

**THE  
MACARONI  
JOURNAL**

**Volume XXVIII  
Number 5**

**September, 1946**

SEPTEMBER, 1946

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *The 1946 Durum Wheat Crop*



The 1946 Durum Wheat Crop is harvested.

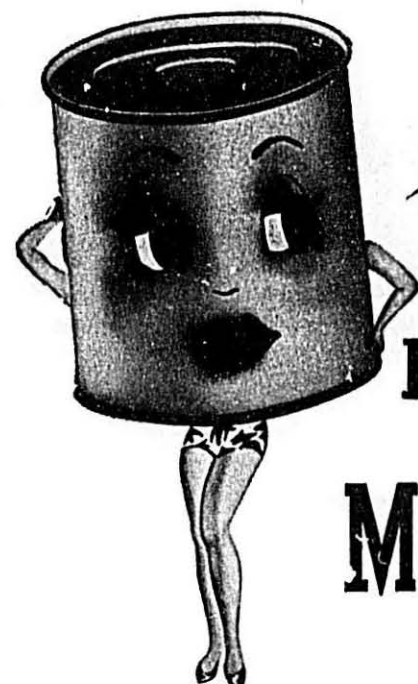
Guesses are that the yield approximated fifteen bushels to the acre—total in the neighborhood of 35,000,000 bushels.

Will this be sufficient to meet the demands of an expanded industry? Will processors again be in for a period of "measured semolina" next summer? Already, the semolina millers and the operators are pondering the question.

Published by the  
National Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXVIII  
NUMBER 5



does your  
package have  
**MAGNETISM?**

What affects your sales as much as the quality of your product? The magnetism of your package! To reach your sales quotas, your product must have package magnetism—the power to draw consumers away from competing brands.

ROSSOTTI has been creating packaging with customer appeal since 1898. And the sales' records of our clients bear out the drawing power of ROSSOTTI designed labels and cartons. Such consistent success is based upon our specialized experience . . . our thoroughness in analyzing your packaging problem.

We do not simply dream up some art ideas. Before we begin to de-

sign your new label or carton, we make a comprehensive analysis of your market. We study the packaging of both your national and local competitors. Only then do we create your new packaging—and give it the distinction which keeps drawing consumers to your package.

These highly skilled services and the facilities of our large modern plant are at your disposal. Contact the ROSSOTTI consultant in your region—NOW, during this postwar period when you need new packaging to compete with new competing brands. Do so without obligation.

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

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JACKSONVILLE 9, Fla.: 6503 Sapphire Drive • CHICAGO 11, Ill.: 520 North Michigan Avenue  
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# Announcing

## A NEW SEMOLINA MILL

Starting operation in October and milling distinctive semolina and durum flours for particular macaroni manufacturers.

Under present restrictions our product will be offered to the trade under the brand name of

### Priority Durum Granular

WE CAN ASSURE YOU OF FINEST PRODUCTS MADE FROM THE MOST CHOICE DURUM WHEAT AVAILABLE ON THE MARKET.

**"UNVARYING QUALITY—DEPENDABLE SERVICE"  
WILL BE OUR CONSTANT AIM**

YOUR INQUIRY IS SINCERELY INVITED

*A. L. Stanchfield, Incorporated*

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CLIFFORD W. KUTZ  
DURUM SALES MANAGER

FRED T. WHALEY  
CHICAGO BRANCH MANAGER

Mill  
Minneapolis, Minn.

General Offices  
500 Corn Exchange Bldg.  
Minneapolis 15, Minn.



It's a new and improved high extraction product as requested by the National Macaroni Manufacturers Association.

It's your assurance of better macaroni foods and continued consumer demand.

**MINNEAPOLIS MILLING CO.**  
MINNEAPOLIS, MINNESOTA

# The MACARONI JOURNAL

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## Wanted: More Quality Durum

*Closer Cooperation Between the Wheat and Macaroni Groups*

The panel discussion of the timely subject, "More Quality Durum Wheat for Better Semolina" at the July convention of the Macaroni-Noodle Industry in Minneapolis, was not an accident. It was deliberately planned promoted by the known needs of the Industry and an attempt to formulate a consolidated plan between macaroni men who know their need for more quality durum and the durum wheat farmers of the natural durum areas of Northeast North Dakota who wish only to grow durum if that crop becomes a paying one.

The panel discussion provided "a meeting of minds," the thinking of the actual growers, the friendly educators, the helpful semolina millers and the processors of semolina macaroni products.

The thinking of the growers and the educators was well expressed by L. A. Jensen, Extension Agronomist of the North Dakota Agricultural College, one of the panel members, who said: "It was surprising to note firsthand the many interests that are so seriously concerned over the increased production of the highest grades of the wheat that is so essential in the manufacture of quality macaroni products . . . and a general desire of the processors to pay reasonable prices for such quality grain. I noticed that all seem to be as much interested in durum production as are the growers themselves." In turn, the farmers and the agronomists learned something about the processing needs of the Macaroni Industry—something that will be helpful to us in producing a more satisfactory durum wheat crop hereafter.

An article on the subject that appeared in a recent issue of *The Dakota Farmer*, Aberdeen, N. D., by G. G. Hoskins, Industrial Consultant of Chicago, gave the durum farmers a new slant on the need for closer co-operation among growers, millers and manufacturers. From all appearances, such a working plan resulted from the panel discussion. The article, in part, is as follows:

### About Durum Wheat

The development of the macaroni industry in the United States depends upon the future program of the Durum

wheat farmers of Dakota and Minnesota. At the current rate of production of macaroni and noodle products, which has been sustained for nearly three years, the macaroni industry will be forced to substitute inferior grades of macaroni flour if the Durum wheat farmers do not increase the acreage of Durum wheat planted.

Over 1,100,000,000 pounds of macaroni and noodle products were produced and consumed in the United States during the year 1945. This quantity would have been greater if sufficient supplies of Durum wheat had been available. Since the new crop of Durum wheat became available in September of 1945, the production of the industry has been sustained at about 175 per cent of the average of five pre-war years (1937-41). There is now no evidence that the demand for macaroni products at home and abroad will be satisfied during this crop year.

It is quite evident that not enough durum wheat remains to keep the industry operating until the new crop is available in September. This means that the increased consumer demand, which has been satisfied by quality products made from Durum wheat semolina, will either be lost or substantially reduced.

### Macaroni Products Now Common

Prior to the beginning of World War I in 1914, the consumption of macaroni products in this country was about equally divided between domestic products and imports. At that time discriminating consumers gave preference to imported products because the industry in this country was using flours of inferior grade. When domestic durum became available in sufficient quantities to supply the growing demand for quality products, the American consumer became interested, with the result that macaroni products can now be found in every grocery store and it is a daily part of the hotel and restaurant menu. The volume consumed has increased to ten times that of 1914.

In the opinion of competent observers, the industry is on the threshold of a phenomenal development. This development will be halted if the present trend toward reduced production of durum wheat continues.

# EDUCATION AND PROMOTION PANEL

One of the interesting features of the 1946 convention was presented the morning of the second day. It was ably managed by Director Albert J. Ravarino of Ravarino & Freschi, Inc., St. Louis, Mo., Chairman of the Publicity and Education Committee of the National Association.

Three agencies associated with the work of teaching American housewives and consumers the food merits of macaroni products, were represented on the panel, namely: Mrs. Mary Albright Jackson, manager of the Du-

rum Wheat Division of the Millers' National Federation, B. R. Jacobs of the Jacobs Cereal Products Laboratories of New York City and Washington, D. C., and M. J. Donna, managing director of The National Macaroni Institute.

Following the presentation of reports on what has been done by each group and what their plans were for the future, Chairman Ravarino invited an inter-group discussion and later questions from interested manufacturers. These indicated a wide interest



Albert S. Ravarino

in the three-way education and promotion program and a general desire by many to co-operate in the activities as might best fit individual needs and viewpoints. The three reports follow:

## Activities of the Durum Wheat Institute

By MARY ALBRIGHT JACKSON  
Editor "Durum Wheat Notes"

It is a pleasure to tell you about my work with the Durum Wheat Products Division of the Wheat Flour Institute in Chicago. I am so enthusiastic about the services this new division offers that I look forward to every opportunity of telling other folks about it. How nice it is, that on so pleasant an occasion, I can talk with you people about the part we are endeavoring to take in the promotional and education program now in progress for macaroni products.

The first of September the Durum Wheat Millers joined the Wheat Flour Institute with the plan to have the same type of program for durum wheat which we are having for enriched flour. Perhaps before telling you about our program, I should explain to those of you not familiar with our association, "what is the Wheat Flour Institute." The Wheat Flour Institute is the educational division of the Millers' National Federation—a trade association for the milling industry throughout the United States. The purpose of the Wheat Flour Institute, like its newborn infant, the Durum Wheat Products Division, is to serve the homemaker indirectly through the many prevailing educational and publicity channels. Our material is released to high school and college teachers, home economists in business, public utility folks, dietitians, institutional managers, food editors of newspapers and magazines and radio folks doing



Mary Albright Jackson

*Note:* The Speaker was introduced for her first of many expected appearances before audiences of macaroni-noodle manufacturers, by Wm. J. Steinke, spokesman for the durum millers who are supporting and supervising the work of the Durum Wheat Institute.

women's programs. It is our job to keep the material practical, timely, and

useful for these people who use it as a service to Mrs. Homemaker.

When our program was set up, we had two decided goals in mind: 1, to educate key people in the food field as to the importance durum wheat products play in the daily diet, and 2, to indirectly reach the ultimate consumer through these key people and in turn educate them as to top quality macaroni, spaghetti, and noodles made from durum wheat semolina and durum wheat flour which is available to them for their use. The Durum Wheat Products Division was placed under the immediate direction of Mrs. Clara Gebhard Snyder, director of the Wheat Flour Institute. I was pleased and flattered when asked to be the home economist for this new program.

We felt that perhaps one good way of telling you folks about our program was by giving you a brief outline of our activities to date. To do this, we selected the method of visual education, for though we aren't salesmen displaying our wares and selling them to you, we thought you would be interested in seeing the type of work we do as well as hearing a bit about each phase of it.

To carry out our program to take to key people, and through them, to the ultimate consumer, information about durum wheat products, their uses, and their place in the diet, we use the usual publicity and educational channels—and through these channels function the major activities of the Durum Wheat Products Division.

Specifically the major activities of the Durum Wheat Products Division fall into the following four classifications:

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The first includes preparing and distributing publicity material. This material is released to food editors of magazines and newspapers whose names have been and are being placed on our active up-to-date mailing list. This list has been carefully selected over a period of years by the Wheat Flour Institute and we are fortunate in having such a well-chosen list at our disposal.

Our publicity to newspapers is released every other month. This material includes food photographs, recipes, and copy. The photographs which are used in newspapers and magazine articles are made in our test kitchen. We select the photographic accessories and prepare the foods—arranging everyday foods in an attractive way so that the homemaker may find new ways of serving plain foods. We believe that one good way of teaching nutrition is by presenting everyday nutritious foods in a new attractive way. After we arrange the food, a commercial photographer does the picture taking. (So far 44 new photographs were made and 617 prints were sent to 156 newspapers.)

For the smaller newspapers on our mailing list who desire mat service, we send out every other month mats which include the food picture, recipe, and copy. (To date 1032 mats were released to 172 newspapers.)

Along with these releases, we send out a timely food story called "Food News" and short food tips called "Fillers and Shorts." (2296 copies of each have been sent out.)

### Distribution of News Releases

In addition to this material special articles are prepared upon request for magazines. These articles include food photographs and food copy. Food editors send us tear sheets—sometimes courtesy lines are given us.

Each month we prepare a 10-minute talk on new cookery and meal-planning ideas on macaroni products made with durum wheat for radio folks handling women's programs. 6902 releases were sent to 986 radio stations.

Along with this information we send out each month a four-page leaflet called "Durum Wheat Notes" to a list of approximately 15,000. This leaflet includes a gay food copy, menu, and recipes, plus timely information.

Another one of our major activities is maintaining an active and productive test kitchen. This test kitchen:

a. Serves as an information center on durum wheat products and recipe development. In regard to the recipes which are developed and tested in our test kitchen it is important for us to keep in mind such things as the availability of foods, the seasonableness of the recipe—suitable for that season—special holidays during that season—the economy of ingredients, and the acceptability of the completed dish for

all the family members. After the foods are prepared in the test kitchen, the folks in our office become our tasting panel. Their comments, which are often embarrassingly frank, are most valuable for they represent the homemaker and give us her opinion. When the final O.K. is put on the recipe, it is ready to be written up for use in schools, hospitals and restaurants. During the past nine months we have used 225 pounds of macaroni products in our test kitchen. This amount would feed 3600 people.

b. We also serve as a center for mill services, such as recipe testing and co-operation in product development, for example, emergency durum wheat products.

Another of our major activities is to

develop and maintain contact with professional and allied groups to acquaint them with the work we are doing and to profit by the suggestions and ideas they offer in regard to our work and the work they are doing.

A major activity consists of assisting with manuscripts for cookbooks and textbooks prepared by others.

After working with these quality durum wheat products for the past ten months, I feel that our educational and promotional program is off to a flying start. With your continued co-operation in producing top quality macaroni products made with durum wheat semolina and durum wheat flour, our job of convincing the consumer will be simplified, for as the old saying goes, "a satisfied customer is your best ad."

## Report on Analyses and Nutritive Value of Kitchen Tested Recipes of Appetizing Dishes of Macaroni and Noodle Products

BENJAMIN R. JACOBS  
Director of Research

At our midyear meeting in Atlantic City last February, the Laboratory of the Association was requested to prepare a number of recipes of macaroni and noodle products and to analyze these and determine their nutritive value.

For this purpose recipes published by Mr. M. J. Donna, Managing Director of The National Macaroni Institute in his pamphlet "Americanized Macaroni Products" were selected with his assistance.

The following are the recipes and data obtained from the analyses of same:

### Recipe No. 1—Sausage Cakes in Noodle Nests

(Your family will thrive and your budget balance on simple hearty fares like this.)

- 1 lb. bulk sausage
- 1 onion, minced
- 2 tablespoons flour
- 1/2 lb. egg noodles
- 1 green pepper, chopped
- 1 tablespoon butter

Salt and pepper to taste

Form sausage into 6 flat cakes and fry. Add the chopped pepper, minced onion and seasoning. When sausage is cooked to a golden brown, remove from pan, pour off excess gravy, leaving 1/2 cup of thick fryings. Add flour and stir until smooth. Boil egg noodles in salted water until tender. Drain. Form nests of noodles on platter, putting sausage cake into each nest. Pour gravy over sausage and noodles. Serve hot.

### Recipe No. 2—Spaghetti Sausage Platter

(A "no fuss," "no bother" dish with un-failing appetite appeal.)

- 1 lb. spaghetti
- 3 slices pineapple
- 1/2 cup melted butter
- 6 stewed prunes
- 1 lb. link sausage



B. R. Jacobs

Cook spaghetti in boiling salted water until tender. Drain and mix well with melted butter. Arrange in mound on serving platter. Surround with sausages that have been grilled or fried until a golden brown. Garnish the platter with pineapple slices and prunes.

### Recipe No. 3—Spaghetti-Macaroni Casserole

(A time saver and appetite appeaser.)

- 1/2 lb. macaroni
- 1/2 cup dried celery
- 1 can whole tomatoes
- 2 tablespoons butter
- Salt and pepper to taste
- 1/4 lb. cheese, grated or cut in small pieces
- 2 medium onions (chopped fine)
- 2 tablespoons chopped green peppers
- 2 cups white sauce (medium thick.)

Cook onions, green pepper and celery in the butter until tender. Cook macaroni in boiling salted water until tender and drain. Combine macaroni and cooked onion mixture, arrange in layers in baking dish with

alternate layers of cheese and tomatoes. Season and pour white sauce over it. Cover and bake 30 minutes at 350 degrees.

#### Recipe No. 4—Spaghetti and Meat Balls

(A One-dish Meal. The Cook's Friend.)

½ lb. ground beef  
1 cup cheese (grated)  
1 clove garlic (chopped fine)  
Salt, pepper, sage and other spices to suit taste  
1 egg (beaten)  
½ lb. ground lean pork  
1 cup moistened bread crumbs  
1 lb. spaghetti

Mix meat and other ingredients, except the spaghetti, thoroughly. Form into balls size of a golf ball. Fry in butter until brown. Put into a deep pan with tomato sauce or previously prepared good spaghetti sauce, with some water or stock and cook slowly until done. Boil spaghetti in plenty of boiling salted water until tender. Drain. Place on platter, garnish with meat balls and pour gravy or sauce over all.

#### Recipe No. 5—Spaghetti Italian Style

(Betty Crocker's "glorified spaghetti sauce")

1 lb. spaghetti  
1 can tomato paste (6 oz.)  
2 cloves garlic, finely cut  
1 lb. ground meat (beef or beef and pork)  
2½ cups cooked tomatoes (one No. 2 can)  
Bayleaf and parsley, finely cut  
2 tablespoons olive oil or butter  
Pepper and salt to taste  
¾ cup water

Heat olive oil or butter in heavy frying pan. Add meat and cook until browned. Add tomato paste mixed with water, cooked tomatoes and seasonings. Simmer slowly from one-half to one hour. (Long cooking improves the flavor.) Cook spaghetti until tender (15 to 20 minutes) in boiling salted water. Drain. Arrange hot spaghetti on hot platter. Pour over it the hot meat and tomato sauce. Sprinkle with grated Parmesan cheese, if desired.

