat. Premiums on good quality durum should be kept at a point where there will be an inducement to produce it rather than hard wheat. Protein premiums on durum should be reinstated. If these changes were brought about, growers would have inducement to continue producing durum, or to return to it in case they had abandoned it. They should then be encouraged by publicity to plant their durum on their best wheat lands, such as summer-fallow, sweet clover and potato lands. These are the lands that in the long run produce the best quality durum. East of the 98th meridian, however, it would probably be preferable to have some grain crop other than durum follow summer fallow and potatoes, because of the danger of lodging.

There is another factor which I believe will go far in maintaining the durum growing industry; I mentioned a while back that the plant breeders had brought out some improved varieties of hard wheat. The durum breeders have not been idle. Mr. Glenn S. Smith of the U.S.D.A. has given us the Stewart and Carleton durums. These varieties have a color and quality, apparently satisfactory to the manufacturer; they have a high degree of rust resistance; their yield is better than that of the older durums and last year at the Langdon Station they exceeded the yield of the best new hard wheats. The chaff of the Stewart clings closely to the kernel; I believe this variety as a result will stand considerable weather exposure without losing its amber quality. These new varieties will spring into great prominence the first year we have a rust epidemic.

Summing it all up, I believe we can continue to grow durum in the quantity and of the quality desired if the price relationship between it and hard wheat is suitable and the farmer is encouraged to properly grade and treat his seed, gets it in the right place in his rotation and uses the best of the newly developed strains.

Henry O. Putnam

1946 Durum Campaign

By H. O. Putnam
Northwest Crop Improvement Association

Estimate 1946 Durum Crop at 12 Bushels Per Acre

"There seems to be a good increase in durum acreage," says Henry O. Putnam, Executive Secretary of Northwest Crop Improvement Association. "Stands of all wheat are thin however in some localities and the dry weather in April and May reduced stands and will cause lower yields. Some people are now estimating durum yields at 12 bushels per acre which is more than a bushel over the early crop estimates. I hope that this may prove true and that we will have a larger crop of durum than was originally anticipated.

There was a sample of new durum shown on the trading floor July 31 from south central South Dakota. This sample was a good color and contained a few badly damaged kernels."

Durum acreage has been decreasing for the past several years because many producers found it more convenient to grow spring wheat than durum. War demands have increased the durum consumption and in August, 1945, this association attempted to interest the Production Marketing Association in setting a durum goal. In addition arrangements were made with the North Dakota Experiment Station, Extension Service, Durum Mills, commercial agricultural representatives and durum salesmen for a meeting at Fargo North Dakota, November 20, 1945. The purpose of this meeting was to discuss the durum needs and interest the North Dakota Experiment Station, Extension Service and Production Marketing Association in securing a larger acreage of durum in North Dakota.

North Dakota was chosen for this meeting because 90 per cent of the durum is grown in this state. The group agreed that such activities were necessary and plans for a durum educational campaign were set up for the winter of 1946. This campaign was a joint activity between the North Dakota Extension Service, State Seed Department, Northwest Crop Improvement Association, other Agricultural workers and the durum mills.

Four weeks of durum meetings were held in February at which durum varieties were discussed by agronomists and the durum needs were explained by a representative of the milling industry.

Two durum exhibits were prepared and shown at numerous crops shows during the winter and durum needs were discussed at all crops meetings in the durum area during the winter of 1946.

Special durum prizes were also offered at crops shows during the winter. In addition to these activities three broadcasts were prepared and run for ten weeks on Grand Forks, Valley City and Devils Lake, North Dakota, radio stations.

A circular was prepared entitled "Grow More Durum." 40,000 circulars were printed and distributed in the durum area of North Dakota, South Dakota and Minnesota. Durum advertising was prepared and placed in 22 local newspapers in the durum area.

Crop reports indicate a 20 per cent acreage increase for the current year. We hope that the yield of bushels per acre will be large enough to meet the needs of macaroni Millers and Processors.

Better Durum Wheat from the Buyer's Angle

By W. I. Nightingale
General Mills, Inc.

W. I. Nightingale

During the past eight years while macaroni consumption in this country has been making its most rapid growth the acreage planted to durum wheat has been sharply declining. Durum production has not been large enough to keep pace with the rapidly expanding consumption.

It is a matter of fact, substantiated by government statistics, that production of macaroni products has been steadily rising for the past several years. The macaroni industry had begun a new growth even well before the war began. Of course, during the war, that growth was greatly accelerated. Now, with the war over, the production rate of the macaroni industry is going along substantially at the same rate as during the war, and those close to the industry do not look for any marked let-up in the demand for their product; they look for their business to keep going ahead if they can get the durum wheat.

For the past eight years the durum acreage has been steadily declining. In

(Continued on Page 24)

Wouldn't these statements more macaroni,

help you SELL spaghetti and noodle products?

In the box above the illustration on the left-hand page are two statements you may be able to make about *enriched* macaroni and noodle products.

These statements should be of particular interest to manufacturers of these specific products—in view of the fact that the proposed definitions and standards for enriched macaroni and noodle products may soon be in effect.

At the time this is written the proposed definitions and standards (published in the May 14, 1946, issue of Federal Register) have not become effective.

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(Continued from Page 21)

fact it has gone from 3,545,000 harvested acres in 1938 to 1,970,000 acres harvested in 1945. But, production fortunately did not decline in proportion because of the very high yields of grain during the past five years. If we had received only normal yields on last year's durum acreage the macaroni industry would have been wrecked. They would have been closed down for many months and no industry can live that does not operate. The necessary durum wheat just does not seem to be available. It is now less than half of what it was five years ago. There is not enough to supply the macaroni industry in this country.

During the year 1945 the durum industry was able to furnish only a fraction of the durum products which the Army asked for, and also a fraction of that which was wanted for Lend-Lease. The Government was finally obliged to import durum from Canada during the early summer months in 1945 to provide macaroni foodstuffs for the Army. Except for these importations the durum mills would have been closed down for a proportionately longer time last summer for lack of durum wheat.

We cannot expect the phenomenal yields of the past few years to be maintained. If the yield should decline to thirteen bushels per acre in 1946 it would require three million acres to produce a crop of 39,000,000 bushels. The validity of this contention is now borne out by the government's July 1 report which indicates a durum yield of only 10.8 bushels per acre this year, with the final yield estimated to be 26,089,000 bushels. The severe drouth in the Northwest during April, May and part of June greatly reduced our possible per acre yield, and at the same time resulted in an acreage abandonment for durum of 258,000 acres, according to the July 1 report. Although 2,672,000 acres were seeded it is now expected that only 2,414,000 acres will be harvested, due to the early drouth.

Why has the macaroni industry grown so much in the past few years? The answer lies in durum wheat. Much of the macaroni consumed in this country prior to World War I was imported from Italy. When that source was cut off during the first war, American industry began to expand. We were new and had everything to learn. The growth of the industry was slow but steady. Unfortunately the value of durum wheat was not fully understood. The new industry went through many years of trial and error when at times hard wheat flours were substituted because of price. For a number of years price, rather than quality, was the approach used by many manufacturers for consumer favor. In Italy, macaroni making was an art. Long strings of yellow macaroni could often be seen in the artisan's back yard, hung over sticks to dry where the climate and the atmosphere were just right. The new industry in this country did not have the art that had been developed in Italy and France, and it was a long time before scientific aids were developed to take its place.

After this long period of trial and error the industry learned that good macaroni products could be made only from durum wheat. Macaroni today is made almost exclusively from durum. Ten and twenty years ago much flour made from other kinds of wheat was made into macaroni products. The quality was not good. The growth of the industry was very slow during that period. But, now, with macaroni being made almost exclusively from durum wheat, the industry is growing very fast. As a result, the durum grower has the macaroni market of this country almost exclusively to himself. That industry will continue to grow and furnish a broader market for the grower if he will produce enough durum wheat. It is a paradox that the durum acreage has been declining while the demand for durum wheat has been increasing.

Elimination of unwholesome price competition which was responsible for the use of hard wheat flour substitutions and the production of cheap unappetizing macaroni has been another reason for the growth of the industry. Introduction of scientific controls in the manufacturing of macaroni products has resulted in another big step forward. Consulting engineers have been engaged by the industry to help improve their manufacturing methods. The production of better varieties of durum wheat to replace some of the less desirable varieties first grown in this country, and also the elimination of admixtures of hard wheat with durum, have helped immeasurably to improve the trade acceptance of macaroni products.

Also, there has been formed in the United States a Macaroni Wheat Institute, which has the support of the entire durum milling and macaroni industry. The purpose of this Institute is to further improve the trade acceptance of its products and to press for further expansion of the industry. The expanding favor of noodles, and the introduction of macaroni products into canned goods and into prepared soups, are typical examples of the growth which is getting under way.

All unawares to the durum wheat producer, the macaroni industry has been steadily going ahead at the job of improving its product, developing and broadening its market, and enlarging the output of its plant. Its steady growth gives ample testimony to the soundness and stability of the enterprise. It is expanding, and the leaders of the industry have faith and belief in its further expansion. This industry is built on good durum wheat. Its success and its continuation depend on the contained availability of good durum wheat. It cannot grow, or even survive, on substitutes. This brings us back again to the production of durum wheat and the alarming decline in acreage during recent years. Only phenominal per acre yields kept the macaroni industry from running disastrously short of durum wheat. Those high yields will not continue; the acreage must be expanded. Durum growers in the Northwest are contributing to a sound, stable and rapidly growing industry. It is their privilege to participate in the expansion of that industry.

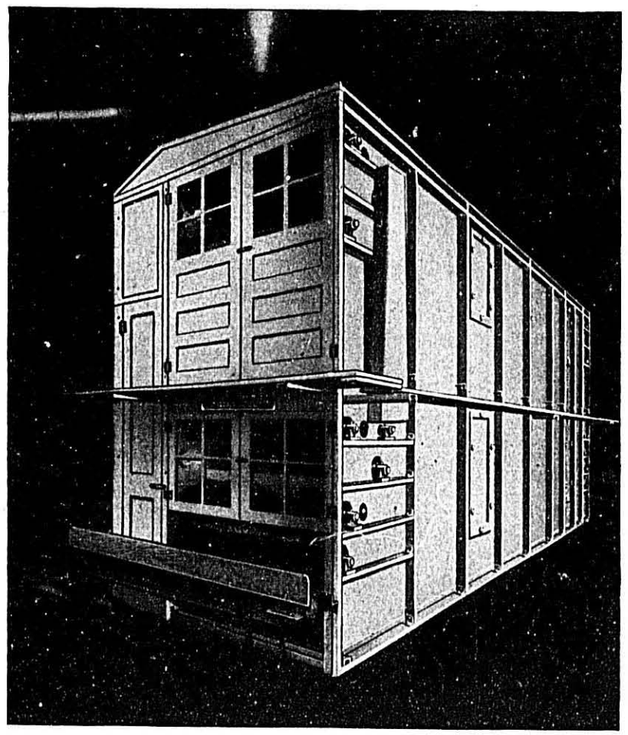
On July 1, 1945 the United States boasted a carry-over of 281,000,000 bushels of wheat, of which only 8,607,000 bushels was reported to be durum. On July 1, 1946 the United States expected to carry over approximately 300,000,000 bushels of wheat, of which very little if any, is expected to be Durum. If this country can justify and support a carry-over of wheat such as we have had in recent years, and expect to have in 1946, then certainly we should provide a carry-over of durum wheat which will be adequate to support our growing macaroni industry when we come again to one of those near crop failure years. Diversification is a part of the fundamental strength of agriculture.

The production of durum wheat has a definite place in the economy of the Northwest. In his own self-interest, the farmer should be concerned that the macaroni industry shall not run out of durum wheat. A yield of ten bushels per acre on the present seeded acreage would be disastrous. It might take years to recover the markets which would be lost. No business can predicate its growth or even its very existence on an indefinite supply of raw material. Yet that is the threshold on which the macaroni industry stands today. The welfare of the durum wheat producer and the macaroni manufacturer is tied up together. Their hopes of stability in the future depend on the production of enough durum wheat to maintain and support a growing industry.

The July 1 crop report reveals that 2,672,000 acres of durum wheat were planted in the Northwest this past spring. The seeded acreage in 1945 was 2,010,000 acres. Beyond any doubt whatever the increase in planted acreage this spring is a splendid reflection of our campaign for an increased durum acreage this year. For North Dakota alone the acreage left for harvest this year is now indicated to be 23 per cent more than last year. You will recall the March 1 intentions to plant issued by the government in-

(Continued on Page 30)

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

Model CAND

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.

