

**THE
MACARONI
JOURNAL**

**Volume XXIV
Number 4**

August, 1942

AUGUST, 1942

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Between Two Stones

Before the machine age, a heavy rolling stone was a factory essential to knead the heavy semolina dough for macaroni making.

But, currently, the manufacturer's head is figuratively between two stones—

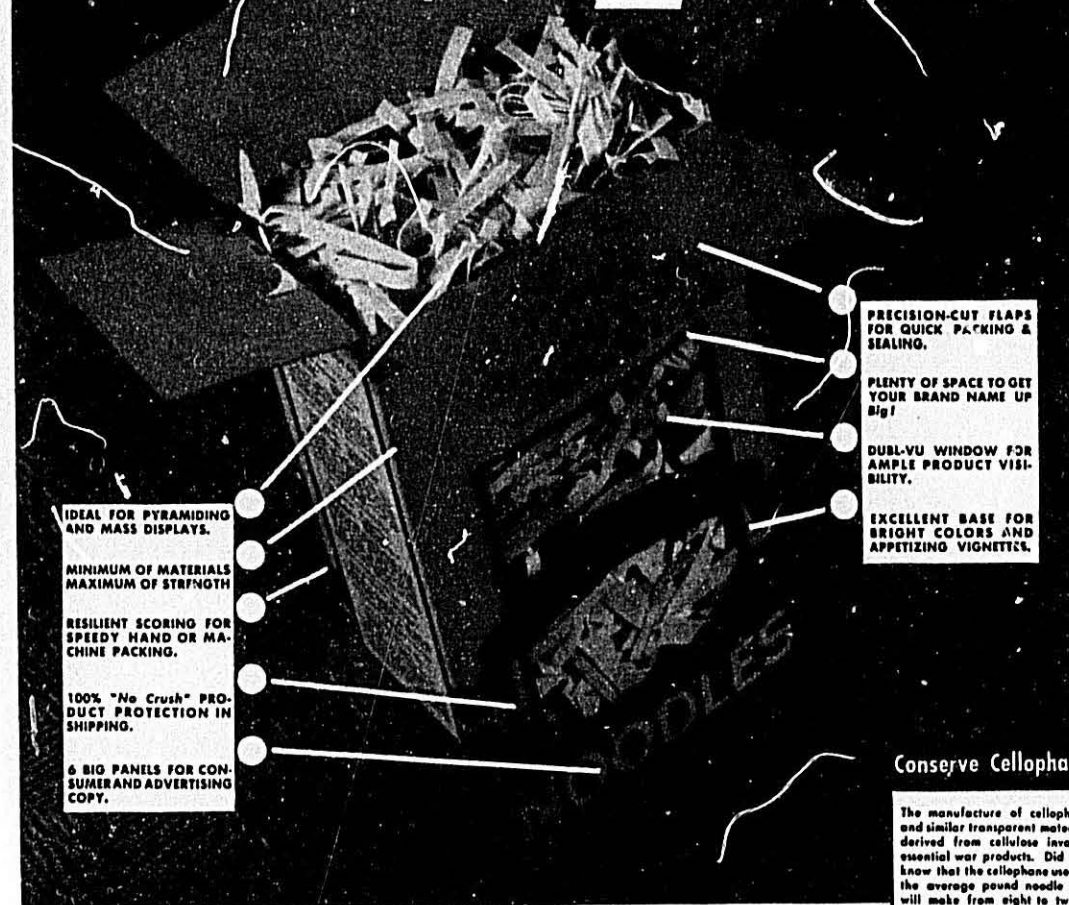
(1) a set stone over his head, being the price ceiling placed on his finished products, and

(2) a movable stone underneath, being the non-ceiling prices on the basic raw materials.

The QUESTION: Will there be a squeeze?

The PROBLEM: What will happen if one develops through a pressure on the nether stone by increased semolina, farina, flour and egg prices?

Does your Egg Noodle package possess ALL these features?



The reputation which Rossotti cartons have won for their appearance sometimes overshadows their remarkable practical features.

Beneath the beauty of every Rossotti package lies matchless boxmaking skill. Our designers are more than just artists. They realize the importance of filling, shipping, display, consumer convenience, and economy. These specialists want to help you establish the proper container for your product. Rossotti invites you to send in your present egg noodle or macaroni packages for study. These containers will undergo a comprehensive examination by our Design Staff. At no obligation

to you—remember—we will give you our recommendations for the improvement of your packages.

We believe we can give you not only the best looking, but the most practical and easy-to-work-with package you've ever had.

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Patriotic Action Lauded

Voluntary Elimination of Twenty-six Less Popular Italian Styles Pleases War Officials as Helpful in War Efforts

The manufacturers of the more fancy Italian-style types of macaroni products, by their unanimous action at the Convention last June to voluntarily discontinue the making of twenty-six shapes for the duration have been told officially that their action was not only commendatory, but exemplary. Furthermore, the thinking was expressed that all manufacturers of the ostracized styles should voluntarily follow the determination of those who sponsored the resolution.

Replying to a letter from Secretary M. J. Donna of the National Macaroni Manufacturers Association accompanying the resolution filed with the War Production Board, Chief J. R. Bishop, Grain Products Section, Food Branch, speaking for Administrator Donald M. Nelson, of WPB, suggests that all manufacturers be asked to follow this patriotic example—"to conserve vital materials for the war effort."

To remind manufacturers who have overlooked this important matter, the resolution unanimously adopted by the convention is reproduced on this page. To show the deep concern of Government officials concerned in conserving vital materials as the full observance of this resolution will accomplish, the correspondence between the Headquarters of the National Association and the War Production Board is also reproduced. Members who have not already done so should write the Secretary putting themselves definitely on record as supporters of this commendatory action.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
Braidwood, Illinois

July 15, 1942

Hon. Donald M. Nelson, Chairman
War Production Board
Washington, D. C.

Dear Mr. Nelson:

A group of leading manufacturers of Italian-style macaroni products, representing 75 per cent of this country's production of such items, at a special conference in connection with our annual convention, mindful of your recommendations to conserve vital metals and materials, unanimously volunteer to discontinue the manufacture of twenty-six (26) stated styles and shapes for the duration, starting immediately.

The attached Resolution prepared by this group in conference was unanimously adopted by our convention as fully expressing its thinking and intentions.

This means a considerable saving in vital materials, such as copper and stainless steel for dies, packaging, labeling and labor.

Notice of this voluntary action in keeping with your conservation program has been sent all interested manufacturers with an appeal for full cooperation.

Besides commending this voluntary action, is there not some way in which your office might help to put our good intentions into effect throughout the whole industry, making it compulsory?

Will appreciate your reaction and suggestions.

Respectfully,

National Macaroni Manufacturers Association

M. J. DONNA, Secretary.

MJD MCS

WAR PRODUCTION BOARD
Washington, D. C.

July 21, 1942

Mr. M. J. Donna, Sec'y
National Macaroni Mfrs. Assoc.
P. O. Drawer No. 1
Braidwood, Illinois

Dear Mr. Donna:

Mr. Nelson has asked me to acknowledge your letter of July 15, 1942.

We are very glad to note the constructive attitude which has been taken by such a large portion of the members of the Macaroni Products Industry. Adherence to the Resolution agreed to at your annual convention will be most helpful in conserving vital materials for the war effort and Mr. Nelson wishes me to express to each of the members present his appreciation of their attitude.

Unfortunately, there is no way by which the War Production Board can insist that the remaining members of your industry adopt the attitude expressed by the majority of the members who were present at your convention. Perhaps by an appeal from your Association to these remaining members you can prevail upon them, or a good portion of them, to adopt the same attitude which the majority have already expressed. We sincerely hope that you will make an effort in this direction and will be glad to have you keep in touch with us if you feel that we can be helpful in any way.

Sincerely,

J. R. Bishop, Chief
Grain Products Section
Food Branch

Resolution

(Unanimously Adopted Chicago Convention, June 23, 1942)

Whereas, the Macaroni Industry can help to conserve vital materials by voluntarily discontinuing some of the less popular Italian-style types of macaroni products, thus reducing the number of dies needed, packaging materials used and other war necessities, and

Whereas, such elimination entails little loss to manufacturers and no great inconvenience to consumers, therefore, be it RESOLVED, that starting immediately, we discontinue for the duration the manufacture of the items listed below (as termed on the La Rosa chart used as a guide), and that all firms producing these styles and that are not represented at this Convention, be urged to collaborate in this important and necessary action, and be it further

RESOLVED, that a copy of this Resolution be sent to the War Production Board and other Government agencies testifying to our willingness to cooperate in the nation's economy measures, voluntarily and determinedly.

Styles to be eliminated are (arranged alphabetically):

Capellini	Maccaroncelli	Spaccatelli
Farfallini	Maccaroncelli Tagliati	Tubetti
Farfallone	Malfaldini	Tubetti Fini
Petucce	Maruzze	Tufoli Rigati
Jolanda	Maruzzini	Vermicelli
Linguini di Passero	Mezzanelli	Whole Wheat Linguini
Linguini Fir'	Montacciolini	Zita Tagliati
Lumache	Pennette	Zitoni
Lumachini	Semi di Mellone	

(The Conference recognizes the fact that different names are used for the same styles by different firms. The Conference also took into consideration the fact that the diameter of styles or items vary considerably, depending on the manufacturer, the condition of his dies, etc.)

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



These huge elevators are your guarantee of
the choicest color and unvarying
quality of Two Star Semolina—always.



The MACARONI JOURNAL

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Hands Tied

The macaroni-noodle manufacturers' processors of wheat and eggs are in constant danger of a "squeeze" from below, due to the fact that a ceiling has been placed on their finished products—the prices that prevailed on their goods in the dull trading month of March, 1942—while no ceiling is placed on agricultural products, such as semolina, farina, flour and eggs that constitute at the very least 90 per cent of the raw materials used.

Recognizing this predicament, the manufacturers who attended the 1942 convention of the National Macaroni Manufacturers Association at Chicago last June voted unanimously to appeal collectively and individually for some form of protection against any squeeze that may develop either through shortages or greater Government demands for lend-lease aid.

A copy of the resolution was sent to Administrator Leon Henderson of the Office of Price Administration from the offices of the National Association asking advice and relief from the squeeze that has already been felt by producers of egg noodles and egg macaroni. Individual firms have called on their senators and representatives in Congress for such relief as may be available under the law as now constituted, or through proper amendments.

Administrator Henderson advises that he is sympathetic; that he has already undertaken a study of the industry's problem, but finds his hands tied, particularly with respect to the two methods of relief that have been generally advanced by the trade.

The application of ceiling prices on raw materials used in macaroni-noodle making and on labor involved, as very generally suggested, is something which the Administrator would be glad to undertake, were he not specifically enjoined from so doing by Section 3 of the Emergency Price Control Act of 1942, regarding agricultural commodities. Nor is his office empowered to put a ceiling on wages, but rather, in Section 1 (a), "to work toward a stabilization of prices, fair and equitable wages and cost of production."

With respect to the second general suggestion that macaroni-noodle makers be given "permission to follow rising costs of raw materials and labor by increasing the selling prices," the Administrator contends that this would violate the basic principles behind price control. "To take any such action would immediately set off the vicious inflationary spiral which the law aims to combat."

The Office of Price Administration points out the method provided by the law for relief in specific cases of need for relief. This method has been made known to the members of the Association and others whose cooperation has been offered in a united attempt to get the needed relief when and if the need arises.

Practical and Timely

Nothing but commendation comes from Government officials and others concerned in the conservation of vital metals, etc., as a war measure, when discussing the resolution unanimously adopted by the manufacturers in attendance at the convention of the National Association in June. Officials of the War Production Board see in the move a big saving in metals used for dies, in materials for packaging odd-size shapes, and finally as a means of cutting down production costs for the consumers' benefit.

Just one little peep has been recorded by one manufacturer who was unable to attend the conference and his objection was not against the principle, but opposed to one or two of the items that it was agreed to eliminate. It is rather difficult to select 26 items of any product, food or gadget, that will meet with 100 per cent approval of all concerned, so it can truthfully be said that the macaroni men, far and wide, are showing a patriotic spirit in voluntarily eliminating the less popular styles and concentrating their efforts to produce better products in line with the Government's nutritional program to keep the fighters and civilians both well fed.

Commenting on the voluntary action taken by the group at the convention, and generally supported by others who are glad for many good reasons to eliminate some of the slow-selling, unprofitable styles, Chief J. R. Bishop of the Food Branch, Grain Products Section of WPB, speaking for Chairman Nelson, says: "We are very glad to note the constructive attitude which has been taken by such a large portion of the members of the Macaroni Products Industry. Adherence to the Resolution agreed to at your annual convention will be helpful in conserving vital materials for the war effort and Mr. Nelson wishes me to express to each of the members present his appreciation of their attitude."

A large producer in the New York Metropolitan area where the rarer styles are most popular, even though demands for many of the shapes are decreasing annually, writes to congratulate the National Association on the forward step voluntarily taken in the face of war—a step that might well have been taken years ago. He says: "In the past, we were foolish enough to produce most of those outlandish shapes which the conference agreed to discontinue manufacturing in the future as a war measure. We started this elimination process some years ago as an economy measure, after our accountants proved to us that we were losing money in making and trying to sell these slow-movers. Urged by your resolution, we are going all-out in the elimination process."

With the Government approving and the leading manufacturers willing, there is no reason why the intent of the resolution should not have the unlimited support of nearly 100 per cent of the worth-while firms concerned.

Quaker Oats Co. Case vs. Federal Security Administration

Report of Director of Research for the Month of July, 1942

By Benjamin Jacobs

In a recent decision the U. S. Circuit Court of Appeals of Chicago (for the Seventh District) decided a suit in favor of the Quaker Oats Company and against the Federal Security Administration concerning the enrichment of farina. The following is a brief résumé of the review of the order issued by the Court on June 26, 1942, in this case: The Federal Security Administration is the branch of the Government who is in charge of the enforcing of the Food, Drugs and Cosmetic Act. Under this Act the Administrator is authorized to establish Standards of Identity and this authority so far as it refers to this case reads as follows:

"Whenever in the judgment of the Administrator such Action will promote honesty and fair dealing in the interest of consumers, he shall promulgate regulations fixing and establishing for any food, under its common or usual name as far as practicable, a reasonable definition and standard of identity, a reasonable standard of quality, and/or reasonable standards of containers * * *

Under due notice the Administrator held a hearing for the purpose of establishing standards, among other products, for farina and enriched farina.

"It is, therefore, sufficient to summarize the findings as made by respondent. A major portion of the hearings was devoted to the numerous grades of flour and only a minor portion to farina. As a consequence, most of the findings, strictly speaking, pertain to flour, which petitioner contends have no relevancy to farina and were, therefore, improperly included in the record. It must be conceded, we think, that there is such a close relationship between flour or, at any rate, some of the grades thereof, and farina, that it would be impractical, if not impossible, to consider the evidence and findings concerning the latter without giving consideration to the former.

Farina is a product obtained by grinding wheat and separating the bran coat and germ of the grain from the endosperm. It consists essentially of endosperm in particles larger than permissible in flour, the size of the particles being the principal characteristic distinguishing the product from flour. In fact, it corresponds substantially to

a fine grade of white flour known as "Patent Flour." It is used as a breakfast food, as an ingredient of macaroni products and extensively as a cereal food for children.

It was found that the removal of the bran coat and germ in the manufacture of flour and farina eliminates those parts of the wheat which are richest in vitamins and minerals. It was also found there exists a serious and widespread nutritional deficiency in children, as well as in adults, of vitamin B₁, riboflavin, nicotinic acid, iron, calcium and vitamin D. These elements are available as synthetic compounds and are suitable for the enrichment of flour and farina. It was further found that vitamin D and calcium are used singly as enrichments of flour and farina, but consumer education has generally recommended dairy products as the most desirable source of the calcium and milk as the product most suitable for enrichment with vitamin D. It was found, however, that the addition of D and calcium as optional ingredients in enriched flour and enriched farina would be useful for those who consume insufficient dairy products.