#### Recipe No. 6—Macaroni Fruit Salad

(A party dish—exceptional appeal—easy to create)

½ lb. elbow macaroni  
1 cup orange or grapefruit sections  
1 cup pitted sweet cherries or pineapple  
1 cup sliced red apple (unpeeled)  
½ cup diced celery  
Mayonnaise or French dressing

Cook elbow macaroni in boiling, salted water until "chewy." Do not overcook. Drain and spread thinly on a shallow platter to cool and prevent mashing. When cold, combine with the other salad ingredients. Mix with mayonnaise or a sweet French dressing and serve on lettuce or from a salad bowl.

The following are the minimum daily adult requirements of the essential nutrients reported herein:

Protein 70.0 Grams; Energy 2,500 Calories; B-1 (Thiamin Chloride) 1.9 mgm.; B-2 (Riboflavin) 2.0 mgms.; Niacin 10.0 mgms.; Iron 10.0 mgms.; Calcium 750.0 mgms.

(As a part of his presentation on this panel, Managing Director M. J. Donna will outline the use that can be made of the above information and a plan for the consideration of the manufacturers whose co-operation will be necessary to effectuate this analytical research.)

REPORT OF ANALYSES OF MACARONI AND NOODLE PRODUCTS  
THE TABLE BELOW SHOWS THE PERCENTAGE OF THE MINIMUM DAILY ADULT REQUIREMENTS OF SOME ESSENTIAL NUTRIENTS PROVIDED BY ONE SERVING CONTAINING FOUR OUNCES OF MACARONI OR TWO OUNCES OF EGG NOODLES.

	PERCENTAGE OF MINIMUM DAILY ADULT REQUIREMENTS					
	Protein %	Energy Calor. %	B-1 %	B-2 %	Calcium %	Iron Niacin %
<b>RECIPE NO. 1</b>						
Sausage Cake in Noodle Nest.....	30.9	30.8	39.7	14.5	2.9	37.0 88.8
When Enriched.....	Same	Same	64.7	22.2	11.3	53.3 108.8
<b>RECIPE NO. 2</b>						
Spaghetti Sausage Platter.....	36.3	42.5	53.4	17.5	6.7	31.4 96.6
When Enriched.....	Same	Same	103.4	32.3	23.3	63.9 137.1
<b>RECIPE NO. 3</b>						
Spaghetti Macaroni Casserole.....	42.9	29.4	20.0	21.0	84.7	35.8 31.3
When Enriched.....	Same	Same	70.0	35.8	101.4	68.3 61.3
<b>RECIPE NO. 4</b>						
Spaghetti and Meat Balls.....	63.9	40.2	63.4	22.4	56.3	67.5 61.9
When Enriched.....	Same	Same	113.4	37.2	72.9	100.0 101.9
<b>RECIPE NO. 5</b>						
Spaghetti Italian Style.....	21.6	28.8	23.4	20.5	7.8	56.1 58.7
When Enriched.....	Same	Same	73.4	35.3	24.4	88.6 98.7
<b>RECIPE NO. 6</b>						
Macaroni Fruit Salad.....	10.8	14.2	12.3	5.2	9.5	15.4 1.4
When Enriched.....	Same	Same	37.3	13.0	17.9	31.7 21.4

### National Macaroni Institute Report

By M. J. DONNA  
Managing Director



M. J. Donna

The National Macaroni Institute, a pet hobby, was set up in 1937 for any of the many good uses to which manufacturers and the National Association might make of it. In its short career, it has already accomplished much of value to processors and consumers, well justifying its establishment.

Its capability for beneficial use in the industry's and its products' behalf are many, as most leaders in the trade are daily realizing. That greater use of its facilities will be made in the future is hardly debatable.

Annually, its services become more and more diversified, and its support is slowly increasing as more and more leaders in the industry come to appreciate the value of concentrating certain efforts behind an organized, independent, and recognized agency such as the Institute has proved itself.

#### Finances and Supporters

The National Macaroni Institute has no assured income except from meager profits made on literature developed and sold for many uses, plus voluntary contributions by manufacturers and allied in answer to periodic appeals for financial support.

There is room for considerably more co-operation and contributions if the Institute is to approach even the minimum of its aim for general industry promotion.

#### Supporters

For the year 1945 and the first half of 1946, 60 firms have made voluntary contributions totalling \$5,872.00. This

detailed report will give you some idea of how the Institute operates, and what it has accomplished therewith.	
The balance in the Institute fund as reported to the Winter Meeting in Chicago Jan. 25, 1945.....	\$3,861.51
Contributions, first half of 1945.....	2,522.00
Contributions, last half of 1945.....	1,230.00
Material sales during 1945.....	1,550.17
<b>Total.....</b>	<b>\$9,163.73</b>
1945 Expenditures for all purposes (checks 112 to 167, inclusive).....	5,810.96
Unexpended balance December 31, 1945.....	\$3,352.77
Contributions for the first half of 1946 received and deposited in December, 1945.....	1,260.00
	\$4,612.77

(Continued on Page 10)

**Golden Med SEMOLIN No. 1**

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

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

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

### National Macaroni Institute Report

(Continued from Page 8)

Additional contributions Jan.-June, 1946	80,000
Material sales Jan.-June, 1946	1,112.05
Total	\$ 6,484.77
Expenditures Jan.-June, 1946 (checks 168 to 184, inclusive)	3,297.99
Cash in bank June 30, 1946	\$ 3,191.78

#### General Facts

(1) Why the several activities undertaken by the National Macaroni Institute?

There are over 3,500,000 students who are taking Home Economics in the schools and colleges of the U. S., surely 3,500,000 present and future consumers and probably 1,500,000 of whom are prospective housewives who will have considerable effect on future food consumption.

There are approximately 40,000,000 housewives in our country . . . and 125,000,000 consumers, exclusive of babies. How many of these housewives know how to prepare tasty and appetizing dishes of our products, and how many do? How often daily, weekly, monthly or yearly do these 125,000,000 consumers eat any of our products? Which do they prefer and in what order?

There are 23,000 Home Economic Teachers and Home Demonstration Agents who teach the millions of young women, and who are influencing or will influence the 10,000,000 adult homemakers.

#### Publicity Releases

Our publicity material is syndicated through the newspapers and magazines through two different agencies, one covering the newspapers in the larger cities and the women's magazines, and the other reaching the papers in the smaller cities and urban areas.

We wish to emphasize the fact, with reference to figures on circulation obtained by our releases, that clipping returns are not as dependable now as in pre-war years. In connection with the releases to the metropolitan newspapers and magazines, we employ one of the best clipping services, but due to labor shortage and probably labor inefficiency, the clippings hardly reflect 50 per cent of the use.

#### Leister

Three combination photo and multi-lith releases were used in 1945, and a slightly changed arrangement in 1946.

On February 15, 1945, we released an illustrated story suggesting recipes for preparing dishes during the winter months, using four photos for use by the larger newspapers and by the women's magazines. For the smaller newspapers and for the radio stations, we used a multi-lith of our story, which illustrated all four recipes.

On March 9, 1945, we released our

Lenten story—"Macaroni Products and Their Place in Lenten Menus." This followed the usual pattern of four photos and a quite readable story to the magazines and metropolitan papers, equipped with facilities for making their own cuts; also the usual multi-lith of story with illustrations to the smaller papers and to radio stations.

Our summer release was distributed May 22. As might be expected, it featured hot weather dishes under the title "Energy Foods and Summertime Meals." In this we also used four photos of the selected recipes for the larger papers and magazines and a multi-lith complete with the four recipes, illustrated.

So far this year, we have released only one story, believing that conditions did not warrant more. It went out in January, 1946, and featured the American housewife's preferred method of preparing our products, in casseroles. The release was entitled "Macaroni Products in Casserole Dishes."

This time we used only three photos, one each of macaroni, spaghetti and egg noodles, with three glossy prints. For the smaller papers we prepared a mat of the story with one recipe—that of elbow macaroni. We are awaiting complete returns to compare the pulling powers of the two kinds of releases.

#### Other Services

##### Special Stories.

Throughout the year we have prepared special stories for magazines making use of the data and material gathered through the years. An example is that which appeared in the May, 1945, issue of *The Pacific Coast Review*.

##### Glossy Prints to Supporters.

Macaroni-noodle manufacturers and others are supplied photos of the publicized recipes, at a nominal cost per photo. These are made available only to those firms that contribute towards the Institute's funds and are put to many good uses by the manufacturers.

##### Mats.

Some of the supporting firms make good use of mats of our releases in support of their own advertising, increasing its pulling power. These cost very little, and they, too, are sold only to supporters.

##### Foreign Language.

It is interesting to note that newspapers printed in foreign languages are sufficiently interested in our releases to translate them into many different languages. Example the "Kuryer Polski" of Milwaukee, Wisconsin. May 13, 1946.

##### Betty Barclay

Our releases aimed at consumers in the smaller cities and rural areas are distributed through the Betty Barclay Services, perhaps the most outstanding organization of its kind in the world.

During 1945 and up to June, 1946, ten such releases were prepared and distributed. Currently there has been a slowdown of this activity due to conditions that we feel are none too favorable.

The Betty Barclay Service employs no clipping bureau. The figures reported represent only the checking copies which the editors took pains to send. "As a matter of fact, many of our recipes were quite likely used by a number of large metropolitan dailies which seldom send tear-sheets, and by many smaller ones who overlooked that duty," says the manager of the Betty Barclay Service. "As a rule, we merely have to take figures 'on faith.'"

As of July 2, 1946, here are the Betty Barclay releases during the past 18 months:

1. Are you spaghetti conscious (Jan., 1945)  
2 column mat  
99 clippings—circulation
2. Egg Noodle Surprise (Feb. 1945)  
2 column mat  
79 clippings
3. Read it or Eat it (Mar. 1945)  
2 column mat  
46 clippings—circulation
4. Modern Macaroni Meals (April, 1945)  
1 column mat  
47 clippings—circulation
5. Egg Noodles a Kitchen Must (June, 1945)  
1 column mat  
83 clippings
6. Timely Spaghetti Tips (August, 1945)  
1 column mat  
72 clippings
7. Macaroni—An Energy Food (Jan., 1946)  
2 column mat  
66 clippings
8. Spaghetti Lenten Dishes (Feb., 1946)  
2 column mat  
67 clippings
9. Egg Noodles—Economic Delight (Mar. 1946)  
2 column mat  
55 clippings
10. Macaroni Rides Again (June, 1946)  
2 column mat

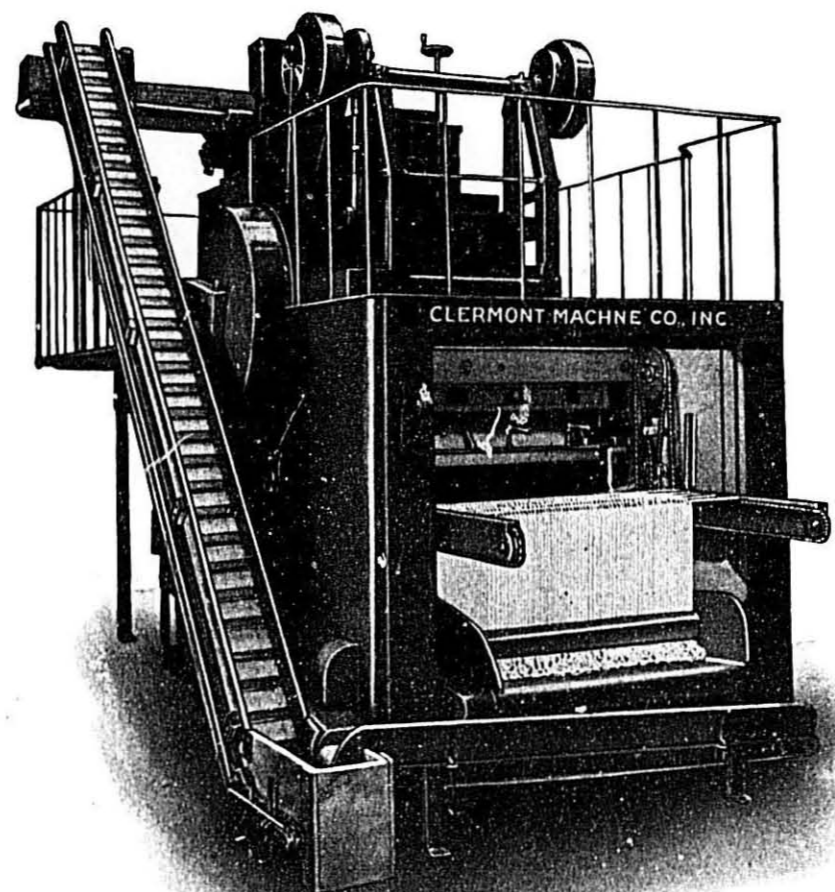
#### Macaroni Magic

In 1945, Glenn Hoskins of Chicago prepared an excellent, beautifully illustrated book for his clients with the help of Mrs. Leone Rutledge Carroll, well-known nutritionist and home economist. He offered the booklet entitled "Macaroni Magic" to the Institute for free distribution to food page editors, home economics teachers, home demonstration agents, and others interested in cookery. His charge was a slight premium over the cost of production. The Institute claims no right of authorship, merely a privilege of distributing it.

The Institute placed two one-third page ads in two of the country's leading home economics magazines—*Practical Home Economics* of New York City and *What's New in Home Economics*, Chicago; also a listing of the offer of the booklet in the special listing section in their September, 1945, editions, costing approximately \$300.

As a result, many thousands of these books found their way, through the Institute, into the hands of nutrition-

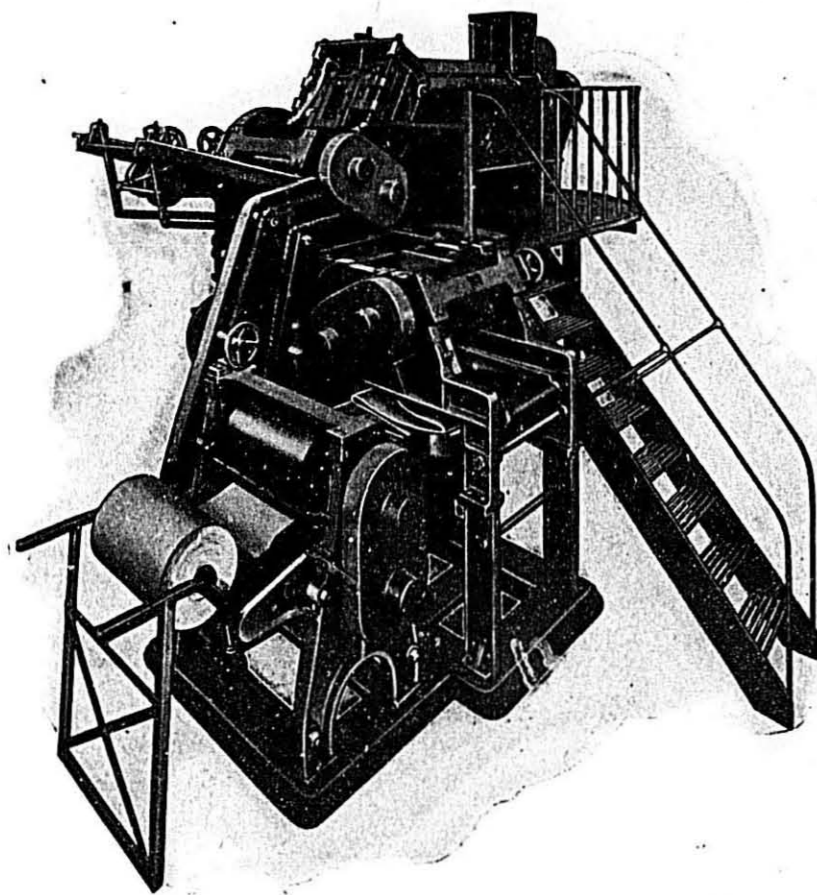
## CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



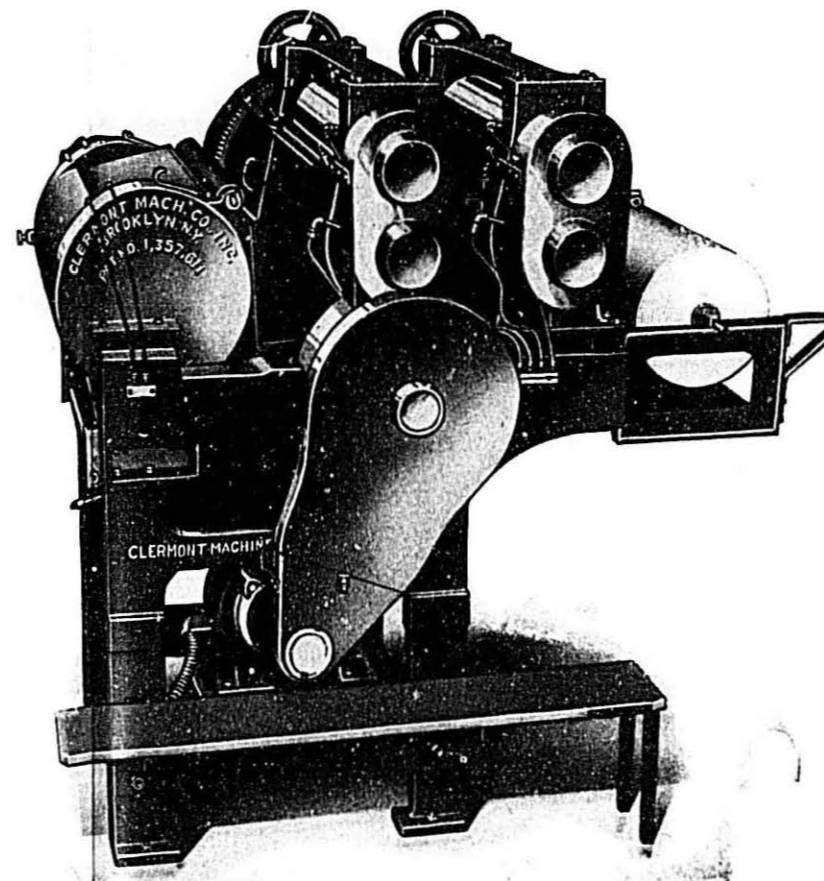
Patent Nos. 1,627,297  
2,223,079  
Other Patents Pending

