

**THE
MACARONI
JOURNAL**

**Volume XXIII
Number 11**

March, 1942

MARCH, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

In War as in Peace

Good food is an indispensable factor in the American economy.

Our fighters and supporting civilians must have ample quantities of wholesome, nutritious and health-giving food of the highest quality.

Let's pledge ourselves to supply the very best Macaroni, Spaghetti and Egg Noodles that can be made from the best raw materials available.

Invest the reasonable profits therefrom in United States Defense Bonds and Stamps.

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXIII
NUMBER 11

Printed in U.S.A.

★ ★ ★ *America's Finest* ★ ★ ★

STOCK CARTONS and LABELS

FOR IMMEDIATE DELIVERY ON THOSE
IMPORTANT 1942 "Spot" ORDERS

CARTONS for long and short macaroni cuts—noodles—with or without transparent windows—all sizes—sales-proven designs—precision-engineered for quick packing.

LABELS for one and twenty pound cases—canned spaghetti and sauces.

All ready to imprint with your brand name, etc.

All items can be purchased in lots of 1,000 and up—immediate delivery.

Call your nearest Rossotti representative or write the North Bergen plant direct for samples, prices, and all particulars.



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MAIN OFFICE AND PLANT NORTH BERGEN, N. J.
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LET'S CARRY ON

*"To Provide for the Defense,
to Promote the General Welfare"*

This war will not last forever. . . . But while it exists true Americans will be found fighting shoulder to shoulder for ultimate and definite VICTORY.

The Proprietors and Managers of the progressive firms constituting the Macaroni-Noodle Industry of America, Members of the National Macaroni Manufacturers Association and independents, too, recognize the part which an Industry such as theirs must play in the successful prosecution of the nation's war effort . . . and they are ready to serve.

These patriotic Executives, individually and collectively, are willing to operate their plants at capacity to provide ample good food to insure vigorous fighting men and women at the front and a sturdy, determined citizenry at home.

*The Entire Nation Is Aroused!
The Macaroni-Noodle Industry Is on the Alert!*

In order to play its part fully, the latter is counting on the cooperation of the many supply firms on whose products and services manufacturers must depend for the most efficient plant operation.

To concentrate attention on its defense plans and to encourage improved business relations between USERS and SUPPLIERS, the Industry is sponsoring a celebration of two outstanding events in April, 1942 . . .

The 38th Anniversary of the National Macaroni Manufacturers Association.

The 23rd Birthday of THE MACARONI JOURNAL—the Industry's recognized Spokesman.

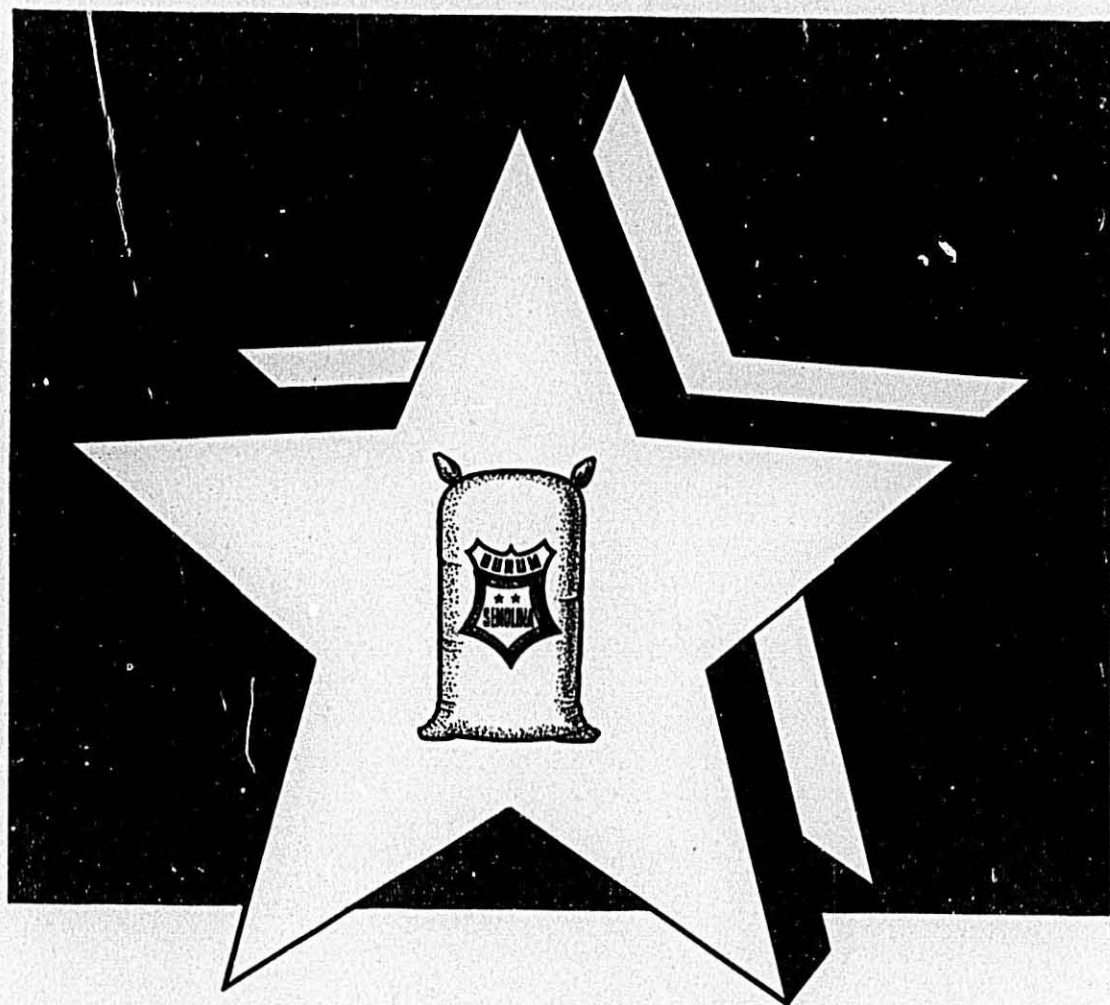
SUPPLIERS with materials, machines, equipment and services to sell the 350 plants now operating at high speed, will find the TWENTY-THIRD ANNIVERSARY EDITION of THE MACARONI JOURNAL the most efficient medium in which to publicize the merits of their products and their willingness to cooperate with the Macaroni-Noodle makers in their war service and homeland duties.

Executives of interested supply firms are invited to submit editorial matter concerning their products and services for publication in this feature issue at the discretion of the Editor.

Mr. Supplier: Here's your opportunity! It would seem wise to invest a small sum now in a good cause . . . improving your relation with friendly buyers.

★ ★ ★

The Twenty-Third Anniversary Edition . . . April 15, 1942. Forms close April 5.
Inquiries invited. Sample copies of Journal gladly supplied.



The Two Star Semolina brand has won the confidence and good will of the macaroni industry because it symbolizes those things that mean most—unvarying high quality, dependable performance, and prompt, personal service.

The MACARONI JOURNAL

Volume XXIII

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The April Fiesta

There is something about anniversaries that touches the heartstrings. Macaroni-Noodle manufacturers have many things of which they are rightfully proud and over which they may choose to celebrate. The month of April provides two good reasons for a grand old celebration.

It was in April, 1904, that a group of pioneer manufacturers, several of whom are still actively engaged in this business, met in Pittsburgh, Pa., determined to organize a national association to encompass all the worth-while manufacturers of that day.

It was in April, 1919, that the National Macaroni Manufacturers Association assumed its present name and decided to change from a loosely-organized group with a convention secretary into a more permanent entity with a full-time secretary and year-round headquarters.

It was in April, 1919, that arrangements were completed for launching a trade journal that was to serve as the official organ of the Association and was destined to become the recognized spokesman of a growing industry, which has more than trebled in size and importance in the food trade since that memorable day in 1904 when those pioneers laid the foundation for the events which the whole trade will celebrate next month.

In April, 1940, the thoughtful men who now compose the Macaroni-Noodle Industry determined to celebrate the historical events—the 36th Anniversary of the formation of the first national group of manufacturers and allied, the 21st Anniversary of the adoption of its present name and the launching of its official organ, THE MACARONI JOURNAL. They were jubilant. They invited all the allied tradesmen to join in the celebration with the result that it was highly successful.

So keen was the interest shown in that 21st Anniversary celebration that the Board of Directors of the National Association and the Publication Committee of THE MACARONI JOURNAL agreed to listen to the wishes of satisfied manufacturers and allied to renew the celebration in April, 1941. That, too, was a great success, thanks to the cooperation of leading manufacturers and the generosity and understanding of leading suppliers of our Industry's needs.

This year, the triple events will again be celebrated in a way that is becoming to the age of the organization and the service rendered by the publication. It will mark the completion of 23 full years of industry promotion by the Journal and 38 years of faithful service by the Association.

To legalize the celebration, which is no longer a venture but an expected annual affair, the Board of Directors of the National Association at its meeting last January voted unanimously in favor of a suitable celebration this year, approving a resolution to the effect:

- (1) That as owners and publishers of THE MACARONI JOURNAL, we sponsor an Anniversary Edition in April, 1942, celebrating its 23rd birthday;
- (2) That this feature edition also honor the 38th birthday of the National Association;
- (3) That an appeal be made to manufacturers everywhere, individually and collectively, to do their part in this celebration by inviting, without obligation, their supply firms to make good use of a judicious amount of advertising space, and further, that both manufacturers and suppliers contribute items and articles of interest to make that particular issue more than ordinarily interesting;
- (4) That each and all pledge their fullest support to the efforts of Editor M. J. Donna who willingly assumes the great task of editing and otherwise preparing these feature editions annually.

The planned celebration this year comes when the nation is at war. Under prevailing conditions all will be required to do a little extra in the way of helpful cooperation to put the 23rd Anniversary Edition of THE MACARONI JOURNAL and the 38th birthday celebration of the Association over in the big way for which this feature is noted.

The official announcement of the Celebration, outlining the Anniversary Edition plans, was sent to practically every manufacturer and supplier early this month. To date, its reception was most encouraging. Pledges of assistance have been received from most of the leading men in the business and more are coming. Several suppliers have already made their advertising space reservations and a few items have been submitted for publication in that memorable issue which promises to be most interesting, replete with vital facts and figures.

Let us not rest on these early gains. The combined efforts of every friend of the trade, of the JOURNAL, the Association, the regular and the new advertisers will be needed to make the 1942 celebration in April the big success which only unlimited cooperation can assure.

Report of the Director of Research for the Month of February

By Benjamin R. Jacobs

NOTE: This is the second installment of the brief of the testimony which was presented at the hearing on Standards of Identity for macaroni products. This brief was prepared by Counsel for the National Macaroni Manufacturers' Association, Mr. Daniel R. Forbes of Washington, D. C. This installment deals with the proposed findings submitted by the Association.

The Notice of Hearing, Exhibit 1, contains a proposal to fix standards of identity for macaroni, spaghetti, vermicelli, macaroni products, noodles (egg noodles), and noodle products, not only in terms of composition but in terms of shapes and sizes.

The macaroni industry, as represented by the National Macaroni Manufacturers' Association has, by evidence put into the record, supported the proposal with respect to composition of the products named. Despite a sincere effort to harmonize its views with those set out in the proposal with respect to classification of sizes and shapes, the industry has found that the facts do not support the proposed classification, and these suggested findings and brief are offered with a view to be helpful to the Administration in arriving at a classification and nomenclature consistent with the facts of record, to the end that the trade and public may have enforceable standards that are reasonable and in the interest of the consumer.

The proposal specified that tubular macaroni of more than 1/4 inch diameter, and all products of macaroni composition not tubular, should be called "Macaroni Product." It is obvious from the testimony of the government that this was proposed in the belief that the multiplicity of shapes not tubular would produce confusion in the minds of the public if not given a generic name different from that applied to the tubular product. The likelihood of confusion was assumed by this witness. It was not shown to exist in the minds of the consuming public. It has not existed in the past. There is no showing that the addition of the word "Product" to the generic name "Macaroni" would lead the consumer that the product was not tubular, or if tubular, was greater than 1/4 inch in diameter.

