

**THE
MACARONI
JOURNAL**

**Volume XXVIII
Number 9**

January, 1947

JANUARY, 1947

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Welcome 1947

We welcome the New Year 1947 as another opportunity to serve, to the best of our ability, an increasing host of friends in the Macaroni-Noodle Industry.

To the executives of the hundreds of firms that constitute our industry, to the faithful subscribers and friendly advertisers we sincerely wish a NEW YEAR brim full of Good Health and Good Fortune.

Macaroni Manufacturers Association

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VOLUME XXVII
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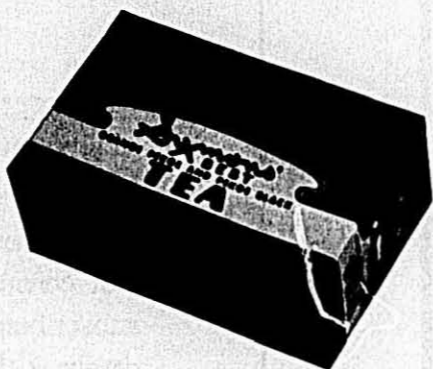
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1947 DURUM SHOW

**Biggest Durum Show on Earth Scheduled for
February 27-28 at Langdon, N. D.**

The world's greatest exhibition of the best durum wheat harvested in the previous crop year will again be held in the heart of the durum wheat area, taking up where it left off during the war years. At the organization meeting held in December, officers and managers were elected to take charge of what has all the appearances of the best durum show of record. It will be the ninth annual event sponsored by the durum wheat growers and the dates for the showing will be February 28 and 29, 1947. As usual, Langdon, N. D., will be the exhibition city.

Reporting on the organization meeting in December, the *Cavalier County Republican* of Langdon (December 19, 1946) has the following to say on what has recently become an increasingly interesting event to the quality macaroni manufacturers of the United States, who must look to North Dakota and nearby states for their supply of quality durum wheat:

"Victor Sturlaugson was re-elected president of the North Dakota Durum show at the annual election held Saturday, and County Agent R. H. Schroeder was named manager of the 1947 state durum show, the ninth annual event, which will be held Thursday and Friday, February 27 and 28.

Other officers elected were M. A. Mulcahy, vice president; Emil Vall-

ger, second vice president; P. J. Antony, secretary; and Dick Forkner, treasurer. Mr. Vallager and Mr. Antony are new officers.

Directors elected at the meeting Saturday include George Christianson of Lakota, T. E. Goulding of Edmore, County Agent Harold Shultz of Cando, County Agent James Flaa of Rolla, Paul E. R. Abrahamson of Devils Lake, John Edseness of Brocket, Edwin Traynor of Starkweather, Kenneth Erickson of Park River, John Ridley of Maida, Dan Power, O. S. Johnson, L. M. Whalen, M. J. Mathieu, Herb Graham and Ed Franta, all of Langdon.

Preliminary plans for the 1947 show were discussed in the business meeting which followed. President Sturlaugson and Manager Schroeder were assigned the responsibility of organizing the educational programs and Dick Forkner was assigned arrangement of entertainment.

It was reported that early inquiries indicate an increased number of educational and commercial exhibits for the coming show, and it was voted to keep the exhibits on display longer on the final opening of the show. Vice President Vallager was assigned charge of the exhibits.

Further plans were discussed for the statewide campaign for entries, to be directed by Secretary Antony, who

will be in charge of show entries. It was announced that the same classes for entries would be open for the 1947 show, including open, certified, professional and combined 4-H and FFA. The durum judging contest for 4-H and FFA boys will also be held again.

The officers and directors discussed the co-operation accorded the show in past years and voted to again ask the assistance of the Cavalier County 4-H clubs, B. E. Groom chapter of FFA, the Greater North Dakota association, N. D. Extension division, Northwest Crop Improvement association, Langdon Commercial club, N. D. State Mill, Langdon Women's clubs, Flax Institute of America, Cavalier County elevators, Cavalier County Homemakers clubs, N. D. Seed Department, Cavalier County Livestock association, N. D. Crop Improvement association and National Macaroni Manufacturers association."

Officers of the Macaroni Association and of The National Macaroni Institute who are concerning themselves more and more in promoting the increased planting of quality durum wheat to insure a substantial supply of good semolina, are planning to attend the North Dakota Durum Show in Langdon, February 27-28 and to present a plaque being offered by the National Association to the exhibitor of the prize-winning durum wheat exhibit.



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

Volume XXVIII

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Number 9

The Country's Largest Industry Food Manufacturing and Processing

"The food-processing industry includes that group of manufacturers who perform one or more of many operations on raw food materials to preserve or extend the quality life of such perishables or to combine and process them into stable, ready-to-serve, prepared dishes, thereby performing on a mass production scale the function once performed only by the chef, cook, or housewife," says *Industrial Marketing* in its "Market Day Number" for 1947.

"The food industry is the largest of the manufacturing industries and the most stable. The food-processing industry which normally accounts for approximately 15 per cent of the total purchase of machinery and equipment by manufacturing industries bought approximately 21 per cent during the 1933 depression. This stability is due to the fact that consumption of food per capita varies only slightly from year to year regardless of conditions. However, the volume of processed foods has increased consistently for many years, an increase far beyond the gain in population.

"The food industry is first in value of products, first in value added by manufacture, first in expenditure for raw materials and contract work, first in the total number of plants and first in the number of electric motors required to operate production equipment. The food industry requires more refrigeration and more air-conditioning than any other manufacturing industry. It uses approximately 45 per cent of the production of corrugated and fibre-shipping containers.

"The materials-handling problem of the food-processing industry is of great magnitude. Although its materials-handling problem is characterized by volume rather than weight, the industry must handle approximately 1,000 billion pounds of materials per year.

"In 1939, the food industry had 51,448 establishments, employing 1,132,625 persons who were paid \$1,465,558,000. These establishments spent \$7,062,039,000 for materials and supplies, fuel, etc., divided as follows: Materials and supplies, \$6,895,302,000; fuel, \$86,958,000; purchased electric energy, \$74,914,000; contract work, \$4,865,000. The value of the industry's products was \$10,618,026,000 and the value added by manufacture, \$3,555,987,000.

"Plants accounting for 86 per cent of 1939 production reported expenditures of \$221,380,000 for plant and equipment divided as follows: New plants and equipment, \$62,297,000; new machinery and operating equipment, \$136,268,000; plants and equipment acquired in used condition, \$16,465,000; unclassified, \$6,050,000.

"The last census (1939) indicated that about 23 per cent of all food plants account for 89 per cent of total volume.

"The industry uses horse power aggregating 7,296,476. The rated capacity of its prime movers is 2,485,536 h.p., including 11,240 steam engines and turbines, 1,609,000 h.p.; 2,665 Diesel motors, 290,000 h.p.; 3,613 internal

combustion engines, hydro-turbines and water wheels, 179,400 h.p. In addition, there are 875,000 electric motors, with 4,850,000 h.p.

"During the war the production of the food-processing industry was increased several fold. Despite this fact, priorities prevented the industry from replacing obsolete and worn-out equipment. Several independent, authoritative estimates placed the deferred maintenance and replacement equipment needs of the food industry at \$600,000,000. A year after the end of the war, replacement equipment needs of the industry were still estimated at \$600,000,000 by the U. S. Dept. of Commerce, covering needs for deferred maintenance and replacement equipment on existing production lines. Many new plants and many new production lines involving new and improved processes are only waiting availability of material and equipment for construction, installation and operation. The expansion needs of the industry for equipment and materials available might exceed maintenance and replacement needs.

"There are many reasons for the new plants and new production lines in food processing. The trend toward mergers, which began immediately following the first war, has been constantly accelerated. The result of such mergers is usually improved processing methods, better quality control through both local and central research laboratories, new and more efficient production lines, and available capital with which to make these improvements.

"Research during the war, both in the food industry and others as well, made discoveries which have greatly advanced food technology. Much of this new technology is waiting only for available equipment and supplies for application on new production lines; much of it will be in new food processing plants.

"There is another important trend toward "multi-product processing." Less and less is it possible to classify many food plants as anything other than a food-processing plant because of the variety of products processed. Many of the larger food-processing companies have changed their corporate names during recent years because the original name applied to limited processing of a few products while present production includes products of many types. As an example, almost every plant that processes quick-frozen fruits and vegetables also cans fruits and vegetables.

"One of the most important changes in the food industry is the advent and increased use of quality control. The growth of quality control has followed the penetration of the food technologist or the food engineer in the industry. It is in a large measure responsible for the slow but persistent shift in the industry from batch to continuous operations. Extensive expenditures for equipment are necessary for both quality control and the introduction of continuous processing."

U. S. Wheat—Domestic Distribution and Exports

The basic problem with respect to wheat production and distribution in the United States according to the Agriculture Department of the Chamber of Commerce of the United States is—

"To protect the vital food needs of the public and the economic interests of producers, while at the same time maintaining a proper balance between the functions of government and private enterprise."

Domestic Distribution

Food. The major use of wheat is for human food and this provides one of the most stable outlets. From 1935-40 domestic utilization for food averaged approximately 476,000,000 bushels a year. Variations above and below this amount seldom exceeded 3,000,000 bushels.

Previously, when short crops were combined with a depression, the amount used for food had dropped to a low of 448,000,000 bushels (1933-34).

With the entry of the United States into the war, consumption began to rise, and in 1944-45 reached 559,000,000 bushels.

It is evident, therefore, that there can be a variation of over 100,000,000 bushels in the annual food utilization, but this occurs only under exceptional conditions.

Feed. The amount of wheat consumed for feed under normal conditions in the past has been roughly one-fourth that used for food. There has been considerable variation, from a low of 100,000,000 in 1935-36 to 157,000,000 in 1938-39, and 180,000,000 in 1941-42. Beginning with 1942-43 there was a sharp rise, and in 1943-44 the total used for feed was 487,000,000. This was only 56,000,000 bushels less than was used for human food.

Some people believe that since livestock feeders have become better acquainted with wheat as a feed, the volume used for this purpose will remain permanently higher than in the past.

Seed. The amount of wheat used for seed is not large, and is also quite constant. When acreage is low, the seed used may be as low as 62,000,000 bushels (1941). When the acreage is large or there is a drought which makes reseeding necessary, the amount may be as high as 96,000,000 bushels (1936).

Industrial Uses. The use of any considerable quantity for industrial purposes is a wartime development. Before 1941 the quantities used for this purpose did not exceed 100,000 bushels, but by 1943 the amount had risen to 108,000,000 bushels. Since then, greater dependence has been placed on cheaper materials, particularly molasses for making alcohol, so that the amount of wheat used has declined. It is quite likely that in the immediate future the amount will decline further because of the acute need for wheat to meet, to as great an extent as is possible, the food deficiencies abroad.

The Chamber's membership is on record strongly in favor of efforts to discover new uses for agricultural products.

Total Domestic Distribution. These four uses—food, feed, seed, and industrial products—constitute the chief domestic outlets. For a number of years before World War II the total domestic disappearance was quite uniformly around 660,000,000 to 675,000,000 bushels. In 1933-34 the total was as low as 628,000,000 bushels, and in 1938-39 it rose to 713,000,000 bushels. In 1943-44 the total was 1,217,000,000 bushels. In that year consumption for food, feed, and alcohol was at an all-time high.

Exports

The amount of wheat distributed to foreign countries has varied widely, but at no time has it been more than a fraction of the domestic distribution. The largest amount exported since the beginning of the century and before 1945-46 was 370,000,000 bushels in 1920-21. Previous to World War I, exports had been as low as 71,000,000.

During the drought period of 1932-36, exports dropped as low as 7,000,000 bushels. Afterward, in the two years immediately before World War II, exports rose to a little over 100,000,000 bushels a year.

In 1942-43 when supplies were at the maximum (1,607,000,000 bushels), exports were about 35,000,000 bushels.

During the current year (1945-46) exports, largely for relief purposes, have been abnormally high. The total is expected to approach 400,000,000 bushels.

Undoubtedly the relation of domestic and foreign prices will have an important bearing on postwar exports, but considerations of national self-sufficiency and conditions governing world trade may be even more important.

Problem of Adequate Outlets

One approach to the problem of periodic oversupplies is through a consideration of outlets. Data have already been presented showing that in the years immediately preceding World War II, domestic utilization amounted to about 700,000,000 bushels, with perhaps an additional 500,000,000 bushels going into export trade.

Of the 70,000,000 bushels utilized domestically, about 475,000,000 bushels were for food, some 80,000,000 for seed, and approximately 150,000,000 bushels for food. The amount utilized for purely industrial purposes was very small.

During the war, with larger numbers of livestock, a greater demand for meats, dairy products, and poultry products, and with favorable cost relations with other agricultural products, due to subsidies, the amount of wheat used for feed expanded to a maximum of 330,000,000 bushels. Likewise, industrial utilization increased approximately 100,000,000 bushels, making a total increase of 430,000,000 bushels for these two uses.

Such an amount added to the normal prewar domestic utilization and export would provide outlets for 1,180,000,000 bushels—a greater amount than the record crop of 1945. This clearly indicates that the key to a better adjustment of supply to demand lies chiefly in a greater utilization of wheat for feed and for industrial purposes, especially if a maximum acreage is to be utilized.

Addition Being Built

News from Toronto, Canada, is to the effect that the Toronto Macaroni and Importing Company of that city, manufacturers of macaroni products, has just about completed a new addition to the plant, enlarging the production capacity in keeping with a growing demand for its products.

Heads Packagers

Mason T. Rogers of Dewey & Almy Chemical Company, Cambridge, Massachusetts, is the new president of the Packaging Institute. He was elected at the convention in Chicago in November to succeed Walton D. Lynch of the National Folding Box Company.

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Labor Board Elections

By Lynn W. Beman, Labor Relations Counsel
of Chicago

First, the organizers make the decision to try to organize this particular plant. The decision may be made by one or more organizers in a distant city. The employees usually are not consulted and it may be several weeks before they know anything about these strangers that plan to organize.

The fact that some one or more organizers try to organize a plant does not guarantee success. The writer has had many cases where the campaigns have failed. In over a year now, none have resulted in a union being recognized in any corporation the writer has represented.

What should the employer do when an organizer starts to work on his employees?

Let's take the campaign one step at a time and decide what to do to defend ourselves. Usually the first we know of a union activity is when the organizer hands out a bulletin.

Often the first paper is a sort of general bulletin that does not have the company name. Usually the employer should do nothing at this stage. If it is obvious that the employees are not interested it would be foolish to advertise the union by sending a letter to the employees' homes.

Before long the organizer starts to hand out a bulletin about every second day. The great quantity reduces the quality. There are repetitions and lots of nonsense.

The organizer probably will start abusing the employer. He frantically searches for dirt. It is questionable as to whether or not this really gets any votes.

Now the campaign has been going on for a month and we have not sent a letter to the homes or had a meeting in the shop.

We have, however, from the very start of the campaign, had meetings with the foreman. The principal object of these meetings is to tell the foremen what they can and cannot legally say or do.

It's illegal to discharge any one because he joins a union. Even if it was not illegal, it would be a poor thing to do. It would wake up the employees and make a martyr of the discharged man. We do not want to have anything dramatic happen.

Now, in relation to what the foreman can say, the sky is the limit so

EDITOR'S NOTE: Lynn W. Beman is no stranger to the macaroni industry. Back in the days of our macaroni code, we learned about Mr. Beman and followed his advice on labor matters. For a quarter of a century he has worked exclusively on union labor matters. He represents a large number of corporations and has, without doubt, negotiated more labor agreements than any other man in America. He has established a remarkable reputation for winning Labor Board elections. In this article, based on statements made at the December meeting of the Hoskin group in Chicago, he clears up the mystery of what to do when an organizer starts to work on your employees.

long as he makes no threats. To tell employees for example "we may have to close if a union comes in" is a threat. It's illegal and also it is foolish.

We are in a campaign to get votes. Everything we do may either get or lose votes. The foreman should not go around lecturing about the union. The employees will resent this and it will lose votes. If an employee wants his foreman to talk about the union, he will say so.

Many employees will ask the foreman questions about the union. The outcome of the election depends to some extent on his replies. You should let the foreman be free to reply to any question. Just as the professional organizer coaches a committee, so we should coach the foreman.

Sooner or later we are to have an election and we want to get the votes. You do not get votes by threatening people. This is a thing the organizer does not know.

Suppose an employee says to his foreman "a couple of those organizers were over at our house last night. Don't you think the union is a racket?" The foreman could reply, "Well Bill, that's a question you will have to decide sometime by secret ballot. The real question is—do you need a union? The dues are twenty-four dollars a year and the initiation fee is five dollars and there may be fines and assessments."

Another employee may say to his foreman—"Would you join the union if you were in my place?" The foreman could reply—"Before I pay money for anything I want to know whether or not I need it. Isn't it a fact that our wages are as good as the wages in any other plant of our kind? Over at Blank plant, they have a union and our wages are higher than theirs. We also give more steady employment. You have received fair treatment here, George, haven't you?"

Some employee may say—"what do you think of the organizer?" The foreman could reply and give definite examples where the organizer said things in the bulletins that are not true. Then he could say "I wouldn't give money to any stranger that does not tell the truth."

Sooner or later the union organizer will demand that you recognize his organization as the bargaining agent. You could ignore his request or reply to his letter as you decide to do. Let's assume you reply. A copy of your reply should be mailed to each employee at his home.

It's a good idea to bring the home addresses of employees up to date and address a set of envelopes when the organizer first starts to work on the employees. Below is a copy of the first bulletin that could be sent to the employees.

TO OUR EMPLOYEES:

The organizer demanded that we turn over your bargaining rights to his group. We have replied as follows:

"We do not believe it is true that a majority of our employees have joined your union. We think only a few have joined.

"We will not turn over the bargaining rights of our employees to you.

"That is a matter each employee can decide for himself by secret ballot.

"Why don't you petition the National Labor Relations Board for an election?

John Brown Company"

If the organizer does go to the National Labor Relations Board I usually agree to an election. The same day that we work out the election agreement address a letter with the facts to each employee at his home. It could be as follows:

(Continued on Page 32)

January, 1947

THE MACARONI JOURNAL

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Another Unbiased Opinion on Paper Bags for Flour Protection

"Some of the dusty conditions in the average flour storage and dump area can be eliminated by the use of paper bags. Such bags are also more effective in protecting against contamination of the ingredient. The fact paper bags are a one-time package, and are not recirculated between the bakery and the flour mills, is a great advantage from the sanitary standpoint."

—Excerpt from "Bakery Sanitation" by Oscar Skorholt, Ph. D., and Herman W. Hanschka, of Quality Bakers of America Cooperative, Inc., as printed in Bakers Weekly.

MULTIWALLS MEAN PROTECTION PLUS*

*Protection plus economy and convenience — that's what Multiwalls provide and that's why progressive bakers favor the growing trend to the packaging of flour in paper bags. Not only do Multiwalls help protect against contamination and infestation, but they also eliminate "hidden losses" due to sifting and retention . . . losses that sometimes mount to 1½% of

flour purchased. Non-sifting Multiwalls are convenient too, because they help maintain cleaner storage areas.

Ask your miller to ship your flour in Multiwalls, and see if you too don't prefer them for sanitary protection of flour and for the convenience they provide. And used Multiwalls have a ready resale value.

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Year-End Reviews and 1947 Forecasts

At the end of the Old Year of 1946 and the beginning of the New Year of Hope, 1947, we find ourselves as a nation, loaded down with money, unrest and shortages. In addition, we have an abundance of good intentions and varied views on how best to put them into effect.

The following "Reviews" and "Forecasts" from those closely associated with our industry and its objectives, will be interesting to those concerned with the welfare of the Macaroni-Noodle Industry in the New Year.—THE EDITOR.

Review of the Current Folding Paper Box Situation

By Raphael Block
Folding Paper Box Assn. of America

The supply situation of folding paper boxes for the year 1946 may be summed up in two sentences: (1) There were more produced than ever before in history, and (2) there were not enough to meet the demand. Records of the Folding Paper Box Association of America for the first eleven months of the year show that the actual tonnage of boxes produced was 15.4 per cent above that of the first eleven months of 1945, but that the actual production was still only 85 per cent of the orders taken which means that it was an even lower percentage of the potential business since practically every box manufacturer was in the position of turning down orders which he had no hope of filling.

The primary cause for the inability of the industry to fill its demand was a shortage of paperboard, the basic raw material. Paperboard in turn has suffered from shortages in pulp and waste paper, but probably the major factor in limiting production has been the conversion of a number of board mills to the production of book papers and other more profitable lines. With a free economy again operating it is possible that this trend may be checked or even reversed but in the process the cost of board, and therefore of boxes, must inevitably rise. For most of 1947 there is not much prospect of expansion of the board industry as a paper machine takes a long time to produce and the manufacturers of fine papers were the first to order new equipment. The only factor which could rapidly bring about a change in the supply and demand picture would be a drop in demand. The possibility that this may occur is shown by the November, 1946, figures which reveal a sharp drop in the level of orders booked. We cannot, of course, say that this is a trend, but must wait for the next two or three months.

From a merchandising point of view the big news in the box field is the

increased use of color, particularly in food products such as macaroni and spaghetti. The trend toward greater visibility was checked by the shortage of transparent films during the war, and many manufacturers have come to believe that an opaque box with a good color reproduction of a steaming plate of spaghetti has more sales appeal than the mere appearance of dry products through a window or a wrap. The trend in package design is toward a "cleaner" package with less copy and more emphasis on the presentation of the product itself. The use of cartoons and other visual material on the back panels to supplement the directions for use is more and more apparent. Receipts will still appear on boxes but will be briefer and better written than in the past.

Production of folding paper boxes has steadily increased in the past five years in spite of material and labor difficulties, the lack of any new equipment, and no plant expansion. If the industry is unable to give its customers all the boxes they want, at least it will continue to give them more than ever before.

Shift from All-Out to Quality Production

By Watson Rogers, President
National Food Brokers Association

The return of competitive selling in food and grocery products finds the industry prepared for 1947. Most of the industry has planned well and carefully to meet the problems still facing the food trades in their efforts to achieve a normal operating basis.

The emphasis is shifting from all-out production to the quality improvement and product diversification programs so much in evidence in the pre-war years. The supply position is excellent for the new year with the exception of a few lines such as sugar, fats and oils, soaps, and rice, which undoubtedly will not reach a normal supply-demand level in 1947.

Designed to meet the changed shopping habits of Mrs. Consumer result-

ing from the pronounced self-service trend, improved food product packaging will use "eye-appeal" in much greater degree. Also set for 1947 is the introduction of many new food specialties, long ready for marketing but delayed by supply and package shortages in 1946.

Food manufacturers, preparing plans for the resumption of competitive marketing, are again looking to distribution improvements. Many such marketing plans include the sale of their products through food brokers to wholesale grocers, chains, and super market distributors. Most food brokers, prepared for the intensified selling tempo, have strengthened their sales organizations to function effectively as regional sales representatives, affording their clients better selling facilities and service than direct branch offices provide at an economy the later cannot equal. In industry's 1947 distribution planning, the food broker assumes greater dominance than in pre-war years when food sales through brokerage channels annually ran into the billions of dollars.

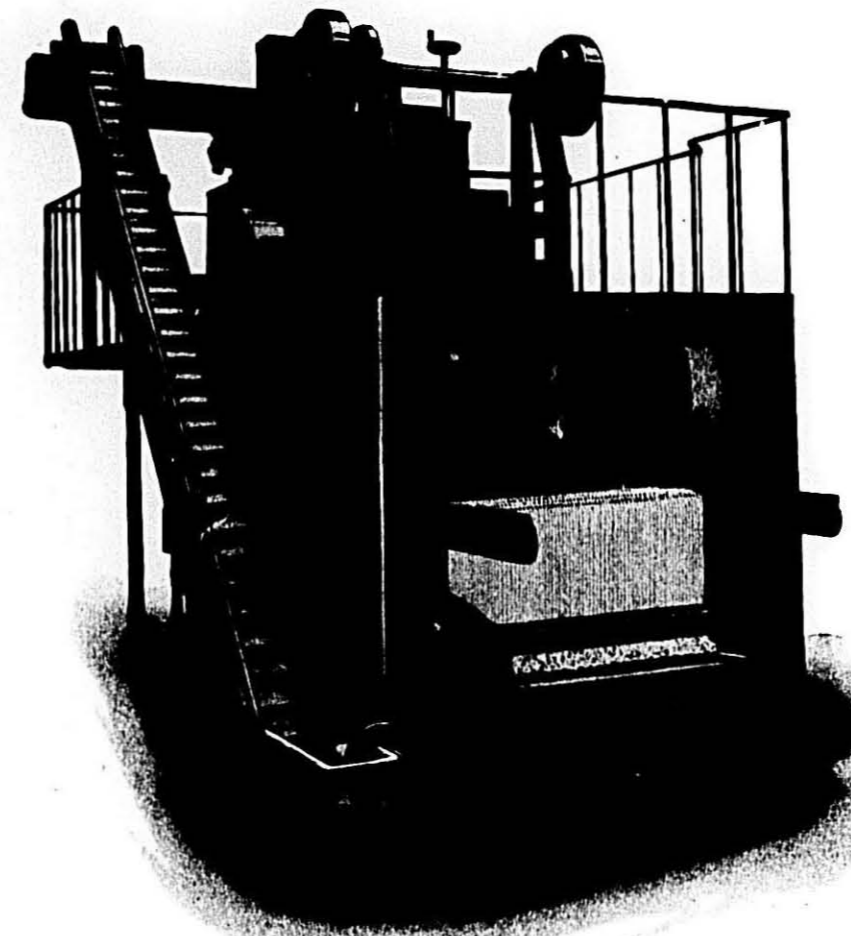
Better Semolina Prospects

By Wm. M. Steinko, Vice President
King Midas Flour Mills

In spite of the many difficulties encountered by the macaroni industry during the past year and particularly with reference to the problem of securing adequate durum supplies, the industry as a whole was fortunate in being able to supply a rapidly expanding market with good quality macaroni and noodles. All prospects for 1947 now indicate a continuance of the progress that has been made during the past year, although the question of adequate supplies will still be with us until another durum wheat crop is harvested. However, there are indications that durum wheat acreage will be increased for next year; and with a continuance of the progressive program on the part of the macaroni industry and the durum milling industry to continue to promote fine quality macaroni and noodle products

(Continued on Page 26)

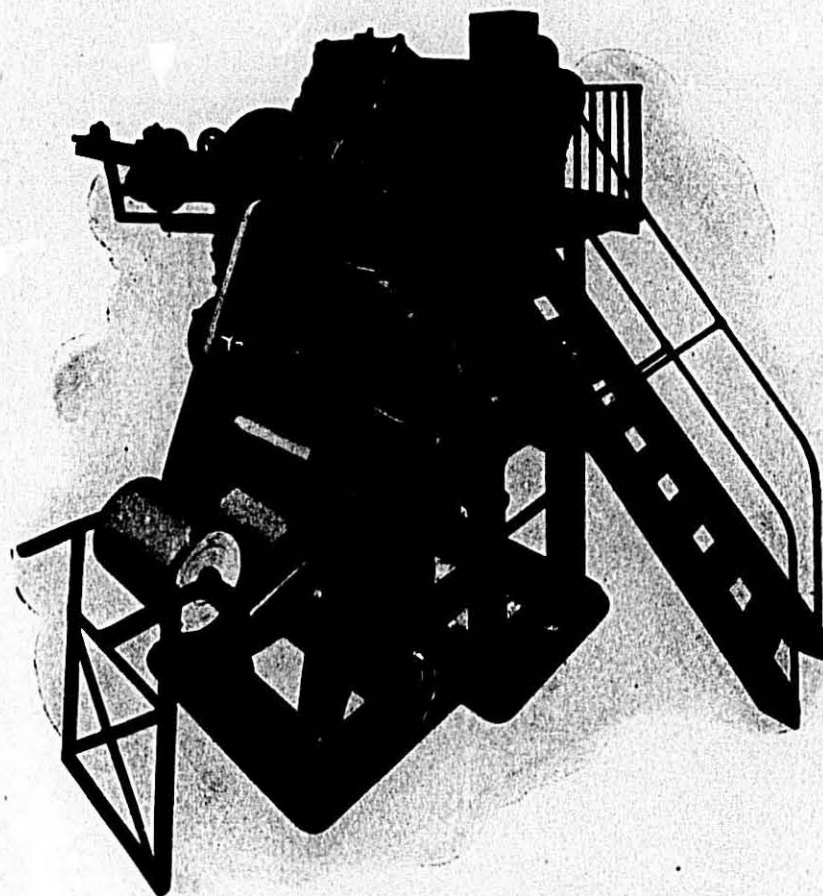
CLERMONT INTRODUCES A CONTINUOUS AUTOMATIC MACARONI PRESS WITH AUTOMATIC SPREADER



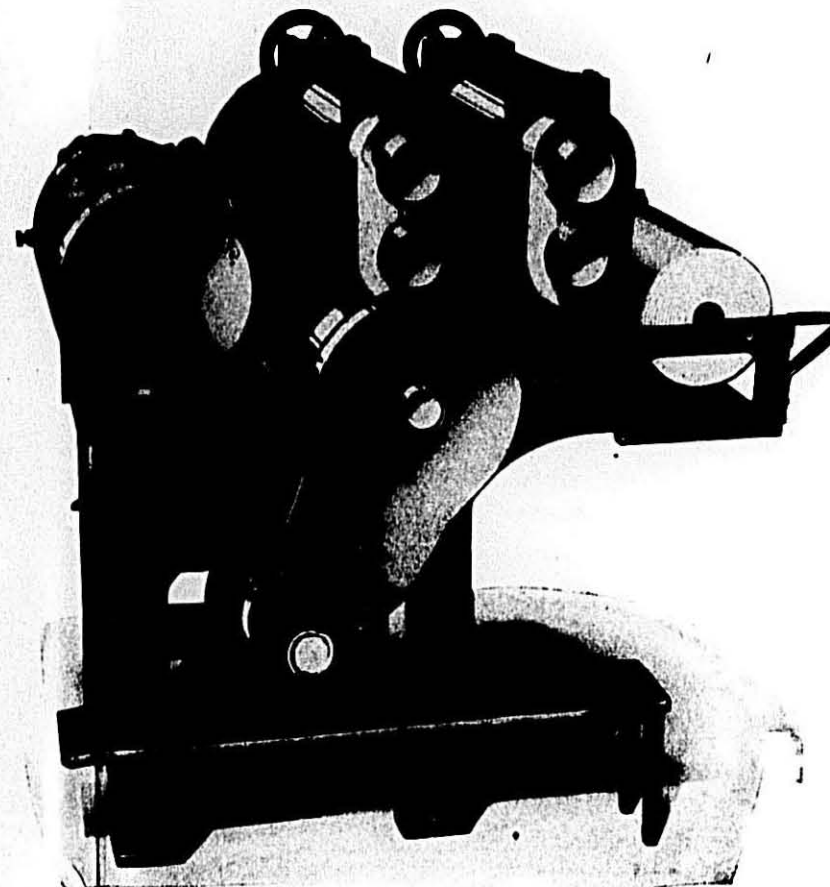
Patent Nos. 1,627,297
2,223,079
Other Patents Pending

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To Our Friends and Customers in the Macaroni Industry

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Our thanks to you . . . for what you have done for us!
And Sincere Best Wishes for the Holiday Season and for continuing Success . . . from ALL of us at

CLERMONT MACHINE COMPANY, INC.

266-276 WALLABOUT STREET

CARMINE SURICO, President

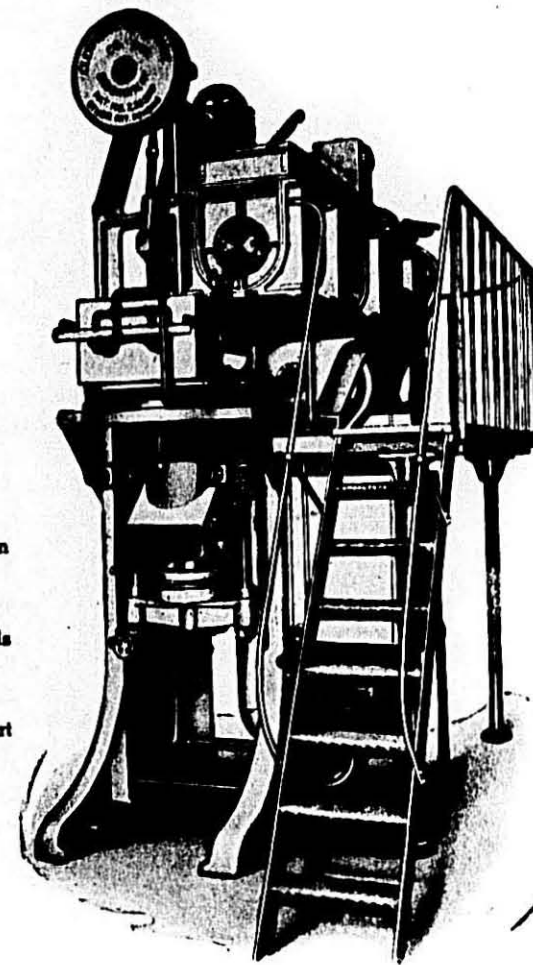
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to the Macaroni Industry*

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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

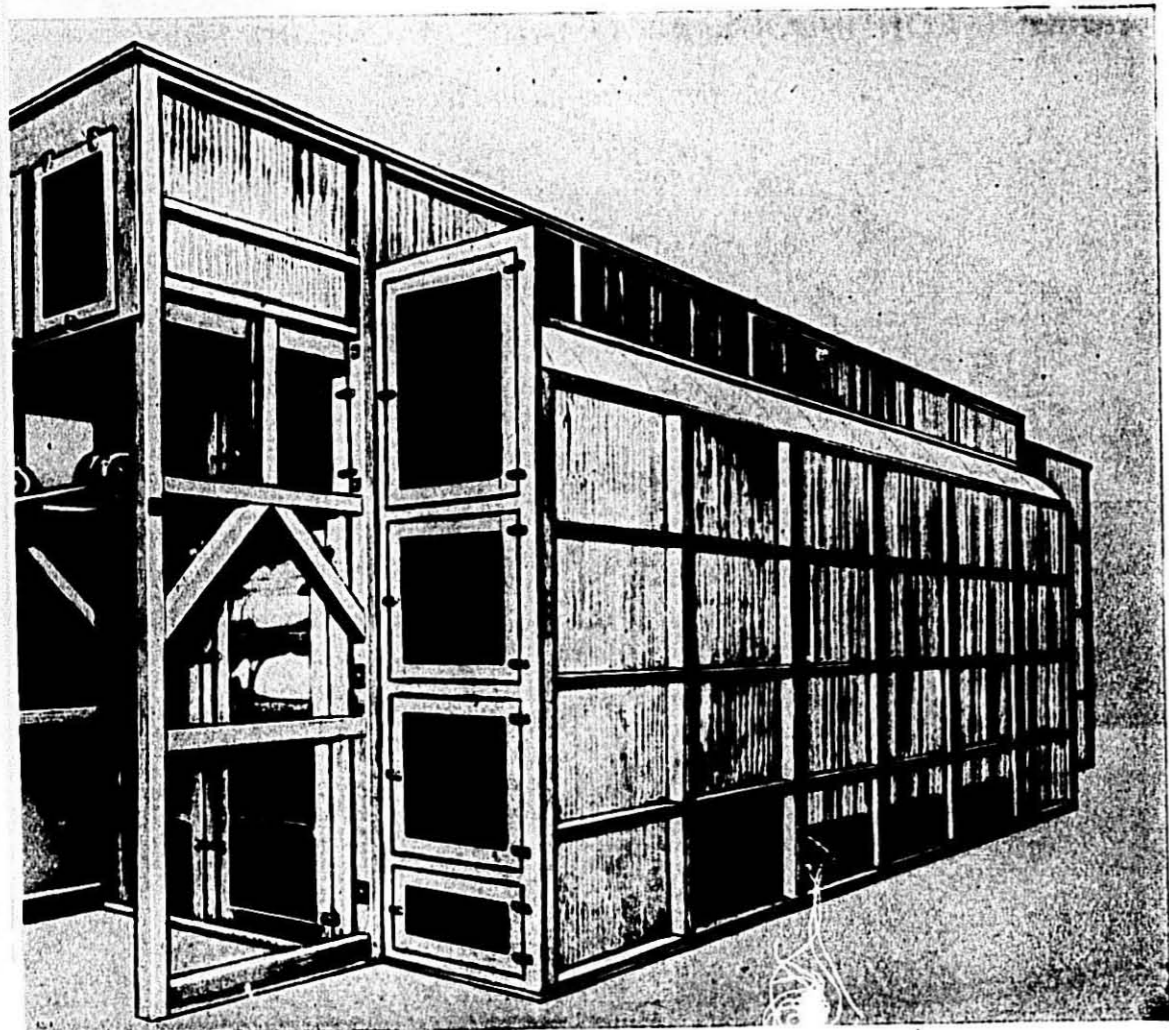
Brand new revolutionary
method

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

HINES CONVERTS
OMATIC PROCESS



CONTINUOUS AUTOMATIC NOODLE DRYER

When You **ENRICH** Macaroni and Noodle Products



Winthrop developed the first food-enrichment tablet. Proof of its acceptance rests in the fact that the tablet method of enrichment is now *universally* used.

To macaroni and noodle manufacturers, Winthrop offers a special "B-E-T-S" formula (Orange Label) to adequately enrich macaroni products to meet Federal Standards.

"VEXTRAM", you know, is the trade-marked name of Winthrop's brand of food enrichment mixture. "VEXTRAM" is a proven product used by millers for enriching flour in practically every state in the Union.

Winthrop offers you a special "VEXTRAM" formula (Blue Label)—just add 2 ozs. per 100 pounds of semolina—for the enrichment of macaroni and noodle products to meet Federal Standards.

EASY-TO-USE "B-E-T-S" TABLETS

Offer these Advantages to
Manufacturers using the Batch Method

1. ACCURACY— 2 "B-E-T-S" tablets contain sufficient nutrients to enrich 100 pounds of semolina.
2. ECONOMY— no need for measuring—no danger of wasting enrichment ingredients.
3. CONVENIENCE— simply disintegrate "B-E-T-S" in a small amount of water and add when mixing begins.

"VEXTRAM"

OFFERS THESE ADVANTAGES:

1. pH control assures stability—minimum vitamin potency loss.
2. Free flowing—uniform feeding—excellent dispersion.
3. Uniform particle size of ingredients and carriers.

Write us for any information you require. Consult our Technically-Trained Representatives on any matter pertaining to enrichment of Macaroni and Noodle products.



Address Inquiries to—
Special Markets Division
WINTHROP CHEMICAL COMPANY, INC.
170 Varick Street, New York 13, N. Y.

"Vextram" Blue Label and "B-E-T-S" Orange Label are stocked for quick delivery at our branches and warehouses in New York, Chicago, Kansas City (Mo.), Denver, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.

If you want to make the best enriched macaroni, get the plus values of the optional ingredients. Enrich with Fleischmann's Fortified Yeast with Iron.

This product not only gives you the vitamins: thiamin, riboflavin and niacin with iron—but also vitamin D and ½% of good quality protein to supplement the



proteins of Semolina.

For more information about enriching macaroni and noodle products write to:
STANDARD BRANDS INCORPORATED

Strong Cobb Division
Bulk Pharmaceutical Department • 595 Madison Avenue • New York 22, N. Y.

MACARONI PRODUCTS AS MEAT EXTENDERS

Because they provide the food elements that bodies need most in the colder months of the year, macaroni, spaghetti and egg noodles are consumed in greater quantities in the crisp fall days and when the wintry winds blow. The National Macaroni Institute, recognizing this consumer practice and noting that the price of meat of all kinds is so high that housewives have to find ways of making a little go further, has based its consumer education message on the suggestion that American housewives who serve combination meat and macaroni products dishes more frequently in the colder days of the year will be acting wisely and economically.

The message passed on to the home economists, the food page editors and the housewives of the country starting the latter part of November and as most appropriate for the winter months

that follow, emphasizes the extender value of the wheat foods such as macaroni, spaghetti and egg noodles. The message:

Macaroni Products as Meat Extenders

Wise is the home cook who is acutely aware of the increased cost of meat but faces the job of turning out meals that are both nourishing and inviting by keeping boxes of macaroni and its sister products, spaghetti and egg noodles, on her pantry shelves.

These reliable products are always time-savers, because they can be prepared easily and quickly and lend themselves to such a wide variety of uses. They also are money-savers—and they are lifesavers at a time when meat costs are so high that the average housewife finds herself turning often

to "meat extender" recipes in her search for main dishes which are nourishing, tasty and therefore certain of a warm welcome from the family.

There is no end to "meat extender" possibilities when you are relying on macaroni products. They can be combined with milk, eggs, cheese, fish, tomatoes and other vegetables, as well as a variety of left-over meats such as bacon, ground beef, lamb, pork or veal, and also can be used to "extend" fresh meats of all kinds, which, because of their present high cost, are purchased only in small quantities—dried beef, sausage, hamburger, ground veal, pork or lamb, or even the luncheon meats which are available when other meats are not.

As one example of what can be done easily, quickly and economically in the way of a macaroni or spaghetti dish, try this:

Italian Spaghetti—Home Style

- 1/2 lb. long spaghetti
- 1 lb. ground beef
- 3/4 tbs. cooking oil or shortening
- 1 large onion, cut fine
- 1 green pepper, cut fine
- 1/2 c. celery, cut fine
- 1/2 lb. mushrooms, cut (optional)
- 2 cans tomato puree
- Salt and pepper to taste

Fry onion in oil until it is evenly browned. Add pepper, celery, mushrooms and cook covered until they are tender. Add tomato puree. Turn fire low. Place on top of sauce ground beef formed into small balls. Cover and simmer for about 30 minutes. Turn meat balls once. Serve this sauce over the freshly cooked spaghetti. Cook spaghetti in boiling salted water until tender. Drain. Serve with grated cheese and meat balls. Serves 6 to 8.



This recipe provides a dinner, luncheon or supper dish guaranteed to satisfy the appetite of a day laborer or an epicure.

This is only one way in which macaroni products can be used to delectable advantage—easily, quickly and economically. Keep such dependable foods in stock—they not only are a ready aid to planned meals, but are of inestimable value when you are confronted with

the task of whipping up a tasty meal in a hurry, either because of unexpected guests or because social or business affairs have kept you too long away from your kitchen home base.

Try some of the other easy and economical recipes given here. They will help solve your "can't-afford-meat" problems and delight your family as well. The ingredients for the recipe given below are simple; the result is a dish that's both hearty and dainty:

January, 1947

THE MACARONI JOURNAL

15

Egg Noodles with Chicken a la King

1/2 lb. egg noodles: Cook in boiling salted water until tender. Drain and season with a little butter, salt and pepper. Serve with the following sauce:
Chicken a la King:

- 3 c. medium white sauce
- 1 c. sliced mushrooms
- 1 green pepper, minced
- 3 tbs. butter
- 1 pimento, cut fine
- 2 c. diced cooked chicken
- Salt and pepper
- 2 egg yolks, slightly beaten

Prepare sauce with 1 cup milk, 2 cups chicken stock. Sauté mushrooms, green pepper in butter 10 minutes, stirring frequently. Add pimento and chicken to sauce. Season to taste with salt and pepper and simmer about 5 minutes. Stir in egg yolks and cook 1 minute, stirring constantly. Serves 6 to 8.



Mexican Macaroni is something new and novel in the macaroni products field—it's a dish to delight the whole family:

Mexican Macaroni

- 1/2 lb. long macaroni
- 1 c. diced carrots
- 1 c. diced celery
- 1 small onion cut fine
- 2 tbs. minced parsley
- 2 tbs. butter
- Salt and pepper
- 1/2 lb. quick melting cheese
- 1 c. milk (approximately)

Cook broken macaroni in boiling salted water until tender. Drain. Season with salt and pepper, butter and parsley. Add cheese cut in small pieces. Cook carrots, celery and onion in a little salted water until tender. Mix these. Add to the macaroni and place in baking casserole. Add enough milk to about half fill the dish. Cover and bake for 30 to 40 minutes in moderate oven. Serves 6 to 8.

Quick Fix Dinners

Two of the three "Quick-Fix Dinners" to be distributed by the Morton Packing Company of Louisville, Kentucky, recently announced, will contain egg noodles as a principal ingredient. The new items are Noodle-Chicken Dinners and Noodle-Chicken Giblet Dinners. Morton's "Quick Fix Dinners" are being advertised to consumers in five leading national magazines, with newspaper campaigns in various local markets.

Food Tastes Are Powerful

"Millions of men and women in the armed forces who had never known good diets learned to appreciate and demand more and better food," said Secretary of Agriculture Anderson recently in discussing farm prospects. "Millions of civilians for the first time had enough money during the war to buy larger quantities of meat, dairy

products, and fresh fruit and vegetable. We have no means of measuring these forces, but we do know that they will have a good effect on the demand for farm products. We know that when consumers have plenty of food dollars they will buy greater quantities of the foods needed for a good diet than we ever before imagined. These food tastes are powerful forces, especially when they are backed up with good buying power."

Famous Food Twins

"Chicken and Noodles, Spaghetti and Meat Sauce, Macaroni and Cheese—are some of the food twins that are as popular as potatoes and gravy," says Clara Gebbard Snyder of the Wheat Flour Institute, in the Durum Wheat Products Division's *Durum Wheat Notes* for January.

"Economical, nourishing, satisfying, easy to prepare, each of these food combinations can be excellent, or just mediocre, depending largely

on how well the noodles or spaghetti or macaroni are cooked."

Careful cooking directions that apply to nearly all dishes of this fine wheat food, are given in connection with two seasonal and most delicious recipes, "Macaroni-Chipped Beef Scallop" and "Italian Delight," which the Institute highly recommends. For each dish, recipes are given for family-size servings and for group feeding.

"Kroger" Exclusively

The Kroger Company has plans to use the "Kroger" label to replace approximately forty names formerly used to designate its many grocery products. It is expected to have the change-over completed early in 1947.

According to Joseph B. Hall, President of the Kroger Company, the switch to the one brand name was made because "the name is short, simple, and easy to pronounce and remember. It tells the customers where as well as what to buy and helps keep the Kroger name prominently displayed in the customer's home."

The 1947 Egg Picture

Application of the Steagall Law Will Affect Prices

Manufacturers of egg noodles and other egg macaroni types that require a minimum of 5.5 per cent of egg solids under the present law will find that the cost of their eggs, fresh, powdered or frozen, will have quite a bearing on their production cost and on the price at which these egg products are to be listed. An authority on eggs as they are used in noodles and other egg macaroni products, who prefers to remain anonymous, makes the following prediction on eggs and egg prices for 1947:

The Steagall Amendment

The Steagall amendment puts a floor under the price level. Here is how the Steagall amendment works:

Base period 1910 to 1914 average price paid to farmers was .21½ cents per dozen.

Present index of prices paid by farmers—212 × .21½ equals .4558 cents per dozen.

Seasonal monthly index March, April and May—85% of .4558 equals .3874 cents per dozen.

Parity is 90% of .3874 cents, or .3486 cents per dozen.

Historically, east and west coasts have been 2 cents per dozen higher than mid-west points, or .3286 cents per dozen for 1947.

.3286 cents × 30 dozen equals 9.85 per case.

Yield 36½ pounds make whole eggs cost .2701 cents per pound.

Cost for cans labor, etc., is .0300 cents per pound.

Profit .0200 cents per pound.

Therefore whole eggs cost .3201 cents per pound.

In separating whole eggs to get 45% solid yolks the separation is approximately 58 pounds of whites and 42 pounds of yolks. On the basis of .3201 cents per pound for whole eggs—

If the value of whites is 17 cents, yolks will cost .5274 cents per pound.

If the value of whites is 16 cents, yolks will cost .5412 cents per pound.

If the value of whites is 15 cents, yolks will cost .5550 cents per pound.

If the value of whites is 18 cents, yolks will cost .5136 cents per pound.

If the value of whites is 19 cents, yolks will cost .4998 cents per pound.

If the value of whites is 20 cents, yolks will cost .4860 cents per pound.

If the value of whites is 21 cents, yolks will cost .4721 cents per lb.

On December 1, cold storage holdings on whites was 33,482,000 pounds (26,091,000 pounds yolks, 51,065,000 pounds whole eggs, 21,931,000 pounds unclassified).

Industry withdrew from storage stocks of whites, during the month of—

August	3,869,000 pounds
September	6,244,000 pounds
October	7,873,000 pounds
November	12,521,000 pounds

I am of the opinion a considerable portion of the 12,521,000 pounds withdrawn during the month of November were dried and were not consumed by industry. If

these heavy withdrawals continue during November, December, January and February, inventory of whites will be in a very satisfactory position. However, if most of this 12,521,000 pounds withdrawn in November was dried and this drying should stop, it is quite possible that we will have a considerable surplus on March 1. Should we have, on March 1, 10,000,000 to 15,000,000 pounds of whites this, of course, will affect the cost of yolks. This is another one of the uncertainties on which we will have to wait and see what the storage holdings are on March 1.

Going back to prewar years on the 1st day of December, 1938, in storage—23,435,000 pounds whites.

of December, 1939, in storage, 28,092,000 pounds whites.

of December, 1940, in storage, 24,588,000 pounds whites.

Liquid production of whites for freezing were as follows:

1944	64,923,000 pounds
1945	69,696,000 pounds
1946	96,000,000 pounds

Cold storage holdings of yolks on December 1, 1946, was 26,091,000 pounds. During the month of November industry used 7,072,000 pounds, so you can see from these figures the yolk inventory should be in very favorable position on March 1, 1947.

Production

There were produced, in 1946, 165 million cases of eggs.

We anticipate the 1947 production to be 152,000,000 cases. Anticipated carry-over of shell eggs, 1,000,000 cases. Anticipated carry-over of frozen eggs, 3,000,000 cases. Total, 156,000,000 cases.

Anticipated distribution of Production:

Consumption	130,000,000 cases
Hatchery	5,000,000 cases
Army	3,000,000 cases
British for drying....	10,000,000 cases
To be frozen.....	4,400,000 cases

Total

152,000,000 cases

Carry-over

4,000,000 cases

All of the above figures are variable and uncertain—nothing definite.

The total potential layers on the farms on December 1, 1945, were 500,000,000.

The total potential layers on the farms on December 1, 1946, were 450,000,000—a decrease of 10 per cent in the number of layers.

The average production per layer is at an all-time peak.

The average layer from Jan. 1 to Nov. 1, 1946, was 137 eggs. In 1945, 136 eggs. Average 10 years, 1935-44, 124 eggs.

In my opinion there will be plenty of eggs to take care of your requirements next year, and the price next year will be higher or lower, depending upon the leveling out of the many uncertainties that the above figures indicate.

John B. Stokely Dies

John B. Stokely, Executive Vice President of Stokely, Van Camp, Inc., died in Indianapolis on November 25 from a heart attack.

His firm owns and operates the macaroni plant in Joliet, Illinois.

Lynch Heads National Folding Box Co.

Walton D. Lynch, New York, is the new president of the National Folding Box Company, Inc., world's largest manufacturer of folding paper cartons. It is announced that the stockholders of the National Folding Box



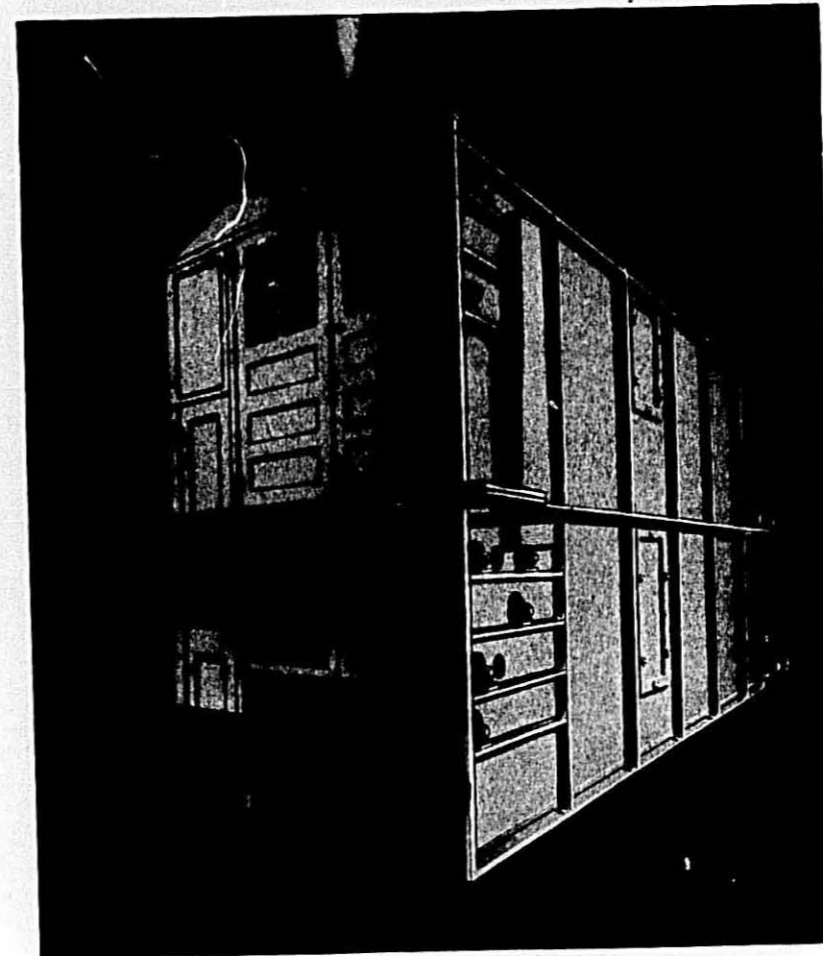
Walton D. Lynch

Company, a New Jersey corporation, have approved its acquisition by the National Folding Box Company, Inc., a new Connecticut corporation. George W. Mabee is retiring president of the older company.

Lynch started with the National Folding Box Company in 1919 on his release from military service at the close of World War I. Since 1938, when elected vice president in charge of sales and advertising, he has served as president of the Folding Paper Box Association and last month concluded his second term as president of the Packaging Institute. During World War II he served on the War Production Board and the industry OPA Advisory Committee. He was recently cited for his efforts during the last war by the armed forces for his work in connection with the development of American War Standards in the packaging field.

The National Folding Box Company, oldest folding paper box manufacturer in the American packaging industry, is the result of a consolidation effected in 1891 of eight New York and New England companies. In the paper packaging field it was the first company to perfect set-up paper boxes from carton blanks. In the merger of National Folding Box Company with the new Connecticut corporation, capitalization was increased from \$3,000,000 to \$5,000,000. The company has no funded debt.

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.

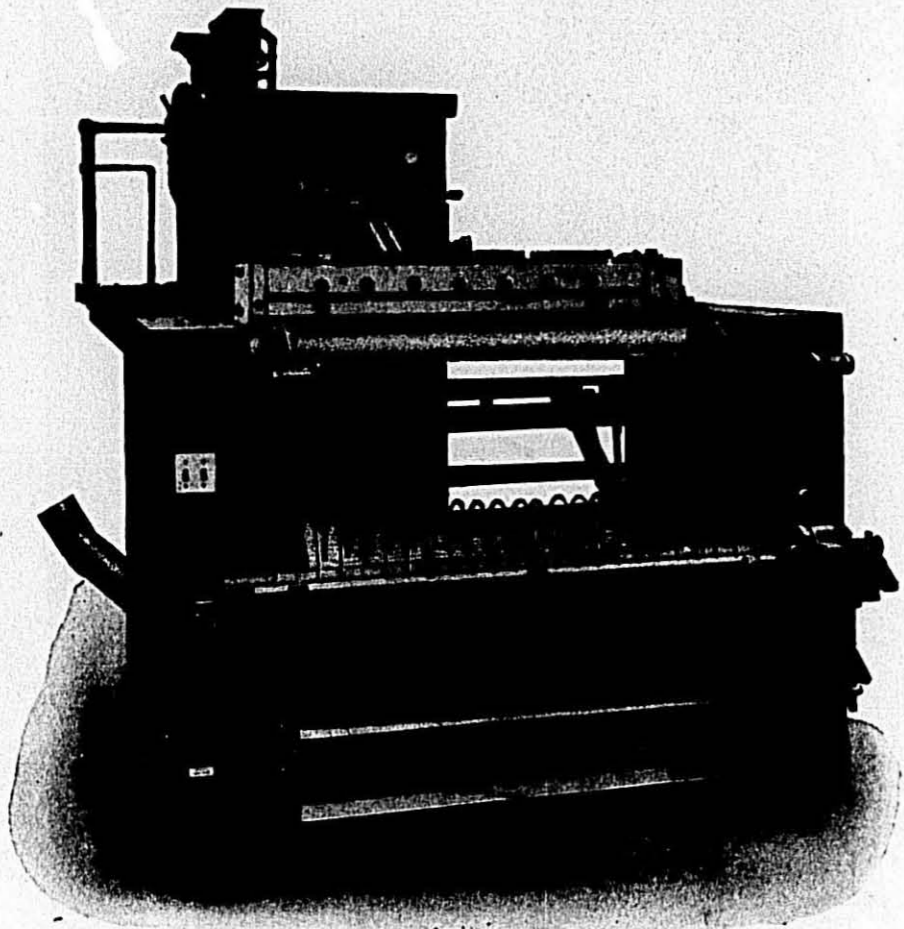
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS PRESS FOR LONG AND SHORT CUT GOODS

Model DAFS

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.

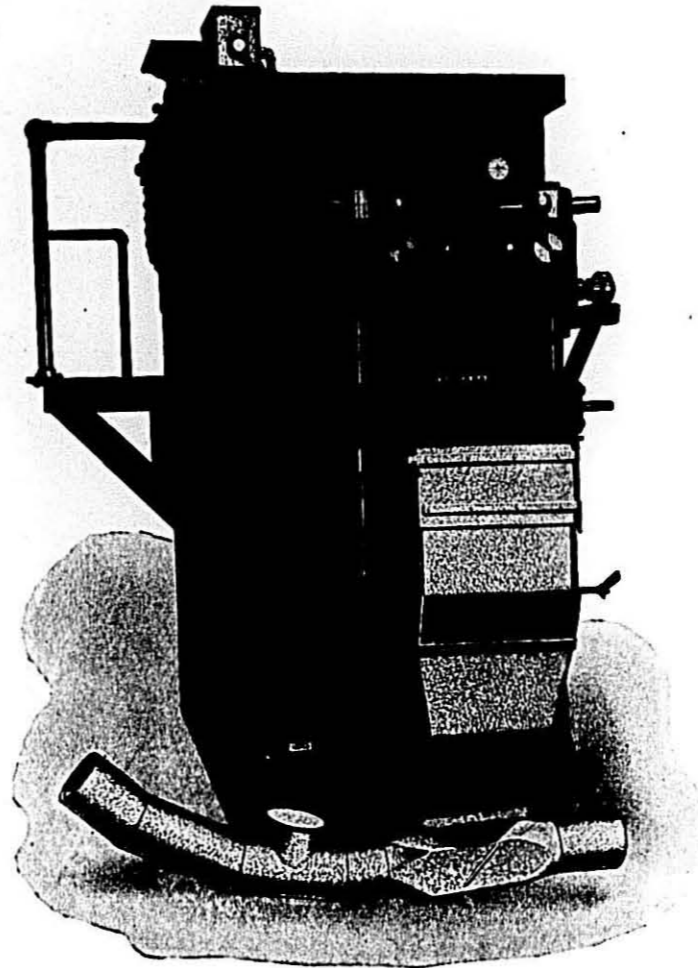
Produces a superior product of uniform quality, texture and appearance.

Fully automatic in every respect.

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC PRESS FOR SHORT GOODS

Model DSCP

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.

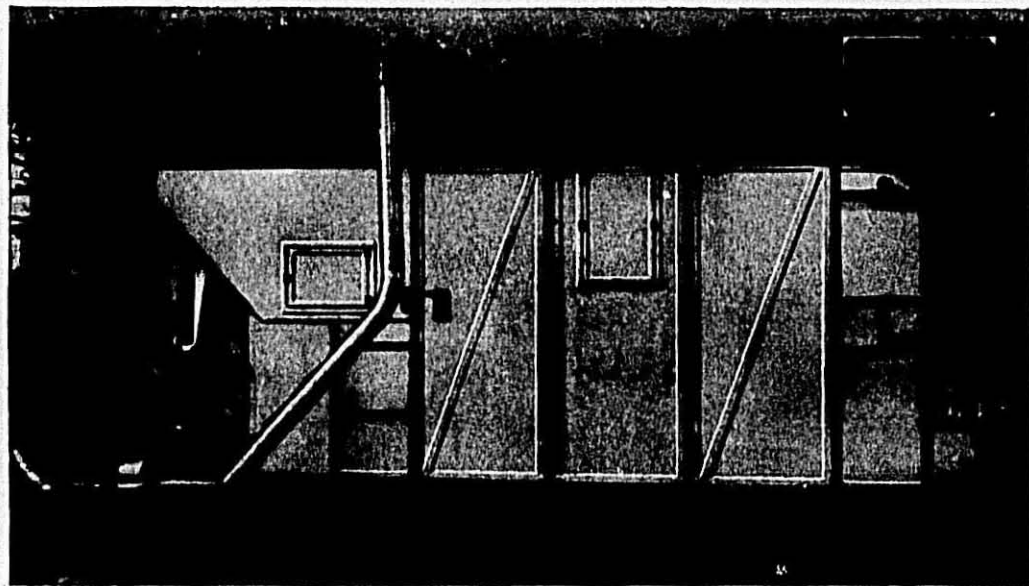
Production—Over 1,000 pounds net of dried products per hour.

Designed for 24-hour continuous operation.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



LONG GOODS PRELIMINARY DRYER

Model PLC

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

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

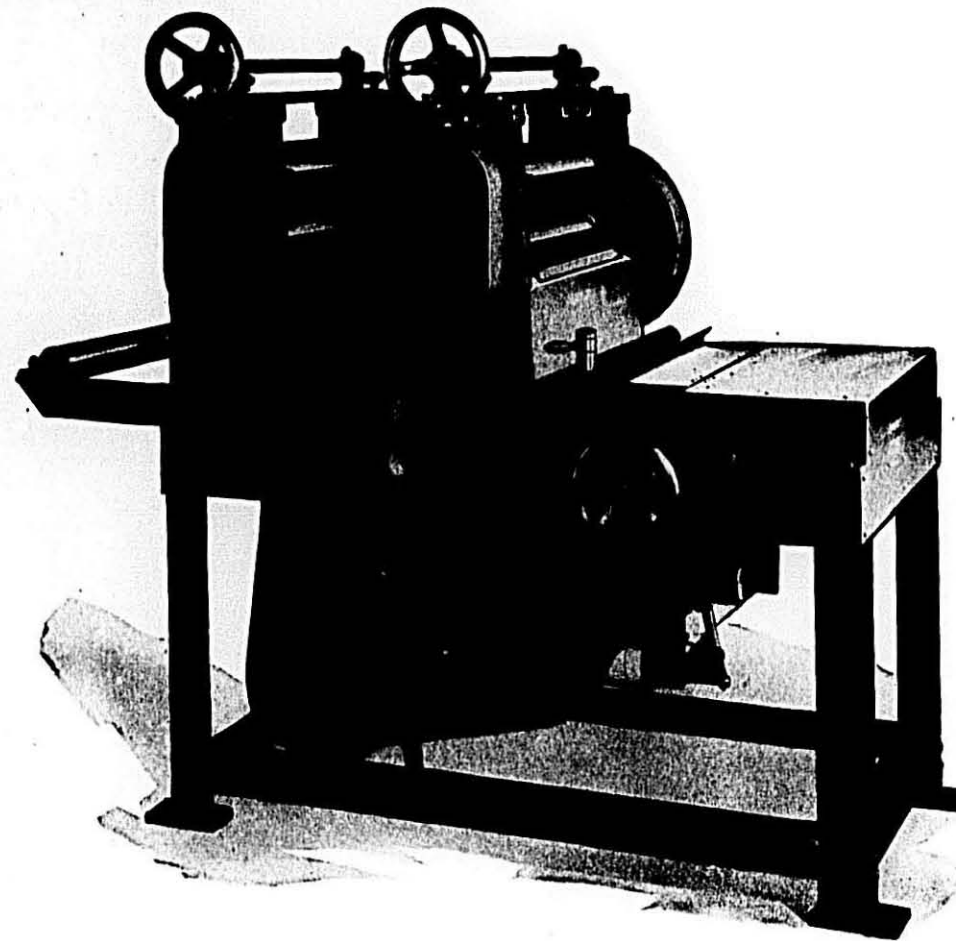
Although it has been specifically designed to be used in conjunction with our Continuous, Automatic Long Goods Macaroni Press, it can also be used in connection with the standard hydraulic press where the product is spread by hand.

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

Practical and expedient. Fully automatic in all respects.

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

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.

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

Write for Particulars and Prices

RETROSPECTIONS

by Edwin J. Sullivan

Gleanings from January Journals Five Years Ago

Plans were being made for the War-time conference to be held at the Morrison Hotel, Chicago, January 25 and 26. Because of conditions growing out of actual war, interest in the meeting was at a high pitch and attendance was expected to break all records.

President Willis, of the Grocery Manufacturers of America, predicted that in 1942, food sales should reach the 15 billion-dollar mark, an advance of \$2,225,000,000 over last year.

A. Irving Grass announced that the I. J. Grass Noodle Company would give all employees of three or more years' service, a \$1,000 life insurance policy, paying all premiums as long as the person covered remained in the employ of the company.

Ten Years Ago

Fire of unknown origin destroyed the four-story brick plant of Traficanti Brothers, 451-453 N. Racine Avenue, Chicago. The loss was estimated at more than \$50,000.00.

More than 2,000 pounds of macaroni was contributed by the Porter

Scarpelli Macaroni Company, of Portland, Oregon, for distribution among the needy during the Christmas season.

Secretary Wallace predicted that food prices would advance about 10 per cent during the first quarter of 1937, principally because of meats going to the highest level in two years and higher prices for grains, dairy products, potatoes, fruits, sugar and several other foods.

Twenty-Five Years Ago

C. F. Mueller, Jr., President of the National Macaroni Manufacturers Association and a leading member of the C. F. Mueller Company, passed away Tuesday, December 13, 1921. Upon his death, First Vice President B. F. Huestis became the acting president of the National Association.

A hearing before the finance committee, on the matter of the proposed tariff on macaroni products in the pending Fordney tariff bill, was held December 13 in Washington, D. C., with B. R. Jacobs representing the National Macaroni Manufacturers Association. Senator E. F. Ladd of North Dakota offered an amendment to the present tariff act increasing the

rate of duty from 1½ cents per pound, the proposed rate, to 2½ cents per pound.

The 1921 winter wheat crop was estimated at 42,702 acres planted, yielding a total of 589,032 bushels or an average of 13.7 bushels to the acre. Of the spring wheat variety, 19,706 acres were sown, yielding a total of 207,861 bushels, or about 10.5 bushels per acre.

Final 1946 Durum Figures

North Dakota is still the durum wheat King State, with little fears of losing that honor in the years to come, particularly if the present plan of co-operation and promotion between the macaroni makers and durum wheat growers continues on its present mutual beneficial basis.

The U. S. Department of Agriculture in its final summary of 1946's production, reported a record wheat crop of 1,155,715,000 bushels. Of this 35,836,000 bushels were of the durum variety, which includes some red durum not suitable for macaroni making.

North Dakota harvested a total of over 32,326,000 bushels, or over 90 per cent of the 1946 yield. The farmers of that state harvested the big

(Continued on Page 32)

Year after year—



Leads in Quality

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

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA

"The Highest Priced Semolina in America and Worth All It Costs"



Michigan Macaroni Mfg. Co.
3201 BELLEVUE AVENUE
DETROIT 7, MICHIGAN

October 30, 1946

Champion Machinery Company
Joliet, Illinois

Mr. Frank A. Willis

Gentlemen:

We note that testimonials of various sorts from satisfied customers are being printed in the Macaroni Journal.

Among these lines, we would like to take this opportunity to place ourselves amongst Champion's satisfied users.

We first started using Champion equipment in 1934. Since that time we have moved to new quarters and on one occasion have put up an additional plant, which necessitated the purchase of additional Champion equipment.

Our purchases of Champion equipment and the excellent service extended us here at all times brought us satisfaction in the use of this equipment.

These are the reasons we say: "It's 'Champion' for us."

Yours very truly,
MICHAEL MACARONI MFG. CO.
Victor Cavatolo

CHAMPION
MACHINERY CO., JOLIET, ILL.
MAKERS OF FLOUR HANDLING EQUIPMENT,
BLENDERS, DOUGH MIXERS, WEIGHING
HOPPERS, AUTOMATIC WATER METERS.

"It's 'CHAMPION' for us"

—so says another of the many satisfied users of Champion Equipment and service. For nearly 60 years, Champion Engineers and Champion Machinery have helped progressive Macaroni and Noodle manufacturers—from Coast to Coast—to cut production costs, make better products and to make increased profits. It will pay you, too, to investigate and learn how we can assist you with your modernization program.

We invite your inquiry

CHAMPION
MACHINERY CO., JOLIET, ILL.
MAKERS OF FLOUR HANDLING EQUIPMENT,
BLENDERS, DOUGH MIXERS, WEIGHING
HOPPERS, AUTOMATIC WATER METERS.

St. Regis Paper Co. Buys 3 Paper Mills

The St. Regis Paper Company, nation-wide manufacturer of wood cellulose products, has completed the purchase of the three paper mills from Time, Inc., according to a recent announcement by Roy K. Ferguson, president of St. Regis.

This transaction will add 180,000 tons to St. Regis' annual output of printing, publication and converting papers, thus doubling its present production of these grades. With this added tonnage, this division of the Company ranks equally with specification kraft paper in point of production.

By this purchase St. Regis acquired the Maine Seaboard Paper Company, Bucksport, Maine; the Hennepin Paper Company, Little Falls, Minnesota, and the Bryant Paper Company, Kalamazoo, Michigan. The first two mills have been operated by St. Regis for almost a year under a managerial contract with Time, Inc., while Bryant has been managed under a similar contract since October 31, 1946.

St. Regis, now among the largest paper companies in the United States, will be enabled by the acquisition of these mills to produce 1,000 tons of printing, publication and converting

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	705,292	883,662	895,478	713,349
October	980,461	1,101,092	919,226	791,054
November	884,042	1,116,434	965,527	839,778
December	968,885	928,760	921,851	801,847

Includes Semolina milled for and sold to United States Government.

Crop Year Production

July 1, 1946—Dec. 31, 1946	4,965,812
July 1, 1945—Dec. 29, 1945	5,382,945

paper daily. It is estimated that publication paper from St. Regis mills is used in the printing of magazines with a total circulation in excess of 30,000,000 people. In addition to strengthening the position of St. Regis in the field of publication papers, this purchase will enhance its position in the merchant paper field. Plans now under way contemplates specialized production on several machines of new grades of top quality printing papers, both coated and uncoated, which will shortly be available to the trade.

Treasurer Resigns

Joseph Genovese has resigned as treasurer of the Cardinale Macaroni Manufacturing Co., 46-55 Metropolitan Ave., Mespeth, New York, and entirely severed his connections with the firm according to an announcement by officials. He has been prominent in the macaroni manufacturing field for years. Previously, Mr. Genovese was president of the Westchester Macaroni Co., Mt. Vernon, N. Y. His family also helped to found the Roman Macaroni Co., Brooklyn.

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MILPRINT Inc.

Commander Durum Granular Flour and Durum Flour

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

**COMMANDER MILLING COMPANY
MINNEAPOLIS, MINNESOTA**

Year End Reviews*(Continued from Page 10)*

to a most receptive and increasing consuming public, prospects for the year 1947 seem most favorable.

Cooperation Plus

By H. I. Bailey, Mgr. Durum Products
General Mills, Inc.

In the face of so many unknown factors affecting all manufacturers and the semolina suppliers, too, a forecast for 1947 may be of little value. However, I do know that with continued co-operation between macaroni manufacturers and durum millers, plus intelligent co-operation in the macaroni industry, engendered by the National Macaroni Manufacturers Association, the year ahead cannot help but be a busy, prosperous and Happy New Year.

Products Enrichment

By T. D. Baird, Sales Promotion Mgr.
Strong Cobb Division, N. Y.

Now that definitions and standards have been established for the enrichment of macaroni and noodle products, the way is prepared for manufacturers to offer more nutritious macaroni, spaghetti, and noodles.

The enrichment program calls for the addition of the vitamins thiamine, riboflavin, and niacin, and of iron.

Optional fortification with other ingredients is also allowed.

When you enrich your products, you want them to be the best on the market from the standpoint of taste and nutrition. Look for plus values in your enriching ingredients, those which will supply the nutrients economically, maintain the color and texture, and may improve the flavor of macaroni and noodle products.

By enriching your products you will not only be improving their nutritive value, but also adding to their sales appeal.

Rising Demand for Paper

By Roy K. Ferguson, President
St. Regis Paper Co.

The demand for paper and paper products will continue strong during the coming year and the St. Regis Paper Company's sales in 1947 should exceed \$100,000,000, Roy K. Ferguson, president, predicts in a year-end statement.

St. Regis anticipates a heavy demand for paper and paper products and has pushed its long-range expansion program to meet the call for its paper, multiwall bags, and plastics, now serving 21 important American industries. The record sales volume expected for 1947 would compare with a total in excess of \$75,000,000 for 1946 and sales of \$52,500,824 in 1945.

**Trademarks Published
Not Subject to Opposition****Wylers**

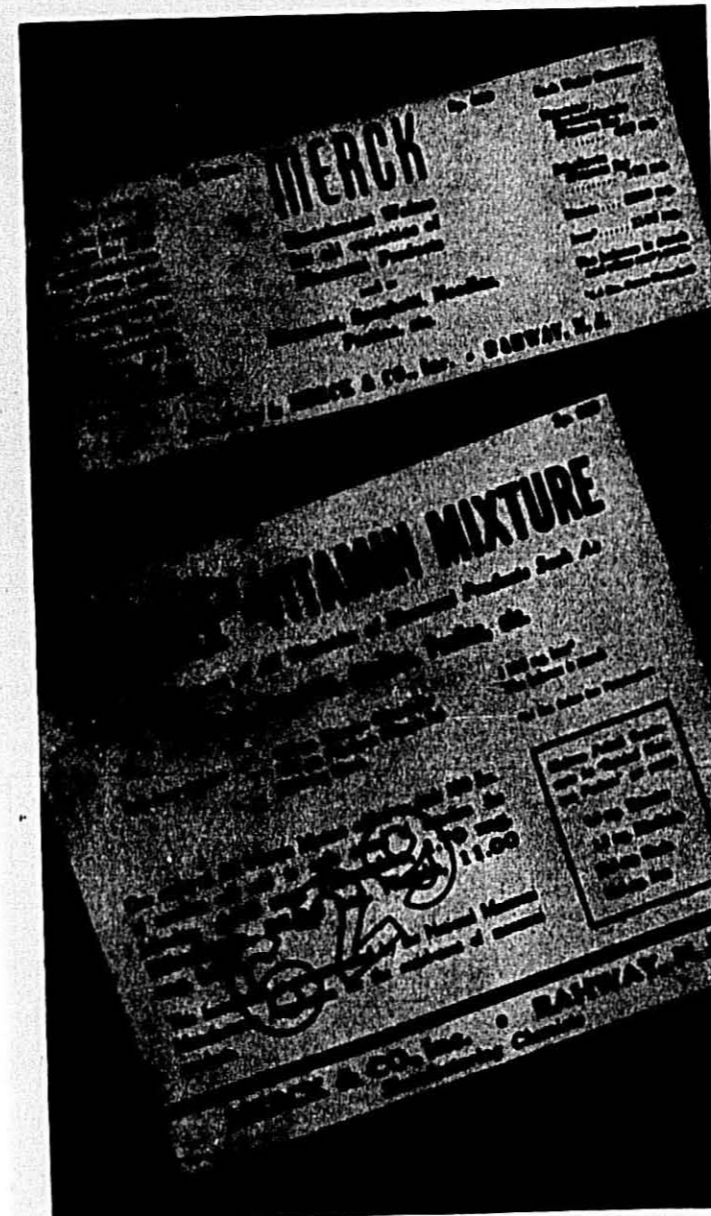
The trademark "Wylers" used on egg noodles and macaroni by Wylers & Company, Chicago, Illinois, since January 1, 1936, was published not subject to opposition December 17, 1946, under serial number 471,325. The trademark is composed of the word "Wylers" in heavy long-hand style.

Trademarks Renewed**The Creamette Girl**

The trademark of a picture of a girl used on macaroni by the Creamette Company of Minneapolis, Minnesota, was published for renewal December 17, 1946. It was first registered August 17, 1926.

Windmill

"Windmill," the trademark of Paxton & Gallagher Company, Omaha, Nebraska, was renewed as of December 28, 1946. It was first registered December 28, 1926, for use on the owners' macaroni and other grocery products. Notice of this renewal appeared in the December 17, 1946, edition of the *Official Gazette* under serial number 222,347.



**AT YOUR SERVICE
TO MEET THE
CHALLENGE
OF ENRICHMENT**

Merck & Co., Inc., foremost in enrichment progress from the very beginning of this basic nutritional advance, brings its technical skill and varied experience in food enrichment to the service of the macaroni and noodle manufacturer.

Concurrent with the establishment of new Federal Standards of Identity, Merck has specifically designed two enrichment products to facilitate simple and economical enrichment of your products:

- (1) A specially designed mixture for continuous production.
- (2) Convenient, easy-to-use wafers for batch production.

Here are two enrichment products planned to assist you in making a preferred product, accepted by nutritional authorities and a vitamin-conscious public.

The Merck Technical Staff and Laboratories will be glad to help you solve your individual enrichment problems.



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178-180 Grand Street
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Makers of Macaroni Dies Since 1903

Management Continuously Retained in Same Family

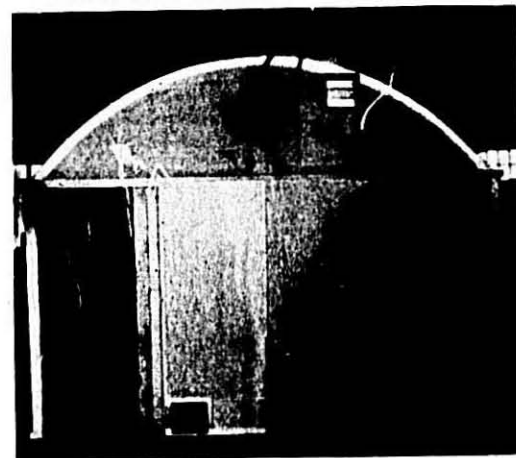
Herbert F. Krimendahl Is Executive Vice President

W. B. Stokely, Jr., president of Stokely-Van Camp, Inc., announces the election of Herbert F. Krimendahl as executive vice president and a director of Stokely-Van Camp, Inc., to fill the vacancy caused by the recent death of John B. Stokely.

Mr. Krimendahl, who was president of the National Canners Association in 1940, has been associated with the Stokely-Van Camp, Inc., organization since the summer of 1944, when negotiations were completed for the acquisition of the business and assets of Crampton Canners, Inc., of which company he had served as president since 1921. Mr. Krimendahl has been engaged in the canning business almost continuously since he left the Army at the close of World War I in 1919. Mr. Krimendahl also served as chairman of the board of directors of The W. R. Roach Company until it was merged into Stokely-Van Camp, Inc., on April 30, 1946. From March, 1942, to August, 1942, Mr. Krimendahl served in Washington, D. C., with the War Production Board as Administrator of Tin Conservation, Order M-81, and has been consultant to the Board since that time. He also serves as a consultant to the Canned Goods Section of the Department of Agriculture.

Mr. Krimendahl will move his office from Celina, Ohio, to the head office of the company at Indianapolis, Indiana.

Mr. Stokely also announced that Edward G. Stokely had been elected president of Stokely-Van Camp of Canada, Ltd., a subsidiary of Stokely-Van Camp, Inc., and that Alfred J. Stokely had been elected a director and vice president of that company.



Exterior View—Lazzaro Drying Room

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SPEED DRYING
with
Lazzaro Drying Rooms

FRANK LAZZARO

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Famous Capital Quality
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Now!

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CAPITAL GRANULAR

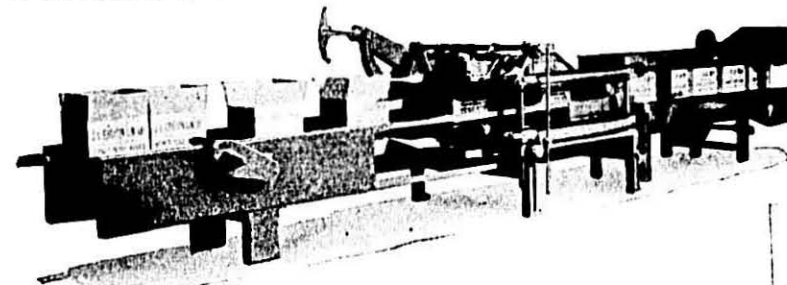
SAINT PAUL, MINN. ★ BALDWINVILLE, N. Y.

CAPITAL FLOUR MILLS

DIVISION OF

INTERNATIONAL MILLING COMPANY • GEN. OFFICES • MINNEAPOLIS

PACKOMATIC'S IDEAL COMBINATION



LEFT: Model "D" Case Gluer with Compression Sealer.

For Case Sealing and Imprinting

PACKOMATIC'S CASE SEALERS are furnished for automatic sealing of both shipping case tops and bottoms on one machine—or for top-sealing or bottom-sealing only, where desired. Portable or stationary models are available . . . adjustable to a wide variety of case sizes to handle regular corrugated or fibre shipping containers at various speeds.

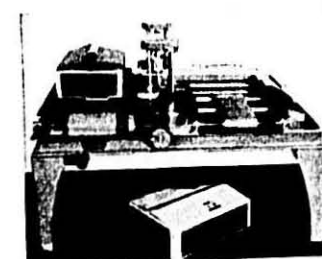
PACKOMATIC'S Model "D" Shipping Case Sealers are adaptable to practically any production requirement or plant layout for handling shipping cases at speeds up to 3,000 per hour . . . A wide range of case weights—from 10 pounds to 100 pounds . . . Also an adequate range of case width, height and length dimensions.

Write for colorful literature—FREE.

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PACKOMATIC
PACKAGING MACHINERY
J. H. FERGUSON CO. JOLIET, ILL.

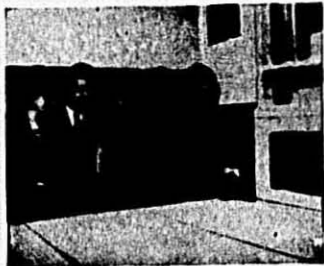
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San Francisco
Los Angeles
Seattle
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PACKOMATIC'S CASE IMPRINTERS are entirely automatic. Save warehouse space—eliminate use of stickers—reduce handling. Operate up to 20 cases per minute—print both ends of cases simultaneously—alter they are filled and sealed . . . print from one to four lines of type. Can be built to print both case ends and sides. Adjustable for a wide range of case sizes. Simple—trouble-free—automatic.

New Machine Dedicated

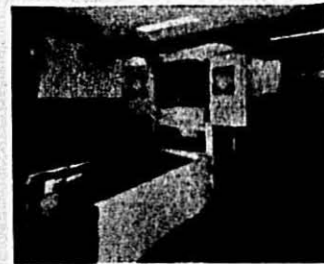
Accompanying are pictures of groups that took part in the dedication of the new Consolidated Automatic Continuous Press and Preliminary



Dedication ceremonies for the new machine. Joe Garagiola, catcher for the World Champion St. Louis Cardinals baseball team, wields a bottle of "Chianti" wine to christen the new automatic macaroni machine of the American Beauty Macaroni Company at its Faust Macaroni Company plant in St. Louis, Mo.

Looking on from left are: Mrs. Ralph Scull, Louis S. Vagnino, E. D. Wisluz, Miss Dorothy Condon, Mrs. Agnes McCadden and Miss Barbara Mahon.

Dryer at the Faust Macaroni Company Plant of the American Beauty Macaroni Company, St. Louis, Mo., December 5, 1946. According to press reports, this is the first machine of its



Consolidated Automatic Continuous Press and Preliminary Dryer.



Miss Dorothy Condon, Joe Garagiola and Miss Barbara Mahon.

kind then in operation in Missouri. Louis S. Vagnino, vice president of American Beauty Macaroni Co., is general superintendent of the Faust plant.

Join St. Regis Staff

The St. Regis Paper Company, New York, has appointed two veterans of World War II, Joseph R. Healey and William D. Peters to its sales promotion staff.

Under the supervision of Kenneth D. Lozier, vice president of the St. Regis Sales Corporation, and William C. Varey, in charge of field representatives, they will join a "flying squad" covering the entire United States in presenting the essential advantages of multiwall paper bags to industrial users of agricultural and chemical commodities.

Mr. Healey entered the Armed Forces as a private and was relieved from active duty as a captain in the Air Forces. Mr. Peters entered the service as an aviation cadet and later served as a communications officer in the Army Airways Communications System.

Now a Corporation

The J. J. Grass Noodle Company (Not Incorporated) which operates its plant at 6015-6027 Wentworth Ave., Chicago, Illinois, has recently been incorporated according to notice by A. Irving Grass, its president, and Sidney J. Grass, its Secretary-Treasurer.

..... Seal small and large cartons in small or large quantities-ECONOMICALLY

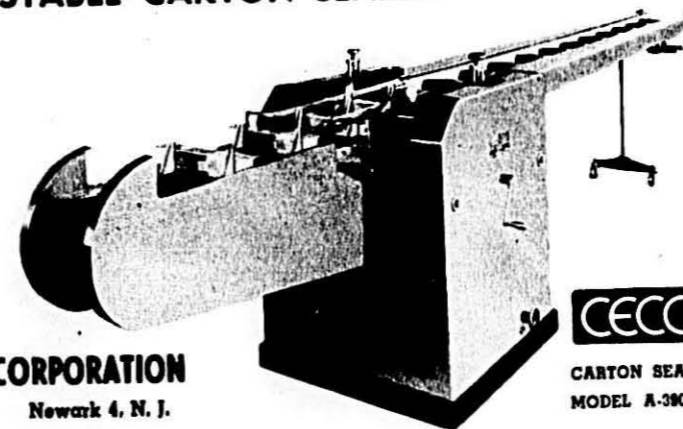
The smallest manufacturer can enjoy the same benefits of mechanical carton sealing as the large concern, with a CECO Adjustable Carton Sealer. This machine is instantly adjustable, without special tools, for any size package. It is so simple in construction and operation that even an unskilled operator can maintain it. Let us send you facts and figures which show what a CECO Adjustable Carton Sealer can do for you.



ADJUSTABLE CARTON SEALER

Features--

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Makes better-looking cartons



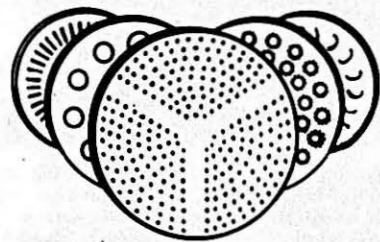
CARTON SEALER
MODEL A-3901-12

CONTAINER EQUIPMENT CORPORATION

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



THE STAR MACARONI DIES MFG. CO.
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MORE PRODUCTION In Less Time With Less Effort

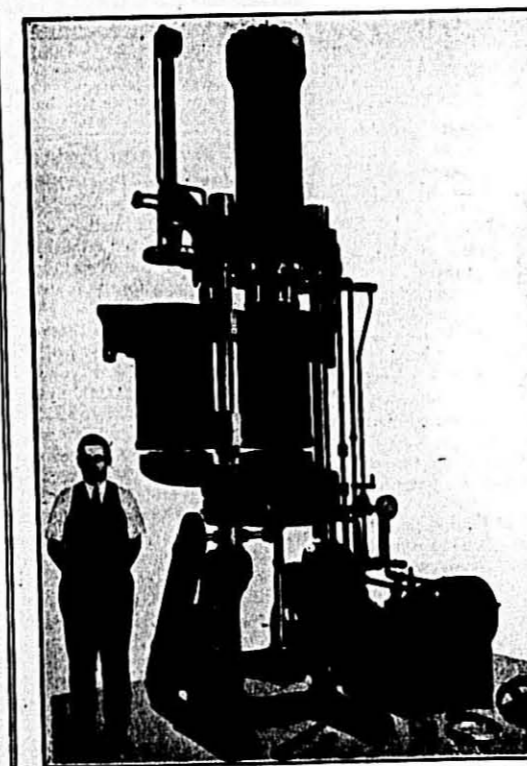
If you are looking for new sources of labor saving and cost cutting in packaging your macaroni products, investigate the many advantages of PETERS economical machines to set up and close cartons. These machines are showing big savings in hand labor, added production and increased profit for users everywhere. Send us samples of the cartons you are now using. We will gladly make recommendations to suit your requirements.



This PETERS JUNIOR CARTON FORMING & LINING MACHINE sets up 35-40 cartons per minute, requiring only one operator. Machine can be made adjustable to handle several size cartons.

This PETERS JUNIOR CARTON FOLDING & CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. Can also be made to handle several different size cartons.

PETERS MACHINERY CO.



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Specialty of
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Successor to the Old Journal—Founded by Fred Hoeker of Cleveland, Ohio, in 1933

Trade Mark Registered U. S. Patent Office
 Founded in 1933
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
 Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than **FIRST** day of the month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
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 Want Ads.....50 Cents Per Line

Vol. XXVIII January, 1947 No. 9



"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."

Liquid, Frozen and Dried Egg Production November, 1946

Production of liquid egg during November totaled 10,139,000 pounds compared with only 2,304,000 pounds in November last year, the Bureau of Agricultural Economics reported today. Of the total production 6,926,000 pounds were used for drying, 2,498,000 pounds were frozen and 715,000 pounds were for immediate consumption, compared with 276,000 pounds dried, 1,313,000 pounds frozen and 715,000 pounds used for immediate consumption in November last year.

Dried egg production totaled 2,271,000 pounds compared with 159,000 pounds in November last year. Production consisted of 2,182,000 pounds of whole dried egg, 83,000 pounds of dried albumen and 6,000 pounds of dried yolk. The Department of Agriculture has purchased 3,457,875 pounds of dried egg for December delivery. Purchases of dried egg

through December 19 for January delivery totaled 1,251,835 pounds.

Frozen egg production in November totaled 2,498,000 pounds compared with 1,313,000 pounds in November last year. Production during the 11 months of 1946 totaled 397,193,000 pounds compared with 396,784,000 pounds during the same period last year. Storage holdings of frozen eggs on December 1 were 132,569,000 pounds compared with 155,934,000 pounds a year ago and 160,870,000 pounds for the 1941-45 average. Withdrawal of eggs from storage during November totaled 36,000,000 pounds compared with 26,000,000 pounds in November, 1945, and the average November withdrawal of 47,000,000 pounds.

Labor Board Relations

(Continued from Page 8)

TO OUR EMPLOYEES:

"We have today agreed to an election. It will be held on Friday, March 28, starting at 2 p.m. in the lunch room. A schedule will be posted for several days before the election, telling when you will vote.

"The election will be fairly conducted by the National Labor Relations Board. It will be by secret ballot.

"We believe very few of our employees want this union.

"As in a political election the organizer is making wild promises to get your votes and money.

The John Brown Company"

Some time probably about a week before the election, you could get out a bulletin and give the organizer both barrels if that is the thing to do to get votes.

No two elections are the same. There are "breaks" that must be seized as in a political election. You should, as in a political election, create the issues on which the employees will vote, such as communism, strikes or our past fair treatment.

In some elections we have not sent out a single bulletin. In others we have sent out many bulletins and also had a meeting in the shop.

The way to be legal and also to get votes is to be careful that we make no threats.

Most employees are fair minded and honest. They do not want to spend money for nothing. It's the company's job to de-bunk the dream talk and dirt of the organizer by telling the employees the truth.

From the start in the campaign, the company should use light in place of heat.

If you have given the employees good wages and treatment you can and should win an election.

This is still a free country.

Jacobs Cereal Products Laboratories INC.

156 Chambers Street
 New York 7, N. Y.

Benjamin R. Jacobs
 Director

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

Vitamins and Minerals Enrichment Assays.

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Macaroni and Noodle Plant Inspections.

CLASSIFIED ADVERTISING

WILL PURCHASE 8" 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. Box 37, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE: Vertical 14 1/2" Stationary Press for long macaroni. Also Vertical Stationary Die 12 1/2" for short and long cut macaroni. 1 1/2 bbl. Mixer and Knooder. Box 46, c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—1 Press 13 1/2" vertical stationary die, short cut, complete. Mfgd. by Consolidated Macaroni Machine Corp. Indiana Macaroni Co. Indiana, Pa.

Final 1946 Durum Figures

(Continued from Page 22)

crop from 2,282,000 acres, which yielded an average of 14.5 bushels.

Minnesota, South Dakota and Montana accounted for the remainder of the 1946 durum crop approximately 3,515,000 bushels.

The 35,836,000 bushels harvested in 1946 compared favorably with the 32,840,000 bushels in 1945 and the 10-year average of 31,900,000 bushels.

Of the total crop of 1,155,715,000 bushels of all grades of wheat, winter and spring, was slightly in excess of the 1,108,224,000 bushels harvested in 1945, and considerably above the 10-year average of 843,692,000 bushels.

The spring wheat crop which included all the durum varieties was reported at 281,822,000 bushels compared with 290,390,000 in 1945 and a 10-year average of 225,673,000 bushels.

The winter wheat crop was put at 873,893,000 bushels compared with 817,834,000 last year and the 10-year average of 618,019,000 bushels.

The Mindum, Stewart and Hubanka varieties were the leading varieties produced.

140 Lbs. Net
Duramber
 Fancy No. 1 Semolina
 Milled at Rush City, Minn.
 AMBER MILLING DIV'N.
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- One Barrel and a Half Mixer
- One Preliminary Dryer
- One Flour Sifter, with Scale
- 500 Traces and 12 Platforms

This outfit can produce 12,000 pounds Noodles in 8 hours. Priced reasonable.

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EDUCATE
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OUR OWN PAGE

**National Macaroni Manufacturers
Association**
Local and Sectional Macaroni Clubs

OUR MOTTO:

First—
INDUSTRY

Then—
MANUFACTURER

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C. L. NORRIS, 2nd Vice President.....	The Creamette Co., Minneapolis, Minn.
B. E. Jacobs, Director of Research.....	1010 Vermont Ave. N.W., Washington 5, D. C.
M. J. Donna, Secretary-Treasurer.....	P. O. Box No. 1, Braidwood, Illinois

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Region No. 5
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Region No. 6
J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.

Region No. 7
F. DeRocco, San Diego Macaroni Co., San Diego, Calif.

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

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

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Albert Ravarino, Ravarino & Frech, Inc., St. Louis, Mo.
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

The Secretary's Message

*Increased Income as Association
Safeguard*

The New Year brings into effect a new basis of association dues for the Active Members of the National Association—actual manufacturing firms, as differentiated from the Associate class that consists of Allied desirous of working more closely with the organization, whose annual dues remain unchanged.

The proponents of the new dues basis—100 per cent of the member firms represented at the Minneapolis convention last July, where the by-laws were unanimously amended—are of the opinion that the 50 cents per hundredweight basis on the average daily production in the previous year will distribute the expense of operating the National Association more equitably by putting small and large firms on the same scale.

A radical departure under the new setup is the requirement that every manufacturing firm, through its chief executive, must certify its average daily production

to the Association's treasurer. Firms operating more than one plant are required to include the production of all their plants in the certification. It is expected that all the member firms will submit their Certificate of Dues Statements as early in 1947 as possible in order that the Board of Directors can prepare its 1947 budget on known income rather than a wild guess.

The need for increased income is apparent to all businessmen. It costs more to operate any business under present conditions, and the National Macaroni Manufacturers Association is a going business with 111 Active and 19 Associate Member firms as of December 31, 1946. It is hoped that every firm enrolled in 1946 will continue its membership under the new dues basis, and that a number of the manufacturers who have withheld their support heretofore, will elect to become supporting members in 1947.

M. J. DONNA, Treasurer.

Helping your product
on the steep climb ahead



**Added sales power through
Vitamin Enrichment**

Macaroni and noodle products will be in a choice position to meet the heavy competition ahead among all food products, if enriched according to Government standards. Be ready to meet this challenge . . . feature enrichment prominently on your packages, in your advertising . . . let it help your product on the steep climb ahead in three ways . . .

- It gives you the potent one-word sales message, "ENRICHED," to feature on your packages.
- It supplies your customers with additional food values for better health.
- It will boost your sales . . . bakers have found that enrichment has made more people buy more bread.

For information, advice, or cost estimates, consult ROCHE, the company with the widest technical experience in the improvement of food products through enrichment.

ROCHE VITAMIN DIVISION

HOFFMANN-LA ROCHE, INC., Nutley 10, New Jersey



Smoothing out the rough spots

All the way from buying the durum wheat right down to the final, actual testing of its *performance* in spaghetti-making, any "rough spots," any possible shortcomings in quality, are caught and "smoothed out" by Pillsbury's laboratory and milling specialists.

If there's one thing you can count on today, it's that Pillsbury will give you the finest durum products that can possibly be milled under present conditions.

**Pillsbury's
DURUM
PRODUCTS**



Pillsbury Mills, Inc. General Offices: Minneapolis, Minn.