It was found that manufacturers have recently placed on the market flours and farinas enriched with one or more of these nutritional elements. The composition of these enriched products varies widely, so it is found, and unless a standard limiting the kinds and amounts of enrichment is adopted, the manufacturers' selection of nutritional elements is likely to lead to a great diversity of enrichments, both quantitative and qualitative. Such diversity would tend to confuse and mislead consumers as to the relative value and need of the several nutritional elements, and would impede rather than promote honesty and fair dealing in the interest of consumers. Indiscriminate enrichment with vitamins and minerals would tend to confuse and mislead consumers by giving rise to conflicting claims regarding the beneficial effects of various vitamins and minerals, and would be likely to lead to the impression on the part of the consumers that a single article of food, so enriched, would meet all nutritional needs.

It was also found that, pending experience with the use of enriched flour and enriched farina, consumer education and understanding would be facilitated by restriction of enrichment

with respect to the ingredients, and, as to farina, the minimum amounts of such ingredients. The findings further recite that flour and farina enriched with vitamins and minerals have not acquired common or usual names, but that such products may be accurately designated as "enriched flour" and "enriched farina."

Upon the basis of such findings, respondent concluded that it would "promote honesty and fair dealing in the interest of consumers" to adopt the standards of identity for farina and enriched farina embodied in the regulations in controversy. The record discloses certain other evidence not specifically covered by the findings, but not inconsistent therewith, to which we briefly refer.

Petitioner has, since April, 1932, sold its product, labeled on the front panel of the package, "Quaker Farina Wheat Cereal, enriched with vitamin D," or "Quaker Farina enriched by the Sunshine Vitamin." On the back panel of the package is the following description:

"contains 400 U.S.P. units of Vitamin D per ounce. Supplied by approximately the addition of 1/5th of 1 per cent irradiated dry yeast." During such period it has sold millions of packages annually and its product is of national reputation.

Vitamin D functions in regulating the metabolism of calcium and phosphorus in the body and is, therefore, concerned with the proper formation of bones and teeth. It is recognized as especially beneficial in the infant and growing child as a preventative and therapy of rickets and the building of strong bones and teeth. It is also an essential vitamin for adults. There is medical testimony to the effect that of all the known vitamins, it is the one most deficient in normal diet and should, therefore, be supplied in foods which are consumed regularly by the great mass of population, particularly those in the low income groups. While the Administrator found that milk was the most appropriate carrier for vitamin D, it is not disputed but that farina is also a proper carrier. Vitamin D in nature is found almost exclusively in sunshine and certain fish livers which are unavailable to humans in the normal diet. Therefore, as we understand, this vitamin is deficient in ordinary food products except when artificially supplied.

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THE MACARONI JOURNAL

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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

(Continued from Page 6)

Thus, we have a situation where farina, with the addition of vitamin D, as manufactured and marketed by petitioner, is admittedly a wholesome and healthful product (it is admitted in respondent's brief that vitamin D is a beneficial substance), and that it has been sold to millions of consumers, without deception, fraud or misrepresentation of any kind or character. As already pointed out, the regulations in question permit the manufacture and sale of plain farina and enriched farina. The regulation as to the former, in effect, prohibits petitioner from the sale of farina to which vitamin D has been added, as has long been its practice. The regulation as to the latter permits the use of vitamin D as an optional ingredient in connection with other vitamins, the use of which is mandatory.

This brings us to what we regard as the heart of the controversy, embracing the issue as to respondent's authority to promulgate the regulations in dispute. Closely allied therewith is the question as to the reasonableness of the regulations, even if found to be within the authority conferred by the Act.

We assume there could be no dissent from the proposition that an administrative agency has only such authority in the administration of a Congressional enactment as is expressly conferred, or as may be reasonably implied.

The conclusion that the regulations will promote honesty and fair dealing comes closer, in our judgment, to being one of law than of fact. If so, we are not bound to accept it. On the other hand, if it be considered as a finding of fact, we are of the view that it is without substantial support.

All of the findings, labeled as such, as well as respondent's argument before this court, are bottomed upon the premise that the standards in controversy are authorized because they are in the interest of the consumer. As stated in his brief:

"The real issue, of course, is whether the requirements of the regulations are reasonably related to the promotion of consumers' interests. . . ."

A study of the record leaves no room for doubt but that the hearing revolved largely around consumer interest as it related to health. In referring to the ingredients of enriched farina, it is stated in respondent's brief: "They are essential to the health and well-being of our nation."

In support of the regulations it is also suggested that they will prevent confusion among consumers as to their nutritional needs. In this regard, respondent states:

" . . . Indiscriminate enrichment with vitamins and minerals would

tend to confuse and mislead consumers by giving rise to conflicting claims regarding the beneficial effects of various vitamins and minerals and would be likely to lead to the impression on the part of consumers that a single article of food enriched would meet all nutritional needs. . . ."

It is still further suggested that the regulations will promote consumer understanding of the relative value of enriched and natural foods.

As is shown by the statutory provision quoted heretofore, the Administrator is authorized to promulgate regulations fixing standards whenever, in his judgment, "such action will promote honesty and fair dealing in the interest of consumers." Thus, his action in the interest of consumers is expressly limited to the promotion of honesty and fair dealing in their behalf.

That the promotion of honesty and fair dealing was intended by Congress to mean something other than the promotion of the consumer's health is plainly ascertainable from a study of the Act. Likewise, it is clear that action was not authorized merely to avoid confusion on the part of consumers, nor to educate the public as to dietary requirements. If Congress had so intended, it would, no doubt, have employed the appropriate language. While there may be some relevancy between the promotion of health and that of honesty and fair dealing, they certainly are not synonymous terms. Injury to health does not necessarily follow from dishonesty and unfair dealing in food products, and neither does health improvement necessarily follow from honesty and fair dealing. That Congress used words "honesty and fair dealing" in their ordinary sense, we think there is little room for doubt.

In addition to the language quoted heretofore from this section, it contains a clause, as follows:

" . . . In prescribing a definition and standard of identity for any food or class of food in which optional ingredients are permitted, the Administrator shall, for the purpose of promoting honesty and fair dealing in the interest of consumers, designate the optional ingredients which shall be named on the label. . . ."

In other words, telling the consumer the truth as to optional ingredients is declared to be in the promotion of honesty and fair dealing. The lawmakers evidently did not contemplate the dietary requirements of consumers, the likelihood of confusion relative thereto, or their need for education as constituting a basis for the promotion of honesty and fair dealing.

If defendant's contention be accepted that he has the authority to fix a

standard as to the ingredients of a food which is truthfully labeled, then it would seem to follow that the statute indicates as misbranded that which, as a matter of fact, is correctly branded. This is the tortious result achieved by attempting to promote a dietary standard rather than honesty and fair dealing, as the Statute requires. The result is all the more obnoxious in the instant situation where, as already pointed out, the consumer is adequately and truthfully informed as to petitioner's product which, in addition, is in no way deleterious to the health of the consumer. Looking at the realities of the situation, it is difficult to perceive how consumers' confusion, resulting from the truth as to the ingredients of a product, could support an action to promote honesty and fair dealing.

Furthermore, we should think that a product manufactured in accordance with the regulations in suit would tend to increase rather than retard confusion. This is especially true as to enriched farina. No such product has been sold heretofore under that designation. The manufacturer will be required only to label it "enriched farina" unless the option to add vitamin D is exercised, in which case such addition must be stated. How the ordinary consumer will be informed so as to avoid confusion as to what is meant by enriched farina, its contents, or the benefits to be expected from its use, is a mystery which we are not able to fathom. How the contention that confusion is likely to result from a product, such as petitioner's, which truthfully informs the consumer as to what he is buying, can be reconciled with the contention that a product sold as enriched farina, without any further description, will lessen or avoid confusion, is beyond our comprehension.

Another unreasonable and, we think, arbitrary result of these regulations is that petitioner is precluded from adding vitamin D to its product, as it has done for many years and, at the same time, permitted to add vitamin D as an optional ingredient in enriched farina. We say it is unreasonable for the reason that no claim is made of any relationship or co-action between vitamin D and the other ingredients required in enriched farina. As a result, the consumer who is deficient in vitamin D only, as is often the case, must buy a product containing vitamins and ingredients which he does not need, or does not want, in order to obtain the benefit of vitamin D. Another unreasonable result, so we think, is that by the exclusion of vitamin D from petitioner's product, many people will be deprived of this admittedly essential vitamin. This result is none the less real by reason of the suggestion that milk is the most appropriate carrier of vitamin D, and that

(Continued on Page 11)

No Ceiling on the Quality of These Brands:

PISA
No. 1 Semolina

DURAMBER
Fancy No. 1 Semolina

ABO
Patent Flour

Ground from the Finest Amber Durum Wheat

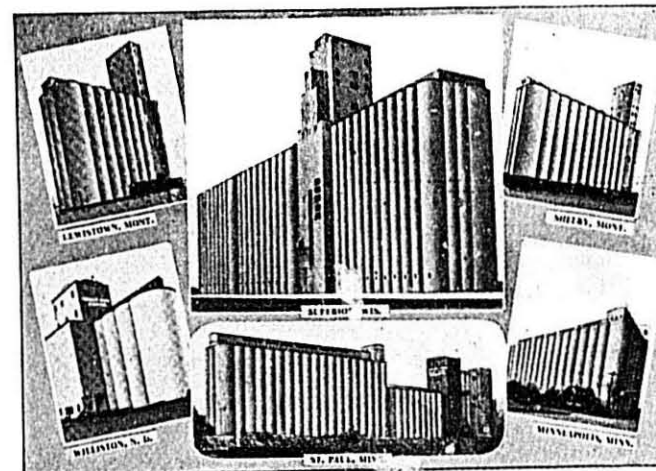
Capacity:
1400 Bbls.
Semolina
400 Bbls.
Fancy Patent



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Superior
Durum
Products
Exclusively

Through the Terminal Elevators pictured below and 270 affiliated country elevators in the Northwest—over half of which are located in the finest Durum-producing section of North Dakota—we have access to the choice Amber Durum of the country. Customers see the difference in every barrel.

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Elevators Serve
to Supply the
Durum Wheat
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This
Magnificent
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Fine Semolina
Consumers
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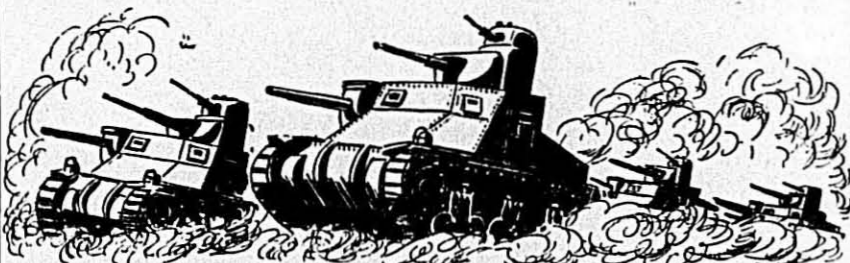
Add to This the Prompt and Dependable Service We Render and You Find an Unequaled Combination.

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FACTS ABOUT FOOD by Hake



AMERICA LOST 3200 LIGHT TANKS IN ONE MONTH. Man days lost in war industries in one recent thirty-day period could have produced 448 medium bombers, 2 heavy cruisers, or 3200 light tanks. Faulty nutrition was largely responsible for the time lost—which is why the Government and the food industry have launched the National Nutrition Program.



FOOD CANNED OVER A CENTURY AGO was opened in London recently and found to be perfectly edible! Canned veal, carrots, and navy had been prepared for the second voyage of Sir Edward Parry in 1824, and 118 years later they had even retained their nutritive value.



SAILORS HAVE HEFTY APPETITES. Today the average sailor consumes 1985 pounds of food a year, the average soldier 1844 pounds, and the average civilian 1446. Must be that salt air!



MOVIE STARLET ANNE BAXTER has harvested the first crop from her Victory garden. After the cost of seed, tools, fertilizer and labor, she found that tomatoes cost her \$1.65 apiece, cucumbers \$1.10, and radishes 27 cents each!

Additional Facts

Even as early as the days of the Crusaders, macaroni products were considered ideal foods for the fighting forces. Crusaders of other nationalities envied the Italian soldiers who carried in their kits a dried food made from wheat, a food that was light in weight and capable of withstanding any climate, yet ever wholesome and nutritious.

Macaroni, spaghetti and egg noodles are favorites even unto this day with American fighters and millions of pounds are consumed annually by the men in all the services of the country.

American soldiers are the best fed in the world—and they bring into the Army their preferences in food. Everybody likes baked beans, steak,

baked ham, apple pie, bacon and eggs, and doughnuts. Soldiers from Louisiana like chicory in their coffee, Floridians and New Englanders eat lots of fish, and, while few Yankees will touch it, the boys from Dixie are strong for corn bread. Army chefs, with the cream of American food products to choose from, provide enough variety to keep everybody happy!

The average soldier is hungrier than the average civilian of the same build. A moderately active man in civil life needs about 3,000 calories a day, while a soldier takes in about 4,500. And Army menus call for more minerals than are required in the standards of the Nutritional Committee of the National Research Council—iron in excess of 20 milligrams; phosphorus, 2.2 grams; calcium, 1.1 grams. Good food means good health to housewives, too.

QUAKER OATS CO. CASE VS. FEDERAL SECURITY ADMINISTRATION

(Continued from Page 8)

the majority of consumers (infants and children) who use petitioner's product are also large consumers of milk. There might be merit to this suggestion for the fact that vitamin D is not a substantial ingredient of milk or any other natural food product in ordinary use. Thus, in order to obtain this essential vitamin in milk, it must be added thereto. Looking at the realities of the situation, we think this would mean that very few of the so-called low income group would receive sufficient vitamin D. Too many of them, no doubt, are without the necessary amount of milk, much less milk to which this vitamin has been added. So, as a final result, the regulations are responsible for a situation whereby a consumer is precluded from obtaining vitamin D alone in connection with farina; he may get it in connection with enriched farina at the option of the manufacturer, or he may get it with his milk, provided he possesses the foresight to see that it is added thereto.

"We have not overlooked respondent's argument that courts will not substitute their judgment for that of an Administrative Agency on the wisdom or expediency of a determination within its jurisdiction. There is no occasion to cite or comment upon cases cited in support of this argument. We do not take issue—in fact, we agree. The rule, however, is of no benefit to respondent in the instant situation because, as we have endeavored to show, the regulations, while purporting to be in the interest of consumers, do not promote honesty and fair dealing in their behalf. On this statutory requirement, essential to respondent's authority to act, the record is wholly deficient. In view of this situation, the action of respondent, in promulgating the regulations in controversy, was beyond his statutory authority. Such being the case, they must be set aside. It is so ordered."

This decision again makes it possible for macaroni manufacturers who desire to enrich their products with one or more vitamins and minerals to do so, provided the labeling as prescribed by the Food and Drugs Administration is adhered to, and, also provided, the quantities of these products used are substantial.

It is very important for the industry to recognize the fact that our products do not contain any substantial amounts of vitamins or of the minerals essential to nutrition. This fact is becoming more apparent daily as the public becomes more vitamin and mineral conscious. Almost daily we read articles written by nutrition experts and others making comparisons between our macaroni products and other food

products. These comparisons always make our products appear at a disadvantage and it is because they are made from refined wheat products from which the essential elements have been removed.

More and more our products are suffering from this lack of enrichment and the public is becoming more and more conscious of this and selecting other foods.

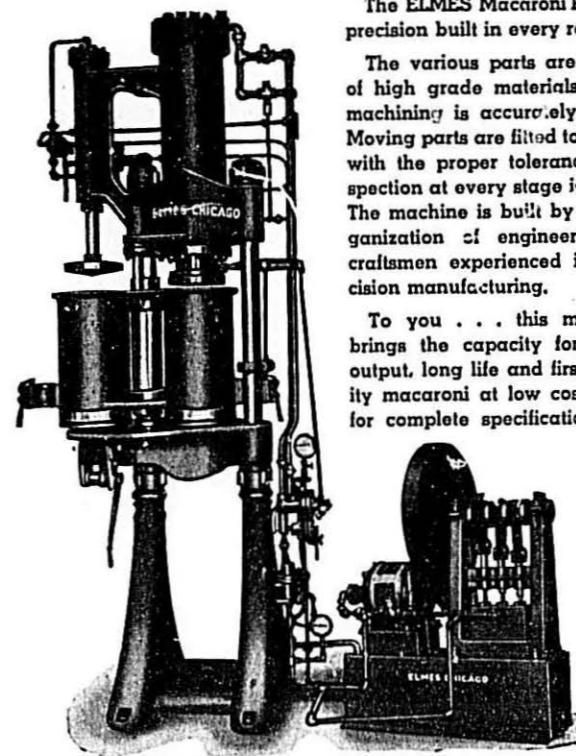
I think it is time for us to look the facts in the face and not deceive ourselves into believing that our macaroni products, as they are made today, fulfill all nutritional requirements.