Counsel for the Association earnestly urges that upon the record made, the essential finding that the word "Product" connotes a nontubular macaroni, or if tubular, a size greater than 1/4 inch in diameter, would not be supported by substantial evidence. Without such evidentiary support the finding, and therefore, the regulation, would be invalid in law, and unen-

forceful. The National Macaroni Manufacturers' Association here records its opposition to any regulation that cannot be enforced, and expresses the hope that a sensible classification can be erected upon the evidence that will assure full choice of selection to the consumer, without complicating the already economically difficult packaging problem of the manufacturer.

To understand the labeling problem it is necessary to view the history of the product.

The macaroni industry originated in Italy. Members of that nationality began its manufacture there in quantities that increased with the Italian population. With people of Italian descent it is a staple, and forms a major part of the diet. It is estimated that fully half of our production is in the 20-pound packages which are almost entirely consumed by the "Italian Trade." These people also buy large quantities in small individual packages. By reason of this daily consumption of macaroni, variety of size and shape is required, just as the American desires potatoes in many different forms.

The population of Italian descent is a very small proportion of our total population; yet it consumes more than half of the production. The average American, therefore, consumes but a fraction of the average consumption of the Italian. He has no such varietal requirement and his consumption is largely restricted to tubular macaroni of a diameter within the proposal; spaghetti both cord-like and tubular; both of these in elbow form; and occasional use of a restricted number of fanciful shapes, such as shells or bow-ties.

Vermicelli is little known or used by the American trade and is of minor importance in the industry.

In the case of the 20-pound package, although the contents are generally displayed to the consumer-purchaser, it is necessary to identify the contents for the information of the shipper, the wholesaler and the retailer, as well as the consumer. This has been traditionally done by the use of the term "Macaroni," as a generic name, followed by names of Italian

origin which have, through years of use, become the specific name of sizes and shapes.

The word spaghetti is of this nature. It is now well known to American consumers because it represents a form of product that has grown increasingly popular with them, and is now a part of our language. "Vermicelli" has gone through this process to a lesser degree. As the other shapes become popular with American consumers their names will likewise become recognizable to them. Until they are in demand the American consumer has little if any interest in them, although they remain important to the larger proportion of the consumer of these products, the Italian.

These names that represent shapes and sizes are specific names that modify the generic name "Macaroni," or "Macaroni Product." They are just as necessary as the designations on a carton of sugar or coffee of the size of the granulation, or the declaration of length, gauge and head shape appearing on a box labeled "Brass Screws."

Like such other specific designations, they appear on the label as a matter of course; not by compulsion, but simply because the merchant who packs a variety of sizes and shapes of a single product wants his consumer to get what is wanted. It is plain common sense that needs no police power to make it function.

This system of specific labeling has been in use for many years, not only on 20-pound boxes but on the small cartons of 1 pound and less that go to both the Italian and American trade. In some cases the specific name of the size or shape is of Italian origin, such as Spaghetti, Vermicelli, Ziti, etc., and in some cases it is English, i.e., bow-ties, sea shells, elbows, etc. Whether the name "Macaroni" or the term "Macaroni Product" were imposed upon the industry, this specific nomenclature of size and shape would be necessary. It has been used in the past with success and will be used in the future as a matter of course, and independently of any legal requirement.

It is our judgment that the specific

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Is it Good?

The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all-round ability* to produce products

with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the re-buying action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?", Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT
WASHBURN CROSBY COMPANY
(TRADE NAME)

Central Division of General Mills, Inc. Offices: Chicago, Illinois

REPORT OF DIRECTOR OF RESEARCH

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naming of size and shape by means of subordinate declaration after either the generic names "Macaroni" or "Macaroni Product" is more important to the consumer than the generic name.

The slack-fill provisions of the Food, Drug and Cosmetic Act require a classification of the products in this industry for packaging purposes. Economy in the interest of the consumer requires that the same carton be used as a container for three or even four different sizes and/or shapes, each of which will produce a designated weight without slack-fill. The number of these fanciful shapes and sizes is so great that it would not be economical to carry in stock individual cartons for each. As a result, it is common practice for a carton to bear either the generic name "Macaroni," or "Macaroni Product," and on each of the four flaps on each end appears a name of specific shape, R.p. 235. Possibly only one of the four names would conform to the shape and size specified in the proposal for "Macaroni"; or if "Macaroni Product" were used as the generic name on the principle label, one or two forms would probably not conform to the specification, proposed for "Macaroni Product."

The imposition by regulation of the proposed specifications of size and shape would therefore require separate and special packaging of these products. Such multiplication of packages would not be economical, and we submit, would result in no benefit to the consumer. It is the specific shape or size name showing on the end of the package that is the guide to both the retailer and consumer of the variety contained in it. That name is known and understood by the consumers that buy it. The name "Macaroni," without modification, does not mean a tubular product of less than 1/4 inch to the majority of people who buy these products. They are the people of Italian descent who require variety, and in addition, that part of the American population which has come to prefer special forms for special uses.

It is, therefore, the contention of the National Macaroni Association that:

- the classifications in the proposal are not supported by substantial evidence;
- that present labeling practices have not produced confusion in the minds of consumers;
- that the imposition of the classification in the proposal would prove costly and impractical without any benefit to the consumer; and
- that there is substantial evidence in the record to support the classifica-

tions set forth in the suggested findings submitted herewith.

The Evidence

Composition of Macaroni

The composition of plain macaroni, macaroni products, as proposed, and with minimum solids of 87 per cent is not in dispute.

(Lepper R.p. 61; Jacobs R.p. 87, 89; Hoskins R.p. 254.)

Optional ingredients which modify macaroni, macaroni products, and other varieties of these products, are treated elsewhere.

The composition of noodles, egg noodles, egg noodle products, egg macaroni, egg macaroni products, is not in dispute. A noodle is traditionally known to the consuming public as a product containing a substantial proportion of egg and there is agreement among the witnesses that a minimum egg solids content of 5.5 per cent is fair and reasonable and in the interest of the consumer.

(Lepper R.p. 39-41; Jacobs R.p. 105-7; Hoskins R.p. 254-5.)

A proposal was made to permit the use of lecithin in these egg products. The proponents were unable to name a single manufacturer who had ever used this ingredient. The record shows that such use would complicate the analytical determination of egg which is a required ingredient. (R.p. 815.)

It would not be in the interest of consumers to permit the use of lecithin as an optional ingredient.

Dr. Jacobs:

"The National Macaroni Manufacturers Association is opposed to the use of lecithin in our products, if its use interferes with the accurate determination of egg solid content of those products under consideration, under conditions that maintain in the laboratories of food-law enforcement agencies. By that I mean that before our opposition to the use of lecithin could be withdrawn, it would have to be shown that there are quantitative analytical methods of detecting lecithin, available and practical, for use by well-trained chemists who may not be specialists in the analysis of complicated mixtures of phosphatides.

"The danger of the use of lecithin to conceal adulteration is too great to permit its use unless it can be put under practical analytical control." (R.p. 770.)

Proposed Findings

Paragraph 16,000

16,000: Macaroni, Macaroni Product—identity: label statement of optional ingredients. (a) Macaroni is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these, with water and with or without salt as seasoning, by forming the dough into units and drying the units. Such food contains not less than 87 per cent of total solids as determined by the method prescribed in "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition,

1940, page 235, under "Vacuum Oven Method—Official."

(b) White of egg in amounts not less than 1 per cent egg white solids is used to speed cooking.

(c) Celery, onion, garlic or herbs are used as flavoring. No ingredient in this sub-paragraph is used which imitates the color of egg.

(d) Not less than 0.5 per cent and not more than 1.00 per cent of disodium phosphate is used to reduce time of cooking.

(e) Dried yeast is used in amounts not less than 3 per cent of the product.

(f) Defatted wheat germ is used in amounts not less than 10 per cent of the product.

(g) When optional ingredient in sub-paragraph (b) is used the label shall bear the statement "White of egg added to speed cooking."

(h) When optional ingredients in sub-paragraph (c) are used the label shall bear the statement "Flavored with.....," naming the flavoring material used; when the optional ingredient in sub-paragraph (d) is used the label shall bear the statement "Added disodium phosphate to speed cooking."

When optional ingredient in sub-paragraph (e) is used the label shall bear the statement "Added yeast."

When optional ingredient in sub-paragraph (f) is used the label shall bear the statement "Added wheat germ."

Paragraph 16,001

16,001: Spaghetti is macaroni, macaroni product, as defined in Paragraph 16,000, either cord-like or tubular in form, with an outside diameter of more than 0.06 but not more than 0.13 inch.

Paragraph 16,002

16,002: Noodles, egg noodles, noodle product, egg noodle product, egg macaroni, egg spaghetti is the food prepared from dough made from semolina, durum flour, farina, or flour, or any combination of two or more of these with liquid eggs, frozen eggs, dried eggs, egg yolks, frozen yolks, or dried yolks, or any combination of two or more of these, with or without water, by forming the dough into units and drying the units. The dough may be seasoned with salt. Noodles contain not less than 87 per cent of total solids as determined by the method prescribed in "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, page 235, under "Vacuum Oven Method—Official." The total solids of noodles contain not less than 5.5 per cent of egg solids.

Paragraph 16,003

16,003: Spinach macaroni, spinach macaroni product, is the food defined in Paragraph 16,000 to which has

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In the light of our NATIONAL NEED

[A MESSAGE ABOUT YOUR PACKAGE]

PACKAGES are scrutinized today from new angles. One vital question is: Does it meet the national need for prevention of waste? To this important effort, Du Pont contributes a four-point program to help you, your dealers and your customers:

1. By providing Du Pont Cellophane to aid in the conservation of our vital food products.
2. By devoting the research efforts of the Du Pont laboratories to maintain the protective values of Du Pont Cellophane,
3. By making Du Pont technical service readily available to help you with your changing problems in packaging and merchandising.
4. By urging people, through national advertising, to prevent waste—and telling how products in Du Pont Cellophane contribute to conservation efforts.

TODAY, CELLOPHANE contributes to America's need by protecting the freshness, flavor and cleanliness of our food supplies. TOMORROW, in addition to this vital conservation job, Cellophane will be of value for its ability to increase sales.



Prevention of waste
is a national need

E. I. DU PONT DE NEMOURS & CO. (INC.)
WILMINGTON, DELAWARE

LENTEN PROMOTION AND EDUCATION

A Triple Barrage of Factual and Timely Information by the National Macaroni Institute to Help American Homemakers Solve Their Lenten Food Worries

Quality macaroni, spaghetti, egg noodles and similar products made the American way in modern factories contain the qualities that make it ideal for either meat or meatless days. As all manufacturers know, it is at once an ideal food for the season of Lent, when millions fast and abstain—but what many fail to realize is that the rank and file are not as well schooled in the merits of this fine wheat food as are the manufacturers who really "grew up" with the food. Having a fine product is important, but letting the public know about it, and especially of its fine points, is even more essential if the food is to become as popular as it merits.

That is the thinking that prompted a group of manufacturers and allied to volunteer contributions to a special fund for a Macaroni Products promotion and educational campaign resulting in the three releases presented herewith, heard and read by millions during the six weeks of Lent—the Macaroni-Noodle manufacturers' real harvest season.

★ Release Number One ★

Nutritious Dishes for Lent

Since the Lenten Season begins early this year, it is time for the millions of people who abstain from meat on certain days to plan their Lenten menus. Meatless meals require foods of high protein value, and for this reason macaroni has become widely accepted in the average American home as a natural meat substitute. The macaroni family itself is an ancient and honorable one, whose history runs back to the days of the early Romans, although some authorities tell us it originated with the Chinese, many centuries before the founding of Rome. One of the earliest forms was a fine wheat dough to which cheese was added, then rolled into balls, to be used when needed. Later, someone thought of flattening these balls, fashioning the dough into ribbons and other forms—a series of changing styles which gradually evolved into our present tubular shapes, thin straws of spaghetti, elbows, shells, and many others.

