

**THE  
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JOURNAL**

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**January, 1943**

JANUARY, 1943

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

## *Profit Margins Narrowing*

*Profit margins on Plain Macaroni Products have practically disappeared under higher flour ceilings set up by Office of Price Administration.*

*Manufacturers are cooperating vigorously with the National Macaroni Manufacturers Association's effort to obtain needed relief to permit the continuation of profitable operations.*

Chicago, Illinois  
National Macaroni Manufacturers Association  
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV  
NUMBER 9

## Are You Planning for 1943 CURTAILMENTS Of Packaging Materials?

MACARONI AND EGG  
NOODLE MANUFACTURERS SHOULD ANTICI-  
PATE SHORTAGES OF PACKAGING MATERIALS  
IN 1943 BY A PLANNED PROGRAM OF CONVER-  
SION TO FOLDING CARTONS.

**M**ANY packaging materials are essential to the war effort. A shortage of some of these materials is already in evidence. Further curtailment may be looked for in 1943.

Rossotti already feels the pressure of increased buying by macaroni and egg noodle manufacturers who are converting to cartons. To cite one major example, many packers are changing over from packaging made of all-transparent materials, which are vital to

the war effort, to folding cartons which are made chiefly from non-essential materials.

Rossotti will endeavor to fill orders for folding cartons—either with or without windows—to the best of its ability. Please observe, however, that heavy commitments and a lengthening backlog make it impossible for us to manufacture and make deliveries as promptly as in normal times.

**T**O packers who are planning to convert to folding cartons, may we make the following suggestions:

1. Order your cartons as far in advance of actual requirements as you can. Try to give us at least two months on reorders—three months on originals. Also remember that transportation takes longer now.
2. Use small, compact cartons wherever possible to conserve materials, reduce shipping space and weight, and incidentally lower your costs.
3. Use Rossotti Stock Cartons (available immediately in any quantity) to fill in production until you obtain your own package. Send for samples and prices of Rossotti Stock Cartons today.



**ROSSOTTI LITHOGRAPHING COMPANY, INC.**  
Main Office and Plant: North Bergen, N. J.      Sales Representatives in Principal Cities

## Fighters to Workers

Timely Message by Nation's War Hero Emphasized  
in Christmas Tidings to Employees

In current items of news can always be found the best of object lessons. So reasoned President C. W. Wolfe of Megs Macaroni Company, Harrisburg, Pa., when searching for an appropriate Christmas message to pass on to his workers.

For his Yule-tide Greetings he chose to quote from a radio talk just made by ace flyer and national hero, Eddie Rickenbacker, who reached the nation's capital just before the holidays, following an almost miraculous escape from death. While on a secret military mission his plane became lost and was forced down in the Southern Pacific by lack of fuel. After floating about for nearly three weeks in a collapsible boat, he and his companions were

rescued in a most sensational manner.

In his radio report to the nation he told of the heroic fighting by Americans in the Southern Pacific area, all good servicemen who would willingly trade places with their fellows on the home front, in factory, mill or offices, no matter how arduous those on the home front considered their tasks, adding: "If only our people back home could know what those boys are doing for us and for future generations I think we would take this war much more seriously."

Sensing the opportuneness of this thought he caused to be inserted in each pay envelope of his workers on Christmas week, the following letter:

MEGS MACARONI COMPANY  
Harrisburg, Penna.

December 23, 1942

Dear Fellow Workers:

Did you hear Eddie Rickenbacker talk on the radio Sunday afternoon, or did you read what he had to say about his experiences in the South Pacific when he was lost?

Eddie is a man 52 years old who was our Country's flying ace in the First World War. He knows war from first hand experience as a youth and had a chance to witness this war and see what our Marines, Army and Navy men are doing now.

Eddie said among other things: "If the boys fighting in the Pacific had a chance to come back to the United States and man our factories, we would double our production the first thirty days."

We are employed in the food business and our job is to get out as much of our food as possible for the benefit of our fighting men as well as the civilian people who will need our food in a greater abundance than before due to the curtailing of the supply of other foods.

We have an obligation to do this to our best ability. We are not now working for the Megs Macaroni Company—we are working for our fellow citizens, be they fighting men or fellow workers.

We have a job to do . . . and let's do it so well that we shall be proud that our job of feeding Americans is so important and so well done.

MERRY CHRISTMAS

Cordially,  
C. W. WOLFE,

This executive, who is the President of the National Macaroni Manufacturers Association, advises that the reaction of the workers was most encouraging. Production speeded up. There was a great reawakening of an inherent desire to do their full part, realizing what perils and hardships the boys on the fighting fronts were undergoing to keep America free, and the American way of life unsullied.

Like the men and women in that plant, the macaroni-noodle industry executives—owners, operators, superintendent and managers—have jobs to do, individually and collectively. In name they are working through a particular firm for country and fellow Americans. They are all fighters for a good cause, and since teamwork is what counts on the battle front, on the playground and in the factory, teamwork between executives

engaged in the same business will bring the best results, too.

In war or in peace, macaroni-noodle manufacturers should voluntarily enroll their firms as supporting members of the trade's National Association, realizing that in unity there is strength; that a united industry, patriotically-minded, will have the full respect of Government officials and the good will of millions who enjoy the fine food which the industry produces, not from the profit angle alone, but in the knowledge that a well-fed fighting force and a hard-working contented civilian force is an unbeatable team.

Support our fighters, first, but also support the organization that is carrying on for the Industry's general welfare, as a year-in and year-out Resolution.



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

# The MACARONI JOURNAL

Volume XXIV

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## Why No Mid-Year Meeting

"Business, as usual" is out for the duration. That goes for the ever-popular Mid-Year Meetings of the Macaroni-Noodle Industry which have regularly brought together the leading operators since the practice was inaugurated a decade ago. The first of the series of Mid-year Conferences was held in Chicago on January 23, 1933, and annually thereafter in the same city in connection with the Cannery Convention and the Grocery Trade Conferences.

In line with other business organization, the January meeting of the macaroni trade has been cancelled as a war necessity and in keeping with a directive from Joseph B. Eastman, Director of Defense Transportation, ordering the "Abandonment of meetings and conventions that will not contribute in an important way to the winning of the war."

The Macaroni-Noodle Industry is aiding in the war effort by supplying good food to the millions in the armed services and to supporting civilians, but meeting or no meeting, they will continue to do that. There may be great need for understanding that grows out of discussions at meetings, understandings that will materialize more slowly and less effectively by correspondence, but in deference to the war needs, the industry has wisely agreed to forego these benefits since only by a stretch of imagination could they be considered as contributing "in an important way to the winning of the war."

In response to a request for a statement on the attitude of the Office of Defense Transportation on the advisability of holding the January meeting, which involved inter-city travel, Mr. Eastman held that individual associations must make their own decisions. He indicated, however, that few such gatherings would be justified, in view of the war burdens on the transportation system, unless such meetings would help to shorten the war.

Text of Mr. Eastman's statement follows:

"Many requests have been made of the Office of Defense Transportation for an expression of its attitude toward the holding of conventions in 1943. Persons making inquiries on behalf of organizations planning such meetings have uniformly voiced a desire to cooperate with this Office. That attitude I deeply appreciate.

"Numerous groups have already canceled conventions scheduled for the coming holiday period or for the early months of next year. Others have asked whether meetings due to be held in 1943 may not be considered sufficiently important in relation to the war effort to justify going ahead with their plans. Still others have inquired whether holding a convention at a particular city or at a particular time would seriously overburden transportation facilities.

"The Office of Defense Transportation obviously cannot undertake to assess the essentiality of each of the many thousands of meetings and conventions normally held in the United States every year. It is a responsibility of the officers or members of individual associations to make their decisions, bearing in mind the burdens now imposed on the Nation's transportation systems in the conduct of transportation's share of the war program.

"I suggest that in considering the question they ask themselves whether the proposed meeting or convention will contribute in an important way to the winning of the war. In other words, will the gathering help to shorten the war? If the answer is no, I strongly urge that the convention plans be abandoned.

"I realize that I am proposing a difficult test, one which few organizations can pass, but the war demands on our transportation facilities call for this test.

"The sacrifices which the war effort requires may be illustrated by a few examples. It will be agreed that medical science is a subject of more than usual importance in wartime.

"I must emphasize once more that no easing of the burden on transportation lines is now in sight. On the contrary, the load is constantly growing heavier. War production will be gaining its full stride in 1943, requiring the carriers not only to haul more freight but to transport more passengers on essential war business.

"Troop movements by rail, which a few months ago amounted to a million men a month, have now doubled to a rate of approximately two million a month. They will no doubt be even larger in 1943 as more men are put in uniform and more are moved in training and embarkation points. Regular trains will be more crowded than ever with soldiers, sailors, and airmen on furlough.

"Approximately one-half of all the Pullman cars in the country are now engaged in troop movements, and a large percentage of railroad coaches are similarly occupied every day. These movements and increased civilian travel have raised railroad passenger traffic, in the country as a whole, to a level more than 50 per cent above that of a year ago. In some regions there has been a rise of more than 100 per cent. Passenger traffic on the bus lines, in the country as a whole, is up over 80 per cent.

"In view of this fact, it should be clear also that every convention or meeting canceled, even if it would have involved travel by only a comparatively small number of persons, will mean a decidedly worthwhile saving of transportation facilities and will itself constitute a contribution to the war effort."

The unanimous decision of the Board of Directors of NMMA to cancel the general conference and to substitute regional meetings only when absolutely necessary, puts the macaroni-noodle industry squarely behind the Government war effort.

Manufacturers should make every effort to attend local meetings because they now realize that such meetings will only be called when urgency demands their being held.

## Report of the Director of Research for the Month of December

By Benjamin R. Jacobs

On December 22, 1942, the Food and Drug Administration published in the *Federal Register* its proposed order concerning Definitions and Standards of Identity for macaroni and noodle products. This publication will follow a discussion of the findings of facts as well as of the proposed regulations covering the Standards of Identity. For all practical purposes it will be noted that under paragraph 16.1 all macaroni products regardless of their shape must be labeled "Macaroni Products," except that "Macaroni," "Spaghetti" or "Vermicelli" may be sold by their distinctive names. It will also be noted that "Macaroni" is tubular-shaped and within the range of 0.11 in. and 0.27 in. in diameter; that "Spaghetti" may be either tubular or cord-shaped and within a range of 0.06 to 0.11 in. in diameter; that "Vermicelli" is cord-shaped and not more than 0.06 in. in diameter. It will further be noted that for all practical purposes only a few ingredients are permitted as optional, most of which are never used except in vegetable macaroni products, so that macaroni products cannot be improved in any way beyond these few ingredients even though a declaration of their presence may be made on the label.

Under 16.2 milk macaroni products are defined and these must contain not less than 3.8 per cent of milk solids by weight, which is equivalent to the amount found when whole milk is used solely in the preparation of the dough.

Under 16.3 whole wheat macaroni products are defined and none of the optional ingredients permitted under 16.1 are permitted in these products. Under 16.4 soy macaroni products are defined but must be labeled — and soy macaroni products, the blank being filled in with the name of the wheat ingredients used as indicated in 16.1. The minimum amount of soy flour permitted is 15 per cent. The labeling of this product as "Soy Macaroni Products" is objected to by the FDA under paragraph 32 in the findings of facts because it is likely to mislead the consumer in the belief that the product is made entirely of soy flour instead of a mixture of soy flour with a wheat ingredient in which the latter predominates.

Since soy macaroni and noodle products have never been made nor are now made solely from soy flour

the consumer cannot be misled in the belief that he is getting something which he never got before and there is no more reason for requiring the wheat ingredient to be declared on the label in this instance than there is for requiring the wheat ingredient to be declared in "Raisin Bread" which is not made solely from raisins; "Spirach Noodles" which are not made solely from spinach or "Egg Noodles" which are not made solely from eggs. All of these products contain sufficient amounts of ingredients which characterize them. This analogy could be followed through in numerous foods and the consumer certainly is not deceived or misled by expecting things that do not or never did exist.

The 15 per cent of soy flour required is too high. Products made with this amount of soy flour collapse easily and cause too much loss in manufacturing by breakage when long goods are made. Soy macaroni and noodle products require longer to cook than do the plain products, and since the proteins of soy beans do not coagulate on cooking and help to hold up the weight of the product but on the contrary "shorten" the dough, the high requirement makes the manufacture of these products almost prohibitive.

The labeling requirements of soy macaroni and noodle products should be identical with the labeling requirements under 16.5 for vegetable macaroni products. In this case vegetable macaroni products are not manufactured solely from the vegetable permitted. If the permitted method of labeling vegetable macaroni and noodle products is justified, by the same token the same method is justified for soy macaroni and noodle products since in each case the qualifying term shows the ingredient that characterizes the product.

The Definitions and Standards for noodle products indicated under 16.6 are satisfactory in every respect except as they apply to the limitation of optional ingredients, and the objection to them in this respect is the same as that already discussed for macaroni products. Under 16.7 the same objections exist for wheat and soy noodle products as are indicated for wheat and soy macaroni products. The FDA objects to the enrichment of macaroni and noodle products

with vitamins and minerals on various accounts, most important of which are as follows: Under Findings of Facts 52, the statement is made that the annual per capita consumption of macaroni products is about 5 pounds and that among Italians and perhaps other groups the consumption usually exceeds this average but so far as the evidence shows is quite variable.

There are approximately 6 million Italians or persons of Italian extraction in the United States. This constitutes less than 5 per cent of the population. More than 60 per cent of the production of macaroni and noodle products is sold directly to persons of Italian or foreign extraction in the lower income brackets. These persons depend on macaroni products as a basic food as much or more than the average American depends on bread and flour, which products are allowed to be enriched with vitamins and minerals.

There is not one iota of evidence presented at the hearing on which these findings of facts are based, to indicate that any one who testified on this subject had made any investigation except one witness who had interviewed half a dozen Italians who told him that they did not eat much macaroni. This does not appear to be evidence. The other important reason why the FDA objects to the use of certain vitamins and minerals in macaroni products is that these are soluble in water and therefore, they are lost when the broth in which these foods are cooked is drained off, and it therefore, would be an economic waste to permit the use of these ingredients in our products. When we consider the high loss by actual destruction of vitamins that takes place in the numerous uses to which flour is put and the destruction of vitamins that takes place in bread products even after these are baked, it is not difficult to show that the losses which take place in macaroni products by draining off the broth are no greater than those indicated for flours and bread. Many of our products, particularly short cut macaroni products, are used in soups and broths where no destruction or loss of vitamins and minerals takes place. All the vitamins and minerals are available to the consumer. The average loss of vitamins in the baking of bread is estimated to be around 16

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## The most VITAL question your products have to answer

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

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

### Report of Director of Research for December

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per cent; however, if bread is toasted the loss is considerably greater depending on the degree of toasting. Breads made with baking soda where the alkalinity of the product is increased undergo a great loss of vitamins, sometimes practically all of the vitamins being lost. This never takes place in any of our products.

But aside from all this there is no reason why the macaroni manufacturers who desire to use vitamins and minerals in their products cannot raise the level of these ingredients enough so that the consumer will get the declared amount of vitamins at the time the product is used. This is what a number of manufacturers who are now using vitamins and minerals actually do with the assurance that the consumer will get the vitamins and minerals declared on the label. The consumer of bread and flour does not always get the expected amount of vitamins and minerals in bread or flour when these are fortified to the required levels. But this did not prevent the FDA from approving the fortification of these products to the present levels.

The FDA objects to the marketing as "Pastine Glutinata" (glutenous paste) products which are ordinary macaroni products made from semolina. But it also objects to the addition of gluten to these products in order to make them conform to the high protein content of the original Russian durum wheats which were cultivated in this country when these were first introduced.

The practice of adding gluten to semolina in the manufacture of these products is of long standing and because it has not been enforced by the FDA it has actually fallen into disuse although some manufacturers still continue to use it.

The durum crop of 1942 is a low protein crop. Most samples of No. 1 semolina reaching our laboratory have less than 12 per cent protein. Our proposition to increase the protein from 12 to 18 per cent, or an increase of 50 per cent, is a substantial increase particularly when meat and other high protein foods are being rationed. There is no attempt on the part of manufacturers to palm this product off as a diabetic food but merely to make it more nutritious by increasing the protein content to the level of that of meat. Two other ingredients which were recommended as optional by the Association at the original hearing, have had their use denied; one is wheat germ and the other is yeast.

Whole wheat flour contains about 2 per cent germ. The FDA permits germ when it is included as whole

wheat but denies it when it is not so included. Just what the logic of this reasoning can be, is beyond me. Yeast is a high protein product which in the quantities requested adds considerable flavor and protein equivalent to 10 per cent meat to the macaroni or noodle product in which it is used. No claims are made for vitamins or minerals by the addition of this product unless additional vitamins and minerals are added to the required level, to which there should be no objection.

It is quite evident that it will be necessary to reopen the hearing and submit evidence which we were not prepared to submit at the original hearing, in order to have more latitude in the number of optional ingredients which may be used in our products as well as the functions which these ingredients perform.

The following is the text of the proposed order except that the references to the transcript of evidence and exhibits have been deleted. Anyone interested in these may obtain a copy of the *Federal Register* of December 22, 1942, from the Superintendent of Documents, Washington, D. C.

#### FEDERAL SECURITY AGENCY Food and Drug Administration (Docket FDC-33)

##### ALIMENTARY PASTES

**DEFINITIONS AND STANDARDS OF IDENTITY.**  
In the matter of fixing and establishing a definition and standard of identity for each of the following foods: Macaroni; spaghetti; vermicelli; macaroni product; noodles; egg noodles; noodle product; egg noodle product; egg macaroni product; and related foods.

##### PROPOSED ORDER

It is proposed that, by virtue of the authority vested in the Federal Security Administrator by provisions of the Federal Food, Drug, and Cosmetic Act; the Reorganization Act of 1939; and Reorganization Plans No. 1 and No. IV; and upon the basis of evidence of record at the above-entitled hearing duly held pursuant to the notices issued on August 29, 1941, and October 3, 1941, the following order be made:

##### FINDINGS OF FACT

1. "Macaroni products" is a collective name commonly used in the trade and to a considerable extent on the labels of such products to designate a class of foods each of which is prepared from semolina, durum flour, farina, flour, or any combination of two or more of these made into a dough with water. Occasionally salt is added as seasoning. Other optional ingredients hereinafter noted are sometimes added. The dough is formed into units of a wide variety of shapes and sizes, and is then dried.

2. The water content of the finished macaroni products varies somewhat but is usually between 11.5 per cent and 12.5 per cent. If they are insufficiently dried they do not have the texture and brittleness expected in such products and are liable to spoilage through molding or souring. Since 1927 the advisory standards under the Food and Drug Act of 1906 have prescribed a maximum moisture limit of 13 per cent. This limit has been generally observed by the industry. In the manufacture of these products it is entirely practicable to bring

the water content below 13 per cent. This corresponds to a total solids content of not less than 87 per cent.

3. The method prescribed on page 235 of "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, under "Vacuum Oven Method—Official," is the method generally used to determine the total solids content of macaroni products and is recognized among food chemists as the most accurate method known at the present time for this purpose.

4. As noted in finding 1, macaroni products are formed into units of a wide variety of shapes and sizes. Some are tubular, straight or curved, in varying diameters and lengths. Others are cord-shaped, straight or curved or twisted into "nests," and of varying diameters and lengths. There are many other shapes and sizes, such as "shell," "bow ties," "stars," "alphabet." One hundred thirty or more different shapes and sizes are marketed.

5. Many manufacturers who put out a large variety of shapes and sizes label all their packages with the generic designation "macaroni product" and supplement this with a specific designation or with pictorial illustrations indicative of the size and shape. The designation "macaroni product" has been used infrequently to include noodle products also, but the term generally used to include both types of products (as well as the other related products hereinafter referred to) is "alimentary paste." The unqualified word "macaroni" is widely used as the name of a product of a particular size range and shape (see findings 8 and 10), and is also used at times as a generic designation in lieu of the term "macaroni product." The labeling of a substantial proportion of the production bears no generic designation but bears the names "macaroni," "spaghetti," etc., used in a specific sense.

6. The specific designations used for most of the various sizes and shapes are Italian words. In most cases the record does not indicate with any certainty the particular sizes and shapes to which these designations are applied. Use of these terms is not entirely uniform; the same designation may be used by different manufacturers for different sizes or shapes. These designations are usually understood by consumers of Italian origin or descent, but most of the designations, such as "ziti," "capellini," "mararze," "farfalle," are meaningless to American consumers generally. The sale of articles under these names is not restricted to the so-called Italian trade.

7. Specific designations which appear to be understood by the public generally are "macaroni" and "spaghetti." (These names are frequently qualified by such descriptive words as "elbow" in the case of macaroni and "thin" in the case of spaghetti.) Some persons of non-Italian origin understand the designation "vermicelli." These three names have been included in advisory standards under the Food and Drug Act of 1906 since 1917 and appear in current dictionaries of the English language. The greatly preponderant proportion of macaroni products, perhaps over 90 per cent of the total production, is purchased under these three names.

8. The name "macaroni" is regarded by consumers generally as a specific name indicative of size and shape, rather than as a generic name. The names "spaghetti" and "vermicelli" are regarded only as specific names, both in the trade and by consumers.

9. Consumers distinguish the various kinds of macaroni products on the basis of sizes and shapes. It would be misleading to sell one size and shape under the name of another.

10. The food commonly and usually known as "macaroni" is prepared as described in finding 1 and is formed into tubular units, the diameter of which is

more than 0.11 inch but not more than 0.27 inch.

11. The food commonly and usually known as "spaghetti" is prepared as described in finding 1 and is formed into cord-shaped or tubular units, the diameter of which is more than 0.06 inch but not more than 0.11 inch.

12. The food commonly and usually known as "vermicelli" is prepared as described in finding 1 and is formed into cord-shaped units, the diameter of which is not more than 0.06 inch.

13. Thin-walled macaroni products cook more quickly than those with thick walls. Frozen or dried egg white has been used to some extent as an ingredient of thin-walled macaroni products to prevent the collapse of the units during and after cooking, and is suitable for such use. Freshly separated egg white is also suitable. The quantity needed for this purpose is such that the finished product contains not more than 2 per cent and not less than 0.5 per cent by weight of egg white solids.

14. Egg white is not used in macaroni products to enhance nutritive value, but is used solely for the purpose stated in finding 13. There was no proposal for the use of egg white and no evidence that it would be suitable for use for such purpose, in any alimentary paste except macaroni products.

15. Products designated as "milk macaroni" or as macaroni or spaghetti "enriched with milk" have been on the market for a number of years. These products are of the same composition as ordinary macaroni and spaghetti except that they contain varying quantities of the solids of milk or skim milk. One firm prepares both macaroni and spaghetti with 2 per cent of dried milk; the labeling and advertising of these products stress the use of milk, and tend to give consumers an exaggerated impression of the quantity of milk present. Another firm puts out as "milk macaroni" a product in which milk of 4 per cent fat content is used as the sole moistening ingredient in making the dough. Two other firms use dried skim milk in articles marketed as "milk macaroni."

16. The use of liquid whole milk of average composition as the sole moistening ingredient in preparing the dough (corresponding to the common practice in making milk bread) results in a finished product having characteristics differing substantially from those of macaroni products. Accurate and informative names for products so prepared are the same as the names of the corresponding sizes and shapes of macaroni products, preceded by the word "milk."

17. In lieu of fluid whole milk, milk ingredients which are suitable for use in making milk macaroni products are dried milk, reconstituted milk, concentrated milk, and evaporated milk, with such quantity of added water as is necessary to make the dough. If milk of average composition is used as the sole moistening ingredient in making the dough the finished milk macaroni product contains not less than 3.8 per cent by weight of milk solids, and a reasonable requirement when the milk ingredients specified above are used in lieu of milk is that they contribute at least as much milk solids as fluid milk of average composition contributes when it is used as the sole moistening ingredient. Because of variation in the total solids content of liquid whole milk and because of the limited absorption of the moistening ingredient used in making the dough it would not be reasonable to prescribe a minimum based on the average composition of milk for the milk solids content of milk macaroni products when liquid whole milk is used as the sole moistening ingredient.

18. Reconstituted milk is usually made from dried skim milk, butter, and water. Skim milk, concentrated skim milk, and evaporated skim milk, with water added as necessary, are also suitable for use in lieu

of dried skim milk. When milk is reconstituted, it is reasonable to require that the weight of non-fat milk solids be not more than 2.275 times the weight of milk fat, which is the ratio of non-fat solids to fat in milk of average composition.

19. Findings 2 and 3 are applicable to milk macaroni products. The specifications of shapes and sizes in findings 10, 11 and 12 are applicable to milk macaroni, milk spaghetti and milk vermicelli, respectively.

20. The evidence does not establish that the presence of milk solids in any quantity less than that which results from the use of liquid whole milk as the sole moistening ingredient in making the dough results in any consumer preference over products made without milk, or otherwise serves any purpose useful to the consumer. The record does not contain sufficient evidence upon which to base definitions and standards of identity providing for the use of any form of skim milk, except as provided in finding 18, in any alimentary paste. The record indicates that dried skim milk has been used as a pretext for representations that such products contain milk.

21. Products sold as "whole wheat macaroni," "whole wheat spaghetti," and "whole wheat linguine" are on the market. They differ from ordinary macaroni products only in that whole wheat flour is used as the sole wheat ingredient. Whole durum wheat flour, alone or in combination with whole wheat flour, is also suitable for this purpose. Accurate and informative names for these products are the same as the names of the corresponding sizes and shapes of macaroni products, preceded by the words "whole wheat." Findings 2 and 3 are also applicable to whole wheat macaroni products. The specifications of shapes and sizes in findings 10, 11, and 12 apply to whole wheat macaroni, whole wheat spaghetti, and whole wheat vermicelli, respectively.

22. "Noodle products" and "egg noodle products" are collective names commonly used to designate a class of foods each of which is usually prepared as described in finding 1 except that liquid, frozen, or dried eggs or egg yolks are added in making the dough.

23. The minimum quantity of egg solids or egg yolk solids that should be present in commercially prepared egg noodle products has long been recognized in the trade as 5 per cent, or 5.5 per cent on a moisture-free basis. As early as 1916 the advisory standard under the Food and Drug Act of 1906 prescribed a minimum of 5 per cent egg solids. In 1927 the standard was revised to require not less than 5.5 per cent on a moisture-free basis, which is an approximately equivalent amount. The use by some manufacturers of less than 5.5 per cent egg solids or egg yolk solids (calculated to a moisture-free basis) tends to deceive consumers and is regarded by the industry generally as unfair competition.

24. Findings 2 to 4, inclusive, are applicable to noodle products, except that the record does not show the approximate number of different shapes and sizes that are marketed. In many cases the record does not indicate with any certainty the particular shapes, or shapes and sizes, to which the specific names of the various noodle products are applied.

25. Noodle products are usually formed into ribbon-shaped units. The terms "noodles" and "egg noodles" are common and usual names which are ordinarily used to designate noodle products in such units. Sometimes noodle products are made in the same shapes and sizes as macaroni, spaghetti, and vermicelli. "Egg macaroni," "egg spaghetti," and "egg vermicelli" are common and usual names for noodle products the units of which are of the respective shapes and sizes specified in findings 10, 11 and 12.

26. The advisory standards under the

Food and Drug Act of 1906 recognized under the names "plain noodles" and "water noodles" a dried alimentary paste made from wheat flour without egg or with less than 5 per cent egg solids. This led to confusion because the word "noodle" is so generally understood to be an egg product and the qualifying words do not definitely show the absence of egg. The names "plain noodles" and "water noodles" have no legitimate place in the nomenclature of alimentary pastes.

27. The use in macaroni products or egg noodle products of artificial coloring or other colored ingredients which impart a color simulating that of an egg product is a deceptive and unfair practice that has been followed to some extent.

28. During recent years there has appeared on the market a class of foods which differ from ordinary macaroni products and egg noodle products in that the wheat ingredient is partly replaced by a kind of flour made from soy beans. Such flour is made from dehulled soy beans that have been heat processed to remove the bitter principle. Part or all of the soy bean fat may be removed in the production of such flour. A kind of flour is also made from dehulled raw soy beans, but the record contains no evidence that this is suitable for use in such foods.

29. The quantity of soybean flour used in such foods varies widely, ranging from about 5 to 30 per cent. With one-third soy flour and two-thirds wheat flour made in the form of long spaghetti the product breaks down while drying. With equal parts of soy and wheat flours the product does not hold together in lengths greater than six or eight inches.

30. When used in relatively small quantities soy flour imparts to the finished product a color which resembles the color of noodles, but does not impart other recognizable soy flour characteristics. Its use in such quantities may be deceptive (see finding 27).

31. When soy flour is used in a quantity of 12.5 per cent the color of the finished product is within the color range of noodles and the product is hardly distinguishable from noodle products. When 15 per cent of soy flour is used the finished product is distinguishable from the noodle products and macaroni products. A requirement that the soy flour used be not less than 15 per cent of the weight of the combined soy and wheat flour ingredients is a reasonable limitation.

32. Such foods have usually been labeled with such names as "soy macaroni," "soy spaghetti," "soy noodles." Because soy flour is well known to be a flour-like product such names are likely to mislead consumers into the belief that these foods are made entirely of soy flour instead of a mixture of soy flour with a wheat ingredient in which the latter predominates. Names which are accurate and informative are, for example, "wheat and soy macaroni," "wheat and soy bean noodles," or such names in which the word "wheat" is replaced by the common name of the wheat ingredient used.

33. Findings 2 and 3 are applicable to wheat and soy macaroni products and to wheat and soy noodle products. The specifications of shapes and sizes in findings 10, 11, and 12 apply to wheat and soy macaroni, wheat and soy spaghetti, and wheat and soy vermicelli, respectively. The final sentence of finding 23 is applicable to wheat and soy noodle products. The specifications as to shapes and sizes in finding 25 are applicable to the corresponding wheat and soy noodle products.

34. Macaroni products and noodle products with added vegetables are on the market. The vegetables in use for this purpose or proposed for such use are spinach, tomatoes of red varieties, carrots, artichokes, parsley, beets. Such vegetables may be fresh, canned, dried, or in the form of

puree or paste. The record does not show that yellow tomatoes are used or whether, if they were used, they would impart a color resembling egg.

35. The quantity of such vegetables generally used, and necessary to impart distinctive characteristics of color, flavor, and taste, is such that the finished product contains not less than 3 per cent by weight of the solids of the vegetable used. When used in such quantity none of these vegetables imparts a color resembling egg.

36. The common and usual names of such products are the same as the names of the corresponding shapes and sizes of macaroni products and noodle products except that such names are preceded by the common name of the vegetable used, as for example, "tomato macaroni," "spinach noodles."

37. Findings 2 and 3 are applicable to vegetable macaroni products and vegetable noodle products. The specifications of shapes and sizes in findings 10, 11, and 12 apply to vegetable macaroni, vegetable spaghetti, and vegetable vermicelli, respectively. The final sentence of finding 23 is applicable to vegetable noodle products. The specifications as to shapes and sizes in finding 25 are applicable to the corresponding vegetable noodle products.

38. Ingredients sometimes used to season macaroni products and noodle products are onions, celery, garlic, and bay leaf. Such ingredients are also suitable for use in related products (e. g. wheat and soy macaroni, spinach noodles). These are unusual ingredients of alimentary paste which are not normally found in such products, and it is in the interest of consumers that the labels of such products reveal the presence of any such ingredients. A label statement which is accurate and informative is "seasoned with . . . . .," the blank being filled in with the common name of the substance used as seasoning, or in the case of bay leaves the statement "spiced," "spice added," or "spiced with bay leaves."

39. The length of time required to cook macaroni products is a matter that has assumed importance in the industry and to consumers. By adding from one-half to one per cent of disodium phosphate in the preparation of macaroni products cooking time is reduced. Disodium phosphate is not now used in macaroni products but a proposal that its use be authorized was advanced at the hearing, and in such quantity it is suitable for such use. The proposal was limited to macaroni products and did not extend to other alimentary pastes. It is a matter of consumer interest that the labels of macaroni products containing disodium phosphate reveal that fact and the purpose for which it is used. A label statement which is accurate and informative is "disodium phosphate added for quick cooking."

40. A proposal was advanced at the hearing that the use of one per cent of soy bean lecithin be authorized in macaroni products and noodle products. It was claimed that lecithin improves the texture, prevents disintegration, and the leaching out of solids during cooking, and prevents leakage of moisture from the cooked and drained product. It was also claimed that by the use of lecithin an alimentary paste made from soft wheat (low protein) flour can be made to appear better than one made from equal parts of soft wheat flour and hard winter wheat (high protein) flour.

41. The record does not establish the claimed results of the use of lecithin in macaroni products or noodle products. It does show that the use of lecithin in articles sold as noodle products vitiates the chemical criteria whereby the quantity of egg solids is usually determined thus making it possible to use less than the recognized minimum of eggs or egg yolks and escape detection.

42. Proposals were advanced at the hearing

for definitions and standards of identity for "glutenous macaroni" and "glutenous spaghetti." It was suggested that these articles should conform in composition to the requirements for macaroni products except that gluten or gluten flour should be added in such quantity as to raise the protein content of the finished product to not less than 18 per cent. This minimum limit was suggested because the original Russian durum wheat had a protein content of about that amount, although through the years of its cultivation in this country the protein content has fallen to around 12 to 14 per cent.

43. Several domestic manufacturers are marketing as "Pastine Glutinata" (glutenous paste) products which are ordinary macaroni products made from semolina. This practice is deceptive and contrary to consumer interests (see findings 45).

44. One manufacturer formerly made a product containing about 20 per cent protein from a mixture of the usual wheat ingredients and gluten or gluten flour, but discontinued it during the first world war. One Italian firm with factories in Italy and France intends to manufacture such products in this country. One manufacturer makes a product called gluten macaroni from gluten flour complying with the advisory standard under the Food and Drugs Act of 1906, which provided that gluten flour should contain not more than 10 per cent moisture and, on a moisture-free basis, not less than 7.1 per cent nitrogen (40.47 per cent protein) and not more than 44 per cent of starch.

45. Consumers purchase macaroni products labeled as "glutenous" or with similar expressions because they expect a high protein content in such products and a substantial reduction in starch. The addition of only enough gluten or gluten flour to raise the normal protein content of 12 or 14 per cent to 18 per cent, with the corresponding small reduction in starch content, is not calculated to fulfill such expectations. The record points to the possibility that gluten flour alone should be used in making products so labeled. The record contains insufficient evidence to determine what the composition of such products should be, particularly as to protein content.

46. Considerable testimony was offered concerning the enrichment of macaroni products and noodle products with various vitamins and minerals, particularly those used in enriched flour and proposed for use in enriched bread, namely, vitamins B<sub>1</sub>, nicotinic acid, riboflavin, iron, vitamin D, and calcium. One manufacturer has used vitamin D in macaroni and spaghetti for over two years. Although not now in use in macaroni and noodle products processed wheat germ is proposed as an ingredient because of its content of vitamin B<sub>1</sub>, nicotinic acid, and riboflavin, the minerals iron, phosphorus, and copper, and other constituents. One manufacturer adds 3 per cent dried brewers' yeast and makes claims for vitamins B<sub>1</sub>, D, and G (riboflavin) in his product. The use of carotene or provitamin A, is also proposed.

47. Most alimentary pastes are usually cooked by boiling them in relatively large quantities of water, which is drained off and discarded. Vitamin B<sub>1</sub>, nicotinic acid, and riboflavin are water soluble. When such pastes are enriched with these vitamins in quantities similar to those required in enriched flour, cooking losses of vitamin B<sub>1</sub> and nicotinic acid are generally somewhat more than half, and of riboflavin nearly half. When nutritive minerals are added the extent of their loss depends on their solubility. Some alimentary pastes, particularly noodles, are used in making soups and when these foods are so cooked water-soluble vitamins and other water-soluble constituents are not discarded. But the quantity of alimentary pastes so used is not consequential when compared to the diet as a whole.

48. Alimentary pastes are not effective vehicles for the distribution of water-soluble nutrients to any segment of the population. The addition of water-soluble nutrients to alimentary pastes is likely to mislead consumers either as to the quantity of nutrients they would obtain in the cooked product or as to the uneconomic waste inherent in the addition of such nutrients to alimentary paste. The addition of processed wheat germ or of yeast to alimentary paste would be calculated to mislead consumers, since such germ and yeast are both sources of such water-soluble vitamins.

49. There is no evidence of a widespread deficiency of vitamin D among adults. Such deficiency as exists is almost, if not entirely, confined to children not over twelve years of age. The evidence does not establish that alimentary paste forms a larger proportion of the diet of such children than of adults.

50. The addition of carotene to alimentary paste is calculated to deceive consumers because it imparts to the finished product a color resembling that of egg (see finding 28).

51. Unless the enrichment of foods is restricted by regulations, food manufacturers generally are likely to add one or more vitamins or minerals to most if not all of their products and to label and advertise the products as having enhanced nutritional value. The selection of vitamins and minerals for this purpose, and the quantities used are likely to be dictated by commercial considerations, such as a desire to capitalize on the fact that the public generally is not informed as to the specific functions of the various vitamins and minerals. Advertising and labeling claims for a food which stress the presence of any one of these nutritional elements, even though such claims are literally true, may readily cause the public to attach an exaggerated importance to that element. If enrichment is not restricted the public cannot discriminate between enrich foods which are meritorious and those which are not. Claims of enhanced nutritional value for a multiplicity of indiscriminately enriched foods would tend to envelop the minds of consumers in fog with respect to their nutritional needs and would create misunderstandings difficult to dispel.

52. The annual per capita consumption of alimentary pastes is about 5 pounds. Among persons of Italian extraction, and perhaps some other groups, consumption usually exceeds this average but so far as the evidence shows is quite variable. There is no evidence that these groups are peculiarly susceptible to dietary deficiencies.

53. Water-soluble nutrients are not suitable for addition to alimentary paste (see finding 48). The evidence does not establish that the addition of the other vitamins and minerals proposed would constitute any material contribution toward the correction of dietary deficiencies in any significant segment of the population; and labeling and advertising claims based on such additions would be likely to confuse and mislead consumers (see finding 51).

On the basis of the foregoing findings of fact it is concluded that:

(a) It is impracticable, and the evidence does not establish a basis for a determination that it would promote honesty and fair dealing in the interest of consumers, to prescribe definitions and standards of identity for the various macaroni products, other than macaroni, spaghetti, and vermicelli, under the specific names by which they are sometimes known (as distinguished from the generic name macaroni products). This conclusion applies also to the corresponding shapes and sizes of milk macaroni products, whole wheat macaroni

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

The  
Golden  
Touch

# King Midas Semolina

## Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

### KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



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products, wheat and soy macaroni products, and vegetable macaroni products.

(b) It is impracticable, and the evidence does not establish a basis for a determination that it would promote honesty and fair dealing in the interest of consumers, to prescribe definitions and standards of identity for the various noodle products other than noodles, egg macaroni, egg spaghetti, and egg vermicelli, under the specific names by which they are sometimes known (as distinguished from the generic name noodle products). This conclusion applies also to the corresponding shapes and sizes of wheat and soy noodle products and vegetable products.

(c) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for wheat and soy macaroni products and wheat and soy noodle products under names which fail to indicate the presence of the wheat ingredient; nor would it promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any alimentary paste providing for the use of soy flour in a quantity less than 15 per cent by weight of the combined wheat and soy ingredients.

(d) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for "gluten" or "glutenous" macaroni products providing for a minimum protein content as low as 18 per cent. The evidence does not establish a basis for a determination as to what provisions should be included in definitions and standards of identity for such products, which would promote honesty and fair dealing in the interest of consumers.

(e) It would not promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any alimentary paste providing for the use of any added vitamin or mineral or any combination of two or more of these.

(f) It would not promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any alimentary paste providing for the use of processed wheat germ, carotene, or yeast, or for any noodle product providing for the use of lecithin. The evidence does not establish a basis for a determination that it would promote honesty and fair dealing in the interest of consumers to prescribe a definition and standard of identity for any macaroni product providing for the use of lecithin.

(g) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for milk macaroni products providing for the use of milk or milk products (other than liquid whole milk) in such quantity that the finished milk macaroni product contains less than 3.8 per cent by weight of milk solids; nor would it promote honesty and fair dealing in the interest of consumers to provide for the use of milk or of any milk product as an ingredient of any macaroni product.

(h) It would not promote honesty and fair dealing in the interest of consumers to prescribe definitions and standards of identity for any alimentary paste providing for the use of egg solids or egg yolk solids in a quantity less than 5/2 per cent by weight, on a moisture-free basis, of the finished alimentary paste.

(i) Promulgation of each of the regulations hereinafter set forth, fixing and establishing definitions and standards of identity for various alimentary pastes, will promote

honesty and fair dealing in the interest of consumers.

Wherefore the following regulations are hereby promulgated:

**§16.1 Macaroni products—Identity; label statement of optional ingredients.** (a) Macaroni products are the class of food each of which is prepared by drying formed units of dough made from semolina, durum flour, farina, flour, or any combination of two or more of these, with water and with or without one or more of the optional ingredients specified in the following subparagraphs (1) to (4), inclusive:

(1) Egg white, frozen egg white, dried egg white, or any two or all of these, in such quantity that the solids thereof is not less than one-half of one per cent and not more than two per cent of the weight of the finished food.

(2) Disodium phosphate, in a quantity not less than one-half of one per cent and not more than one per cent of the weight of the finished food.

(3) Onions, celery, garlic, bay leaf, or any two or more of these, in a quantity which seasons the food.

(4) Salt, in a quantity which seasons the food.

The finished macaroni product contains not less than 87 per cent of total solids as determined by the method prescribed in "Official and Tentative Method of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, page 235, under "Vacuum Oven Method—Official."

(b) Macaroni is the macaroni product the units of which are tube-shaped and more than 0.11 inch but not more than 0.27 inch in diameter.

(c) Spaghetti is the macaroni product the units of which are tube-shaped or cord-shaped (not tubular) and more than 0.06 inch but not more than 0.11 inch in diameter.

(d) Vermicelli is the macaroni product the units of which are cord-shaped (not tubular) and not more than 0.06 inch in diameter.

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Macaroni Product"; or alternately, the name is "Macaroni," "Spaghetti," or "Vermicelli," as the case may be, when the units of the food are of the shapes and sizes specified in paragraph (b), (c), or (d), respectively.

(f) (1) When disodium phosphate is used the label shall bear the statement "Disodium phosphate added for quick cooking."

(2) When any ingredient specified in paragraph (a) (3) is used such label shall bear the statement "Seasoned with . . . . .," the blank being filled in with the common name of the ingredient; or in the case of bay leaves the statement "Spiced," "Spice added," or "Spiced with bay leaves."

(3) Wherever the name of the food appears on such label so conspicuously as to be easily seen under customary conditions of purchase, the words and statements herein prescribed showing the optional ingredients used shall immediately and conspicuously precede or follow, or in part precede and in part follow, such name without intervening written, printed, or other graphic matter.

**§16.2 Milk macaroni products—Identity; label statement of optional ingredients.** (a) Milk macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (f) (2) and (3), except that:

(1) Milk is used as the sole moistening ingredient in preparing the dough; or in lieu of milk one or more of the milk ingredients specified in paragraph (f) is used, with or without water, in such quantity that the weight of milk solids therein

is not less than 3.8 per cent of the weight of the finished milk macaroni product; and

(2) None of the optional ingredients permitted by §16.1 (a) (1) and (2) is used.

(b) Milk macaroni is the milk macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Milk spaghetti is the milk macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Milk vermicelli is the milk macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Milk Macaroni Product"; or alternately, the name is "Milk Macaroni," "Milk Spaghetti," or "Milk Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraphs (b) (c), or (d), respectively.

(f) The milk ingredients referred to in paragraph (a) (1) are concentrated milk, evaporated milk, dried milk, and a mixture of butter with skim milk, concentrated skim milk, evaporated skim milk, or any two or more of these, in such proportion that the weight of nonfat milk solids in such mixture is not more than 2.275 times the weight of milk fat therein.

**§16.3 Whole wheat macaroni products—Identity; label statement of optional ingredients.** (a) Whole wheat macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (f) (2) and (3), except that:

(1) Whole wheat flour or whole durum wheat flour or both are used as the sole wheat ingredient; and

(2) None of the optional ingredients permitted by §16.1 (a) and (1) and (2) is used.

(b) Whole wheat macaroni is the whole wheat macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Whole wheat spaghetti is the whole wheat macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Whole wheat vermicelli is the whole wheat macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Whole Wheat Product"; or alternately, the name is "Whole Wheat Macaroni," "Whole Wheat Spaghetti," or "Whole Wheat Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraphs (b), (c), or (d), respectively.

**§16.4 Wheat and soy macaroni products—Identity; label statement of optional ingredients.** (a) Wheat and soy macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (f) (2) and (3), except that:

(1) Soy flour is added in a quantity not less than 15 per cent of the combined weight of the wheat and soy ingredients used (the soy flour used is made from heat-processed, dehulled soybeans, with or without the removal of fat therefrom); and

(2) None of the optional ingredients permitted by §16.1 (a) (1) and (2) is used.

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## NUTRITIOUS NEW YEAR DISHES



By BETTY BARCLAY

### Market-Basket Suggestion

Ring out the old, ring in the new. Review the past and make resolutions for the future. Now is the traditional time for predictions and appropriate promotional plans for the New Year.

Probably the most important predictions and plans for 1943 concern food, suggest home economists of the U. S. Department of Agriculture. The often quoted statement of the Secretary of Agriculture—"Food will win the war and write the peace!" may well be remembered by every American homemaker as she plans, buys and prepares food for her family during the coming year. Under stress of war it becomes more important than ever to have a well-fed nation.

In reviewing the past, home economists point out that diets in this country were better in 1941 and '42 than they have been during the previous five years for several reasons. Many families had more money, so could buy more and better food.

But in 1943 more money to buy food and more interest in good nutrition will not be enough to insure better diets. For civilians will be unable to get as much of some important foods as they would be able and willing to buy. The food civilians can have in the coming year will depend on many things—on the weather, on necessary farm supplies, such as labor, machinery and fertilizers, and on processing and transportation. The food picture for 1943 can be brightened as macaroni-noodle manufacturers will continue making only high-grade products and continue their educational work that seems so necessary now that Americans are compelled to vary their "eats." We must avoid creating the thinking that—"We had to eat it, then"—among the millions who become new users of macaroni products. Let both the quality of our products and our teachings create a natural liking for this good food.

### Wanted: 200 Million Chicks

"Count your chicks before they're hatched."

That is the unusual advice Uncle Sam is giving to the Nation's 10,500 hatcherymen to be certain of having ready 200 million extra chicks needed for the fall and winter meat production program called for by Secretary of Agriculture Claude R. Wickard.

### Roast Breast of Veal With Macaroni Stuffing

3 lb. veal breast  
1 cup dry bread crumbs  
1/2 cup chopped celery  
1/2 cup tomatoes  
1/2 lb. macaroni  
1/2 cup finely chopped onions  
1/2 cup chopped green peppers  
1/4 cup butter or margarine

Salt, pepper and poultry seasoning.

Have butcher remove bone from veal breast, cutting a pocket out from the end. Cook macaroni in 1 1/2 cups of salted water, stirring until cooked and all water is absorbed. Combine with other ingredients. Toss gently to mix. Stuff into breast of veal pocket. (Cook remaining dressing in pan around the meat.)

Place stuffed breast in an open roasting pan, season meat well and roast in a moderate oven, 325 degrees for about two and one half hours. Serves 6.

This recipe fits nicely into your New Year's Day menu but equally well into any menu scheduled after the holidays. Pasted on a card it will add to your growing list of nutrition recipes for wartime meals.

### Institute Recommendation

The Government's national nutrition campaign in 1942 roused public interest in better diets, and the products promotion and consumer education campaign sponsored by the supporters of The National Macaroni Institute stress the true food value and nutritious quality of high grade Macaroni, Spaghetti and Egg Noodles.

"Enriched" foods came on the market as a result of the Government's nutritional campaign, while its many agencies arranged for more food for the needy through food stamps, school lunches, penny milk, and direct distribution of food.

More and greater quantities of "Enriched" Macaroni Products appeared in food shops, even though this food, made from semolina and farina of macaroni wheats, is naturally rich in many of the elements of food nutrition.

The Poultry Production Committee of the U. S. Department of Agriculture has sought the cooperation of the International Baby Chick Association to speed up hatchery operations so that farmers can start feeding by early November. This will mean 200 million chicks added to the normal fall production of about 50 million for winter brooding. The eggs for hatching will be taken from those used normally for food, but hatchery requirements will not amount to more than 4 per cent of the total production for the supply period.

This plan is expected to supply, roughly, 600 million extra pounds of chickens from January through March. This quantity will be in addition to the poultry stocks normally marketed during the fall and winter season, and will help satisfy the shortage caused by over-demand for meats by civilians. That is the story—in an egg shell.



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(b) Wheat and soy macaroni is the wheat and soy macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Wheat and soy spaghetti is the wheat and soy macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Wheat and soy vermicelli is the wheat and soy macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "Wheat and Soy Macaroni Product," "Wheat and Soybean Macaroni Product," "..... and Soybean Macaroni Product," the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.1 (a); or alternately, the name is "Wheat and Soy Macaroni," "Wheat and Soybean Macaroni," "..... and Soybean Macaroni," or "..... and Soybean Macaroni" when the units of the food comply with the requirements of paragraph (b); or "Wheat and Soy Spaghetti," "Wheat and Soybean Spaghetti," "..... and Soy Spaghetti," or "..... and Soybean Spaghetti" when such units comply with the requirements of paragraph (c); or "Wheat and Soy Vermicelli," "Wheat and Soybean Vermicelli," "..... and Soy Vermicelli," or "..... and Soybean Vermicelli" when such units comply with the requirements of paragraph (d), the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.1 (a).

§16.5 Vegetable macaroni products—Identity; label statement of optional ingredients. (a) Vegetable macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (f) (2) and (3), except that:

(1) Tomato (of any red variety), artichoke, beet carrot, parsley, or spinach is added in such quantity that the solids thereof is not less than 3 per cent by weight of the finished vegetable macaroni product (the vegetable used may be fresh, canned, dried, or in the form of puree or paste); and

(2) None of the optional ingredients permitted by §16.1 (a) (1) and (2) is used.

(b) Vegetable macaroni is the vegetable macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Vegetable spaghetti is the vegetable macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Vegetable vermicelli is the vegetable macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

(e) The name of each food for which a definition and standard of identity is prescribed by this section is "..... Macaroni Product," the blank being filled in with the name whereby the vegetable used is designated in paragraph (a); or alternately, the name is "..... Macaroni," "..... Spaghetti," or "..... Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraph (b), (c), or (d), respectively; the blank in each instance

being filled in with the name whereby the vegetable used is designated in paragraph (a).

§16.6 Noodle products—Identity; label statement of optional ingredients. (a) Noodle products are the class of food each of which is prepared by drying formed units of dough made from semolina, durum flour, farina, flour, or any combination of two or more of these, with liquid eggs, frozen eggs, dried eggs, egg yolks, frozen yolks, dried yolks, or any combination of two or more of these, with or without water and with or without one or more of the optional ingredients specified in the following subparagraphs (1) and (2):

(1) Onions, celery, garlic, bay leaf, or any two or more of these, in a quantity which seasons the food.

(2) Salt, in a quantity which seasons the food. The finished noodle product contains not less than 87 per cent of total solids as determined by the method prescribed in "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," Fifth Edition, 1940, page 235, under "Vacuum Oven Method—Official." The total solids of noodle products contains not less than 5.5 per cent by weight of the solids of egg or egg yolk.

(b) Noodles, egg noodles, is the noodle product the units of which are ribbon-shaped.

(c) Egg macaroni is the noodle product the units of which are tube-shaped and more than 0.11 inch but not more than 0.27 inch in diameter.

(d) Egg spaghetti is the noodle product the units of which are tube-shaped or cord-shaped (not tubular) and more than 0.06 inch but not more than 0.11 inch in diameter.

(e) Egg vermicelli is the noodle product the units of which are cord-shaped (not tubular) and not more than 0.06 inch in diameter.

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "Noodle Product" or "Egg Noodle Product"; or alternately, the name is "Noodles" or "Egg Noodles," "Egg Macaroni," "Egg Spaghetti," or "Egg Vermicelli," as the case may be, when the units of the food are of the shapes and sizes specified in paragraph (b), (c), (d), or (e), respectively.

(g) When any ingredient specified in paragraph (a) (1) is used the label of the noodle product shall bear the statement "Seasoned with ....." the blank being filled in with the common name of the ingredient; or in the case of bay leaves the statement "Spiced," "Spice added," or "Spiced with bay leaves." Wherever the name of the food appears on such label so conspicuously as to be easily seen under customary conditions of purchase, the words and statements herein prescribed showing the ingredients used shall immediately and conspicuously precede or follow, or in part precede and in part follow, such name without intervening written, printed, or other graphic matter.

§16.7 Wheat and soy noodle products—Identity; label statement of optional ingredients. (a) Wheat and soy noodle products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for noodle products by §16.6 (a) and (g), except that soy flour is added in a quantity not less than 15 per cent of the combined weight of the wheat and soy ingredients used (the soy flour used is made from heat-processed, dehulled soybeans, with or without the removal of fat therefrom).

(b) Wheat and soy noodles, wheat and soy egg noodles, is the wheat and soy noodle product the units of which are ribbon-shaped.

(c) Wheat and soy egg macaroni is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(d) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(e) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(d) Wheat and soy egg spaghetti is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(e) Wheat and soy egg vermicelli is the wheat and soy noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "Wheat and Soy Noodle Product," "Wheat and Soy Egg Noodle Product," "Wheat and Soybean Noodle Product," "Wheat and Soybean Egg Noodle Product," "..... and Soy Noodle Product," "..... and Soy Egg Noodle Product," "..... and Soybean Noodle Product," or "..... and Soybean Egg Noodle Product," the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.6 (a); or alternately, the name is "Wheat and Soy Noodles," "Wheat and Soy Egg Noodles," "Wheat and Soybean Noodles," "Wheat and Soybean Egg Noodles," "..... and Soy Noodles," "..... and Soy Egg Noodles," "..... and Soybean Noodles," or "..... and Soybean Egg Noodles" when the units of the food comply with the requirements of paragraph (b); or "Wheat and Soy Egg Macaroni," "Wheat and Soybean Egg Macaroni," "..... and Soy Egg Macaroni," or "..... and Soybean Egg Macaroni" when such units comply with the requirements of paragraph (c); or "Wheat and Soy Egg Spaghetti," "Wheat and Soybean Egg Spaghetti," "..... and Soy Egg Spaghetti," or "..... and Soybean Egg Spaghetti" when such units comply with the requirements of paragraph (d); or "Wheat and Soy Egg Vermicelli," "Wheat and Soybean Egg Vermicelli," "..... and Soy Egg Vermicelli," or "..... and Soybean Egg Vermicelli" when such units comply with the requirements of paragraph (e), the blank in each instance being filled in with the name whereby the wheat ingredient used is designated in §16.6 (a).

§16.8 Vegetable noodle products—Identity; label statement of optional ingredients. (a) Vegetable noodle products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for noodle products by §16.6 (a) and (g), except that tomato (of any red variety), artichoke, beet, carrot, parsley, or spinach is added in such quantity that the solids thereof is not less than 3 per cent by weight of the finished vegetable noodle product (the vegetable used may be fresh, canned, dried, or in the form of puree or paste).

(b) Vegetable noodles, vegetable egg noodles, is the vegetable noodle product the units of which are ribbon-shaped.

(c) Vegetable egg macaroni is the vegetable noodle product the units of which conform to the specifications of shape and size prescribed for egg macaroni by §16.6 (c).

(d) Vegetable egg spaghetti is the vegetable noodle product the units of which conform to the specifications of shape and size prescribed for egg spaghetti by §16.6 (d).

(e) Vegetable egg vermicelli is the vegetable noodle product the units of which conform to the specifications of shape and size prescribed for egg vermicelli by §16.6 (e).

(f) The name of each food for which a definition and standard of identity is prescribed by this section is "..... Noodle Product" or "..... Egg Noodle Product," the blank being filled in with the name whereby the vegetable used is designated in paragraph (a); or alternately, the name is "..... Noodles," "..... Egg Noodles," "..... Macaroni," "..... Spaghetti," or "..... Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraph (b), (c), (d), or (e), respectively; the blank in each instance

being filled in with the name whereby the vegetable used is designated in paragraph (a).

§16.9 Vegetable macaroni products—Identity; label statement of optional ingredients. (a) Vegetable macaroni products are the class of food each of which conforms to the definition and standard of identity, and is subject to the requirements for label statement of optional ingredients, prescribed for macaroni products by §16.1 (a) and (f) (2) and (3), except that:

(1) Tomato (of any red variety), artichoke, beet carrot, parsley, or spinach is added in such quantity that the solids thereof is not less than 3 per cent by weight of the finished vegetable macaroni product (the vegetable used may be fresh, canned, dried, or in the form of puree or paste); and

(2) None of the optional ingredients permitted by §16.1 (a) (1) and (2) is used.

(b) Vegetable macaroni is the vegetable macaroni product the units of which conform to the specifications of shape and size prescribed for macaroni by §16.1 (b).

(c) