

**THE
MACARONI
JOURNAL**

**Volume XXVI
Number 3**

July, 1944

JULY, 1944

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA



Recommendation
by the
1944 Wartime Conference

Closer Coöperation and More Determined, United Action Will Solve Current and Postwar Industry Problems More Quickly and More Definitely.

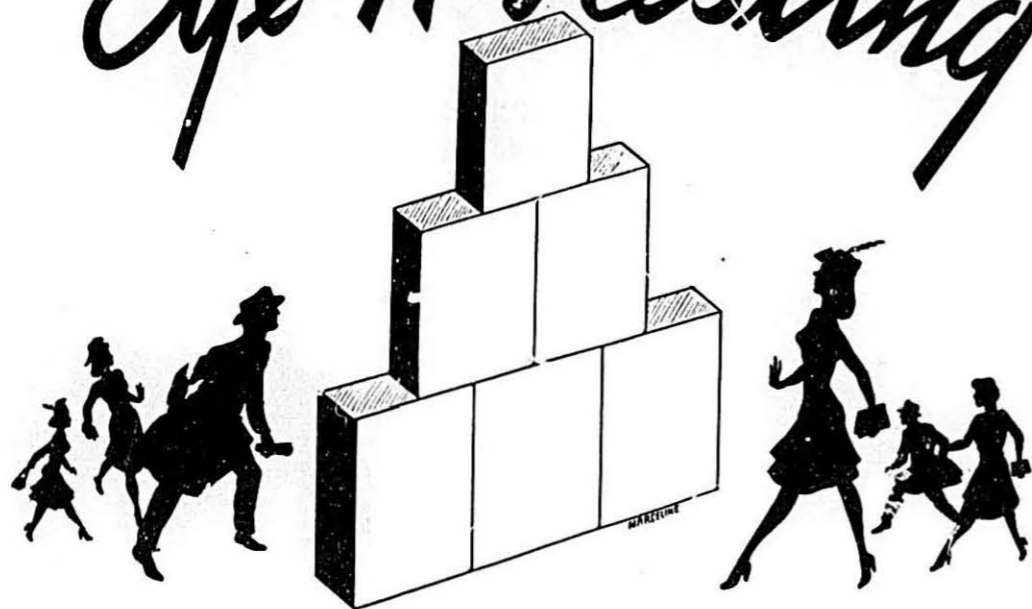
New York City, June 15-16

Official Organ
National Macaroni Manufacturers Association
Evanston, Illinois

Printed in U. S. A.

VOLUME XXVI
NUMBER 3

Eye Arresting



Good packaging lends itself to window, counter and mass displays

WITH self-service shops in the ascendancy, your product may have no clerk or storekeeper to "push" it. Your brand must stand strictly on its own.

How your brand behaves in point-of-purchase competition depends in a large measure on the appearance of your package. Merchandisers have known this fact for years.

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GOOD PACKAGING?**

1. It lowers costs because of efficiency in packing and handling.
2. It lends itself to window, counter and mass displays.
3. It whets the appetite, stirs the consumer to impulse sales.
4. It sells your product in the store.
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LITHOGRAPHING COMPANY, INC., Main Office & Plant, North Bergen, N. J.

Macaroni, Spaghetti, Noodle Industry Committee Meeting

*Semolina, Containers and Other
Industry Problems Discussed*

The supply of corrugated and solid fiber containers is still critical and no immediate relief is expected at this time, the macaroni, spaghetti, and noodle industry food advisory committee was told at a meeting with War Food Administration and other government officials in Washington, D. C., June 13.

Although production is limited by the lack of manpower to cut pulpwood, it was stated that more pulpwood and containers are being produced now than ever before. Military requirements are so great, however, that it is necessary to restrict civilian supplies. Civilian fiber container quotas for the macaroni, spaghetti and noodle industry at present are based on 90 per cent of the 1942 usage.

A sufficient supply of durum wheat to take care of all needs is expected, WFA said. The anticipated increase in the production of cheddar cheese this year over 1943 is expected to make more available for civilian use. The committee also discussed manpower, machinery, storage and other problems.

Members of the committee are: James T. Williams, Minneapolis, Minn.; Louis Vagnino, Kansas City, Mo.; Henry Mueller, Jersey City, N. J.; Robert I. Cowen, New York City; David Passeti, Brooklyn, N. Y.; John B. Canepa, Chicago, Ill., and C. W. Wolfe, Harrisburg, Pa. James O. Lamkin, Office of Distribution, WFA, is chairman.

President C. W. Wolfe of the National Association reported fully to the Industry convention in New York City, June 15 and 16, where all the matters considered by the Advisory Council were considered by the manufacturers in attendance.

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The MACARONI JOURNAL

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Conference Benefits and Pleasures

The 1944 Wartime Conference of the Macaroni-Noodle Industry is a matter of history. As almost every one knows, it was held at New York City, June 15 and 16, as a wartime need. Just how much it was justified as a means of aiding in the war effort, depends fully on what those who attended will do in line with the many fine suggestions passed on to them in the two days when they conferred for the Industry's good and the country's welfare.

Because there were many macaroni-noodle manufacturers who were either unable or unwilling to take the time or make the expenditures involved in attending, and for the further reason that it is the desire of the government speakers and association officials that all in the industry be advised of action taken or recommended, a rather complete report is made in this issue. It is thus hoped that by reading, those who are anxious to do so, may be able to do their part in carrying out the intent of the conferees.

However much one tries to record the proceedings of a conference such as that held last month, by and for the macaroni-noodle industry, it is practically impossible to report to the nonattenders many of the more vital things that conventioners gather through person attendance. Officers reports are required by law; speeches are almost indispensable requisites; both have their place in national conferences . . . but it is the little chit-chats with competitors and suppliers, the personal contacts with officials that result in good that cannot be reported.

Nearly one hundred of the country's leading manufacturers of macaroni products sent personal delegates to the conference this year. In the big majority of cases, it was the leading executives who attended because of the importance of the meeting. Practically all attended all sessions regularly and took part in the enlightening discussions.

So, the greatest good out of conventions goes to those who attend and are a part of them; to those who, when

there, accept appointments to important committees and take part in their deliberations and recommendations.

Of the three hundred or more, large and small manufacturers, who reputedly compose the macaroni-noodle industry in the United States, nearly one-half of them have never attended a national convention of their trade. This statement is based on a study made of records extending over a quarter of a century. It is not a matter of convenience or nonconvenience—but a matter of indifference.

Of the one hundred and fifty who are classed as "convention conscious," nearly 100 attended this year's conference in New York City. Among the absentees are quite a number of regulars who were honestly unable to attend this year. Then there are those who do attend when the meeting is held in centers more convenient to their plants. Unfortunately, there are two other groups of nonattenders to be reckoned with—those with an exalted idea of their self-sufficiency, and those who feel that they are nonimportant from a national view. If about fifty of the two latter groups would condescend to be represented, the industry would have an almost "perfect" convention from the standpoint of attendance.

By whatever rule it be measured, there is no good reason for consistently avoiding national or district conferences of an industry when it is convenient or practical to attend without too great a sacrifice of time and expense. Progressive manufacturers will consider convention attendance expense a good business investment . . . and it has time and again proven a paying one, when the "investment" is made in the right spirit.

Those who attended will refresh their minds by reading the report of the 1944 Wartime Conference; those unable to attend will find it most interesting, too. May this review of action taken arouse a wider interest in industry conferences, national or regional, and may more and more manufacturers decide to take their rightful place hereafter at their trade conference table—for the good they will derive, individually, and the good they will do for their industry, generally.

Macaroni Men in Successful Conference

National Association's Past Activities Approved and a Progressive Future Activities Program Adopted. Association Officers Re-elected at New York Convention.

The 1944 wartime conference of the Macaroni Spaghetti Noodle Industry, incidentally the forty-first annual convention of the National Macaroni Manufacturers Association, held at Hotel New Yorker, New York City, June 15-16, 1944, was well attended by an interested group of manufacturers and the usual number of free Allied Representatives came from all production areas between Boston and Los Angeles and from Seattle to Memphis—all with a single thought that of studying present conditions as they affect the industry, and to plan postwar concerted action.

Called to order in the spacious, air-cooled grand ballroom of the Hotel New Yorker promptly at 10 a. m., June 15, 1944, the third wartime conference got off to a start with manufacturers attending all sessions faithfully, giving strict attention to the business that brought them together, with the result that the program proceeded like clockwork as planned by the program builders.

President C. W. Wolfe of Meigs Macaroni Company, Harrisburg, Pennsylvania, kicked the convention at the opening session with a thought-provoking message. He reviewed the Association's activities throughout the

past year and made several timely recommendations for group action based on his experiences and on a study of conditions that made imperative concerted organized action for their successful solution.

Secretary-Treasurer M. J. Donna made his twenty-sixth consecutive annual report, reviewing the Association's membership status since the last convention and commenting on the organization's finances. He briefly reviewed the Association's activities as supervised by the headquarters office at Proviso, Illinois.

Boraham R. Jacobs made a dual report, one as the Washington Representative or contact man between the Association members and government agencies, another as the Association's Director of Research. He reviewed a busy year with manifold duties growing out of war needs, unusual conditions, special regulations and personal demands by Association members.

Following a fine presentation of the work done by the National Macaroni Institute under the supervision of Managing Director M. J. Donna in publicizing the real food value of macaroni products, an outstanding authority on food products publicity appeared before the gathering to address

how much better the needed job could be done with more money and a continuous program. The speaker was Mrs. Virg B. Cahalan of Pendleton Dudley and Associates, New York City, who cited case after case where wrongful ideas about foods were corrected and favorable light thrown where it did the most good by the judicious use of factual publicity. As the result of the foundation laid by the National Institute's work to date and of the recommendations made by the speaker, a joint manufacturers-millers committee was created to study ways and means of enlarging the Institute's program of macaroni products promotion and consumer education. Plans are under way for an early meeting of this committee.

"Government and Industry" was the theme of the morning session of the second day of the convention. A panel of four leading government speakers discussed the part played, being played, and to be played by macaroni products in properly feeding those in the armed services, civilians at home and the nationalities in the occupied territories.

Regional Director of the War Food Administration, New York City, Mr. E. C. Cronin, stressed the accomplish-

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THE MACARONI JOURNAL



A view of the dinner party in the Grand Ballroom of Hotel New Yorker, the evening of June 16, sponsored by the National Macaroni Manufacturers Association as the closing event of its 41st annual convention. The floor show was provided by Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

ments of the War Food Administration in keeping the American forces at home and abroad as the best fed, most contented army in the world.

Col. J. W. Fraser, Chief of the Central Subsistence Branch, Quartermaster Depot, Chicago, complimented the industry on its relations with the organization whose duty it is to buy all the army's needs in the way of foods and equipment. Col. Robert R. Mickus, Head of the Research and Development Laboratories of the Quartermaster Depot, told of the research work being done aimed at supplying the armed forces everywhere with foods in nearly as natural a state as it is possible under transportation and other difficulties. James J. Drossell, who is the Chief Buyer of macaroni products for use in the armed forces, complimented the industry on the spirit shown when called upon to supply its share of the servicemen's food.

The panel discussion was followed by a question-and-answer period that threw light on many matters that have arisen through the year because of misunderstanding.

Just before adjournment at noon on June 16, the 1944-45 Board of Directors was unanimously elected. The newly elected board was organized during the noon recess by the re-election and reappointment of the last year's officers and executives.

The report of the Future Activities Committee formed the closing session. It commended the activities of the Association during the past year, recommending a continuation of those that are still essential, with the suggestion that more attention be given in the coming year to ways and means

of creating more and good will for macaroni products.

The third wartime conference of the macaroni noodle industry and the forty-first annual convention of the National Macaroni Manufacturers Association was brought to a successful close by a play that garnered support of the officers and executives by President Wolfe, who has covered his third term as the Chief Executive of the Association, and its recognized leader of the industry.

Just as impressive as the business end of the conference was the social affairs that blended nicely with the program. On the evening of the next day's convention, held at the Roosevelt Hotel, a grand evening of party, North Bergen, New Jersey, provided the entertainment and the usual reception, cocktail party, home supper, and dance. It honored Secretary-Treasurer M. J. Donna, who has completed twenty-five consecutive years of service to the Association and to the industry.

Preceding the annual party sponsored by the Association as the closing event of the convention, the Cleverly Machine Company, Brooklyn, New York, sponsored a splendid party in honor of the affair.

The Consolidated Macaroni Machine Corporation, Brooklyn, New York, entertained the dinner guests that evening with a fine floor show and a raffle fund that supplied money for donating throughout the evening.

The convention was outstanding in that a well planned program was carried out without delay under the able management of President Wolfe, and will be noted historically for plans

for the coming year. The success of the conference was due to the cooperation of all those who attended, and to the able management of the Association's officers and executives.

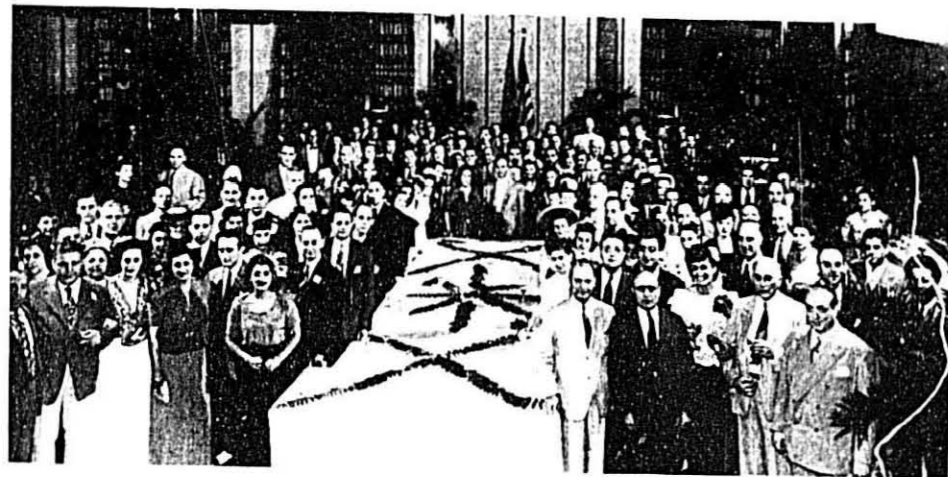
Welcome

John P. Zerbe, Jr.
Brooklyn, N. Y.

The 41st annual convention of the National Macaroni Manufacturers Association, held at the Hotel New Yorker, New York City, June 15-16, 1944, was a most successful one. It was a real "war-time" conference, with all the participants giving their undivided attention to the business that brought them together.

The convention was well attended, and the program was most interesting. It was a real "war-time" conference, with all the participants giving their undivided attention to the business that brought them together.

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Scene in the North Room of Hotel New Yorker where several hundred friends of the Macaroni Industry of America gathered as guests of the Clermont Machine Company, Brooklyn, N. Y., at its pre-banquet cocktail party, June 16, 1944.

that it would be almost impossible to operate our businesses.

Therefore, I take this opportunity to strongly urge all manufacturers who are not now members, to join our Association, and I hope all present members will continue to support it even more wholeheartedly, if such a thing is possible, than they have in the past. Please bear in mind that an Association cannot be stronger or more efficient than its members help to make it.

In addition to welcoming you in the name of the National Macaroni Manufacturers Association, I also wish to add a warm welcome from the Macaroni Manufacturers of New York City and vicinity. We are all glad to have you with us at this conference, and we hope plans will be formulated that will help us all to weather successfully the difficult conditions that we will undoubtedly have to face in the postwar period.

Response

C. W. Wolfe, President

Thank you, very much, Mr. Zerega, for your warm and hearty greetings and welcome to your host city.

Ladies and gentlemen, I wish to add my greetings to those of Mr. Zerega and express to you that it is my intention to keep our program during these two days, moving to the best of my ability. A program has been arranged which, it is hoped by those that have had anything to do with it, will interest you and arouse in you a new interest and enthusiasm in your business future.

Our industry can stand an unquenched interest—a zestful interest—a forward-looking interest. We should be a marching-forward industry, with our heads up, a sure step with spring and bounce in it. Certainly we have had plenty of training, fighting each other, that we should be able to fight the world and not be hanging on the ropes too soon. At every hand, we hear of postwar planning. Probably you have read something about the postwar planning of some industry and I am sure you have read something of the postwar planning for our country and the four freedoms of the world.

No doubt the contest conducted and sponsored by the Pabst Brewing Company on postwar employment planning came to your attention when it was announced and maybe you noticed when the winners were announced that the top flight winners were residents of Washington, D. C., where planning the future has been taking place by the same people for the last 11½ years. A man of practical experience,

President's Message to the Industry

An Aggressive Forward-Looking Industry Program Fully Supported by Thinking Manufacturers Is President C. W. Wolfe's Suggestion

I think we should talk about our industry at this, we hope our last, so-called War Conference, in a straightforward fashion and not treat the subject as something indelicate—as though it were an off-color parlor story.

The Macaroni, Spaghetti and Noodle Industry today is like a mountain climber hanging on a cliff. It can't go higher because it cannot get more secure footing and being inexperienced and lacking enough determination, it is standing poised precariously—not able to go forward and wanting to turn back.

The year 1942 found us with an increasing demand for our products due to the fact that those who distribute our merchandise were willing to carry a heavier minimum of inventory. Our prices were frozen in May, 1942, at our March, 1942, levels, and we operated for nine to ten months before we were allowed to raise our prices. Due to the squeeze on manufacturers' profits, merchandise was not offered promiscuously and manufacturers became minded to determine who they considered a customer of theirs, and only took care of their steady trade, forcing the buyer who had bought solely on price at all times, to place orders with many factories so that they would be sure of securing some goods. Dur-

close to the Washington Administration, has made substantially the following analysis—"There are only three possible systems: One is a planned economy, where everything and everybody are under orders; that is fascism. The second is where Government money is used to finance ordinary business and subsidize the economy of the country; that is state socialism. The third is a relatively free economy wherein, under an equality of opportunity, the individual has a right to better himself and to retain in reasonable measure the profits of his enterprise and industry."

We as individuals feel that the third system is the American system. We are fighting a war to protect that system. Member, we got into this war fighting defensively—because we were



C. W. Wolfe
Re-elected President of the
Association for the Third Term

ing that time also government purchasing through the Chicago Quartermaster Depot began to take hold and as the Army and Navy were a growing army and navy, stockpiling our products along with other products became the fashion.

All these things kept increasing the demand for our products from a man-

(Continued on Page 10)

attacked—and we should never forget that the Nations that are opposed to us in this war sought not only to destroy us as a people but our system of Government—our system of free enterprise.

I think the macaroni, spaghetti and noodle industry has been as truly expressive of free enterprise as any industry could be. We are not big business. We have been subject to all the competitive conditions of small business.

The program that has been worked out for our War Conference has been conceived with a forward-looking viewpoint. The good that can come from this program, however, depends upon you yourselves—whether you take hold of it.

● Your product is a "natural" for meeting the needs of Mrs. America today. Just point out the advantages of macaroni as a wartime food—be sure your product is good macaroni—and Mrs. America will do the rest!

A FOUR-TIME HIT FOR WAR-TIME!



NOT RATIONED! Get the consumer to think of macaroni as one of her standbys in war-time. Here's a food that is point-free, and may be used in many ways to extend a variety of scarce foods. Ask your General Mills man for recipes prepared by Betty Crocker and her staff.



EASY ON WARTIME BUDGETS! The "little woman with the purse strings" is spending her money carefully. She'll appreciate the real economy of macaroni. Give her quality value for her money. And show her how macaroni helps to make a simple meal satisfying, at little cost.



CONVENIENT, QUICK TO PREPARE! The convenience of your product is one of its best assets today, so why not emphasize it in your selling? Point out that macaroni is always ready to cook, cooks quickly, and may be cooked either on top of the stove or in the oven. Also, suggest macaroni one-dish meals as convenient to serve at odd hours.



IT'S AN ENERGY FOOD! Most homemakers realize that folks need extra food energy to keep up with their wartime activities. Nutritionists say, "Get 35-40% of the day's food energy from cereal foods." Tell the consumer that macaroni is an energy-rich cereal food, should be included in menus frequently.



GENERAL MILLS, INC. Durum Department
CENTRAL DIVISION • CHICAGO, ILL.

The entire industry knows and respects the unyielding quality standards of Gold Medal "Press-tested" Semolina. Count on it to give your products something extra in quality, uniformity, and consumer satisfaction. Mrs. America wants quality!

PRESIDENT'S MESSAGE TO THE INDUSTRY

(Continued from Page 8)

ufacturing standpoint—with the added impetus in the spring of 1943 of impending rationing. Consumers bought all kinds of products, our included, with canned goods, etc., not to eat immediately, however, but to hoard. When we were granted relief on our frozen 1942 prices in February, 1943, we met no resistance because distributors of food were buying our merchandise freely along with all kinds of merchandise. Possession of goods was the most desired thing for capital. The capacity of some of our plants was increased and many of those who did not add new machinery, did establish around-the-clock operations and our industry had a taste of the twenty-four hour shift more generally than ever before. Profits mounted because of the volume of business being done, not because the margin between the cost and selling price was wide. The margin of profit never has been wide in our industry. We have always operated on a basis of "get the business from our competitor to hell with the profit."

In 1942 and 1943, as I said, we had plenty of business and we were on the so-called Gravy Train, for the first time in our lives as an industry. We liked it. Our problems were minute compared with our gains. Then happened the thing that no one fears when everything is Jake and O.K. The inventories in the hands of distributors became excessive in the light of consumer buying. You know we are actually a producing nation and when a demand for goods comes we really turn it out. I have said this before to you, I repeat it now and you will probably hear me say it again—"The problem of the United States is never production—it is distribution."

Just a side remark not related to our business: We needed airplanes when the war came along—needed big planes and plenty of them—and in 1941 Henry Ford was approached as being a parts manufacturer, with the planes to be assembled by established airplane manufacturers. Mr. Ford and his engineers said: "We will not be a parts manufacturer." I won't go into the in-between story, but since March, 1944, Mr. Ford has been turning out one B24 Liberator Bomber every working hour of every working day. In fact, during March he turned out 57 more bombers than the Army quota called for and during May turned out so many that the plant shut down on May 28, 29 and 30 to make a good week-end holiday. And in place of needing the 80,000 employes the Army thought it would be necessary to man such a plant, Ford has only used 43,000. That is production. Our industry has production. Without a

doubt the problem of our industry is distribution and not production.

What did we do as an Industry (not as individuals) about moving the inventories of our merchandise in the hands of the distributors? Practically nothing. Yes, Mr. Donn has had a little bit of money contributed to his Macaroni Institute each year for his promotions—but it has always been a pittance. In 1942 and 1943 as an industry we were prosperous. Did we give generously? No. Did we store up for the lessened demand times—the so-called hard times—the lack-of-volume times—as an Industry? No. We probably didn't think they would ever come back again.

Now the taxes are paid on the incomes earned in 1942 and 1943. We are back on our own two feet—or is it one foot—or are we hanging to the cliff like the inexperienced mountain climber I mentioned before, afraid to go ahead and wanting to turn back—back to the good old days? You haven't forgotten those good old days, have you, or need I remind you of them? When on every day, every competitor seemed to have a better price, when misrepresentation as to quality was rampant, when the consumer was fooled and stung and did not get the quality he wanted, or bargained for? When the so-called smart buyer for distributors of food products sat back and let the macaroni and noodle industry sell itself down the river? Price cutting meant quality cutting. Due to the insistence of the Chicago Quartermaster Depot and the rigid inspection of plants and products, the quality of our products sold today to Government armed forces is on a high plane, and also there is no demand from the consumer for cheap, poor grade macaroni products. I don't think the market has been so bare in over ten to twelve years of poor grade macaroni products.

Or do you think we should go back to the good old days? Do you think Americans should ever turn back? Suppose our boys in Italy turned back. Suppose our boys facing the invasion coast of Europe said "Let's not start. It's going to be too tough, too many are going to be killed." Lives are more valuable than the money you think you can earn or even keep. Do I have to say more? All industries are concerned about their postwar future. But those that should be worried and concerned the most are those that are going to do the same things they did before. Yes, the ones that just want to get back to the good old days.