And perhaps as a child you wondered what the English had in mind when they made up that "Yankee Doodle" song to ridicule the boys of 1776. You know how it goes: "Yankee Doodle went to town, upon a little pony; stuck a feather in his cap, and called him macaroni." Sounds silly now, but this is what it meant then: In Europe, back in the Eighteenth Century, boys of wealth traveled to other countries to complete their culture and education, bringing

back home foreign ways and manners as proof and to lend an air of distinction. In Italy they found macaroni, and thought such a delicious dish quite worthy of a place in London; so macaroni came to be served at swank clubs, where in due time the "dandies" of the upper crust could be found enjoying it at leisure. Naturally the more conservative and industrious began to call them "macaronis" much as we now use the term "playboy." So at last we know a little more about Yankee Doodle and macaroni.

Recipe Number One for today is another variation of the burger or pattie type which makes a snappy, filling main dish, excellent for Lent but good the year round. Once you try it, you and your family will demand it often. Let's call it

Spaghetti Cheese-Burger

7 ounces spaghetti
2 eggs, slightly beaten
1 cup bread crumbs
1½ cups grated nippy cheese
½ cup canned milk
½ cup liquor from spaghetti

Break spaghetti into two-inch pieces and cook as usual with salt; drain and save liquor. Make a sauce by adding milk to ½ cup liquor, mix in grated cheese; let simmer two or three minutes, stir while simmering. Add ½ cup bread crumbs and eggs to cooked spaghetti; then slowly stir in the sauce. Mold into patties or burgers, dip in bread crumbs and fry in shortening—do not use lard or bacon drippings as they tend to change the flavor too much. Serve with jelly or apple sauce—good left-over and served cold also.

If you prefer, you may substitute any of the other forms of macaroni for the spaghetti. Also delicious when served with hot cheese sauce.

Recipe Number Two is a combination of tuna fish and macaroni elbows, as a main dish to be prepared in thirty minutes.

Tossed Tuna and Macaroni Elbows

5 cups cooked macaroni elbows
3½ ounces tuna fish
1 tablespoon butter
¼ teaspoon salt

While elbows are cooking, open can and remove oil from fish, then place in bowl and pour over just enough cold water to cover. Let stand five minutes before removing tuna from bowl. This removes the oil and fish odor, and many people cannot tell whether it is chicken or fish. Drain the macaroni elbows, and while still hot put in the butter and salt. Flake the fish—do not mash—then toss into macaroni, and serve in covered dish. Costs about twenty-five cents and serves four.

Our next recipe is called "Macaroni a la Pontiff," or we might say, "a dinner fit for a king." However, we have simplified and streamlined the old recipe, and made it over into a caserole dinner that will utilize the left-over bits from a chicken dinner.

Macaroni a la Pontiff

¾ cup left-over chicken (trim off all meat from neck, back, etc.)
7 ounce package macaroni elbows
1 carrot, sliced
2 sticks celery
¼ teaspoon salt
1 quart water or broth

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2 sprigs parsley
1 small onion
1 clove garlic (optional)
1 cup bread crumbs
¼ cup canned milk
2 eggs, slightly beaten
1 cup liquor from broth

To one quart boiling water, add sliced carrot, chopped celery, diced chicken, chopped onion, and garlic (if you wish it). Cook 30 minutes. Drain and save liquid. Combine the liquids from broth and macaroni, and let simmer 45 minutes longer. Mix cooked macaroni with other ingredients, adding 1 cup broth. Place in baking dish, which has been lined with vegetable shortening. Bake in moderate oven (350 degrees) for 45 minutes. Can be placed on platter as it is a solid loaf when baked. To make a delicious gravy from the unused liquid, thicken with 1 tablespoon flour to each cup of liquor.

Now we have a simple, different way to serve chicken and macaroni for the busy homemaker who likes to go to church while dinner is cooking. Or perhaps you are going to a luncheon and friend husband phones that he is bringing an important guest home to dinner. Just try this solution—cook the chicken before leaving; then macaroni takes only 15 to 20 minutes to cook, and here is the recipe:

Southern Smothered Chicken-Macaroni Dinner

1 four or five pound chicken (cut up)
1 carrot, sliced
7 ounces macaroni
1 cup fresh peas
2 sprigs parsley
2 sticks celery

1 onion, whole
1½ teaspoons salt

If you have a steamer-stew kettle, do not use any water until ready to make gravy. But if you do not have a waterless cooker, braize the chicken in its own fat if possible, then when brown add water (boiling), simmer very, very slowly in covered kettle. Should simmer for two hours. However, after first hour, add the vegetable ingredients; finally add cooked macaroni, and serve in covered dish. If you prefer, you may make macaroni mounds for individual service.

For the busy homemaker who doesn't have time to prepare tasty sauces, it is an excellent idea to use some of the well-known and established brands available at your grocery store.

★ Release Number Two ★

Better Menus for Better Men

We might streamline the theme song and "Spirit of Seventy-six" in the following words, easily understood by any American child: "Yankee Doodle used his noodle, that's . . . why . . . he went to town." And every homemaker can relive that spirit, since in this all-out war she automatically becomes a member of the "Budgeteers of '42." Even the more fortunate who have accumulated much of this world's goods, will have to join Uncle Sam's program to conserve essential commodities. Naturally, we will want to get the most out of our food—for wars are won by men, guns and food. And here is a slogan for our watchword: "Better Menus for Better Men." While our sons and brothers go forward to safeguard and preserve our way of life, we will not be found wanting, for we will do our very best.

To meet the enormous task facing American homemakers, home economists are called upon to use every idea they have, create new uses for foods, and to elevate the simple and substantial foods to the station of "number one filler-uppers." And as time goes on, we will learn more and more to appreciate the value of Macaroni Products . . . and Egg Noodles, that take us right back to grandmother's kitchen, will be right there, second to none in food value and taste. No doubt many of you can make egg noodles, having learned like so many of us from grandmother, the prize winning noodle-maker. But you know that it takes a long time for them to dry, and then there is the cutting, an art in itself. Thank goodness, all of this labor and bother has been eliminated by our modern manufacturers, so that we can buy our egg noodles already prepared, cut as even as ribbons, and even more tasty and

delightful than those of grandmother's day.

But how, you may ask, can we be sure that we are getting genuine egg noodles? Well, here is the reason—first of all the U. S. Food Laws require that the information on all food labels must be accurate and bonafide; secondly, all egg macaroni products must contain a minimum of 5.5 per cent of egg solids before they can be labeled "Egg Noodles" or "Noodles." And finally, the Macaroni Industry in America has pledged itself to maintain and carry out in actual manufacture, the following high ideal:

"That all Americanized Macaroni Products are made with exacting care, scientifically dried and properly packed to insure their reaching the ultimate consumers unbroken, uncontaminated, scrupulously clean and strictly fresh."

Now with the Lenten Season here, we have prepared and tested some recipes that will be helpful to many of you, as they are built around noodles as a natural meat substitute.

Recipe Number One is for Russian Cottage Noodles, so named because it is a favorite with the sturdy Russians who require substantial and hardy food. While very simple, it makes a splendid main dish that can be ready to serve in twenty minutes, at a cost of around twenty-five cents for six persons . . . a regular budget and time saving meal. If you wish to follow the true Russian style, you will place it in a large covered dish, and pour sour cream over each helping. Of course this is purely optional, as most Americans do not know of sour cream, except for buttermaking, and some types of cooking. In Eu-

rope, however, it is extensively used as a dressing. For a balanced menu, which will, of course, increase the cost somewhat, serve spinach, buttered beets, choice of beverage, and fruit dessert.

Russian Cottage Noodles

6 cups cooked noodles
1 pound cottage cheese
2 tablespoons butter

Drain the noodles after cooking, and add butter while they are steaming hot; this melts butter without wasting any of it. Salt to taste if cheese is not salted. Now add the cottage cheese, do not stir too hard, just fold in. Place in covered dish and serve while hot.

Recipe Number Two is for a main-dish that can be prepared and stored in the refrigerator; especially convenient for shopping days or bridge afternoons, when you would like to have a cooked meal ready to serve except for heating.

Noodle Goulash—Nutritious Budget Menu

7 oz. package noodles
½ lb. ground beef
1 clove garlic (optional)
2 cups tomatoes
½ teaspoon salt
1½ tablespoons chopped green pepper
½ cup celery cut fine
Pepper to taste
1 teaspoon Worcestershire sauce

Cook noodles as usual, adding salt. Fry meat, onions, celery and green pepper until tender, not crisp. Then add tomatoes and let simmer for five minutes . . . add to noodles and let simmer very slowly thirty to forty-five minutes, or until flavor has completely penetrated. Serves six.

Noodle-Tuna Patties

¾ cups cooked noodles
3 tablespoons canned milk
1 small onion
¾ oz. tuna fish
½ teaspoon salt
1 egg, slightly beaten
½ cup cracker crumbs

Directions: Mix all ingredients; add milk to beaten egg, then stir into noodles thoroughly; cut in fish, add crumbs. Make into patties and dip in cracker crumbs. Fry until crisp brown—makes 10 good sized patties.

Recipe Number Four surely proves again that noodles are internationally used, for Mrs. O'Rourke of London,

Ontario, Canada, gives us a splendid recipe for a mait-dish. Your family and friends are sure to enjoy it, especially on Lenten days when meat is permissible:

Noodles O'Rourke

4 cups cooked egg noodles
6 breakfast sausages (pork)
2 tablespoons bacon fat

2 cups tomatoes
2 medium onions, sliced
½ teaspoon salt

Place bacon fat in baking dish, then the noodles. Slice the onions and spread over top, together with sausages. Add salt to tomatoes and pour over also. Bake 40 minutes in moderate oven (350 degrees). Serves six, at a cost of less than 40 cents.

★ Release Number Three ★

Good Cooking Aids Morale

The relationship between good cooking and good morale becomes apparent when we understand in simple terms the meaning of "moral." We all know what a trainer of athletes has in mind when he tries to get his men into good "condition." He outlines a training regime to regulate the habits of eating, resting and exercising. Given a proper dietary schedule, plus drill, plus rest, he can be sure that he has furnished a foundation for the right state of mind, or in other words, "good morale." Morale is condition; it is a state of will in which you can function efficiently—do more with less fatigue and depression, and hold out for the longest time.

As homemakers, we are subject to the same mechanical factors that are required to build up an army: (1) Time—for it takes time for us to get our mental bearings, and accustom ourselves to the stern realities of war conditions; (2) Physical condition—all purposes and habits have a twofold base, physical and mental, each of which affects the other. The undernourished and lethargic body has fears and dreads that the sound body is free from. Personal and public apathy is largely a compound of shrinking from hardship plus fears, both of which generate a wish that some lucky accident will relieve us of the necessity of making sacrifices. These shrinkings are largely due to physical softness and unfitness. (3) Skill—the ability to do a thing well generates a desire to do it. (4) The Community—as a part of the civil community from which the army material is recruited, and in which the trainees are located, we can wield a large morale-making effect. We must learn to strike a proper balance between indifference to the welfare and entertainment of the men on one side, and a fussy hero-worship on the other.

Now let us briefly apply these four factors to our task as homemakers. We must find "time" to attend the many classes and lectures that give reliable information on food and food value. At the same time, we must resolutely school ourselves to the fact

that many ordinary foods will be "rationed" or not available at all. We should see to it that our families not only secure plenty of food—properly cooked—but also that our menus are balanced, wholesome and nourishing. Then, we must do our utmost to acquire skill in the selection and preparation of food, and take pride in our important rôle—the home-line of defense. Finally, let us learn to think of "our soldier boys" as human beings . . . our sons and brothers "in uniforms."

Today, as never before, our attention is being called to the value of macaroni products as "The Ideal Food." Dietitians and food experts are unanimous in their approval of this economical and nutritive wheat product. The reason for this is apparent: it is a 100 per cent wheat product—it keeps almost indefinitely—it is wasteless, every piece edible and nutritive—it is easy to prepare in hundreds of appetizing combinations with other foods—it is economical—it is easy to digest and readily absorbed into the system to build sturdy bodies, to replace worn-down tissues and to supply the energy that an active body "burns up" at work or play. Authoritative sources supply the following comparisons: One tablespoon of macaroni is equal to 4 eggs, or 4 glasses of milk, or 2 ham sandwiches, or 3 entire chicken sandwiches, or 1½ dozen raw oysters, or 3 slices of whole wheat bread.