# CLERMONT

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



AUTOMATIC SHEET FORMING MACHINE



HIGH-SPEED NOODLE CUTTER

*Write for detailed information to*

**CLERMONT MACHINE COMPANY, INC.**

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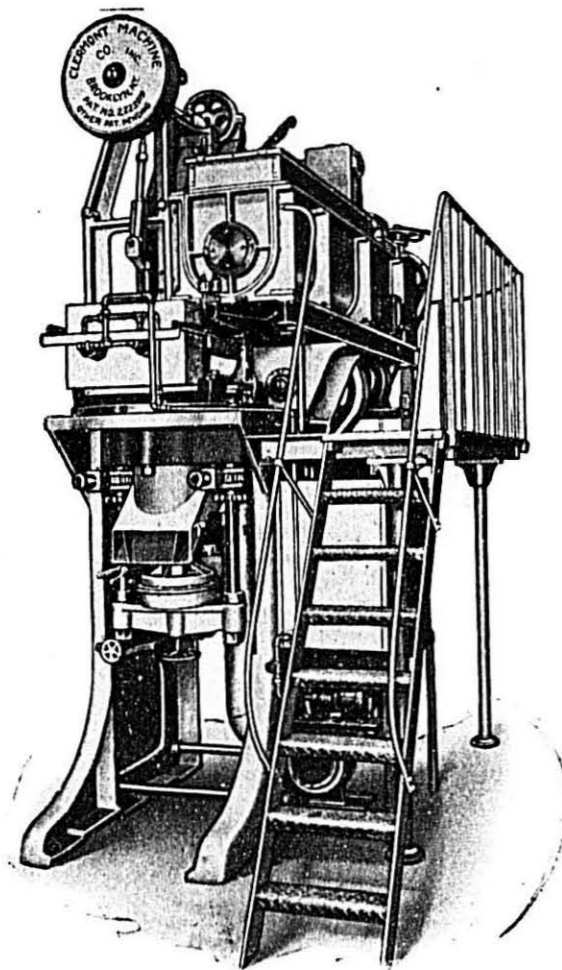
BROOKLYN, NEW YORK



*Presents the Greatest Contribution  
to the Macaroni Industry*

## CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

*For Far Superior Macaroni Products*



Ingeniously Designed

Accurately Built

Simple and Efficient in  
Operation

Production—1200 pounds  
per hour

Suitable for long and short  
cut goods

Brand new revolutionary  
method

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

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

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

# CLERMONT

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

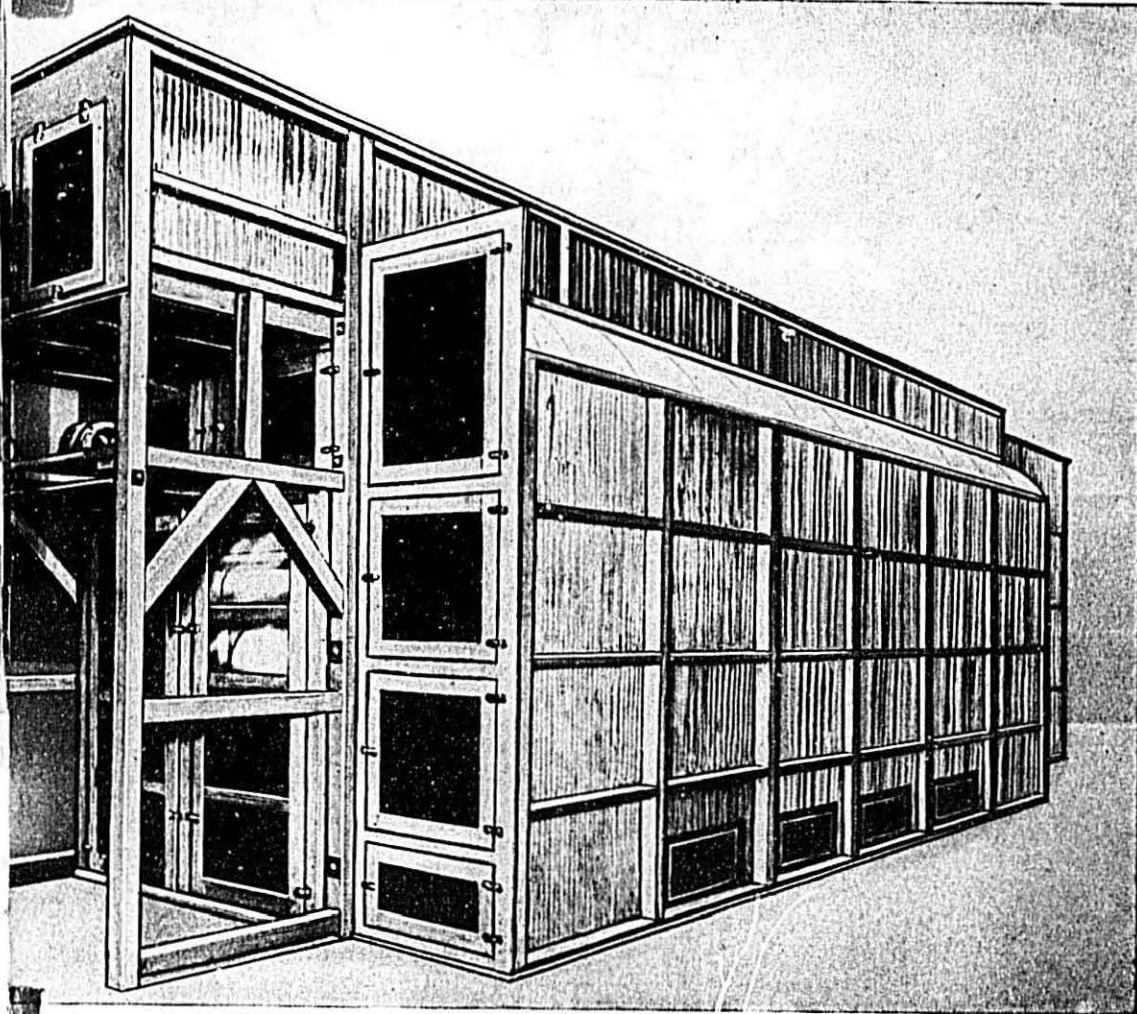
It is built on the same principle of the Clermont Continuous Automatic Short Cut Macaroni Press—No Cylinder, No Piston, No Screw, No Worm. Produces the same high quality product because the dough is worked out in thin sheets between the rollers before pressed and extruded at slow speed through the die,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

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

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

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

## MACHINES CONVERT AUTOMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

September, 1946

THE MACARONI JOURNAL

11

ists, home economists, and students who are making excellent use of them. Almost daily, we receive requests for these booklets. Some newspapers and radio stations announced that these booklets are available and quite a number of requests have been received, some with coins in payment.

An example of the free co-operation given is that reported by *The Homemaker*—"The Institute for Better Cooking" of New York City. Just two weeks ago, on July 2 to be exact, here is what the Editor wrote:

"Dear Mr. Donna:  
We are sending you, under separate cover, 334 cards containing the names and addresses of **HOMEMAKERS** who have requested a copy of your booklet—"Macaroni Magic," which was reviewed in the Spring, 1946, issue of our magazine. Please send your booklet direct to them. Many thanks for your kind co-operation.  
Sincerely,  
Ann Ross, Editor-in-Chief"

We have also had many requests from foreign lands, one, for example, from Lloyd Raquason, Ltd., of Leeds, England; another from Honolulu.

In addition and on a number of occasions, we have referred quantity requests to members of the Hoskins Group who had purchased large supplies for distribution in their respective territories. Among these were some requests from the Teachers College of the Columbia University of New York City for 200 books; one from the University of Wisconsin for 100 copies and one from the University of Illinois also for 100.

In addition, we supplied many firms with copies of the booklet, with or without their imprinted message on the inside back cover. These were made available at a slight increase over the cost of the booklets to the Institute to cover handling and a small profit.

We have approximately 2,500 booklets in stock which we will use in filling future requests and a part of which will be available to manufacturers desiring small quantities of them.

### Americanized Macaroni Products

Another popular booklet published by the National Macaroni Institute is the "Americanized Macaroni Products" with which all of you are acquainted. It is a fully illustrated booklet, replete with historical data, dependable facts, tested recipes, pictured and described, and directions for preparing the more popular sauces that add zest and variety to macaroni, spaghetti, and egg-noodle dishes.

The book is now in its fifth edition with orders still coming in with surprising regularity. If this trend continues, the printing of the sixth edition of this popular combination of facts and recipes booklet will be necessarily late this Fall.

### Macaroni Facts

Perhaps the most favored piece of Institute-prepared literature among the

many thousands of nutritionists and home economics teachers is the little pamphlet entitled "Macaroni Facts." It is in question-and-answer form which teachers find most helpful for use as a textbook.

The demand recently necessitated a reprinting of the pamphlet. A copy of it was sent with each order for the "Macaroni Magic" booklets, thus gaining increased circulation. It is perhaps the most widely distributed of the pieces of literature prepared by the Institute to date. Quite a number of firms have ordered large quantities of this booklet—also of the "Americanized Macaroni Products" booklet—for distribution under their own name in their own trading areas.

### Recipe Analysis and Picturization

At the Seaview Country Club Winter Meeting, February 4, I reported a plan being considered by B. R. Jacobs, Director of Research, and the Institute to develop some facts on the nutritive quality of the recipes being recommended by the Institute. Jacobs was to analyze recipes, the Directors having voted a special appropriation for that purpose. I submitted a half dozen basic recipes and have prepared "blow-up" photos that will be used by Jacobs in illustrating his work.

In connection with officers of the Association, Jacobs and I are studying ways and means for the best use of the information gathered in this special research. Tentatively, it is agreed that the illustrated recipes be printed in color and of a size best suited for use by the manufacturers interested in using them as part of a concentrated drive to prove to the women of America that Macaroni Products, like other foods, are not fattening if eaten in the proportions recommended by the analysis that accompanies the recommended recipes. Jacobs will report more fully on this phase of the activity.

It is also agreed that a statement to the following effect might well appear on the promotional literature:

### Selected

Macaroni-Spaghetti-Egg Noodle Recipes  
Developed by the  
National Macaroni Institute, Braidwood,  
Illinois.

Analyzed by the  
Jacobs Cereal Products Laboratories, New  
York City, and Washington, D. C.

Recommended by the  
"Delicious Macaroni-Spaghetti-Noodle  
Company," U.S.A.

Supporters of the Institute will hear more about this as the plans for use of the invaluable information uncovered by the research are developed.

### Wage and Policy Survey

Quite recently the Institute undertook an industry-wide survey on prevailing wage rate and policy—this at the request of the National Macaroni Manufacturers Association.

Nearly 100 firms co-operated by returning answered questionnaires. These

were studied and compiled into an 8-page report that shows the high, low, and average wages being paid nationally and in four selected subdivisions of the country; also policy facts and employment practices.

As promised, copies of the completed survey were sent only to the firms who collaborated in its preparation. Have had some very favorable comments on the survey, as it serves to aid manufacturers in planning new wage contracts, and in setting up working conditions with employes or with the unions that represent them.

### Closing

Our work in publicizing macaroni products has been ably supported by the activity of the Durum Millers, operating through the Durum Wheat Products Division of the Wheat Flour Institute, but still only the surface of the possibilities along this line has been scratched. There is so much to tell, so much that the consumers want to hear.

Money used for this purpose is not spent . . . it is invested in one of the best-paying promotions the industry can conceive. The Institute is proud of the support it has received to date, and hopeful of expanding its program of industry aid to warrant an ever-enlarging clientele of contributing firms.

### Fifty Years a Miller

John F. Diefenbach of the Amber Milling Division of the Farmers Union Grain Terminal Association, Saint Paul, is perhaps the oldest active man in the durum milling business.

During the week of July 28, he observed his 55th anniversary as a miller. *Congratulations.*

### M. W. Thatcher Re-elected

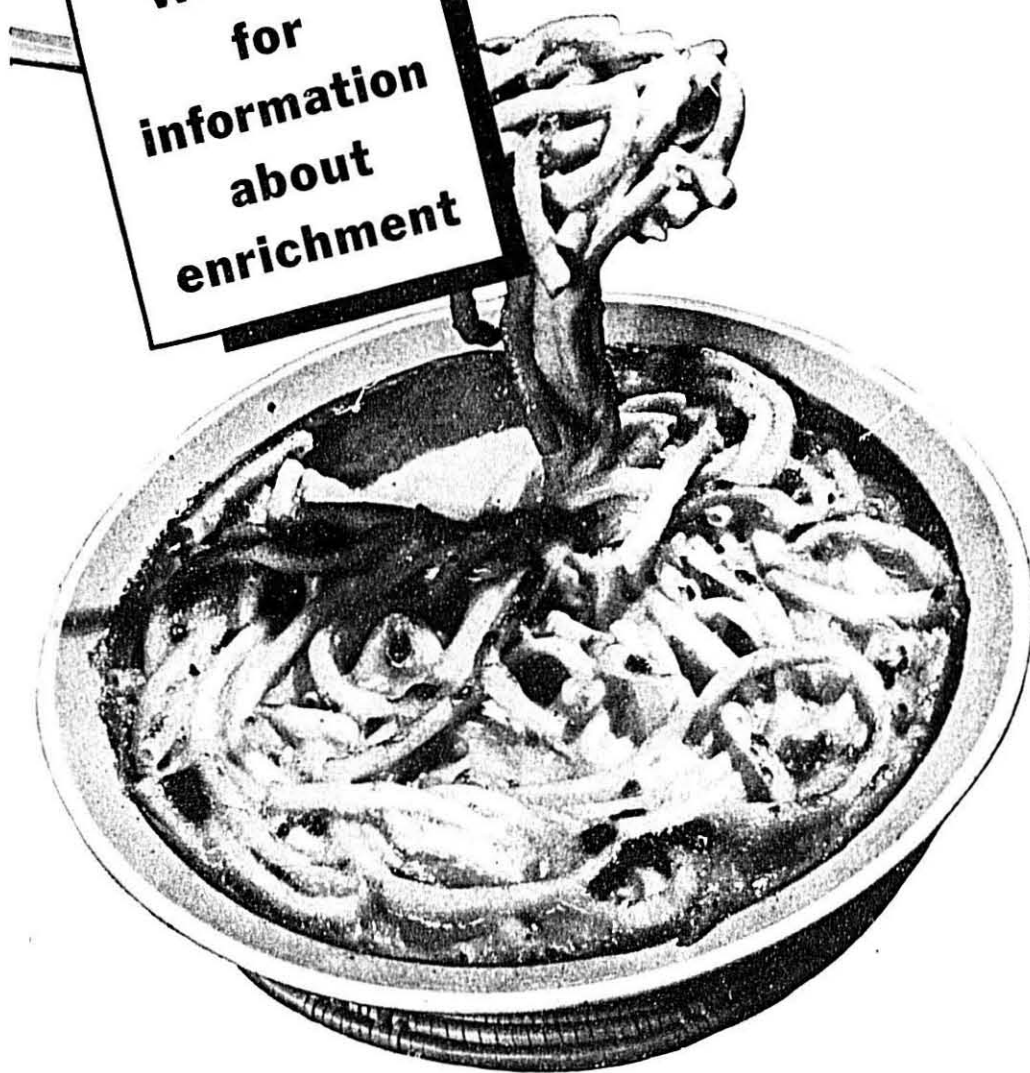
M. W. Thatcher of Saint Paul, manager of Farmers Union Grain Terminal Association and president of National Federation of Grain Co-operatives, has been re-elected to the board of the Central Bank for Co-operatives in Washington.

The election of Mr. Thatcher marks his third three-year term as a director of the quasi-public agency created in 1933 to carry on banking operations for co-operatives. Announcement of the election was made from Washington by J. E. Wells, Jr., deputy governor of Farm Credit Administration.

There are six members of the board, three elected and three appointed. In addition to the Central Bank for Co-operatives in Washington there are twelve district banks, which handle much of the business within their respective regions.

## EFFECTIVE OCTOBER 7, 1946... for enriched macaroni

Write us  
for  
information  
about  
enrichment



## the definitions and standards and enriched noodle products

THE July 9, 1946 issue of Federal Register contains, in detail, the definitions and standards for enriched macaroni and enriched noodle products.

These regulations will become effective on October 7, 1946.

We quote one paragraph from the Federal Register article:

"Food surveys in certain urban communities containing large numbers of persons of Italian antecedents disclose that the diets of consumers in the lower income brackets are deficient in most of the vitamins and minerals added to enriched flour, that these consumers use much larger amounts of macaroni and noodle products than the national average, and *their diet would be materially improved by the enrichment of macaroni and noodle products.*"

Your company may be planning immediate enrichment of one or more products.

We at Standard Brands have, for some time, been working with enrichment ingredients, and we can today supply these ingredients in several forms.

We have the technical knowledge and research facilities to help you solve your problems. We feel we can provide you with an inexpensive method that will maintain the taste, color and texture of your product.