Typewriter Production To Cease

Manufacture of typewriters will be stopped completely on October 31, except for a relatively small number to be produced for government agencies by the Woodstock Typewriter Company, under the terms of an order issued August 4, 1942, by the Director General for Operations.

Portable typewriter production has already been shut off, as of July 31, in accordance with directions to the industry confirmed by today's order.

A PRECISION BUILT MACARONI PRESS



The ELMES Macaroni Press is precision built in every respect.

The various parts are made of high grade materials. The machining is accurately done. Moving parts are fitted together with the proper tolerance. Inspection at every stage is rigid. The machine is built by an organization of engineers and craftsmen experienced in precision manufacturing.

To you . . . this machine brings the capacity for large output, long life and first quality macaroni at low cost. Ask for complete specifications.

CHARLES F. ELMES ENGINEERING WORKS
213 N. MORGAN ST. Chicago SINCE 1851

1942 Durum Crop Above Average

Crop Reporting Board Estimates This Year's
Production at 32,521,000 Bushels
As Per July 1 Predictions

At 904,288,000 bushels, the 1942 wheat production is 4.4 per cent less than the 945,937,000 bushel crop last year, but there have been only 3 larger crops since the 952 million bushel crop in 1919. These were in 1928, 1931, and 1938. Improvement in prospects in the winter wheat States of the southern plains, and in the principal spring wheat States has added 36 million bushels to the production estimate since June 1.

The 675,482,000 bushel winter wheat production indicated on July 1 is about half of a per cent above the 671,293,000 bushel production last year, and stands fifth in size in winter wheat records. The 228,806,000 bushels of all spring wheat production, although a little larger than indicated on June 1, is nearly 17 per cent less than last year's 274,644,000 bushel crop.

Durum production of 32,521,000 bushels is less than last year's 41,800,000 bushel crop by 22.2 per cent.

The indicated production of other spring wheat, 196,285,000 bushels, is 16 per cent less than the 232,844,000 bushels produced last year. Compared with the 10-year (1930-39) averages, however, the July 1 prospects are up, 19 per cent for winter and 28 per cent for all spring. The 10-year period contained a number of years of drought, while this year the moisture situation has been unusually favorable.

The 50,570,000 acres of all wheat indicated for harvest in 1942 is 9.4 per cent less than the 55,831,000 acres harvested last year. Winter wheat came through to spring under unusually favorable conditions for moisture supply and little winter loss. Including a considerable acreage of volunteer grain, the acreage for harvest is 36,398,000 acres, or 8.0 per cent less than the 39,547,000 acres harvested last year.

Reduced acreage allotments were largely responsible for a smaller acreage of spring wheat. Moreover, weather conditions last fall favored seeding the intended winter wheat acreage in most areas, and spring seeding was retarded by the late season and wet fields. The indicated seeded acreage of all spring wheat is 14,680,000 acres compared with the 16,741,000 acres seeded last year.

The 10-year average is 21,762,000 acres. Under the favorable moisture conditions, the indicated abandonment of spring wheat acreage this year is very small, 3.5 per cent compared with last year's unusually low abandonment

of 2.7 per cent. The acreage of all spring wheat for harvest is 14,172,000 acres, a 13.0 per cent decrease from last year's 16,284,000 harvested acres.

Durum and other spring wheat shared about proportionately in the decline in acreage compared with last year. The indicated acreage for harvest of durum is 2,164,000 acres and of other spring, 12,008,000 acres, 15.0 per cent less durum and 12.6 per cent less other spring.

Yields close to the highest on record in prospect for both winter and spring wheat. The winter wheat yield of 18.6 bushels was exceeded in only one other year, the 19.0 bushel yield in 1931.

The indicated spring wheat yield of 16.1 bushels stands second to last year's 16.9 bushel yield. The yield of durum is 15.0 bushels compared with the record 16.4 bushels per acre last year, and the yield of other spring wheat is 16.3 bushels against last year's record of 16.9 bushels.

The higher than average yield prospects prevail over the entire United States, except for winter wheat for Indiana, Illinois, and Missouri. There has been too much rain, continuing since fall in Illinois and Missouri, and resulting in flooded lowlands in Missouri during June. In the area of concentration of winter wheat acreage in the southern Great Plains States there was remarkable recovery during June from the earlier threatened moisture shortage, and there has been ample rainfall for spring wheat, threatening to be too much from the standpoint of advancement of the crop and possibilities of leaf rust development. However, no black stem rust of consequence developed and red rust, although present, has not become a serious threat to yields, and the stage of possible damage is passing for all but the most northern spring wheat.

Stocks of old wheat on farms July 1, amounting to 159,544,000 bushels, were by far the largest on record for that date. A year earlier they were 87,366,000 bushels and the 10-year average is 59,691,000 bushels. Such stocks include wheat stored on farms under Government loan.

—U-most Speed A-head—

The steel that goes into a single sewing machine will make a high explosive shell for a 75 mm. field howitzer and the steel in two large outboard motors would make a sub machine gun with which our soldiers could shoot down Japs.

Distributors to Convene

War-time Conference Attracting
Nation-wide Attention

Macaroni-noodle manufacturers, particularly the group that cater to the store-to-store distributors are showing more interest than ever in this year's national convention of the National Food Distributors' Association scheduled to be held at Sherman Hotel, Chicago, August 19 to 22, 1942, according to an announcement made by Secretary Emmett J. Martin after an exhaustive survey.

These manufacturers of a food that is ideal for feeding our armed forces and civilians as well, are quite aware of the alertness of food retailers and distributors and their readiness to fill the requirements of the consumers on one side and the producer on the other, having in mind the growing scarcity of many foods, the resultant rationing and the effects of priorities. The U. S. Quartermaster Corps, obligated to provide ample good food for men in the service are likewise taking more than ordinary interest in this gathering.

The Convention meetings will open on Thursday, August 20 with a novel Army Breakfast arranged through the cooperation of Major Gildersleeve of the U. S. Quartermaster Corps. The streamlined program will limit the number of speakers on each day's program to a minimum, featuring such interesting subjects as: Governmental cooperation, dehydrated food processing, dairy products merchandising, transportation problems, advertising, selling and point-of-sale promotions.

Several macaroni-noodle manufacturers will exhibit their products at this year's annual exhibition of foods and plans for their better distribution. Full details may be obtained from Mr. E. J. Martin, Secy., 110 N. Franklin St., Chicago, Ill.

—All Out Now—Or All In Later—

McCall's Offer Nutrition Display

Nutritional foods and suggestions for serving them in appetizing variety are spotlighted on the new *McCall's Magazine* display, available to grocers. In full color, hinged and double-paned, the display shows a typical American family and their daily food needs, using the official Government chart. For each of the eight types of foods required every day, Elizabeth Woody, Director of Foods for *McCall's*, gives suggestions for attractive serving. "Your first job in wartime is to feed your family well," is the caption.

These displays are available from *McCall's Magazine*, Room 716, 230 Park Avenue, New York City, at cost.

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



July 1 Stocks of Old Wheat Break All Records

Stocks of old wheat in interior mills, elevators and warehouses on July 1, 1942 are estimated by the Crop Reporting Board at 141,789,000 bushels—the largest on record. This is nearly twice as large as the 73,789,000 bushels held in interior mills, elevators and warehouses on July 1, 1941, and four times as large as the 10-year (1931-40) average July 1 stocks of 35,132,000 bushels. These estimates do not include commercial stocks in 46 markets reported by the Agricultural Marketing Administration nor stocks in the merchant mills reported by the Bureau of the Census. The estimates do not include wheat, owned by the Commodity Credit Corporation, which is stored off of farms in steel and wooden bins. Wheat owned by the Commodity Credit Corporation and stored in interior mills, elevators and warehouses is included.

July stocks of old wheat were at record levels for all leading wheat producing States. Stocks were particularly heavy in North Dakota where about one-fourth of the U. S. wheat stored in those positions on July 1 was located. In this State July 1 stocks exceeded last year's large stocks by 24 per cent and were eight times as large as the average. Stocks in the

Pacific northwest were nearly three times the average held on July 1, while stocks in Kansas were four times as large as the average.

Stocks of wheat in interior mills, elevators and warehouses combined with those held on farms on July 1, 1942, totaled 301,333,000 bushels. These are the largest combined stocks on record. Combined stocks in these positions totaled 161,155,000 bushels on July 1, 1941, and the 10-year (1930-39) average is 97,292,000 bushels. The July 1, 1942, stock of Durum Wheat in interior mills, elevators and warehouses was 24,762,000 bushels, compared with 16,780,000 bushels on July 1, 1941, 9,824,000 bushels on July 1, 1940, and the 10-year average of only 5,491,000 bushels.

—A Grenade in Time Kills Nine—

Fumigation Manual

A new 76-page "Fumigation Manual," designed as a reference book for the pest control operator, has been published by the Electrochemicals Department of E. I. du Pont de Nemours & Company.

Fumigation with hydrocyanic acid gas of homes, industrial structures, mushroom houses, museums, railroad equipment, passenger buses, flour mills, candy factories and stores, warehouses and other places where insects

cause damage is described in the manual.

Fumigation procedures, the generation precautions, first-aid and medical in atmospheric and vacuum vaults are detailed. The manual also contains a descriptive list of insects, and references to information on the effects of hydrocyanic acid gas on foods, fabrics, metals and other commodities, fumigation precautions, first aid and medical attention, fumigation records and "selling pest control."

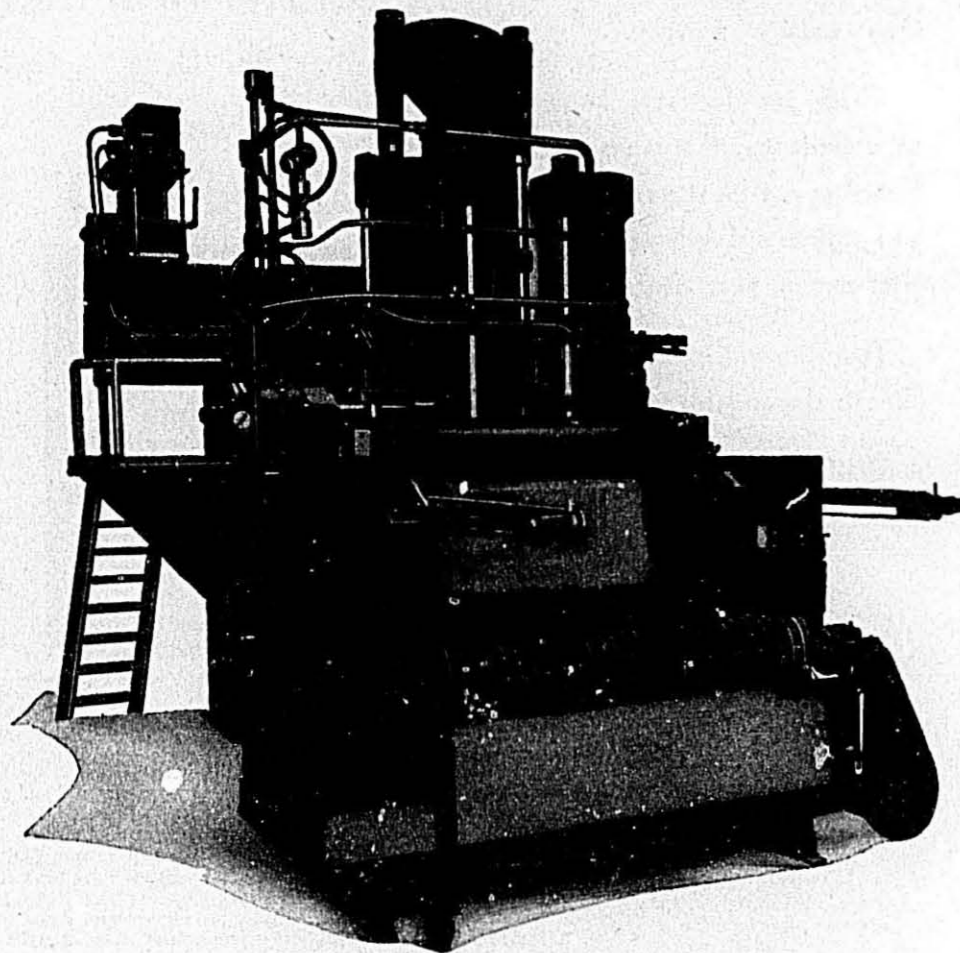
Of special interest to macaroni-noodle manufacturers is the following:

- the names of the insects that commonly infest macaroni-noodle products (Page 31 of the Manual), and their life story.
- the dosage schedule for macaroni plants; quantity needed about 24 cyaneggs or 1½ pounds; exposure from 18 to 36 hours (Page 28).

Copies of the manual will be sent by the Electrochemicals Department of the du Pont Company, Wilmington, Delaware, to pest control operators requesting it on their business letter-heads.

The lumber in two average desks would provide enough material to build a trailer for a war worker.

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

The only continuous Press that is fully Automatic in all its operations.

From the time the raw material is fed into the receiving compartment until it is spread on the sticks, no handling or attention is necessary as all operations are continuous and automatic.

Not an experiment, but a reality. Produces all forms of paste with equal facility. The paste produced is superior in quality and appearance.

Manufacturing costs greatly reduced.

Sanitary, hygienic. Product untouched by human hands.

Production from 800 to 1,000 pounds net per hour. Trimmings reduced to a minimum, due to method of extrusion as pressure is equal over whole face of die.

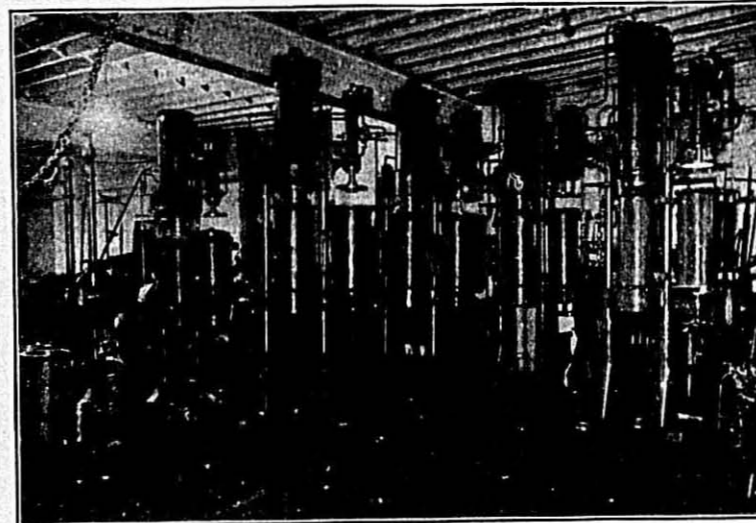
This press is not an experiment. We already have several of these presses in actual operation in a large macaroni plant in this city.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



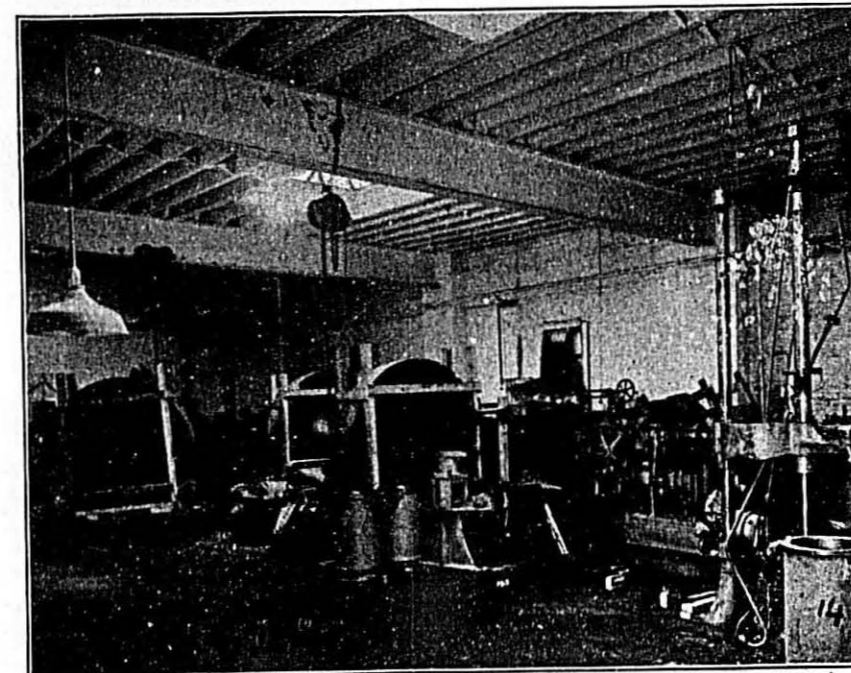
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

REBUILT

Presses, Kneaders and Mixers

Photograph of Mixers, Kneaders, Presses being rebuilt in our plant.

All rebuilt machines carry full guarantee as our new machines.



Write for particulars

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

Address all communications to 156 Sixth Street

Ample Durum Wheat*

Large Supplies in Sight for 1942-43 Season, Carryover on July 1 Was 34,655,000 Bushels, While Prospective 1942 Crop Is 32,521,000 Bushels

Even though a somewhat smaller crop of durum wheat is in prospect for 1942 than in recent years, the carryover of old crop grain was of record proportions so that total supplies for the 1942-43 season are again large, states the Semi Annual Durum Review of the Department of Agriculture. The latest official estimate indicated a durum wheat crop for 1942 of 32,521,000 bushels compared with 41,800,000 bushels produced in 1941 and the ten-year (1930-39) average of 27,598,000 bushels. The carryover of durum wheat in the United States on July 1, 1942, was 34,655,000 bushels, which together with the prospective 1942 crop of 32,521,000 bushels, gives a total supply for the 1942-43 season of 67,176,000 bushels. This is about double the annual domestic utilization of recent years.

The carryover of durum wheat as of July 1, 1942, was held in the following positions: on farms, 14,386,000 bushels; in interior mills and elevators, 10,376,000 bushels; in commercial storage, 5,464,000 bushels; and on hand at merchant mills, 4,429,000 bushels, or a total of 34,655,000 bushels. On July 1, 1941, the carryover was 25,410,000 bushels, and on July 1, 1940, it was 18,668,000 bushels.

Disappearance of durum wheat during the 1941-42 season (July to June) amounted to 34,026,000 bushels, and represented the largest annual domestic utilization of durum wheat since records on the subject have been kept. Mill grindings made a new record during this period and amounted to 18,961,000 bushels. Seed requirements accounted for 3,064,000 bushels, while 12,001,000 bushels were diverted to feed and other uses, including minor exports. Consumption of durum wheat products have apparently been on the increase as mill grindings of durum wheat into semolina and durum flour have shown steady increases during recent years.

The quality of the 1941 durum crop showed considerable irregularity. Early arrivals at the Minneapolis market, which represented wheat that was garnered before the harvest rains set in, was of excellent quality. Then continuous rainfall was experienced as the harvesting season progressed which made for a lot of high moisture,

sprouted grain. The carlot inspections of durum wheat at the Minneapolis market for the 4 months, October, 1941, to January, 1942, showed about one-half of the arrivals grading "Tough." From then on, the quality of the receipts showed a gradual improvement. During February and March, 1942, about 25% of the receipts graded "Tough" and during April, May, and June only about 15% carried this notation and more cars went into the No. 1 and No. 2 Hard Amber grade than earlier in the season. At the time of this report, prospects appear quite favorable for a good quality 1942 crop. Wind and hail have caused some damage in North Dakota where the grain lodged easily because of heavy growth but given favorable weather from now on, harvest time should confirm a durum crop of good milling quality.

DURUM WHEAT: SUPPLY AND DISTRIBUTION, UNITED STATES

Items of supply and distribution	1938-39 1,000 BUSHELS	1939-40 1,000 BUSHELS	1940-41 1,000 BUSHELS	1941-42 1,000 BUSHELS	1942-43 1,000 BUSHELS
Supply:					
Stocks, July 1:					
Farm	2,352	7,671	7,644	7,235	14,386
Interior Mill and Elevators	1,280	3,216	2,187	9,545	10,376
Commercial	428	4,010	4,998	5,250	5,464
Merchant Mills	1,161	3,258	3,839	3,380	4,429
Total	5,211	18,155	18,668	25,410	34,655
Crop	42,266	35,083	34,390	41,800	32,521
Total Domestic supply	7,487	53,238	53,058	67,210	67,176
Imports					
Total supply, July-December	47,487	53,238	53,058	67,210	67,176
Distribution, July-December:					
Mill grindings	7,590	8,213	8,295	9,320	
Feed and other use	4,079	5,549	5,658	5,822	
Exports	878	368		671	
Total	12,547	14,130	13,953	15,813	
Stocks, December 31:					
Farm	19,406	18,411	16,455	25,801	
Interior Mill and Elevators	6,573	10,421	11,835	12,403	
Commercial	3,895	5,540	7,333	8,970	
Merchant Mills	5,066	4,736	3,482	5,694	
Total	34,940	39,108	39,105	52,868	
Imports, January-June					
Total supply, January-June	34,940	39,108	39,105	52,868	
Distribution, January-June:					
Mill grindings	7,231	7,210	8,204	9,641	
Seed requirements	4,732	4,949	3,612	3,064	
Feed and other use	3,935	8,129	1,150	** 5,508	
Exports	887	142	300		
Total	16,785	20,440	13,366	18,213	
Stocks, June 30	18,155	18,668	25,739	34,655	

Compiled or computed by the Agricultural Marketing Administration.
*Negligible; **Includes exports.

*Distributed from Branch Market News Office, Agricultural Marketing Administration, Room 116, U. S. Federal Office Building, Minneapolis, Minnesota, W. R. Kuehn, Local Representative.

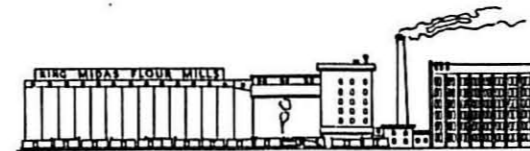
New Milprint Executive

Thomas W. Koch, well known in the packaging field, has just joined the Milprint organization in a special sales capacity according to an announcement made by G. Willard Meyer, Divisional Sales Manager of Milprint, Inc., Milwaukee, Wis.

"Mr. Koch brings to Milprint a well-rounded experience covering a score of years in various phases of packaging. His activities, particularly in the field of visible cellophane packaging, started with the days when this material first became generally used as a packaging medium and he has since fathered many a significant packaging development. Many people give him credit for having pioneered the use of printed cellophane in the meat packaging industry."

He is noted for his versatility as an advertising and merchandising expert. It is expected that Mr. Koch will finally locate in the New York office of the company where he will devote his talents to the problem now current in replacement packaging, including those that will help to deliver macaroni-noodle products fresh and uncontaminated to consumers.

That we may serve you
BETTER

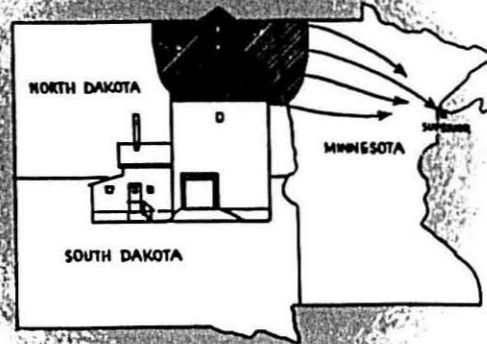


KING MIDAS MAINTAINS THESE COMPLETE, MODERN FACILITIES

Extensive Country Elevator System

... hundreds of elevators located in best durum wheat producing areas in the country

The high quality of King Midas Semolina begins with the selection of the wheat that goes into its milling. A vast network of country elevators located in the heart of the best durum wheat producing areas enable King Midas to select the very choicest wheat from each crop. Every year, King Midas field representatives obtain samples



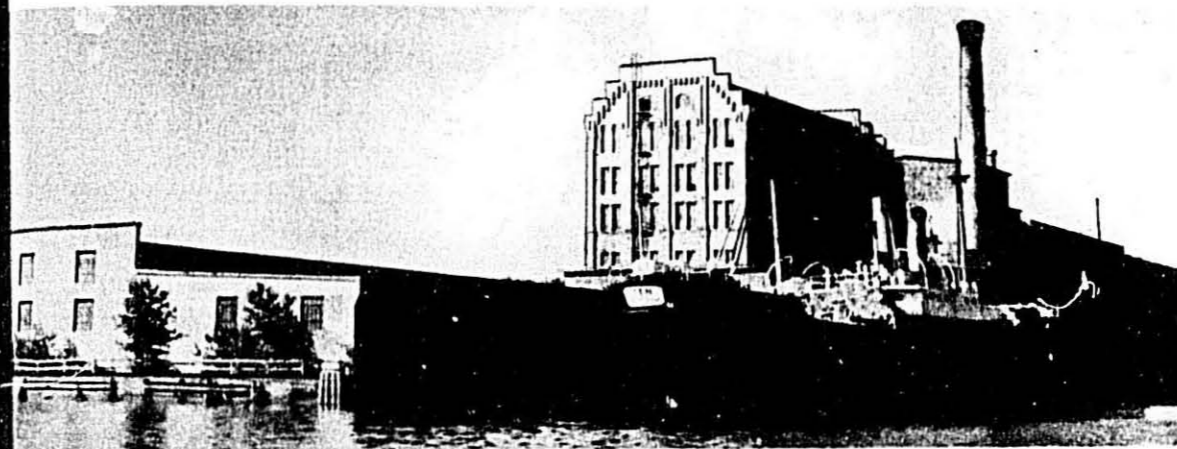
of the new durum wheat crop before it moves to market. All samples are thoroughly tested and checked and a record kept of their color and milling qualities and of the location where each sample was raised. Only the very choicest grains are selected for milling into King Midas Semolina. Our affiliation with this vast country elevator system, making possible a wider selection of durum, is one reason you can always depend on King Midas quality—quality that builds customer satisfaction for your products.

Large Terminal Storage Capacity

... large number of bins assures uniform wheat mix

King Midas' large storage capacity in Duluth-Superior, the world's primary durum terminal market, makes it possible to have sufficient quantities of the finest durum wheat always on hand to assure a uniform, high quality mix from one crop year to another.

A large number of both large and small wheat bins—the special hoppers, self-emptying type—enables King Midas to classify the wheat when it is stored, and to draw wheat always in the exact proportions to assure a well-balanced mix. In this way, the consistent high standards of color and protein content for King Midas Semolina can be constantly maintained.



Ideally Located Mill

... in Superior, Wis., America's "Air Conditioned" city, provides water and land transportation

The location of King Midas' durum mill at Superior, Wisconsin, offers several very definite advantages. The

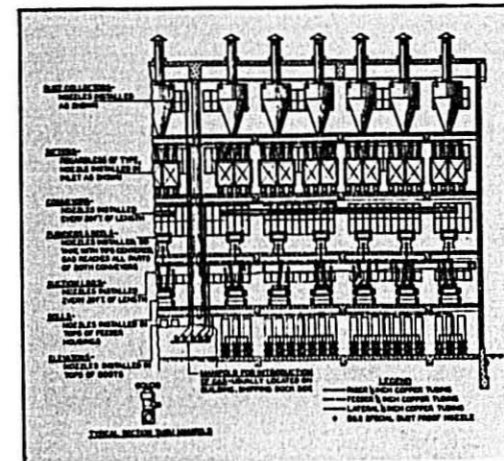
climate is exceptionally favorable because of the cool summers and low humidity—a fact which has earned for Superior the title of America's "Air Conditioned" City. From this standpoint King Midas Semolina is milled under ideal weather conditions—an important factor in uniformity and preservation of color standards. With its location at the head of the world's greatest inland waterways system, and also the terminus of a vast railway network serving the durum territory, facilities are excellent for shipping either by water or rail.

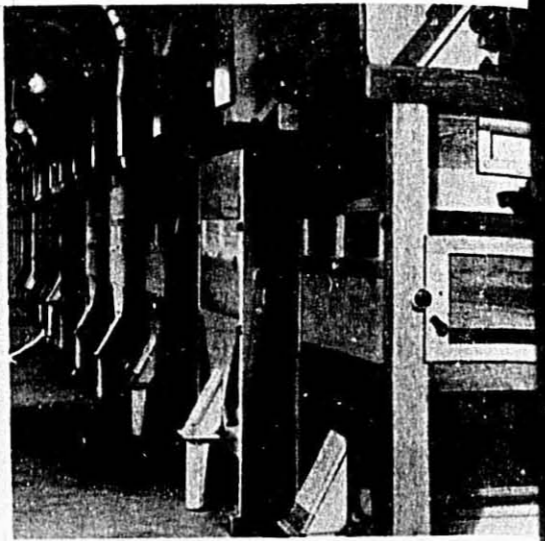
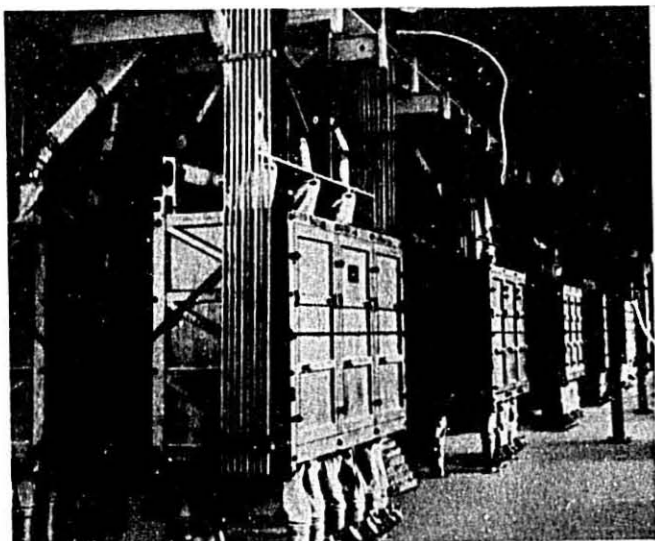
Unique System for Fumigating

... copper tubing to individual machines eliminates problem of insect infestation

A thorough and efficient system for fumigation, virtually eliminates the insect problem. This system consists of an elaborate individual piping of copper tubing to each individual mill machine for fumigating by gas. Every piece of the milling equipment can be efficiently fumigated at once, assuring complete sterilization at all times. Surveys made by the United

States Department of Agriculture show that fumigation by the direct piping system is the most efficient means yet devised. The chart below shows how fumigation is accomplished.





LATEST MILL EQUIPMENT

... spacious layout, daylight construction, special washers, newest cleaning equipment, makes for completely sanitary mill

All King Midas Semolina milling equipment is of the very latest design. The newest types of grain cleaning equipment have been installed. Spouting is all metal. Special washers which take 20 gallons of water to scour each bushel of wheat are used. Machinery is generously spaced throughout the mill. Nothing has been overlooked to make the conditions under which King Midas Semolina is milled, the most sanitary possible.

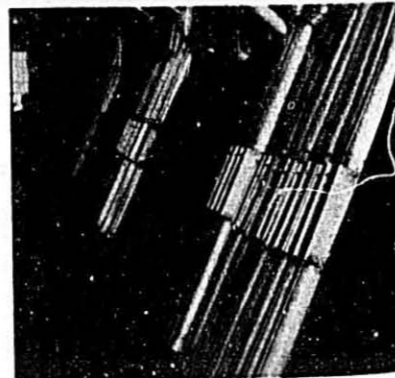
Constant laboratory control plays an important part in maintaining King Midas quality. The wheat in each car is tested for color, protein and milling qualities before it goes into the bins. Daily, at frequent, regular intervals, samples are taken from the mill stream and are laboratory tested for color, granulation, ash and protein content. All down the line, step by step, the quality of King Midas Semolina is carefully guarded, checked and re-checked, to make sure it will build the kind of customer satisfaction that you want in your products.

OUR PLEDGE TO YOU

It has always been our determination to mill King Midas Semolina to a very definite color standard, and to maintain that standard consistently. We will continue this aim by doing everything which the most modern milling methods can accomplish to give you in King Midas the very finest Semolina money can buy.

A PRODUCT OF KING MIDAS FLOUR MILLS • MINNEAPOLIS, MINNESOTA

King Midas SEMOLINA
"WORTH ALL IT COSTS"



Cutting Expenses Increases Profit Margin

By Fred E. Kunkel

A macaroni manufacturer faced with emergency conditions and a state of war, sat down to analyze his selling costs. He also conducted some research into expenses, and discovered that certain items were fixed while others, though necessary, could by conscientious consideration on the part of each employe, be considerably decreased.

Thus it was discovered that three per cent net profit could be made on sales volume on a certain basis of operation, and that the profits went higher with the practice of more stringent economies and the elimination of waste.

On this basis he did his figuring regardless of what his actual profits were for the preceding year. For example, every three cents saved was equivalent to a dollar in sales, and multiplying each ration by ten produced a most spectacular figure. Thus thirty cents saved equalled ten dollars in sales, while three dollars saved amounted to a hundred dollars in sales, and so on.

These pertinent facts and figures were then emblazoned on huge display cards and placed around the plant and in the office for everybody to see and read, and thus make them conscious of the need for ousting wasteful habits and inculcating savings habits, viz.:

Every 3c saved is equivalent to \$1 of sales.

Every 30c saved is equivalent to \$10 of sales.

Every \$3 saved is equivalent to \$100 of sales.

Every \$30 saved is equivalent of \$1,000 in sales.

In the office it was pointed out that a three-cent stamp was equivalent to a dollar in sales and a five-cent box of clips the equivalent of \$1.66 in sales; that three dollars in excess cost represented in the waste of stationery or printed forms equalled a hundred dollars in sales, and so on.

It was shown that the wasting of such items as nuts, bolts, cotter pins, lock washers, rags, kerosene, and so on, was unnecessary in the shop and that every nine cents wasted in supplies was equivalent to a three dollar sale. It was pointed out that the purchase of tools and other items, or their misuse and loss, was a waste and that a ten dollar loss or waste required \$333.33 in sales to offset it.

The next point of attack was insurance costs, and it was discovered not only that carelessness and waste accumulation created fire hazards, but that a fire increased insurance costs

and meant a money loss. Furthermore, a hundred dollar insurance premium equalled \$3,333.33 in sales.

Advertising costs were also attacked and it was discovered that advertising must pay some dividends or else be a dead loss or simply used as a good will builder. For instance, figures showed that every \$50 spent for ineffective advertising required \$1,666.66 in sales to offset the expense.

The problem of driving trucks and cars was studied. It was demonstrated that it costs a minimum of five cents a mile for a car and eight cents for a truck, so that all operators of motor vehicles were asked the pertinent question, "How many unnecessary miles do you drive a day?" It was pointed out that an average of only two unnecessary miles a day was the equivalent of some 650 miles a year and at a cost of only five cents per mile amounted to \$32.50 or \$1,082.50 in sales.

It was learned from research along these lines that a sixty dollar a month porter, clerk, or other person unnecessarily employed equalled \$24,000 in sales a year, and that an unnecessary employe earning as much as \$150 a month was the equivalent of \$60,000 in annual sales.

As a result of amassing these startling facts and figures, a placard was placed everywhere which read:

OLD ADAGE: "A Penny Saved is a Penny Earned."

OUR ADAGE: "Three Cents Saved Equals One Dollar in Sales."

A LOYAL, FAITHFUL EMPLOYE WILL NOT WASTE . . . CHECK UP ON YOURSELF.

— Your Boner Can Cost a Bomber —

Men, Machines and Victory!

The War Production Fund to Conserve Man Power by the National Safety Council, Inc. found such a response to its radio program that it was agreed to extend it through August. The objective of sponsors is accident prevention to speed the war efforts.

Presented by the Committee this radio program over the Blue Network has attracted nation-wide attention among war workers, safety engineers, government officials and the country's important business and industrial leaders. "Men and Machines must be kept working for final Victory." Through the War Production Fund, \$5,000,000 will be provided for the expansion of the accident-prevention program of the National Safety Council in accordance with President Roose-

velt's request. The program can be heard on Fridays at 10:30 p.m. Eastern War Time.

In a recent program it stressed these facts: Since Pearl Harbor, 29,800 war workers have been killed, 5,000,000 persons injured, 293,000,000 man-days lost, entailing an economic loss of \$2,300,000,000.

— Pass the Schedule, Not the Buck —

Pillsbury's Earnings \$1,040,082.68

In its annual report to the stockholders for the fiscal year ending May 31, 1942, the Pillsbury Flour Mills Company announces its net earning for the year, after deduction of all charges, amounted to \$1,040,082.68, equivalent to \$1.89 a share, as compared with \$1.47 for the previous year. On May 29 the company paid its sixtieth consecutive regular quarterly dividend, and in addition an extra dividend of 25 cents a share.

Commenting on the report, President Phillip Pillsbury says: "I wish first of all to remind you that we are manufacturers of essential foods—foods that play a vital rôle in maintaining the health, morale, and stamina of our people on the home front, of the men in our armed forces, of our allies, and, through lease-lend shipments, of the people of the United Nations.

"We of America—must be ready to send out the biggest bread basket the world has ever known on V-Day, to give the representatives of our government every help that is humanly possible with food toward winning the peace. By casting our bread upon the waters—across the waters—to the starving, war-tired world as soon as we win it, will return to us a thousand-fold in friendship to our nation and devotion to the living spirit of the democracy we are fighting for."

"In anticipation of severe wartime drains on reserve equipment and the difficulty of replacement of machinery, the company has adopted additional measures to maintain its plants and equipment in good over-all condition.

"Instead of 'wheatless Mondays' and dark 'war bread' of World War I—with substitute flours—this time there is plenty of wheat flour to go around. . . . The problem is not of rationing, but storage.

"Looking into the future, we do not have any particular grounds for optimism. Although there is no price ceiling on flour, there is a ceiling on many of our products, while services and raw materials can fluctuate at will. The result is that in the roll-back under the price ceiling, the manufacturer is threatened with a situation, the real portend of which we cannot estimate. Because of this uncertain outlook, the company's management continues a conservative policy toward the future."

Approve Cellophane Window Cartons

Association Wins Important Concession For Industry

The Office of War Information, War Production Board, announced on July 22, 1942, an amendment to its regulations restricting the use of cellophane, particularly in window cartons. Macaroni-noodle manufacturers, aided by officials of Rossotti Lithographing Company, Inc., North Bergen, N. J., had protested against the order with the result that changes in keeping with their wishes were made.

On June 8, 1942, the Division of Industry Operations, WPB, issued Limitation Order L-20 (Amendment No. 4), restricting the use of cellophane and similar transparent materials derived from cellulose on all window cartons. In their protest prepared by the Rossotti firm, which provides labels and folding cartons to most of the macaroni-noodle manufacturers in this country, it was pointed out that "this order, as written, defeats its very purpose."

Objections were particularly aimed at Clause 27, Paragraph "B" of the June 8 amendment, prohibiting the use of cellophane and similar transparent materials in "(27)—ALL WINDOW CARTONS, AND CARTON OVERWRAPS WHERE USED AS A PROTECTION FOR THE CARTON RATHER THAN THE PRODUCT ITSELF."

"We understand the purpose of this amendment is to conserve critical materials necessary for the war efforts. May we respectfully point out that in our opinion and in the opinion of manufacturers and users of this material, the first part of Clause 27 inadvertently defeats this purpose unless the order is modified to prohibit a "switch" from window cartons to cellophane bags, for instance. (Much more of this material will be used and no savings effected.)

"Further reasons for asking for a modification of this Limitation Order are:

- 1—Consumer protection through visibility, sturdiness of the window carton and protection of product.
- 2—Economy in packing by comparison by virtue of being adaptable to high speed packaging machinery which cuts down to a minimum the use of manual labor.
- 3—The above advantages through the use of the window carton involves the use of only a small percentage of cellophane or transparent material since 80 per cent to 90 per cent of the package surface of a window carton is composed of paper-board. Compared with an all-cellophane bag, the weight of

the cellophane used will provide "windows" for 12 window cartons of the same capacity.

"For this reason we feel that window folding cartons should be permitted to be manufactured for vital food products such as macaroni, egg noodles, etc., for civilian consumption."

Recognizing the reasonableness of these arguments the War Production Board on July 22, 1942—"Enacted Amendment No. 5 to its Limitation Order L-20, allowing the manufacture and use of window cartons."

This Amendment enables all manufacturers of window cartons to continue making and manufacturers to continue using these popular containers without restrictions. Thus the industry has won its point. The National Macaroni Manufacturers Association has again gone to the front for the entire trade and due credit is given to Charles Rossotti and his associates for their determined leadership.

— Hit Hitler Here —

Limit Travel Voluntarily

Director of Transportation Pleads for Deferred Convention, Staggered Vacations for the Duration

Deferment for the duration of all meetings, conventions, and group tours which are not closely related to furtherance of the war effort is called for by Joseph B. Eastman, Director of Defense Transportation. Mr. Eastman asked also that all state and county fairs be postponed, and that people do not travel aside from vacations, for mere pleasure or when travel can readily be avoided.

Hundreds of thousands of troops who must be moved over long distances have first call on our passenger facilities. Troop movements have been heavy, but they are constantly increasing and will be much heavier. The volume of necessary business travel is also rising.

The Office of Defense Transportation requests that the American people voluntarily impose the following restrictions upon their travel:

1. Defer all meetings, conventions, and tours of groups not closely related to the furtherance of the war effort, since such mass movements interfere with regularly scheduled traffic and frequently the use of extra equipment.
- In the case of meetings closely related to the war effort, attendance should be skeletonized along the lines of the splendid example set by the

American Legion in its forthcoming convention.

2. Postpone all State and county fairs. Farmers should not be encouraged to use, for nonessential purposes such as these, the tires which are so necessary to their livelihood and so necessary to provide a continuing food supply. Nor should they transfer the burden of such travel to public carriers.

3. Vacations are desirable from the standpoint of public health, efficiency, and morale, and vacation business has furnished a means of livelihood to many people in various parts of the country. Clearly, however, private passenger cars should not now be used for extensive vacation travel, and if such travel should be concentrated in large volume on the railroad and bus lines during the summer months, there is danger of serious congestion. Business organizations and other employers should stagger the vacations of employees throughout the year so far as practicable and, to reduce week-end traffic congestion, encourage their employees to leave and return from vacations during the middle of the week.

It may be that in certain parts of the country there will be less congestion of passenger travel than in others. Therefore, those planning vacations should consult agents in advance as to the prospects for travel over the lines which they contemplate using. Travelers cannot count on normal service, for delays, crowding, and scarcity of accommodations will occur as a result of heavy travel, and on some lines more than on others. Those who undertake vacation travel must expect and be ready to endure such discomforts.

4. Do not travel, aside from vacations, for mere pleasure or when travel can readily be avoided. The railroad and bus lines have taken commendable action in eliminating inducement fares, advertising intended to stimulate travel excursions, and the operation of special trains to recreational events and meetings.

The Office of Defense Transportation will make every effort in conjunction with the carriers to eliminate wasteful operations and thus conserve the supply of passenger equipment for the travel which should be maintained.

If the American people will voluntarily impose restrictions upon their travel such as have been indicated, there is good reason to hope that no drastic control over travel will be necessary.

If you find electric fans are scarce this summer, consider that the copper from a dozen such fans is enough to provide all the copper needed in fabricating a 20 mm aircraft cannon to make it hot for the Japs and Nazis.

Don't Hide Your Product

As the result of war regulations, many known and more unknown to the average shopper, consumers seem to be taking it for granted that if they do not see the product they want, there is no need to bother asking the grocers for it, since it must be discontinued under existing conditions.

In connection with this war-thinking, Researcher Frank R. Coutant in an article that recently appeared in *Printer's Ink* indicated that millions of self-service grocery shoppers seldom have a chance to ask for a product they don't quickly find. They're all too ready to "assume the war has made it scarce." And thus is generated a new threat to the brand loyalties won by grocery advertisers through the years.

Unquestionably, the situation calls for two very definite, needed actions in so far as macaroni-noodle products are concerned. (1) advertising and publicity should continue unabated throughout the war and—always; (2) closer cooperation with grocery outlet proprietors to obtain for these products a more conspicuous space in stores.

If the manufacture of items which shoppers have been used to buying is discontinued because of war exigencies, the fact should be made known, not only through the grocers but through judicious advertising. It pays to keep the buyers' good will at all times. Use advertising to explain all shortages and to tell what is being done about them.

With shortages in every line of food, this would seem the ideal time to do a little bit more than the usual almost infinitesimal amount of products publicizing and good-will building. Individual work along this line is commendable, but it is sometimes subject to ineffectiveness, because of the consumers' suspicion that it is selfish promotion. What will accomplish the most good and obtain the buyers' good will is general publicity and advertising through an organization that is expected to do such promotional work as an institution and with the consumers' interest in view.

— He Who Naps Helps the Japs —

British Get Dried Egg In 5-ounce Packages

Millions of 5-ounce packages of dried whole-egg powder, each package the equivalent of one dozen shell eggs, are being sent to England by the Agricultural Marketing Administration under the Lend-Lease program, says the U. S. Department of Agriculture. In these packages the product is being distributed to consumers through the British Food Ministry as a supplement to the limited ration of shell eggs.

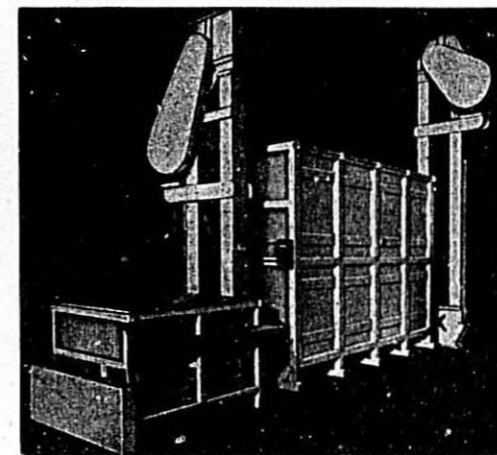
Distribution started only recently at the rate of one package a month for a family of three, or one package each three months for an individual. This is in addition to the winter ration of one shell egg a month per person, or four a month per person in summer. Dried whole egg is being packaged in 3-pound tins for U. S. Army use in the field. Table uses will constitute nearly 95 per cent of the Army's use of the product; the rest for baking. So most of the dried eggs will reach the soldier as scrambled eggs.

Department of Agriculture officials

believe that table use in England and in our Army will be the acid test of egg drying and will decide the future of the industry.

British requirement alone will amount to more than 17 million packages a month in addition to vast quantities sent to England in barrels for use by commercial bakeries and other manufacturers of prepared foods.

For every ten 30-foot cruisers that aren't being built this year our Navy can have another mosquito boat.



THESE MACHINES ARE AVAILABLE ON PREFERENCE RATINGS OF A-9 OR BETTER

REPAIRS — A-10, P100

GOVERNMENT REGULATION

CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER

During these trying times, the first call on our manufacturing facilities is reserved for the government.

Due to the war emergency our many customers, must of necessity, take second place.

One of these days the war will be over—then please keep Champion in mind and let us figure on your plans for rebuilding.

CHAMPION MACHINERY CO.
JOLIET, ILLINOIS

Mfrs. of Mixers — Brakes — Flour Outfits — Weighing Hoppers and Water Meters

Frozen Eggs in Cellophane Saving Tons of Metal

Packaging frozen eggs in cellophane is the newest contribution to the metal conservation program.

Egg-freezing is a big business, bigger this year than ever before. The current estimate of the 1942 output is 350,000,000 pounds, or 3,430,000,000 eggs, which will be delivered in either frozen or dried form to bakers and other food manufacturers, to restaurants and to our allies abroad on the Lease-Lend program. This year's volume is far in excess of the 237,000,000 pounds frozen in 1941 and the 190,000,000 pounds in 1940.

As egg noodle makers and manufacturers of other Egg Macaroni products well know spring and summer months the peak of the laying season, see the largest amount of egg-freezing. The frozen eggs are then stored and shipped at intervals throughout the balance of the year. Some go to bakers, macaroni and candy manufacturers for defrosting and immediate use. Others go to dehydrators whose

plants operate on a uniform year-round schedule. The whites and yolks may be separated and frozen in separate packages. There are on the average 9.8 eggs in a pound of liquid whole eggs.

Ordinarily, the eggs, after removal from their shells, are poured into tin cans, holding 30 pounds each, and then frozen and stored. But because of the current metal shortage (each can uses two pounds of metal), egg packers are turning to a new cellophane-lined paper board carton of the same capacity. A score or more of large egg packers have already adopted this non-metal container and others are considering it, states the du Pont Company, manufacturers of the special moisture-proof cellophane employed.

Long before it entered the egg field, cellophane had proved itself suitable in wrapping foods for freezing. A great majority of all consumer packages of quick-frozen fruit, vegetables, meat and fish are so packaged today.

The egg-breaking business (they really call it that) is reaching a new high this year, with an estimated 3,430,000,000 eggs to be opened and frozen. Many of them are subsequently dried and shipped in lend-lease to supply our allies abroad with high nutritional values per unit of weight. Others go to bakeries, noodle makers and other food manufacturers in this country. Here girls crack the fresh, candled eggs against a breaking bar and separate them by means of a hinged spoon and collar gadget. The yolk is held in the spoon while the collar is swung down over it to strip off the white.

Most of the egg-freezing is done during the big laying season in the spring and summer, preserving July freshness for January tables. Here the liquid eggs, made smooth and homogeneous by slow churning, flow into a special water-proof cellophane bag, developed by Du Pont. This is supported by a heavy cardboard carton. Every cellophane-lined container saves for war needs two pounds of metal, the weight of the tin can formerly used in this process.

This looks like a 30-pound block of ice, wrapped in cellophane. It is really 24 dozen eggs, frozen hard at temperatures of zero to 15 degrees below. The cellophane is being stripped off preparatory to defrosting for use by a food manufacturer or for drying. The cellophane may be put through a wringer to remove any traces of the valuable food product that may be sticking to it.

Cuts, Courtesy Du Pont Company



The new container, actually a leak-proof cellophane bag inside a special rectangular shaped fibreboard box, is not only saving quantities of metal for direct war purposes, but also fully satisfies the requirements of this industry. It provides adequate protection, ample structural strength, ease in handling, a freezing time comparable with metal containers previously used, and a cost even lower than tin.

Still another advantage of the new package, in the case of frozen eggs, is rapid defrosting, a process carried out before use. The block of frozen eggs can be slipped out of the carton and stripped of its cellophane wrapper before being placed in the defrosting tank to be thawed out. When the eggs are in cans the metal itself has to be warmed up before the eggs can be dumped out, which requires more time.

With proper handling, the fibreboard cartons may be reused, thus cutting down further on cost. In addition, shipping space and weight are saved. The rectangular boxes waste less space than the round cans and they weigh approximately 30% less. This permits carrying more frozen eggs in each refrigerator car. The container has been approved by the Consolidated Classification Committee of Eastern, Southern and Western Railroads.

— You Listen, Let Production Talk

Power of Public Opinion

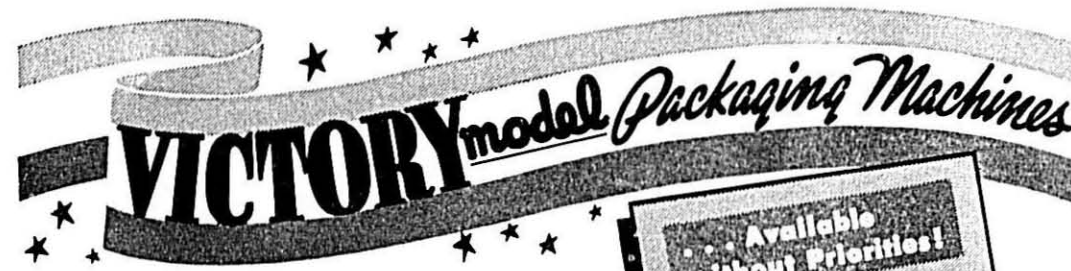
The new War Manpower Commission predicts that if the war continues through next year that 20 million men will be engaged in direct war production and transportation. That is why the Manpower Commission has been created to study and produce "the most effective mobilization and maximum utilization of the nation's manpower to fight this war." Some of the Administration agencies have lost their enthusiasm for backing up the demands of "labor leaders" for wage boosts.

There is strong evidence that workers, themselves, are in step with public opinion, and are satisfied with the rates of wages paid union labor employees. If the Government should order wage ceilings the probabilities are that loyal workers everywhere would offer no objections. Orders fixing wage ceilings by the Administration would not precipitate strikes.

The above is conservative and responsible reporting. Numerous polls of opinion clearly show that America's workers are opposed to all forms of industrial upsets that would interfere with war production.

Public opinion is supporting every motion on the part of the Administration in its efforts to crack down on strike leaders.

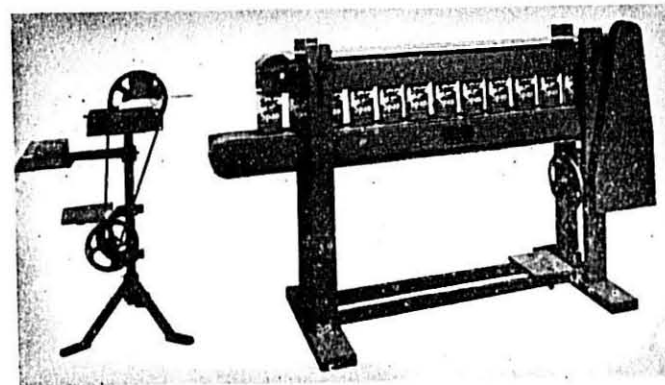
The power of public opinion cannot be ignored. (N.I.N. Service)



BELOW--Triangle Victory Model R Portable Carton Gluer. With aid of operator will apply glue to carton flaps at speed of 20 to 25 per minute. Compact...fast...flexible.

BELOW--Triangle Victory Model E Compression Unit for carton drying. Sturdy...well built; handles full range of carton sizes; easily adjusted.

Available without Priorities!



IT IS yours without priority... combination carton gluing and sealing setup that will produce 20 to 25 sealed carton ends per minute, accommodate all sizes and match performance of more elaborate units. These machines are low in price (\$200.00 or less), use extremely small amount of metals and are available without priority as long as our supply of materials last.

What's your packaging situation? There is a good chance Triangle can help you. Write for details.

TRIANGLE PACKAGE MACHINERY CO.
915 W. SPRINGFIELD AVENUE CHICAGO
Branches in Principal Centers

Slogans That Spur War Production Drive

The zest with which American workmen have tackled the job of out-producing the Axis is illustrated by the slogans they write to speed the job along.

War Production Drive Headquarters encourages labor-management committees in war plants to conduct slogan contests. Prize-winning slogans are usually forwarded to War Production Drive Headquarters. They are selected as the best by committees of plant workers and not by any government agency. A number of recent prize winners are released today.

Most of the slogans stress the importance of speed, the danger of absenteeism, the perils of inefficiency and the need of working hard, buying bonds and keeping a silent tongue. The following slogans are not necessarily the best; indeed, it would be difficult to select the best of the slogans sent in by 1,000 plants, some of which have sent in more than 1,000 slogans. But these that follow at least show the feeling of the American workmen as determined by war plant Labor-Management Production Drive Committees:

"He Who Naps Helps the Japs."—Westinghouse Electric and Mfg. Co., Nutter Works, Pittsburgh, Pa.

"If We Equip Them, Our Boys Will Whip Them."—Addressograph-Multigraph Corp., Cleveland, Ohio.

"Let's ZINC the Hell Out of Them."—American Steel & Wire Div., Donora Zinc Works, Donora, Pennsylvania.

"Produce! Produce! Produce! And Cook the Axis Goose."—A. M. Byers, Clark Bldg., Pittsburgh, Pa.

"He Who Relaxes Is Helping the Axis."—Gambert Steel Co., 1716 Yongelshoven Ave., Pittsburgh, Pennsylvania.

"Save On Scrap And Get Your Jap."—American Steel & Wire Works, 8225 Jones Road, Cleveland, Ohio.

"A Plane Every 8 Minutes in 1942."—Goodyear Tire & Rubber Co., Wilson and Winnings Ave., 114 E. Market St., Akron, Ohio.

"You Listen, Let Production Talk."—Sandusky Foundry & Machine Co., Sandusky, Ohio.

"Minutes Saved Here Means Lives Saved There."—Arma Corporation, 251 Thirty-Sixth St., Brooklyn, New York.

"America Co-ordinated The Enemy Eliminated."—Lansom Co., 303 Lansom Street, Syracuse, New York.

"All Out Now—Or All In Later."—American Steel & Wire Co., of N. J., Donora, Pennsylvania.

"You Can't Sit at Ease to Beat The Nipponese."—American Steel & Wire Co., of N. J., Donora, Pennsylvania.

"Your Bomber Can Cost a Bomber."—United States Rubber Co., 5675 Anaheim-Telegraph R., Terminal Annex, Los Angeles, Calif.

"Not Defense, But Over the Fence and at 'Em."—W. J. Von Rubber Corp., 1000 E. 25th St., Los Angeles, California.

"Pass the Schedule, not the Buck."—Combustion Engineering Co., Inc., Hecker, Walh, 1032 West Main Street, Chattanooga, Tennessee.

"Bullet, not Bull."—Cramer Posture Chair Co., Kansas City, Missouri.

"Dare the Battlebacks Let's Fill the Bomb Racks."—E. J. du Pont de Nemours & Co., Morgantown, West Virginia.

"A Grenade in Time Kills Nine."—Everedy Co., Inc., Frederick, Maryland.

"Hit Hitler Here."—Jones & Lamson Co., Clinton St., Springfield, Vermont.

"Come on Boys, Let's Go."—With Peak Production, We'll Show How to Eliminate Taps."—American Steel & Wire Works, New York, N.Y.

"I'm Not a Speed J-Head."—General Radio Co., Cambridge, Mass.

Words to the Wise

No restrictions on individual rail road or bus travel now exists, the Office of Defense Transportation advises us. It couples this information with reminders and pointed hints that "planning a vacation close to home this year will not only relieve public transportation facilities this summer but will be a patriotic gesture."

Why Not Macaroni Products?

Association Secretary and Institute Director
Asks Pertinent Question of Consumer
Division of OPA

Several Government agencies are doing some fine work in publicizing foods for health's sake and for the building of a physically strong nation—servicemen and civilians. For generations the American Red Cross has recognized the true value of macaroni-spaghetti-egg noodles as a dependable food that has often "gone to the rescue" in catastrophes of all kinds, and the public generally appreciates the nutritious qualities of high grade macaroni products—particularly when served with the many other protein and energy-supplying foods that blend nicely with them.

Recently there developed in some parts of this country a meat shortage that caused even some of our Government agencies much concern. The Consumer Division of the Office of Price Administration in a release to consumers on July 27, 1942 "advised families to buy poultry, fish and other protein foods which are plentiful, during the temporary beef, veal and pork shortage."

Certain protein foods were recommended, and the omission of macaroni, spaghetti and egg noodles from that listing did not escape the watchful eye of the National Macaroni Manufacturers Association, as shown by the action taken by Secretary M. J. Donna, speaking for the Association. Copy of his letter follows:

NATIONAL MACARONI MANUFACTURERS ASSOCIATION
Braidwood, Illinois

July 29, 1942

The Consumer Division,
Office of Price Administration,
Washington, D. C.

Gentlemen:

Thanks for copy of your OPA Release No. 379, dated July 27, 1942, wherein you "advise families to buy poultry, fish and other protein foods, which are plentiful, during the temporary beef, veal and pork shortage."

The release adds: "Cheese, dried beans, peas and lentils are other inexpensive sources of protein. . . They can be made into a variety of main dishes for the family table."

Why overlook MACARONI PRODUCTS . . . macaroni, spaghetti, egg noodles—the Energy Trio—as protein foods?

According to many pamphlets issued by our Government, macaroni products are always listed as outstanding "protein foods," exceeding even meat in many of the essential food elements.

Furthermore, macaroni, spaghetti and other shapes of this food have as their principal and perhaps their only ingredient semolina, farina or flour . . . all products of the farm. Egg noodles contain eggs in addition.

Perhaps there is no other food so naturally adapted to blending with other foods in combinations that result in so tasty, very inexpensive dishes . . . easy to prepare and sure to be popular favorites!

We realize that there are other good foods that you did not mention, but just can't account for the omission of macaroni products that are superior in the elements that you emphasize as needed to meet an emergency.

You will find macaroni products a real friend in this meat-scarcity emergency. So will the housewives. What is the thinking of your Consumer Council on this point? How can this Association be of any help in the good work you are doing?

Cordially
MPD/d M. J. DONNA, Secretary N.M.M.A.

P. S. The Macaroni and Noodle Industry of America manufactures nearly three quarter billion pounds of macaroni, spaghetti, egg noodles and other shapes and sizes of this food annually.

As the basic ingredient for this output, it uses annually nearly 4,000,000 barrels of Semolina, Farina and Flour. The basic raw material, . . . WHEAT . . . is American grown, American milled, American processed and American consumed.

In addition, millions of eggs are used annually in Egg Noodles and other Egg Macaroni Products. We thus provide a lucrative market for the producers of eggs . . . farmers, egg producers of all kinds.

So, in giving the American people the "protein facts" previously referred to concerning macaroni products, the farmer, the miller, and the consumer will benefit to an even greater degree than will the processor . . . from any favorable consumer reaction that is sure to result.

M.J.D.

Presidential Instructions

"M.J."—That was a swell letter to the Consumer Division of OPA.

Put that letter in a special box in the MACARONI JOURNAL so the membership, and the other manufacturers, too, can see that you are on the job."

Regards
JACK
(C. W. Wolfe, President)

EASTERN SEMOLINA MILLS, INC.

Baldwinsville, N. Y.

Seymour Oppenheimer
President

Howard P. Mitchell
Vice-Pres. & Sales Manager

Blow Hot or Blow Cold

BAROZZI DRYERS

Are Constantly on the Job,
Whatever the Weather

Efficient Macaroni Products Drying Systems Are Constructed to Meet
Special Plant Needs and Particular Manufacturing Conditions

Experience Counts!

Write Us About Your Drying Problems
— Advice Given Without Obligation

BAROZZI DRYING MACHINE COMPANY
280-294 GATES AVENUE • JERSEY CITY, N. J.

Safety Director Retires

W. H. Cameron Completes Nearly
30 Years' Service in Connection
With Work of National
Safety Council



Ned H. Dearborn

Ned H. Dearborn, of New York City, has been named executive vice-president and managing director of the National Safety Council.

He succeeds W. H. Cameron, who is retiring after almost 30 years as managing director of the Council.

Mr. Dearborn's appointment was announced by Col. John Stilwell, president of the Council, following a meeting of the executive committee.

Since 1934, Mr. Dearborn has been dean of the division of general education of New York University, a post he now leaves.

In his new position he will actively direct the greatly expanded wartime program now being conducted by the National Safety Council as a result of a proclamation by President Roosevelt.

Mr. Dearborn has had wide administrative experience, and has been actively engaged in accident prevention for several years. He was responsible for the development four years ago of the Center for Safety Education at New York University. He has been vice-president for education of the Na-

tional Safety Council for two years and for the last year has been chairman of the Council's special finance support committee.

In the 30 years the National Safety Council has been under the active direction of Mr. Cameron it has grown from an organization consisting of Mr. Cameron and a secretary to its present leadership in the safety field. It has a headquarters' staff of 140 persons, and its volunteer committees, working in every part of the nation, include thousands of men and women

who contribute their time and effort to accident prevention.

Before becoming managing director of the Council when it was organized in 1913, Mr. Cameron was manager of casualty and safety departments



W. H. Cameron

of the American Steel Foundries in Chicago. His interest in accident prevention was so intense, and his safety program so effective, that when the National Safety Council was formed, he was asked to become its active head.

Macaroni-Noodle as Farm Aids

Food Industry Adds Millions to Income of
Wheat Growers and Chicken Raisers

A sizable share of the dollars generated by the manufacture and sale of macaroni, spaghetti, egg noodles and kindred wheat foods goes annually into the pocket of the farmer and those interested in egg production.

Nowhere is the cycle of exchange between factory and farm more apparent than in the macaroni-noodle business. Macaroni, spaghetti, etc., are nearly as pure a wheat food as any used by mankind, as only water (and in some cases, salt) is added to moisten the ground wheat to form a dough for shaping into different kinds of macaroni products.