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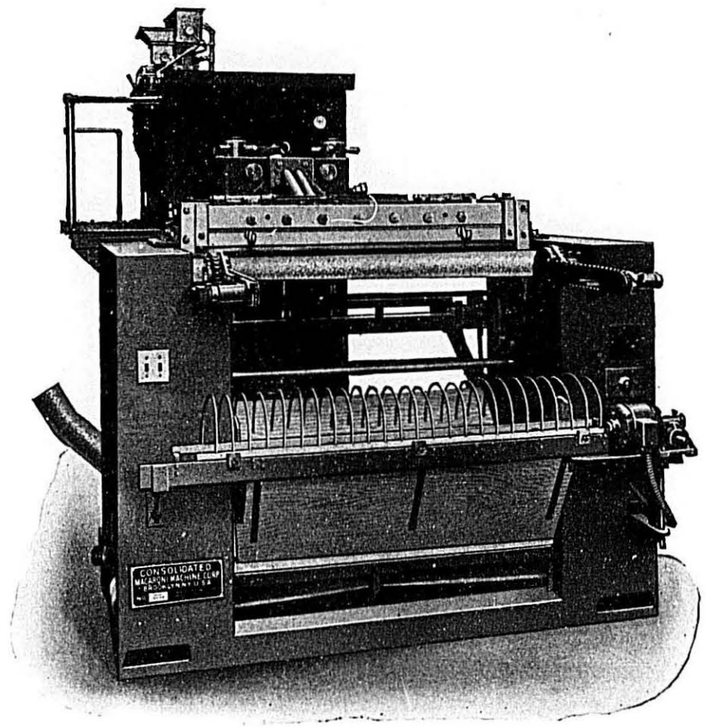

CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model CAFS

From Sticks without handling.

The Press shown above is our latest innovation. It is the only continuous press consisting of a single unit that will produce both long or short goods.

It can be changed from a short to a long goods press, or vice versa, in less than 15 minutes.

Built also without cutting apparatus for producing long goods only.

This type of press is especially adapted for small plants which have space for only one continuous press that can produce both long and short cut products.

Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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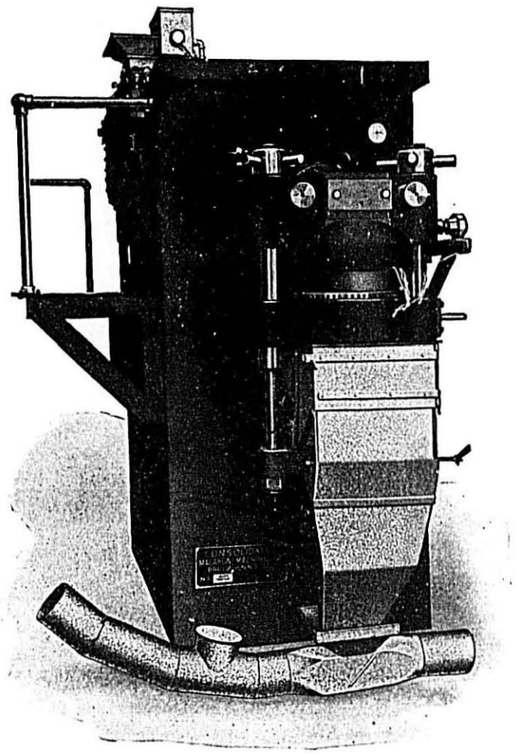

CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model ASCP

The machine illustrated above is our latest model Continuous Automatic Press for the production of Short Cut Goods of all types and sizes.

By making some improvements in this Press, we have eliminated the defects which existed in our earlier models.

The Short Cut Goods produced by this new model are superior in every respect.

This product is a revelation.

It is outstanding in quality, appearance and texture.

The mixture is uniform, producing that translucent appearance throughout, which is so desirable in macaroni products.

Production—Over 1,000 pounds net of dried products per hour.

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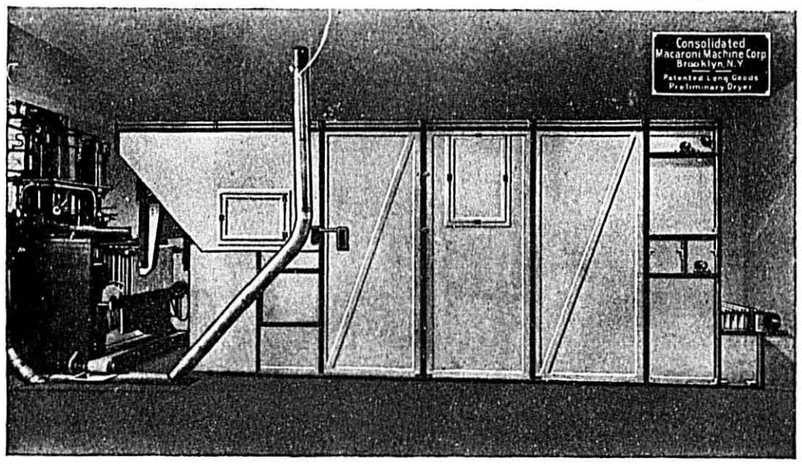

LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

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

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

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

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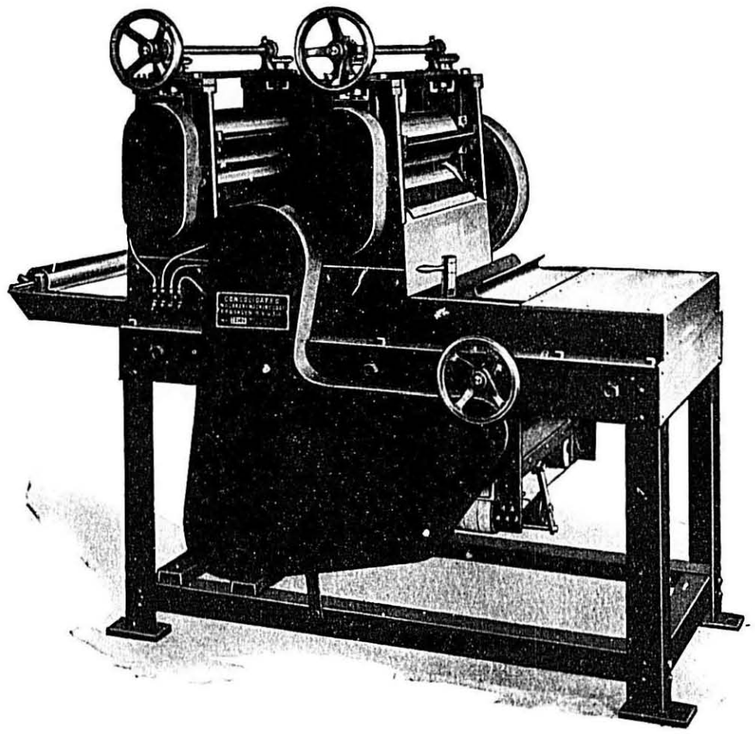
Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER

Model GNC

Double Calibrating Brake

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

Any number of rolls, up to five, can be furnished 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 this machine.

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Write for Particulars and Prices

Better Durum Wheat From the Buyers' Angle

(Continued from Page 24)

dicated about 2,447,000 acres to be seeded to durum in the Northwest.

Time was that changes in price could reflect changes in supply and demand. Unfortunately for the macaroni processor and the durum grower that barometer has not been working of late. Durum is badly wanted, but the price of durum, compared with other wheats, does not indicate that there is a shortage of durum. Nevertheless, the facts will not be disputed—there is a shortage of durum. It should pay the grower to plant more Amber Durum.

Durum in North Dakota

By L. A. Jensen, Agronomist
Extension Service North Dakota Agricultural College

North Dakota is the leading durum producing state in the United States. For the past three years (1943-1945) this state has produced 90 per cent or more of all the durum produced in the United States. This high a percentage figure has been attained only in the past few years. During the ten-year period (1932-1941) the figures show that North Dakota produced 78.6 per cent of the total U. S. production. The remainder of the durum production is contributed largely by the states of South Dakota and Minnesota.

L. A. Jensen

The durum area in North Dakota is confined to a relatively small area in the northern and eastern part of the state immediately west of the Red River Valley. The heaviest durum acreage is centered in the counties of Cavalier, Towner, Ramsey, Rolette and Nelson counties, these counties having had an average of 75 per cent or more of their total wheat acreage planted to durum in the ten-year period (1932-1941). About one-third of the state's total planted acreage during this period was planted in these five counties. The remainder of the durum acreage in the state is found in counties to the west and to the south of these five counties.

The durum acreage in North Dakota has fluctuated up and down quite widely. In 1934 only 1,510,000 acres were planted while in 1938—2,844,000 acres were planted. The average planted acreage for the ten year period (1932-1941) was 2,396,000 acres. During the four-year period (1942-1945) the planted acreage remained relatively constant, varying only from 1,742,000 in 1942 to 1,903,000 in 1944. Durum production within the state has also varied considerably depending largely on rainfall. In 1934 the production was only 5,538,000 bushels from about 1,510,000 planted acres while in 1942 the production was 37,664,000 bushels from 1,742,000 planted acres.

The planted durum acreage in 1946 increased considerably, partly as a result of a natural trend back into more durum and partly as a result of a well planned and co-ordinated educational program on the part of the North Dakota Extension Service and other agricultural agencies and organizations of the state, the Northwest Crop Improvement Association, and the milling and processing industry, calling attention to the need for durum acreage. As a result the estimated planted durum acreage in North Dakota is 2,423,000 acres, according to the July 1 report of the Bureau of Agricultural Economics. It is also indicated by this July 1 estimate that the abandoned acreage figure may run quite high, somewhere in the neighborhood of 8-10 per cent because of drought conditions prevailing in much of the durum area only in the growing season. Some people feel however that this figure is too high.

There are many factors which undoubtedly have influenced the acreage planted to durum in recent years. Not one, but a combination of all these factors has been responsible for the ups and downs in the durum acreage. For one thing new Hard Red Spring Wheat varieties have been released which are much more stem rust resistant and higher yielding than some of the older varieties were. Durum has long been recognized as having considerable rust resistance even in the old varieties such as Mindum and Kubanka. This undoubtedly has been a factor in the past in causing a farmer to choose durum for planting in preference to Hard Red Spring Wheat varieties with less rust resistance. The high stem rust resistance of the new Hard Wheat varieties however has allowed him to produce hard wheat with considerable assurance of protection against rust losses. Hard wheat varieties as a whole mature somewhat earlier than do the durum varieties. This has been another factor in reducing the durum acreage. Farmers planting large acreages are anxious to get the harvest operations under way and prefer early maturing crops, in order that they might get their harvesting and threshing operations out of the way in time for plowing and other necessary fall work before freeze up. Later threshing means shorter days with less hours suitable for threshing as well as longer waiting to dry after rains. Durum varieties also have weaker straw than hard wheat varieties available and lodging has at times been severe, making harvest difficult. If the crop is badly lodged it is difficult to pick up all the crop with harvesting machinery and therefore a loss often occurs. Durum too has longer straw than the hard wheat varieties which is not looked upon with favor particularly by producers who combine their crops. Combines are coming into the durum territory in increasing numbers. In the durum area it is necessary to swath the grain because of uneven ripening and green weeds, before threshing with the combine. This means that a lot of straw has to go through the combine which slows up the threshing job. Ordinarily straight combining is not general in the durum area. In falls when there is considerable rainfall or wet weather through the harvesting and threshing season durum growers also experience a loss through weathering and in some years sprouting, both of which have caused a market discount. Particularly on weathering the discount for durum has been much heavier than for hard wheat. In the extreme Southern Counties, which at times have grown a lot of durum, disease problems are sometimes quite severe on durum. This is particularly true of some of the blights which are more prevalent in that area.

Many times the individual durum grower does not receive the true premium which is paid for good amber durum. This is no reflection on the local buyers of grain. It is impossible for a local elevator man to bin the durum received according to quality because he has an insufficient number of bins and space. This has been particularly true in recent years when car shortages have aggravated the situa-

(Continued on Page 32)

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Prince Macaroni Mfg. Co.
Procino-Rossi Corporation
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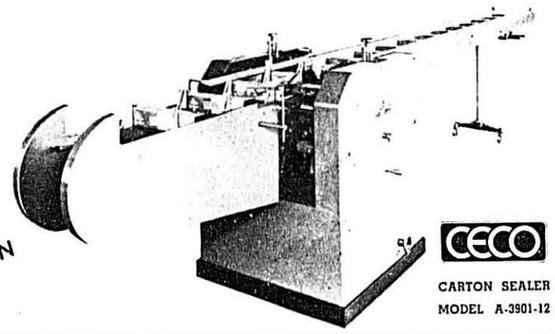

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Durum in North Dakota

(Continued from Page 30)

tion. This marketing problem results in a strong tendency for all durum growers in that market area to receive a somewhat average price for their durum which represents the average value of the durum crop grown in the community.