We invite you to discuss your needs in confidence with one of our executives.

### STANDARD BRANDS INCORPORATED

Pharmaceutical Division • 595 Madison Avenue • New York 22, N. Y.

## Mill Visiting Featured Closing Day of 1946 Conference

Hosts and Guests



In this picture, association members are shown conversing after completing the tour of the King Midas durum mill at Superior, Wisconsin. From left to right, Dr. B. R. Jacobs, Washington, D. C., H. V. Jeffrey, Omaha, Neb., L. S. Vagnino, St. Louis, Mo., Thomas A. Cuneo, Memphis, Tenn., Henry D. Rossi, Bradwood, Ill., J. C. Leuhring, Milwaukee, and Joseph Pellegrino, Lowell, Mass.—"Superior Evening Telegram" photo.



More than 50 members of the National Macaroni Manufacturers association, who held their annual conference in Minneapolis, Minn., July 17 and 18, made a special trip to Superior, Wisconsin, July 18, to visit the King Midas Flour Mills. In this photo George T. Schiller, on the left, general superintendent of the King Midas durum mill, is shown as he welcomes some of the visitors. Next to Schiller are F. Peavey Hoeffelinger, Minneapolis, Minn., vice president of the F. H. Peavey Company, and H. E. Kuehn, and William Steinke, both of Minneapolis, vice presidents of King Midas Flour Mills.—"Superior Evening Telegram" photo.

### Capital Flour Mills

Under the capable management of P. M. Petersen and his able staff, the conventioners and their ladies and friends were entertained at the open house maintained throughout the three days in the North Shore Room of Ho-

tel Nicollet, where men and women representing the host firm were in constant attendance.

On Thursday July 18, the firm entertained about thirty-five of the ladies of the convention while the men attended the meetings. There was a sight-seeing tour of Minneapolis and Saint Paul by bus with luncheon at the Town and Country Club of St. Paul.

On Friday, July 17, a mixed group of about forty toured the better residential section of Saint Paul by bus and later were shown through "B" Mill in Saint Paul where semolina-milling was fully explained. This was followed by a luncheon at the Minnesota Club at Saint Paul.

### Commander Larabee Mills

The Directors and officers of the National Macaroni Manufacturers Association and their ladies, and special guests among the early arrivals, were treated to a delicious dinner in Hotel Nicollet the evening of July 16. Thomas L. Brown, manager of the durum division of the firm was the genial host. About fifty guests enjoyed this most social affair.

Later many of the visiting manufacturers and their ladies were shown through the company's semolina mill in Minneapolis.

### Visit Duluth Mill

#### King Midas Flour Mills Sponsors Trip

A trip to the King Midas durum mill at Superior, Wisconsin was one of the highlights of this year's conference of the National Macaroni Manufacturers Association. As guests of King Midas Flour Mills, more than fifty NMMA members representing plants from every section of the country left Minneapolis Friday morning, July 19, aboard two private cars on the Great Northern Railroad.

Arriving in Duluth at noon the group was met by buses and hurried to the Kitchi Ganmi Country Club for a delicious luncheon featuring lake trout caught the previous day in Lake Superior. After lunch the party boarded three speedboats and two cabin cruisers for a first-hand look at the famous Twin Ports harbor, including the excellent grain storage and loading facilities and mammoth iron ore docks

Milling and Packaging



A portion of the group of macaroni men who visited the King Midas durum mill at Superior, Wisconsin, is shown as they inspected a wheat grinding machine. Opening the door of the machine is Peter J. Palazzolo, Cincinnati, Ohio. Those gathered around him include, left to right, Peter I. Viviano, Louisville, Ky., J. A. Masury, Reynoldsville, Pa., and Garvin W. Nell, also of Reynoldsville. In the background, wearing a white shirt and bow tie is H. E. Kuehn, vice president of King Midas.—"Superior Evening Telegram" photo.



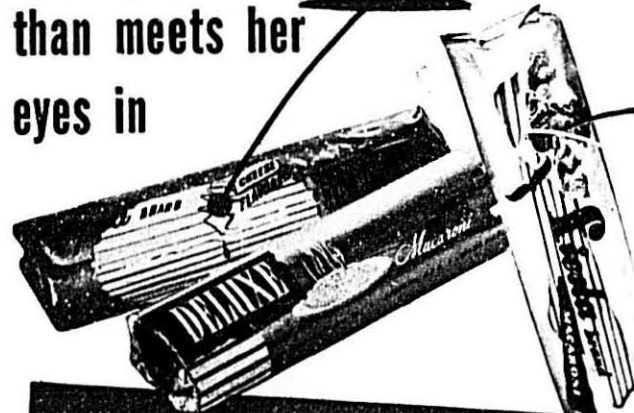
Packaging semolina into 100-pound sacks interests two manufacturers (at right). John Rezzolla, Indiana Macaroni Company, Indiana, Pa., and Ralph Nevy, Cumberland Macaroni Manufacturing Co., Cumberland, Md.—"Superior Evening Telegram" photo.

which are known all over the world. Docking at the King Midas mill in Superior, the visitors were taken on an inspection tour of the mill where they had an opportunity to study the processes involved in the milling of durum wheat into semolina.

Returning to Minneapolis late in the afternoon, a buffet supper and refreshments were served to the group. Those who made the trip voted it one of the high spots of a highly successful conference.

(Continued on Page 16)

There's more than meets her eyes in



PACKAGES BY MILPRINT

To assure the perfect protection and extra eye appeal your package needs — Milprint packages are created by men whose experience and technical knowledge is unexcelled in the field of Package Engineering.

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Men familiar with YOUR particular field guide the development and creation of every package.

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108 Package engineers in the field study your packaging problems at the source!

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Competition, distribution, market potentials, are all surveyed to assure a package that can compete — and sell!

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Master printers — Mechanical engineers — Machinery experts advise on wrapping and packaging methods, on all technical problems.

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Graduate chemists — experts in materials, lamination and coatings test and re-test for maximum protection.

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One of America's leading art staffs — artists and designers specializing in every field of design create your package.

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PACKAGING HEADQUARTERS TO AMERICAN INDUSTRY

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

SALES OFFICES IN ALL PRINCIPAL CITIES

### Macaroni Manufacturers Visit Betty Crocker's Kitchen

On Mill Visiting Day, Friday, July 19, members of the NMMA, attending the annual convention in Minneapolis, were guests of General Mills at the Betty Crocker open house and toured the company's durum mill.

Sixty-two members of the Association, including wives, were General Mills' guests. They were taken by special bus from the Nicollet Hotel to the Home Service Department where members of Betty Crocker's staff were on hand to welcome them and explain the functions of the department. Staff members gave them a bird's-eye view of the Home Service Department's job and outlined the many phases of the program which has established Betty Crocker as the nation's No. 1 Home Economist.

This "behind-the-scenes" view showed them some interesting things about Betty Crocker and her radio program—how the details of the program are carefully worked out before being presented on the air. They learned about the mountain of mail which comes to the department each day, and how a competent staff gives each letter individual attention. They found out what makes a recipe—and had a glimpse of the careful research and testing behind a new macaroni dish before the recipe is released to American homemakers. Practical application



Sampling Chicken Tetrazzini in Betty Crocker kitchen at General Mills

of Betty Crocker's homemaking ideas was in evidence when refreshments were served. The chief item on the menu was "Chicken Tetrazzini."

Following the visit to Betty Crocker's kitchen, buses conveyed them to the General Mills durum "A" mill. There they saw how semolina was milled, sifted, and purified and what is meant by "Products Control"—how every car of Semolina is milled and tested before it finally receives the General Mills' stamp of approval. They also learned how customers' sacks are thoroughly cleaned and stored, how these sacks are packed with semolina, loaded into waiting cars and started on their journey to the macaroni manufacturers' plants for conversion into the finest macaroni products.



One of four groups that visited General Mills durum semolina mill.

### Quality Ingredients for Tasty Dishes

In the August release of *Durum Wheat Notes*, Mary Albright Jackson, manager of the Durum Wheat Products Division of Wheat Flour Institute, says, in part, that throughout the generations interest in the art of the family dinner table has been growing. And as in the days of the starched surplice and frills of lace, today's and tomorrow's interest in the art of food will continue to sweep merrily across this

country and other lands. Folks enjoy good food, and good food dressed attractively for table interest and tasty eating will always make dining a favorite universal pastime.

The secret of making tempting foods revolves around simple cooking rules. A few of these simple rules are the guide posts to good cooking. Some of the basic rules are: 1. Use quality ingredients, 2. Use tested recipes, and 3. Practice developing cooking skill. Homemakers who have the fun of cooking for their family are especially

eager to apply these easy rules. Rich reward for a little pleasant effort on their part comes through a harvest of compliments from the hungry diners.

Homemakers recognizing the importance of quality ingredients choose macaroni and spaghetti made with durum wheat semolina and egg noodles made with durum wheat flour. These versatile macaroni foods, golden in color from amber durum wheat, cook to delightful tenderness. They retain their creamy color and well-made shapes, and they come from the cooling pan in a minimum of time, ready to combine tastefully with other good foods. Macaroni, spaghetti, and noodles are excellent bait for the bits of tasty vegetable, cheese, or meat leftovers tucked away in the refrigerator. Combining these other simple foods with durum wheat products gives a tasty sparkle and dashing dress to as plain a combination as macaroni, milk, cheese, and seasonings.

Perhaps the most important rule in regard to the art of cooking with macaroni, spaghetti, and noodles is the quality of the product, and the quality of the product means the best when durum wheat plays the leading role as chief ingredient. Recipes, men's suggestions, and ways of serving these favorite foods deserve honorable mention, too, and the pleasing combination of all these rules makes food fit for the kings and queens of the family table.

For August she recommends Picnic Chicken Macaroni Salad as the main dish on the Picnic Basket Menu or Deep Sea Spaghetti Salad with flakes of red salmon or Cheese-Touché Noodles with sizzling frankfurters.

### Airline Foods Expands by Four

Jerome Jennings, President of the Airline Foods Corporation, that recently bought the Atlantic Macaroni Company of Long Island City, announced in New York that options to purchase all capital stock of the David G. Evans Coffee Company, of St. Louis, Missouri, The Empire Biscuit Company of Brooklyn, New York, The San Jose Packing Company of California, and the James A. Harper Supply Company of Kansas City have been acquired.

According to Mr. Jennings, the four companies' annual sales volume totals more than \$10,000,000, and will almost double the sales volume of Airline Foods and its subsidiaries. It is pointed out that Airline Foods was formed only this year as a holding company to supervise the activities of a group of food processors and distributors.

M. Jennings added that Max Ams, Inc., a subsidiary of Airline Foods, has bought a plant for canning, packing, and freezing foods in Sodus, New York.

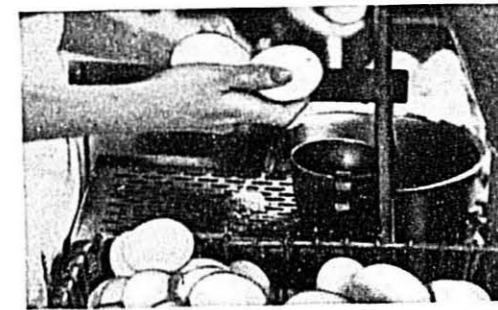
## For Finer Texture, Deeper Color Every Time



1. When eggs are finest, in the spring of the year, Armour selects breakfast-fresh shell eggs for Cloverbloom Frozen Yolks. That's only the beginning...



2. Every egg is candled after pre-cooling for 48 hours. Expert candlers check to be sure that there are no imperfections and that the egg meets the rigid specifications for the Armour Cloverbloom label.



3. Checked again for freshness. As eggs are separated they are again checked for freshness and purity. Then, to remove every trace of shell and fibre, they are run through a special clarification process.



4. Uniformity constantly tested. Every churn of Cloverbloom egg yolks must pass rigid scientific tests to assure deep color, as well as low bacteria count and fine flavor—to assure solid content of not less than 45%.



Guesswork Eliminated! The new-laid freshness and delicate, natural flavor of these yolks are preserved by Armour's quick freezing process. You can depend on richer colored, finer noodles from Cloverbloom Frozen Yolks.

### MAKE YOUR NEXT CONTRACT WITH ARMOUR

Cloverbloom frozen whole eggs, whites, sugared and 45% solids dark color yolks; spray-powdered whole eggs, whites and yolks.

UNION STOCK YARDS, CHICAGO 9, ILLINOIS

**ARMOUR**  
Creameries

## Long, Faithful Service, Recognized and Appreciated

Two Resolutions were unanimously adopted by the 1946 Convention in Minneapolis, July 18, on recommendation of the 1946-1947 Board of Directors which had approved of them at the organization meeting earlier in the day.

The Resolutions were ordered prepared in scroll form for individual signatures at the Winter Meeting when the scrolls will be officially presented by President C. W. Wolfe.

The resolution covering the long service of Benjamin R. Jacobs, Director of Research and Washington Representative, was presented to the Board of Directors by Director Henry Mueller. The one concerning M. J. Donna, Secretary-treasurer of the Association was presented by Director Peter J. Viviano. The Resolutions follow:

### RESOLUTION

On this, his Twenty-sixth anniversary in the service of the NATIONAL MACARONI MANUFACTURER'S ASSOCIATION, We, the Directors, desire to extend to—

BENJAMIN R. JACOBS  
Director of Research

our heartiest CONGRATULATIONS, and to record our appreciation of His LONG and FAITHFUL performance of the duties entrusted to him. By being ever mindful of the rights and interests of the Association, by his untiring efforts in the UPBUILDING of the Organization and furthering its best interests, and by those qualities of character which have at all times inspired the confidence of those with whom and for whom he has worked, he has bound himself to his fellows in enduring FRIENDSHIP and AFFECTION.

From the time he became affiliated with it on July 5, 1920, the Association has made noteworthy and steady progress. In particular, its accomplishments in the way of establishing a laboratory for the benefit of the Industry, of securing effective legislation, and of collaborating with the members of the industry, all have helped to raise the standard of quality of macaroni and noodle products, so that today the consumer purchases these products with confidence and the manufacturer takes pride in belonging to an industry which is comparable to the best of the leading food industries in the country.

The recent action of the Food and Drug Administration in granting permission to enrich macaroni and noodle products, brings the industry in line with the latest developments in food science and gives promise to greater benefits both for the manufacturer and the consuming public. Of these accomplishments, the Association is justly proud, and they are largely the result of Mr. JACOBS' unflinching devotion to duty.

As he enters upon another year of service, we look forward to a continuance of the benefits to be derived from our cordial relations, and wish for Mr. JACOBS, the FULLEST POSSIBLE MEASURE OF GOOD HEALTH, HAPPINESS AND SUCCESS.

Therefore, be it Resolved that this testimonial be entered in the minute book of the Association, and that an engrossed copy be presented to Mr. JACOBS as a mark of our RESPECT and AFFECTION for him.

E. DeRocco	C. L. Norris
J. H. Diamond	Joseph Pellegrino
Horace Gioia	Albert Ravarino
A. Irving Grass	Frank Traficanti
Peter LaRosa	L. S. Vagnino
Joseph Matalone	P. J. Viviano
G. P. Merlino	Albert S. Weiss
Henry Mueller	C. W. Wolfe

Board of Directors

ADOPTED BY THE Board of Directors and APPROVED BY THE Convention of the Association  
Minneapolis, Minn., July 18, 1946

C. W. WOLFE, President  
M. J. DONNA, Secretary

### RESOLUTION

On this, his TWENTY-SEVENTH ANNIVERSARY in the service of the NATIONAL MACARONI MANUFACTURERS ASSOCIATION—

We, the Directors, desire to extend to

MODESTO J. DONNA  
Association Secretary and JOURNAL Editor

Our Heartiest CONGRATULATIONS; also to record our appreciation of his LONG and FAITHFUL performance of the duties entrusted to him. By being ever mindful of the rights and interests of the Association, by his untiring efforts in the UPBUILDING of the ORGANIZATION, and furthering its best interests, and by those qualities of character which have at all times inspired the confidence of those with whom and for whom he has worked, he has bound himself to his fellows in endearing FRIENDSHIP and AFFECTION.

From the time he became affiliated with the National Association on March 1, 1919, both the organization and THE MACARONI JOURNAL have made unprecedented strides. Notable, also, was his thoughtfulness and foresight in establishing THE NATIONAL MACARONI INSTITUTE in September, 1937, which, in a short decade, has accomplished immeasurable good for the entire Industry under his able and lone management. These efforts have gone to great length in the development of UNDERSTANDING and FRIENDLINESS among Macaroni-Noodle Manufacturers.

As he enters upon another Year of Service, we look forward to the continuance of the benefits to be derived from our cordial relations, and wish for "M. J." the FULLEST POSSIBLE MEASURE OF GOOD, HEALTH, HAPPINESS, AND SUCCESS.

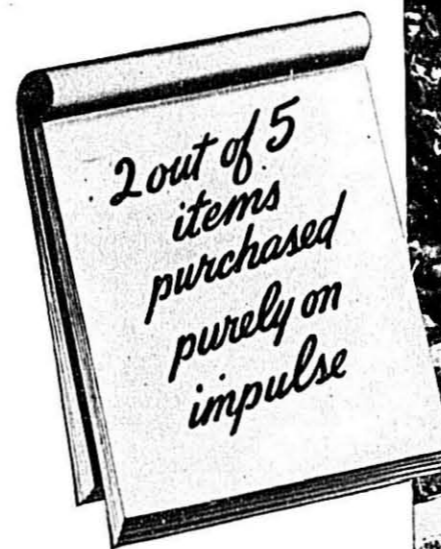
THEREFORE, Be It Resolved that this testimonial be entered in the Minute Book of the Association, and that an engrossed copy be presented to Mr. DONNA as a mark of our RESPECT and APPRECIATION.