Certainly canners are concerned about the competition of frozen vegetables and frozen fruits and frozen fish and dehydrated foods. Sure, creameries are concerned about the growth in the use of oleomargarine, Crisco and Spry in the place of but-

ter. They take baked beans out of cans and somebody freezes baked beans and the public likes them—maybe better. There is almost no limit to the things now being held in test tubes and on drawing boards awaiting development—and in many lines the development made under pressure of war necessity is beyond belief. I saw an article in the *Wall Street Journal* a month ago and appearing in the daily papers since, as well as *Life Magazine* last week, that two chemists in their early twenties, working for the Polaroid Company—not a drug company—have discovered the component parts of quinine and feel sure they are going to be able to make a synthetic quinine—a war necessity if there ever was one. Synthetic rubber can be produced now in this country for 23 cents per pound, while before the war raw natural rubber cost 36 cents per pound.

I repeat again this is a production nation. Our industry has production like never before. The mills supplying us with our semolina and durum flour have production—they took care of us at the highest peak we reached, and others are probably sitting around the corner waiting to jump in if they think there is room.

You hear a lot of talk of what will happen when war production stops—we will have a slump—we will have another depression. I say, don't be scared about the future of the total business of the United States after the war or during the reconversion time either. I spoke about Mr. Ford and his airplane production earlier—well, those planes are not being made in his automobile plant. The automobile is credited with carrying us through the critical period of adjustment and on to new highs in employment and national income after the last war. The automobile will repeat its past former performance. Then there is the building industry. I doubt if anyone can come even close to an accurate estimate of the millions of houses which will be built as soon as possible after the war. The boys coming home from the armed forces after being away for two, three, four, and—yes—even five years, are going to find the American girls looking pretty fancy after seeing the women of the rest of the world. They are going to get married—they are going to meet girls that want to get married. Families are going to grow and grow and grow—for a while anyway. Then what about washing machines, vacuum cleaners, stoves, refrigerators, electric irons, radios, lawn mowers, furniture, etc., just to mention the things we knew about before—nothing really new? I read the other day that the Post War Planning Committee of the American Gas Association sees 8,000,000 modern gas ranges needed to replace old equipment now in use. Routine replacements alone

require 650,000 units a year. The Committee also sees a demand for 5,000,000 automatic gas water heaters, and 2,000,000 gas refrigerators. That is an industry with a forward-looking, chin-up attitude. They are going to find a way to sell that quantity they have set their sights on.

What does this mean to us? The people that build these things, sell these things and buy these things are all going to EAT. That is where we come in—if we can get in. Do we want to get in by jumping in or do we want to drag along like we did in the good old days? Do you know, I find people going into restaurants without pretentious fronts—restaurants that don't have cloths on the tables and hand out nothing better than a paper napkin, never had cloth napkins, and without a lot of things so-called good restaurants have—and what do these people order? Spaghetti! They act like it was a delicacy. They seek these restaurants out—they are not on the main street. Do they order spaghetti because it is cheap—50 cents, 60 cents, 75 cents an order and cheaper than steak, roast beef or something else? The people I see doing it are not doing it because of the price appeal. They do it because spaghetti is what they want and they have the money to pay for what they want. You all believe that. You see the same thing—in fact, you practice it.

So what do we have to do to get all these millions of people in the United States to eat our products? We have to educate them—propaganda them—train them, openly and undercover. Brand advertising alone by each manufacturer will not do it. It is an industry problem. It is our burden. If you were ever in the army and had to hike fifteen miles with a pack on your back and then the captain gave the order, "boys you can throw your packs on this truck and we will hike the rest of the day without your packs," you would be better able to hike fifteen miles longer or any distance longer. You would get to your destination faster and with better spirit and humor. Well our industry has walked so long with a pack on its back it stumbles most of the time, it can't lift its feet.

Don't give me an argument now in your own minds because I mention a certain period of time. I am going to give you a "for instance." We all believe that our products suffer from being cooked too much—overcooking. What do you think the effect would be if we impressed on the minds of all people cooking spaghetti—TEN MINUTES IS THE LENGTH OF TIME TO COOK SPAGHETTI—TEN MINUTES—TEN MINUTES—ten minutes—ten minutes. I mean all spaghetti. I don't mean that some other brand starts shouting 9 minutes, another brand 6 minutes, an-

other brand 5 minutes. I mean ten minutes is the proper length of time to cook spaghetti—no longer—no shorter—ten minutes. Those that ate it would have to chew it, wouldn't they? All right, when you chew something you taste it, don't you? If you gobble something down—don't chew it—swallow it whole—do you say you like it? You don't know whether you like it or not—you don't taste it. Get the people to taste spaghetti. I don't think we have done that first job yet. That is an industry task. Make it an established fact in the minds of all people for once and for all time that it takes ten minutes—no more—no less—ten minutes to cook spaghetti.

Let's come back to now for a minute or so. Have any of you been told that the reason spaghetti, macaroni or egg noodles are not selling currently is because the price is high? No, I don't believe you have been. Our prices are cheap and I think they should remain where they are. They will compete with other foods during the prosperous ten years ahead. The farmer is not going to get cheap labor again. He is going to have an investment in machinery—a bigger investment than ever before, and when he has an investment in machinery he is a capitalist, just like a factory owner with machinery. He wants a return on that invested capital. He will get his return on his investment, too, because the farmers represent an organized bloc, they have votes. Political parties please voting blocs. Whatever political party has its nominee in the White House, farm prices will be prevented from going to a low point. They are going to make it attractive for returned soldiers to settle on the land. If we have ceiling prices now it is reasonable to believe we can have floor prices later for farm products if the weight of a wheat crop hangs over the market. We may have floor prices on a lot of things that have ceiling prices now. Macaroni, spaghetti and egg noodles could have floor prices. So if our prices are all right to compete with other food products, why shouldn't we pay the same prices for our raw materials, semolina and durum flour, and eggs? We will surely pay the same wages, no less; and we probably will pay the same taxes, no less.

Since our last January conference a committee of eastern manufacturers composed of Fred Mueller, Peter La Rosa and Ed Vermyle, have discussed with several agencies in an exploratory fashion an educational promotion campaign for our products. A committee headed by Irving Grass and consisting of midwestern manufacturers has had the pleasure of listening to what the Wheat Flour Institute has done in an educational way over a pe-

riod of years for the white flour millers.

Yesterday your directors met with the durum mill representatives and discussed the desire on our part of having the durum mills foster an educational program on macaroni, spaghetti and egg noodles through the Wheat Flour Institute.

After lunch you are going to be privileged to hear Mrs. Virg Clarahan tell what she thinks can be accomplished for our industry in an educational manner. What I have said has been said to impress upon you frankly the need for a program of education of consumers on the value of our products. I don't think we should leave this war conference without hearing from every manufacturer who thinks about the welfare of his business and its future. Later this afternoon I will be very much displeased and disheartened if some of you manufacturers don't stand up and have something to say on this subject that I have discussed this morning.

I am repeating myself somewhat when I say the following, but its value in my opinion bears repeating. With the amount of productive capacity of our industry and the ease with which it can be increased, profits will not occur regularly unless we keep increasing consumption with the growth of our population. We need volume to earn money. There is no relief in sight from lower wages, lower raw material costs or even higher prices for our products. We need volume as an industry. The advertised brand or brands will not get all the business because there is always room for the price seller. Let's be frank with ourselves. We know it is so—why not admit it. Our knowledge and experiences of the past say it is so. Just advertising a certain brand will not cause increased consumption of macaroni products. I am talking to you as a combined industry and I am trying to be frank enough so that you will do something about your problem, spontaneously and of your own free will, because you realize what your problem is.

I am kicking the ball. If you want to catch it and run with it—all right. If you want to fumble it and get thrown for a loss—it is your business.

Heavy paper bags lined with asphalt, used to ship materials to Army divisions overseas, are often used by soldiers when empty to protect clothing from dampness and for overshoes in wet fox-holes.

New wartime insecticides are carefully tested on both insects and plants, as a satisfactory insecticide must be toxic to the insect and harmless to the plant.

Secretary-Treasurer's Report

M. J. Donna



M. J. Donna
Re-appointed for Twenty-sixth Year
as Secretary-Treasurer

As we ponder at the opening of this, the Third Wartime Conference, the Forty-first annual convention of the National Macaroni Manufacturers Association, our thoughts naturally go first to the millions of American men and women who were called from their peaceful duties to serve our country in World War Two—including hundreds, perhaps thousands, of our boys and our girls—from our offices, our plants, our homes, ready and willing to do their full part in preserving for civilization the free country which they love and to which they all hope to return soon to peaceful pursuits.

We concur in their thinking that the American Way of Life is worth fighting for, so we pledge ourselves, anew, to fully cooperate in their effort, as far as it is possible on the home front, praying, like them, that together we can preserve for posterity an AMERICA where a business like ours may continue as a free enterprise, where 135,000,000 free people may continue to live in peace and contentment.

Naturally, too, our thoughts concern our Industry and the part it plays in unselfishly upholding the aims of our armed forces and in supporting our Government, however much it takes in bond-buying, taxes, tax-paying and personal sacrifices.

These thoughts guided the actions of your Officers, Executives and Directors during the past year. They urged full compliance with all fair rules and regulations, and through bulletins and personal letters to Association members and in editorials in THE MACARONI JOURNAL to the entire Industry have kept all fully advised of the objectives of Government officials, of conditions affecting the trade, and of cooperative plans to preserve the best interests of the Association, and the whole Industry, and the fine food prepared for those in the armed forces and for civilians on the home front.

No attempt will be made to cover all the activities of the National Association in this report, because other officials will deal with matters that particularly concern their work in their reports. Therefore, I will confine myself strictly to activities supervised by the Braidwood headquarters office.

Activities

Two outstanding activities undertaken through my office merit special consideration, namely:

1. *Hour, Wage and Policy Survey.* Perhaps the most out-of-the-ordinary action was the recent nationwide survey last fall on prevailing hours, wages and policies. Though it involved considerable detailed work for its compilation from the hundred or more replies received, it resulted in bringing to light much important data that has been put to good use for the Industry. Leaders voted it a most worthwhile activity in developing data and statistics, of which there is a deplorable lack in this Industry.

Copies of the compilation, as per promise given, were sent only to firms that aided by returning answered questionnaires. We sense quite a decided feeling in the trade that a similar survey should be made periodically with resultant benefit to the Industry.

2. *"No-Point—Low-Point" Promotion Fund.*

When the opportunity presented itself for cooperating with the War Food Administration to promote the increased sale of macaroni products as one of the "no-point—low-point" foods that were available, the National Association lost no time in getting fully and determinedly behind the movement.

As the entire Industry was asked to support the activity, a special fund was created for this particular purpose, through voluntary contributions by all interested tradesmen, Association Members and others. Sixty-five firms contributed, all but 4 contributors being Association members. Their contributions totalled \$9,675.00.

Contributions ranged from a low of \$25 to a high of \$500 per firm. The average was about \$150 per contributor.

To date only one check has been issued against this fund, one for \$6,000 paid to The Lord Baltimore Press of Baltimore, Md., that being the sum we pledged to pay as our share of the cost of the store promotional material ordered printed by the War Food Administration in its "No-Point—Low-Point" Food Promotion Program.

There remains in this special fund a balance of \$3,675.00 under the personal supervision of President C. W. Wolfe, who will see to it that it is expended only for the purpose for which the fund was created.

Finances

It is a pleasure to report that the Association has operated "in the black" during the past year. This is due to increased income from higher dues and a larger membership.

With its enlarged income, the Association has been able to carry on the new activities approved by the Board of Directors. The result has been relatively little change in financial standing. However, the Association is solvent, and flexible, capable of functioning in any emergency within reason.

The cash balance reported a year ago, June 24, 1943, was \$6,191.19.

The cash balance in the bank credited to the Association, as of May 31, 1944, was \$15,057.21, earmarked as follows:

Ass'n General Fund.....	\$10,828.97
Special Fund—Attorney & Research Fund	553.24
Special Fund—"No-Point—Low-Point" Fund	3,675.00
	\$15,057.21

Membership

As might be expected, the determined Association leadership under the difficult war conditions that prevailed throughout the year, has won for it a number of new members, with the result that the enrollment of supporting members is now the largest in years. Here are some interesting membership facts.

	Active	Associate	Total
Membership reported June 1943	101	14	115
Admitted during past year....	10	2	12
Dropped for various reasons..	8	0	8
Membership—June 15, 1944....	103	16	119

(Continued on Page 14)



CEMENT and other rock products, important members of the ground crew, have reported "ready for duty" in Multiwall Paper Bags, and have speeded the completion of airfields, factories, hospitals, bridges, laboratories, and many other projects vital to the industrial and military prosecution of the war.

Multiwall Paper Bags are required for industrial shipments of food products, chemicals, fertilizers, and construction materials — for domestic use and overseas to our armed forces and civilian populations of allied nations and occupied countries.



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Franklin, Va. Seattle, Wash. Nazareth, Pa. Toledo, Ohio

Secretary-Treasurer's Report

(Continued from Page 12)

Classification and Dues Standing

Class	Members	Unpaid 1944	Paid 6/30/44	Paid 12/31/44
"A"	12	1	0	11
"B"	19	0	3	16
"C"	30	2	3	25
"D"	28	1	0	27
"E"	14	4	1	9
Associate	16	0	1	15
Totals	119	8	8	103

The Macaroni Journal

From the day of its launching as the official organ of the National Macaroni Manufacturers Association—May 15, 1919—on the solid basis planned by the then president, James T. Williams, Sr., of The Creamette Co., Minneapolis, Minn., and the then very "green" Editor, your reporter, under whose supervision it has been regularly published for more than 25 years, THE MACARONI JOURNAL spoke for itself, and still does so.

Never has it faltered from its prime purpose—to serve enthusiastically as the spokesman of the Industry. During the past year it has encountered some mailing difficulties, but these were overcome with the help of efficient and considerate printers, subscribers' patience and advertisers' indulgence.

Our list of regular advertisers is a little larger, and the number of occasional advertisers, also, with the result that for the Year 1944, Volume XXVI, the advertising space sold exceeded all previous records.

As might be expected, because of the memorable event it celebrated, our Silver Anniversary Edition, April, 1944, was outstanding in many ways—in reader interest, in advertisers' cooperation, in Industry good will created and in income which the Association will put to good use.

The success of our 25th Birthday Issue is attributed to the splendid cooperation of helpful directors and considerate members and others who took personal pride in bringing this feature edition to the attention of suppliers, who became advertisers, also to many who contributed interesting articles and items. I wish to take this opportunity to again say to them—"Thank you, fellows!"

Again, may I express a never-ending hope, that more manufacturers and allied tradesmen take a more personal interest in our magazine, by contributing more frequently to its editorial columns, thereby helping to give our publication more of that personal touch. It need not be a long article, though they are welcome, too, but more little personal notes about your plant, your family, your em-

ployes, stories of trade interest, comments on subjects discussed in the JOURNAL, and the like. Repeating—help us make THE MACARONI JOURNAL more truly "The Voice of The Macaroni-Noodle Industry."

The letter quoted below tells of another kind of service rendered by the Braidwood office—all in an attempt to keep alive general interest in Macaroni production.

ARMY AIR FORCES
ARMY AIRWAYS COMMUNICATIONS SYSTEM
105th ARMY AIRWAYS COMMUNICATIONS SYSTEM SQUADRON
ACCS Facilities, Dalhart, Army Air Field

Dalhart, Texas
26 May 1944

Mr. M. J. Donna,
National Macaroni Mfgs. Association
P. O. Drawer No. 1
Braidwood, Illinois,
Dear Mr. Donna:

This will acknowledge with pleasure, your letter of April 6. I am glad that I can, in some small way, be of service to the Association and the macaroni manufacturers and indeed feel somewhat honored for the compliment.

I have thoroughly investigated and questioned a number of servicemen's reaction toward macaroni, spaghetti and noodles for a period of a month. I also had the pleasure of talking to the Mess Officer and Sergeant who extended great cooperation:

On this base, macaroni products are served at least seven times a month with different ingredients. Macaroni with tomatoes and cheese sauce is served as a main dish while buttered noodles is served as a side dish along with vegetables. Spaghetti with meat balls or beef is also served as a main dish. Macaroni with cheese is sometimes served as a main dish or side. Noodle soup is also served as a main dish.

The reaction was: a great number of the boys enjoyed these various dishes very much and went back for "seconds." A number were satisfied and others did not go for macaroni dishes, which, of course, falls in the category of likes and dislikes.

Personally, I have enjoyed many a fine meal with spaghetti, macaroni and noodles, but I must admit that there have been times when I have been disappointed. The Association must bear in mind that when macaroni products are prepared at least 100 to 200 lbs. are cooked and there are times when someone will get careless. The mess sergeant cannot very well throw away the food as a housewife would if she spoils a pound or two and the result is that it is served if it appears digestible. Also I have found that at times the manufacturers will ship "checked" products to camps.

I hope this is the information the Association desires and that it will be of some benefit to the manufacturers. If at any time in the future I can be of any further assistance to the Association, please feel free to write.

Sincerely yours,
S/Sgt. J. R. Feilitz
Det. 105th AACSS Squadron
Army Air Field, Dalhart, Texas

P. S. The following recipes which I found to be nourishing, digestible, palatable and pleasant of course, are used by the Army Cooks. Some cooks season these recipes to their individual tastes.

Macaroni and Tomato Soup

Macaroni	Diced bacon
Beef Stock	Can tomatoes
Chopped onions	Salt and pepper to taste

Macaroni, onions and bacon are added to boiling beef stock and cooked 40 minutes, seasoning to taste with salt and pepper. Tomatoes are added and boiled for a few minutes.

Noodle Soup

Beef stock	Noodles
	Salt and pepper

Noodles are boiled in seasoned soup stock for 40 minutes and served.

Spaghetti, Italian Style

Diced beef	Can tomatoes
Cooking oil or bacon drippings	Tomato pulp or catsup
Chopped onions	Spaghetti
Chopped garlic	Salt, pepper, paprika

Heat the oil or fat and brown the onions and garlic. Add meat and brown. Add tomatoes and catsup, salt and pepper to taste. Simmer until sauce begins to thicken and add paprika to give bright red color. Put spaghetti in boiling salted water and boil 20 minutes or until done. Drain spaghetti and run enough cold water over it to make it firm and keep it from becoming a doughy mass, but do not chill. Hot sauce is poured over it and served. Grated cheese may be sprinkled on top.

Macaroni and Cheese

Macaroni
Dried cheese

Add macaroni to salted boiling water or beef stock and boil for 20 minutes. Strain the free water off and spread about one-third of the macaroni in the bottom of a well-greased bakepan, followed by one-third of the dried cheese and continue in alternate layers until bakepan is full. Bake in an oven about 30 minutes, sprinkle with paprika and serve hot.

Inter-office Relations

I have been accused that in previous reports I have been overeffusive in passing out plaudits to fellow executives, so I will merely say that our official and personal relations have been most friendly and cordial. This I appreciate immensely.

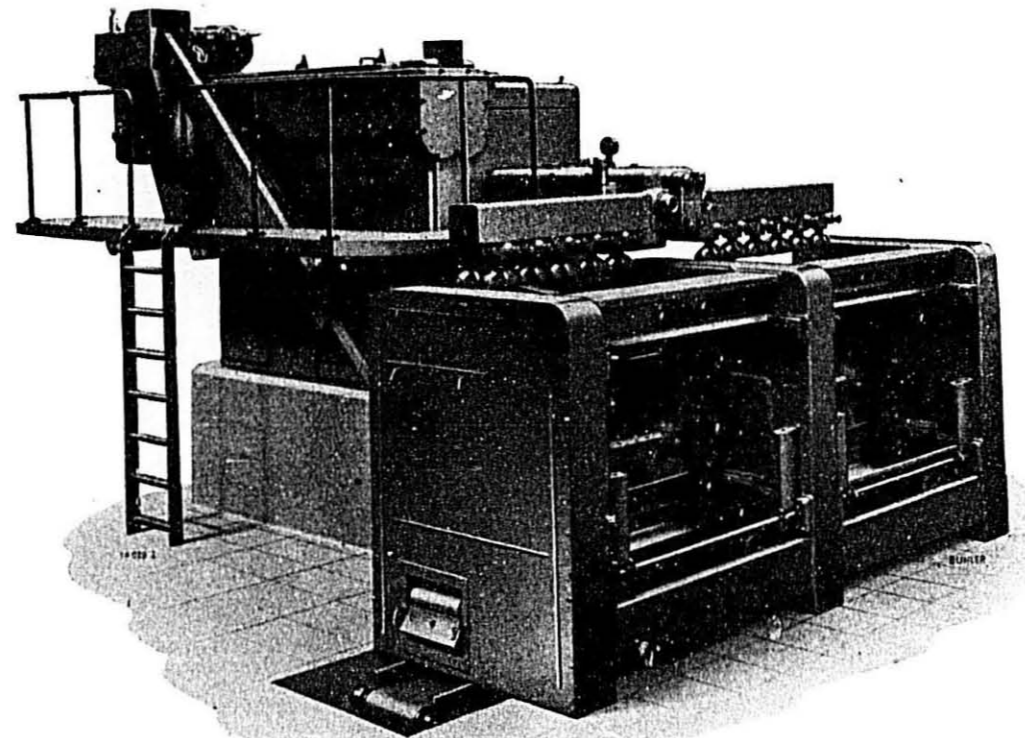
President C. W. Wolfe, dynamic in his leadership, has been kind and considerate. He leads by doing, as his report later on will show.

Washington Representative B. R. Jacobs, with whom it has been my pleasure to work for over 24 years, has always been most friendly and cooperative. His report, too, will speak for itself. Incidentally, he is entering his twenty-fifth year of consecutive service to the Association and the Industry.

The relation between my office and the members of the Board of Directors has been intimately friendly; relations between it and the loyal members of the Association, the allied trades and the Industry, generally, have been amicable.

It is fitting and proper that I conclude this, my twenty-sixth consecutive annual report to the Association, with my sincerest thanks to all, and to wish the organization and all its component members all the luck, all the progress and success that all rightfully deserve.

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Report of the Director of Research

Benjamin R. Jacobs, Director

This morning I would like to present to you the work that your Laboratory and I as Director of Research have done in the past year in connection with law enforcement and research with the old Government Agencies, the Food and Drugs Administration and the Federal Trade Commission.

Tomorrow I shall present to you the results of the contact work that I have done for the Association as its Washington Representative with the War Government Agencies and their many ramifications.

Slack-Filled Packages

In 1927 the State of Alabama amended its Food Law to include slack-filled packages of foods. The amendment read as follows:

"An article of food shall be deemed misbranded if in package form, the package is not filled with the food it purports to contain, within the limits of tolerance fixed by the State Board of Agriculture, irrespective of whether the quantity of the contents be plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count."

To enforce this Act the authorities adopted the following regulation:

"Food in Package Form: The package shall be not less than 95 per cent filled with the food it purports to contain."

Based on this interpretation of the statute the authorities collected numerous samples of macaroni products sold in the state and, of course, found many of them to be slack-filled. A number of the manufacturers involved wrote to me and advised me that they had been picked up by the Alabama authorities and wanted to know what to do about it.

As a result, I had 129 samples of macaroni products sent to me by a number of manufacturers and prepared a 20-page report which I took with me to Montgomery, Alabama, to discuss with the authorities. I called on Dr. Marsh, Supervisor of the Division in charge of this work, and showed him the results that we had obtained. Since then it is quite evident that the Alabama State authorities are not now enforcing this particular provision of their Food Law,



B. R. Jacobs
Re-appointed for Twenty-fifth Year
as Director of Research

and particularly their interpretation that our packages should be 95 per cent full.

In 1938 a new Food Law was passed by Congress and it contained a similar provision concerning slack-filled packages. As a result of this, our Laboratory cooperated with the Food and Drugs Administration in Washington in an effort to determine a reasonable fill container for the various types of macaroni products. As a result of this investigation I submitted to the Food and Drugs Administration, as well as to every member of the Association, a 30-page report containing the measurements made on 519 packages of all types, sizes and shapes of macaroni products.

As a result of this investigation, an agreement was entered into in 1940 with the FDA regarding the tolerances and the procedure which was to be followed in determining the volumetric content of packages of macaroni and noodle products. The agreement reached with the FDA was to the effect that long or nonflowing macaroni products should be not less than 80 per cent filled and that short or flowing macaroni products should be not less than 85 per cent filled. The agreement also provided that not less than 24 packages should be measured and that in the case of noodles a proper allowance should be made for that part of the product found in the bottom of the container which might reasonably be considered as having been broken in transit or otherwise.

At that time this seemed to be a very fair interpretation of the requirements but more recent experience since 1940 has shown that this allowance does not always provide for variations in the volume occupied by the product. This is particularly true at this time when repairs on dies and new equipment cannot be easily obtained and also when the help in the plant is not experienced in a great many instances and, therefore, does not appreciate the necessity for compliance with law requirements.

The Food and Drugs Administration has recently picked up macaroni and noodle products of a large number of manufacturers for shipping in interstate commerce of alleged slack-filled packages. A number of hearings have been held at the various field offices of the FDA where individual manufacturers have been called in to explain the reason for their packages being slack-filled.

As a result, the Association requested the FDA for a hearing in Washington on this subject. This hearing was held May 12, where a number of interested manufacturers appeared.

It will be remembered that in 1940 this matter was up before the FDA and hearings were held at that time. Much work was done by the Laboratory of the Association in collaboration with the technical experts of the FDA and certain conclusions and agreements were reached. Since 1940 a great improvement has taken place in the packaging of macaroni and noodle products to comply with the above requirements. All products have not, however, been made to "fit in" but a large part of this has been due to restrictions that other Government agencies have imposed on the macaroni industry. Among these may be cited restrictions on packaging material, restriction on the purchase of packaging equipment and also the difficulty in obtaining new dies or repairs on old dies. This last item is probably the most serious because as the die wears the product becomes thicker and, therefore, occupies considerably less space per unit of weight. This has been demonstrated at various hearings recently.

Infestation

During the past few months the Food and Drugs Administration has been inspecting macaroni and noodle plants throughout the country for the purpose of determining the extent to which infestation is prevalent in our plants. Many manufacturers have been cited by the various field offices of the FDA and cases have been initiated against them on the grounds that their products are infested either with insects or with rodents or the excreta of rodents.

Our laboratory has been very ac-

(Continued on Page 18)



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Report of Director of Research

(Continued from Page 16)

tive in analyzing samples of our products which are sent in by manufacturers to check with the federal authorities.

In determining infestation by rodents (rats and mice) advantage is taken of the fact that the excreta to a large measure show hairs of the rodents. There is a definite procedure to be followed in examining samples so as not to mistake lint or other materials for rodent hairs. This has required considerable study in the special technique developed by the FDA for this purpose. It has been very difficult to obtain from the FDA any statement concerning the number of hairs which may be regarded as a tolerance or limit before the product is considered unsatisfactory. This is due to the fact that the extent of contamination is not the only criteria on which the FDA depends for condemning the product.

Under the Federal Food Law there is a provision which prohibits the interstate shipments of foods. (Sec. 402 (4).)

"A food is misbranded if it has been prepared, packed, or held under insanitary conditions whereby it may have been contaminated with filth, or whereby it may have been rendered injurious to health."

Under this provision it is not even necessary for the Food and Drug Administration to examine the food. If an inspection of the plant where the food has been manufactured proves it to be insanitary all interstate shipments may be seized and action instituted.

This is the reason for the FDA not being willing to establish any tolerance or any maximum number of hairs or fragments of insects or other evidence of infestation.

Resolution on Unfair Practices

At the last annual convention the Board of Directors passed a resolution authorizing me to proceed to bring formal complaints against any and all manufacturers of macaroni products whose advertising statements or labels on cartons or on the radio were derogatory, unfair, false or misleading and not in the best interest of the macaroni industry. This resolution was re-approved at our mid-year meeting in Chicago last January.

This action was brought about because certain of our manufacturers have been making statements on the labels of their packages and over the radio which were considered to be detrimental to the best interests of the industry.

A complaint was filed with the Federal Trade Commission against these

manufacturers and they have been requested to substantiate the statements which they make concerning either the quality of their products or its nutritive value. The FTC has already taken the position that many of these statements are unjustified and that action will be taken against the manufacturers probably in the form of orders to cease and desist.

The same action has been taken against these manufacturers by the Federal Food and Drugs Administration with the result that inspectors from the FDA have gone through the books of these concerns, gotten the names of their customers and the destination of some of their goods and have made seizures of large shipments of these products. The issues involved in these cases have not as yet been decided by the courts but there is no question but that the cases will proceed to court action and that these manufacturers will be stopped from further misrepresenting their products.

Lecithin in Macaroni Products

Our laboratory has been wrestling with the problem of working out a more accurate means of determining egg solids in egg noodles for many years.

Since this work started, many substances have been used as egg substitutes but the one that has been of greatest trouble to us is a product called Lecithin. For many years, and until recently, lecithin from many sources was considered to be identical with the lecithin found in eggs. Lecithin in eggs is the substance that is used as a measure of the egg content of egg noodles. It, therefore, becomes very important to be able to determine, if possible, any difference that there may be between the lecithin obtained from eggs and that obtained from other sources.

Lecithin is now manufactured in very large quantities from soy beans and the method of extraction is very simple, so that the cost of lecithin is relatively low; therefore, it would pay very handsomely any manufacturer to substitute lecithin from soy beans for lecithin from eggs.

The Food and Drugs Administration not very long ago published a method for determining egg solids in egg noodles which is independent of the lecithin content, and although the method is long and tedious we have been able to determine the egg solids in egg noodles even in the presence of lecithin from soy beans, and we have gone further than that. We have also been able to differentiate between added lecithin and the lecithin in eggs, although they both have almost identical chemical composition. We are now using this method in our laboratory whenever and wherever there is

reason to believe that added lecithin has been used.

We have prepared a paper on the method of differentiating between egg lecithin and soy bean lecithin and will present this paper to the Association of Official Agricultural Chemists at its meeting in Washington next November. This method will give us added power to enforce the egg standard requirement and will make it more difficult for the boys who have until now been able to keep a few paces ahead of us in the saving of eggs.

Consumption of Macaroni in the United States

A little over two years ago when the Food and Drugs Administration held a hearing in Washington concerning Standards of Identity for macaroni and egg noodle products, the question of enrichment was presented by one of the Government witnesses. The Industry introduced no evidence whatever at this hearing concerning the enrichment of our products with vitamins and minerals. We presented no evidence for the reason that the testimony took a new and unexpected turn and we were not prepared at that time to present material which would bring out facts concerning the consumption of macaroni products in the United States.

The witness who appeared for the Government stated that macaroni and noodle products constituted only a very small part of the dietary and therefore, no material benefit would result to the consumer by the enrichment of our products. This witness stated that even among Italians only a small amount of macaroni was consumed. He admitted, however, that the investigation that he made was among a few Italian acquaintances and that his statements were not based on any investigation beyond interviewing these few friends.

Because of the importance attached to this particular phase of our problem I have made an investigation of a number of Italian families in several of the large Italian communities in this country and the following is the result of this investigation:

The Italian population in the United States and in a few of the most populated states is as follows:

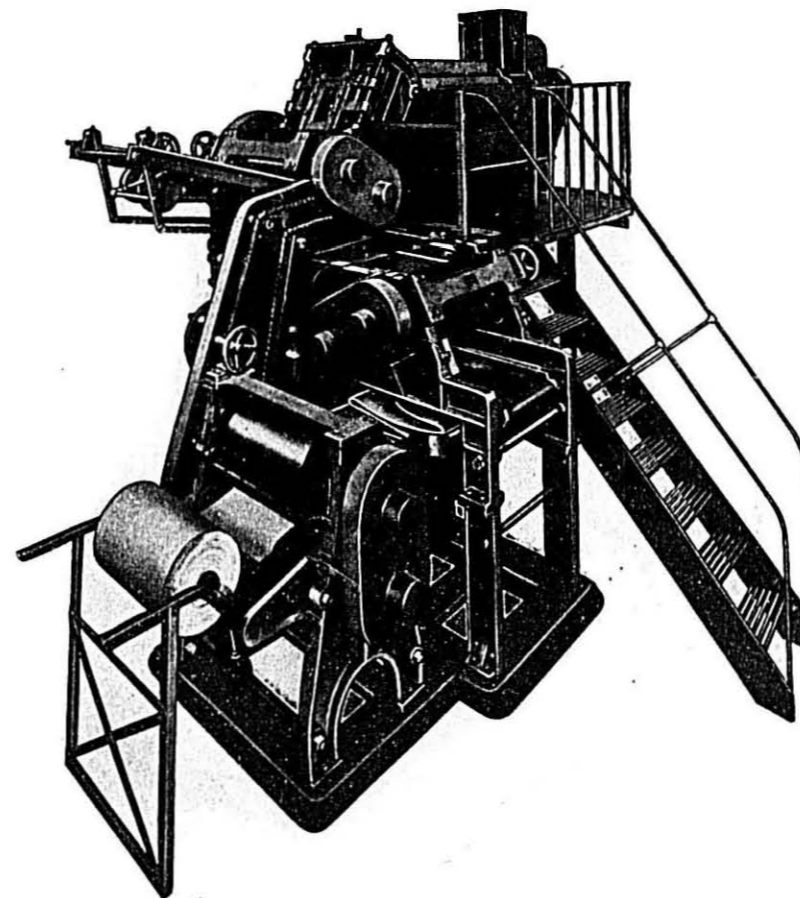
Total United States	4,594,780
New York	1,596,895
Pennsylvania	600,501
New Jersey	499,383
Massachusetts	333,962
Illinois	270,864
California	247,797

This is as of the Census of 1940. It includes all Italians in the United States born in Italy and all Italians born in the United States and having at least one parent born in Italy. It therefore includes only first- and second-

(Continued on Page 20)

CLERMO

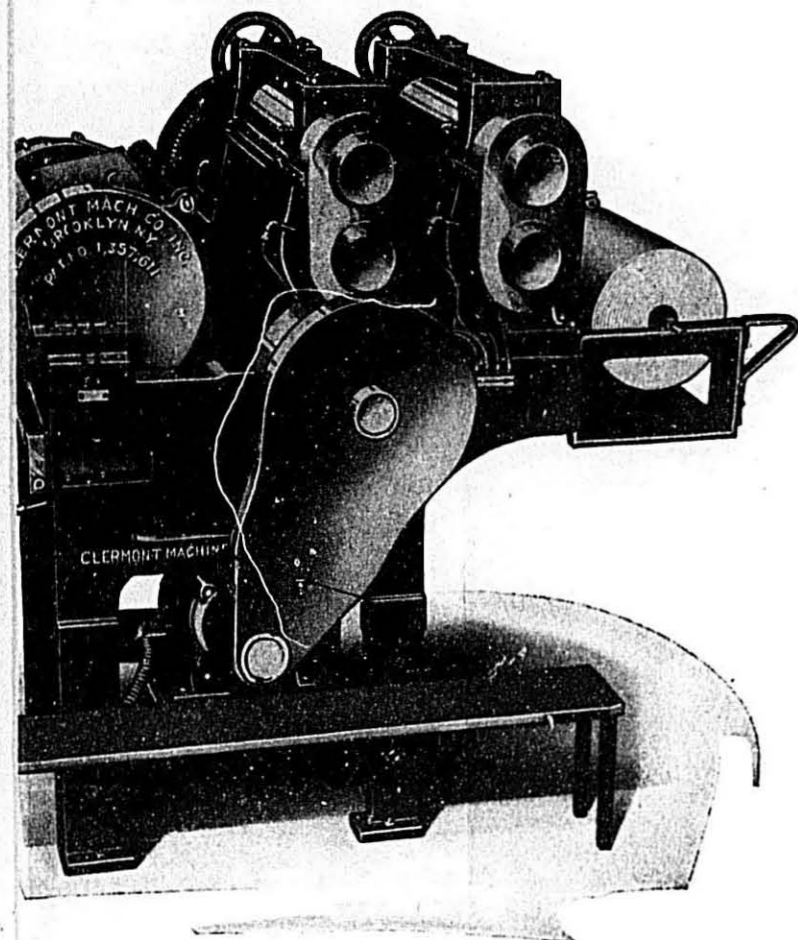
PRESENTS ITS GREATEST COMPLETION
THE RAW MATERIAL TO THE



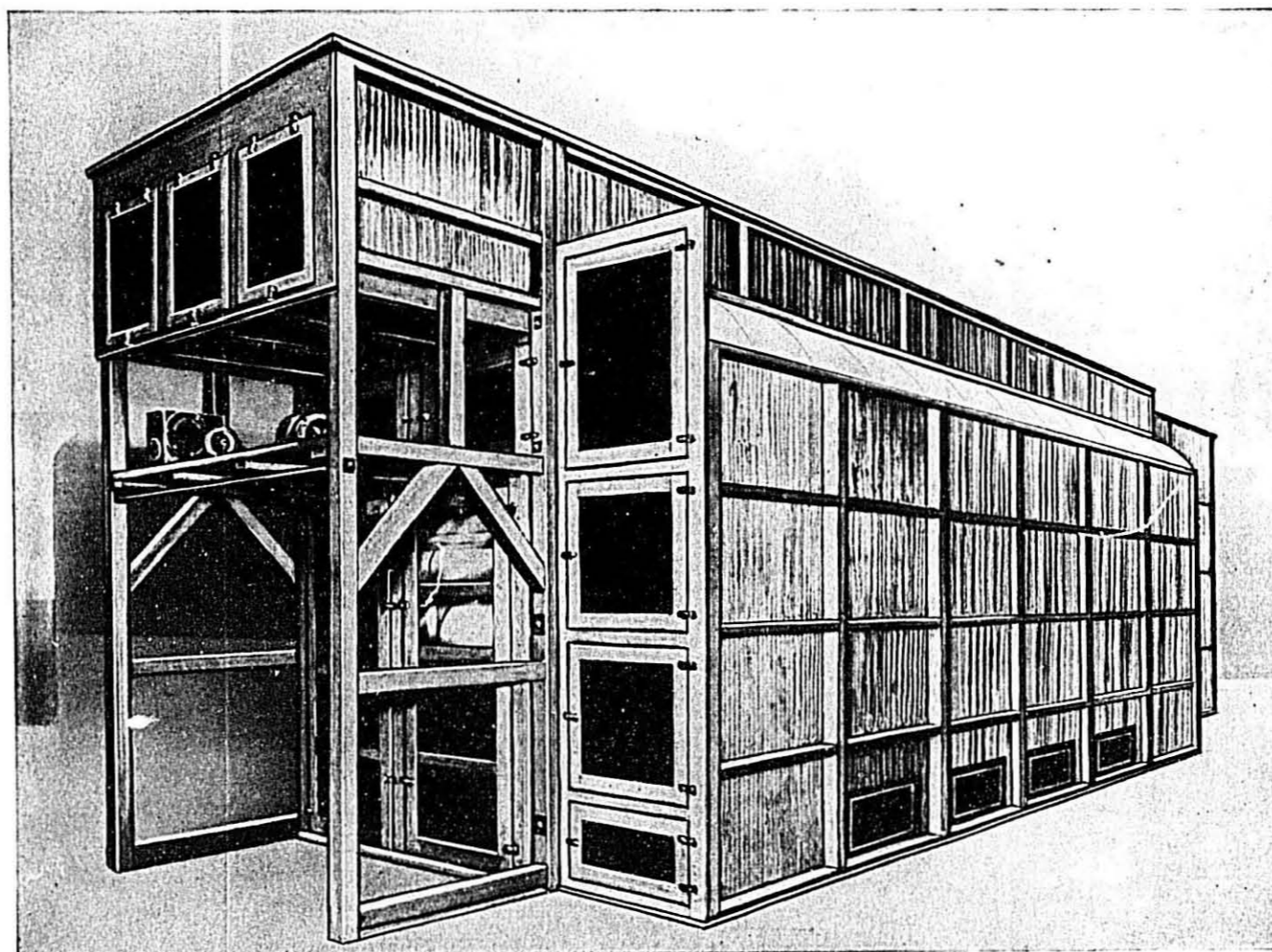
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CLERMONT, CELEBRATING ITS 25th ANNIVERSARY,

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HIGH-SPEED NOODLE CUTTER



CONTINUOUS AUTOMATIC NOODLE DRYER

Write for detailed information to

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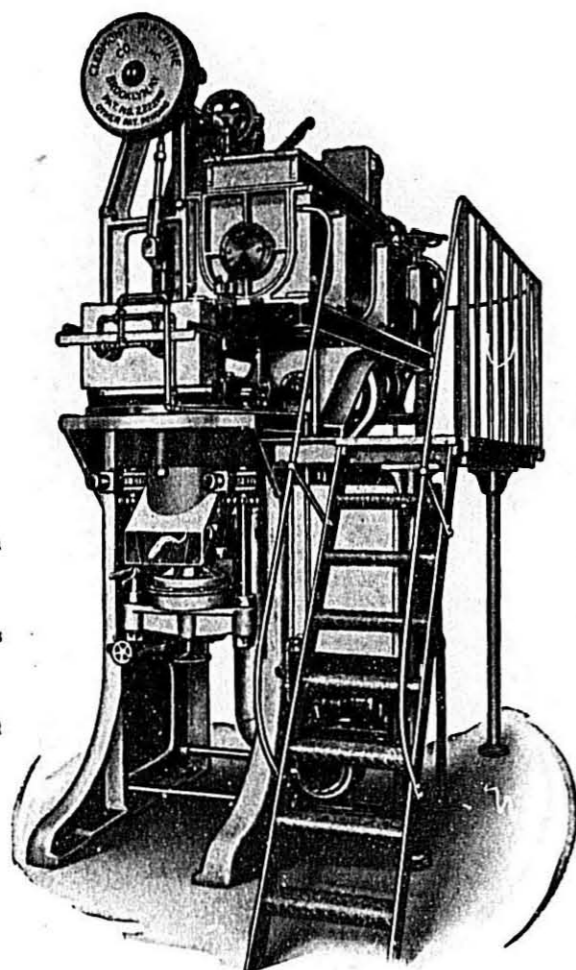
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CLERMONT CONTINUOUS AUTOMATIC MACARONI PRESS

For Far Superior Macaroni Products



Ingeniously Designed

Accurately Built

Simple and Efficient in
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Production — 1200 pounds
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Suitable for long and short
cut goods

Brand new revolutionary
method

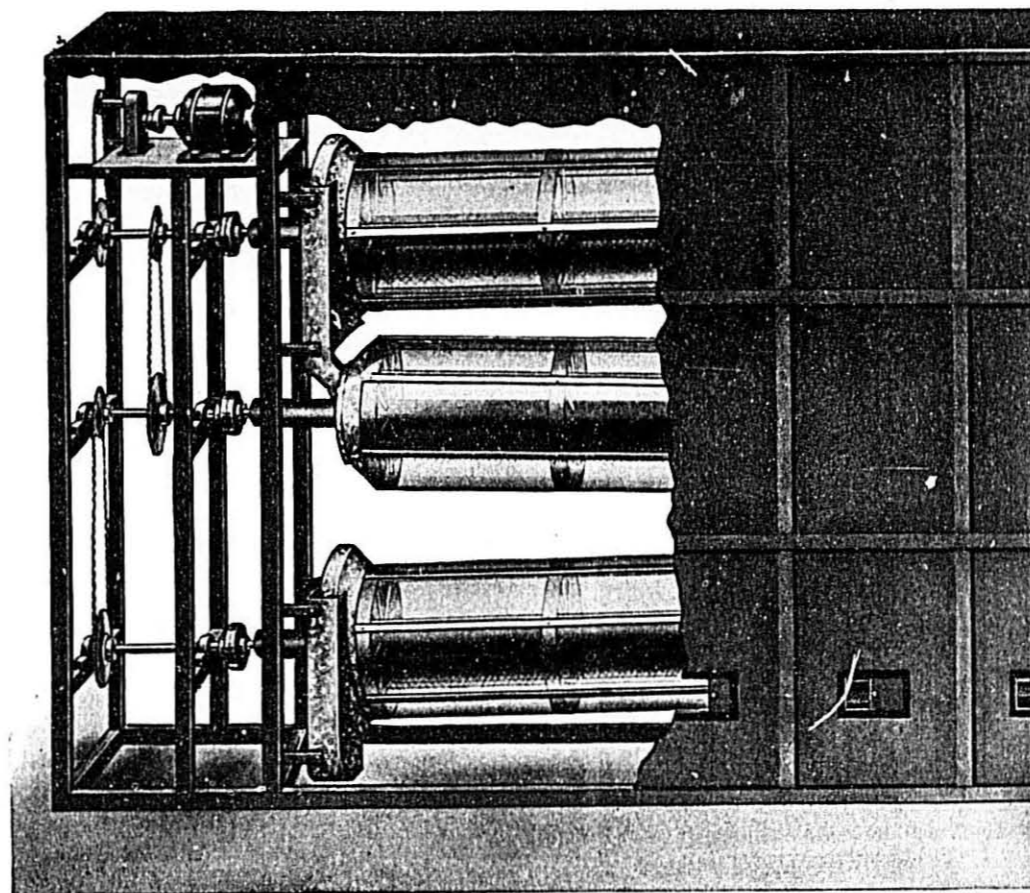
Has no cylinder, no piston,
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Equipped with rollers, the
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thin sheet to a maximum
density producing a product
of strong, smooth, brilliant,
yellow color, uniform in
shape, free from specks and
white streaks.

INTRODUCING

FOR SHORT CUT NOODLES AND SMALL SOUP PASTAS

CONTINUOUS IN OPERATION
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CAPACITY — MADE IN SIZES FROM



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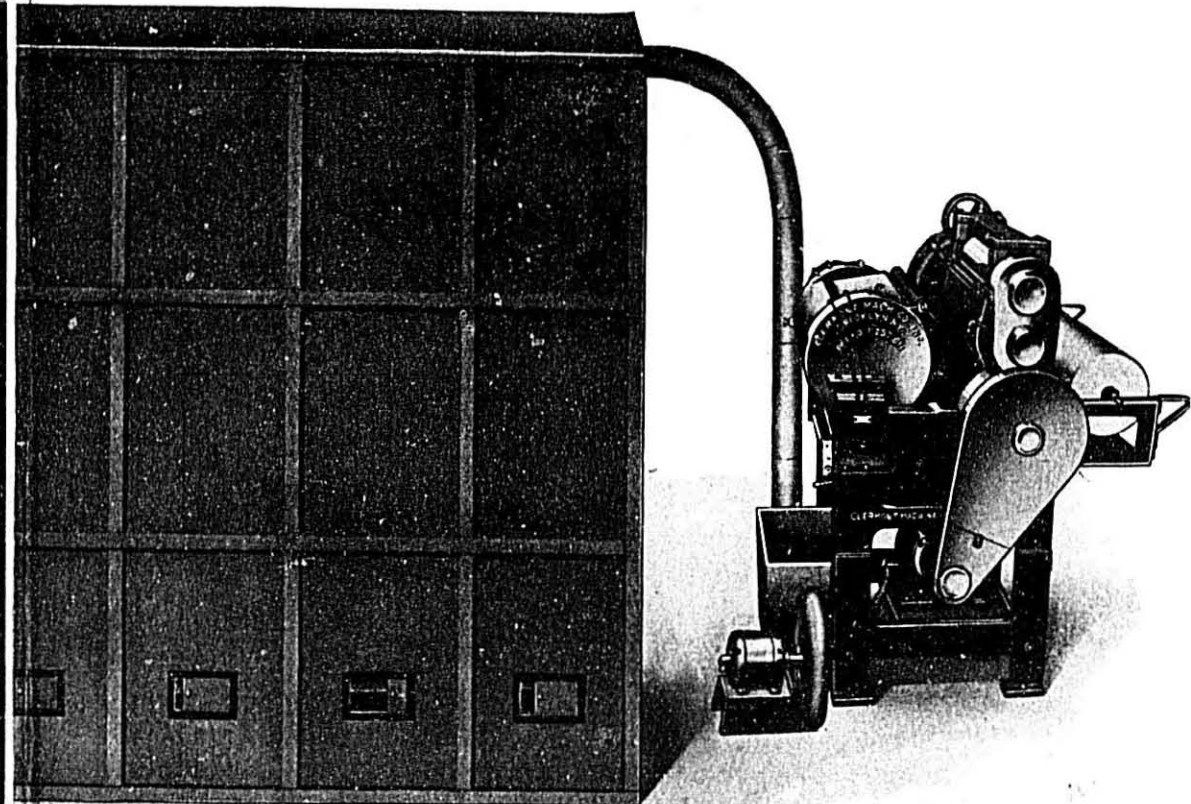
THE TUMBLER DRYER

USES SUCH AS ALPHABETS, PASTINE AND SIMILAR PRODUCTS

OPERATION—FULLY AUTOMATIC

PROCESS—FROM 1½ TO 2 HOURS

CAPACITY—FROM 500 TO 1000 POUNDS PER HOUR



July, 1944

THE MACARONI JOURNAL

19



SHE IS THE JUDGE AND THE JURY

The lady above is named Mrs. Consumer. She represents millions of American housewives whose decision on your product is final. If you please her taste . . . if she knows she can expect the same high quality every time she buys your brand, your sales will continue to grow. But don't disappoint her . . . not even once . . . because if you do, you've lost a customer. It doesn't pay to take chances with the quality of your product.

That's why King Midas Semolina is the choice of so many macaroni manufacturers. They know it helps maintain the highest standards of color, taste, and uniformity in their product . . . not only month after month—but year after year. They know King Midas Semolina provides the extra margin of safety which safeguards the consumer acceptance of their brand. They know it's good insurance.

KING MIDAS FLOUR MILLS

Minneapolis, Minnesota



REPORT OF DIRECTOR OF RESEARCH

(Continued from Page 18)

ond-generation Italians. It can be seen, therefore, that this does not include all persons in the United States that have Italian eating habits.

The survey made by me, with the assistance of a group of manufacturers and other workers, shows the following results:

A group of 56 families living in and around Long Island City, N. Y., consisting of 169 adults and 52 children reported that they cook on an average of 419 pounds of macaroni per week. Fifteen families or 26.8 per cent of the total cooked macaroni seven times per week and 45 families or 80 per cent of the group cooked macaroni three times or more per week. The average per capita consumption was 1.166 pounds per week or 60.63 pounds per year. Forty-one families blanched the product after cooking.

Another group of 14 families residing in Columbia Heights in Brooklyn, N. Y., and consisting of 69 adults and 14 children cooked an average of 130.5 pounds of macaroni per week. One family cooked macaroni seven times per week and 11 families or 78.1 per cent of the group cooked macaroni three or more times per week. The average per capita consumption was 1.572 pounds per week or 81.74 pounds per year. None of these families blanched the product after cooking.

A group of 9 families in Louisville, Kentucky, consisting of 22 adults and 6 children cooked 37.5 pounds of macaroni per week, none cooked macaroni seven times per week, but 6 or 66.6 per cent of the group cooked macaroni three times or more per week. These families had an average per capita consumption of 1.34 pounds per week or 69.68 pounds per year. All blanched the product after cooking. Similar results were obtained from a group of 12 families in New Orleans and a group of 18 families in St. Louis. All of the above are families of workers in macaroni plants.

A survey was also made of 350 families of Italian origin who were not workers in macaroni plants. These 350 families were divided into 3 groups in order to determine the approximate average consumption by groups. The first group consisted of 80 families, the second group consisted of 120 families and the third group consisted of 150 families. The first group consisting of 331 persons cooked 405 pounds of macaroni per week, the second group consisting of 514 persons cooked 721 pounds of macaroni per week and the third group consisting of 605 persons cooked 762 pounds of macaroni per week.

The first group of 80 families had 19 families or 23.7 per cent who cooked macaroni seven times per week

and it had 52 families or 65 per cent who cooked macaroni three times or more per week. This group had a consumption of 1,224 pounds per week or 63.65 pounds per capita per year. The second group of 120 families had 46 families or 38.3 per cent who cooked macaroni seven times per week and it had 88 families or 73.3 per cent who cooked macaroni three times or more per week. It had a consumption of 1,40 pounds per capita per week or 72.95 pounds per capita per year.

The third group consisting of 150 families had 34 families or 22.06 per cent who cooked macaroni seven times per week and it had 112 families or 74.6 per cent who cooked macaroni three times or more per week. It had a consumption of 1.25 pounds per capita per week or 64.47 pounds per capita per year.

In all there was a total of 459 families consisting of 1,895 persons who cooked 2,705.6 pounds per week. Out of this group 124 families or 27 per cent cooked macaroni seven times per week, and 333 families or 72.5 per cent cooked macaroni three times or more per week. The whole group had a consumption of 1.427 pounds per capita per week or 74.20 pounds per capita per year.

The results of this survey show that macaroni constitutes a very important part of the dietary of the Italian population in this country. A number of families consumed one pound of macaroni per person seven days in the week; therefore, probably more than 50 per cent of the caloric intake was in the form of macaroni.

A survey was made also of a number of Italian bakeries in the Italian districts of New York City and this survey showed that all the bread sold to Italians is of the hearth-baked type which consists of a large proportion of crust. None of the bread was found to be enriched with either vitamins or minerals.

Bread and macaroni constitute the largest carbohydrate food consumed by the Italian population and none of it is enriched with either vitamins or minerals. Since a large portion of the Italian population is in a low-income bracket it would appear to be most essential to have the products which are used by them in the largest amounts enriched with the same vitamins and minerals contained in the bread and flour consumed by other groups of the population.

Enrichment of Our Products

Our enrichment program has been materially delayed by the war. It is quite likely that no decision concerning it will be made during the war. However, we have been working on this problem and for the past few months have been in very close communication with the Vitamin Division

of the Food and Drugs Administration, working out methods of analyses and of cooking macaroni products for analysis, as well as determining the amount of vitamins that is retained in the product after cooking. This work has involved considerable time and many analyses and we have finally reached an agreement in our work which shows that from 50 per cent to 65 per cent of the most soluble vitamin—which is Vitamin B₁, is retained in the cooked macaroni product and a larger percentage of the other vitamins, such as riboflavin and niacin, and all of the minerals, is also retained.

The survey that we have made concerning the consumption of macaroni by a large segment of our population will also materially help us in obtaining approval of the use of these essential elements in our products. If you will notice Group 6 in the Seven Basic Foods, of the WFA, you will see that macaroni products are not included, although the ingredient "flour" from which a large part of our macaroni is made is included. You will also notice that white bread which is made from white flour is also included. This is because they are both enriched with vitamins and minerals, and they would not be included if this were not the case.

Recently I heard Dr. Walter Eddy over the radio discussing a letter he had received from some woman in Ohio asking information concerning the food value of macaroni and noodles. The statement was made that these were not nutritious because they were not enriched with vitamins and minerals.

Dr. Eddy is a foremost authority on foods. He was professor of Nutrition and Biological Chemistry at Columbia University in this city. He lectured before students of Barnard, many of whom are teachers of Home Economics and of Nutrition, and who spread the gospel among young girls who will be our future housewives and buyers of our products; and if any of you men here believe that this is unimportant and will not have any effect on sales of your products you are, in my opinion, very sadly mistaken.

Already we have had difficulty in having acceptance of our products because it is not enriched, and this refusal will be materially increased until we will find our products pushed off the American table to the same extent that white bread was before it was enriched.

Appoint Advertising Agency

J. L. Ferguson Company, Joliet, Illinois, manufacturers of Packomatic packaging machinery, have appointed MacDonald-Cook Company, Chicago and South Bend, to handle their advertising.

Clean, Tamper-proof Cartons Protect You and Your Customers



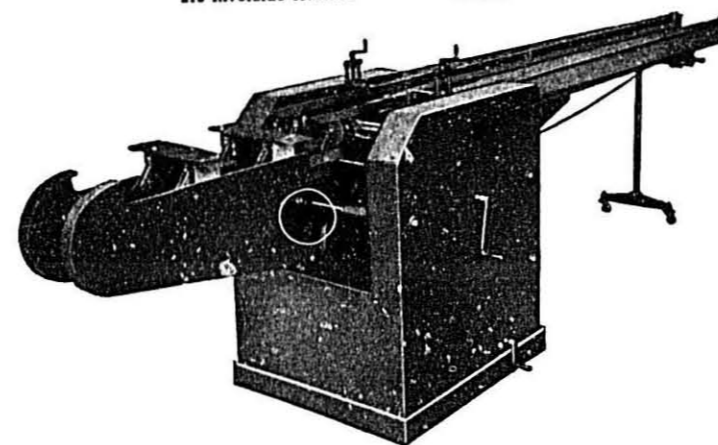
ADJUSTABLE CARTON SEALER *Assures full count, clean contents, and guards against substitution*

By sealing your cartons on a CECO Adjustable Carton Sealer, you are assured that your product will reach the consumer in the same clean, wholesome condition in which it leaves your plant. A securely sealed package will guard against loss of contents due to careless handling, prevents substitution and will appeal to fastidious customers.

A CECO Adjustable Carton Sealer simultaneously and mechanically seals both ends of any size carton (up to 65 inches deep), at average speeds of 30,000 in an 8-hour day. Adjustments for different size cartons may be made instantly, without special tools. A CECO Adjustable Carton Sealer will produce strong, clean, good-looking cartons at a saving over hand sealing which should pay back your small investment within a year. Send for details.

CONTAINER EQUIPMENT CORPORATION

210 Riverside Avenue Newark 4, N. J.



These and other well known manufacturers protect their good will by sealing cartons on CECO Adjustable Carton Sealers. How about you?



CARTON SEALER MODEL
A3901-12

Features—

- ✓ Low first cost
- ✓ Low maintenance
- ✓ Saves labor
- ✓ Increases production
- ✓ Assures tight, better-looking cartons

The National Macaroni Institute

M. J. Donna, Managing Director

Prefacing this report of the activities of The National Macaroni Institute, let's ask ourselves the question—"What About Tomorrow?"

Every industry, we believe, is combatting new problems that grow out of the war and will face still newer ones when peace comes. Do we fully realize the need of taking the public into our confidence with respect to our food, our plans and policies? Well, you owe it to yourself, to your industry, yes, to Uncle Sam in these war days, to give more than a passing thought to—"What about our Industry's Tomorrow?"

In connection with the gigantic job of feeding our people in these hectic war days, the Office of War Information, last week, working in cooperation with the Office of Price Administration released the following statement:

"Everyone connected with food has much to do before it can be said that the food battle is won."

The macaroni-spaghetti-egg noodle manufacturers are very much in this global war. Their products are found not only fighting the Battle of Health and Strength on the civilian front, but through the War Food Administration, lend-lease and other agencies, they are fortifying the fighters of the United Nations at all battle stations, and the destitute on the home fronts of other lands.

Spurred by Government demands after Pearl Harbor, December 7, 1941, the Macaroni-Noodle Industry immediately expanded production through 1942 and the first half of 1943, filling the combined demands of jobbers and retailers who vied with the several Government agencies for deliveries.

Then came RATIONING. Most everyone thought it meant Utopia for the Macaroni-Noodle Industry. Was not its food one of the very best that was not rationed. Would not the demand for it naturally exceed all expectations, when "point-frenzied" housewives went on a buying spree for nonrationed foods?

Every press was producing to capacity. The demand would be unlimited. Why bother about products promotion or an educational plan, reasoned altogether too many, overlooking the fact that there may come another day! Isn't it foolish to urge the public to do more buying now that the demand for macaroni products was already greater than production?

Practically the entire income for the operation of the Institute comes from voluntary contributions by industry-minded, publicity-conscious operators and allies who can see a little further into the future than can most businessmen. Many of these continued their periodic contributions; more, experiencing a feeling of future security, ignored all appeals, thus robbing the Institute of its very lifeblood.

That was during the Rationing Trial Period. . . . Then came the rude awakening, about a year ago. Rationing was not the blessing many had expected it to be. Government buying gradually decreased when its macaroni products stock-pile was complete and only replenishments were needed. Purchases for home use dropped to prewar levels, or lower. What was at the bottom of all this?

Rationing was hardly the buying spur many had expected. How could it when such naturally accompanying foods as meat, butter, oil, tomatoes and cheese required so many of the homemakers' precious points? So by last Fall there was a reversal in the thinking of many. Immediately there was a demand that money be raised to finance the promotional work of the Institute. The regulars contributed liberally, and many new supporters flew the "green." Nearly \$3,000 was raised.

So the Institute started its educational and promotional work in its usual small, deliberate way. First we tried some VICTORY Recipes. They went well at first, but later there developed a feeling that they might not do the industry much permanent good. Then we tried a series of recipes calling for macaroni products with very little, if any, of the rationed or high-point products, not differing much from the "Victory" series. The word "Victory," when applied to food, set it up as something that must be eaten under stress of war or scarcity, with the result that it probably would not be eaten in quantities when the compelling reasons no longer made its compulsory consumption necessary.

Next we tried some combinations with low-point meats, and they proved more popular. From our experiences we are all the more convinced that one does not eat bread alone, nor meat, by itself; that there are natural food combinations and that people can be won over to the use of macaroni products easier if we recommend their

use with meats, or tomatoes, or cheese, or in tasty salads.

In reports on the subject of Macaroni Products promotion and consumer education made to previous gatherings of the Industry, I spent considerable time and effort in my amateurish way to tell you WHY the Industry should do more and more in the way of favorable publicity for their fine wheat food, to convince nutritionists, to win the home economists, and to teach housewives how best to prepare this food in the many tasty and satisfying ways in which it can be easily served.

You have heard them all before, so this time I will confine the balance of my report to what has been attempted by the Institute, what has been accomplished. Another reason for this decision is to save you time and myself some embarrassment. In looking over the program, I note that an expert on food publicity is to follow my presentation, and I feel it is not safe for me to venture in my inexperienced way. I'm reminded of a Chicago drunk who boarded a double-deck bus and seated himself right next to the driver. He had just enough spirits in him to make him boresome. He so greatly annoyed the driver with his talk and foolish questions, that the driver said:

"Brother, why don't you go to the upper deck. It's nice and cool up there and the fresh air will do you good."

The drunk looked at him quizzingly and replied—"All right, boss, I think I will."

He made his way unsteadily to the upper deck of the bus, but was gone only a few minutes, when he was back again in his seat next to the driver.

"What's the matter?" asked the driver, "didn't you like it up above?"

"Yes, I did," he replied, "the air was nice and fresh up there, but it wasn't safe . . . there's no driver."

You'll appreciate my decision to abstain. The "driver" comes later. But in keeping with the wishes of the Institute's good friends, several promotional and educational releases were used to very good advantage during the past year.

There was a 3-way release last winter, with one prong aimed at the larger newspapers and the magazines that were equipped with their own cut-making apparatus. This was in the form of a glossy print photo of four selected recipes showing tasty uses of our products. Accompanying were suggested cutlines and our story.

The second prong was aimed at the weeklies and smaller papers. To these was sent our story, with illustration, in mat form.

The third prong was aimed at the domestic science teachers, the home economists and nutritionists, radio station supervisors, and such. This was in the form of a multilith, with a page

size illustration of a selected dish on one side and three smaller illustrations, recipes and story on the other.

Then we had several smaller releases, some for Lent, all generally planned for use by the smaller papers that are often more thoroughly read in the homes.

Our promotional year, still using some of the money contributed last fall, will close with our special Summer Release. This, too, is a 3-way coverage; glossy prints of three recommended recipes with story beamed at the larger newspapers and magazines; a mat release for the smaller ones and a multilith for the teaching profession, the radio and the home front. The chosen recipes are:

- 1—Basic Egg Noodle Casserole
- 2—Elbow Macaroni Salad
- 3—Spaghetti with Commercial Sauce in Salad Plate.

Under prevailing conditions, their acceptance was phenomenal as our scrap book and presentation chart show.

Viewed from any angle you choose, macaroni, spaghetti and egg noodle education and promotion is a MUST—the first in importance among the Industry's many needs. Consumption of our food by our Americanized Europeans who know the value of this food and appreciate its goodness, has practically reached the saturation point. Immigration has ceased. Consumption increase, however, is possible, and very much so, among the millions of Americans who have little or no idea of the food value of macaroni products or of the many ways of preparing and serving it. They seem anxious to learn—so it's to these millions that your educational and promotional work is to be beamed in the future.

Please pardon these two cautions: a. Our rationing experience has convinced us all that our food is not a

substitute for any other food—rather a product that blends nicely with all good foods. In this connection, may I refer again to a statement made by Dr. Wesley Hardenbergh, president of the American Meat Institute, who in a letter last Spring to me on the campaign then being launched to promote the greater use of bacon, said:

"Our purpose in bringing this material to your attention is to point out that macaroni is listed in many of the recipes aimed at adding variety and taste appeals to meals. This material is being distributed to conductors of radio home-makers hours, newspaper food page editors, home economics writers, and others who are in a position to inform the public about food products. We are sure that in helping the sale of those products which we mention along with bacon we also are helping the sale of bacon. As you will note, the recipes point out that bacon is a fine accompaniment for other foods as accompaniments, rather than as competitors, and we are urging its use in combination with these other foods.

"This type of promotion follows one of the basic themes of the Institute's approach to all types of food promotion, namely—that a food product can be promoted on its own merit and not as a substitute for some other product. In following this theme, it often is possible to build good will for other foods as accompaniments rather than as competitors."

b. The National Macaroni Manufacturers Association has its NATIONAL MACARONI INSTITUTE. It has served the Association and the Industry for nearly seven years. It has earned for itself and for those it represents, invaluable good will.

Whatever you do, preserve the identity of The Macaroni Institute. Engage all possible expert help that you can afford, but let all activities be carried on in the name of your Institute. It will grow in usefulness and will one day be as valuable to the Macaroni-Noodle Industry, as the American Meat Institute is to the meat packers, the Milk Institute to the milk dealers and the Wheat Flour Institute is to the Millers' Federation.

It's a good thing. Hang on to it. Someday in the near future, you'll be glad you did.

Finally, I'll give you the theme for your next educational drive aimed at the Housewives of America. It was suggested by President C. W. Wolfe of the National Macaroni Manufacturers Association. To me, it is one that has both the punch and the good sense that will put it over. It is—

"HE GETS IT DOWNTOWN. WHY NOT GIVE IT TO HIM AT HOME?"

Rice Release to Affect Prices

Rice, a competitor of macaroni products in certain markets, will be more plentiful on grocers' shelves as a result of a recent announcement by War Food Administration that about 550,000 pockets of rice being sold. Sales in industrialized areas are being made from Washington through food brokers acting as government agents or by direct negotiation with WFA.

Allocations of this rice to areas will be based on sales history adjusted to wartime increase in population. Brokers are being asked to determine quantities required by each trading area, including all outlets such as industrial users, wholesalers, chain, etc., to carry them until the new crop. Orders confirmed will be at OPA ceiling price, f.o.b. cars, original vendor's mill. Rice will be shipped on commercial bill of lading, sight draft attached, with no allowable discounts. Other rice will be offered to original vendors who have made all delivery under set-aside order, for release into their established distributive channels.

All requests for information should be referred to M. L. Brenner, Attention Harry Aspinwall, Office of Distribution, War Food Administration, Washington 25, D. C.

HOLDING FIRST PLACE

MALDARI Macaroni Dies have held first place in the field for over 39 years. The leading macaroni plants of the world today are using Maldari Insparable Dies.

It will pay you to use Maldari Dies in your business. A better, smoother, finished product will help to increase your sales.

F. MALDARI & BROS., INC.

Makers of

Macaroni Dies



TRADE MARK

178-180 Grand Street

New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"



Mrs. Virg B. Clarahan of Pendleton & Dudley, Associates, convention speaker on food publicity.

Publicizing Food Products

By Virg B. Clarahan

Pendleton Dudley and Associates, New York City

"Successful publicity as applied to a food product today is practical stuff which has lost whatever sequins or mink coats it may ever have had and is dressed in overalls with its sleeves rolled up ready to do a job," Mrs. Virg Binns Clarahan, well-known publicist and associate member of the firm of Pendleton Dudley and Associates, New York, told members of the Industry in convention at the Hotel New Yorker on June 22.

"Publicity today is the interpretation and dissemination of facts designed to inform and educate the consumer in favor of your product," said Mrs. Clarahan. "It must be honest, factual, informative and designed as a service to the editor, writer, broadcaster or thought-leader, and material released through the channels to which consumers turn for information or entertainment must be of the very highest caliber."

"The present-day consumer is plenty smart," she said. "She is learning to consider food values, read labels, understand price ceilings and howl to the OPA when she is gypped. It's a different world today but it's the best of all possible times to change or fix food habits for years to come. The industries which do a worthwhile educational job now will reap the benefits; the industries which sit idly by

and watch the parade pass along will suffer declining sales."

Stating that the recognition of food as a weapon of war and an instrument of effecting peace, together with the government nutrition drive, has brought food into fourth place as a subject of public interest—with the prosecution of the war, legislative matters and political actions ranking ahead—and made it news as never before, Mrs. Clarahan said that while competition for readers and listeners has never been so keen, good material on food of real help to wartime homemakers will still find its place in the sun.

Seven "ingredients" common to all successful publicity programs on food products were stated by Mrs. Clarahan as follows:

(1) Sound research; (2) Home economics; (3) A start with the "right people"; (4) An intelligent approach to the "bell sheep" or thought-leaders; (5) Good press relations; (6) Good "private" or intra-industry relations; and (7) A long-term plan.

Citing various examples of what other industries have done to improve their public relations and extend the market for their products, Mrs. Clarahan explained some of the inner workings of a publicity operation and

wound up with an invitation to the macaroni industry to investigate its own need for a publicity program.

Commander-Larabee Announces Merger

Mr. E. J. Quinn, vice president of Commander-Larabee Milling Company, Minneapolis, has just announced a merger of the Soya Products Division of Commander-Larabee Milling Company and Archer-Daniels-Midland Company.