In spite of these many objections the growing of durum does have some advantages in the durum area. The soil and climatic conditions which prevail apparently are particularly favorable to the production of durum. On the average a higher quality durum crop can be grown in the durum area than in other sections of the spring wheat area.

In the earlier years durum had the advantage of being more stem rust resistant than available hard wheat varieties. Even now the two new durum varieties, Stewart and Carleton, are equally as resistant to stem rust as the newer hard wheats. Durums have for a long time been more resistant to leaf rust than hard wheats. Durum is also a good consistent yielder and will yield as well as hard wheat. The new variety Carleton has improved strength of straw which helps to overcome the lodging problem. Durum wheat suffers less from saw fly injury, a pest which now is quite general in the northwestern part of the state, extending east into the western portion of the durum area.

Nearly all of the amber durum acreage in North Dakota is planted to one of the four recommended varieties, namely, Mindum, Kubanka, Stewart and Carleton, which assures the market of a good quality durum as far as variety is concerned. The two new varieties, Stewart and Carleton, are taking over a considerable amount of the average formerly devoted to Mindum or Kubanka. Both of these varieties carry more stem rust resistance than Mindum or Kubanka and are equally as resistant to leaf rust. Carleton also has a stronger straw which is of particular advantage when planting durum on summer fallowed fields.

The future of the durum acreage in North Dakota undoubtedly is dependent on a good many factors, but particularly important are the prices compared to hard wheat prices received by farmers and the varieties available for planting as compared to hard wheat varieties. The objectives of the durum breeding program which are shorter and stronger straw and an earlier maturing variety plus increased yield if possible—is headed in the right direction. Of equal importance, however, is the price received by farmers for their product. Durum is a difficult crop to grow and place on the market a high quality product, particularly as to color. Many times in the past the market has been pretty quick to apply discounts. This is particularly true as to color which is caused by rainfall and wet weather occuring during the harvesting and threshing period. This discount is much more severe in the durum market than in the hard wheat market.

Many farmers in North Dakota do consider it a privilege to be able to grow a specialized crop for a specialized market and will continue to grow durum as long as they are able to obtain a favorable net return from this crop as compared to other crops. The future of durum production will depend to some extent on close cooperation between producers and processors. A tolerant and helpful understanding of each other's problems is necessary. It will have to be a program of give and take because production problems change from time to time the same as demand for the finished product, or processing problems may change. Our soils are not as new as they used to be and methods of handling and cropping the soil and harvesting the crops must change with conditions and the times. It is folly to tell a farmer he should continue to cut his durum with the binder and shock thresh it to protect the color of the grain when help is not available and labor costs are too high compared with combining.

Better Durum Wheat Varieties

By Glenn S. Smith
U. S. Bureau of Plant Industry

Many different factors influence the quality of semolina produced from a given sample of durum wheat. These factors may be either environmental or hereditary. Environmental factors are those such as location, soil, climate or weather. We know that the best quality durum is grown in a certain area with a given soil and climate, and that the quality varies with the season, depending on the rainfall and temperature. Secondary environmental factors are the insects and diseases present, such as black-point, blight, stem rust, etc. All these are external to the wheat plant.

Glenn S. Smith

On the other hand hereditary factors come from within the wheat plant. The most obvious hereditary difference is the difference between durum wheat and bread wheat. Durum wheat inherits from its ancestors a set of characters which make it superior to bread wheats for macaroni, and this difference holds pretty much regardless of environment. Furthermore, there are many different varieties of durum wheat, and some of them always make better macaroni than others. Mindum and Kubanka durum wheats have been experimentally grown for many years in comparison with Pentad red durum and Monad amber durum, and, regardless of the season or location, Mindum and Kubanka have made the best macaroni. Beginning in 1930, macaroni has been made each year by Mr. Fifield of the U.S.D.A. laboratory, by Mr. Hetherington of General Mills, and later by our Experiment Station laboratory at Fargo. Working on the same samples for several different years, these laboratories all agree that the durum variety Mindum has the best heredity for making high quality macaroni products.

For this reason Mindum was used repeatedly as a parent in the durum breeding program to produce newer durums with better field characters. We could not release a new durum to the farmers until we had one equal to Mindum in macaroni quality. Between 1929 and 1943 many hundreds of new durum wheat hybrid progenies were produced and studied. Many of them were superior to Mindum in stem rust resistance and strength of straw, but had to be discarded because they made inferior macaroni. Two rust resistant lines, Carleton and Stewart, were selected as equal to Mindum in macaroni quality, and distributed to growers. Carleton also has strong straw while Stewart resists shattering.

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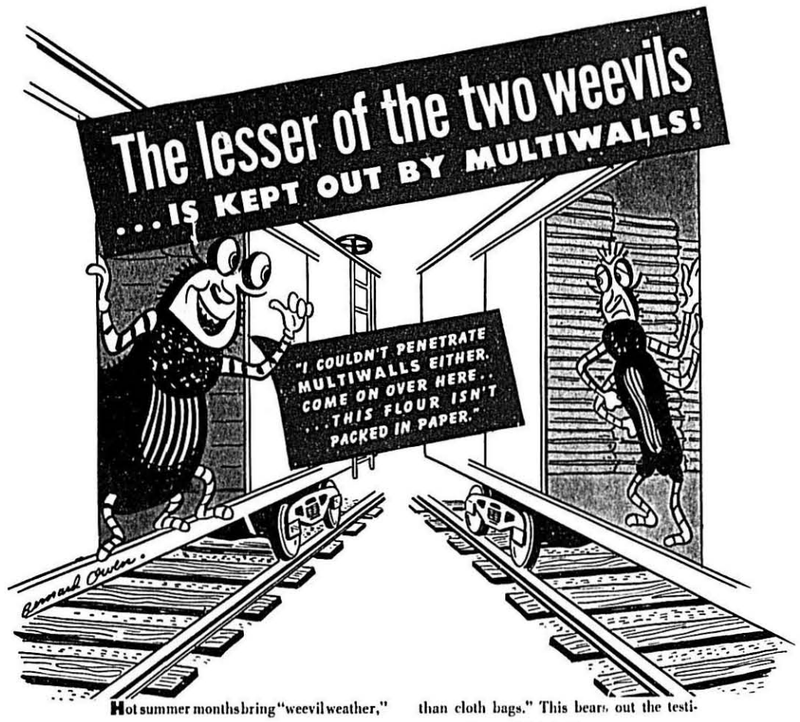

Hot summer months bring "weevil weather," and with it increased danger of infestation of flour. Now as always, Food and Drug inspectors accept no excuses for the slightest trace of infestation of flour in mills, bakeries, box cars, and storerooms. An official of the Food and Drug Administration says "... paper bags are much more sanitary than cloth bags." This bears out the testimony of many Multiwall users.

Weevil infestation is held to a minimum by the multiple plies of tough kraft paper that go into the construction of Multiwalls.

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Better Durum Wheat Varieties

(Continued from Page 32)

They make good macaroni because they are ¾ Mindum in their parentage.

One reason for the relatively low production of durum wheat in recent years is the competition given by newer rust resistant bread wheats. When durums first became important in this country, they could easily compete with the later and rust susceptible Bluestem and fife bread wheats. Gradually plant breeders produced more rust resistant and earlier bread wheats until now the durums are relatively late and rust susceptible. Since the durums are less important commercially, breeding of improved varieties was not begun until later. We hope that the new durums, Carleton and Stewart will prove to be the first steps in improving the competitive position of the durums. We still need newer durums which are earlier in maturity and shorter of straw. This work is under way. If it can be produced, a new high quality durum, stem rust resistant, strong and short in straw, and early in maturity should make the durums more attractive to the grower, and be a permanent source of "more high quality semolina."

These remarks have concerned the viewpoint of the wheat breeder. Breeding a new variety of wheat requires a number of years and the above work is based on the assumption that Mindum is the acme of perfection from the macaroni quality standpoint. But is it possible that Mindum is not the last word in macaroni quality? In our field experiments we cross different types, each differing in earliness, height, color of seed, hairiness, plumpness, strength of straw, etc. These new strains differ also in macaroni quality, in carotinoid pigment, in protein content, and perhaps in vitamin content and other unknown chemical differences. There are numerous foreign durums which have never yet been thoroughly studied, and the possibilities for producing new types by crossing are unlimited.

But we are limited by lack of information on macaroni quality.

1. We don't know why durums make good macaroni, or why Mindum is better than Monad. We can look at the macaroni and choose the one we like best, but we cannot explain it.

2. Perhaps Mindum is higher in carotinoid pigment. However, Golden Ball is just as high as Mindum but it makes poor macaroni.

3. What causes the dull red and gray colors characteristic of certain durum varieties?

4. Certain selections of Kubanka produce better colored semolina than Mindum, but when processed into macaroni, Mindum has the better color.

5. Is there any nutritional basis for the quality requirements of macaroni?

6. Some durum varieties give a more yellow product than Mindum. Would such a variety increase the sales appeal of macaroni products?

All these questions suggest the need for a fundamental approach to the study of semolina and macaroni quality. We need more basic information on what constitutes macaroni quality, expressed in simple terms of known physical and chemical laws. With such information the plant breeder will be in a better position to synthesize new durum wheat varieties, improved in both field and quality characters. This should aid both the production of and demand for "more high quality semolina."

Walter Villaume's Introduction of Governor

I deem it a personal privilege to be selected to present to this great gathering our honored Governor of the Great State of Minnesota.

We are rightfully proud of this Great American, and I feel that he will have an interesting and a helpful message for all of us.

Here is a little background that prepared him for his successful career as the State's Chief Executive.

Edward J. Thye was born on a farm April 26, 1896, the son of hardy Norwegian immigrants who came to America early in life and settled here in the Northwest. One of eleven children, he knew all the hardships encountered by families from the old country in those early days on the prairie, when crops were uncertain.

Growing into manhood as the United States entered World War I, he enlisted as a private in the air corps and became a second lieutenant in France. On his return, he walked the streets like many others looking for work, and eventually got a job as a tractor service man. In a few years, however, he acquired a farm near Northfield and was established in the occupation he has followed to this day.

He served as a member of the town board for ten years. He also served on the school board for many years. He was active in all the organizations seeking to improve conditions for farmers. When Harold Stassen became Governor in 1939, Ed Thye was persuaded to take the position of deputy commissioner of agriculture. His efforts in behalf of farmers while in this position brought increased recognition. He was elected Lieutenant Governor in 1942 and when Stassen resigned on April 27, 1943, became Minnesota's first farmer governor. So well did he serve and so much did the force of his personality endear him to the people that he was elected to a new term in 1944 by the largest vote and the largest majority ever given a candidate for governor in Minnesota.

Thye is married and has one daughter, Jean. He is a member of St. John's Lutheran church in Northfield.

He is but another example of the advantages which this country offers its citizens, whether born here or in any other country.

Friends of the Macaroni-Noodle Industry, here in person to address you is this living example of what is possible in this land of equal opportunity.

He Says His Friend Was Dissatisfied

There's one simple and recurrent situation which throws many a salesman for a loss when it ought not to at all.

It is the situation which arises when the prospect says he likes the goods all right but won't buy because he had a friend who bought some of them and he didn't get any satisfaction.

What to do!

Here are three suggestions:

1. Get to the bottom of the situation. Find out what made the friend dissatisfied. Let the prospect give you a bill of particulars. Insist upon that. Without it you can never win.

2. Cite the hundreds of satisfied customers you have. "It stands to reason, Mr. Prospect," you might say, "that unless we could produce satisfactory goods we couldn't satisfy such large numbers of persons. There must be some special reason why your friend is dissatisfied; it's unusual to find someone who is."

3. Praise the friend, but praise the company, your goods more. Say: "Your friend is undoubtedly an astute, discerning buyer, and we like to have the opinions of such persons, good or bad. But I want you to regard certain things about our company and fine product." Then on with your talk.

Heating *flour* in the oven at about 170 degrees Fahrenheit for half an hour will kill any flour weevils present, no matter what stage of development.

Competition is between those trying to be great—not between those who are.

THE PAIN in packaging to many is its *price*. No question about the necessity and desirability of good looking packages . . . but how to package simply, easily, economically and accurately. That's the question. And Triangle has the answer. But first you must become packaging price conscious. Then, Triangle can show you how to save labor, time, money and your product in sufficient amounts to make even the most stoical sit up and take notice.

It is not uncommon for users to report savings large enough to pay for Triangle equipment within six months.

The reason is simply that the new type Triangle Elec-Tri-Pak Weighers *obsolete* all ordinary weighing and filling equipment! WANT PROOF? Send for new BULLETIN!

● *Above left*—Triangle Model N3CA fully automatic Elec-Tri-Pak Weigher with Triangle Model SA semi-automatic carton sealer at Quality Macaroni Company.

● *In circle*—Triangle Model N2A Elec-Tri-Pak Weigher at Quality Macaroni Company automatically weighs and discharges, thus setting a pace for operator of 25 to 35 packages per minute.

● Other models 15 to 80 packages per minute—on all dry products.

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

Representatives in Principal Cities

Headquarters for Precision Weighing and Filling Machines

Nominating Committee Report

After carefully studying our membership with respect to location of their plants, we respectfully place in nomination the following as Directors for the fiscal year, July 1946 to June 1947, or until their successors are elected and qualify:

Region 1—
Joseph Pellegrino, Prince Macaroni Mfg. Co., Lowell, Mass.
Region 2—
Peter La Rosa, V. La Roso & Sons, Inc., Brooklyn, N. Y.
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.
C. W. Wolfe, Megs Macaroni Co., Horrisburg, Pa.
Region 3—
Horace Gioia, Gioia Macaroni Co., Rochester, N. Y.
Region 4—
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Joseph Matalone, Chicago Macaroni Co., Chicago, Ill.
Region 5—
P. J. Viviano, Del Monico Foods, Inc., Louisville, Ky.
Region 6—
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.
Region 7—
Edward De Rocco, San Diego Macaroni Mfg. Co., San Diego, Calif.
Region 8—
Guido P. Merlino, Mission Macaroni Co., Seattle, Wash.
Region 9—
C. L. Norris, The Creamette Co., Minneapolis, Minn.
At Large—
L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert Ravarino, Ravarino & Freschi, St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.
Frank Traficanti, Traficanti Bros., Chicago, Ill.

Respectfully submitted,

Joseph Giordano, *Chairman*
Henry D. Rossi
Erich Cohn
Carl D'Amico
Frank Traficanti
Walter F. Villaume
Daniel Piscitello

Other nominations were called for and when no others were made it was moved by Thomas Cuneo, seconded by M. Ryan, that nominations be closed. Carried, and the nominees declared elected.

Association Officers—1946-1947

The 1946-1947 Board of Directors, unanimously elected at the morning session of the 1946 Convention in Minneapolis, July 18, met during the noon recess to complete its organization by electing officers and appointing its executives.

Thirteen of the sixteen newly elected or re-elected Directors attended the organization meeting, namely: J. H. Diamond, Peter La Rosa, C. P. Merlino, Henry Mueller, C. L. Norris, Joseph Pellegrino, Albert Ravarino, Frank Traficanti, Louis S. Vagnino, Peter J. Viviano, Albert S. Weiss and C. W. Wolfe.

Past president J. H. Diamond acted as temporary chairman.

On motion by C. L. Norris, seconded by Henry Mueller, C. W. Wolfe was placed in nomination as president of the National Association for the 1946-1947 term, and unanimously elected.

On motion by La Rosa, seconded by Ravarino, A. Irving Grass was nominated as the Association's first vice-president for the 1946-1947 term, and unanimously elected.

On motion by Peter La Rosa and seconded by Joseph Pellergrino, C. L. Norris was nominated as second vice-president for the same term, and also unanimously elected.

Secretary-treasurer, M. J. Donna was re-appointed on motion by J. H. Diamond and seconded by Albert S. Ravarino.

B. R. Jacobs was again named as Washington Representative and Director of Research on motion by Henry Mueller, seconded by Frank Traficanti.

Committees

To function during the convention and as necessary throughout the 1946-1947 convention year, President Wolfe named the following committees:

Convention Committees—1946

Auditing: Albert S. Weiss, *Chairman;* James T. Williams, Jr., Vincent J. Cuneo.

Nominating: Joseph Giordano, *Chairman;* Henry D. Rossi, Eric Cohn, Carl D'Amico, Frank Traficanti, Walter F. Villaume, Daniel Piscitello.

Resolutions: Peter Ross Viviano, *Chairman;* Peter H. Diodene, Joseph Scarpacci.

Standing Committees—1946-1947

Executive: C. W. Wolfe, *Chairman;* A. Irving Grass, Peter J. Viviano, Henry Mueller, J. H. Diamond.

Standards: John P. Zerega, Jr., *Chairman;* H. V. Jeffrey, James T. Williams, Sr., Albert S. Weiss, George B. Johnson.

Finances: Henry Mueller, *Chairman;* Horace Gioia, J. H. Diamond, Peter La Rosa, Peter J. Viviano.

Statistics: Joseph Pellegrino, *Chairman;* Wm. Freschi, Walter F. Villaume.

Labor and Welfare: Guido P. Merlino, *Chairman;* Peter J. Palazzolo, Henry D. Rossi.

Membership: A. Irving Grass, *Chairman;* Thomas H. Cuneo, Samuel T. Viviano, Jr.

Education and Publicity: Albert J. Ravarino, *Chairman;* Anton S. Vagnino, Emanual Ronzoni, Jr.

Trade Practices and Relations: Peter J. Viviano, *Chairman;* Alfonso Gioia, Jerome I. Maier, Frank Traficanti, Maurice Ryan.

Future Activities: C. L. Norris, *General Chairman.* (Other members are the chairmen of the standing committees.) Executive, C. W. Wolfe; Standards, John P. Zerega, Jr.; Finances, Henry Mueller; Statistics, Joseph Pellegrino; Labor and Welfare, Guido P. Merlino; Membership, A. Irving Grass; Education and Publicity, Albert J. Ravarino; Trade Practices and Relations, Peter J. Viviano.

Special Committees—1946-1947

Association Income: Horace Gioia, *Chairman;* Peter La Rosa, Peter J. Viviano.

Descriptive Labeling: Peter La Rosa, *Chairman;* J. H. Diamond, C. L. Norris.

OPA Contact: C. F. Mueller, *Chairman;* Albert Ravarino, Horace Gioia.

Slack-Filled Package: Charles Travis, *Chairman;* Emanuel Ronzoni, Peter J. Viviano, Albert Ravarino, Joseph Giordano, Charles Rossotti, Dr. B. R. Jacobs.

Semolina Committee: Harry Diamond, George B. Johnson, Arthur W. Quiggle.

Liquid, Frozen and Dried Egg Production

June 1946

Liquid egg production during June totaled 99,212,000 pounds, compared with 81,122,000 pounds in June last year, an increase of 22 per cent. Of the total June production, 46,581,000 pounds were frozen, 51,863,000 pounds were dried and 768,000 pounds were used for immediate consumption.

Dried egg production during June totaled 15,761,000 pounds, compared with 9,177,000 pounds in June last year. This June's production consisted of 14,149,000 pounds of whole egg, 295,000 pounds of dried albumen and 1,317,000 pounds of dried yolk. Production of dried egg during the first 6 months of 1946 totaled 80,289,000 pounds, compared with 86,413,000 pounds during the same period last year. Purchases of dried whole egg by the Department of Agriculture this year to July 18 totaled about 71,000,000 pounds.

A total of 46,581,000 pounds of frozen eggs were produced in June, compared with 51,840,000 pounds in June last year. During the first 6 months of this year, 360,336,000 pounds were produced, compared with 341,328,000 pounds in the same period last year. Storage holdings on July 1 were 267,300,000 pounds, compared with 255,936,000 pounds on July 1, 1945, and the 1941-45 average of 278,005,000 pounds.

Business Specialists Available

Due to the skeletonizing of some of the Government Bureaus, including the OPA, many men and women skilled in business operations as specialized in by the Government are or will soon be available to business, as the letter that follows fully explains:

OFFICE OF PRICE ADMINISTRATION
Washington 25, D. C.
July 29, 1946

Mr. C. W. Wolfe, President
National Macaroni Manufacturers Assn.
c/o Megs Macaroni Company
Harrisburg, Pennsylvania
Dear Mr. Wolfe:

Your organization undoubtedly requires the services of highly skilled and competent persons in a number of specialized fields. I know that you are aware of the difficulty of finding such individuals. For that reason, you will be interested in knowing about our Employment Security Program, which is designed to help you consider some excellent prospects for employment within your organization.

The Office of Price Administration has a number of very competent statisticians, accountants, economists, attorneys, and business specialists, many of whom have well-rounded backgrounds of both industry and government experience in specialized commodity fields. They will be ready for other employment as soon as our need for them no longer exists. In addition many of these employes have had valuable experience in fields such as cost and price analysis, industrial organization and structure studies, marketing and distribution problems, and administrative management. We feel that the careful manner in which we have selected and trained our employes has resulted in a staff of uniquely high caliber.

We have had a very real problem in persuading these highly qualified employes to remain with us in preference to accepting other job offers in industry. To overcome this problem, we have established the Employment Security Program for the purpose of retaining these valuable employes for as long as they are needed, by assuring them that we will render positive assistance when it is necessary for them to seek other jobs. In doing this, we are sure that we will be of real help to prospective employers in finding qualified personnel.

If you would like to be informed of further developments in this program, I suggest that you send me the name of your personnel representative. It would be greatly appreciated if you could also send a list of the general types of personnel you employ.

Please accept my sincere thanks for any attention you may give this matter.

Sincerely yours,
MARIO P. CANAIPI
Director
Employment Security Program

New Combination Work Table

Doughboy Industries, Inc., Machines Division, of New Richmond, Wisconsin, had on display at the recent Confectionery Show in Chicago their new combination work table with conveyor belt unit, which operates in conjunction with the Doughboy Rotary Sealer. This new addition to the Doughboy line offers the packager an automatic sealing unit which will seal as many as eighty-five bags per minute. The table is 30 inches high, 6 feet long and 3 feet wide, with a steel frame and plastic top. The conveyor belt is 3 inches wide, adjustable and motivated by a ⅛ horsepower motor, thereby allowing the sealing rolls and belt to travel at the same relative speed. After the bags have been filled they are placed in the conveyor trough where they are carried to the sealing rolls of the Doughboy Rotary, which is mounted on the work table allowing the rolls to extend over the belt.

Doughboy also announced its new heat sealing machine designed for sealing circular deodorant blocks. This latest machine is manually operated and will wrap and seal as many as 75 blocks per minute.

Britain Rations Macaroni

Macaroni and Spaghetti were added to the list of foods that are presently under the rationing program imposed on the people of England by the Food Ministry as per its order of June 20, 1946. "This is necessary," says the ministry, "because of bread and flour rationing that has been in effect for some time."

Thousands of British housewives, noting the last free day for this food, waited in line in stores whose macaroni-spaghetti supplies dwindled rapidly under the buying rush. "Everybody is taking several times as much of this food as usual," was the general report of store managers everywhere.

Reports do not state the quantity of this food that will be available hereafter to each person, but the bread ration varies from five ounces daily, for children under five, to nine ounces for a normal adult and fifteen ounces for a manual worker.

Flavor Excellence and Dressy Appeal to Plain Durum Wheat Foods

The July issue of *Durum Wheat Notes*, published by Durum Wheat Products Division of the Wheat Flour Institute in the interest of the increased consumption of macaroni, spaghetti, and egg noodles, features dishes that taste of summer freshness.

"One need mention only a few of the crisp new treats of the seasonable vegetable kingdom to keep Mrs. Homemaker on her culinary toes throughout these weather-weary days," says Mary Albright Jackson, Editor and Manager.

"On evenings when the mercury refuses to come off its high perch, easy-to-make 'Macaroni Salami Toss-Up Salad' does a tasty job of cooling the family's fevered brow. This flavorful salad calls on spicy salami, piquant sweet pickle, crisp onion, and the mildly mellow vegetable trio—celery, green pepper, and carrots—to give it top honors in lipsmacking goodness. To this savory combination are added tender curls of macaroni, rich with the good proteins of durum wheat.

"Another warm weather food friend is Crisp 'n' Cool Salad. In this salad, elbow macaroni combines with pickled beets, celery, onion, watercress, and hard cooked eggs. 'Crisp 'n' Cool Salad' is especially nice served at porch suppers or lawn picnics when the chilled salad is brought directly from the coolness of the refrigerator to hungry diners.

"'Spaghetti Bunny Lunch' offers an easy solution to that 'something warm food' for summer dinners. This main dish, as picturesque as a gay summer bonnet, has a creamy spaghetti rim filled with cheese-touched string beans. Fresh fruit salad, rolls, and a beverage served with 'Spaghetti Bunny Lunch' make a satisfying warm weather meal."

A. H. Harris Joins Airline Foods Corporation

Will Direct Advertising Sales Promotion and Publicity

Mr. A. H. Harris has been appointed Vice President of Airline Foods Corporation, in charge of advertising and sales promotion activities, it has been announced at the executive offices of the company, 490 Greenwich Street, N. Y. C.

For the past ten years Mr. Harris headed his own advertising agency, specializing in food accounts. As advertising and merchandising counsel, he assisted in the successful launching of many new products in the field.

In his new post, Mr. Harris will be responsible for all advertising, sales promotion, publicity and public relations for Airline Foods Corporation, as well as for its subsidiary companies. These include Max Ams, Inc., manufacturers and packers of "AirlinE" Honey, "AirlinE" Prune Juice, "Blue Pail" Jams, Jellies and other foods; Caruso Foods, Inc., manufacturers of "Caruso" macaroni products; Goodwin Preserving Co., makers of jams, jellies and preserves; Lippincott Fine Foods Inc., packers of olives and capers; Empire Biscuit Co.; and others.

TRADE MARKS GRANTED
"Two Cooks"

The trade mark of Cook's Products Company, Boston, Massachusetts—"Two Cooks"—appeared under the listing of Trade Mark Registrations Not Subject to Opposition. It was registered under No. 422,254 in the July 9, 1946, copy of the *Official Gazette*.

It was filed on January 15, 1944, claiming use since July 1, 1943.

The trade mark consists merely of the name in bold lettering.

Keep OPA Records—Truman

Macaroni-noodle manufacturers should be in no hurry to destroy any records of their business relation with the Office of Price Administration during the past few years irrespective of the ending or renewal of that body's status according to a recent announcement by President Harry Truman. Supplementary Order 167—Preservation of Records—effective as of June 30, 1946 follows.

Manufacturers, wholesalers and retailers, and all other persons required under price control regulations to have kept records must preserve them until July 1, 1947.

The action, Supplementary Order 167, effective as of June 30, 1946, was taken in order to enable OPA to carry on the powers and duties directed to it under the Executive Order 9745 signed by President Truman on June 30, 1946.

The executive order authorized OPA to continue all the functions, powers and duties vested in it by the Emergency Price Control Act of 1942, as amended, and the Stabilization Act of 1942, as amended, which did not terminate by expiration of those acts on June 30, 1946.

Section 1 (b) of the Emergency Price Control Act of 1942, as amended, provided that all regulations, orders, price schedules and requirements shall be treated as remaining in force for the purpose of sustaining any proper suit, action or prosecution with respect to offenses committed or rights or liabilities incurred on or before June 30, 1946. Today's action assures OPA that all records, books, accounts, invoices, sales lists, sales slips, orders, vouchers, contracts, receipts, bills of lading, correspondence, memoranda or other papers required to be kept under price control will be preserved in keeping with the continuation of its enforcement duties for violations committed before June 30, 1946.

Salvino M. Orso

Salvino M. Orso, founder of the Oregon Macaroni Manufacturing Company, Portland, Oregon, died July 17, 1946, at Veteran's Hospital following a brief illness. His funeral was held Saturday, July 20, from his late home at 4327 S.E. Pine Street to St. Stephens Catholic Church where a Requiem Mass was celebrated. Burial was in the veterans' plot of Lincoln Memorial Park under the auspices of the American Legion.

Born in Turino, Italy, May 16, 1887, Mr. Orso came to the United States and to Portland in 1905. With a brother-in-law he founded the macaroni company thirty-five years ago of which he was general manager and treasurer ever since. For many years he represented his firm as a member of the National Macaroni Manufacturers Association.

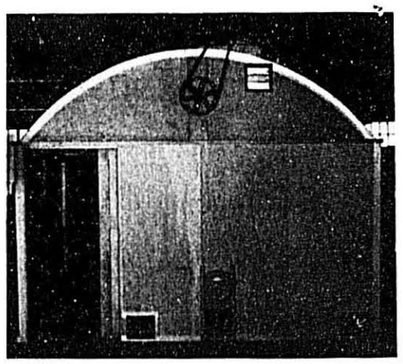
In 1925 he married Gina Callagari, who survives. He served eight months at Fort Lewis in World War I and was prominently associated with the progressive businessmen of Portland. A sister and a brother in Turino also survive.

New St. Regis Branch Office

St. Regis Sales Corporation, sales subsidiary of the St. Regis Paper Company, New York, has opened a branch office at 202 Farr Building, Allentown, Pa.

The company said the Allentown office, its twenty-first sales office in the United States, was opened to handle an increased volume of business in its multiwall paper bag division.

The new office, under the supervision of J. Lea Fearing, Jr., is strategically located in the heart of the great Lehigh Valley cement industry. All the major cement plants of the Valley are located within 30 miles of the Allentown-Easton district.



Exterior View—Lazzaro Drying Room

Less Talk!

SPEED DRYING

with

Lazzaro Drying Rooms

FRANK LAZZARO

Executive Offices
55-57 Grand St.
New York 13, N. Y.

Plant and Service
9101-09 Third Ave.
Bergen, N. J.

New York: Walker 5-0096—Phones—New Jersey: Union 7-0597

500 New Peacetime Products

To keep the American businessman posted on all innovations now being marketed by industry, a new 32-page tabloid entitled "New Products and Services" has just been published by the *N. Y. Journal of Commerce*, 63 Park Row, New York 15, N. Y. More than 500 new products—from warborn synthetic raw materials to the latest household gadget—are described in this study.

Many of the products that have come to market in recent weeks seemed fantastic to even the postwar planners a few short years ago. Plastics head the list. They have come out of the gadget stage to replace metals in machine parts, adhesives in sporting equipment, to gain a place in textiles and household decorations, and to seek a large share of the hundred million dollar toy market.

Some of the innovations, like the new synthetic rubber made from corn sugar and other farm products, are only now being unveiled after a long period of wartime censorship. Cotton, wool and rayon are sprouting out in a variety of ways but are about to get added competition from twelve new synthetic yarns, made of everything from seaweed to soybeans and aluminum, *The Journal of Commerce* reports.

Magnesium alloys are reducing the weight of new electrical appliances, lawn furniture and garden tools. Aluminum and magnesium canoes light enough for a child to carry are ready for this summer. Thin aluminum sheets bonded to wood are opening new horizons in building construction. Recent housing plans contain a ground level furnace room with outside removal of ashes, and some of the newer coal furnace stokers require but one manual firing each year.

New office desks, especially designed with colored tops to relieve eyestrain, are being made completely wired for office machines and lamps in order that all floor wires can be eliminated. The rubber industry is offering rubber boots for cows and electric heating pads to warm baby chicks. Plastic coatings, now offered for immediate delivery, are opening entirely new techniques in industrial packaging while the newer consumer goods packaging stresses "sales appeal" and is made of pliable film materials which guard against damage and spoilage, yet are completely transparent.

Canned meats have graduated from the common hash of five years ago to such items as roast beef or meatballs-and-spaghetti. Railroads, ship and air lines are already effecting better cargo handling and greater speeds plus new travel comforts for the passengers. The new era in lighting is being ushered in by new industrial and home fluorescents and the warborn "black-light lamps" for more effective store displays, according to the business publication.

New uses of electronic equipment in industry, new hard-surface wall coverings, more single-storied factory plants with lighter steel and more floor space, far-reaching expansion in frozen foods, and rust preventing cutting lubricants are among the many developments discussed in this "New Products" study. Other innovations described by *The Journal of Commerce* include golf balls made of molded nylon . . . draperies whose glow lights a room . . . dishes which may be hurled without breaking . . . evening gowns that can be wiped clean of stains with a moist cloth . . . and Christmas tree ornaments that glow brightly but require no wiring.

La Rosa to Enlarge Danielson Plant

The June 13, 1946 issue of the *Transcript*, Danielson, Connecticut, reports that plans are under way to erect an addition to the V. La Rosa & Sons, Inc. plant there at a cost of approximately $200,000. It is to be ready late this year.

The Danielson plant of the V. La Rosa & Sons, Inc., macaroni manufacturers, recognized as the most highly developed and outstanding plants of this type in the world, has been granted a priority for the construction of a $220,000 addition.

It has been disclosed by company officials that construction will begin shortly and should be completed by the end of 1946.

The addition will be on the north end of the present plant which was built six years ago, and it will be two and one-half stories high, brick and steel, with air conditioning facilities and on the whole much the same type as the main plant.

This is one of the first expansion movements of the company, which has six other plants since the end of the war, and this addition of 13,500 square feet of floor space will represent about 20% increase in personnel.

Hocus Pocus Versus Goods

We were intrigued by an advertisement depicting a new last-word kitchen, with gadgets more beautiful and capable and with lines more alluring than cook herself used to have. With a view to investing, we went down to the store where kitchen equipment is sold. It turned out, however, that one cannot really buy these things. Observes the editor of the bulletin of *The American Appraisal Company*. The purpose of the advertisement, it seems, was only to make us *want* them. It seems that producing them is in the hands of another department. It's no fault of the advertising department, of course, that "the factory is unable to keep pace with our artwork, literary ability and imagination."

But having great need for a new kitchen, we advise the dealer that we guess we won't wait for the new radar-controlled equipment with the automatic vitamin-injecting and Martini-mixing attachments. We'll just content ourselves with a stove, a refrigerator, and dishwasher of some older model. We're really not fussy, are past middle age and are more interested in immediate delivery—more concerned about "when" than "what." But again, we get a discouraging reply—"Brother, we ain't got none of them things neither."

We are told of the car that's "in our future," of the tires, the shirts, the nylons, the butter, the sugar, the houses, the planes, and hotel rooms—we are told of them, but the only thing *definite* about them is in our memories—memories growing dimmer day by day. Advertisers should know that the citizenry are practically "full up" on things for our "future."

We are impressed with the reported reply of the G.I. in Australia to his girl in the States. She had heard of his interest in another maiden down there. "What has she got that I haven't?" she wrote. "Not a thing," was the reply, "not a thing, Dearie, but she's *here*."

This should be a period of record-breaking *production*, and it *is*. But it is too largely a production of only promises, parades, pickets, publicity, speeches on economics, dreams, nightmares, and advertising. We are producing everything but *goods*. Imaginations seem to have been substituted for factories as our principal source of supply. The work bench has been replaced by sidewalk and soap box, the machine tool by the crystal ball.

Report of Washington Representative

(Continued from Page 12)

vide up to 13 per cent of gluten by weight of the finished product when this gluten is derived from semolina, durum flour, farina, flour, or any combination of these with added gluten.

The added gluten may *not* be declared on the label.

The Food and Drugs Adiministration will *not* permit the use of gluten in our products when the percentage is increased to 18 per cent or 20 per cent or to any other percentage above 13 per cent. Neither will it permit the designation of macaroni products as "Gluten Macaroni Products" with or without the percentage of gluten content declared on the label.

Interest High at Eastern Meeting

Frequently the macaroni and noodle manufacturers of Regions I and II hold joint sessions in New York City. Such a meeting was held at Hotel Pennsylvania on August 6, the purpose being to discuss the new pricing regulations made by the Office of Price Administration and methods of putting them into effect beginning August 2, 1946. President Wolfe and B. R. Jacobs, Director of Research, aided in explaining the provisions of the new regulations. Among those in attendance were the following:

L. Abbenante—Colonial Fusilli Mfg. Co.
Paul Ambrette—De Martini Macaroni Co.
S Arena—V. Arena & Sons, Inc.
B. W. Boehm—W. Boehm Company
Andrew Cardinale—Cardinale Macaroni Company
Eric Cohn—A. Goodman & Sons, Inc.
C. R. Coniglio—Paramount Macaroni Company
G. D. DelRossi—G. D. DelRossi & Sons
F. W. Eakin—The Pfaffman Company
B. Filippone—National Macaroni Mfg. Company
J. Filippone—National Macaroni Mfg. Company
Jos. Genoyse—Cardinale Macaroni Mfg. Company
Alfonso Gioia—Alfonso Gioia & Sons
Horace Gioia—Gioia Macaroni Company, Inc.
Jos. Giordano—V. LaRosa & Sons, Inc.
A. W. Greenwood—Grocery Store Products
J. Horowitz—Horowitz Bros. & Margareten
F. L. Lamarche—Grocery Store Products
Peter LaRosa—V. LaRosa & Sons, Inc.
L. H. Leone—Dante Food Products Company
J. V. Ljacono—Liberty Macaroni Mfg. Company
Luke Marano—Philadelphia Macaroni Company
Jos. Masury—Hygrade Food Products
C. Fred Mueller—C. F. Mueller Company
Ralph Nevy—Cumberland Macaroni Mfg. Company
Jos. Pellegrino—Prince Macaroni Mfg. Company
Frank Pepe, Jr.—Frank Pepe Macaroni Company
D. Piscatelli—Quality Macaroni Company
Peter L. Rack—Kurtz Brothers
Richard Reggalla—Indiana Macaroni Company
L. Roncace—Philadelphia Macaroni Company
E. Ronzoni, Jr.—Ronzoni Macaroni Mfg. Company
A. Rossi—Procino-Rossi Corporation
A. Sanacori—Sanacori & Company
Jos. Scarpaci—Bay State Macaroni Company
C. J. Travis—Keystone Macaroni Company
Ed. Vermylen—A. Zerega's Sons, Inc.
C. W. Wolfe—Megs Macaroni Company
Gerard Zeller—David Kerr, Inc.
J. P. Zerega, Jr.—A. Zerega's Sons, Inc.