With this in mind, we give you four recipes for macaroni products, all of which employ one of the "energy trio" of the macaroni family—macaroni, spaghetti or noodles.

In each case prepare according to this basic recipe: one package or ½ pound of this wheat product to 3 quarts of water to which 1 tablespoon of salt has been added.

Have water boiling briskly. Add macaroni, spaghetti, etc., slowly so as not to reduce the temperature of the boiling water. Boil until tender but don't over-cook.

When cooked to suit, drain in colander, and serve hot according to each particular recipe.

Macaroni Meat Loaf

1 cup ground beef
3 cups cooked macaroni elbows
1 cup tomatoes, drained
2 tablespoons shortening
1 clove garlic, chopped fine
1 egg, beaten slightly
1 onion, chopped fine
½ teaspoon salt

Mix meat and other ingredients with cooked macaroni elbows; when thoroughly blended put in baking dish, pour tomatoes over top, and bake in moderate oven for 45 minutes.

Spaghetti Tuna Casserole

7 oz. pkg. (two cups) spaghetti
½ of 7 oz. can tuna fish
1 tablespoon green pepper
2 eggs
2 tablespoons celery, chopped fine
1 teaspoon dry grated cheese
1 tablespoon parsley
½ cup cracker crumbs
½ teaspoon salt

Mix tuna and other ingredients with cooked spaghetti, place in casserole dish and bake in moderate oven for 45 minutes.

Hot Macaroni Salad

7 ounce pkg. macaroni elbows
3 or 4 hard boiled eggs
1 small onion, chopped
1 tablespoon green pepper, chopped
1 small dill pickle, chopped
½ cup celery, chopped fine
1 tablespoon salad dressing or mayonnaise

Cook macaroni elbows, drain and while hot carefully fold in the rest of ingredients . . . do not stir too hard as this is apt to crush the macaroni and result in "sogginess." For added zest sprinkle a bit of powdered cheese and a little paprika over, and serve while hot, as a main dish. With this you may serve buttered beets or carrots, peas, or any of the colorful leafy vegetables.

Marine Salad

2 packages lime jello
1 can of very small sardines
1 cup cooked macaroni shells
Some green parsley or several sprays of watercress

Prepare jello and when partially chilled, place the macaroni shells at the bottom of dish. When a little colder put in the sardines, then drape the green parsley or watercress to give the appearance of seaweed. When ready to serve, top with whipped mayonnaise. Place on bed of lettuce, garnish with lemon slices and thin slices of tomato. An especially attractive dish for St. Patrick's Day

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Our Greatest War Need

Wholehearted Employer-Employee Cooperation for 40 Billion Man-Hours
for War Production in 1942

By Gordon L. Hostetter, Director,
The Employers' Association of Chicago

We Can't Lick the Enemy by Throwing Dollar Bills at Them!

As a people, we Americans appear to believe that because billions upon billions of dollars have been appropriated for the production of armament we will surely win the war.

The blunt truth is that dollars alone will not shield us against Axis bullets, bombs and bayonets. Dollar appropriations are, in reality, nothing more than a fiscal blueprint of the task which faces American mind and muscle, and it's about time we wake up to that fact.

Let's get realistic about the situation which faces all of us. The only way in which it is possible to visualize the awesome responsibility which the war has brought is to make a hard, cold analysis of our war production necessities together with an equally realistic analysis of the human resources available for the job.

Th Stake Is High

Mr. Donald M. Nelson is authority for the statement that our war production need for 1942 is \$40,000,000,000 worth of armament of all kinds. This is roughly three and one-fourth times the total of twelve billion, five hundred twenty-eight million dollars (\$12,528,000,000) of United States war production in 1941. To accomplish this *must* program for 1942, it is estimated that the rate of production will have to be stepped up to \$5,000,000,000 per month during the latter part of the year.

This 40 billion dollars of war production is not a figure plucked out of the air. It is the compelling necessity we must meet in order to keep ourselves and our Allies in the fight against the enemy. A glance at the Axis war production record will vividly illuminate our position. In 1941, Germany produced \$27,000,000,000 worth of war goods, out of a total annual national income of some \$40,000,000,000. The war production of Japan and Italy brought the Axis total to \$45,000,000,000 and they will probably increase that total in 1942. To make up the deficiency of our late start and

to overcome the further acceleration of Axis production, it is obvious that America *must* meet the 1942 war production goal of 40 billions of dollars.

Turn Money Into Munitions

What does this mean in manpower. On this basis of the analysis made by Lieutenant General William S. Knudsen, 40 billion dollars of war production will require, roughly, 40,000,000,000 man-hours of factory effort during 1942. Translating the war production goal into terms of manpower enables us to examine the position of the American employer more realistically with reference to the country's full resources of possible workers, and in comparison with past employment practice, particularly during 1941 when we first really got started on defense and "Lend-Lease" output.

What are the facts?

First, the United States cannot conceivably secure 40 billion man-hours of war production in 1942 if we are limited to the normal reservoir of manpower.

During 1941, the average work week in American industry was 43.1 hours. On this basis it would require 17,880,000 workers devoted exclusively to war production to reach the 1942 goal of 40 billion dollars in armament. As we shall show later in the analysis of America's human resources, this total would appear to be unattainable. If the work week were raised to 50 hours, the 1942 goal could be reached by 15,380,000 workers, and if the work week were still further raised to 60 hours, it would require 12,500,000 workers. It is appropriate to point out here that, however undesirable a 60-hour week appears, we are fighting Axis nations which have been working an approximate 60-hour week for years. The Axis nations are not challenging us with dazzling fiscal appropriations—they are producing the hard, implacable bullets, bombs, tanks, planes and ships which we must meet in kind.

America Must Roll Up Its Sleeves

Where are we going to get the 12 to 17 million workers to devote exclusively to war production during 1942? Of this total only 41,890,000 are available for war production and vital civilian work after deducting 30,000,000 on farms, 21,500,000 under 14, etc.

What do these figures mean?

Out of 41,890,000 people theoretically available for all civilian and war needs, we shall have to devote from 12 to 17 million people to war production alone in 1942. Last year, 1941, the total number engaged in *all* manufacturing was 12,802,000. When we consider that a substantial proportion of production and distribution of vital civilian goods must be continued to keep the complex social-economy of the country moving even in low gear, it is obvious that the extra load of war production will make a drastic change in national employment practice. This conclusion is clearly demonstrated by contrasting the 1941 record of \$12,528,000,000 worth of war production, by approximately 5,600,000 workers, with the 1942 goal of \$40,000,000,000 worth of war production, requiring 12 to 17 million workers.

Conversion Is the Employers' Problem

The tremendous job of conversion to war economy cannot be accomplished unless employers, with the cooperative assistance of everybody else, are prepared for what is coming and alert to facilitate the conversion. The effects of the conversion and the responsibility for meeting it voluntarily, with intelligence and forethought, will fall upon *every* employer and *every* employe, whether in war production, whether in conversion to war production, or whether in purely civilian fields.

The most important effect of conversion will be a shortage of workers the like of which the United States has never seen. *Employers must completely revise their conception of the labor market.* We shall have to employ women by the hundreds of thou-

(Continued on Page 18)

March, 1942

THE MACARONI JOURNAL

15

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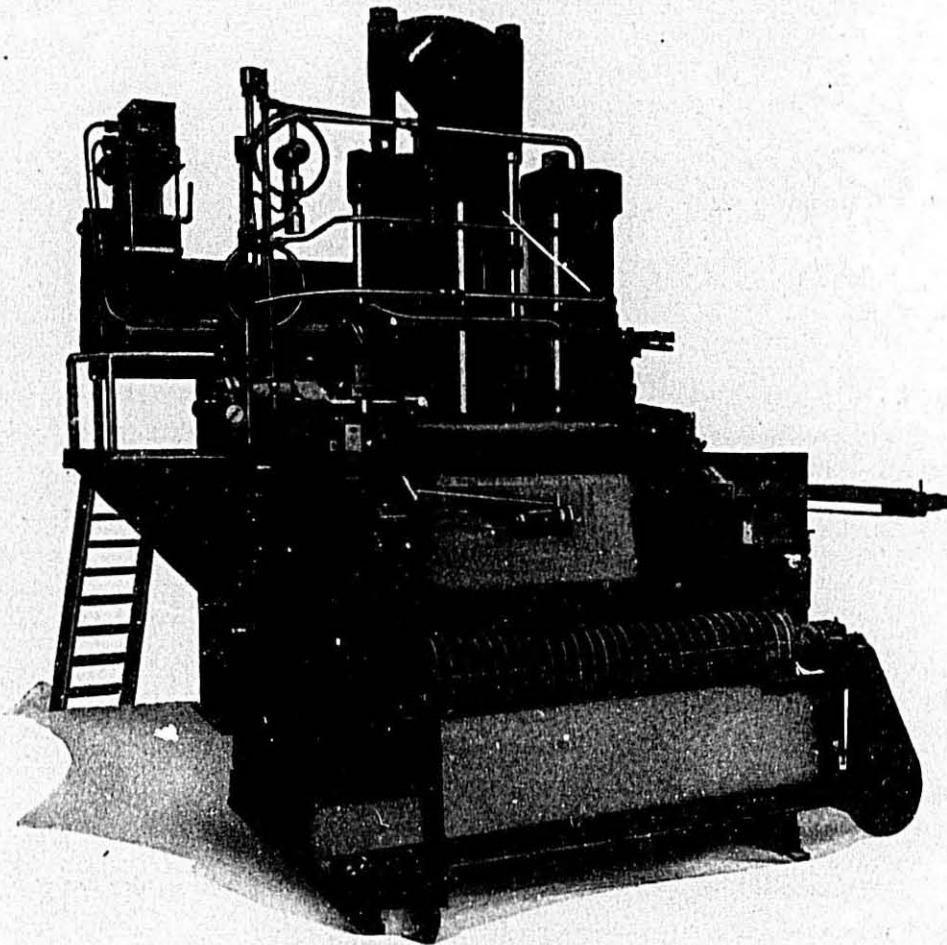
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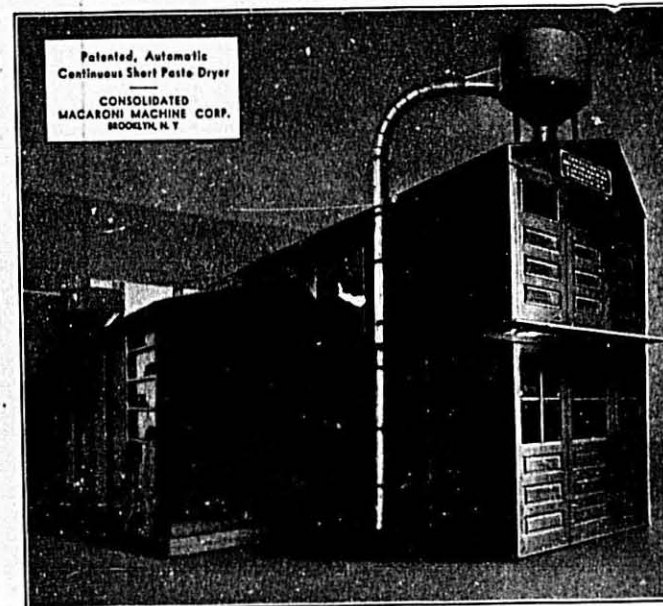
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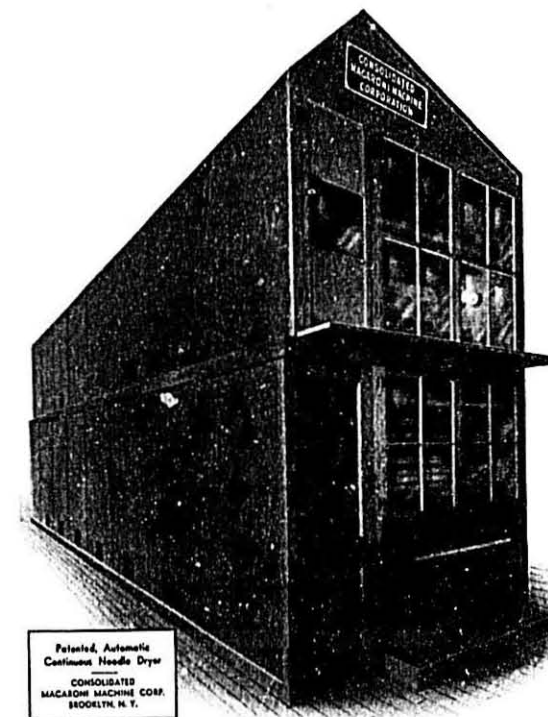
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(Continued from Page 14)

sands, if not millions, in jobs where women have never been thought of before. Employers must adapt their jobs to be performed by older men, youths, and workers perhaps with partial physical disabilities. Previous employment discrimination because of color, creed, race, or national origin will have to be completely abandoned. It will no longer be a matter of choice. The only choice for the employer will be between meeting the conversion willingly as his democratic responsibility or being dragged into the conversion by force of economic necessity or by government compulsion.

Employers should act now as if certain of losing their best, most experienced, and highly skilled employes in the near future. Employers must think of carrying on with substitute workers. Elementary foresight thus demands the development of a training program for new workers, an up-grading of present unskilled workers, and a careful examination of jobs which can be deskilled or broken down into parts which can be performed by less skilled workers.

Employers and employes must concentrate on eliminating accidents on the job, and avoiding accidents off the job. During 1941, our economy was weakened by an average loss equivalent to 1,198,569 workers per day, based upon the National Safety Council's report of 180,000,000 man-days lost from accidents on the job, plus 280,000,000 man-days lost from accidents off the job. To handicap national war production by such a staggering loss during this critical war period could mean the difference between winning and losing the war.

Strike Off the Shackles

Above all, both employers and employes must lend themselves wholeheartedly to the program of increasing the number of hours worked and to delivering more work per hour. Admittedly, the fundamental responsibility for this falls upon labor. The penalty of failure will be the very real possibility of seriously weakening the war effort through insufficient production. Artificial restrictions upon output must be removed and legislation which imposes time and one-half overtime pay above 40 hours per week must be terminated for the duration. The alternative is a form of compulsory savings embracing all earnings of an overtime character. Failure to eliminate the 40-hour week or to take hold of such an alternative will contribute to a disastrous inflation due to excess purchasing power over available consumer goods.

America will win the war if we outwork the Axis in the production of armament. We will produce armament only if we translate dollars into man-hours of hard and self-sacrificing work.

Macaroni Dishes for Home Defense

American and Canadian Views

Canadians as well as Americans are being taught the real value of macaroni products dishes in the economy program that has been made necessary by war and are learning to serve macaroni, spaghetti and egg noodles more frequently with simple sauces or in many varied, appetizing combinations.

"Never before in a war has this country given so much attention to seeing that its dependants at home—in the Army—on the sea—and in the air—are given the right food to keep them in condition," says the American Bulletin.

Planned and Prepared by Experts

Meals are not planned hit and miss or food purchased at the whim of some cook. Experts have planned the food in the first place. Men who know their business have done the buying. And as far as possible the men who prepare the food know their jobs, too.

Therefore, when we're told that at many camps macaroni, spaghetti or noodles are served as often as twice a week, it means a lot. It means that the men who provide the food understand that these products are high energy foods and in addition that they contain a good percentage of protein.

Follow Their Example

So it's a good idea for the women on the home front to follow their example and serve these products frequently. They are inexpensive—they combine with ever so many other worthwhile foods into varied and delicious dishes. Many of these macaroni product dishes are easy and quickly prepared, too.

The Right Kind Important

But when you buy your macaroni, spaghetti or noodles, be as canny a buyer as the men who buy for the Army. Don't be satisfied with just any kind of macaroni or spaghetti. Choose the kind with richest, deepest amber color. This kind has a better eating and cooking quality. It doesn't become mushy or pasty after cooking. It keeps its shape and in addition to

this better consistency, it has a richer flavor.

Takes Place of Meat and Potatoes

It's wonderfully delicious and when you consider that it gives you the same food value you'd be getting in meat and potatoes—why you see it's a truly economical dish. Ideal for busy days—or for special occasions—or for meatless days in Lent.

For the Canadian view, we quote from the January, 1942, issue of the *Prairie Grocer and Provisioner* of Winnipeg, Canada:

What Is Macaroni?

Macaroni is a natural, simple food; the combination of semolina and pure water. Semolina is obtained from a wheat known as "Durum" wheat, the hardest variety of wheat, and it is grown in Western Canada. It has a higher content of protein, gluten and mineral salts, and a lower content of starch than other wheats. The water used to mix semolina is afterwards taken out of the macaroni by means of a most thorough drying process. In fact, more "water" is taken out than is actually used in the manufacture of macaroni, in the sense that part of the moisture contained in the semolina itself is taken out during the drying process.

Macaroni, manufactured from the choicest semolina, is very easy to cook, and there is no housewife unable to prepare from it a number of appetizing dishes. This excellent and popular food occupies an important place in the family menu because of its low cost and high nutritive value. The variety of ways in which it can be prepared and served, makes it possible for anyone to enjoy it frequently without in the least fagging the appetite.

Served with grated cheese and butter, meat gravy or tomato sauce, its wheat content supplies carbohydrates, gluten, protein and cellulose, and, at the same time, pleases the palate with its delicate taste; while the butter supplies enough fat and diastase. The cheese is another protein that, when combined with the "Durum" wheat protein, becomes most complete, as it is of a different specific nature.

The general composition of macaroni is as follows: Water, 10.3 per cent; protein, 13.4 per cent; fat, 0.9 per cent; carbohydrates, 74.1 per cent; mineral matter, 1.3 per cent.

Macaroni is preëminently a starch-supplying food. It contains 74.1 per cent carbohydrates, which means starch and sugars. But macaroni is also high in protein. Carbohydrates are used in the body to supply energy and macaroni is a good source of energy and heat. The protein material is used to build up tissues. The mineral matter in macaroni includes iron, phosphates, calcium and other materials essential to the body.



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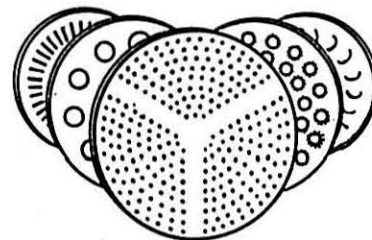
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Lend Your Savings to Save Your Country

Address by Secretary Morgenthau Before the Advertising Club of Baltimore, Saturday, February 14, 1942

We have just gone through a black week in the war, a week of terrible events which should have swept the last cobweb of complacency from our minds. Nobody can say how much the war has been lengthened by the grim events, but it is simple common sense to realize that the war has been made longer, harder and costlier, and that these tragedies will have to be paid for before victory can be won.

That is why I say that the war will call for a supreme effort from now on, for every ounce of energy in every field of our national life. Everything that civilians can do to help win the war must be done at a faster pace and with more intensive effort from now on—and that means, among other things, more production of war materials, more conservation of supplies, more volunteer work for civilian defense and greater purchases of Defense Bonds. The job ahead of us is far bigger than most of us still realize. It is vitally important at a time like this that we understand how much bigger it is, and act accordingly, in the financial field as in every other.

Let me give you one or two examples from the Defense Bond campaign, which is my responsibility as Secretary of the Treasury. We have sold more than one billion dollars of Defense Bonds in the month of January. That was a great and impressive figure, yet you must forgive me if I do not give three cheers to this response. Early last month the President sent to Congress a budget message calling for expenditures of forty billion dollars on the war in this calendar year. Compared to this estimate of expenditures, our billion dollar sale of Defense Bonds in January looks small and inadequate.

The money we shall have to spend in this war has got to be raised and it will be raised.

We shall have to get as much of it as possible from taxes. You will hear soon how Congress and the Treasury would suggest doing that essential part of the job. At this moment I can only tell you this: that just as war allows no avoidance, the next tax program will not allow anyone to escape from paying his fair share.

The balance of our wartime needs will have to be met by borrowing from the people themselves and from the banks. The amount to be borrowed is so vast that some people feel we should raise a part of it by compulsory savings. As you know, I have always preferred the voluntary method. I still

prefer it, because it is the democratic method and because I am certain that it will work.

From small savers alone England obtained two billion four hundred million dollars in voluntary savings during the past year, or one-tenth of the entire national income. That is what the English were able to save after two years of war, in spite of a crushing load of taxes, in spite of devastating bombing, in spite of dislocations and hardships such as we in our time have never known. One-tenth of our own national income will be more than ten billion dollars in a year. If the British people can do so magnificently in the face of such hardships, we certainly ought to be able to do as well.

I know that the American people can do just as well and even better. The proof came from Honolulu in the second week of December. While the sky was still dark with the smoke of Pearl Harbor, the people of Honolulu were buying Defense Bonds ten times as fast as before. It was not long before we at the Treasury had a telegram begging us to authorize the issuance of receipts instead of bonds because the supply of bonds had run out.

Do we have to wait until the bombs fall on our own homes before we rouse ourselves? Do we have to wait until our buildings are in ruins, our fields devastated, our property seized? What are we waiting for? Must we have more disasters like Pearl Harbor before we realize that this war is a life-and-death struggle for every one of us?

All around us we can see evidences of the fact that fighting spirit has not died among free men. We can see it in the Philippines, where Americans and Filipinos, side by side, are writing a new epic of human courage. We can see it in China, where hundreds of millions still fight on after four and one-half years of terrible war. We can see it in Russia where men are fighting and dying, in freezing cold, amid unspeakable hardships, to drive the invader from their soil. We can see it through the darkness in all the oppressed and conquered nations of Europe, where Hitler's firing squads cannot kill the love of liberty.

The battlefields of this war are not thousands of miles away. They are right here in our factories and our homes, our hearts and our minds, and the need for sweat and effort is as great as if the enemy were actually invading us.

I know that the American people

are ready to do their part, but readiness and willingness are not enough. The time has come for all of us to translate that readiness into action. We can, we will, we must.

One of the ways we can do much more is by intensifying our effort in the purchase of Defense Bonds. If everyone who earns between \$40 and \$50 a week were to set aside \$4 out of every pay check for buying Defense Bonds—and there are almost eight million income earners in this salary group alone—it would bring into the Treasury one billion two hundred million dollars a year. There is a table (below) showing what the average income earner should be able to save for Defense Bonds, starting with the very small salaries and going up to the higher income levels. We are circulating this table throughout the country as a suggested yardstick for income earners, to show that it is entirely possible for our people to save almost eleven billion dollars a year from current income, not counting the additional billions which the larger investors can subscribe.

That will show you how little we have done up to now on this one sector of the home front, and how much remains to be done. We have reached only about one-seventh of all the income earners in the country; we must reach the others without delay. With your help, we must have every income earner in the country saving regularly on a week-to-week basis if we are to finance this war without bringing the evils of inflation upon us.

Some may say that this is a big sacrifice to be asking of the American people, especially of those with fixed incomes. Yet is it a sacrifice to lend your savings to your country in time of war and to get a good rate of interest in the process? Occasionally this group or that still protests that it should be exempt from military service or from paying higher taxes; occasionally I still hear it said that we must not dislocate business or disturb our economy in wartime—as if you could fight a band of gangsters in your house without upsetting the furniture!

Fortunately there are not many who complain of extra hardships or extra services to their country. The American people as a whole are eager to help and determined to give whatever their country may require of them. Fortunately, too, we have a man in the White House who saw the terrible meaning of this war from the very beginning, who saw the immensity of the

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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.

That's why over 75% of our orders are repeat orders from regular customers.

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



danger when his critics called him a "warmonger."

It is up to each and every one of us to prove that we can take it—and give it. Our country has never been in such danger. We cannot afford to wait for another Pearl Harbor, and still another, before we get going. The time has come for 130 million of us to produce, and sweat, and save, and never to let up until the war and the peace are won.

How Much Money Should You Save to Win the War?

Here's a Savings Schedule for the Systematic Purchase of U. S. Defense Bonds

The following table suggests how the income-earners of the United

States may participate in the war effort through the systematic purchase of Defense Savings Bonds. Persons without dependents will be able to set aside more than the figures suggested in this table; persons with several dependents, or with other heavy family obligations, may be unable to save at the suggested rate. The table is intended only as a yardstick for the average income-earner.



If Your Weekly Earnings Are	And You Save Each Week	In One Year You Will Save	Number of Persons in Each Income Group	Total Annual Savings
\$5-\$10	0.25	\$13.00	3,324,000	\$43,212,000
10-15	0.50	26.00	4,975,000	129,350,000
15-20	.75	39.00	5,470,000	213,330,000
20-30	1.25	65.00	10,747,000	698,555,000
30-40	2.00	104.00	7,774,000	808,496,000
40-50	4.00	208.00	5,791,000	1,205,152,000
50-60	6.00	312.00	3,007,000	938,184,000
60-70	8.00	416.00	2,231,000	928,096,000
70-80	10.00	520.00	1,304,000	678,080,000
80-100	12.00	624.00	1,489,000	929,136,000
100-150	20.00	1,040.00	1,059,000	1,101,360,000
150-200	35.00	1,820.00	298,000	542,360,000
Over 200	—	—	695,000	2,000,000,000
			48,167,000	\$10,215,311,000

A.T.A.E. Convention In Chicago

The annual spring session of the American Trade Association Executives, of which Secretary M. J. Donna, representing the National Macaroni Manufacturers Association is a charter member, will be held in Chicago this year. Date—April 27, 1942. Convention Headquarters, the Blackstone Hotel.

Pillsbury Chemist Retires

Having reached the company's retirement age, Matthew A. Gray, distinguished cereal chemist of Pillsbury Flour Mills Company, Minneapolis, retired January 31. He joined the firm over 30 years ago as laboratory chief. In 1928 he took charge of the newly created production control department, as general director, and the enviable reputation attained by Pillsbury products is in no small measure due to his ability and to his laboratory achievements.

Mr. Gray frequently attended meetings and conventions of the macaroni-noodle industry, contributing much to the discussions pertaining to raw materials, being particularly interested in improving their qualities for macaroni making.

Eye Hazards in Industry

Plant Management Can Help to Prevent Blindness

"The greatest possibilities for eliminating the eye hazards of industry, or at least for protecting workmen against the results of these hazards, lie in education." This is the conclusion of the National Society for the Prevention of Blindness in a 300-page study, entitled *Eye Hazards in Industry*, issued recently by the Columbia University Press. The report was prepared by the late Louis Resnick, Industrial Relations Director of the Society, and it is based upon two decades of experience in the field of accident prevention.

"There is need for education of employers, employees and the general public," the report points out. "Public opinion influences the kind of laws that are enacted, the kind of administration these laws get, and the extent to which the worker cooperates with his employer and the State in the effort to make his occupation safe for life, limb, and sight."

That safety programs must begin with management is a point on which there is universal agreement among persons professionally concerned with the prevention of industrial accidents; and it is particularly true in the case of eye hazards. "There is no doubt that workmen's compensation laws and the costs they impose on industry have been the most potent influences for accident prevention in America," the report adds.

"Sometimes it is a steadily rising insurance rate that makes the executive realize that the accident problem has not been solved in his plant; sometimes it is the death or the blinding of an old friend among his workmen; sometimes it is the appearance on the scene of a person with the courage and the ability to acquaint the executive with the facts about the accident situation in his own plant and the more favorable situation in other plants that causes the executive to become for the first time sincerely and intelligently interested in the problem and as determined to solve it as to solve the problems of production, sales, and distribution.

"Education of the employer with respect to safety may be difficult, but once it is accomplished there is seldom occasion to repeat the process. The reverse is true with respect to the safety education of employees in factories, shops, mills, mines, and other industrial work places. Workers are constantly subjected to situations, personal and occupational, which invite at least momentary disregard for safe-

ty; and in the case of eye hazards, a momentary lapse from safe practices may lead to total blindness throughout life or to other serious permanent injury. Safety education of the worker therefore needs to be continuous and frequently infused with new life.

"It is futile to expect good results from any program for the safety education of employees until after the management has demonstrated its own sincere and serious interest by making the plant physically safe. This calls for provision of all necessary guards, goggles, head masks, shields and other protective devices. Where proper lighting and good general housekeeping are not already the rule, adequate steps toward their provision must be taken. It is necessary to take advantage of all obvious opportunities for eliminating hazards through process revision. And some sort of permanent safety organization must be set up or steps must be taken to incorporate safety into the general plant organization if for any reason it is not desired to create a separate safety department.

"It is, of course, perfectly proper to undertake several or all of these activities more or less simultaneously with the launching of a program for safety education of the workers. The experience of many concerns, however, points to the fact that only when workers see evidences of the company's genuine interest do they become fully receptive to the program of education intended for them. Of course, not all these measures can be accomplished over night; it often requires months or years to make substantial progress in all these respects in a particular plant. It is essential, however, for management to demonstrate to employees its own conversion to the safety program and its intention to do all that management can do for accident prevention before it can expect the full cooperation of its employees and their receptivity to safety education."

From Oats to Ammunition

Reports have it that a large manufacturer of rolled oats in the central west will soon take over the management of a new plant to be erected for the manufacture of ammunition. Official announcement is being withheld pending further developments in the plant that is in entire agreement with the officials and the government.

U. S. Chamber of Commerce Meets in Chicago

The crowded situation in Washington, D. C., prompted the Board of Directors of the Chamber of Commerce of the United States of America to change its regular meeting place from the nation's capital this year to the more conveniently situated city of Chicago.

The 1942 convention dates, as recently announced, are April 27, 28, 29 and 30. The headquarters will be at Hotel Stevens.

It is not necessary, says President Hawkes, to stress the importance of this wartime convention to any business organization or businessman. On the other hand, all manufacturers and other business leaders are so busy that it will be advisable to begin at once planning to attend this national conference of businessmen, and more especially the conventions of their respective trades.

The central location of the meeting will be a distinct convenience to those who attend from a standpoint of time and transportation, and should result in an unusually large attendance from all sections of the country.

Open Washington Office

Increased governmental problems and the many activities that center about the nation's capital is reason given for the decision of the governors of the American Bakers Association to establish an office in Washington, D. C. It was opened last month with Counsel W. A. Quinlan, who is also secretary of public relations, in charge.

Mr. Quinlan first became associated with the baking industry in 1933 as secretary of the National Bakers' Council's committee on compliance and interpretations and executive secretary of the trade practice complaints committee under NRA. With the dissolution of NRA he has served the American Bakers Association in different capacities, principally as legal advisor. The new offices are located at 1317 F Street, Washington, D. C.

Firm Changes Name

The macaroni-noodle firm whose plant is located at 429 State St., Rochester, N. Y., and which has for years been operated as Flower City Macaroni Company of which J. C. Meisenzahl is president, has changed its name and will henceforth operate as Meisenzahl Food Products. The new name is less restrictive in meaning and will include other foods that might be manufactured or marketed by the firm.

"Life's" Spaghetti

Among the several truly appreciative macaroni manufacturers who wrote the editor of *Life* Magazine complimenting him on the fine presentation of macaroni products in pictures and story in the January 12, 1942, issue of that popular magazine was Albert Ravarino, Director of the National Macaroni Manufacturers Association and one of the chief executives of Ravarino & Freschi, Inc., St. Louis, Mo.

He is proud of the friendly note sent him by the appreciative editor and same is reproduced herewith, with permission:

New York, N. Y.
Feb. 13, 1942

Dear Mr. Ravarino:
Thank you very much for your letter concerning our January 12th story on spaghetti and macaroni products. We're delighted to know that you liked the article and that you feel it will be helpful to the industry as a whole.

Sincerely yours,
(Signed) Jean Timberlake
for the Editors.

Mr. A. Ravarino,
4661 Shaw Boulevard
St. Louis, Mo.

Since the greatest paintings, the best art and the most soul-stirring music the world has ever produced all have their critics, so has *Life's* presentation. In this particular case, it was not criticism of the product, but rather a warning against "overloading the fork," when following the approved eating etiquette. The letter which was reproduced under "Letters" in a later issue of *Life*, reads:

Spaghettiquette
Sirs:
Your spaghetti and macaroni article (*Life*, Jan. 12) was interesting but incomplete as far as the art of eating spaghetti goes.

The first picture is good for teaching beginners the handling of tools and the requirements for spaghetti twirling. But in the second illustration your model appears to be operating under a strain. Handling the spoon as she does would make the spaghetti crawl around the handle of the fork. The fork should be held downward at right angles to the spoon, so when twirling begins the spaghetti doesn't get on the handle of the fork and create a messy situation.

Chicago, Ill. Joseph Spadca.

Robert F. Wilson on War Production Board

Macaroni-Noodle Manufacturers were pleased to learn of the appointment of Robert F. Wilson as chief of the Food Products Machinery Section of the War Production Board. Mr. Wilson was connected with the Associated Grocery Manufacturers Association previous to his acceptance of his present assignment and for years has been indirectly interested in the macaroni-noodle industry. Mr. Wilson's headquarters are in the office building of the War Production Board, Washington, D. C.

Higher Freight Rates

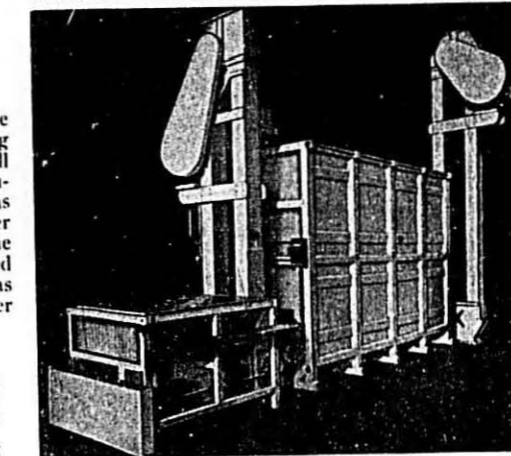
Increase in freight rates on milled grain products will range from 3 to 6 per cent, and will become effective on March 18, 1942, according to an announcement by the Interstate Commerce Commission. A 3 per cent increase will apply on wheat flour, and while seminola is not specifically listed as among the products involved, it probably will take the new rate as it is rightfully classified as a wheat meal.

No Soy Standards Hearing

Reports from Washington, D. C., are to the effect that the attention of the Food and Drug Administration will be devoted primarily to matters growing out of the war and therefore the planned hearing on definitions of standards of identity for several foods that were on schedule for early hearing, will be indefinitely postponed. Among these is the proposed hearing on Soy flour standards.

CONTROL PRODUCTION COSTS WITH MODERN EQUIPMENT

THIS CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER-



- SAVES valuable time
- SAVES heavy lifting
- SAVES flour, improves products
- SAVES expensive die replacements
- SAVES on up-keep costs

CHAMPION Equipment is designed to bring new economies into the production of macaroni and noodle products and to improve quality.

For example, the Champion Semolina Blender, illustrated above, automatically blends, sifts and aerates the flour and removes all foreign substances . . . reduces the necessity of frequently replacing expensive dies, as clean flour helps prevent scorching . . . is sanitary and sturdily built for life-time service at low maintenance cost. Priced low and sold on Easy Time Payments, placing it within reach of every manufacturer. We invite correspondence and our engineers will cooperate in the solution of your production problems . . . no obligation.

CHAMPION MACHINERY CO. JOLIET, ILL.

Also, Makers of
 Dough Mixers
 Noodle Brakes
 Weighing Hoppers
 Water Meters
 All Automatic and Accurate in operation.

Gentlemen: Please send me complete information regarding your CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER, sizes, prices, terms, and tell me about your Easy Time Payment Plan. Am also interested in information relative to the equipment checked at the left of this coupon.

NAME
 COMPANY
 ADDRESS
 CITY..... STATE.....

CUT & MAIL THIS COUPON FOR DETAILS

Employment of Female Minors

The United States Department of Labor is seriously considering a very definite request for business management that exemptions be granted in specific cases from the provisions of the present statutes so as to permit the employment of girls from 16 to 18 years of age in approved industries without affecting contracts awarded. This is being seriously studied by the Division of Public Contracts of the Department as explained in its recent "Notice of Opportunity to Show Cause."

Objections to the proposal were to have been filed not later than March 2 on whether the Secretary of Labor should not grant an exemption from the provisions of section 1(d) of the Public Contracts Act to permit the award of contracts to contractors in certain industries in amounts exceeding \$10,000, without the inclusion in such contracts of the representation or stipulation

"That no . . . female person under eighteen years of age . . . will be employed by the contractor in the manufacture or production or furnishing of any of the materials, supplies, articles, or equipment included in [such] contract."

The Secretary of War has found that the inclusion of such stipulation as provided in section 1(d) of the Public Contracts Act will seriously impair the conduct of government business by retarding essential production in these industries and has requested that an exemption be granted under section 6 of the Act to permit the employment of female persons between the ages of 16 and 18 on contracts which have been or which may be awarded subject to the Act to contractors in these industries. The matter will be presented to the Secretary

FEBRUARY FLOUR PRODUCTION DOWN

Flour production, according to reports received by *The Northwestern Miller* from plants representing 65 per cent of the total national output, decreased during February 616,753 barrels from the previous month, but was 205,401 barrels more than during the same month of 1941.

Total production during February was compiled at 5,557,076 barrels, compared with 6,173,829 barrels for the month previous and 5,351,675 barrels for the same month a year ago. All the major producing sections registered increases over their February, 1941, figures.

Northwestern production decreased 148,981 barrels from the month previous, but the 1,340,186-barrel February total represented a 178,446-barrel increase over the 1941 total for the same month.

Southwestern production, totaling 2,078,688 barrels in February, was 290,628 barrels lower than the January output but 88,730 barrels more than the production during February, 1941.

Buffalo mills reported 847,392 barrels produced during February, 101,300 barrels less than the month previous but 377,767 barrels more than the output for the same month a year previous.

A detailed table appears below:

TOTAL MONTHLY FLOUR PRODUCTION

(Reported by mills producing 65 per cent of the flour manufactured in the U. S.)

	Previous month		February		1939
	February, 1942	1941	1941	1940	
Northwest	1,340,186	1,489,167	1,161,740	1,160,450	1,097,911
Southwest	2,078,688	2,369,316	1,989,958	1,876,286	1,780,067
Buffalo	847,392	948,692	809,625	720,765	786,794
Central West—Eastern Div.*	472,410	527,765	468,629	324,564	451,429
Western Division	251,905	283,091	248,583	246,328	266,047
Southeast	155,695	40,669	126,182	116,098	152,461
North Pacific Coast.....	510,800	515,129	546,958	615,786	643,389
Totals	5,557,076	6,173,829	5,351,675	5,260,277	5,178,098

†Partly estimated. *Estimated.

of Labor on March 2, 1942, for decision as to whether or not justice or the public interest will be served by the granting of the exemption.

Erroneous Report

Objections have been raised with reference to the effect that "The Macaroni Industry has given up definitely the enrichment of macaroni products," as published in a food trade paper whose reporter attended the sessions of the Mid-Year in Chicago last January where the matter was discussed by Director of Research B. R. Jacobs.

The truth is that the macaroni-noodle manufacturers who are using enriching vitamins and minerals have no idea of discontinuing their enrich-

ment program. On the other hand, the program is being enlarged, not only in the extent of the added ingredients used increasingly, but by a growing number of manufacturers.

The position of the Federal Research Council which is to restrict official approval of enrichment privileges to certain commodities, was discussed at length; the decision of the macaroni leaders not to push the matter to a definite "No," thus closing the possibility of re-opening the case, was also made known and quite generally approved—but nothing whatever was said about any individual or group giving up definitely their enrichment rights and practices.

Director Jacobs is contacting the technical editor of the publication to try to have the wrong impression corrected.

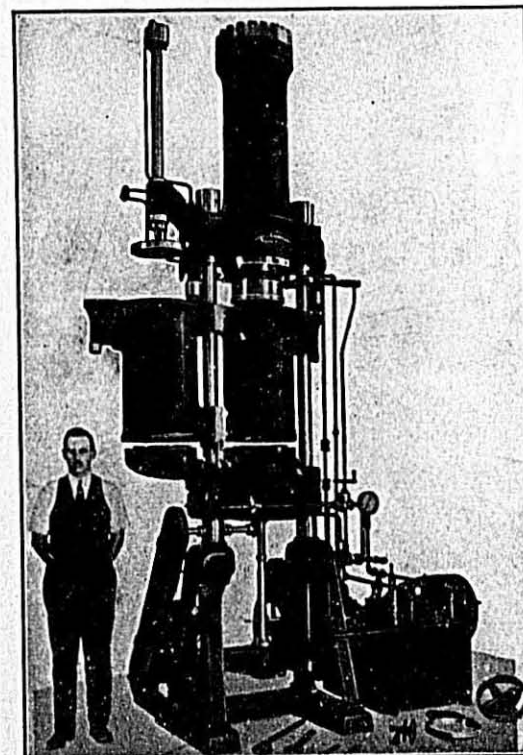


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Engineers and Machinists

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

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- Presses
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- Brakes
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- Moulds

All Sizes Up To Largest in Use

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LEADERSHIP

FOR over 38 years Maldari Macaroni Dies have been making history for the manufacturer. Assure yourself of smoothness and beauty to your macaroni through the use of Maldari Dies. Better made Dies—for better Macaroni.

F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

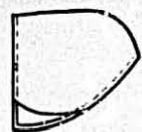
178-180 Grand Street

New York City

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

New Flour Elevator Cup

A new elevator cup for use in handling flour, bran, semolina and farina is announced by B. I. Weller Company of Chicago. It is called the Calumet flour cup and is an adaptation of the famous Calumet grain cup which has made such an outstanding reputation for efficiency and capacity in the grain trade.



END VIEW

The flour cup is designed in the identical patented shape of the grain cup except that it is provided with air vents in the two bottom corners of the cup. These vents permit the escape of air when the cup is loading in the elevator boot, thus preventing puffing and blowing. They also prevent suction at the discharge, thus resulting in complete emptying of the cup into the discharge spout.

The bottom is designed in the curve of a logarithmic spiral which follows the natural trajectory taken by material when discharging from an elevator cup moving at high speed. Thus there is a minimum of friction both at the pickup and discharge.

The Calumet flour cup has been thoroughly tested in field installations for over two years and has been proved to function with a much higher degree of efficiency than older type buckets at a wide variety of elevator speeds.

It minimizes dusting and back legging and permits higher speeds and much higher elevating capacities.

REPORT OF DIRECTOR OF RESEARCH

(Continued from Page 8)

been added not less than 3 per cent of the solids of spinach.

Paragraph 16,004

16,004: Spinach noodles, spinach noodle product, is the food defined in Paragraph 16,002 to which has been added not less than 3 per cent of the solids of spinach.

Paragraph 16,005

16,005: Tomato macaroni, tomato macaroni product, is the food defined in Paragraph 16,000 to which has been added not less than 3 per cent of the solids of red varieties of tomato.

Paragraph 16,006

16,006: Carrot macaroni, carrot macaroni product, is the food defined in Paragraph 16,000 to which has been added not less than 3 per cent of the solids of carrot.

Paragraph 16,007

16,007: Soy macaroni, soy macaroni product, is the food defined in Paragraph 16,000 in the manufacture of which not less than 10 parts of soy flour is used to each 90 parts of semolina, durum flour, farina or flour or any combination of two or more of these.

Paragraph 16,008

16,008: Soy spaghetti, is the food defined in Paragraph 16,001, in the manufacture of which not less than 10 parts of soy flour is used to each 90 parts of semolina, durum flour, farina, or flour or any combination of two or more of these.

Paragraph 16,009

16,009: Soy noodles, soy noodle product, is the food defined in Paragraph 16,002, in the manufacture of which not less than 10 parts of soy flour is used to each 90 parts of semolina, durum flour, farina or flour, or any combination of two or more of these.

Paragraph 16,010

16,010: Whole wheat macaroni, whole wheat macaroni product, is the

food as defined in Paragraph 16,000 in the manufacture of which whole wheat flour is used as the only farinaceous material.

Paragraph 16,011

16,011: Glutenous macaroni, glutenous macaroni product, is the food defined in Paragraph 16,000 in the manufacture of which gluten is added to the dough in an amount sufficient to increase the protein content of the finished product to not less than 18 per cent.

Paragraph 16,012

16,012: Glutenous spaghetti is the food defined in Paragraph 16,001, in the manufacture of which gluten is added to the dough in an amount sufficient to increase the protein content of the finished product to not less than 18 per cent.

Sound Merchandising Most Essential

By E. J. Poag, Assistant Sales Manager, Dodges

This is no time to let down on merchandising.

On the contrary, sound merchandising is more than ever a public service that will elicit a new, eager responsiveness from the customers of every manufacturer and retailer in this country.

The right kind of merchandising represents to the progressive merchant his opportunity—his greatest assurance in the changing conditions of today's market.

Practically every commodity that is sold today is expected by the buyer to serve better, more efficiently, more economically.

The buyer wants to know as much as he can about any product in which he invests his money. Merchandising that gives him all the facts, that enables him to make the best possible investment, is the sound procedure which alone is essential to success under conditions governing current business.

Three Gioia Brothers in Service



Photo courtesy Gus Cutali (Star-Union), Rochester, N. Y.
Left to right—Lieut. Joseph Gioia, Lieut. Anthony Gioia, Sgt. Horace Gioia.

Macaroni manufacturers can be depended upon to do their part in helping to win the war. Outstanding is the contribution of Mr. and Mrs. Alfonso Gioia of Rochester, the former being president of the firm of Alfonso Gioia and Sons, Rochester, New York. The proud father is a past president of the National Macaroni Manufacturers Association, and wellknown in the trade, especially in upper New York State.

"The Gioia family is mighty close to the doings of the Army these days," says the Rochester, N. Y. *Times-Union*, "for three of the boys are serving with the forces."

The eldest son, Horace, 26 years of age, is a sergeant in Rochester's 200th Coast Artillery (A.A.) at Camp Stewart, Georgia, or was when the item was written, February 3, 1942.

The second son, Anthony, 25, is a first lieutenant in the field artillery at Fort Bragg, North Carolina.

The third son, Joseph, 22, is a second lieutenant of artillery at Fort Devens, Mass.

A fourth son, not shown in the cut, Alfonso, Jr., 17, is in high school.

"Slenderizing" Candy Suit

Is candy "slenderizing"? That's the question which the manufacturers of so-called "Slend-R-Form" candy will be called upon to answer in the suit recently entered by the Federal Food and Drug Administration in an effort to end the sale of candy that is advertised as "slenderizing" or weight-reducing.

The complaint against the New Candy Company alleges "statements and representations contained in both labeling and literature are false and misleading, in that they create in the minds of the purchasers the belief that the article is a reducing agent and that when consumed in the manner and quantity recommended, it has substantial value in reducing body

weight, whereas said article contains no ingredients, or combination of ingredients capable of producing the effects that are claimed."

Suit was brought in the United States District Court, Chicago.

Robert Kurtz Dies

Robert Kurtz, retired macaroni and noodle manufacturer, died on February 25, 1942, at his home at 1840 N. 32nd Street, Philadelphia, Pa. He was 68 years of age and was ill but a short time.

Mr. Kurtz, a resident of Philadelphia for 45 years, retired a year ago from the firm of Kurtz Brothers, whose plant was destroyed by fire in July, 1941. He is survived by his brother, Max, with whom he was associated in the macaroni business, by

MACHINES FOR SETTING UP AND CLOSING MACARONI AND SPAGHETTI CARTONS



(A) The PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable to set up several carton sizes.



Into this machine where they are automatically closed. Can also be made adjustable to close several carton sizes.

(B) The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring no operator. After the cartons are filled, they are conveyed

Send us a sample of each size carton you are interested in handling and we will be pleased to recommend machines to meet your specific requirements.

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

First to go on duty was Sergeant Horace who reported with the 200th Coast Artillery on February 10, 1941. He is a graduate of the Wharton School.

Then in July, 1941, shortly after his graduation from Cornell University with a reserve commission, Joseph was called to active duty.

Anthony, a Cornell graduate in 1938, was summoned to duty the middle of January, 1942.

All are artillery men; all know the macaroni manufacturing business, being associated with their father, and all three are expected to give a good account of themselves wherever duty calls. A reception was tendered in their honor on the occasion of their recent visit to the home of their parents.

his widow, five daughters and one son. Burial was in Roosevelt Cemetery, Philadelphia.

Any Vacation This Year?

Macaroni-Noodle manufacturers may be too worried about their business or too busy filling war orders to take long vacations away from their business this year, but the wise and knowing manufacturers will find it restful and all-around helpful to take a few days away from their office and factory chores to attend the convention of their industry this year, of all years.

Remember the dates and place of the Industry's 1942 Conference at Edgewater Beach Hotel, Chicago, June 22 and 23, 1942.

FEATURING *Vito* DURUM MACARONI FLOUR

Samples Upon Request

EASTERN SEMOLINA MILLS, INC.

BALDWINVILLE, N. Y.

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Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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Vol. XXIII MARCH, 1942 No. 11

Macaroni—\$10 a Pound

Even the most common things become invaluable when it is impossible to obtain them. Bread has been quoted at \$15 a loaf and macaroni at \$10 a pound, according to dispatches from London, England, divulging American-British plans to send relief food to the starving millions in Greece. Since macaroni is practically nonexistent in that country, any price that may be asked for it is meaningless.

Through the Red Cross, the British and American governments will authorize a single shipment of 6,000 tons of wheat in relief of the present emergency.

Agrees to Wage Restitutions

The following item from the St. Louis *Star Times*, February 14, 1942, is indicative of the close watch which the Federal and State governments are making of violations of the wage and hour laws:

Wage-Hour Injunction Against V. Viviano Co.

An injunction permanently restraining the V. Viviano & Brothers Macaroni Manufacturing Co., 1022 North Seventh Street, from violating the federal wage-hour law was granted yesterday by Federal Judge George H. Moore. The United States Department of Labor in its complaint alleged the company failed to comply with the

minimum pay and overtime provisions of the act. Under the judgment the company agrees to make restitution of \$1,511.22 in pay to fifty-eight employes.

Harbinger

Most of the large bakers of the country have discontinued their small loaves of bread to retail at a nickel. Last month the Great Atlantic & Pacific Tea Company announced the discontinuance of its six-cent loaf.

What about the three-for-a-dime packages of macaroni, spaghetti and egg noodles?

What about the "rattlers," as the large cartons with contents all out of proportion to the carton size are humorously referred to in the retail trade?

Should they not follow in the path of the six-cent loaf? Who'll start the snowball?

Sued on Wages

"The Federal law on Hours and Wages is something which no businessman can foolishly play around with," says a macaroni manufacturer in the East in reporting a current case in his section of the country. "First the Wage-Hour Division gives you a slam in the pocketbook, then the dissatisfied employes give you an additional slam on the checkbook."

In the case in question a macaroni firm is being sued for \$50,000 for alleged unpaid overtime and an additional \$50,000 for damages. The allegations of the dissatisfied employes are that the firm has failed to pay the workers time and one-half for work over 44 hours a week for the first year after the Wage and Hour law became first effective on October 24, 1940, and the same rate for all work over 42 hours during the second year of the law's operation.

The case of the employes of the firm was first considered by the Wage-Hour Division some months ago, and apparently settled satisfactorily when the firm was ordered to make restitution of more than \$1,600 to employes for overtime due. But the law permits employes who are not satisfied with the agreement reached between the employer and the Wage-Hour Division to file their own suits either in a Federal or a State Court. The case in question was filed in the U. S. District Court, and macaroni-noodle manufacturers are anxiously awaiting the outcome of this kickback for additional remuneration and damages.

BUSINESS CARDS

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JOLIET, ILLINOIS

National Cereal Products Laboratories
Benjamin R. Jacobs
Director
Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.
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Chicken Fat
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West Shore Beef Co.
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90c Minimum For Wheat

The Canadian Government has announced a minimum of 90 cents a bushel on the wheat crop of 1942. This is ten cents below the minimum requested by the western wheat growers, but twenty cents higher than the prices that prevailed during the 1941 wheat harvest.

If you are interested, there are as many as 400 types and styles of Scotch whiskies.

Pennsylvania leads all States in the number of miles of paved highways.



Odd but Valuable Information

By W. F. Schaphorst, M.E.

That's Gold in Them Thar Leaks

Here we have a barrel of oil, leaking badly, the oil running all over the floor. Let us say that the barrel contains 50 gallons and that the oil is worth \$1 per gallon. Total value, \$50.



Now let us say that for a total outlay of 10 cents you can buy enough wood to make a plug, whittle it to shape, and stop the leak. In other words, by investing 10 cents in a wooden plug you would be saving \$50, which is very good interest on the investment—50,000 per cent, to be exact.

Similarly, much money can often be made in the stopping of other ordinary leaks. Belt slip, journal friction, and heat losses are good examples. Thus every dollar invested in high grade belt treatment is invariably returned many times over. Every extra dollar invested in a high grade lubricant rather than in a cheap and poor lubricant is returned manifold. In the case of belt treatment, lubricants, insulating materials, and many other products, it isn't the first cost that is the investment. The additional money that is spent for the high grade product is the true investment. We must have necessities. The difference in cost between the high quality necessity and the low quality necessity is the investment.

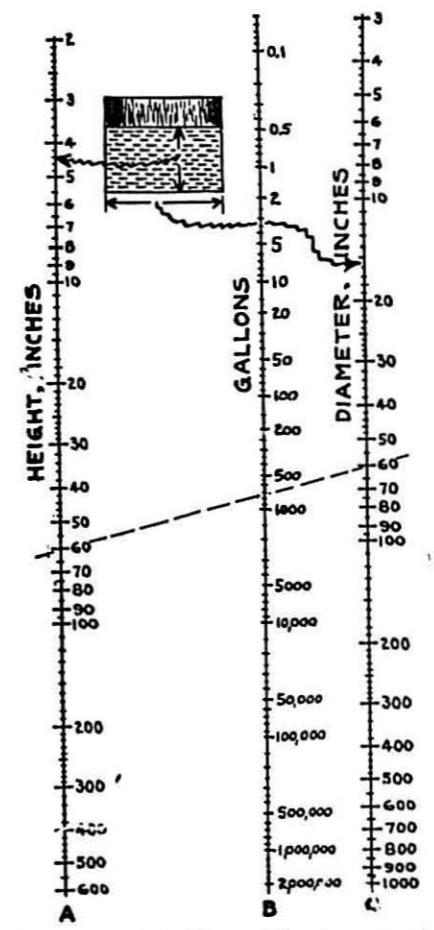
How Many Gallons in Any Vertical Cylindrical Tank?

The accompanying chart answers the above question for any height from 2 inches to 600 inches (50 ft.), and for any diameter from 3 inches to 1000 inches (83 1/3 ft.).

To use the chart, simply run a straight line across connecting the height of the tank (column A) with its diameter (column C) and the intersection with the middle column

(column B) gives the gallons instantly. For example, if we have a tank 60 inches in height and 60 inches in di-

ameter, what is its capacity? The dotted line drawn across the chart shows how it is done. Connect the 60 inches, column A, with the 60 inches, column C, and the intersection with column B gives the answer as—about 730 gallons. Figure it out with a lead pencil and it will be found that the correct answer is 732 gals., which shows that the chart gives results that are remarkably close.



The chart may also be used backwards for determining the height to which a given tank should be built and the diameter it should be given for a capacity of any number of gallons. Or, it may be used for determining the height to which the tank must be built where the capacity and diameter are both fixed. In other words, where any two of the factors are known the third is easily found by means of this chart.

As will be noted, the maximum capacity of the chart, column B, is 2,000,000 gallons.

<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>
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Secretary's Message

The War's New Problems

"Will more and different food be needed to feed a nation at war than was required by the same population when the country was at peace?"

This question has been discussed pro and con with very indefinite conclusions in so far as the proponents on either side will admit. However, all agree that staple foods will gradually push luxurious foods off grocers' shelves. Because of this, macaroni-noodle manufacturers have every reason to feel that their products will find increasing acceptance by both civilians and those in the service of their country.

The Macaroni-Noodle Industry is ready for any call that may be made upon it by the public or by the nation. Shortly after the sneak attack on Pearl Harbor, December 7, 1941, the National Macaroni Manufacturers Association notified Washington officials that the Industry was capable of doubling its output at a moment's notice. The manufacturers at the Chicago conference last January made known their readiness to cut out all frills and to confine its capacity to the manufacture of the more popular shapes and sizes of a generally improved quality that will help make consumers sturdy and healthy.

However, members of the industry do have worries, other than those concerning their ability to produce to meet the nation's war needs. A few of them are listed

below. Satisfactory answers to most of them will be an invaluable aid in their intensified efforts to keep step with war needs and civilian requirements.

- (1) Will the quantity of raw materials be sufficient to meet demands for the increased output?
- (2) Under the priority system, what about new machines and repairs for old ones?
- (3) Will prices of materials, machinery and accessories be policed within reason as Washington promises?
- (4) How will the shifting of millions from peace workers to fighters affect the quantity and the quality demands for macaroni products?
- (5) How will production be affected by the drafting of trained men and their replacement with "green" hands?

A review of these and other war problems provides but another occasion to stress the need of cooperative study of matters that affect the trade as a whole and joint action thereon instead of individual effort . . . and of the readiness of the National Association to serve as the nucleus for cooperative action under the stress of war and the demands of an aroused nation.

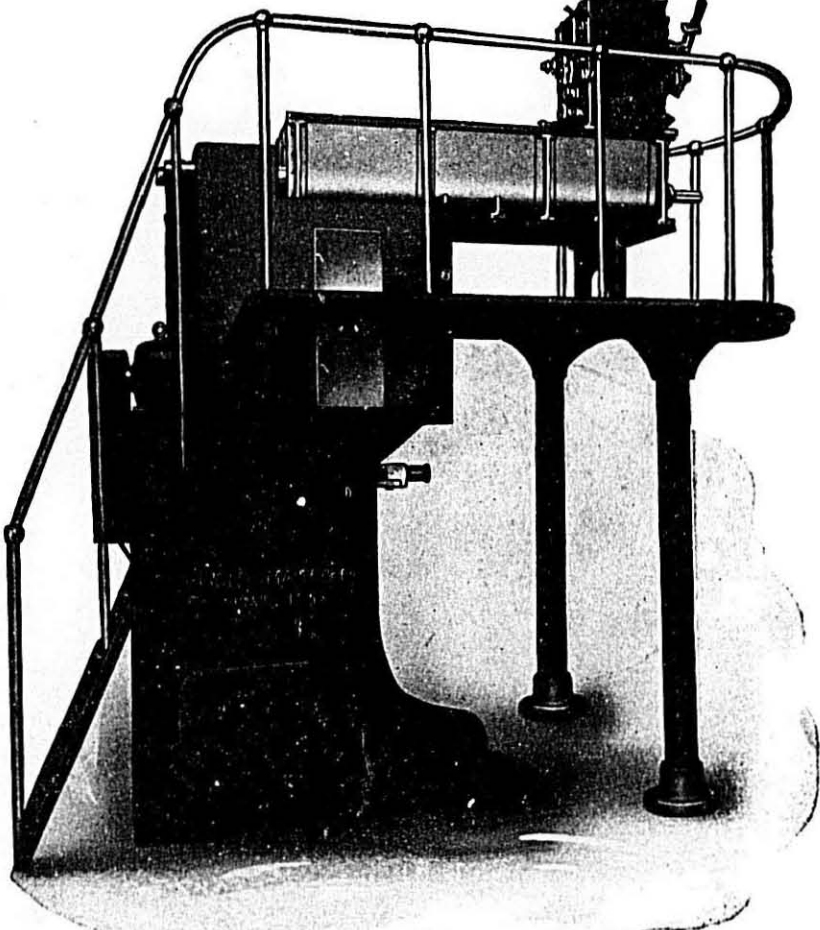
M. J. DONNA, Secretary.

FOR THE MACARONI OF TOMORROW

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Has No Piston, No Cylinder, No Screw, No Worm



Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

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Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

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