Nearly twenty-five million bushels of durum wheat, grown mostly in the wheat belt of the Northern Plain

States and additional millions of bushels of other kinds of wheat are converted annually into edible macaroni products by the simple process of adding water to the ground wheat to form a dough that is shaped by machines and then most of the water evaporated by controlled, scientific means to form what may be termed a "dehydrated" food.

According to the Bureau of Labor Statistics nearly one-third of the typical city worker's income is spent for food alone; consequently, the higher wages now being paid all workers means that even more than the indicated 40 per cent of the money spent for foodstuffs returns to the farmer

himself after all distribution costs are paid.

The Industry's egg noodle output adds even more to the income of the producers of raw materials in providing an outlet for millions of eggs that are added to the basic wheat dough to produce the very tasty and nutritious egg noodles. The cycle is even more complete through the increased consumption of these farm products in their processed form—a cycle that gives employment to thousands of farmers, more thousands of factory workers, and sustenance to millions at a cost within reach of rich or poor. The Macaroni Industry is thus, truly, the friend of the farmer, the friend of the common people.

—Bullets Not Bull—

Potatoes for Starch

Diversion by the Department of Agriculture of up to 5,000,000 bushels of white potatoes to starch and dextrin is regarded by the U. S. Department of Agriculture as especially favorable for textile and other manufacturers this year, as well as for potato farmers.

The textile industry thinks potato starch is first class for sizing yarns so that they will not break in weaving, and for creating a smooth gloss in finished fabrics. Root starch is also a basic ingredient of adhesives, and is used in making of plywood, veneer and paper. The foreign supply of root starch is seriously curtailed by the war, so that any increase in the domestic supply will be welcomed.

The Surplus Marketing Administration, which will pay 30 cents a barrel for 1941 crop Irish potatoes—of U. S. grade 2 or better—diverted to starch or dextrin, believes the 1942 program will reflect favorably on prices that growers receive. Maine is the center of the potato starch industry, although factories are also operated in Oregon, Idaho, Minnesota, and a few other States.



A well-laden table of plain, essential foods for healthy appetites is the general rule in homes of farmers and factory workers alike in this free country.

HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of



Macaroni Dies

178-180 Grand Street

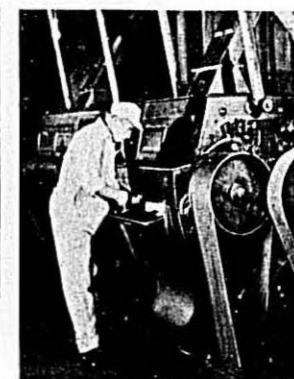
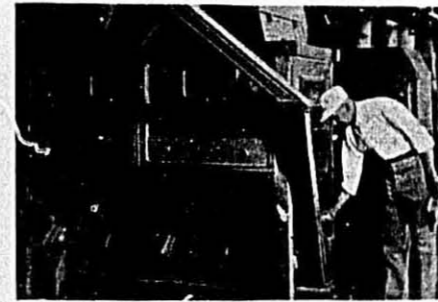
New York City

TRADE MARK

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

Something Extra

Use Capital's products and you will receive that extra goodness "built into" our products by veteran millers who take pride in their skill.



These three millers from our staff have accumulated more than a century of milling experience between them.

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Macaroni Industry Not Represented

Twenty leaders of the food industry, representing virtually every phase of processing and distribution, were appointed by Price Administrator Leon Henderson as a National Food Industry Advisory Committee to work with OPA in the solution of problems and adjustments under the General Maximum Price Regulation.

The committee, representing canners, processors, wholesalers and chain and independent retailers will advise with OPA on problems of adjustment under the General Maximum Price Regulation. The macaroni-noodle industry got no direct recognition thereon.

"The job of the committee," Mr. Henderson stated, "will be to work out a full and complete solution of the problems of the food industry in a spirit of mutual understanding."

The first meeting was held on Friday, June 26, and concerned itself largely with the problem of the "squeeze" created for retailers and wholesalers under the General Maximum Price Regulation. However, the meeting was also devoted to overall discussion of OPA policy and the maintenance of ceiling prices.

The new committee has been recruited largely from special committees and groups which already have been engaged in working with various

war agencies. It will be assisted in the collection of information by representatives of the nine trade associations in the food field.

Appointed to the National Food Industry Advisory Committee were:

P. M. Brinker, Dallas, Tex., and D. E. Robinson, Pittsburgh, independent retailers;

John T. Menzies, Baltimore, Austin Iglehart, New York, and H. S. Meinhold, New York, packers and manufacturers;

E. N. Richmond, San Jose, Calif., and H. L. Cannon, Bridgeville, Del., canners;

Jack Wilson, Cambridge, Mass., soap and shortening manufacturers;

French Fox, Charlevoix, Pa., and Frank J. Grimes, Chicago, voluntary group wholesalers.

W. H. Albers, Cincinnati, and Sidney Rabinowitz, Boston, supermarkets;

Alfred Dorman, Statesborough, Ga., and A. C. McCune, McKeesport, Pa., smaller independent wholesalers;

William B. Mackey, Philadelphia, and Francis Whitmarsh, New York, larger independent wholesalers;

William D'Miller, Chicago, and Isaac Jacobson, Washington, D. C., cooperative group distributors; and

Hunter Phelan, Norfolk, Va., and Ralph Burkhard, Somerville, Mass., proprietary chains.

Trade Association executives invited to attend were: Mrs. R. M. Kiefer,

National Association of Retail Grocers, Chicago; Paul S. Willis, Grocery Manufacturers of America, New York; Frank Gorrell, National Canners Association, Washington, D. C.; T. Blair Willison, National Voluntary Groups Institute, Cleveland; M. M. Zimmerman, Super Market Institute, New York; R. H. Rowe, United States Wholesale Grocers Association, Washington, D. C.; M. L. Toulme, National American Wholesale Grocers Association, New York; John A. Logan, National Association of Food Chains, Washington, D. C., and Hector Lazo, Cooperative Food Distributors of America, Washington, D. C.

He Who Relaxes Is Helping the Axis

Macaroni Dudes

In his "Answers to Questions," Director Frederick J. Haskins of the Commonwealth Reporters Information Bureau, Washington, D. C., answered an interesting question on the application of the name "Macaroni" as applied to "landies" or "dudes" in England when the travellers returned with a knowledge of macaroni and spaghetti and the approved ways of eating this food.

For a long time macaroni was unknown outside of Genoa, Italy, but in the Eighteenth Century it was introduced into London. A club was formed at whose gathering macaroni was the principal dish. Soon "Macaroni" came to be a common name for a young man about town.

Getting Supplies from Industry, to the Soldier, Via the Quartermaster

More than 1,500 executives of food and allied industries will hear a comprehensive story on current U. S. Army Quartermaster Corps operations at the Sherman Hotel, Chicago, Monday evening, September 14, 1942. Brigadier General Joseph E. Barzynski, Commanding General of the Chicago Quartermaster Depot, has advised the meeting sponsors, Chicago Association of Manufacturers' Representatives, "vital factors of immediate concern in the operation of each department will be fully discussed by key officers. Facts will be given which should lead to a closer understanding and relationship between industry and the Quartermaster Corps."

Manufacturers are showing special interest in this meeting because of the many items which clear through the U. S. Army Quartermaster Depot. The Subsistence Laboratory, for instance, which is headed by Colonel R. A. Isker, must first approve many food products before they can be used by the army. Many of the new army rations have been conceived and created in this laboratory. Much large scale buying for certain canned goods, meats, groceries, and general supplies is handled at this Depot.



L. to R.: J. P. Canapa, Red Cross Macaroni Co; Major W. W. Gilderleeve, Public Relations Officer, U. S. Army Chicago Quartermaster Depot; J. C. Dure, General Foods; Ralph Kelley (seated), Geo. A. Hormel Co.; Lt. J. Burkhardt, U. S. Army Quartermaster Corps; E. D. Johnson, R. B. Davis Sales Co.; Bob White, Meeting Chairman.

The Dried Egg Picture

Commercial egg breaking plants during June produced 84,517,000 pounds of liquid egg compared with 49,709,000 pounds during June last year—an increase of 70 per cent. Of the total production of 52,750,000 pounds were frozen compared with 46,560,000 pounds in June last year, 1,815,000 pounds were used for immediate consumption compared with 1,891,000 pounds were used for immediate consumption 29,952,000 pounds, plus the

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

Average 1931-32 1935-36	Durum Wheat Ground BUSHELS	Semolina BARRELS	Flour BARRELS	Exports Macaroni, etc. POUNDS
July-December	6,916,568	1,159,716	284,785	1,223,713
January-June	6,566,430	1,089,188	307,461	1,187,546
Total	13,482,998	2,248,904	592,246	2,411,259
1934-35:				
July-December	6,468,443	1,069,131	290,899	938,548
January-June	5,779,986	986,318	267,008	1,043,522
Total	12,248,429	2,055,449	557,907	1,982,070
1935-36:				
July-December	8,079,600	1,277,468	354,860	943,239
January-June	7,642,642	1,181,320	343,401	1,042,154
Total	15,722,242	2,458,788	698,261	1,985,393
1936-37:				
July-December	7,178,821	1,126,855	354,027	903,688
January-June	4,872,839	843,685	186,344	1,515,939
Total	12,051,660	1,970,540	540,371	2,419,627
1937-38:				
July-December	6,747,909	1,070,141	354,309	1,532,537
January-June	6,881,882	1,141,055	296,777	1,345,699
Total	13,629,791	2,211,196	651,086	2,878,236
1938-39:				
July-December	7,590,460	1,245,377	414,520	1,783,847
January-June	7,231,375	1,256,964	336,813	1,494,226
Total	14,821,835	2,502,341	751,338	3,278,073
1939-40:				
July-December	8,213,310	1,392,707	406,134	2,929,050
January-June	7,210,373	1,175,819	394,009	1,882,683
Total	15,423,683	2,568,526	800,143	4,811,733
1940-41:				
July-December	8,294,842	1,182,979	464,953	1,707,295
January-June	8,204,118	1,375,649	401,404	1,475,196
Total	16,498,960	2,558,628	866,357	3,182,491
1941-42:				
July-December	9,319,560	1,482,195	528,155	†
January-June	9,641,236	1,498,854	554,160	‡
Total	18,960,796	2,981,049	1,082,315	‡

Source: Data prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent data, Agricultural Marketing Administration.
†Total production included under semolina when production of semolina and flour is not reported separately.
‡Not available.

eggs broken out by strictly egg drying plants 21,922,009 pounds of dried egg were produced—approximately 7 times the production of June last year. The production of 20,685,930 pounds of dried whole egg, practically all of which was produced for lease-lend purposes was about 20 times as large as the production a year earlier. The production of dried albumen was 17 per cent less and the production of dried yolk was 36 per cent less than the production in June last year. The monthly production of dried whole egg is expected to increase during the remaining months of 1942.

Storage holdings of frozen eggs on July 1 totaled 276,835,000 pounds, the largest of record. Storage holdings of

shell eggs on July 1 totaled 7,984,000 cases compared with 6,427,000 cases on July 1, 1941, and the July 1 (1937-41) average of 7,144,000 cases. Reports from egg dryers showed that 3,265,000 cases of shell and 69,858,000 pounds of frozen eggs were earmarked for drying. Small quantities of storage shell and frozen eggs were used for drying in June by several dryers.

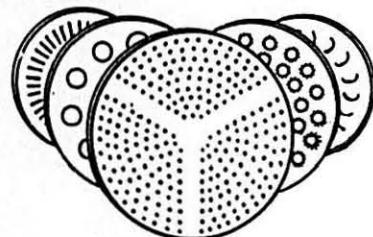
The Agricultural Marketing Administration accepted offers on 22,200,080 pounds of dried egg in June. Offers accepted July 1 to July 16 totaled 8,318,775 pounds. Since the first of the year, the Government has accepted offers on 170,071,465 pounds of dried egg.

Dried Egg Production, June 1941-42

Commodity	June		Per cent change in 1942 Per cent
	1941 Pounds	1942 Pounds	
Whole	1,021,145	20,685,930	+1926
Albumen	329,286	272,970	-17
Yolks	1,502,907	963,179	-36
TOTAL	2,853,338	21,922,079	+668
Firms reporting		59	

STAR DIES WHY?

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



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

MACHINES FOR SETTING UP AND CLOSING MACARONI AND SPAGHETTI CARTONS



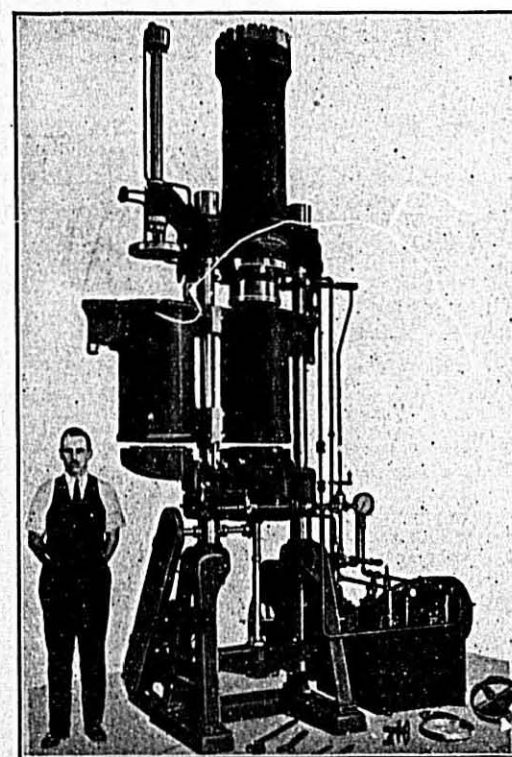
(A) The PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up macaroni and spaghetti cartons at speeds up to 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable to set up several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



John J. Cavagnaro

Engineers and Machinists

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

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Macaroni Machinery
Since 1881

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All Sizes Up To Largest in Use

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The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

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

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SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES

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

Vol. XXIV AUGUST, 1942 No. 4



"I pledge allegiance to the Flag of the United States of America, and to the Republic for which it stands, one nation indivisible, with liberty and justice for all."

Correction

In the official list of registrants at the 1942 convention, published on Page 31 of the July issue of THE MACARONI JOURNAL, a typographical error appears. The name Frank Lazzaro appears as if he were a representative of the firm immediately above his name on the list. "Frank Lazzaro" is both the name of the firm and of the individual representing that firm, so the name should have been repeated to avoid this error.

Mr. Lazzaro is a dealer in rebuilt macaroni and noodle machinery with headquarters at 55-57 Grand St. New York City.

Clermont, The Donor

Those who received very appropriate and timely statuettes of General Douglas MacArthur at the convention know that they are indebted to John

Amato of Clermont Machine Company, Brooklyn, N. J. An error occurred in the listing on Page 3, where credit was given to others by mistake. "To err is human" and this error is noted in giving credit where credit is properly due.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

To the Members of NMMA:
Your president received a telegram from Donald M. Nelson, Chairman of the War Production Board, requesting your organization to send its secretary or manager to a two-day training conference on the new Classification System for tracing the end use of essential materials for allocation purposes, to be held in the Hotel Pennsylvania, New York City, Tuesday and Wednesday, August 11 and 12.

For your information, we are informed that the general program for this two-day conference will be as follows:

- The morning session the first day will begin at 10:00 o'clock and will deal with the following subjects:
 - (1) The new organization setup of WPB.
 - (2) The new appeal procedure set-up to handle appeals from "M" and "L" orders.
 - (3) Compliance.

The afternoon session at 1:00 p.m., the afternoon session will be devoted to two subjects, handled in the nature of a panel discussion with officials of the WPB as members of the panel:

- (1) The Classification System for tracing end use of essential materials.
- (2) The Production Requirements Plan.

The conference will be broken down the second day into several industry and commodity group clinics at which opportunity will be given for detailed questions on the Classification System as it relates to specific industries and commodities.

Benjamin R. Jacobs has been delegated to represent our Association at this Conference.

Sincerely yours,
M. J. DONNA,
Secretary-Treasurer.

Flying Freight

Freighters of the sky are increasing the volume of their business. Before the war is over heavy freight will be shipped around the world through the skies. It is being done right now on a large scale in carrying on the war.