Absorbing Subsidy Loss

A committee of leading macaroni-noodle manufacturers attempting to speak for the industry, announced early in July that pending the outcome of the OPA which was in suspense for nearly four weeks in July, the manufacturers had attempted to keep prices as low as possible on all macaroni, spaghetti and egg noodles. Just prior to the temporary suspension of OPA the Government body was in the process of granting, officially, an increase in price ceilings, commensurate with increased costs due to higher price semolina, slow-down in production and other factors.

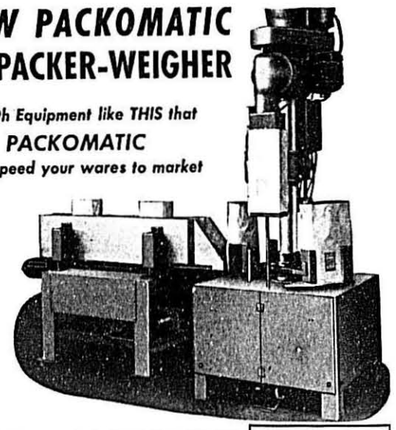
In anticipation of the promised increase to be permitted by OPA, many manufacturers increased their prices from 1½ to 2 cents, but chose to absorb the loss due to the stoppage of subsidy payments. Demand continues high, but production is greatly decreased due to the inability to obtain semolina and durum flour. The durum wheat crop prospects are none too encouraging, despite the estimated 25,000,000 bushels in the offing.

Don't be a poor fish and drift with the tide; put up a whale of a fight.

The NEW PACKOMATIC AUGER PACKER-WEIGHER

It's with Equipment like THIS that
PACKOMATIC
helps speed your wares to market

- ECONOMICAL
- CONVERTIBLE
- SIMPLE
- AUTOMATIC



Pictured above is the new, sturdy Turret Type PACKER-WEIGHER that is ideal for packaging flour and other soft powdered products into bags, cans, or cartons.

This fully automatic packer fills approximately 90% of the total net weight into the container at the first station. The partially filled container then is automatically lowered and transferred onto the platform of the gross weigher where the filling operation is completed. The filled container is then delivered to the discharge turret plate. Only one operator is required, to register the container on the packing station tube.

This adjustable PACKER-WEIGHER handles containers from 6" to 22" high, and weights from one lb. to 25 lbs. depending upon the product and container size . . . Interchangeable augers and tubes make possible the simple switch from one container to another.

OTHER DESIRABLE FEATURES INCLUDE: Adjustable drive for lowering of packing platform to provide for density of pack required . . . Provision for additional stations for plunging or settling . . . Non-choke horizontal spiral feed of product to both bulk and dribble augers . . . Individual motor drives with reverse switches for instant cut-off.

TYPICAL PACKOMATIC EQUIPMENT
Case Sealers
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Food Industry of Germany

George T. Carlin of the Research Laboratories of Swift & Company, Chicago, was one of a group of American scientists who went to Germany at the request of the Army to investigate the food industries of Germany. He traveled 16,000 miles over Germany in three and one half months, by means of a jeep. Mr. Carlin saw first-hand, many interesting things which he reported to the Midwest Section of the American Association of Cereal Chemists at their December 3 meeting. He investigated, among other industries, the meat packing industry, the baking industry, oil and fat industry, dairy industry, milling industry, and some of the ersatz food industries.

Due to the tremendous losses of buildings, life, and practically all of their personal possessions, the people of Germany are apathetic and waiting for someone to tell them what to do. The scientific men of Germany are cordial and helpful and anxious to cooperate. There is no trouble with Germans of scientific background. They are anxious to give what is wanted, or to procure what the American scientists need and is not immediately available. He described climatic chambers which the Germans had built for testing foods. These chambers were made in such a manner that any type of climatic condition could be reproduced within them.

The flour mills were the most magnificent he had ever seen. They are absolutely spotlessly clean, with polished floors, and not a particle of flour dust to be seen anywhere. This was true of practically all of the food industries. Packing plants were tile walled, with stainless steel equipment and chrome plated fittings. When inquiry was made as to how these food plants were kept in such an excellent condition it was stated that all of the employes were craftsmen and were responsible for the cleanliness of the particular area in which they worked.

The bakeries were not as well kept as were the other food plants. They made mostly rye bread, with very little in the way of ingredients besides yeast. On some occasions it was impossible to obtain yeast because the yeast manufacturing plants were in another zone of occupation. Only one type of flour was used and this was practically the entire grain, hence, the fine milling equipment was almost useless since there was practically no separation or bolting of any kind. The wheat flour contained 1.95 per cent ash. Very little pan bread was made, and only one slicing machine and that was found in a large Hamburg bakery. Bakers do not ship out of the local area, and the baking industry there is almost noncompetitive.

Ersatz sausage was made from mold, grown on treated wood waste, packed into casings and smoked. A special bread of long keeping quality was made for the Army, but it was difficult to protect such bread against mold because of the lack of proper protective packaging material. The S. S. troops had their own "dauerbrot" baked in cartons and sealed in the original container with self-sealing material. It was learned that millions of these cartons were lost due to rope infection which had not been properly guarded against in the making. Most delicious fruit juice was found, in which the concentration of 2½ to 1 was brought about through fractional freezing. This was used as the chief source of vitamin C. Electronic sterilization of milk was also found but it was not practical due to the excessive power input required. The Germans did not want to talk about vitamins. The starving people of Germany want calories. They normally have a high fat intake—50 percent of the fat consumption in Germany is butter. Two machines were found which used fresh sweet milk as the original source and delivered from the other end of the machine, fluid separated milk and butter. The butter was poured directly into containers such as lard is handled in this country. One of these machines produced butter containing no air, and hence, had longer keeping qualities.

The German sausage contains considerably more fat than the American type, and this was found to be a good way to increase the needed fat consumption for troops in a palatable form. Germany was required to import all of its oils and like Americans do not like soya oil. When their supplies of imported oils were cut off they started growing rape seed for its oil content. With the loss of the Ukraine they had to plant wheat and rye and were forced to take out the rape seed which left them with no fat. Synthetic fat from coal was fairly successful, but commercial production was too small to be a factor.

Thanks From France

The sales manager of the Establishments Bozon-Verduraz of Maison-Alport, Seine, France, in a letter to the managing director of the National Macaroni Institute, dated "V-E Day," May 8, 1946, writes:

"We thank you heartily for the splendid 'Macaroni Magic' booklets and the most interesting 'Americanized Macaroni Products' booklets; also the 'Macaroni Facts' pamphlets which we are studying with more than ordinary interest. These are a first-class achievement which must have been warmly welcomed in your great country.

"In answer to your inquiry as regards the macaroni business in France, we are still, unfortunately, obliged to manufacture macaroni with soft wheat flour, instead of durum wheat semolina that was generally used before the war. As you probably know, macaroni products are still rationed here and the whole output is reserved for national use.

"We are at your entire disposal to send you whatever publication issued in France that you may like to get."

New Bag Dumper

The Ritchie Bag Dumper for lifting and emptying heavy bags has been announced by ASCO Manufacturing Company. Operating on a ¼ horsepower electric motor the machine will quickly lift and empty bags of grain, nuts, sugar, beans, cement, ore, powdered glue, dry chemicals, or anything that comes in bags . . . up to 350 pounds.

The Dumper eliminates back-breaking lifts and fatigue; prevents rupture accidents; stops wastage from spilling; keeps the floor clean; reduces dust; can be wheeled about as needed, and may be operated by a boy. An automatic shut-off switch stops the motor at top and bottom positions of the lift. As an added safety feature, a special clutch arrangement disengages the motor if downward return of chute is obstructed. The upward lift takes ten seconds, with eight seconds to lower.

An adjustable height chute at the front fits narrow openings and funnels the bags' contents into a vat or machine without spilling. Two spikes catch and hold the bag while dumping. The chute will handle a bag 24 inches wide.

The Ritchie Bag Dumper is manufactured and sold by ASCO Manufacturing Company, 601 South Anderson Street, Los Angeles 23, California.

Durum News!

The Amber Milling Division, Farmers Union Grain Terminal Association, gave out the following information on the 1946 durum crop as of July 31:

Moisture—Most of the Durum territory is getting dry. A good rain would be welcomed.

Progress—Some early durum will be ready to cut this week. The harvest should be in full swing about August 15.

Yield—Estimates from the larger durum stations range from 6 to 15 bushels per acre, averaging around 12 bushels per acre. The total crop will likely be 29 million to 30 million bushels.

Supply—Many factors indicate a slow movement to market. A box-car shortage is likely. The carry-over is the smallest in many years. There is in prospect only an average yield. Farmers have bin room and are likely to hold for higher prices, whether or not ceilings are imposed. Some durum will move, but we doubt that it will be possible to build up any sizable stocks.

Reaching your goal
Is simple after all,
Just get up once
More than you fall.

New Sales Manager for Shellmar Products Corporation

Shellmar Products Corporation announces the appointment of Robert L. Lee to the post of General Sales Manager, with headquarters at the principal plant in Mount Vernon, Ohio.

This promotion comes to Lee after eight years with Shellmar as territorial representative in the New York area and more recently as Sales Manager of the Eastern Division. Prior to his connection with Shellmar, Lee had been active in advertising and retail merchandising.

During the war, at the request of the U. S. Transportation Corps, Mr. Lee was appointed as Technologist to assist in setting up a program of packing and processing military equipment in the ETO.

Lee has been succeeded as Eastern Division Sales Manager by H. I. Phillips, formerly his assistant.

A Continuing Table of Semolina Milling Facts

Quantity of Semolina milled, based on reports to *Northwestern Miller* by nine Minneapolis and Interior Mills.

Production in 100-pound Sacks

Month	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	885,655
March	741,624	795,998	692,246	963,387
April	672,899	823,981	608,947	793,866
May	379,861	992,675	704,071	750,963
June	628,518	859,867	656,214	723,733
July	638,758	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, 1946—July 27, 1946 638,758
July 1, 1945—June 30, 1946 668,384

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

Indicated Production of Corn and Wheat as of July 15, 1946

For Important States and the United States

Record-breaking crops of both corn and wheat are indicated for 1946, according to a special mid-month report of the Crop Reporting Board of the Bureau of Agricultural Economics. Production of 3,487,976,000 bushels of corn and 1,132,075,000 bushels of wheat is estimated as of July 15. This is an improvement of about 146 million bushels in prospective production of corn and about 42 million bushels for all wheat since July 1. Conditions have ranged from favorable to ideal, both for filling of winter wheat as harvest moved northward, and for development of spring wheat. Heavy test weights of wheat are the general rule. At the same time, conditions were also near the optimum for development of corn, particularly in the Corn Belt States.

Probable production of corn and wheat as of July 15 has been estimated by the Crop Reporting Board for a group of important producing States. This group includes 12 States in which, on the average, about 75 per cent of all corn is produced, and 18 States in which, on the average, about 86 per cent of the winter wheat and 96 per cent of all spring wheat is produced.

WHEAT: As winter wheat harvesting pushes northward the largest winter wheat crop on record seems assured. Rains the first half of July brought much needed moisture to most of the spring wheat producing areas. Indicated total wheat production as of July 15 of 1,132,075,000 bushels sets an all-time record—about 9 million bushels above the previous record crop of 1945. Winter wheat yields continued to exceed earlier expectations as harvesting extended northward. Cool weather and improved moisture conditions the last month of winter wheat growth in the northern areas resulted in well filled heads, good quality and high test weight, as similar conditions did earlier in the Southern Plains. Good rains and cool weather were general throughout the spring wheat belt during the first half of July. Although the effects of the spring freeze and early drought which thinned stands and caused short growth of straw were not overcome, heads are filling well and quality of grain is good to excellent even on fields with short straw. Barring other deterrents the moisture situation now is satisfactory for making the crop.