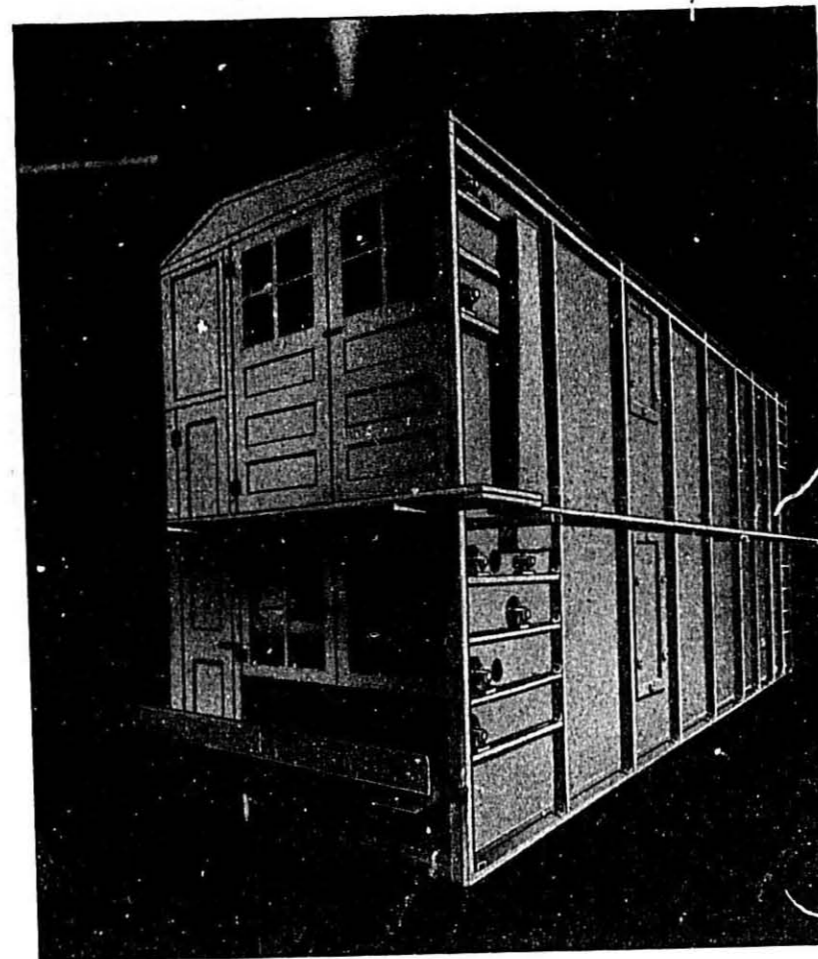
The new division will start immediately merchandising a new and improved soya product under the trade-name "Bakers' Nutrisoy," through the sales organization of Larabee Flour Mills Company of the southwest, under the direction of Mr. E. D. English; and the sales organization of Commander Milling Company of Minneapolis under direction of Mr. Dwight K. Yerxa.

R. G. Brierley, former sales manager, has been manager of the new Soya Products Division; J. P. Holt, former salesman for Larabee Flour Mills Company, Kansas City, Mo., has been made sales manager of the southwest division with headquarters at Larabee Flour Mills Company in Kansas City; H. J. Guernsey, former salesman for Commander-Larabee Milling Company, has been made sales manager of the northwest division with headquarters in Minneapolis; E. O. Paschke, Chicago representative for Archer-Daniels-Midland Company, has been made sales manager of the central division with headquarters in Chicago.

This merger is in recognition of the increasing importance of soy flour and soya products in the baking industry. It brings together all of the facilities of one of the oldest and largest soybean processors, and one of the oldest and largest millers in the country.

This new product has been custom-made for the baking industry and has been so developed that it can be used without any change in the baker's formula. It has been developed under the direction of Dr. J. E. Hayward, Director of Nutritional Research for Archer-Daniels-Midland Company and Ralph M. Bohn, Director of the new Food Research Laboratory of Archer-Daniels-Midland Company and Commander-Larabee Milling Company. Ralph Bohn has brought to Archer-Daniels-Midland Company his long and successful experience in the baking industry and has been working for the last nine months to develop soya products that are especially adapted to the baking industry. Miss Dorothy Zellers, Home Economist, and Mr. Max Gibson, Technical Service Representative, are also working under Mr. Bohn's direction in providing service to the baking industry on soya products.

Consolidated Macaroni Machine Corp.



CONTINUOUS AUTOMATIC NOODLE DRYER

We illustrate herewith our latest model drying unit, which has been especially designed for the continuous, automatic drying of Noodles. We also make similar apparatus for the continuous, automatic drying of Short Cut Macaroni. Full specifications and prices upon request.

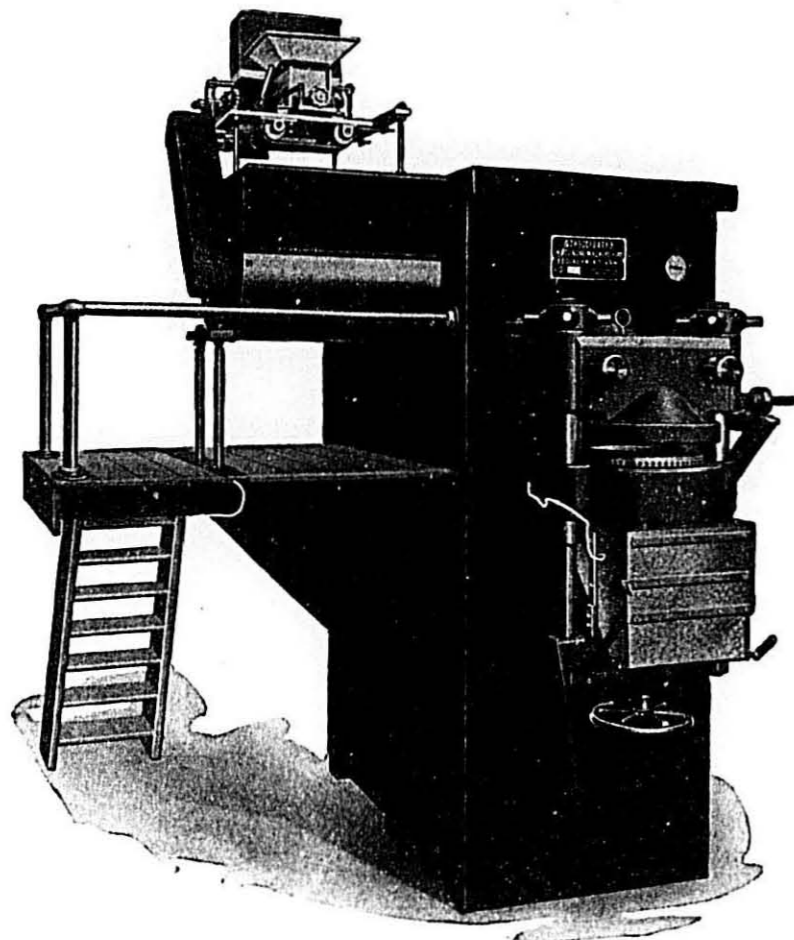
In addition to the equipment shown on these pages, we still build standard mixers, kneaders, hydraulic presses, etc.

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

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

Address All Communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

In addition to our Automatic Continuous Press for Long Pastes, we also manufacture a Continuous Press for the production of Short Pastes of all types and sizes.

The raw material and water is automatically fed by the blending device into the Mixer and no handling or attention is necessary as all operations are automatic and continuous.

Guaranteed production of not less than 1,000 pounds per hour. Finished goods uniform in length. It is sanitary and hygienic as the product is untouched by human hands.

This press is not an experiment. Already in operation in the plants of well-known manufacturers.

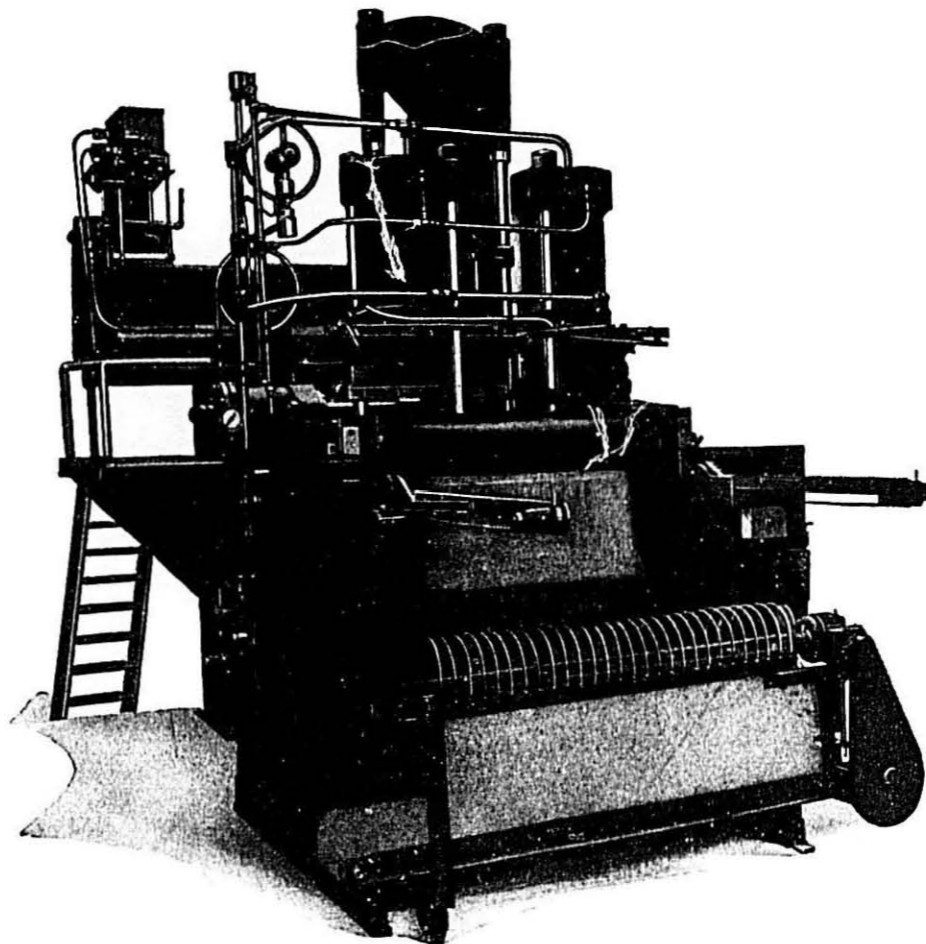
At the present time, we are concentrating practically all our efforts on the manufacture of material for our Armed Forces and those of our Allies.

Due to Government Regulations, we are restricted in the construction of these machines for the duration, but some can be furnished with the proper priority.

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

Address all communications to 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

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

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

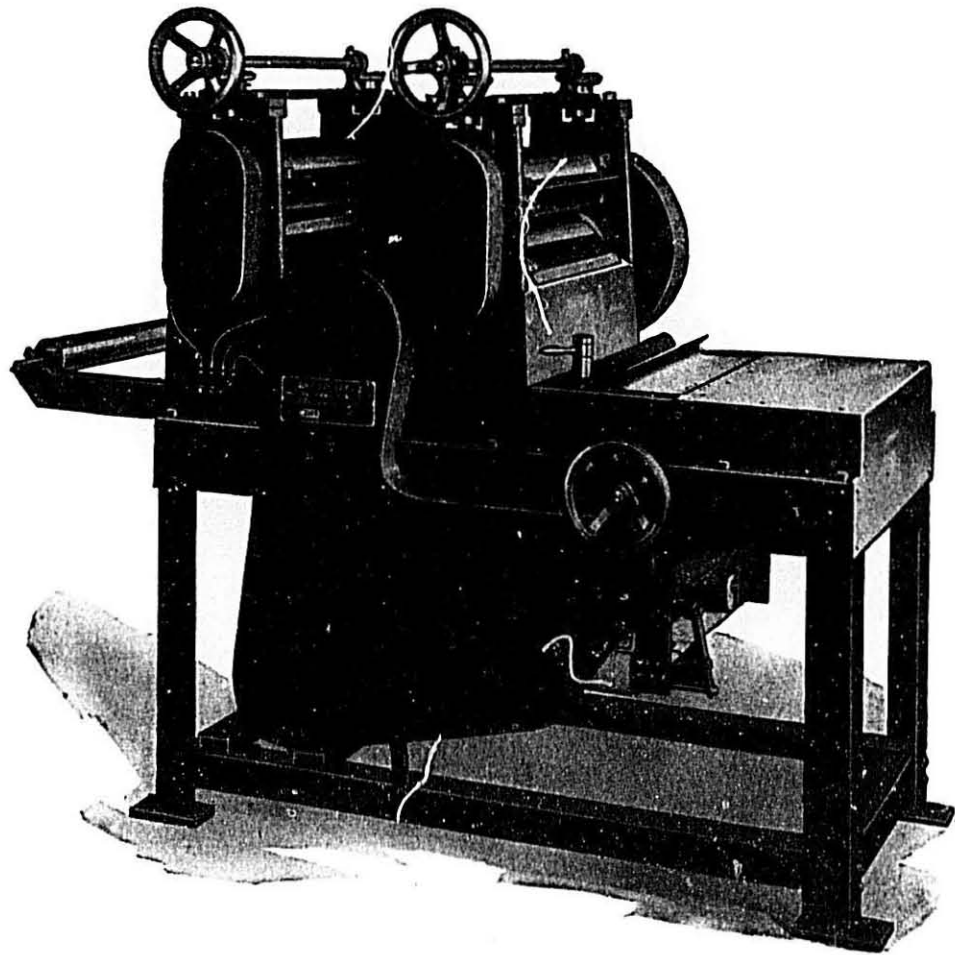
From the time that the raw material is fed into the receiving compartment until it is spread on to the sticks, no manual operation of any kind is necessary as all operations are continuous and automatic. Manufacturing costs greatly reduced. Percentage of trimmings greatly reduced as extrusion is by direct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

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Consolidated Macaroni Machine Corp.



GANGED NOODLE CUTTER
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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Write for Particulars and Prices

War Foods

F. D. Cronin, Director

Northeast Region, Office of Distribution, WFA



F. D. Cronin

I'm always glad to have the chance to talk to food processors. They are an important part of the distribution line along which food passes from the farmer to the consumer. They have kept food moving along that line in spite of wartime difficulties.

Your product is unrationed and unallocated. But don't let that make you feel as though we in the War Food Administration are not aware of what you are doing and of the place macaroni plays in our total food program.

All food is important. I'm sure we all agree with War Food Administrator Marvin Jones that, "At no time in history has so much of the world and even civilization itself placed so much dependence upon American food."

In the past war months it is no secret, I am sure, that many American housewives have depended upon your products to extend their available meat or other foods to meet the requirements of a hard-working family. American macaroni, for the most part, stays at home where it can be combined with many other foods into palatable and nutritious dishes which help to keep the home front workers well-fed.

The job of the War Food Administration is to direct our food to the places where it contributes most to a quick and decisive victory. So the allocation of available supplies to the various groups who are working toward that victory is very important. Here is the way the 1944 food allocations shape up:

For the year 1944, the food supply will be shared among three principal groups—United States civilians, our own armed forces and war services, and our allies. Our ten million or more soldiers, sailors and marines have first call upon our food supply, receiving approximately 13½ per cent. They will probably require 16 per cent of our meat, almost 10 per cent of our milk production, 26 per cent of our canned fruit, and almost as great a percentage of our canned vegetables. Food needs of the services are large because the average serviceman eats one and one-half times as much as the average civilian and because the Army must have a food reserve months in advance. Each soldier eats about 5¼ pounds of food a day. The Army and Navy stock pile must contain a 90-day supply for each man in this country and an eight-months supply for each man overseas. At any one time, then,

there must be a reserve of more than 5 billion pounds of food for the war services.

The second and by far the largest claimant for food is our civilian population. Civilians will get 75 per cent of the supply, which means that the quantity and nutritive value of food available in 1944 will be about the same as that available in 1943. With incomes larger than ever before, many people are eating better than before. In fact, if purchasing power were not checked and if food were not allocated, there would be very little left for our soldiers overseas, to say nothing of our fighting allies.

With due consideration to other needs of claimants the following supplies of food for civilian use are indicated in 1944. Supplies of *fluid milk* for civilians are expected at about the levels of the past year. *Canned fruits and vegetables* will be considerably more scarce because of increased military requirements. *Dried fruit supplies* should be ample, at least for the first nine months of the year. For the first eight months of the year supplies of *dry beans and peas* (including canned pork and beans) will be about 11 per cent higher than they were during the corresponding period in 1943. Civilian supplies of *butter* will be down considerably for the year owing to very large military needs and to the lower production prospects. *Margarine* will be up somewhat, though not enough to offset fully the decrease in butter, owing to limitations on raw material, processing capacity, and competing requirements of other groups. Supplies of *coffee, tea, and cocoa* should be a little more liberal. With respect to *jams, jellies and other spreads*, the supply will be rather tight, with relatively abundant quantities of citrus marmalade and more peanut butter than last year. *Citrus fruits* prospects are very good and we are hoping for good crops of most *vegetables*.

In comparison with the situation in other countries, the civilian picture in the United States is very attractive. In Great Britain, for example, food is adequate, nutritionally speaking, but any great variety is probably out for the duration. Meat consumption is down a fourth from prewar. An Englishman gets two ounces of butter a week compared with our 4, and only 1 shell egg a month. In Russia, there is almost no butter; the total fats ra-

tion is less than 2 pounds a month for certain manual laborers; and in the large population centers no milk whatever is provided for any group except children under six. In France there has been a loss of 11 pounds of weight per person, for the average Frenchman's daily food supply of black bread, weak soup, and cat meat is about 1,000 calories a day.

The third main claimant for our food supplies are our fighting allies, and it is expected that food shipments to these countries will total about 11 per cent of estimated supplies—4 per cent to Great Britain, 3½ per cent to Russia and 3½ per cent to other United Nations and liberated areas.

If you wonder why our Allies need food from us, remember that fields in Russia that one produced food for multitudes of people have long been battlegrounds. When Russia lost the Ukraine and the North Caucasus, she lost 40 per cent of her best farm land and more than 40 per cent of her usual food output. Of the food sent to Russia, practically all goes directly to the front lines and to military hospitals.

In 1943 the Russians got 235,209 pounds of macaroni, and other Lend-Lease recipients got 127,200 pounds.

England, a country of double the area of New York but with three times as many people, has always had to depend substantially upon food imports to feed its 46 million inhabitants. Before the war, England produced only 40 per cent of her requirements. By plowing up lawns and golf courses, she has increased her production to about ⅓ of her needs. For the remaining one-third she still must depend upon imports. Food sent from the United States represents less than 10 per cent of her requirements but it is nevertheless the margin between enough and not enough. Had she not received food from us, England could

not have served so long and so well as a base for big-scale fighting.

I'd like to say right here that the percentage allocations of our supplies didn't just happen. Representatives of all claimant groups present to the War Food Administration detailed and substantiated estimates of the minimum amounts and kinds of food that they will need from U. S. supplies. U. S. civilians are represented among the claimant groups by the Civilian Requirements Branch of the Office of Distribution. Each claim for food is carefully weighed against the total supply and a consideration of the claimant's contribution to the war effort, and a food budget is finally made up. Claimant groups often are asked to reconsider their estimates, to lower them, or to accept alternate foods. Every three months claims are reviewed to adjust them to a changing war and food supply picture. In this way, each claimant group is provided for, in accordance with what is considered to be its need.

Now for some consideration of prospective supplies of the specific commodities in which you as macaroni manufacturers are particularly interested. I suppose these agricultural products can be divided under the headings of foods which go into macaroni, foods used in combination with macaroni, and those which are in competition with it.

I am glad to be able to tell you that this year the main ingredients of macaroni will be plentiful, easily obtained, and probably reasonably priced. In Minnesota and the Dakotas, the most important states for durum wheat production, 1944 acreage planted is considerably larger than last year. Total acreage of durum wheat for 1944 is estimated at 2.3 million acres or 3.1 per cent above the 1943 acreage. Production of eggs, another component of macaroni, has been far heavier in the early months of 1944 than in any previous season. 1944 production as a whole will probably exceed the 1943 all-time record of 5 million dozen.

While prospects for supplies of foods used in combination with macaroni are on the whole favorable they are not quite as encouraging as for the commodities I have just mentioned. Processors estimates of tomato production indicate an acreage 4.4 per cent larger than last season's and yields approaching the 1938-42 average of 5.4 tons per acre. This means a processing crop 20 per cent greater than last year's. Tomato requirements for the armed forces and war services, however, have increased for 1944, so that unless there is increased production in Victory gardens and more home canning for later use, shortage in the civilian supply is foreseen for next fall and the spring of 1945.

The best estimate concerning the supply of meat available to civilians for the next several months may be summed up in the general statement that while some of the choice cuts of the better grades of meats will probably be more difficult to obtain, the supply of most currently point-free meats will remain reasonably plentiful.

United States cheese supplies in 1944 are expected to be divided in such a way as to make available for civilians 55 per cent of the total supply. That is about a pound less per capita than they received during 1943 but almost the same quantity as they have been receiving in recent months under rationing. Production of American cheddar cheese, which accounts normally for about 80 per cent of the nation's total cheese production, is estimated at 800 million pounds for 1944 or almost 30 million pounds more than was produced in 1943 and about 290 million pounds more than we normally produced before the war. Most of the estimated increase in cheddar production over last year, however, is expected to be attained at the expense of other-than-cheddar cheeses.

In considering prospective supply of food which might be considered as possible competitors of macaroni on the dinner table, we find that the presently-expected potato crop of 410 million bushels will be fifty-five million bushels smaller than the 1943 crop and, according to the Bureau of Agricultural Economics, smaller than the production necessary to meet all demands.

Reports of growers' intention to plant as of March 1 indicates that intended acreage for 1944 of dry edible beans will be less than in 1943 but that the crop will be about equal to last year's. 1944 acreage of rice is also expected to equal that of last year.

I know you all want to help win the war. There are one or two ways in which you can help in bringing about an equitable and full utilization of our food supply in the process of managing your own business.

Right now, for instance, you can help meet an acute problem concerning eggs. Eggs are in very heavy seasonal supply. Storage space is short. The two factors have combined to leave this country with more than 800,000 cases of shell eggs for which there is no commercial storage space. If we are to save those eggs they must be consumed or put into noncommercial storage before they become unfit for human consumption.

We are asking the housewives of the country to help meet this acute storage problem by storing an extra dozen or two of eggs in her home refrigerator. You can help if you can buy eggs in greater quantities now for your own needs and store them in any storage space available to you. I

know that you keep in close touch with the food situation and many of you probably have already done what I suggest. If you have, let me assure you that you have made an important contribution to the conservation of good food. If others of you can buy and store eggs just now when they are plentiful you will be helping mightily in the war food program and helping yourselves also.

You can help in another way. I think most of you have been cooperating in the "No-Point—Low-Point" campaign. You know that the War Food Administration has been stressing the use of these no-point—low-point foods wherever possible to conserve scarce commodities.

Your product fits well into such a program. Macaroni is a plentiful, low-cost food, quickly prepared. It combines well with many other foods. It can be used in a hot main dish or cold in salads. It is an excellent extender, for a little macaroni and a little of something else will go a long way.

You can help our scarcer foods go further by seeing that every housewife is impressed with these facts.

I hope you will not consider it presumptuous of me to make these suggestions, and I do not want you to feel that a representative of a government agency is trying to tell you how to run your business. These are merely some thoughts on how we may possibly gain our common ends.

I know that one of your chief problems is a shortage of containers for your finished product. I wish I could say today that it will be solved immediately. I cannot do so. The container problem is one you share with nearly every other business in this country.

The packaging situation is critical because of a shortage of manpower in the woods where lumber and pulpwood are harvested, in the face of a tremendously increased demand for the lumber products.

You can help by using every possible means of conserving the packaging material you now have.

Our present food situation is as good as it is because within the last year people have done a good job of cooperation all along the food line from the plow to the plate. Everyone connected with food has much to do before it can be said that the food battle is won. I want to thank the macaroni manufacturers for the cooperation which they have given in the past and which I am sure they will continue to give until the battle is won.

The electronic heating process can be used to dehydrate compressed foods without case-hardening or burning the product; the time required is but one-tenth of ordinary oven dehydration.

Experience



ONE of the most valuable assets we possess is the experience we have had in the soy bean field. The Staley Company is the only firm in the industry with a 22-year background in the production of soy bean products for the food trades. We have seen soy flour grow from a novel experiment into a staple and indispensable ingredient whose uses are even yet broadening and increasing.

Modern soy flour is one of the world's richest and most economical sources of high-quality protein. It has a

wide range of applications in the food field, for improving the taste, color, texture-keeping qualities, and nutritional values of a great many different types of food products.

If you are not already making effective use of soy flour in your formularies, mail the coupon below with just a word as to your particular requirements. We'll gladly rush you all the data you need for a complete understanding of the advantages soy flour can offer you. Attach coupon to your letterhead and mail today.



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Spaghetti, macaroni and other paste goods, enriched with Staley's Soy Flour, have proved definitely successful. Richer in flavor, more satisfying, richer in body-building protein! Take advantage of the variety and product improvement offered by this amazing new ingredient. Write for full information today.