E. DeRocco	C. L. Norris
J. H. Diamond	Joseph Pellegrino
Horace Gioia	Albert Ravarino
A. Irving Grass	Frank Traficanti
Peter LaRosa	L. S. Vagnino
Joseph Matalone	P. J. Viviano
G. P. Merlino	Albert S. Weiss
Henry Mueller	C. W. Wolfe

Board of Directors

ADOPTED BY THE Board of Directors and APPROVED BY THE 1946 Convention of the Association,  
Minneapolis, Minn., July 18 1946

C. W. WOLFE, President  
M. J. DONNA, Secretary



... according to nationwide survey in supermarkets



## Here's helpful information for food manufacturers and distributors

**RIGHT NOW** shortages may be your No. 1 problem. But, sooner perhaps than you think, the picture may change. Industry leaders stress the need to plan ahead now to be geared for sales action at the right time.

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### Resolutions Committee

We, your Committee on Resolutions, recommend the following for your consideration:

**RESOLUTION I**—WHEREAS, President C. W. Wolfe has so ably and energetically managed the affairs of the Association this past critical year and capably represented the Association before various government agencies to the benefit of all the members,

**THEREFORE, BE IT RESOLVED** that the Association express its deep and grateful appreciation for his unselfish and untiring efforts as the leader of our Association.

**RESOLUTION II**—To our very capable and experienced secretary-treasurer, M. J. Donna, we express our appreciation for his many years of loyal service, during which time he has taken a personal interest in the problems of each member.

**RESOLUTION III**—We extend to our director of Research, Benjamin Jacobs our sincere thanks for his expert representation of our industry and for his continuous efforts to elevate and maintain the high standards of the Macaroni Industry.

**RESOLUTION IV**—We take this opportunity to express our appreciation to those speakers who addressed our convention. We feel fortunate to have had such a select and expert group in attendance, whose remarks to the Association have been both interesting and informative. Therefore, to each of the following we say, "Thank You." To the Honorable—

Herbert H. Humphrey, Mayor of Minneapolis, for his address welcoming the delegates to the convention.

Edward J. Thye, Governor of Minnesota, for his stirring address on a better America in which all should join in building.

To each of the panel members for their timely and interesting discussion of Durum: B. E. Groom and Edwin Traynor, representing the growers; H. O. Putnam and W. T. Nightingale representing the educators; L. A. Jensen and Glenn L. Smith representing the agronomists; William Steinke and P. M. Petersen representing the durum millers and Peter La Rosa, Henry Mueller and Louis S. Vagnino representing the macaroni manufacturers.

To Mary Albright Jackson for her interesting address entitled "Durum Wheat Notes."

**RESOLUTION V**—WHEREAS, various supply firms and millers have added to the enjoyment of his convention by entertaining the delegates, their ladies and friends, we therefore take this opportunity to express our thanks to the following groups:

To all the durum mills and their

representatives, for the reception and dinner given on the evening of July 17 and for all of their other efforts, which have contributed to the enjoyment and success of the convention.

To Rossotti Lithographing Company for the delicious spaghetti luncheon sponsored on July 17.

To Clermont Machine Company for a Cocktail Party given the evening of July 18.

To Consolidated Macaroni Machine Corporation for the Floor Show and Dance at the Association's Annual Dinner Party the evening of July 18.

**RESOLUTION VI**—WHEREAS, it has come to the attention of the convention that our good friend RAYMOND RONZONI, executive of the member firm, Ronzoni Macaroni Company, Long Island City, N. Y., passed away on July 15, we express our deep regrets and sympathy to the members of the Ronzoni family for this great loss.

**RESOLUTION VII**—WHEREAS, The management of Hotel Nicollet and the Minneapolis Hotel Association so satisfactorily handled a difficult hotel accommodations situation, to both our thanks and appreciation.

**RESOLUTION VIII**—WHEREAS, the attendance of the 1946 convention has exceeded all records and WHEREAS, so many capable speakers and firms contributed to the success and enjoyment of this conference,

**THEREFORE, BE IT RESOLVED** that we extend our sincerest appreciation for the expression of interest in the Industry's well-being and future, which so many have demonstrated during this convention.

Respectfully submitted,  
PETER ROSS VIVIANO  
PETER H. DIODENE, JR.  
JOSEPH SCARPACI

### Macaroni Enrichment Order Becomes Effective

#### October 7

According to the Federal Register of July 9, the Food and Drug Administration Order permitting the enrichment of macaroni products approved last spring, will become effective on October 7, 1946.

Accompanying the order are standards for enriching this grain food to enable it to be officially labeled enriched macaroni, enriched spaghetti, or enriched noodles. The order further concludes that there is no need for adding additional protein derived from wheat germ or yeast.

The FDA order also disapproves the enrichment of milk macaroni products,

### Decontrol Board And Assistants

The Decontrol Board provided for in the Congressional action restoring the Office of Price Administration as named by President Harry S. Truman and approved by the Senate consists of: Roy L. Thompson, President of the Federal Land Bank of Louisiana; Daniel W. Bell, banker and former Undersecretary of the Treasury, and George H. Mead, of Dayton, Ohio, Chairman of the board of the Mead Corporation.

Prior to the hearings which the board started to hold on August 13, it met and announced the following general counsel economic advisors, acting secretary, and director of information:

David Cobb, 36-year-old attorney, will be general counsel of the new independent agency established by the price control extension act. Mr. Cobb has been assistant general counsel of United Nations Relief and Rehabilitation Administration since his discharge from the navy in February of this year.

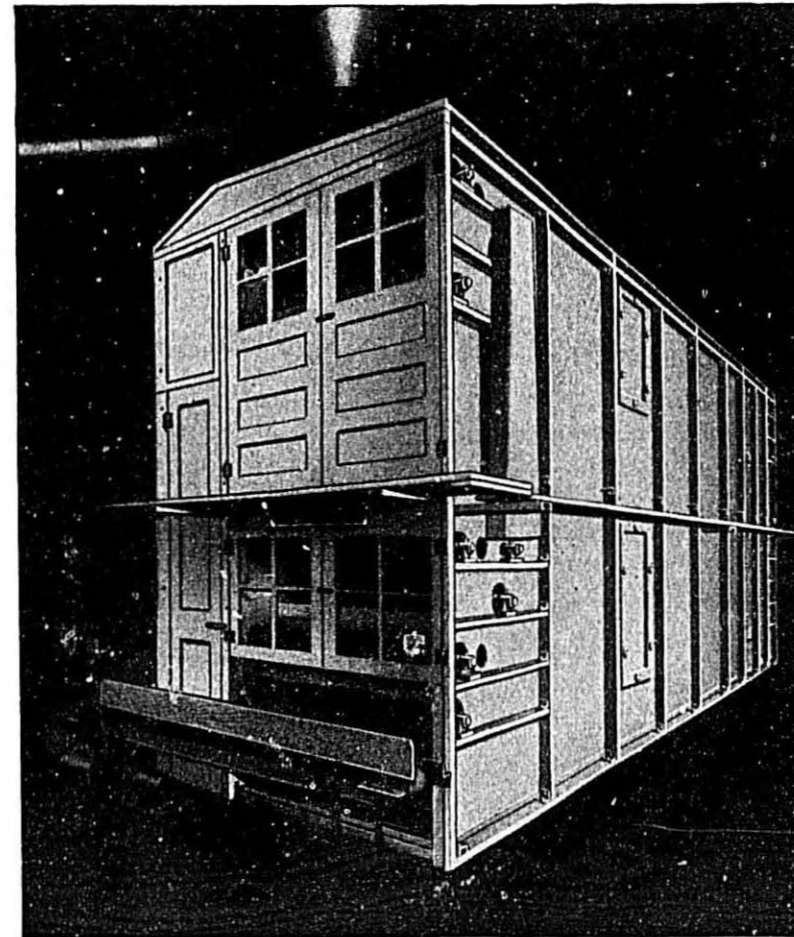
Walter S. Salant, 34, a native of New York City, will act as economic adviser. Mr. Salant was economic adviser to the Economic Stabilization director.

Bice Clemow, 36, of Hartford, Conn., former executive assistant in the Office of Economic Stabilization, will serve as acting secretary of the board until a permanent selection is made.

Director of information is Delmar Beman, 35, of Washington, who was head of the trade relations branch of the OPA Information Department from November, 1944.

The board also announced that Harold Leventhal, 31, a Washington attorney recently released from the Coast Guard, would serve temporarily as adviser on procedural matters in the hearings which began August 12.

## 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.

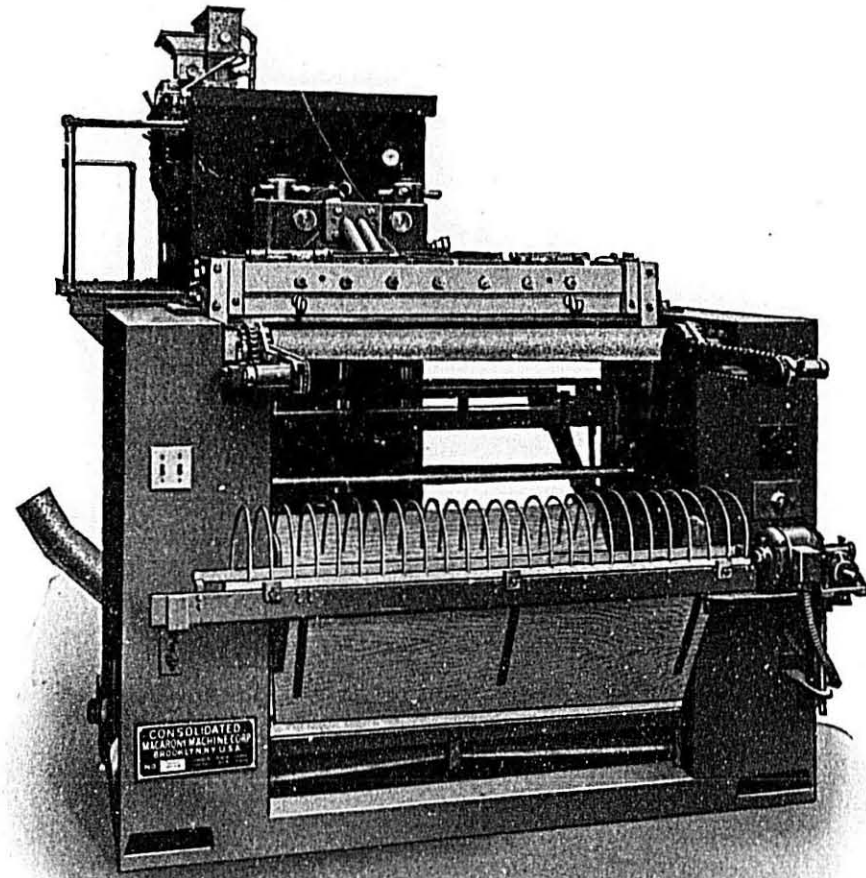
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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## Consolidated Macaroni Machine Corp.



### CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model CAFS

*From Bin to 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.

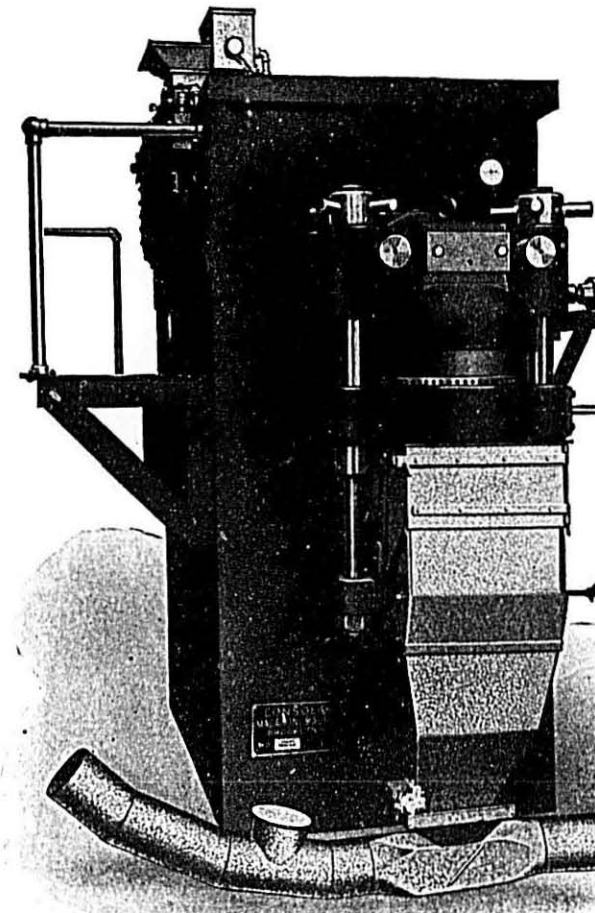
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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## Consolidated Macaroni Machine Corp.



### 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.

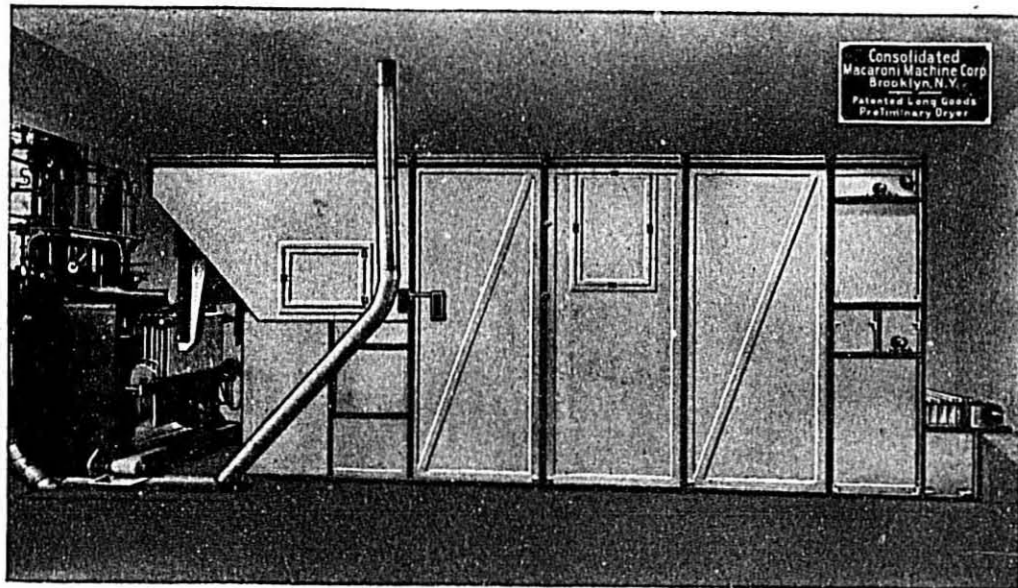
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## Consolidated Macaroni Machine Corp.



### LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

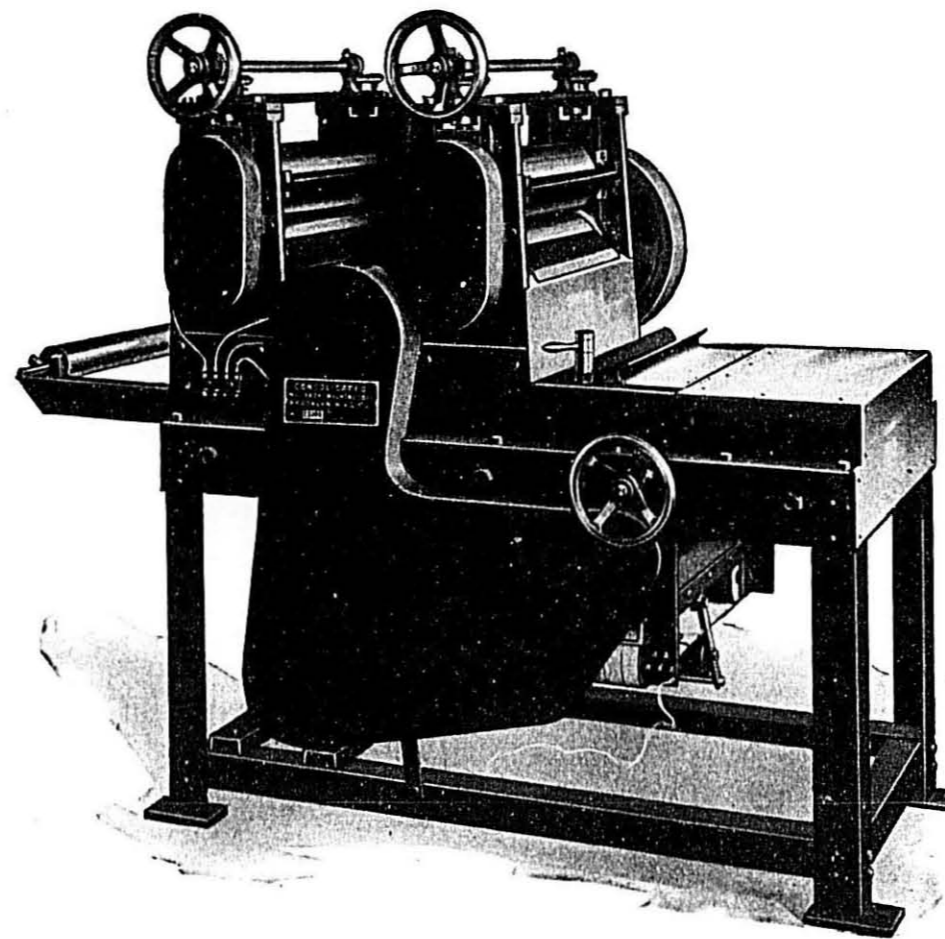
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

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

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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 fur-

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

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

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

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

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# Durum Wheat Improvement Investigations in North Dakota

By R. H. Harris, Cereal Technologist  
North Dakota Agricultural Experiment Station

The object of this report is to present the background of durum wheat improvement in North Dakota, to point out results accomplished under the durum breeding program, and to forecast fruitful fields for investigation in this important crop. The bibliography lists publications which contain historical and detailed data on which the conclusions are based.