Raymond Ronzoni

Raymond Peter Ronzoni, aged 40, secretary-treasurer and general sales manager of the Ronzoni Macaroni Company, Inc. 35-02 Northern Blvd. Long Island City, N. Y., died Monday July 15 at his home, 56 Rugby Road, Manhassett, Long Island.

Mr. Ronzoni was born in Long Island City and started his life's work as a salesman for the company which was founded in 1918 by his father, Emanual Ronzoni, now retired.

Surviving, besides his father and mother, are his wife, Mrs. Olga Schiavina Ronzoni; three children, Donald, Ramona and Ralph; two brothers, Emanual Ronzoni, Jr., and Angelo Ronzoni, president and vice president respectively of the macaroni firm; also two sisters, Mrs. Catherine Biggio and Mrs. Mario Casserto.

The funeral was held July 19 from the Gallagher Funeral Home in Manhassett with requiem mass at St. Mary's Roman Catholic Church. Burial was in Holy Road Cemetery, Westbury.

People who LIVE to GET usually GET little for which to LIVE.—*Suzanne Keener.*

ALWAYS FIRST with the **LATEST**

in the design and manufacture of automatic, cost-reducing machinery for the macaroni and noodle industry

FLOUR HANDLING EQUIPMENT, WATER METERS, WEIGHING HOPPERS and DOUGH MIXERS

Let Our Engineers aid You, as they have so many other progressive manufacturers, with the planning of your modernization program.

CHAMPION MACHINERY CO.

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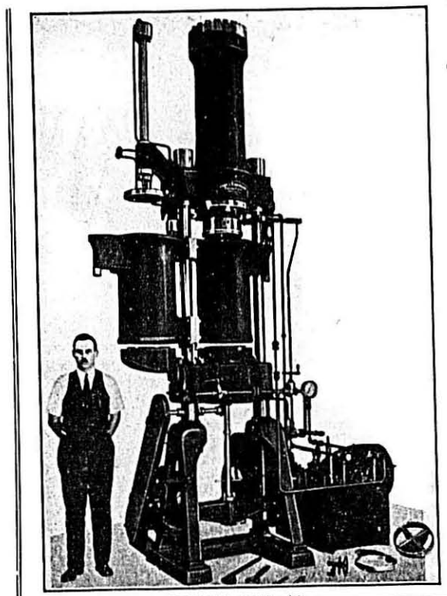

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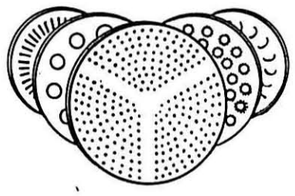
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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57 Grand Street New York, N. Y.

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

MILL AT BALDWINSVILLE, N. Y.

ASSURES SPEEDY SERVICE-

on uniform, high quality Durum Products

Eastern Semolina Mills

DIVISION OF

INTERNATIONAL MILLING COMPANY, Baldwinsville, N. Y.

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

GENERAL OFFICES: MINNEAPOLIS, MINNESOTA

Predict Small Durum Crop

July 1 Carry-over Smallest Since 1937 and Prospective

1946 Crop Smaller Than Average

Supplies of durum wheat in the United States for use during the 1946-47 season will be the smallest since 1935, states the Production and Marketing Administration in the Semi-Annual Durum Report. The carry-over on July 1, 1946, amounted to but 5,083,000 bushels which, together with a prospective 1946 crop of 26,493,000 bushels will provide a total supply for the 1946-47 season of 31,576,000 bushels. This will fall short of meeting requirements should the demand for durum products hold at the level of recent years.

Some betterment in crop prospects has taken place since the last official forecast was released and if trade estimates of the improvement are realized, some 3 to 4 million bushels will be added to the supply. The July 1 carry-over was held in the following positions: 2,302,000 bushels on farms; 342,000 bushels in country elevators; 1,598,000 bushels in commercial storage and 841,000 bushels on hand at merchant mills. Farm stocks declined to an unusually low level since the 30 cent per bushel bonus offered last spring brought most of the remaining supplies to market.

Mill grinding of durum wheat during the 1945-46 season (July through June) amounted to 22,242,000 bushels. This fell short of the previous year's grind by about 4 million bushels, but only because insufficient grain was available since the demand for durum products was active and much of it went unsatisfied. Durum used for feed, cereal manufacture and other uses accounted for 14,849,000 bushels, while seed requirements took 3,714,000 bushels. This made for a total disappearance during the 1945-46 season of 40,805,000 bushels, which is considerably greater than the supply in prospect for the 1946-47 season.

The quality of the 1945 durum crop was generally satisfactory from a milling standpoint and showed marked improvement over that of the year before. Although, as in 1944, a wet harvest was encountered, the season was late and sprout damage was surprisingly light because of the cool fall weather which followed. The following tabulation presents car lot inspections of durum wheat at Minneapolis for the period September, 1945, through June, 1946. About 60 per cent of the receipts fell into the Hard Amber or Amber classifications compared with 40 per cent the year before. Seventy-five per cent of the inspected receipts graded No. 2 or better. Only about 3 per cent graded Sample Grade compared with 20 per cent the year before.

Durum Wheat Products: U. S. Production and Distribution

Average, 1935-36 / 1944-45	Durum Wheat Ground	Production Semolina	Production Flour	Exports Macaroni, etc.
	BUSHELS	POUNDS	POUNDS	POUNDS
July-December	9,056,793	278,114,670	99,719,550	2,291,791
January-June	8,686,018	280,016,584	85,774,186	1,971,075
Total	17,742,811	558,131,254	185,493,736	4,262,866
1937-38				
July-December	6,747,909	209,747,636	69,444,564	1,532,537
January-June	6,881,882	223,646,780	58,168,292	1,345,699
Total	13,629,791	433,394,416	127,612,856	2,878,236
1938-39				
July-December	7,590,460	244,093,892	81,245,920	1,783,847
January-June	7,231,375	246,364,944	66,016,328	1,494,226
Total	14,821,835	490,458,836	147,262,248	3,278,073
1939-40				
July-December	8,213,310	272,970,572	79,602,264	2,029,050
January-June	7,210,373	230,160,524	77,225,764	1,882,683
Total	15,423,683	503,131,096	156,828,028	4,811,733
1940-41				
July-December	8,294,842	231,863,884	91,130,788	1,707,295
January-June	8,204,118	269,627,204	78,675,184	1,475,196
Total	16,498,960	501,491,088	169,805,972	3,182,491
1941-42				
July-December	9,319,560	290,510,220	103,518,380	2,235,811
January-June	9,641,236	293,775,384	108,615,360	1,425,903
Total	18,960,796	584,285,604	212,133,740	3,661,714
1942-43				
July-December	11,137,704	338,373,616	134,651,216	1,199,828
January-June	12,742,102	398,104,420	146,656,216	1,351,985
Total	23,879,806	736,478,036	281,307,432	2,551,813
1943-44				
July-December	11,235,744*	361,364,377	119,971,716	1,944,340
January-June	9,172,805	314,664,400	78,474,391	3,381,071
Total	20,408,549	676,028,777	198,446,107	5,325,411
1944-45				
July-December	12,769,977	360,975,200	178,688,800	7,738,271
January-June	13,260,803	426,621,200	140,080,300	4,795,898
Total	26,030,780	787,596,400	318,769,100	12,534,169
1945-46				
July-December	12,663,562	417,108,400	131,557,600	7,760,088
January-June	9,578,574	364,231,600	72,356,200	20,845,067
Total	22,242,136	781,340,000	203,913,800	

Du Pont Stockholders

E. I. du Pont de Nemours & Company was owned by 87,732 holders of common and preferred stock as of June 30, 1946, the company reports.

Including 73,478 holders of common stock and 18,413 holders of preferred, the total eliminates duplications of stockholders holding both classes of security. The second quarter figures compare with 87,782 for the first quarter of 1946, and 87,711 for the second quarter of last year.

Every state in the union is represented among Du Pont shareholders, the company said. Approximately 37,000 are women.

Some people make things hard because they are so easy on themselves.

• • •

Democracy would not need so many to defend it if it had more on whom it could depend.

DONATO MALDARI

SUCCESSOR TO

F. MALDARI & BROS., Inc.

178-180 Grand Street — New York 13, N. Y.

TRADE MARK

"Makers of Macaroni Dies Since 1903—With Management Continuously Retained in Same Family"

Violations

Only two violations of the Federal Food Act were reported in the notices of judgment issued by the Federal Security Agency in June, 1946. They concern cases based on seizure made in November, 1944, and January, 1945.

In one case, it was charged that the products seized were "unfit for human consumption" and "prepared under unsanitary conditions." This involved an Eastern firm.

In the second case involving a Western firm, the charges were identical.

In one case, the guilty firm was fined $600 and the individual defendant was sentenced to serve a jail term of 30 days, later reduced to 7 days.

In the second case, the seized goods were ordered destroyed.

July Report

Six cases of violations of the Food Act were reported in the July issue of the *Official Publication* involving products seized in 1945. In the six cases the Government charged that the products were adulterated in that they were found weevily, and in addition, one was charged with misbranding, in saying that the products were "Guaranteed to comply with State and Federal Pure Food Laws," which was false and misleading.

The firms involved ranged from the Atlantic to the Pacific. In five of the cases no claimant appeared and the products were ordered destroyed. In the sixth case, wherein the violator pleaded guilty, a fine of $500 was assessed, and the individual defendant was sentenced to serve three months in jail. The jail sentence was suspended, but the violator was placed on probation for three years with the provision that "He clean up and maintain his manufacturing premises to the satisfaction of the Food and Drug Administration."

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

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

120 Lbs. Net
ABO
Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
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Amber Milling Division of
FARMERS UNION GRAIN TERMINAL ASSOCIATION
Offices: 1923 University Ave., St. Paul, Minn.
Mills: Rush City, Minn.

PEAK PRODUCTION AT A PROFIT

Day after day many Macaroni manufacturers are showing savings in hand labor, added production and increased profit with PETERS economical packaging machines.

If you are trying to find new methods of increasing output and reducing your labor costs, why not look into the advantages offered by these PETERS automatic and semi-automatic carton set-up and closing units?

Send us samples of the various cartons you are now using. We will gladly make recommendations for your consideration.

PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per min., one operator. Can be made adjustable to handle several carton sizes.

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

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

Be Wise!

BUY DIES THAT LAST

LOMBARDI DIES

Stainless Steel Dies
Without Bronze Plugs

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Guaranteed Smoothness
No More Repairing

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

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

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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.....50 Cents Per Line

Vol. XXVIII August, 1946 No. 4

"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."

New Members—Welcome!

Three applications for memberships in the National Macaroni Manufacturers Association were obtained by the Membership Committee during the July, 1946 convention in Minneapolis, and favorably voted upon by the assembly. They are:

Cardinale Macaroni Co., 46-55 Metropolitan Ave., Brooklyn, N. Y. Represented by Andrew Cardinale.

Dante Food Products Co., 1700 Elmwood Ave., Buffalo, N. Y. Represented by Leonard H. Leone.

Liberty Macaroni Mfg Co. 119 Wilkinson St., Buffalo, N. Y. Represented by Jerome V. Lojacono.

Two other firms submitted applications since the convention on invitation of Secretary Donna, and these also have been accepted. They are:

Cassarino & Carpentieri, New Britain, Conn. Represented by V. Carpentiere.

Colonial Fusilli Mfg. Co. 6310 New Utrecht Ave., Brooklyn, N. Y. Represented by Luigi Abbenante.

Florida Macaroni Co., Cherry and N. Albany Sts., Tampa, Fla. Represented by L. A. Cagnina.

Nicollet Is Thankful

The management of Hotel Nicollet, headquarters of the 1946 conference of the Macaroni Industry is most appreciative of the opportunity given them to entertain the macaroni-noodle manufacturers and their friends for the second time in 19 years, as the letter reproduced below indicates.

HOTEL NICOLLET
Minneapolis, Minnesota
July 18, 1946

Dear Mr. Wolfe:

I fully realize how limited your time must be during the closing minutes of your final session, and I trust you will not be annoyed at receiving this brief note.

However, I could not allow you and your associates to leave the Hotel Nicollet without attempting to express our appreciation of the fine business you have brought to the hotel and to tell you what a pleasure and privilege it has been to serve you. We sincerely hope to have many future opportunities to renew and augment this friendly relationship.

With deep appreciation and kindest regards I am,

Cordially yours,
NEIL R. MESSICK,
General Manager

Tanzi Company Reorganized

Mario Tanzi, president of The Mario Tanzi Company, 910 W. Jackson Blvd., Chicago, Illinois, has announced to the trade that the firm has been reorganized and is now in a better position than ever before to take care of the needs of the macaroni industry, with respect to modern dies.

The macaroni die-making department is now headed by Mr. Guido Tanzi, an artist in die-making. The firm also retains its staff of experts who are able to supply dies for all kinds of presses for macaroni products.

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
MACHINERY AND EQUIPMENT OF A
MACARONI PLANT
Slightly used, in perfect working condition. Write for full information.
Box No. 38
Macaroni Journal, Braidwood, Ill.

FOR SALE: 4 Doig Nailing Machines—2 belt-driven and 2 gear-driven. One (1) 7-track capacity and three (3) 5-track capacity. Address Box 39, c/o Macaroni Journal, Braidwood, Ill.

WANTED: Production manager who can dry macaroni properly. Ideal Florida weather, good pay. Tampa Macaroni Corporation, P.O. Box 1481, Tampa, Fla.

WANTED: 12½" Vertical Press for removable die with hydraulic packer. Box 33, c/o Macaroni Journal, Braidwood, Ill.

WANTED: 10" Vertical Press with hydraulic packer. Bx 37, c/o Macaroni Journal, Braidwood, Illinois.

WILL PURCHASE: 9" or 10" Hydraulic Press with or without dies. Also some kneaders and mixers. Box 31, c/o Macaroni Journal, Braidwood, Ill.

A DIGEST OF SUCCESSFUL SELLING IDEAS

THE SELLING PARADE (REGISTERED)

BY CHARLES B. ROTH

World's Greatest Salesman?

His name: New England Jack Murray. His profession: A salesman since he was seven—he is now 64—fifty-seven years of salesmanship. His claim: That he is the greatest salesman in the world.

Of course, you can discount this, for there is no *greatest salesman*, but there are many *great* salesman. And among these maybe Jack Murray deserves a place.

See what you think after you consider some of his feats:

In 1928, he set the all-time one-man record on subscription selling by making 1132 sales in a single month. Shortly before, he sold 716 subscriptions in one week, at $3.85 each.

Another time, he made a bet with another salesman that he could sell and collect at least one dollar from eight out of any ten men the other salesman would select.

"I'm game," said the other man, and sent Jack to a foreign section of a town, pointed to a batch of houses where nobody spoke a word of English. Jack went in and made sales in Italian, French, and Finnish.

After he had paid the bet, the other salesman said, wonderingly: "I believe Jack Murray must hypnotize his prospects!"

Another Jack Murray feat was to make 1250 calls in a six-week trip to New England, and sell 1249 of his prospects.

When asked how he happened to fall down so badly Jack explained: "I had that other fellow all sold, and just as he was reaching in his pocket for the money, a thunderstorm broke out and he was struck by lightening!"

But behind Jack Murray's record and his success is more than hypnotism or luck. There is an impregnable technique of salesmanship. It consists of three parts.

The first is a love of selling. He'd rather sell than eat. The prospect of making a sale is smoke in his nostrils.

The second is versatility. He changes his tack as conditions or prospects change, and is resourceful.

The third is a desire to work, work, work. You can't make 716 sales in a week unless you work, and Jack Murray, for all his talk of super power and secrets, depends upon good old-fashioned selling virtues for results.

* * *

Item: The death is reported of an old-time traveling salesman. He was 77 years old. His estate consisted of 900 hotel and Pullman towels.

No Effort Is Too Great

He came in to see me and I was a little bit reserved at first, but when he had talked for a little while I liked him immensely. He was no longer young in years but shining through those old eyes of his was a spirit that would never grow old.

The thing that "sold" me on him was his willingness to go to any length in order to make a sale.

He didn't mind going to trouble, in other words, if sales were in sight. He would sit up all night in a hotel lobby if rooms were not available. He would dig through reams of dull statistics to find a selling argument. He would write a hundred letters. He would go to any length, it seemed, for sales.

A good many salesmen, used to easy, lush selling days, will have to re-learn this lesson. Some of them, I regret to say, have developed the *prima donna* complex, and are willing to *receive* orders if tendered them, but not willing to work as hard as ditch diggers to make sales. Such salesmen are on the way out; the salesmen of the future will be, like my friend, men to whom no trouble is too great, no effort too arduous if there's sale at the end.

Training Pays Dollars

Remember the old time salesman, the old bird who pooh-poohed the value of reading books or articles on salesmanship or of taking training courses? Wonder what's happened to him? He must be pushing a wheelbarrow or digging cellars, because he hasn't been around a selling job for years and years.

Yet up till a few years ago, many salesmen believed that there was nothing to training. "All I need to sell your proposition," a salesman told me once, "is a shave, a haircut, a railroad ticket, and an order blank."

But the fact is that effective training is the most effective way to guarantee the success of any salesman.

Facts: One company devised eight, simple, horse-sense training methods. Its salesmen were using three of the methods and averaging $9.98 sales per call. When they ignored all eight, their sale dropped to $7.96. And listen: when they used all eight in their presentation, the average sale went up $12.96.

Now that the postwar has begun, I predict that untrained salesmen will be so rare that it will be impossible to find one, for the simple reason that it will be impossible for a salesman to succeed unless he is trained.

* * *

Soya Butter Subject to Tax, Court Rules

Soya butter has lost another round. Last winter *Farm Journal* reported that a Federal district court had ruled it was a form of oleomargarine and subject to taxes. Now the U. S. Circuit Court of Appeals has ruled the same way. The government claims Howard O. Butler of Montcalm County, Mich., who has been making the spread, owes $150,000 in back taxes.—*Farm Journal*

OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers Association

Local and Sectional Macaroni Clubs

OUR MOTTO:
First—
INDUSTRY
—
Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1946-1947

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Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

Secretary's Good-Will Tour

—Six executives, representing some of the leading firms west of the Rockies, attended the 1946 convention in Minneapolis last month to get first-hand information on general conditions confronting the Industry and on the purpose and policies of the National Macaroni Manufacturers Association. Others had planned to attend but for urgent reasons had to cancel their arrangements.

There are about forty-five firms along the Pacific Coast interested in the production and distribution of macaroni-noodle products. Seventeen of them are presently enrolled as supporting members of the National Association and in the opinion of Guido P. Merlino, president of Mission Macaroni Co., Seattle, Wash., representing the Pacific Northwest on the Association's Board of Directors, others might be enrolled if the Association were in closer contact with the distant firms. He suggested that as a gesture of good will, the secretary-treasurer of the Association be asked to tour that western area and personally contact the leading operators. The Board of Directors adopted the suggestion which was later unanimously approved by the convention.

Plans for the tour are in the making. Regional meetings will be held in Seattle, in San Francisco and Los Angeles, and it is the hope of the Secretary that all firms will find it convenient to send representatives to at least one of these meetings. There will be no obligation in doing so—merely providing the opportunity of getting better acquainted and of having the secretary "bring the convention" to those who were unable to attend the record-breaking conference in Minneapolis in July.

Those interested will be kept in touch with developments, and much mutual good is expected to result from the friendly get-togethers planned.

SCHEDULE OF PACIFIC COAST REGIONAL MEETINGS

Seattle, Washington
Date—Monday, August 26, 1946.
Place—Olympic Hotel at 10 a. m.
Director Guedo P. Merlino, presiding.

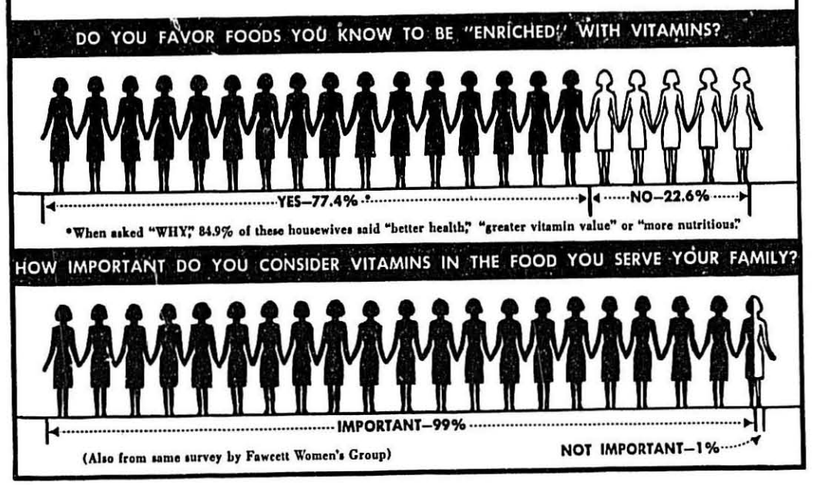
San Francisco, California
Date—Friday, August 30, 1946.
Place—St. Francis Hotel, 10 a. m.
Director E. DeRocco, presiding.

Los Angeles, California
Date—Thursday, September 5, 1946.
Place—Biltmore Hotel, 10 a. m.
Director E. DeRocco, presiding.

Housewives want macaroni & noodle enrichment

AMENDED GOV'T STANDARDS PERMIT ENRICHMENT BEGINNING OCT 7, 1946

Here's the conclusive proof—from Mrs. America herself! Housewives were asked, in a recent survey by one of the largest group publishers, the Fawcett Women's Group, "DO YOU FAVOR FOODS YOU KNOW TO BE 'ENRICHED' WITH VITAMINS?" Better than 3 out of every 4 answered with an emphatic "Yes"!



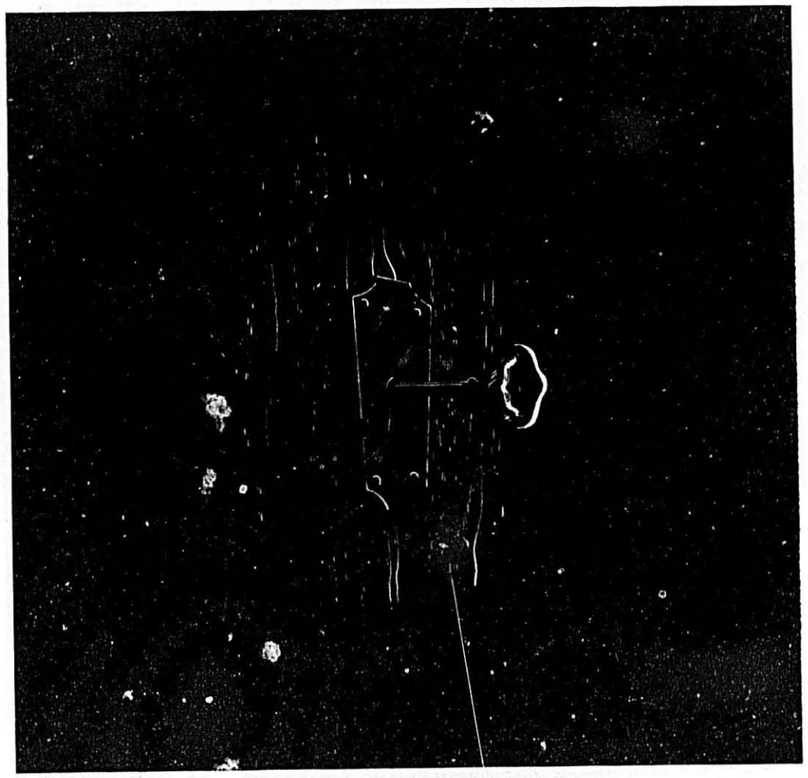
Thus, in the days of heavy competition ahead, the great majority of housewives will use *vitamin enrichment* as a guide in judging the quality and food value of the products they buy.

YOUR BEST BET: Get all the facts now on enrichment of macaroni and noodle products by consulting our staff of technical experts.

WRITE TO . . .

'ROCHE' Vitamin Division

Hoffmann-La Roche, Inc., Nutley 10, New Jersey



The Key is in the Lock

A few macaroni men, not so long ago, had an uneasy feeling that they would be locked out completely by new regulations imposed upon the industry.

They found the key to good emergency-type spaghetti, macaroni and noodles—Pillsbury's 80% extraction durum products. They recognized the need for the milling restriction; they were glad to do their part. And, as normally, the Pillsbury name is their assurance of dependable durum products.

Moreover, they know that some of these fine days, Pillsbury's regular brands will be back—milled to pre-emergency standards.

PILLSBURY'S

DURUM PRODUCTS

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