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Fighting With Food

Lt. Col. J. W. Fraser

Chief of Central Subsistence Branch

Procurement Division of the Chicago Quartermaster Depot

Lt. Colonel W. Fraser was born July 21, 1893, at Amesbury, Massachusetts. He graduated from U. S. Military Academy in 1916. Commissioned in Corps of Engineers. Lt. Colonel Fraser served with 3rd Engineers in the Canal Zone; with the 318th Engineers, Vancouver Barracks; 603rd Engineers at Fort Benjamin Harrison, Indiana, and in France during the last World War. In November, 1919, he resigned as temporary Major, Corps of Engineers and returned to civilian life.

His civilian experience has been mainly retail operating, buying, and merchandising. For twelve years prior to reentering the Army, Lt. Colonel Fraser was a buyer for the Great Atlantic & Pacific Tea Company, specializing in canned meats.

In March, 1942, Lt. Colonel Fraser was commissioned in his present grade and assigned to the Procurement Division, Chicago Quartermaster Depot, where he is now Officer in Charge of Canned Meat and Special Ration Section. The procurement of these food items for the Army is a gigantic job and Colonel Fraser's past civilian experience, as well as his previous military service, is a fine foundation for the splendid work he is doing in the Quartermaster Corps.



Lt. Col. J. W. Fraser

It is indeed complimentary that I should be chosen to address this 1944 Convention of the National Macaroni Manufacturer's Association—and it is nice to be here. Especially am I glad to be here today as this is the Anniversary of the Quartermaster Corps—we are one hundred and sixty-nine years old today.

Yes, the Quartermaster Corps was established in 1775—a full year before the signing of the Declaration of Independence. We have grown from a two man concern to a modern organization composed of four hundred and twenty-five thousand officers and enlisted men, plus a civilian component of sixty-five thousand men and women. I am, indeed, proud to be a member of the Fighting Quartermasters.

A year ago—to be exact on June 25, 1943—Colonel Gage, Executive Officer of the Chicago Quartermaster Depot, spoke before your convention when it was held at the Edgewater Beach Hotel. At that time interest was primarily focused on the procurement of macaroni, spaghetti and egg noodles and the objective was to revise and simplify methods of procedure and specifications to insure that the Army's purchases of these foods would prove more attractive to your industry. It is pleasant, of course, to state that the objectives have been reasonably accomplished.

Just before leaving the Depot, I obtained these figures and they were rather astonishing. Purchases and shipments of elbow macaroni, spaghetti and egg noodles from January to May of this year, 1944, amounted to practically forty-two million pounds as compared with approximately twenty million pounds in the same period of 1943. These figures do not include the Navy and Marine purchases and ship-

ments. There is no stronger evidence to prove that your products are being used to a greater and greater extent in the feeding of the Armed Forces.

I don't want to bore you with talk that you are most familiar with, and I am referring to macaroni, spaghetti and egg noodles, and their nutritional characteristics. Therefore, since we are all agreed that elbow macaroni, spaghetti, and egg noodles are all-important in the Army diet, I thought you might be interested in companionable products which contribute to providing food for millions. Feeding an army of millions of men and women in wartime is not an impossible task for it is being accomplished each day. It seems incomprehensible when measured by peacetime standards.

THE BREAD BASKET OF THE WORLD is not a new designation for this country of ours. For many years before World War II, the farms and gardens of the United States produced exportable surpluses of most products of the soil and yet those who had to provide food for the table, without ration points, often found it difficult to obtain just the item required when most needed. Now, of course it is realized that those were glorious days, and we should have had little cause for complaint. Most of the criticism heard now is baseless and probably would not be spoken aloud if we were not so much inclined to compare today with the days of peace and plenty, overlooking that in this world-wide war, there is little that we at home can do to contribute to men who fight, except work hard, loan our dollars, and share our food.

Our soldiers do not need a new suit, new pair of shoes or other articles of clothing every day. They do not require new ordnance, new

means of transportation or new housing every day of their Army life but no matter where they are in the world, every conceivable effort must be made to see that our soldiers are provided with three meals per day, seven days per week, on land, on sea, or in the air. Operating a boarding house of this magnitude involves supply, procurement, storage, distribution and transportation. In addition, the Army must remember that these functions should be accomplished with the least possible disturbance to the civilian economy. Mindful of its obligation in this respect, the Army realizes full well that although food will contribute much to fighting men, it must be amply available to the millions of men and women who toil ceaselessly and enduringly on the production and transportation lines of America.

It might be wished that we could convey to producers, processors, institutions, and particularly to housewives whose interest and sacrifices are paramount, that the Army does not pursue its appointed task in a listless manner.

It seems appropriate to enumerate the classification of folks who look to the Army for food. They embrace the soldiers and sailors of the Army, Navy, and Marine Corps. The WAC, the WAVES, the SPARS . . . concentration camps, prisoners of war and the civilian population of occupied areas under Army control. They are located in camps, posts and stations within the continental United States, in all our shore possessions from the freezing temperatures of Alaska to the tropic climes of the Panama and the islands of the Pacific, in Africa, Italy, China and the British Isles and France. They are on fighting ships, merchant transport vessels and the planes, whose routes are safeguarded by landing stations the world over.

July, 1944

THE MACARONI JOURNAL

33

This wide distribution of food, perishable and semi-perishable, presented a problem of manufacture, packaging and distribution heretofore unknown to the Army or American Industry. During training within the United States few obstacles were encountered but as the Army moved off shore, every effort was made to provide the types of foods which soldiers had become accustomed to having and this brought a problem of many items. Canned goods, for instance, although packed in tin and enclosed in wood cases, could not stand the freeze and thaw of the Northwest Highway or the Aleutians . . . neither would the seams of the tin can stand up if cases were thrown overboard in the salt water of the Pacific to ride the tide to the Marines who had landed on islands without harbors or docks for unloading. We are all too familiar with the many changes in macaroni, spaghetti and noodle packaging specifications but all these were necessary to cope with conditions heretofore unforeseen or unexpected.

We all faced practically the same perplexing problems, and the Army like a good housewife was expected to cooperate and conform to rules and regulations of other government agencies whose objective was to conserve materials of war. In many instances, utilization of tin, overpacked in strong wooden boxes, would provide an answer to most of the initial food difficulties. Tin was not available. Latex, a derivative of rubber, would have been a boon where the exclusion of moisture was paramount, but every citizen has known of the efforts to conserve rubber and the Army is no exception. Who is there that does not know of the masterful effort on the part of the Maritime Commission to build more and more ships. Space on the seaboards was extremely valuable and could not sensibly be utilized for bulky foods. Those deemed absolutely necessary, primarily cereals and fresh vegetables, are either compressed or dehydrated.

The great strides made by the Quartermaster Corps and Industry as a team is now a fact but there is still much to be done. While our soldiers, sailors and marines are slugging it out with the Nazis in Europe, we must continue to do our share. Even with the cessation of hostilities, particularly in Europe, the demand upon our food resources will be great. It seems appropriate to consider the probable dire need for food on the European continent; that most territories supplying grain crops are in the battle zones and the scorched earth policy will delay rehabilitation of farm lands; the probable destruction of milling properties including converted machine factories.

It is quite impossible to predict the route of invasion, but it may be ex-

pected that the retiring German Army will not hesitate to destroy the food factories outside of Germany which will include mills located in Paris, Marseilles, Brussels and Vienna. We know already of the damage the Nazis did to food plants located in Naples, and other nearby cities.

Incidentally, in this connection, I have been asked on numerous occasions just what has been done to macaroni, spaghetti and noodle factories in Italy. From the meager reports available, we learn that few of them are in operation. In fact, we are shipping tremendous amounts of your products to our fighting men as well as to the civilian population. It is rather ironical that we should be shipping macaroni, spaghetti and noodles to the country which is known the world over for its production in this category. However, war has made many changes and here is another indication that we will be called upon to supply certain types of foods until rehabilitation is effected.

Add to this picture the replacement of primary sources of power and transportation, lack of facilities, such as rubber belting and a shortage of trained personnel—it becomes readily apparent that our job is really just beginning. However, on the more sunny side, it is now apparent that America has been blessed with another satisfactory grain crop. The prime handicap—manpower shortage—affects all industries, and naturally your industry must share its portion of this temporary burden, but many authorities anticipate that before winter sets in there will be some relief.

Now a direct word to the macaroni, noodle and spaghetti industry of the United States: You have performed a whale of a job for the American Army and its allies. While it is true that your industry was not revamped to any great extent solely for war production, you have utilized your facilities in a most commendable manner. While we have enjoyed a very personal acquaintanceship with the leaders of the larger organizations and the owners of independent plants, we in the Army have greatly increased our respect for the function performed by you. It is easy to visualize that tremendous production under the exigencies of war may have offered an excuse for many shortcomings, but, on the contrary, the war seems to have created an incentive to do your job better.

The movement of troops from one part of the United States to another, finally to a port of embarkation, and then overseas, results in constantly changing points of destination to which Army food is consigned. The unpredictable quantities of food required for civilian feeding which can

be measured only by the advance of the Allied Armies, plus the constant rise or fall of shipping facilities, results in either feast or famine. There are times when it has been necessary to ask you to devote a large percentage of your facilities to army production which are followed by periods of little or no demand. We are fully cognizant of the fact that this method of operation presents a problem. We are doing our very best to overcome it. Every conceivable action is taken to distribute the business in such a manner and over such periods of time as to minimize your labor problems. But it is well to remember that men who fight and die are dependent upon your effort as well as the Quartermaster Corps.

Confusion is bound to exist in the minds of civilians who are not intimately acquainted with the structure which contributes to unsatisfactory conditions in every industry. The successful conclusion of this war transcends every other problem . . . with its eventual end, I am confident that your industry will be in an enviable position to assume the obligation of providing your items to the markets of the world and particularly to those sections where years will be required to completely repair the ravages of a ruthless war.

Let's go back to the plants, confident of a job to do and confident that that part of the job assigned to us will be well done. That the unknown and unpredictable future will not burden your industry to an extent greater than other industries—and with the dawn of a new and better day . . . we will look eastward and say with devotion . . . HERE COMES THE SUN!

HERE'S WHERE YOUR GAS IS GOING



Army Demands on Macaroni

Lt. R. R. Mickus

Subsistence and Development Laboratories
Quartermaster Depot, Chicago

In choosing as my topic for this morning "Army Demands on Macaroni" or macaroni products, it was my desire to convey to you gentlemen directly interested in a quality macaroni product some of the Army views, the why, and the wherefore, of these demands.

Questions always arise in the minds of the uninformed, and if I can clear up some of the reasons for demands made on your products our time will have been well spent.

I am sure it is common knowledge that the greatest loss of macaroni products comes from insect infestation inasmuch as the basic ingredient is a cereal product. When I speak of cereals I speak of insect infestation in the same breath. Whether the cereal be of the uncooked, breakfast-type, flour, or semolina, it is inherently infested and adequate measures must be taken to render these products free of infestation if they are to be stored any length of time.

When storing these products under normal conditions of temperature and humidity, the dangers of infestation by insects is minimized. The conditions encountered by the Macaroni Industry in the marketing of macaroni products for domestic consumption cannot be used as a basis of comparison for the demands on your products for export or overseas consumption. The geographical trade areas to which a manufacturer limits himself are restricted so that the time lag between manufacture and the time the product reaches the grocer's shelf is comparatively short. Retail grocers are generally well educated to the hazards incident to long storage of macaroni products, resulting in quick turnover and a small percentage of returns. Despite every effort to turn over subsistence supplies as quickly as possible by the Armed Forces the time lag from date of manufacture until the product is consumed is anywhere from one to two years. How many manufacturers are willing to guarantee their products for this length of time, packed in regular domestic containers? It behooves the Army, therefore, to package each food item adequately in order to assure its safe arrival through the most adverse conditions imaginable anywhere from one to two years. What a

waste of material, valuable shipping space, port, and money when these products finally arrive at their destination in apparently good condition, only to find the contents literally crawling away.

Food that has been infested with insects is not fit for human consumption. It is necessary then to pack a product free of viable insect infestation in a container which will protect that product not only from the elements but also from the entrance of pests, in order to be at all satisfied of the arrival of the package and contents ready for immediate use.

Undoubtedly, the first step toward an insect-free product is "good housekeeping." Good housekeeping is particularly important in the manufacture of macaroni products. Without it, the possibility of manufacturing a product free of viable infestation is remote.

In most other food plants the problem of insect control is much simpler than macaroni plants. Products which lend themselves to fumigation just prior to packaging or after packaging offer little or no difficulty. Due to the very nature of the product, chemical or mechanical fumigation is not completely satisfactory. Satisfactory "surface kill" of insect life can be affected by chemical fumigation, but penetrability of the chemical to the interior of the product is not possible due to the hard exterior. It remains, then, that every precaution must be taken in the use of ingredients that are or have been rendered free of viable insect infestation, and adequate plant sanitation measures must be taken to prevent infestation during manufacturing and prior to packaging.

Inasmuch as fumigation of the finished product in the case of macaroni products is not feasible, every effort must be taken to prevent exposure of the product to insects during manufacture.

Controversial is the point whether macaroni products are rendered free of viable infestation by the exertion of pressure during manufacture. Even if this be true, macaroni products are attacked by granary and rice weevils in the drying rooms. These insects can bore tiny holes into the macaroni, deposit their eggs and seal the holes so that they are not easily distinguish-



Lt. R. R. Mickus

able to the naked eye. As the product reaches temperatures and humidities favorable to the eggs, they are hatched and the tiny larvae bore their way into the macaroni as they develop and eventually emerge as full grown adult weevils. As this development continues it requires but a dull imagination to visualize what will happen to a product packaged so as to prevent entrance of insects from the outside. There is a tendency in the industry to attempt to solve infestation problems through the use of packages which are, or are believed to be, insect-proof. It is doubtful if any package made from other than metal or glass is 100 per cent insect-proof, although some of them may be highly resistant. We believe that the present Army export-pack is highly resistant to infestation and ranks close behind metal or glass as a barrier to infestation.

It is realized that in these times there are several factors that make it particularly difficult for manufacturers to practice and prosecute vigorously a plant sanitation program. The shortage of labor makes it difficult to keep the plant and warehouse as clean and sanitary as was the case in the past. A problem is presented in the availability of some fumigants, and other toxicants that may be used may leave an undesirable odor. Despite these obstacles I believe every effort must be taken to prevent exposure of a clean, sanitary plant. After a plant has become thoroughly infested, the cost and effort to bring these pests under control is completely out of proportion and, sometimes, next to impossible.

I should like to offer an over-all outline of the steps necessary for best results in pest control for stored products' insects in food processing and warehouses.

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HUNDREDS of macaroni manufacturers
call Commander Superior Semolina
their "quality insurance."
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These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

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Minneapolis, Minnesota

the Best
When You
DEMAND



Effective control of these pests is brought about by a combination of a number of materials and practices:

1. All incoming raw materials used in the manufacture of macaroni products must be rendered free of viable insect infestation prior to their admittance to the plant.

2. The raw materials should be treated as near to the incoming box cars as possible and then stored in insect-proof storage tanks. Incoming raw materials can be a major source of infestation in macaroni plants.

3. The entire plant must be thoroughly fumigated or otherwise treated in order to make certain that all infestation present in the plant is destroyed. More than one treatment may be required as well as periodic fumigation. By "periodic" I mean more than once or twice a year or whenever necessary. In some localities as often as four times a year may be required.

4. After thorough fumigation good sanitary warehousing practices should be followed. Warehouses must be kept clean through the prevention of the accumulation, in so far as possible, of food materials anywhere in the building. Floors should be kept clean. Used bags and cartons, returned materials and the like, should not be allowed to accumulate in out-of-the-way places. Clean containers and bags should be used.

5. Extra precautions should be taken in drying rooms to make sure that the products are not exposed to insects during the long drying periods. Spot treatments with recommended fumigants to penetrate accumulations in the manufacturing equipment and out-of-the-way corners must be resorted to.

A word of caution in the use of fumigants of high toxicity. It is recommended that necessary fumigation be done by competent industrial fumigators.

I am sure that if all the above measures are taken, insect infestation to the manufacturers of macaroni products will cease to be the headache it is today; however, on the other hand, if any of the measures are neglected, the results cannot be entirely satisfactory.

Electric sterilization has recently come into some prominence. This is the complete sterilization of already packaged goods—such as cereals, bran products, pancake and whole wheat flour, in which there may be insect eggs, larvae or even adult insects—by dielectric heating. It is the application of electronics to industry. It is the use of a radio frequency heating process which results in uniform heating throughout the material treated. The center and outer portions and surface are heated at the same time

and to the same temperature without burning or changing the characteristics of the product, it is said. As yet I have not had the opportunity to check the application of this type of sterilization to the Macaroni Industry, but hope to do so in the near future. If feasible its application would be far-reaching.

Of interest to the Macaroni Industry is the recent production of a combination meat and macaroni product item for the combat "C" ration. In an effort to give to the combat soldier more variety in his diet instead of the stew type of meat products, "Meat and Noodles," and "Ground Meat and Spaghetti" will now be issued to the troops in combat along with the other meat components, when troops are on the "C" ration. The issue of the combination meat and macaroni products items will further increase the per capita consumption of macaroni products in the Army.

The following tentative specification has been drawn up for the noodle ingredient of the meat and noodle item:

"The noodles used shall be 5 1/2 per cent egg noodles with a moisture content not to exceed 13 per cent. They shall be 35 to 40 thousandths of an inch thick, approximately 5/8 of an inch wide and approximately 5 to 6 inches in length. The noodles shall comply with the requirements of Subsistence Research and Development Laboratory Technical Bulletin No. 1."

The Tentative Specification for the spaghetti ingredient of "Ground Meat and Spaghetti" is as follows:

"The spaghetti shall meet the requirements of Type II, as described in C.Q.D. No. 119, and shall comply with the requirements of Subsistence Research and Development Laboratory Technical Bulletin No. 1."

Some confusion exists within the industry regarding the requirements of Subsistence Research and Development Laboratory Technical Bulletin No. 1, and the reasons for stipulating these requirements. It is well known in the canning industry that contamination by certain thermophilic organisms in cereals may cause spoilage when introduced in the preparation of canned food products, especially when these canned products are stored at 120°-130° F. The organisms in question, as indicated by their terminology, are very resistant to heat, and in the spore stage may survive the heat processing to which the canned products are commercially subjected. In order, therefore, to minimize the possibility of spoilage due to these organisms, the following standards have been adopted for cereals used in the preparation of canned foods for the United States Army:

Total Aerobic Thermophilic Spore Count—

For 5 samples examined, no one sample shall contain more than 150 spores per 10 grams of sample, and the average of the five samples shall not be greater than 125 spores per 10 grams of sample.

Flat sour spores:

For five samples examined, no one sample shall contain more than 75 spores per 10 grams of sample, and the average of the five samples shall not be greater than 50 spores per 10 grams.

Thermophilic Anaerobic spores not producing H₂S:

These shall not be present in more than three (60 per cent) of five samples, nor in any one sample to the extent of more than four (65 per cent) tubes.

Thermophilic Anaerobic Spores Producing H₂S:

These shall not be present in more than two (40 per cent) of five samples, nor in any one sample to the extent of more than five spores per 10 grams. This is equivalent to two colonies in six inoculated tubes.

Detail procedures for determining the extent of these organisms are given in Subsistence Research and Development Laboratory Technical Bulletin No. 1.

In the study of bacteria one is being constantly confronted with the most incredible facts:

A billion living organisms can be nicely fitted into a space the size of a head of a common pin;

That certain types of bacteria can survive more than a half a century without food or moisture;

And, that others can endure temperatures between 300° and 400° F. below zero without ill effects.

It is almost as difficult to believe the resistance of some types of bacteria to excessive heat, and the high temperatures that others find suitable for their normal growth and activity. Most of these heat-resistant bacteria grow at ordinary temperatures (50° to 100° F.). There are, however, other types of bacteria that find 100° too cold for comfort. Many of them do not grow at all until the temperature has been raised to 116° F. They grow best around 130° F. and some are able to grow at 158° to 160° F. Some idea of their heat-loving disposition can be understood when one realizes that 160° is 17° higher than the temperature used to pasteurize milk.

The thermophilic bacteria are widely distributed in nature. They are numerous in surface soil, manure, and in many types of decaying organic matter. They are also found in water, sewage, hay, cereals, milk, fermenting malt and in various kinds of dust, dirt and filth. They are frequent contaminants on dirty utensils. They grow rapidly in various types of hot wells and holding tanks used for processing various kinds of foods. Wooden tanks, which are usually difficult to sterilize, have been found particularly suited to their growth. Most raw products have at least small numbers of thermophiles. Root crops and grains, especially if grown on heavily-manured soil, are usually the most seriously contaminated.

There are two main reasons why canned goods are particularly satisfactory for the growth of thermophiles. First, their processing requires heat, and for a portion of the time the temperature is within range that permits them to multiply rapidly. Secondly, many of the thermophiles are anaerobic, that is, able to grow in the absence of air, and the canning process creates sufficient vacuum to allow these types to grow.

I hasten to add, in this connection, that the highly technical terms need not scare the manufacturer of a quality macaroni product, as tests conducted in our laboratory show that products manufactured under clean, sanitary conditions are well within these limits.

A great deal of discussion has been devoted to the use of soya flour, brewers' dry debittered yeast and other nutritional supplements to macaroni products. Up to the present the Army has not seen fit to adopt any of these types of products for regular issue. Examination has shown that when fortifying macaroni products at levels that will contribute to the nutrition of the diet an inferior product

results. Generally, after cooking in the normal manner with a large excess of water, at least 75 per cent of the soluble nutrients are lost unless the products are used in soups, where the liquid as well as the solids are consumed.

In checking cooking losses at the Subsistence Research and Development Laboratory it was found that only 20 per cent of Thiamin, 25 per cent of Riboflavin, and 25 per cent of Niacin are retained in the cooked product after boiling an enriched macaroni vigorously for 20 minutes. There is a great need for a cooking procedure that would minimize this loss. I have found in cooking other cereal products in a minimum of water, that when the product is thoroughly cooked until it has absorbed all of the cooking water, approximately 80 per cent of the Thiamin is retained. The difficulty in the cooking procedure is the vigilance necessary to prevent burning or scorching, by frequent stirrings. Development of a procedure whereby this vigilance would not be necessary would be most helpful.

United States and Canada Arrange Mutual Grain-Harvest Aid

Under special arrangements effective July 7 temporarily suspending certain border-crossing formalities, Canadian threshing outfits will help harvest the Western Great Plains grain crops, while American machines and crews later will go to the Prairie Provinces, according to the Office of Foreign Agricultural Relations of the U. S. Department of Agriculture.

Of the 1,000,000,000-bushel wheat crop now in prospect for the current season in the United States, approximately 536,000,000 bushels are anticipated in the States that might reasonably be expected to utilize harvest help from the Canadian prairie provinces. In those three provinces the 1944 intentions to plant indicated an increase of about 22 per cent over the wheat acreage planted in 1943, and the current crop condition is above average. In 1943 the prairie provinces produced 294,000,000 bushels of wheat.

Canadian threshing outfits may remain in the United States until September 15 under this season's arrangement. United States machines and crews may enter Canada when their services are required, but may not remain longer than December 31. In their announcements of the plan, the Governments of both countries point out that a similar arrangement will be in operation for each wartime grain-harvesting season.

ITALIAN STYLE GRATING CHEESE

Their Food Values and Prerogatives

(By Professor G. Fascetti, Director of Italy's Dairy Institute)



1. A highly strengthening substantial food.
2. A body builder—93% of quantity eaten being assimilated by the human organism.
3. Rich in protein, fatty substances, phosphorous and lime salts.
4. Ideal food for those called to make great physical and mental exertions.

5. ONE THIRD of one ounce, with an equal quantity of butter make an ideal condiment for a spaghetti or macaroni meal.
6. Such quantity of condiment supply the human body with calories equivalent to those developed by:
 - 1½ EGGS, or
 - 3½ OUNCES of Veal.

CONCORD CHEESE CORPORATION
Fond Du Lac - (Wisconsin)

Manufacturers of the
"C. C. C. Concord" Romano Cheese
The Leading Brand



This summer luncheon plate, built around spaghetti with a commercially prepared sauce to which hamburger has been added, looks so tempting and tastes so good, it just naturally gives the spirits a lift and adds greatly to hot weather mealtime enjoyment. Deviled eggs, bread and butter sandwiches, milk, various salads, radish roses, onions, pickles, molded gelatin, etc., are ideal accompaniments for the spaghetti and meat sauce.

The Macaroni Family

A Year-Round Food

Spaghetti or Macaroni Italian-style Easily Prepared with Prepared Sauce
Recommended Luncheon Dishes and Supper Plates

IT BLENDS EASILY WITH ALL OTHER good foods!

That's the outstanding quality of Macaroni Products as recognized by all food authorities. Under rationing, it finds its place with all available products, and with rationing lifted, its possibilities increase immeasurably.

That's the line of reasoning that prompted the "hot weather" suggestions by The National Macaroni Institute, reference to which was made by the managing director, M. J. Donna, at the recent industry conference in New York City.

Here are some recommended recipes with timely suggestions that manufacturers and distributors would do well to promote to make more consumers appreciate the year-round value of this grain food.

Summertime, with its rain and shine, brings a lot of relaxing for the homemaker after the spring cleaning is finished. The family meals take on a new flavor with the appearance of many new fruits and vegetables from the Victory garden. These fresh foods add much to the diet in the way of vitamins and minerals as well as energy, but sometimes they need a boost to fill the cavity in that growing boy and girl or the man of the house who still likes a substantial meal and can't quite be sold on just a salad for supper.

Now there is a way to sell all the family members the salad idea, and that is to extend it to a full plate and include at least one serving of some favorite macaroni, egg noodles or spaghetti dish. You'll be surprised at the fun you can have planning these one-plate meals. They are equally appropriate for luncheon or supper.

It's a chance to use a family favorite, for each salad plate can have its own variety, if necessary. Then, too, this kind of meal does not depend on the delawashing, and who isn't interested in this as a selling point?

There are any number of short-cuts and quick, easy ways to get this idea executed. For instance, you don't have to make the sauce for many of your spaghetti, macaroni and egg noodle dishes. At practically any food store you can get appetizing sauces especially prepared to serve with macaroni products. They are skillfully blended with tomatoes, mushrooms and other tasty vegetables, with just the right paprika seasoning. When time counts, they are ready to heat and serve with any of the macaroni family, for a delicious, nourishing treat. Add a little hamburger to the vegetable sauce, if you wish, but it's good eating either way.

Don't forget, on hot days, that the macaroni family offers much in the way of hearty salads. It's a change and that always gets a big welcome.

One important point to remember in the preparation of these salad plates is to serve the hot foods very hot and the cold foods very cold. This contrast in temperature is stimulating and adds zip to the idea. Hot breads can do this to an otherwise cold meal. In assembling the other salad foods try to insert a variety of color and balance in texture contrasts—not all crisp or not all soft foods.

As a change, a second series of three recipes—one each for macaroni, for egg noodle and for spaghetti—has also been released.

It is in line with current regulations governing the purchase of meats, and

(Continued on next page)



HERE IS A SUMMER SALAD PLATE that is a complete meal in itself. Great fun to eat and to make.

ELBOW MACARONI SALAD

1 cup elbow macaroni
1/2 cup sliced cucumber
1/2 cup sliced radishes
1/2 cup sliced green onions
2/3 cup sliced green beans
1/2 cup sliced green peas
Salt and pepper to taste
Macaroni sauce to taste
1/2 cup oil
1/2 cup vinegar

SALAD PLATE COMBINATION

Macaroni salad to taste
Vegetable soup to taste
Fresh fruit to taste
Crisp salad to taste



MAKE GOOD USE OF THE NEW DELS... (text partially obscured)

BASIC EGG NOODLE CASSEROLE

1/2 cup elbow macaroni
1/2 cup sliced green onions
1/2 cup sliced green beans
1/2 cup sliced green peas
1/2 cup sliced green tomatoes
1/2 cup sliced green peppers
1/2 cup sliced green mushrooms
Salt and pepper to taste

Cook egg noodles to boiling, add oil and butter. Drain and cool. Add other ingredients as listed. Place in casserole and bake for 45 minutes at 350° F. Top may be covered with buttered cracker or bread crumbs if desired.

SALAD PLATE COMBINATION

Spaghetti to taste
Hard-boiled egg salad
Fresh pineapple wedges
Fresh strawberries
and corn bread

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Model "D" Gluer
and 10 Ft.

Compression Unit

The Model "D" will meet your case sealing requirements with fully automatic operation and continuous, low-cost performance. Seals both top and bottom flaps simultaneously, but can be equipped for sealing top flaps only—or bottom flaps only. Furnished with safety device, automatic glue skip, and all newest developments.

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J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

NEW YORK • CHICAGO • BOSTON • CLEVELAND • DENVER • LOS ANGELES • SAN FRANCISCO • SEATTLE

the basis for preparing more hearty meals. Its title is:

Mr. Macaroni—Meat Extender

You can get some meat without points—if your butcher has meat. Other meats require points—and you may get such cuts if you have points. No matter how you are situated, there is still a meat problem and meat-stretching foods should be used regularly.

Macaroni, spaghetti and egg noodles, which go to make up Macaroni Products' famous "Energy Trio," are ideal protein foods to combine with meat—another food rich in protein.

And don't for a minute look upon a macaroni dish as a winter food alone. This is a mistaken idea. Such a dish supplies vigor and energy to the human system, builds body tissues and gives strength. Our bodies need nourishing foods in summer, particularly during these working, wartime, but they need food that is easily digested and quickly assimilated so that the digestive system will not be overtaxed. That's why our friend, Mr. Macaroni, or Spaghetti or Egg Noodles, should be called upon frequently as a real wartime meat extender.

How? Just try any or all of the recipes below and you will add them to your permanent recipe file:

Noodle Goulash

One of mother's admonishments was—"It is sinful to waste." Here's a fresh or left-over meat favorite:

½ lb. egg noodles
½ lb. ground left-over meat or fresh-ground hamburger
1 onion, cut fine
2 tablespoons green pepper, cut fine
¼ cup celery, cut fine
2 cups tomatoes and juice
1 teaspoon Worcestershire sauce
Salt and pepper to taste
½ cup grated cheese (optional)

Cook egg noodles in four cups of boiling water, salted, until done, and all water has been absorbed, turning fire lower as cooking proceeds. Fry meat until brown, add remaining ingredients and let simmer until vegetables are tender. Combine with egg noodles and serve hot. Serves 6 to 8.

Macaroni Fruit Salad Bowl

If you have never eaten "cold" macaroni in a salad, there's a treat in store for you because macaroni products are becoming daily more popular as a summer dish. In proof, try this one:

½ lb. elbow macaroni
1 cup orange and 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. Spread on absorbent paper or shallow plat-

ter to cool and to prevent mashing. When cold, combine with the other salad ingredients. Serve on lettuce leaf or from a salad bowl.

Spaghetti Chop Suey

Despite the delight of American housewives in Americanizing dishes of other nationalities, here's one that is American in fact, but with a Chinese name that effects none of its goodness.

½ lb. spaghetti, broken into 1½ in. pieces, or elbow spaghetti
3 tablespoons butter or bacon drippings
½ lb. pork, cut in thin strips
½ lb. veal, cut in thin strips
1 cup onion, sliced and shredded
1 cup celery, shredded, in 1 in. lengths
1 bouillon cube
Flour, salt and pepper

Brown meat slightly in skillet, in butter or bacon drippings, blend in about a tablespoon of flour, then add vegetables, seasoning and bouillon cube that has been dissolved in a cup of water. Simmer over a slow fire until vegetables are tender. Boil spaghetti in salted, rapidly boiling water 8 to 10 minutes. Drain, add to meat and vegetables in skillet and cook to blend all flavors. Serve with chop suey sauce. Makes 6 ample portions.

The most exotic and perishable fruits and vegetables from *Latin America* are expected to become commonplace on U. S. dinner tables with increased postwar use of cargo planes.

Registrants — New York Convention — June 1944

Manufacturers

Anthony Macaroni Co., A. Bizzari, Los Angeles, Calif.
V. Arena & Sons, Inc., Biagio Arena, Norristown, Pa.
V. Arena & Sons, Inc., Sam Arena, Norristown, Pa.
Atlantic Mac. Co., Loretta K. Lombardi, Long Island City, N. Y.

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Burton Products, Inc., Mario Contesso, New York.

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Cardinale Mac. Mfg. Co., Jos. Genovese, Brooklyn, N. Y.
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The Creamette Co., Jos. T. Williams, Minneapolis, Minn.
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Keystone Mac. Mfg. Co., C. J. Travis, Lebanon, Pa.

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Lillian Barne- Orr, Northwestern Miller, New York, N. Y.
W. G. Martin, Jr., Northwestern Miller, New York, N. Y.
B. R. Jacobs, Washington Representative, Washington, D. C.
M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

Reports of Regular Convention Committees

Report of Program and Credentials Committee

After studying the splendid War-time Conference Program as prepared for printing by Secretary Donna, we congratulate all who had any part in its preparation, and, after consulting with President C. W. Wolfe and other directors, we make the following recommendations:

1. That this program be considered the official program of the conference to be adhered to as closely as it can be convenient with the smooth running of the conference.

2. That the executives of the member firms represented at this conference constitute the working body with privilege to vote on all matters affecting the policies of the Association under its constitution and by-laws.

Respectfully submitted,
J. H. DIAMOND, *Chairman*
E. RONZONI
SAM ARENA

Report unanimously adopted.

Auditing Committee Report

Your Auditing Committee has studied the various reports dealing with the financial affairs of the Association and makes the following recommendation:

1. That the audit of Wolf & Company as of December 31, 1943, be adopted as a part of this report.

2. That the Income and Expense Report prepared by Treasurer Donna for the period January 1 to May 31, 1944, showing a cash balance in the bank of \$15,057.21; General Fund, \$10,828.97; Attorney and Research Fund, \$553.24; No Point-Low Point Fund, \$3,675.00, be used as a guide in planning activities of the Association.

3. That we commend the manner in which our funds are handled, especially the policy of keeping "in the black" as far as that is possible.

Respectfully submitted,
ALBERT WEISS, *Chairman*
JOSEPH SANTORO
ALBERT GIOIA

Report unanimously adopted.

Membership Committee Report

We, your standing committee on membership, beg leave to report as follows:

New members admitted since our

1943 convention—ten active and two associate.

Eight firms have lost their membership, some through resignation, some through suspension for nonpayment of dues, and others because of changes in their business status. Our membership, as shown by the records of the secretary, as of this date, is 103 active plus 16 associates, or a total of 119. This is a net gain of four for the year.

The National Association is attempting to do for the industry anything, and everything, which the majority of the membership of the Association believes should be done. Toward that end, the cooperation of every progressive firm in the business is solicited. We will welcome the application of any firm represented at this convention, also, of any firm not represented that is willing to lend a helping hand to aid their industry's cause. We need their support and cooperation.

Respectfully submitted,
A. IRVING GRASS, *Chairman*
JACK PROCINO
C. J. TRAVIS

Report unanimously adopted.

Report of Nominating Committee

We, your nominating committee, recognizing the regional plan for representatives to constitute the Board of Directors and carefully checking the names recommended, beg to submit for this convention the nomination of the following manufacturers as directors from their respective region, also Directors-At-Large:

Region I—Jos. Pelligrino, Prince Mac. Mfg. Co., Lowell, Mass.; 2—C. W. Wolfe, Megs Mac. Co., Harrisburg, Pa.; Henry Mueller, C. F. Mueller, Jersey City, N. J.; Peter La Rosa, V. La Rosa & Sons, Brooklyn, N. Y.; 3—Ralph Nevy, Cumberland Mac. Mfg. Co., Cumberland, Md.; 4—A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.; Frank Traficanti, Traficanti Bros., Chicago, Ill.; 5—Peter J. Viviano, Kentucky Mac. Co., Louisville, Ky.; 6—J. H. Diamond, Gooch Food Prod. Co., Lincoln, Nebr.; 7—F. D. De Rocco, Florence Mac. Mfg. Co., Los Angeles, Calif.; 8—Guido P. Merlina, Mission Mac. Co., Seattle, Wash.; 9—C. L. Norris, The Creamette Co., Minneapolis, Minn.

At-Large: John P. Zeraga, Jr., A. Zeraga's Sons, Inc., Brooklyn, N. Y.; Albert Ravarino, Ravarino & Freschi, Inc., St. Louis, Mo.; Louis S. Vag-

nino, Faust Mac. Co., St. Louis, Mo.; Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.

Respectfully submitted,
JOHN P. ZERAGA, *Chairman*
HENRY D. ROSSI
C. J. TRAVIS
JOSEPH CONIGLIO
JAMES T. WILLIAMS
PETER J. PALAZZOLO
RALPH ROULLI

Report adopted—directors unanimously elected.

Report of Macaroni Products Promotion Committee Vote YES for Publicity

The Bread Institute, through publicity, has you eating white bread and liking it. No longer do you think of a piece of white bread rolling up in your stomach to form an indigestible ball of dough.

For breakfast, it is no longer fashionable to gulp only a cup of black coffee. For wartime stamina, the Cereal Institute, through publicity, tells you to "Eat A Better Breakfast." You should eat fruit, you may have eggs, but always eat that great big, beautiful bowl of cereal.

The need for macaroni publicity is urgent and the opportunities great. The need is urgent because your competitors for the American food dollar in the cereal field alone are conducting aggressive and effective campaigns to increase their share of the food dollar.

New competitive products are already reaching the market in unprecedented numbers. In postwar, Clarence Francis, Chairman of the Board of General Foods, said when addressing G.M.A.:

"It is not a question of getting new products. It's simply a question of timing and programming the manufacturing and marketing of the many new products which General Foods has already developed."

Perhaps we should consider the difference between advertising and publicity.

Advertising, as your Publicity Committee views it, is bringing people to a particular manufacturer's product by paid advertisements, through the mediums of radio, newspapers, billboards, car cards and by various point-of-sale helps, such as posters and displays. Advertising through these mediums comes from, and is recognized by the trade and consumers as coming from, the advertising facilities of a particular manufacturer.

Publicity, on the other hand, is not recognized as coming from any element having a special interest in the sale and distribution of a particular brand or the commodity itself. It is not recognized as coming from the publicity organization which creates it and brings about its distribution.

It is recognized as coming from women's page editors, radio station food editors, magazine editors, house organ editors—all of whom are supplied editorial copy and photographs by your publicity organization back in New York or Chicago.

Publicity space and time is given free, and given to the extent that it builds up the prestige and enhances the reputation of the editors.

Your customers are not forced to read it as they read advertisements. They read it for information, for enjoyment, and therefrom comes the subtle influence which makes your product—macaroni—a preferred one in the marketplace.

Your Publicity Committee has spent many interesting hours in conference with the leading publicists of America. From these conferences has been distilled an enthusiasm and conviction that we, as aggressive businessmen, should embark upon a publicity campaign—not next year, or the year after, but as soon as an equitable plan for raising funds can be put into effect.

We hope that those of you who are attending this Wartime Conference in New York, will lend your active support to a plan which will make the necessary funds available. We hope you will describe the advantages of a publicity campaign and enlist the active support of the manufacturers who were not able to attend the conference.

We can have publicity, if each of you who hear or will read this report will actively support your Association's plan to raise these funds on an equitable basis.

If you want more volume, a greater share of the American food dollar, you must VOTE YES FOR PUBLICITY!

C. F. MUELLER, *Chairman*
PETER LA ROSE
EDWARD VERMYLEN
A. IRVING GRASS

Report unanimously adopted.

Committee on Resolutions

We, your Committee on Convention Resolutions, beg leave to report the following for your consideration and adoption. Most of the resolutions submitted to us concern regular Association activities and official duties for which the Association is most appreciative. We recommend for adoption the following resolutions as being expressive of the feelings of the members and policies of the Association:

RESOLUTION I: WHEREAS, President C. W. Wolfe has given so freely of his time and ability in directing the affairs of the Association throughout the past year, services rendered at a great expense of personal time and company money, therefore be it

RESOLVED that to President Wolfe go the heartfelt thanks of the Association for the dynamic leadership and smooth-running management of Association activities.

RESOLUTION II: We extend our sincerest thanks and appreciation to our loyal secretary-treasurer, M. J. Donna, for his long and faithful service to the Association and to the industry. We congratulate him on his completion of twenty-five years of continuous service in his office and congratulate the Rossotti Lithographing Company for its thoughtfulness in tendering our loyal servant its magnanimous reception last evening.

RESOLUTION III: As the "leg man" or official contact officer, Washington Representative and Director of Research Benjamin R. Jacobs continues to do a fine job, for which we are most appreciative and to whom we extend our thanks.

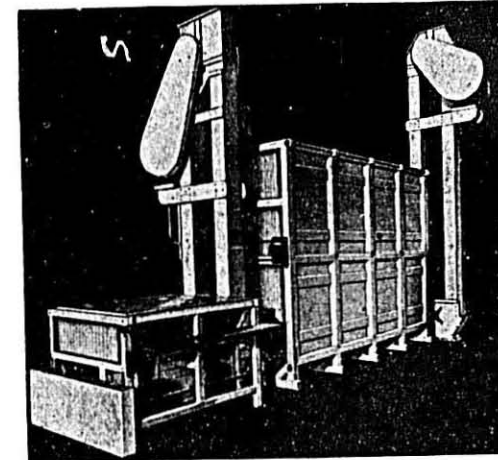
RESOLUTION IV: The work of the National Macaroni Institute has been phenomenal when the meager available funds

are taken into consideration. We feel, and we know that you feel also, that Managing Director M. J. Donna has done an outstanding job in Products Promotion and Co-sumer Education for macaroni products, laying the foundation for an even greater job in the future when more money is available.

RESOLUTION V: Our Association feels highly honored by the class, calibre, and ability of the speakers selected to address our convention. Each, in his own way, has brought us a message of good cheer, many timely suggestions, so to each of the following we herewith extend our sincerest thanks:

Mrs. Virg. B. Clarahan of Pendleton Dud-

Make
sure
of
Post-
War
Profits



The equipment above illustrated shows our Flour Handling Outfit and Semolina Blender—fully automatic in operation.

—by Installing Modern, Automatic

CHAMPION EQUIPMENT

For more than half a century, Champion engineers and Champion equipment have been serving the Macaroni and Noodle Industry—developing better methods to insure better products, and reducing production costs to permit greater profits. Champion experience and engineering service are available to you in working out your plant improvements.

LET OUR ENGINEERS HELP WITH YOUR MODERNIZATION PLANS—NO OBLIGATION.

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Mfrs. Flour Handling Outfits, Semolina Blenders, Dough Mixers, Water Meters, and Weighing Hoppers.

★ BACK UP THE FIFTH WAR LOAN—BUY MORE WAR BONDS ★

ley & Associates, New York City for her address "Publicizing Food Products."

Mr. F. D. Cronin, Regional Director of the War Food Administration for his address on "War Foods."

Lt. Col. J. W. Fraser, Chief, Central Subsistence Branch, Quartermaster Depot, Chicago for his fine talk on "Fighting With Food."

Lt. Robert R. Mickus, Subsistence Research and Development Laboratories, Quartermaster Depot, Chicago for his address on "Army Demands on Macaroni Products."

J. F. Driscoll, Macaroni Buyer, Quartermaster Depot, Chicago on the subject "Macaroni Purchases For The Armed Services."

RESOLUTION VI: WHEREAS, three outstanding supply firms have so delightfully entertained the conventioners, their ladies, and friends in three outstanding social affairs, and

WHEREAS, their entertainment added much to the pleasure and conviviality of those who made up our convention, therefore be it

RESOLVED that we extend our appreciation for the fine entertainment provided by:

Rossotti Lithographing Company (Alfred and Charles Rossotti), North Bergen, New Jersey for the cocktail party, buffet supper, and dance sponsored the evening of June 15, specially honoring Secretary-Treasurer M. J. Donna for his twenty-five years of consecutive service to the Association.

Clermont Machine Company (C. Surico and John Amato), Brooklyn, New York, for its cocktail party and reception the evening of June 16, immediately preceding the annual dinner dance of the Association.

Consolidated Macaroni Machine Corp. (C. Ambrette and N. J. Cavagnaro) for the entertaining, eye-filling floor show presented and the music provided for the dancing after the annual dinner on June 16.

RESOLUTION VII: WHEREAS, the attendance at the 1944 conference is considerably above par in number of registrants and standings of the firms represented, and

WHEREAS, the attention given to the convention procedure by these representatives was extraordinarily keen, their interest most manifest, and their discussions so enlightening, thereby be it

RESOLVED that we commend this manifestation of interest in the industry's problems and Association policies seeking our solution.

Respectfully submitted,
A. IRVING GRASS, Chairman
SALVATORE VIVIANO
ERICH COHN

Report unanimously adopted.

Association's Future Activities Report

The Future Activities Committee consisting of the following: C. L. Norris, Chairman, C. F. Mueller, Peter La Rosa, Al Ravarino, Peter Viviano, Frank Traficanti, G. P. Merlino, Irving Grass, and President C. W. Wolfe, in a meeting at 5 p.m. June 15, by unanimous consent agreed upon the following recommendations to comprise the activities of the Association through its representatives the forthcoming year.

1. That we continue to pursue the normal activities of the Association insofar as this is possible under ever-changing conditions.

2. That no change be made in our present Association setup, except that our Execu-

tives be urged to be on the alert for needed united action to protect the industry's interests while providing for Association advancement and government cooperation.

3. That the membership committee, aided by the Secretary and Director of Research, continue its efforts towards enlarging the membership of our Association.

4. That as individuals and as an organization, we make more use of Director of Research, B. R. Jacobs' services as our Washington Representatives, contacting departments of the Federal Government, opening doors, as it were, for macaroni and noodle manufacturers, and for doing general leg work and service work for the members.

5. That Research Director Jacobs continue the practice of mailing brief bulletins covering information pertinent to the industry as same develops in the Federal Register.

6. That plans be made for the holding of more frequent Regional or Sectional meetings in view of the present trend to restrict travel and for the purpose of keeping the rank and file more closely acquainted with things that are happening, making our membership more closely united for the advancement of the interests of our Association, our industry and our country. . . . That all such meetings be held with the previous approval of the Executive Committee of this Association, and that whenever possible such meetings be presided over either by a Director of the Region in which they are held or by an Association Officer or Executive.

7. This Committee endorsed the work of Dr. Jacobs and Attorney Forbes retained by the Association, during the past year on this project and strongly recommends that the work of these men be pursued in the year ahead. It is the feeling of the Committee that the matter of permission of enrichment of macaroni products be kept constantly before the proper government agencies until a successful conclusion to the matter be brought about in line with Dr. Jacobs' report given on June 15.

8. The Committee recommends that the following letter be sent to the agency named, over the signature of the president and secretary of the Association:

"We, the National Association of Macaroni Manufacturers, assembled in the Hotel New Yorker, New York City, in our Annual Wartime Conference and representing approximately 85 per cent of the production of the industry, request that the Weights and Measures Section of the Food and Drug Administration of the Federal Security Agency, give serious consideration to and approve:

1. That a tolerance of 20 per cent be permitted in all packages whether the variety is free-flowing or not.

2. To permit a tolerance of 1/2 inch in one end of the package of non-flowing varieties before the 20 per cent is computed.

"These recommendations are made for the reasons expressed at a hearing in your office recently. (signed)"

9. The committee, recognizing the need for an educational campaign on macaroni products along the lines given by the convention by Mrs. V. B. Clarahan, strongly recommends that this project be quickly and vigorously worked out. To the end that funds for the endeavor might be secured, we recommend that the following letter be written to all millers supplying the macaroni industry and that the committee be given authority to meet with the millers and power to act in behalf of the Association in the matter. These millers include, but are not restricted to, the following: General Mills, Pillsbury Flour Mills Co., Commander Larabee Milling Co., Amber Milling Co., Crookston Milling Co., H. H. King Flour Mills Co., No. Dakota Mills and Elev. Assn., King Midas Flour Mills Co., Capital Flour

Mills Co.