Tussles with Taxes

Taxes are in new tangles and an important matter in connection thereto is that the tax burden is still growing heavier and heavier, despite the fact that incomes have not been restricted to \$25,000, and sales taxes have not been approved—Yet!

BUSINESS CARDS

CARTONS

GIVE US A TRIAL

NATIONAL CARTON CO.
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.

Vitamin Assays a Specialty.

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Used Machinery and Equipment in Good, Serviceable Shape

- 1—Cevasco, Cavagnaro & Ambrette 10" Horizontal, Hydraulic Press With Cutting Attachments.
- 1—Cevasco, Cavagnaro & Ambrette 13 1/4" Vertical Hydraulic Press.
- 1—Consolidated Macaroni Machine Corp. 1 1/2 Bbl. Mixer, belt drive.
- 1—Elmes Kneader, tight and loose pulley.
- 1—P. M. Walton Kneader, tight and loose pulley.
- 25—Bronze and Copper Dies, 13".
- 25—Bronze and Copper Dies, 10".

Steve Busalacchi
1429 N. Van Buren St.
Milwaukee, Wis.

FOR SALE—14 1/2" Hydraulic Press; kneader, mixer, dies, trucks and sticks. Two scales—1 Howe Vitagraph, 1 Exact. Exhaust fans. No dealers. Roth Noodle Co., Pittsburgh, Pa.

WANTED—12 1/2 inch Hydraulic Press with dies, long cylinder barrel, in good shape; also Folding Egg Noodle Machine—must be reasonable. Carmen Macaroni Co., 6701 Clara St., Bell, Calif.

FOR SALE—Complete Noodle-making Equipment. In good shape and reasonable. Write Mrs. Reich's Home-made Noodles, Muskego, Wis.

FOR SALE—One 12 1/2" Vertical Hydraulic Press, complete with Pump, in first-class condition. Make us an offer. "CMP" c/o MACARONI JOURNAL, Braidwood, Ill.



Americans
It's Now or Never!

Americans . . . what kind of stuff are we made of? When are we going to really Stop, Think and Really go to War?

When are we going to admit that this is not a penny-ante war . . . that our boys are being drowned, butchered and maimed by the thousands . . . our boys, fighting for You and Mary and Billy and baby Jean?

When are we going to show we're Red, White and Blue . . . not yellow?

When are we going to crack down on slackers, social parasites, pleasure-as-usual prima donnas, who carry a flag in one hand and a dunce hat and tin horn in the other?

When are we going to quit peacetime habits as-usual, unnecessary driving as-usual, luxurious spending as-usual, long vacations as-usual . . . and all the other peacetime extravagances which have no place in time of War? Conserving money with which to buy War Bonds and conserving rubber, gas and metals today will spare lives and tears and broken homes tomorrow.

Yes . . . when are we really going to SACRIFICE?

How long are we going to put up with big-time promoters hoodwinking us with trumpets and fan-fare that we must have idle pastimes, with their waste of time, money and transportation, on the pretense that we need them for "morale"? What greater "morale" do we need than the inspired proclamation of our President, "that we are fighting to preserve the blessings which are America"? We don't need an "escape" from the reality of War. It's dangerous and disastrous. We don't need a wet nurse and a teething ring to pacify us and cajole us. This is War . . . dirty, nasty, bloody, sickening War. What do you suppose the boys on the high seas THINK when they hear the jazz bands play on the radio and hear the crowds laugh and make merry? They're out hunting subs and sudden death . . . while some folks back home are hunting pleasure and escape and charge it to "morale." How 'bout it, Americans?

How long are we going to let a handful of petty politicians make mockery out of this War, under the pretense of free speech and constructive criticism of our foreign policy? How long are we going to stand for their political pet peeves, passions and patronage for their isolation trips, boon dogging and all the other well known peacetime pastimes of confusion, complaint and contempt? How long are we going to allow a handful of racketeers to besmirch the good name of Labor, with personal whims, hatreds, threats and downright disregard of the seriousness of our present situation?

How long are we going to stand for attacks on business . . . good business . . . aiming to keep its head above water in spite of shortages and priorities, and to fight on to preserve the high standard of American living it did so much to create?

How long are we going to put up with the pampering of enemy allies of proven guilt, with rights and privileges they do not deserve and throw them out on their filthy necks, before they spread any more of their vicious lies and destructive propaganda on gullible ears?

When are we going to rush through emergency laws with real "teeth" to stop seditious statements from passing through the mails of Uncle Sam?

When are we going to stop all strikes, all jurisdictional disputes between one union and another and insist on a "status quo" for the duration of the war?

When are we going to reduce the threat of inflation by voluntary purchase of at least 10% of our salaries and wages for War Bonds? When are we going to stop all this highfalutin "economic planning" and get down to horse sense . . . to the spirit of '76 and Plymouth Rock?

When are we going to say to the boys of Bataan, Wake Island and Corregidor . . . "We'll avenge you." . . . and really mean it? They risked their lives . . . they gave their lives . . . thousands of them . . . thousands more are sacrificing their lives this minute, as you read this . . . What are we risking? A little less sugar, a few less tires, a shiny new automobile . . . or money for Bonds which will be paid back with the juicy interest rate of nearly 3%.

When, in Heaven's name, are we going to admit our mistakes, our complacency, our Rip Van Winkle philosophy of isolation and indifference, in a world in which we play such an important part? When are we going to realize that this is a revolution against us and not merely a war to crush Hitler, Mussolini or Tojo?

What are we waiting for, Americans? Bombs upon Fourth St. Pennsylvania Ave. Woodward Ave. or Times Square? All of Europe is lost and now most of Egypt and China. The barbarians are killing everything in sight. They will stop at nothing if it suits their purpose. Tomorrow it may be gas . . . yes, air of destruction the kind of which is not even imaginable today. Where will the barbarian strike next? Where will he drive while we fool around with half-way measures and part-time support. Remember, he's producing armaments 24 hours each day, 7 days a week. No 40-hour-week or two weeks' vacation on his side of the fence.

The American people are FIGHTING MAD and fed up with the slackers. They want Action . . . and fighting songs. Don't tell them, "There'll Be Bluebirds Over the White Cliffs of Dover." To H—ll with the blue birds. Tell them, "There will be Vultures over Berchtesgaden in 1942." That's what they want to hear today. It's time for Action, for Faith and for ol' fashion Prayer. It's time to forget our hobbies and go to work and Sacrifice for America. It's time to cheer our fighting men, not with flags and parades alone, but with a genuine ALL-OUT effort and rolled up sleeves.

It's late, Americans! It's the zero hour of the worse slaughter in world's history. It's the last chance to stop the rapists from ruining our world. We can crush them, if WE ALL join the fight. We can break their yellow backs if we make up our minds NOW to put EVERYTHING WE GOT toward Victory.

With Faith in God and each other, Americans! . . . we can win this War in 1942.

Reprinted by Special Permission of Author, J. Kenfeld Morley, LL.B., J.D., LL.D., Louisville, Ky. Former American Correspondent in London, Paris, Berlin, Rome and Moscow. Writer, Lecturer and Observer of Foreign Affairs.



OUR PURPOSE:
EDUCATE
ELEVATE
—
ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY
—
Then--
MANUFACTURER

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A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill.
JOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Connellsville, Pa.
B. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C.
M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois

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Region No. 4
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.
Frank Traficanti, Traficanti Bros., Chicago, Ill.

Region No. 5
Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.

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

Region No. 7
E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.

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

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

NMMA DIRECTOR



Samuel Gioia, Chief Executive of Gioia Macaroni Company, 71 Parkway, Rochester, N. Y., re-elected to represent No. 3.

*Directorate of National
Macaroni Manufacturers
Association*

Under the Constitution and Bylaws of the National Macaroni Manufacturers Association, its Governing Body consists of fifteen Directors elected annually at the conventions in June, eleven of whom represent specified districts or regions and four at-large. They, with the help of the immediate past president who automatically becomes the Advisor of the Association, currently Joseph J. Cuneo of La Premiata Macaroni Corporation, Connellsville, Pa., constitute the Board of Directors.

For the 1942-1943 term, the following Directors were nominated by the Nominating Committee after carefully considering the location of the offices of member firms so as to give all sections proper representation. They were unanimously elected by the convention and assumed their duties on June 23, 1942, by electing the Association's President and Vice President and appointing the Secretary-Treasurer and Director of Research. The Board and Regions each represent follow:

DOWN SOUTH DIRECTOR



Thomas A. Cuneo, Chief Executive of Mid-South Macaroni Co., Memphis, Tenn., is one of the four At-Large Directors of NMMA.

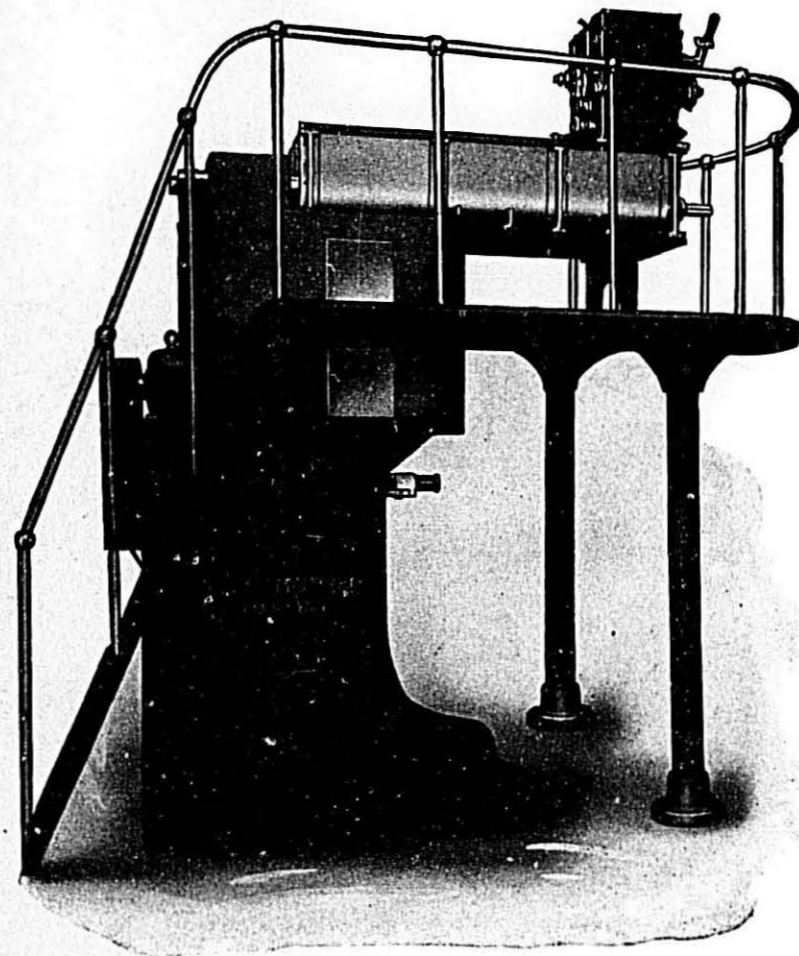
Regions	Directors Entitled to	Director	Firm	Location
No. 1 New England States	1	G. LaMarca	Prince Macaroni Mfg. Co.	Lowell, Mass.
No. 2 New Jersey and Eastern half of Pennsylvania and New York	3	C. W. Wolfe Peter LaRosa Henry Mueller	Mega Macaroni Co. V. LaRosa & Sons C. F. Mueller Co.	Harrisburg, Pa. Brooklyn, N. Y. Jersey City, N. J.
No. 3 Western half New York and Pennsylvania, Maryland, West Virginia and Ohio	1	Samuel Gioia	Gioia Macaroni Co.	Rochester, N. Y.
No. 4 Illinois and other North Central States	2	Frank Traficanti A. Irving Grass	Traficanti Bros. I. J. Grass Noodle Co.	Chicago, Ill. Chicago, Ill.
No. 5 Missouri, Kentucky and Southern States	1	Peter J. Viviano	Kentucky Macaroni Co.	Louisville, Ky.
No. 6 Plains States	1	J. Harry Diamond	Gooch Food Products Co.	Lincoln, Nebr.
No. 7 South Western Pacific	1	E. DeRocco, Jr.	San Diego Mac. Mfg. Co.	San Diego, Calif.
No. 8 North West Pacific States	1	G. P. Merlino	Mission Macaroni Co.	Seattle, Wash.
At-Large		Thomas A. Cuneo Albert Ravarino Albert Weiss Louis S. Vagnino	Mid-South Macaroni Co. Mound City Macaroni Co. Weiss Noodle Co. Faust Macaroni Co.	Memphis, Tenn. St. Louis, Mo. Cleveland, O. St. Louis, Mo.

At the organization meeting of the Board, June 23, 1942, at the Edgewater Beach Hotel, Chicago, C. W. Wolfe was re-elected President of the Association, A. Irving Grass, Vice President. M. J. Donna was reappointed as Secretary-Treasurer and B. R. Jacobs as Director of Research with the added title of Washington Representative.

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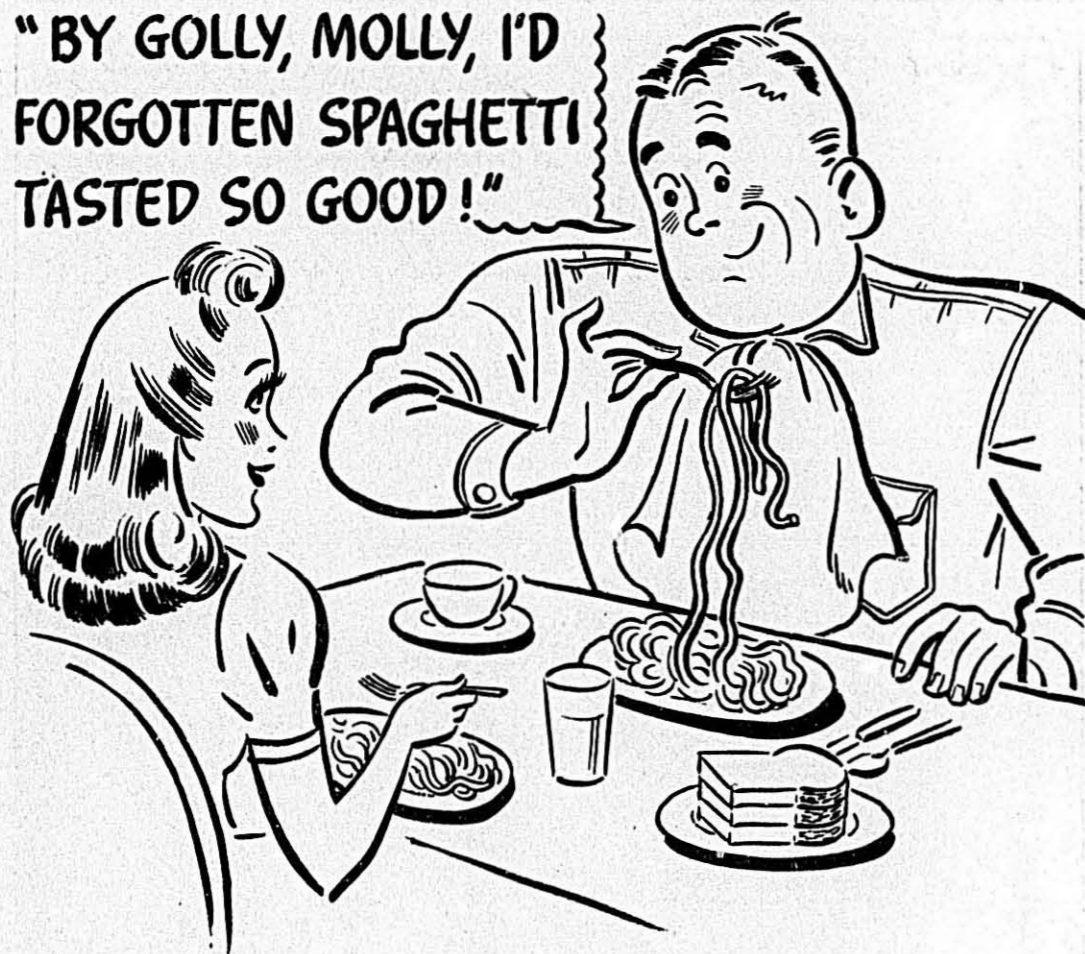
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