Durum wheat differs from the bread wheats in being a member of the class designated as *Triticum durum*, while the majority of the other wheats commonly grown are varieties of *Triticum vulgare*. Durum wheat is harder and more flinty than the bread or hard red spring wheat grown in North Dakota. Durum wheat is also more highly pigmented. The name durum is derived from the Latin word "duro" or hard.



R. H. Harris

### Introduction into the United States

Fifty years ago durum wheat was practically unknown in North America. Durum seed had been brought to the United States by a few Russian farmers, about 1864, but Mark A. Carleton, cerealist for the U. S. Department of Agriculture, in 1899, imported from Russia seed of Kubanka and Arnautka wheats. These two varieties were tested in many geographic locations, and in 1901 Carleton stated: "The two states in which macaroni wheats have so far proved to be most successful are North and South Dakota. The wheats not only give excellent yields in these states, but the grain produced is often apparently of better quality than the original imported seed." This opinion still stands unchallenged today.

Dr. J. H. Shepperd, professor of agriculture and later President of the North Dakota Agricultural College, was interested in the introduction of durum wheat into this state. Dr. H. L. Bolley, a plant pathologist on the staff of the North Dakota Agricultural Experiment Station, brought back several durum wheats from Russia in 1903. W. M. Hays, who later selected the outstanding variety Mindum at Minnesota, began his cereal work in North Dakota.

### Production

Farmers early discovered that durum wheat varieties were generally more resistant to stem rust than the bread wheats they were accustomed to growing at that time. This fact, coupled with good yielding capacity, led to their early acceptance by the grower, but there existed at this time little de-

mand for macaroni products in the United States. Durum wheat was thought to be too difficult to mill owing to its hard kernel. This situation caused Carleton to make the statement, "There is before us the possibility of establishing practically a new wheat industry of great magnitude."

For twenty years after the initial introduction to the farmer, durum wheat production outpaced consumer demand, and durum prices were generally lower than those for bread wheat. Price uncertainty, however, tended to discourage farm production, and farmers returned to growing the bread wheats. Investigations at Langdon, a branch station of the North Dakota Station, showed that the serious rust injury of 1916, 1919 and subsequent years did not affect the durum as much as the bread wheat. They also showed that under severe rust conditions Kubanka was less susceptible than Arnautka. These findings resulted in a large shift from common wheat to durum in sections where rust injury was occurring most frequently. The development of durum milling and the macaroni industry occurred about the same time. This produced a more stable market for durum and made the growing of this class of wheat more attractive to the farmer.

The peak of durum production was attained in 1928, when almost 100,000,000 bushels were produced, three-fourths being grown in North Dakota. Several factors have contributed to the decline in production. Export demand for durum decreased sharply, and new rust resistant bread wheat varieties provided stiffer competition for farm growth. In 1935 thousands of acres of

late sown durum were seriously injured because of stem rust. Following this misfortune farmers in the durum territory began to grow the new rust resistant bread wheats. Barley and flax have become strong competitors for durum acreage during recent years.

### Durum Wheat Breeding

In 1943 two new durum varieties, named Carleton and Stewart, were released in small lots to North Dakota growers. These varieties resulted from a durum breeding program begun at Langdon, North Dakota in 1929 and supported by the Bureau of Plant Industry, Soils and Agricultural Engineering of the U. S. Department of Agriculture, in co-operation with the North Dakota Agricultural Experiment Station. The new wheats are highly resistant to stem rust, and equal if not superior to Mindum in the quality of macaroni made from them. Carleton has very stiff straw, which is an advantage in harvesting, while Stewart excels in yield and resistance to shattering. It also has stronger straw than Mindum. Carleton and Stewart are being favorably received by both farmer and miller, but it is too early to judge whether their release will result in more durum acreage.

A successful breeding program for any crop depends upon recognized laws of heredity. "Figs do not grow on thistles." Neither can good macaroni be produced from red durum or bread wheats. Even certain varieties of durum will not produce acceptable macaroni. From experimental results it was shown that regardless of location or season, Mindum was outstanding in macaroni quality, due to its inheritance of those desirable qualities responsible for the production of bright amber, translucent macaroni. For this reason Mindum was used in the breeding program initiated in 1929, although it has some defects: it is susceptible to prevalent races of stem rust, it tends to lodge in wet seasons, and is later in attaining maturity than the newer varieties of bread wheat.

Mindum was first crossed in 1930 with Vernal emmer which is a rust-resistant distant relative of wheat with poor quality. From tests made on several hundred of the progeny the most resistant distant relative wheat of crossed to Mindum in 1933 and again in 1936 to improve their quality. From the outcome of these experiments the two varieties, Carleton and Stewart,

(Continued on Page 28)

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### Durum Wheat Improvement Investigations

(Continued from Page 26)

were selected in 1938; each selection consisted of a single head of wheat.

#### Equipment Used for Testing Durum Wheats

Standard equipment and methods for testing the macaroni-making value of durum wheat have been developed comparatively recently. Milling and baking procedures for determining the commercial quality of bread wheats, however, have been used for a relatively long period, due, no doubt, to the more extensive areas where these wheats are grown as contrasted with the comparatively restricted areas where durum is grown. It was found that red durum was inferior to hard red spring or amber durum varieties. Dr. C. E. Mangels, formerly cereal chemist at the Station, started investigations upon macaroni-making techniques, using the equipment then available. Macaroni was produced from different varieties of durum, and the superior color of macaroni from Mindum and Kubanka emphasized. Some tentative work on the cooking value of macaroni was also attempted. In 1937 the North Dakota State legislature provided funds to purchase modern durum quality-testing equipment for the Experiment Station and this was duly installed. This included an experimental durum wheat mill and purifier, a small-scale macaroni processing unit, and a satisfactory cabinet for automatically drying the macaroni. These procedures simulate the operations of commercial semolina manufacture and macaroni processing. The primary aim of the project was to assist in the development and selection of agronomically desirable durum varieties of excellent quality and to evaluate the effect of certain unfavorable factors often encountered in durum production on quality characteristics.

#### Quality Investigations

##### Effect of Blight Damage

The effect of blight and related forms of damage in durum wheat (infection of *Helminthosporium* [black point], *Alternaria Fusarium*, etc.) on the quality of semolina and macaroni have been studied because of the importance of this problem to the farmer and the industry. This form of damage is particularly prevalent in wet, cloudy harvest seasons. Carefully prepared experimental blends containing graduated proportions of light and heavily damaged kernels were milled, and the resultant semolina processed into macaroni. It was found that 10 per cent of lightly damaged kernels with discoloration evident only at the tip was without detrimental effect, while 25 per cent did not greatly lower macaroni color or increase semolina

speckiness. Over 50 per cent by weight would be extremely hazardous to use in the mill mix. The influence of heavily damaged kernels, with visible injury in the crease and other portions of the kernel, was more marked. Even 5 per cent of such grain significantly increased the number of specks in the semolina and decreased macaroni color, while 10 per cent was very detrimental. It was shown by this study that special care is necessary regarding the degree of damage of individual kernels permitted in the blend when milling wheat damaged by "black point" and other infections. If light and heavy damage are both present the effect upon quality will be additive and greater attention will have to be paid to the maximum quantity of heavily infected kernels allowed.

The grade was materially lowered by the presence of heavily damaged kernels, 50 per cent resulting in decreasing the grade from No. 1 Hard Amber Durum to Sample Grade Durum, while 5 per cent lowered the grade to No. 3 Hard Amber Durum. Light damage was without appreciable effect upon the grade under the present grading regulations.

##### Sprout Damage

A substantial amount of work in connection with the effect of sprout damage on wheat quality has been reported for bread wheat, but little information on this point has been available in the case of durum. Accordingly aliquots of a sample of sound hard amber durum wheat were sprouted under approximately uniform conditions for varying lengths of time to obtain three distinct stages of sprouting. These three "stages" were defined by length of sprout obtained. Each of these stages was then blended in various proportions by weight with the original sound wheat to obtain mixes for experimental milling. These were milled and the resultant semolina processed into macaroni.

Sprouting had no effect on the ease of milling, but the properties of the dough during macaroni processing were affected. Doughs made from blends containing a high percentage of badly sprouted wheat were crumbly and "short" but after the customary amount of kneading appeared to have normal consistency.

Weight per bushel was consistently lowered by sprouting. Semolina yield was reduced when more than 20 per cent of sprouted wheat was included in the blend. Diastatic activity of the semolina was greatly influenced by the proportion of sprouted wheat in the blend, and by degree of sprout, while water absorption was generally lowered by sprout damage. Macaroni color was markedly decreased by increased sprouting, and there was a highly significant negative relationship between diastatic activity and color. Ten per cent blends of the second and third

stage had more effect on both these properties than 100 per cent of stage one. Five per cent of heavy damage reduced the color score 40 per cent. The first stage noticeably affected color at 20 per cent concentration. It appeared from the data secured in this study that length of sprout is more important than the amount of sprouted kernels present.

##### Use of mixograph

The mixograph has been employed quite extensively in ascertaining the influence of variety upon mixing requirements of bread wheat flours, and apparently the pattern of mixogram is affected rather strongly by variety. The thought occurred that possibly the physical properties of a semolina dough might be related to variety in a similar manner. Results secured indicate that Mindum, Kubanka and Monad do differ somewhat in the mixogram pattern, and these differences are discernible in hybrids involving these parents.

##### Effect of Maturity

Investigation has also shown that protein content, test weight, grade and macaroni color increased with maturity at harvest, while water absorption of the dough decreased.

##### Cooking Value

In addition to the tests described, experiments were conducted to determine the cooking value of macaroni. It was found that there were differences in cooked weight and tenderness between durum varieties. Carleton tends to be high in cooking quality. There were also yearly variations in these properties for four varieties grown consecutively at Fargo for three years. Wheat blights, including "black point," reduced cooked weight and tenderness score, particularly if the damage was severe. The degree of disintegration during cooking was increased by infected wheat in the blend, heavily damaged kernels having the most marked effect.

#### Some Durum Wheat Diseases

##### Stem Rust

Durum wheats often are damaged by black stem rust. Because of the nature of rust development, control by cultural methods is not often obtained. The eradication of barberry bushes probably has prevented the development of many new races of rust and has aided the work of breeding new rust-resistant varieties of wheat. In 1943 two new amber durums, Carleton and Stewart, were released and these provide growers with varieties highly resistant to the races of rust now prevalent in this region.

##### Root Rot

Several types of root rot are prevalent in the durum producing area. These affect the plants from the time the seed germinates until maturity,

(Continued on Page 30)

## STANDARDS FOR ENRICHMENT OF MACARONI PRODUCTS

Announced by  
FEDERAL FOOD & DRUG ADMINISTRATION

Under the standards recently promulgated by the Food and Drug Administration, macaroni manufacturers may enrich macaroni and noodle products and make claims on labels and in advertising to show enhanced nutritive value.



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#### Nutrients required under Federal Standards for Enriched Macaroni and Noodle Products:

	Milligrams per pound	
	Minimum	Maximum
Thiamine (Vitamin B <sub>1</sub> ) . . . . .	4.0	5.0
Riboflavin (Vitamin B <sub>2</sub> ) . . . . .	1.7	2.2
Niacin (Another "B" vitamin) . . . . .	27.0	34.0
Iron . . . . .	13.0	16.5

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170 Varick Street, New York 13, N. Y.

### Durum Wheat Improvement Investigations

(Continued from Page 28)

causing low yields and poor quality of grain. The seed may carry certain types of root rot while other types have been found to originate from the soil. Seed treatments have been only partially successful in controlling this disease. Infected straw may cause soil infestations which, in a measure, seems to counteract the benefits of seed treatments. Crop rotation has helped somewhat to control the root rot disease but only to a limited degree. Investigations have shown that seed selection, seed treatment, soil sanitation, and crop rotations, are required to control this destructive disease.

#### Black Point

The principal agents causing this damage were shown to be two species of fungi, both affecting the quality but only one seemed to reduce the yield of grain. Some varieties of durum appear more resistant than others. Treating infected seed with New Improved Ceresan has improved the germination and early growth of plants grown from infected seed. Wet weather during the late growing season and during harvest favors black point development.

#### Smut

Investigations have shown the relative resistance of durum varieties to several races of smut. One variety may possess resistance to some races and almost no resistance to other races of smut. Seed treatments have proved successful for smut control.

#### Germination of Shrivelled Wheat

Studies conducted showed that light-weight shrivelled wheat produced small weak plants but the germination of the seed was not necessarily impaired. The application of certain seed disinfectants increased the stand and early vigor of the seedling plants.

#### A Study of Micro Methods

##### The Disc Method

Obviously it is not possible to make macaroni from a large number of new wheats. The macaroni disc method was therefore developed in which 30 grams (scarcely one ounce) of semolina can be processed into a flat disc and judged for color. The wheats yielding the best results are then increased and tested by the experimental macaroni method. The weakness inherent in this method is that the experimental product does not resemble commercial macaroni. The advantage of the method is that the surface of the discs is smooth and well adapted for judging color characteristics.

The present situation regarding macaroni quality requirements leaves much to be desired. If these requirements could be expressed in terms of definite chemical or physical entities the devel-

opment of desirable quality in new durum wheats would be greatly facilitated. A start on this general problem has been made in a study of variations in time and intensity of pressure on the translucency of macaroni discs. Microscopic examination reveals that this material contains numerous small air bubbles. Unpressed dough contained 40,000 times more bubbles than the same dough after pressing for four minutes in a hydraulic press at 3,000 pounds per square inch. Further, the unpressed discs were white and opaque, while the pressed discs were clear, bright yellow and translucent. Unpressed discs will not readily allow the passage of light, since it is broken up by the many air bubbles introduced in mixing similarly to beaten egg whites.

Pressure causes the bubbles to coalesce into fewer larger bubbles which permit the passage of light, with the result that pressed macaroni is translucent. The first macaroni from a press charge is opaque because the pressure has not been in operation sufficiently long to reduce bubble number and increase bubble size. "Slab tests" which do not utilize pressure will not produce a translucent product.

The results indicated that durum variety, pressure and time of pressure had significant effects on disc macaroni color, the last two factors being the more important. A pressing time of 60 seconds at a pressure of 2,000 pounds per square inch gave most satisfactory results. A very significant relation existed between light-transmission readings and visual color score. This correlation was not sufficiently high to permit the estimation of color score from light-transmission data, due chiefly to the relatively high pigment content of one of the durum varieties, and to the failure of the visual color score to differentiate effectively among the higher pressure treatments. It was concluded from these data that color ratings from micro macaroni discs could, with limitations, be used as an index of the color of tube macaroni.

##### The Tube Method

An alternative to the macaroni disc method, which requires approximately the same quantity of wheat as the disc technique, is now being studied with the hope that it will prove useful in evaluating the quality of nursery samples. In this method a single strand or tube of macaroni, approximately three feet in length, is extruded from a miniature press resembling a small grease gun, employing a single hole die. Miniature mixing, kneading, pressing and drying equipment must be used in this procedure, and the product is directly comparable to macaroni processed in the usual manner.

#### Problems That Need Investigation

(1) Further studies on the macaroni processing techniques both macro and micro.

(2) The chemical and physical changes involved in the processing of semolina into macaroni: (a) How do these changes modify the digestibility and nutritional value of macaroni products?

(3) What are the differences in the properties between the proteins and carbohydrates that characterize the durum and hard red spring wheats?

(4) Can commercial advantage be taken of the fact that durum wheats are the hardest wheats known?

(5) Why are durum wheats high in diastatic activity?

(6) Why do some varieties of durum wheat lose more of their carotinoid pigment in processing than other varieties?

(7) Is it desirable to breed new durum varieties containing larger amounts of natural carotinoid pigment?

(8) What is the nature of the red and gray pigments which often overshadow the yellow pigment in macaroni? Can they be removed?

(9) Investigation of some foreign varieties of durum wheat from an agronomical and macaroni quality standpoint.

(10) Do macaroni products have any other natural nutritional advantages?

(11) The effect on macaroni processing and upon the quantity of the finished product of various forms of common diseases.

(12) Reasons for peculiar processing characteristics on certain types of semolina.

(13) A good mechanical method for color measurements of macaroni.

(14) Development of a durum variety of excellent quality that has improved field characteristics.

### Grain Exports Total 942,000 Tons in July

Exports of United States grain and grain products during July totaled 942,000 long tons (35,570,000 bushels), the U. S. Department of Agriculture announced August 8. This total included (in terms of whole grain equivalent): Wheat, 512,000 tons; flour, 279,000 tons; corn, 37,000 tons, and corn products 114,000 tons.

In addition about 6,000 long tons of Canadian wheat milled in bond in the United States was shipped, raising the total shipments from the United States to 948,000 tons.

Largest shipments were for UNRRA countries with a total of 255,000 long tons. The British Empire countries other than India (including the British Zone in Germany) received 205,000 long tons and the U. S. Occupation Zones 130,000 tons. India received 69,000 long tons. Other countries received smaller amounts.



## LEADS IN QUALITY NOW, AS ALWAYS

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

**KING MIDAS FLOUR MILLS**  
MINNEAPOLIS 15, MINNESOTA



## Convention Welcome Address

Mayor Hubert H. Humphrey  
Minneapolis, Minnesota

The people of Minneapolis are honored to have the annual convention of the National Macaroni Manufacturers Association in our City. Minneapolis is known as one of the great grain and food centers of America. It has gained an enviable reputation for the processing of the finest cereal products that the food industry has made available to the public.

As Mayor of this City, I always take great pleasure in telling just a little bit about our community. Like all mayors, I enjoy pointing with pride to our achievements and our assets. With equal candor, I hesitate to tell of anything about our liabilities and shortcomings.

Your convention is gathered in the fifteenth largest city of our nation. You are in a city that sees a great business and industrial future. Ours is a community that has developed economically and culturally with an ever-increasing pace this past quarter of a century.

We are fortunately situated along the banks of the mighty Mississippi River. Our postwar plans include the development of a great upper harbor project which will make possible low cost water transportation to the Gulf of Mexico and to all ports along the Mississippi River system.

We are equally proud of our railroad transportation facilities. Nine major railroads enter our city and carry our produce to all sections of America. We are transportation minded here, recognizing that the flow of commerce is only possible where communities have learned to utilize all means of transportation.

Our airport is one of the major air fields of the country. Our immediate plans call for its expansion in the year 1947. We foresee the day that we will be a main terminal point in world routes of transportation. This will not only have a beneficial effect upon our industry, but will fundamentally improve and alter our social and cultural institutions.

I want you to look around our community while you are here. There are twenty-two lakes within our City, the finest park and playground system in the country, thousands of splendid homes, fine boulevards and streets, along with a progressive educational system. Our greatest asset, however, is our people—a people that represent over fifty-seven different races, creeds and nationalities—a people that enjoy work and pride themselves upon doing a job well and efficiently.

We have had an enviable record of labor-management co-operation. Our community has had few important labor disputes in this postwar period. During the war we learned how to work together. We are attempting to continue that relationship.

We invite new industry into Minneapolis. Our invitation is accepted and acceptable because here we are in the very center of middle America, the one area of the nation that has unlimited possibilities for growth in population and expansion in its economy.

There are many disconcerting trends in our international and national affairs. This is a day when men who are entrusted with responsibility must have a deep faith in our American philosophy of life and our American political and economic institutions. A great deal of this responsibility for a better world and a better nation rests upon business and its leaders.

American people everywhere look to business for leadership. Every child in this country has been taught to respect the industrialist, the businessman, the professional person. It is not enough that business just make money. It is not enough that businessmen merely participate in economic affairs. Today business and politics are one and inseparable. The entire economic life of America is conditioned by the direction and nature of our politics. Likewise the politics of this country is directed and motivated by the condition of our economy.

America will have a bright future only if those who are in positions of leadership give guidance and direction to the development of a wholesome and productive community. We must lift our sights. We must have a perspective or a vision of a world that we want. We must understand that we are living in an integrated economy that is sensitive to economic and political difficulties in any section of the world or nation.

Whether we like it or not, we are our brother's keeper. Whether we like it or not, we are living in "one world." Whether we like it or not, if it is to be a better world it will be because Americans and American leadership make it possible.

To put it frankly, much has been given unto us and much is expected of us. It will do us no good to gripe and complain about the sorry state of affairs. We are the most powerful nation in the world. We possess the richest and most productive economy

that mankind has ever known. With all of these blessings comes the weight of responsibility and leadership.

I am a great believer in local government and local community action. I oftentimes feel that many of us would rather concentrate our thoughts upon saving the world than we would upon getting to work taking care of our own back yard, neighborhood, and city. American business and the average businessman in the average city has his first obligation in his own community. Don't go around complaining about the political and economic activities of those in other walks of life if you are unwilling to participate in an effective program of community action.

As with all things, someone will be out in front leading. The question now is, will it be you or will you let George do it. And that George may not be someone who is deeply devoted to American ideals.

The so-called good old days are gone. There is nothing that we can go back to that will satisfy the needs of today and tomorrow. There is but one direction that we can face, and that is straight ahead with our eyes fixed upon new goals of production, new standards of living, and new devotion to personal freedom. We must rid our mind of the nonsense of scarcity. We must pledge ourselves to a program of unlimited production which, in turn, compels us to achieve full employment. I lay no claim to prophetic genius, but it is as clear as the nose on your face that if ever again this nation goes into an economic tailspin where millions of men and women are without work, then our way of life, our system of enterprise, our political institutions will be shaken to the very foundation.

Our republic may witness under such circumstances a catastrophe that will destroy democracy. There is but one answer to our problem. Labor and management must work together as a team, and both parties must be willing to work with government in a spirit of co-operation rather than antagonism.

We need more than unity which can be a forced condition. We need understanding and co-operation which comes only when men of good will meet together in mutual respect. It is in this manner that a community grows, that an individual progresses, and that a nation lives.

September, 1946

THE MACARONI JOURNAL

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### Former State Experimental Mill Stars Milling Durum Semolina Next Month

The former State Experimental Mill, located at 34th Street and Hiawatha Avenue in Minneapolis, Minnesota, which has been undergoing a program of reconversion for several months, will be milling durum semolina next month.

This mill was purchased several years ago by A. L. Stanchfield & Company, and during wartime was operated by R. A. Stanchfield making granular wheat flour for the Government alcohol program.

Flow sheet and plans for the production system were worked out by the Allreds, father and son, recognized as experts in making durum semolina by those in durum circles who know of their achievements. This mill is equipped with the very latest, modern grain-cleaning machinery and scouring equipment, insuring only absolutely clean wheat reaching the rolls before grinding. This is a vitally important first step in durum milling.

It is also equipped to remove all sand and stones, as well as metal from the wheat before it reaches the rolls. This is one of the many safeguards for purer production, and will insure macaroni manufacturers against trou-

ble with their dies, caused by foreign materials in semolina. The mill contains two solid floors of purifiers, plus additional purifiers on a third floor, thus insuring a clean finished product. The rolls are cut with their different and varying grooves and placed in proper position in the flow to insure exact and correct milling and a maximum of choice semolina.

A regrind unit in the mill will permit production of any amount of Durum Patent Flour the trade may desire up to 100% of production.

Production will be in charge of Mr. A. Allred, with Mr. Mark L. Walton in charge of laboratory and products control. Mr. Walton previously served in a similar capacity for many years with Capital Flour Mills, Inc., now a division of International Milling Company.

Sales of Semolina and Durum Flours will be handled by Clifford W. Kutz and Fred T. Whaley, both of whom were formerly connected with the sales department of Capital Flour Mills, Inc.

The mill is owned and will be operated by the Stanchfield interests, recently incorporated under the name of A. L. Stanchfield, Incorporated. There is no indebtedness on the property which stands on a city square block on busy Hiawatha Avenue.

Grain storage arrangements have been made with a large multi-million bushel elevator just opposite the tracks

from the mill. An additional provision for wheat out of Duluth, Minnesota, has also been made, thus permitting stock piling of choice grades of Amber Durum Wheat during the season of heavy grain movement.

The Stanchfields have a reputation of continuous success, and there is no doubt they will be very successful in this new enterprise. The management feels there is a definite need for additional semolina production and hopes to fill in this production gap by milling for the macaroni trade a distinctive grade of semolina and durum flours now and in the coming years.

General offices will be at 500 Corn Exchange Building, Minneapolis 15, Minnesota.

### Heads Testing Laboratories

New York—E. A. Throckmorton, president, Container Testing Laboratories, has been elected chairman of Packaging Institute's standing committee on trade standards and practices responsible for the packaging industry's newly initiated standardization program.

Mr. Throckmorton, a past director of the Institute, before becoming President of Container Laboratories last March, was vice president-in-charge of development of Container Corporation of America. Container Testing Laboratories are located in New York, Chicago and San Francisco.

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### Phil Winebrener at Fort Meade

Lt. Col. P. R. Winebrener, Army United States, is now located at Fort George G. Meade, Maryland, having been transferred there in June, 1945.



He is connected with headquarters of the Personnel Center. He advises that according to present plans, he will be out of the armed service in the early part of September.

"Since my transfer to Fort Meade in June, 1945, I have had little time to think about anything but the job at hand. It has been a mad rush from the

very beginning, and it has been only recently that it has let up at all. We have been separating for six states, in addition to processing recruits and inductees from three states. I am very much interested in your MACARONI JOURNAL, 'M. J.', and want to be on the mailing list to receive future copies. I have pretty well lost contact with all my friends in the industry, and would be interested in seeing the convention issue."

Mr. Winebrener was President of the National Macaroni Manufacturers Association for three terms, 1936-1939, and a member of the Board of Directors for several additional terms.

### Future Packaging

Mr. C. B. Dehman of the National Association of Food Chains, in outlining his specifications for future packaging, has listed seven requirements which are being looked upon with great interest by the manufacturers of package materials. The requirements are as follows:

1. The package must be sanitary.
2. It should be transparent for most items because they are cleaner, more attractive, and have eye-appeal to stimulate sales.
3. They should be light in weight. Transportation represents a large part

of the cost of food but adds nothing to its nutritional value or its appearance.

4. They should be square cornered. Square corners occupy least transportation and storage space.

5. They should be moisture proof. Most products of the future will be refrigerated and refrigeration means moisture.

6. They must be durable enough to stand handling by inexperienced and careless help.

7. They should be cheap enough to throw away.

### Howard P. Mitchell Resigns From International Milling Co.

Howard P. Mitchell has resigned from the International Milling Company, where he has been sales and production manager of the Eastern Semolina Mills Division at Baldwinsville, New York, for the past four years. Prior to the war, Mr. Mitchell was manager of durum and feed sales for General Mills, Inc. at New York City, Buffalo and Chicago.

He plans on a brokerage business, specializing in durum products to the macaroni industry, with an office at Berlin, Connecticut.

*What a satisfied customer says*

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MANUFACTURERS OF  
**WHITE PEARL BRAND**

MACARONI, SEMOLINA, DUMPLINGS, PASTA, NOODLES, ETC.  
JOLIET, ILLINOIS

Mr. Frank A. Motta  
Champion Machinery Company  
Joliet, Illinois  
August 27, 1946

Dear Frank:

We have been operating the Flour Handling equipment since May 15th of this year, which we purchased from you and we wish to inform you that it is operating to our entire satisfaction.

At the time that you installed this equipment for us, we realized that you, like everyone else, were short of help, however, in spite of this help shortage your service has been more than satisfactory.

From our past experience in operating your equipment and the service which you have rendered, we do not hesitate in recommending you and your firm to anyone that might be interested in any equipment which you manufacture.

Sincerely yours,  
THARINGER MACARONI COMPANY  
*Jack H. ...*  
President

*... service is the Keynote!*

For more than half a century  
**CHAMPION**  
EQUIPMENT and SERVICE

has been assisting manufacturers of macaroni and noodle products to lower production costs, improve products and increase profits. Installation has followed installation from the satisfaction experienced and expressed by progressive manufacturers who have put in this modern equipment. The Champion Line includes Flour Handling Equipment, Semolina Blenders, Dough Mixers, Weighing Hoppers and Water Meters—all automatic in operation and accurate. You are invited to consult with our engineering staff regarding your production problems.

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Have for immediate delivery, complete, slightly used set consisting of:

- One Noodle Cutter, 20-inch double roller
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- One Barrel and a Half Kneader
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- One Flour Sifter, with Scale
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This outfit can produce 12,000 pounds Noodles in 8 hours. Priced reasonable.

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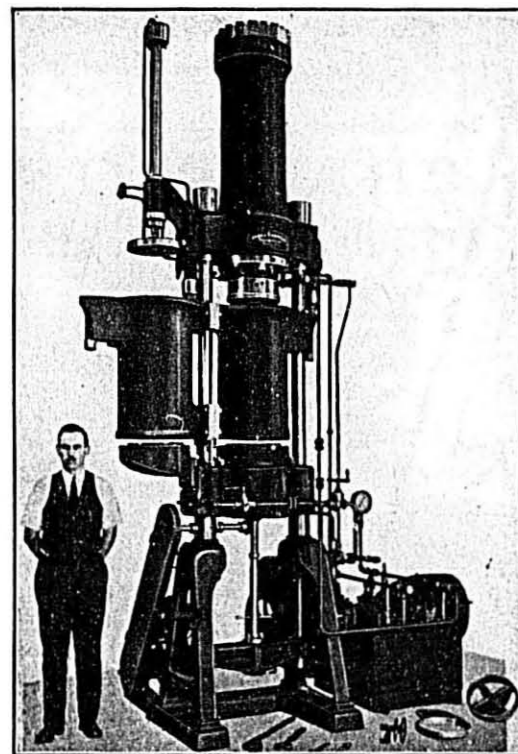
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PRESS NO. 222 (Special)

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

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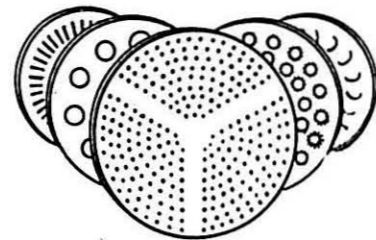
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**120 Lbs. Net**  
**ABO**  
Fancy Durum Patent  
Milled at Rush City, Minn.  
AMBER MILLING DIV'N.  
of F. U. G. T. A.

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

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This is the ideal time to improve your packaging methods with a CECO Adjustable Carton Sealer. Then, when ample raw materials are again available, you will be able to fill your backlog of orders faster, better, and at lower cost.

A CECO Adjustable Carton Sealer is so simple in construction and operation that even an unskilled operator can maintain it. It is adjustable instantly without tools for any size carton. Send for details today, and you will learn why such a large proportion of large and small concerns in the macaroni industry use CECO Adjustable Carton Sealers.

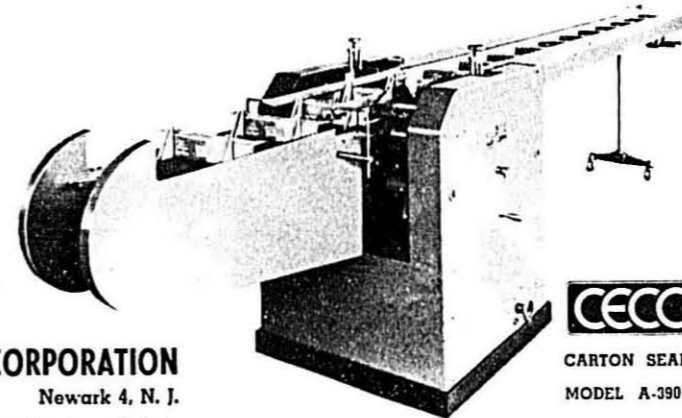
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## CAPITAL FLOUR MILLS

DIVISION OF  
INTERNATIONAL MILLING COMPANY

General Offices: Minneapolis

Mills: St. Paul

### North Dakota Durum Shows

National Association to Offer Beautiful Plaque to Exhibitor of Best Durum Annually.

Recognizing the close relationship between growers of durum wheat and the processors of quality macaroni products, the National Macaroni Manufacturers Association at its Minneapolis convention July 17-19 agreed to offer annually a beautiful plaque to the durum grower that exhibits that batch of durum wheat that is judged best at the Durum Show held annually in North Dakota, which state produces about 90 per cent of the durum wheat grown in the United States.

Wheat authorities in that state have been consulted and the replies are unanimous that showing a proper interest in durum growing and expressing a willingness to reward quality improvement with adequate higher prices for the best durum wheat, will result in increased plantings in years to come and in the general improvement of the wheat grown for the exclusive use, almost, of the macaroni industry.

An example of the general thinking among those most interested in durum wheat is the letter from L. A. Jensen, extension agronomist, North Dakota Agricultural College, quoted below:

STATE COLLEGE STATION, FARGO, N. DAKOTA

Dear Mr. Donna, Sec'y National Macaroni Manufacturers Ass'n Braidwood, Ill.

I would like to take this means of expressing to you and the members of your Association my appreciation for your invitation to attend your convention at Minneapolis. I enjoyed very much attending the sessions and meeting the members of your Association. They all seem to be very much interested in durum production problems and I know that we can learn something about the processing needs of the industry that will be helpful to us in producing a more satisfactory crop.

You asked me to write you concerning the shows held here in North Dakota at which there might be durum exhibits. I am unable to give you any dates for these shows because as far as I know they have not been set as yet.

I want to point out for your information that all of these shows are sponsored by local business people and farmers. These local people set up the program and make all other local arrangements necessary. In many cases they do invite commercial interests to provide premium money or special prizes for exhibits and I am sure that in most cases they would appreciate having this co-operation offered to them.

Langdon sponsors the only Durum Show in the state of North Dakota. By that I mean that they have developed a two-day show and program devoted exclusively to durum exhibits and durum program. Last year I was one of the judges and there were a little over 200 exhibits. For a small town, they put on a pretty good little show, and in spite of having limited this to one

crop they are getting a nice attendance and nice support from farmers in the area.

Grand Forks and Devils Lake have in some years sponsored small shows at which there are exhibits of all crops including durum. In the wintertime Fessenden, Minot, and Rolette County also sponsor a crop show at which durum is included as one class of grains exhibited. Along about the first of March, there is also a show at Park River which includes a class for durum.

Valley City puts on a strong winter show program some time in March including livestock and small grains. Their small grain show includes a class for durum. This is a pretty active show and the attendance is usually quite high. This lasts for about five days.

I thought that this might be about the kind of information that you were interested in obtaining. If I can be of help to you in supplying you any more detailed information at a later date, I shall be happy to do so.

Please put me on your mailing list for the MACARONI JOURNAL.

Very truly yours,  
L. A. JENSEN  
Extension Agronomist

### A Continuing Table of Semolina Milling Facts

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

Month	Production in 100-pound Sacks			
	1946	1945	1944	1943
January	984,608	878,487	721,451	855,975
February	743,018	732,026	655,472	855,655
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	788,374	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—Aug. 31, 1946	1,427,132
July 1, 1945—Sept. 1, 1945	1,457,736

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F. MALDARI & BROS., Inc.

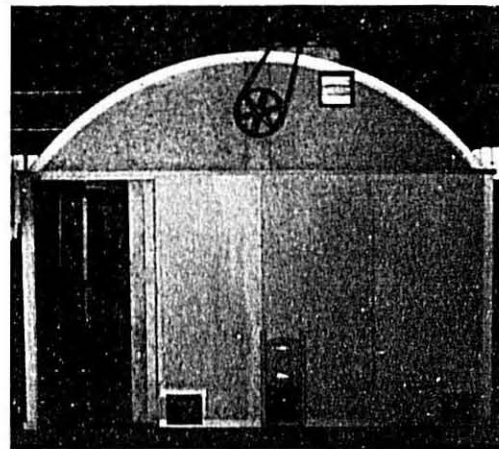


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## REDUCE the Cost of Carton Packaging

Today more than ever, makers of macaroni products are faced with the need for cutting the production cost of their product. Usually one of the major cost items is carton packaging.

If your plant still sets up and closes cartons by expensive hand methods, it will pay you to investigate the many advantages of using PETERS automatic and semi-automatic carton setup and closing units. Carton users everywhere are finding that these machines are increasing production, saving labor and building greater profits.

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PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 33-40 cartons per min., one operator. Can be made adjustable to handle several carton sizes.



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Farms City, Sioux City and Webster  
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**The MACARONI JOURNAL**

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

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 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.  
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 Vol. XXVIII September, 1946 No. 5

That action will result in an increase to consumers of about two cents on the usual eight-ounce box of macaroni, and about one cent on the smaller sized packages of noodles, OPA said.



"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."

**Contrast Threshing Methods**

Lt. Wm. Steinke, Jr., is stationed at Foggia, Italy, as an ordnance Supply Officer of the Air Corps. His wife recently joined him there.

In a letter to his father, W. M. Steinke, Vice President and co-manager of the King Midas Flour Mills, Minneapolis, they describe wheat threshing scenes that differed greatly from the harvesting methods that prevail in the Dakotas and in the durum section of North Dakota. The Italians employed considerable more manpower than do the wheat farmers of America and Canada.

**Hands Across The Sea**

The National Macaroni Manufacturers Association is expanding. In addition to the enrollment of new firms in the United States under its banner,

and quite recently of another Canadian firm, an English macaroni products manufacturing firm has applied for membership in the Association. The firm is Smiths' Cereal Food, Ltd., of York, England, whose directors are Messrs. C. A. Smith, F. Smith, A. W. Smith, and E. Smith.

This is the first out-of-the-country membership and the Board of Directors in accepting the application set up a scale of nominal dues. They welcome this "hands across the sea" trend, believe that mutual good will come from such co-operation.

The macaroni and noodle industry in England has greatly expanded during the war years and Smiths' Cereal Foods, Ltd., is one of the most progressive in England, which has been a heavy importer of this food for years.

**Official Notice of OPA Price Increase**  
 Amendment No. 2 to Supplement 1 . . . to Food Products Regulation 1 . . . Food and Food Products

An increase of 2.8 cents per pound in processors' ceiling prices on macaroni and noodle products was announced Friday, August 2, 1946, by the Office of Price Administration, Washington, D. C.

The increase is effective August 2, 1946.

That action will result in an increase to consumers of about two cents on the usual eight-ounce box of macaroni, and about one cent on the smaller sized packages of noodles, OPA said.

The increase reflects the higher costs of wages and raw materials to the processor. Indirect costs also have been raised as a result of curtailed production due to limitations on grain usage during the famine emergency, and to a sharp decline in the supply of durum flour. This flour is the basic ingredient generally used in the production of macaroni and noodles.

**Joins St. Regis Staff**

F. Ray Linda has joined St. Regis Paper Company's New York office as assistant to Carl H. Hartman, director of technical development and vice president of St. Regis Sales Corporation, the St. Regis sales subsidiary. Mr. Linda is widely known in the paper industry through many years of sales engineering and sales development work, particularly in connection with bag-filling and closing equipment, and development of variations in bag construction and closures.

*The First of 57:* Henry J. Heinz started in business in Sharpsburg, Pennsylvania, by bottling grated horseradish in his cellar. The horseradish grew wild in a vacant lot. Today, the firm he founded is one of the nation's largest.

**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.*

**Vitamin 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.

**WILL PURCHASE 9" or 10" Hydraulic press with or without dies. Also some Knooders and Mixers. Box 31, c/o Macaroni Journal, Braidwood, Illinois.**

**WANTED: 12 1/2" Vertical Press for removable die with hydraulic packer. Box 33, c/o Macaroni Journal, Braidwood, Ill.**

**WANTED: 10" Vertical Press with hydraulic packer. Bx 27, c/o Macaroni Journal, Braidwood, Illinois.**

**WILL PURCHASE: Folded Egg Noodle Machine. Box 42, c/o Macaroni Journal, Braidwood, Illinois.**

**FOR SALE: Arco Wand Industrial Vacuum Cleaner. In excellent condition and used very little. Price \$350.00. Box 40, c/o Macaroni Journal, Braidwood, Ill.**

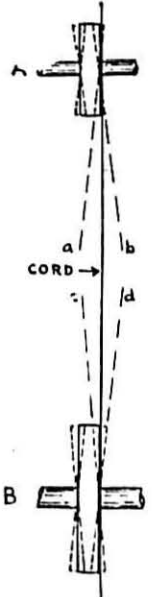
**FOR SALE: 3-16 trucks long macaroni driers, Barozzi made, complete with trucks, motors, bearings, shelling and dowels.**  
 1—Barozzi short macaroni drier, 72 drawers, complete with motors, bearings and trays.  
 1—Consolidated short macaroni preliminary drier complete with motors.  
 2—14 1/2" Consolidated hydraulic presses for long goods with stationary die, complete with motors and heaters.  
 3—Spreading benches. Box 41, c/o Macaroni Journal, Braidwood, Illinois.

**WANTED: Plant Foreman, thoroughly experienced in manufacture of spaghetti sauces, canned spaghetti, canned noodle products, etc. Excellent opportunity. Box 43, c/o Macaroni Journal, Braidwood, Illinois.**

**THE ENGINEERING DEPARTMENT**  
 by  
 W. F. SCHAPHORST, M.E., 45 ACADEMY ST., NEWARK, N. J.

**Here Is a Diagram That Shows How to Align Wabbling Pulleys, Sheaves, Sprockets, Gears, Etc.**

The principal trouble with all of the articles this writer has ever seen on the alignment of drives is that they deal only with non-wabbling pulleys, sprockets, sheaves, etc. Nothing whatever is ever said about wobble. To be



sure, perfect drives do not wobble, but, as every user of drives knows, very often they do wobble, particularly those that are larger in diameter. Besides, nobody has ever yet beheld a perfect drive, and it is safe to say that nobody ever will.

The accompanying sketch shows the "worst" case of wobble in which pulleys are pictured as a typical example and in which both of the pulleys wobble. A cord pulled taut and "just touching" the diametrically opposite edges of pulley A will move from extremes a to b as the pulley is rotated, as shown by the dotted lines. The pulley is drawn in dotted lines in its extreme positions and in solid lines in its mid position. The thing to do is to find its mid position, as shown by the solid lines. The mid position, of course, is midway between extremes a and b.

Then do precisely the same thing with pulley B which varies from extreme c to extreme d when it is rotated through one complete revolution. Find the mid position in the same way as explained above and as indicated by the solid lines.

And finally, after locating the mid positions of both pulleys A and B align them as pictured by the solid lines so that a taut cord will "just touch" opposite points of both pulleys, thereby putting them in best working alignment even though they do wobble.

In the accompanying sketch the wobble is shown considerably exaggerated. This was done purposely to make certain that the method of procedure will be clearly conveyed to all readers. It is often necessary to exaggerate drawings for this reason.

**This New Kink Shows How to Apply V-Belt Methods to Flat Belt Drives**

A letter was recently received by this writer which said: "We have a belt drive—vertical—that gives us trouble. This belt pulls considerable load and is a 2-ply leather laced with No. 6 Clipper hooks. The lower pulley is steel—9-inch diameter—and the upper pulley



is 46-inch, wood. The belt is 6-inch and runs crossed. The centers are 12 feet apart, which makes the belt cross at a point 27 in. from the center of the smaller pulley.

"Our trouble is in keeping the belt tight enough so that it won't slip. To do this we must keep quite a lot of tension on the belt and this causes the hooks to break.

"Our question is this: Should we use an eight-inch belt, or are the centers too close for a belt that wide?"

"The small pulley runs 1080 r.p.m. We would appreciate your opinion on this."

Answer:  
 The rule preferred by this writer for high grade 2-ply leather belting is: Add the diameters of the pulleys in inches, multiply the sum by 2, and then multiply by the cube root of the width of the belt in inches. The result is the minimum distance between shaft cen-

ters in inches. This rule applies to horizontal and angular crossed drives as well as to vertical crossed drives.

Applying that rule to the above drive it will be found that the distance between shaft centers should be 16.6 feet instead of the present 12 feet. If it will be possible to increase the center distance it might be worth while to try that before doing anything else. This writer does not like to recommend the trying of an 8-inch belt because, since the distance is too small for a 6-inch belt it would be just that much worse for an 8-inch belt. For an 8-inch belt the center distance, based on the above rule, should be a little over 18 feet.

Here is a suggestion that would put the drive within the range of the above rule: Use three belts, each 2 inches wide, operating side by side as indicated in the accompanying sketch. The 12-foot distance is all right for a 2-inch belt, and the three 2-inch belts, added together, would be equivalent to a belt 6 inches wide.

Such a drive as proposed by this sketch would have the appearance of a multiple-V-drive except that it would be a flat belt drive, and it would have the added advantage that if the three belts combined would be insufficient another belt could be added by adding

two more pulleys for the additional 2-inch belt. Thus the center distance can remain the same although the power transmitting capacity of the drive would be materially increased.

**You Must Have Eyes in the Back of Your Head**

A report came into this office today concerning a certain conveyor that the reporter doesn't like it at all. He says it is a "new" type; it is "quite different"; and it is also "quite unsatisfactory." It is not well designed for lubricating, and if there is anything that is important today it is lubrication. There is a chain on it, about 200 feet long, that is continually breaking. He states that, as soon as possible, he is going to get rid of it. The expression he uses that the writer never heard before, and which he considers good, is: "If you don't have eyes in the back of your head it breaks down."

OUR PURPOSE:  
EDUCATE  
ELEVATE  
—  
ORGANIZE  
HARMONIZE

OUR OWN PAGE  
National Macaroni Manufacturers  
Association  
Local and Sectional Macaroni Clubs

OUR MOTTO:  
First—  
INDUSTRY  
—  
Then—  
MANUFACTURER

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## Secretary's Message

### Macaroni Products Are Not "Pastes"

Officially, it's "Macaroni Products." The Government has ordered it so. The long fight led by the Secretary of the National Macaroni Manufacturers Association from the headquarters office at Braidwood, Illinois, is bearing fruit.

The Braidwood office has consistently fought against the use of the term "Alimentary pastes" as a general name for the fine wheat food processed in macaroni-noodle plants, because the term "pastes" has not the same meaning in English that might be conveyed by the same term in Italian or French.

The term "pastes" conjures up in the minds of Americans something unsavory—a material used in sticking paper on walls, and hardly something as appetizing and satisfying as macaroni and noodle products really are.

Some months ago Secretary Donna took up the matter of the use of the obnoxious term in releases and reports

made by the U. S. Department of Agriculture in Washington and obtained from the Commission a promise that in the future all our foods will be referred to as MACARONI and NOODLE PRODUCTS instead of "Alimentary Pastes." Evidently the order for the welcome change became effective on July 1.

In the June 1946 issue of "Notices of Judgment Under FDA" as published by the Federal Security Agency, our products were still referred to as "Alimentary Pastes." In the July 1946 report, this was changed to "Macaroni and Noodle Products."

There are still some cases of erroneous use of the unacceptable term, even by a few manufacturers, but victory is in sight, with the Government concurring. Let's take "a pat on the back" and remember—it's "Macaroni and Noodle Products" henceforth.

M. J. DONNA, Secretary

# 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"!

DO YOU FAVOR FOODS YOU KNOW TO BE 'ENRICHED' WITH VITAMINS?



YES—77.4% NO—22.6%

\*When asked "WHY?" 84.9% of these housewives said "better health," "greater vitamin value" or "more nutritious"

HOW IMPORTANT DO YOU CONSIDER VITAMINS IN THE FOOD YOU SERVE YOUR FAMILY?



IMPORTANT—99% NOT IMPORTANT—1%

(Also from same survey by Fawcett Women's Group)

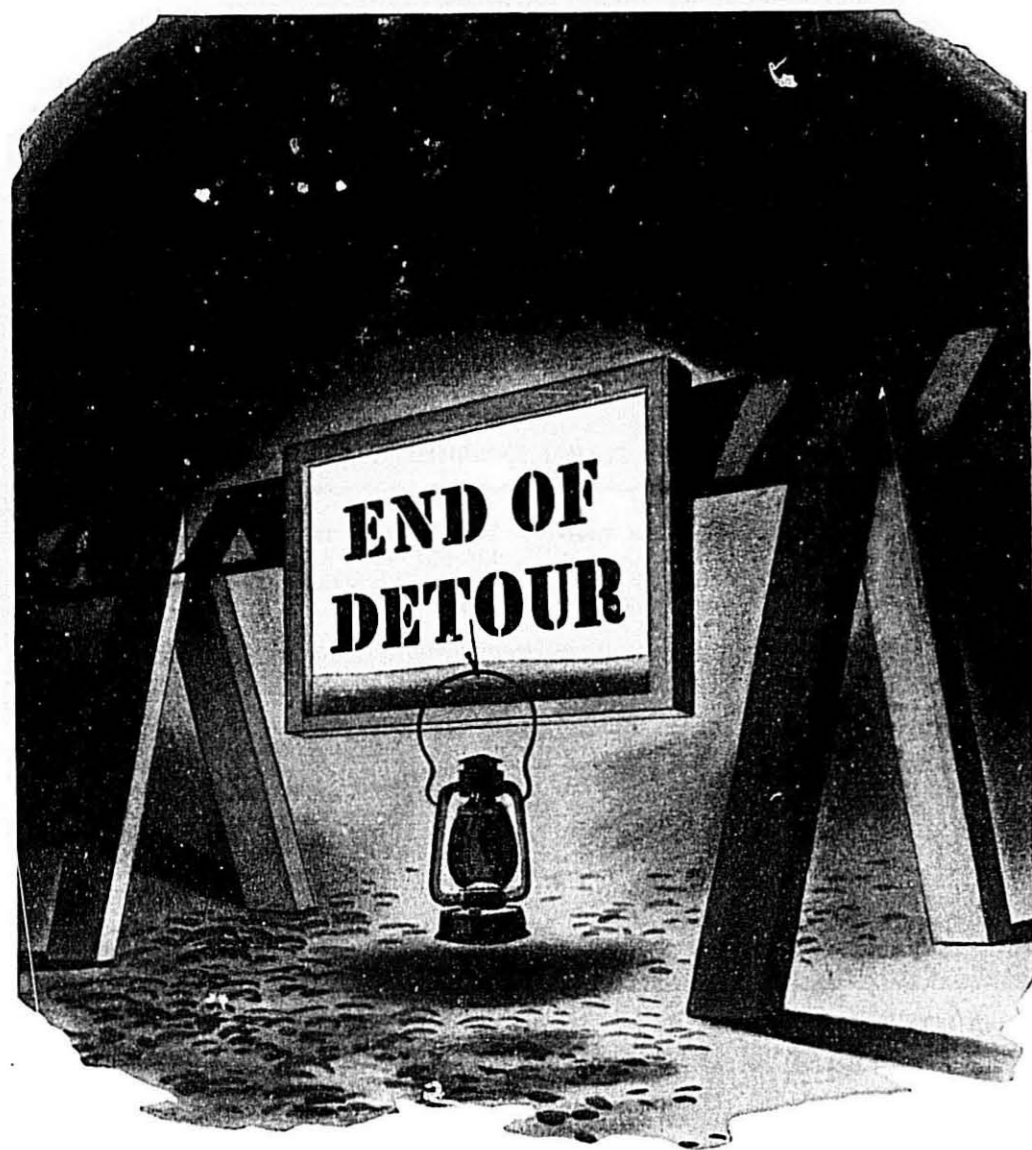
Thus, in the days of heavy competition ahead, the great majority of housewives will use *vitamin enrichment* as a guide in judging the quality and food value of the products they buy.

**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



### **BACK ON THE HIGHWAY**

*The 80%-extraction detour is past. Smooth going is ahead. Pillsbury's distinguished semolina and durum flour is again available!*

Pillsbury's durum products are precision-milled from scientifically selected wheat . . . and their quality is laboratory controlled to

assure the unvarying, year-round performance that has built the fame behind the name **PILLSBURY**.

### **PILLSBURY'S DURUM PRODUCTS**

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