To All Millers Supplying Macaroni Industry:

Gentlemen:

The Future Activities Committee, the Board of Directors and the undersigned members of the National Macaroni Manufacturers Association, request that you appoint a representative, who has power to act, to represent your firm in a meeting to be held in Chicago at La Salle Hotel, starting 10:30 a.m., July 18, 1944.

The purpose of the meeting is to procure the funds to carry on the Macaroni Educational Program as proposed in the recently assembled Wartime Conference. This letter is going to all millers supplying the trade and will be attended by the Future Activities Committee of the Association.

May I have your prompt reply giving me the name of your representative?

Cordially yours,
C. W. Wolfe, President.

CWW/MJD
Copy to Directors & Committee
Signed by the following Association members:

Jack A. Procino
Peter J. Viviano
C. L. Norris
Henry D. Rossi
Samuel Arena
G. P. Merlino
John F. Madonna
James F. Conte
C. W. Wolfe
John P. Zeraga
Frank Traficanti
R. F. Sheeran
C. F. Mueller
Alfonso Gioia
Ralph Raulli
J. H. Diamond
B. W. Boehm
A. J. Kobilko
E. Ronzoni, Jr.
Salvatore Viviano
J. R. Horowitz
Albert S. Weiss
Leo Ippolito
B. C. Ryden
Vin J. Marino
F. D. DeRocco
A. Bizzari
V. Giatti
Al Ravarino
L. S. Vagnino
Erich Cohn
Peter La Rosa
And. Cardinale
C. J. Travis
P. Palazzolo
Chas. Presto
Ralph Nevy
A. Irv. Grass

Respectfully submitted,
By the chairman for entire Committee
C. L. NORRIS

Report unanimously adopted.

M. Derrico Is Branch Manager

The Container Equipment Corporation of Newark, N. J., has announced the appointment of M. Derrico to represent it in the Chicago territory. Mr. Derrico, known more affectionately as "Mike" to his many friends in the Packaging Industry, will head the company's new office in Chicago at 80 East Jackson Boulevard. Mike will devote all his efforts exclusively to the distribution and servicing of CECCO Adjustable Glue Sealing equipment in his territory.

Liquid, Frozen and Dried Egg Production

Egg breaking and drying operations during May were at the highest level on record, the Bureau of Agricultural Economics reported. During May, 237,606,000 pounds of liquid eggs were produced. Such a high production may not be reached again for some time to come. Of the total May production, 128,480,000 pounds were used for drying, 105,676,000 pounds were frozen, and 3,450,000 pounds were used for immediate consumption.

Dried egg production in May totaled 35,234,000 pounds, the largest production of any month of record, 11 per cent above the previous high record of April, 1944, and 24 per cent larger than in May last year. For the first 5 months of 1944, production totaled 147,237,000 pounds, compared with 114,795,000 during the same period last year—an increase of 28 per cent. The quantity dried so far this year was equivalent to approximately 14,502,000 cases of eggs.

From January through June 15 of this year the War Food Administration has accepted offers on 169,876,148 pounds of dried whole eggs and 249,800 pounds of dried albumen.

The production of 105,671,000 pounds of frozen eggs in May was the

largest production of any month of record—11 per cent higher than the production of May, 1943, the previous high record. Production during the first 5 months of this year totaled 319,740,000 pounds compared with 249,534,000 pounds during the same period last year—an increase of 28 per cent.

Storage holdings of eggs on June 1 were the highest of record for that date. They totaled 293,183,000 pounds compared with 251,526,000 on June 1 last year and 171,823,000 the June 1 (1939-43) average.

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			
	1944	1943	1942	1941
January	694,356	855,975	711,141	561,940
February	609,046	885,655	712,770	603,964
March	612,799	963,387	680,224	565,917
April	737,855	793,866	528,308	519,277
May	639,263	750,963	523,110	453,997
June	527,650	723,733	501,168	499,392
July		648,356	591,338	531,119
August		758,903	583,271	511,366
September		713,349	648,062	622,267
October		791,054	876,363	782,734
November		839,778	837,792	642,931
December		801,487	923,014	525,795

Includes Semolina milled for and sold to United States Government

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Mrs. Chas. C. Rossotti and Jack Edward

60% Cheddar Cheese to Government

The War Food Administration has reserved 45 per cent of July and 30 per cent of August butter production, and 60 per cent of July and August Cheddar cheese production for direct war uses, by issuing War Food orders 2.6 for butter and 15.8 for cheese.

The action continues the plan of the Armed Services and other Government agencies to buy during the heavy producing summer months enough butter to meet their needs through the following winter, and also, to buy during the summer most of their winter needs for cheese. This plan makes it possible for civilians to receive reasonably steady supplies throughout the year. Because of the wide seasonal variation in production, civilian supplies would be relatively large in summer and extremely short in winter if Government agencies bought these products currently as needed.

U. S. war services will receive most of the 1944 set aside butter or about 17 per cent of the annual production of creamery butter. WFA will buy about 3 per cent of annual production for lend-lease and territorial requirements. Civilians will receive about the same quantity from July and August butter production as from May and June production, but they are expected to get somewhat more Cheddar cheese from July and August production than the average supply that has been available to them during the past 12 months.

Because Government agencies followed a similar plan last year and acquired sufficient supplies to meet their needs through early 1944, it has not been necessary to set aside for them as large proportions of production this year as in 1943. Last year 50 per cent of July and 30 per cent of August butter production, and 70 per cent of July and 60 per cent of August cheese production was set aside for Government agencies.

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

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

120 Lbs. Net
ABO
Fancy Durum Patent
Milled at Rush City, Minn.
AMBER MILLING DIV'N.
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.

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE
 C. W. Wolfe.....President
 Joseph J. Cuneo.....Adviser
 M. J. Donna.....Editor and General Manager

SUBSCRIPTION RATES
 United States & Canada.....\$1.50 per year in advance
 Foreign Countries.....\$3.00 per year in advance
 Single Copies.....15 Cents
 Back Copies.....25 Cents

SPECIAL NOTICE
COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
 Display Advertising.....Rates on Application
 Want Ads.....50 Cents Per Line

Vol. XXVI JULY, 1944 No. 3



"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."

A "New" Union Demand

Commerce of St. Louis, Mo., on June 28, 1944, reported a new type of Union Demand on employer which will be of interest to employers in every line. It is of a demand for 3 per cent of the payroll to be turned over to the union with which to buy insurance for its members. The item reads:

"A new type of union demand, which, when not complied with by the employer, resulted in the calling of a strike, has been revealed by Edwin Gray, president of the Associated Tent and Awning Manufacturers of St. Louis.

"The Awning Workers Local No. 39, affiliated with the Upholsterers' International Union of North America A. F. of L., recently presented Gray's organization with a social security plan which the union demanded be added as a rider to the contract already in

existence between management and the union.

"The social security plan, as presented by the union, provides for payment by the employer of a fee equal to 3 per cent of his payroll. This money would be paid to the international office and would be used to purchase insurance for members of the union.

"The union would select the insuring agency and the benefits provided would include accident, dismemberment, death, sickness, medical, surgical, and hospital.

"The Tent and Awning Manufacturers Association rejected the proposal because, Gray said, they 'did not feel that we should be called upon to pay insurance premiums for members of the union.' In retaliation for this action, the awning workers called a strike on the morning of June 15, but limited the strike to awning shops not engaged in war work.

"Gray stated that his association felt that an employer may elect to provide group insurance for his employes, but should also have 'the right to determine the nature of insurance he wants to buy and the insurance company with whom he wants to place his business.'"

La Rosa Buys \$50,000

The National Macaroni Manufacturers Association was credited by the Manufacturers Trust Company of New York City for the solicitation of a purchase of \$50,000 of bonds in the Fifth War Bond Drive. Notice of this was sent to the Braidwood office of the National Association by the Trust Company in a letter dated June 20, 1944, which read, as follows:

"We wish to notify you herewith that we have been informed by the War Finance Committee to credit the National Macaroni Manufacturers Association for the solicitation of a purchase of \$50,000. U. S. Treasury Z's, 1952-54 made through V. La Rosa & Sons, Inc., Brooklyn, N. Y. (Signed) Edward Specht, Vice President Manufacturers Trust Co."

Other manufacturers who have helped in the 5th War Bond Drive with liberal purchases may wish to credit the Association, and will be so reported by the War Finance Committee to us for publication as proof of the interest taken in the drive by the Macaroni-Noodle Industry.

It's Stephanie Marie

Mr. and Mrs. Peter J. Viviano of Louisville, Ky., announce the birth of a 7 pound 7 ounce baby girl June 2, 1944. "All's well," says Pete, "I stood the ordeal like a veteran. The little one is named Stephanie Marie." Congratulations!

Jacobs Cereal Products Laboratories INC.
 156 Chambers Street
 New York 7, N. Y.
 Benjamin R. Jacobs
 Director

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

Vitamins and Minerals Enrichment Assays.
 Soy Flour Analysis and Identification.
 Rodent and Insect Infestation Investigations.
 Macaroni and Noodle Plant Inspections.

CARTONS
 GIVE US A TRIAL
NATIONAL CARTON CO.
 JOLIET, ILLINOIS.

WANTED—Puffing wheat equipment in perfect working condition and guaranteed to work at 200 lbs. an hour capacity. G. Lamarcia, 45 Beverly, Boston 14, Massachusetts.

Macaroni Products Exhibit Planned for Supers' Convention

That the business trend is toward normalcy is indicated by the record of products exhibits that is planned by the food and grocery store products manufacturers and distributors in connection with the eighth annual convention of the Super Market Institute to be staged at the Hotel Sherman in Chicago.

Among the members of the National Macaroni Manufacturers Association who compose the 188 exhibitors listed for this year's showing are American Beauty Macaroni Company, I. J. Grass Noodle Company, Stokeley Bros. & Co., Inc., and Chef Boy-Ar-De Quality Foods, Inc.

Mr. A. Irving Grass of the I. J. Grass Noodle Company, Chicago, and Mr. Harry C. Mass of Chef Boy-Ar-De Quality Foods, Inc., Milton, Pennsylvania, are members of the manufacturers committee.

A REAL HONEST-TO-GOODNESS VALUE. YOU CAN'T GO WRONG ON CAPITAL NO. 1 SEMOLINA



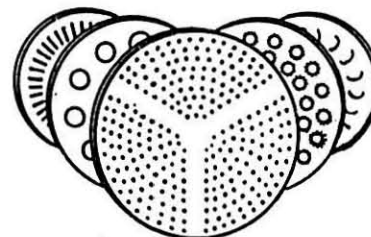
CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

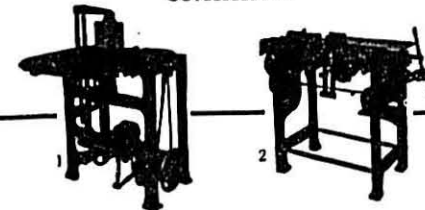
STAR DIES WHY?

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



THE STAR MACARONI DIES MFG. CO.
 57 Grand Street New York, N. Y.

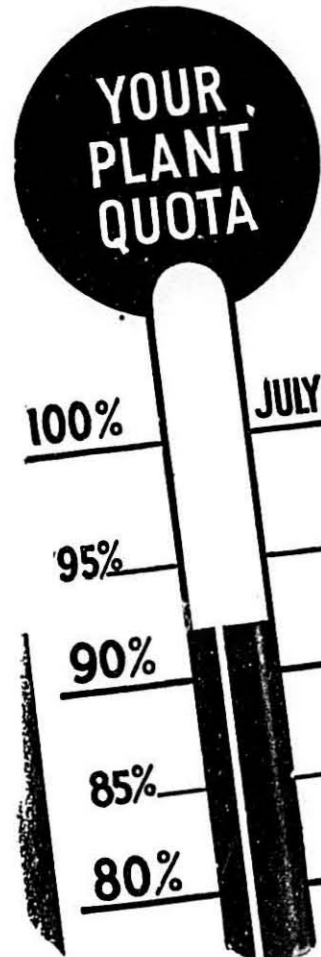
It pays to keep your machines in first class operating condition



Continuous performance and maximum production are obtained when your machines are operating efficiently. No time is lost. Every minute counts. Inspect your machines regularly, keeping them clean, well oiled and greased.

1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop on to the conveyor belt where they are carried to be filled. Can be made adjustable.
2. This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable.

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



Stay at Your Battle Stations!

MANAGEMENT LABOR

—the 5th War Loan Drive is still on. July 29th is the last pay day in the Drive. The U. S. Treasury has set the overall goal at \$16,000,000,000—\$6,000,000,000 from individuals alone. This is the biggest sum ever asked of the American people—and it must be raised! Keep fighting. The 5th War Loan is a crucial home front battle of tremendous importance to the total war effort. Tighten up your 5th War Loan Drive organization. Step up your solicitation tempo. Drive! Drive!! Drive!!! Hit your Plant Quota's 100% mark with a bang that'll proclaim to all the world that the U. S. Home Front is solidly in back of the Fighting Front. Need help? Need ideas? Call on the Chairman of your War Finance Committee. He's standing by.

Here's the Quota Plan:

1. Plant quotas are to be established on the basis of an average \$100 cash (not maturity value) purchase per employee.
2. Regular Payroll Savings deductions made during the drive accounting period will be credited toward the plant quota.
3. Employees are expected to contribute toward raising the cash quota by buying extra 5th War Loan Bonds: 1—Outright by cash. 2—By extra installment deductions. 3—By extra installment deductions plus cash.

Example: JOHN DOE MFG. CO.—1,000 Employees
 1,000 Employees x \$100 = \$100,000 Cash Quota
 Regular payroll deductions during the eight weekly payroll accounting periods of June and July. 30,000
 \$70,000 (to be raised by sales of extra Bonds).

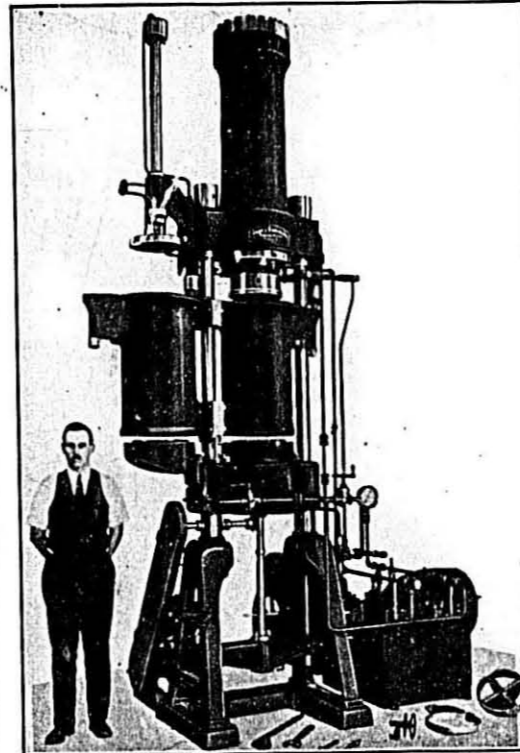
BACK THE ATTACK—SELL MORE THAN BEFORE



The Treasury Department acknowledges with appreciation the publication of this message by

THE MACARONI JOURNAL

★ ★ This is an official U. S. Treasury advertisement—prepared under the auspices of Treasury Department and War Advertising Council. ★ ★



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John J. Cavagnaro

Engineers and Machinists

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

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Macaroni Machinery
 Since 1881

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All Sizes Up To Largest in Use

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Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
 Braidwood, Illinois

Trade Marks Granted

Noodelite

This is the trade mark of Max Ams, Inc., New York, New York, for use on noodles. It was filed on November 6, 1943, claiming use since October 15, 1943, and was published March 28, 1944, bearing serial No. 464,772.

The mark consists merely of the name in heavy type. Its registered number is 407,442.

The announcement of the registration appeared in the June 6, 1944, copy of the official Gazette.

Max Ams

This is the trade mark of Max Ams, Inc., New York, New York, for use on elbow macaroni and other foods. It was filed on April 7, 1944, claiming use since 1868. The trade mark bears serial No. 469,103 and is under a 10-year proviso.

The mark consists merely of the name in heavy type and large letters.

Notice of application appeared in the June 20, 1944, copy of the official Gazette of the U. S. Patent Office.

Soyetti

The trademark of the Quaker Oats Company, Chicago, Illinois, for use on wheat and soy spaghetti product. It was filed on March 3, 1944, claiming use since December 1, 1943, and bearing serial number 467,948.

The mark consists merely of the name in large letters and heavy type.

The announcement of the registration appeared in the July 4, 1944, copy of the Official Gazette.

"Goodman's"

The trademark of A. Goodman & Sons, Inc., New York, N. Y., a corporation of New York, for use on ali-

mentary paste products and matzoths. It was registered on April 29, 1924, and was renewed on April 29, 1944. The registered number of the mark is 183,430.

The announcement of the renewal appeared in the June 27, 1944, copy of the Official Gazette.

Pillsbury Binoculars On SS. Pillsbury

What appears to be quite a coincidence is a report by Ens. Benjamin Hadsell, Commander of the Guard United aboard the new Liberty ship, the SS. John S. Pillsbury, to the effect that the binoculars sent at the outbreak of the war to the armed services by John S. Pillsbury, Chairman of the Board of Directors, Pillsbury Flour Mills Company, Minneapolis, Minnesota, have found a permanent place aboard the ship that bears the family name.

The Liberty ship was not named after the present executive of the flour milling firm, but after one of the founders of the Pillsbury Company, a former governor of Minnesota.

Incidentally, Mr. Pillsbury has four sons and two sons-in-law serving in the armed forces. Ens. Hadsell says that the binoculars are being put to good use.

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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 Frank Traficanti, Traficanti Bros., Chicago, Ill.
 Region No. 5
 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

Region No. 6
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 Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio



From the Secretary

So You're in the Macaroni Business!

Operators representing more than three score of the country's leading macaroni-noodle plants congregated at Hotel New Yorker, New York City, June 15 and 16, proud of their affiliation with so important a food processing trade. Circumstances prevented an equal number of additional operators from attending, and likewise manifesting their pride in the business.

It was an interesting gathering of manufacturers and friends willing to cooperate in every reasonable way to improve conditions that confront the trade at present and to study ways and means of continuing that improvement through the postwar period.

Not a bitter note was sounded during the entire two-days session. No serious complaints were heard other than the recognized fact that business should be better—that it will be better if the plans for the trade's future receive the same friendly consideration and support that were indicated at the conference.

The attendance was more than ordinarily punctual and regular, interest in reports and addresses keen, and concern over the future encouraging.

The social side of the conference was an equal success, with the result that all who attended felt well repaid for the time and money invested in their future and that of their industry.

M. J. DONNA.

The INVISIBLE HAND of PROTECTION!



Guarding your Profits—guarding your Brand Reputation, MIDLAND INSECTICIDES stand like a wall between infestation and your stocks. They are formulated especially for use around foodstuffs—powerful, yet safe!

The high degree of "knock down and kill" necessary to the elimination of those harder-to-kill food insects is maintained and assured through constant supervision of the manufacturing process.

MILLO-Cide GAS-O-Cide
 FOOD INSECTICIDE LIQUID GAS FUMIGANT

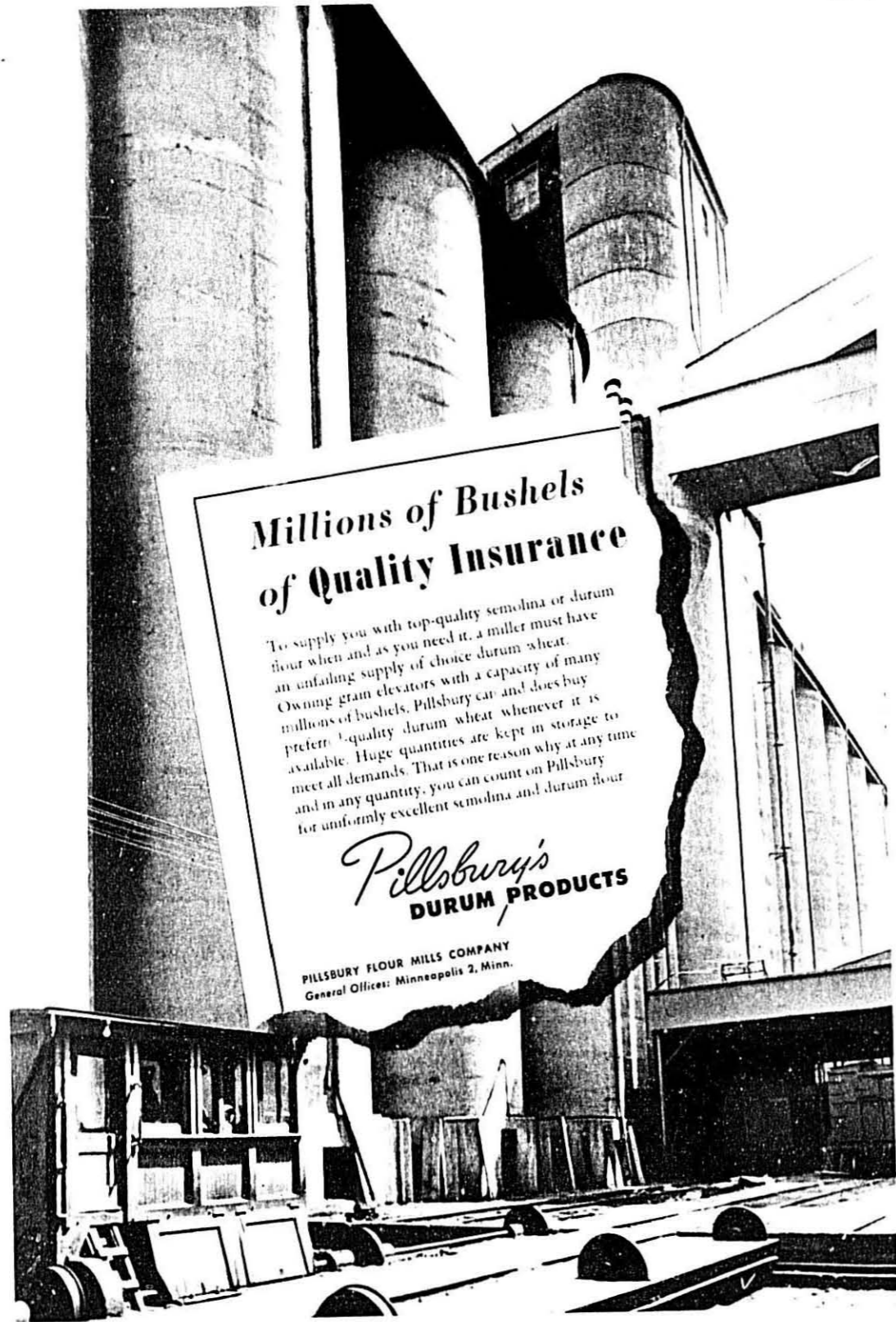
A contact spray for use around driers, sheet formers, cutters and storage rooms. High Peel Grady rating "AA." Leaves no taste, no odor.

For the fumigation of Semolina, infested stocks, etc. Creates no fire hazard. May be easily used wherever sufficiently airtight conditions of storage exists.

For further information write

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Millions of Bushels of Quality Insurance

To supply you with top-quality semolina or durum flour when and as you need it, a miller must have an unfailing supply of choice durum wheat. Owing grain elevators with a capacity of many millions of bushels, Pillsbury can and does buy preferred quality durum wheat whenever it is available. Huge quantities are kept in storage to meet all demands. That is one reason why at any time and in any quantity, you can count on Pillsbury for uniformly excellent semolina and durum flour.

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DURUM PRODUCTS

PILLSBURY FLOUR MILLS COMPANY
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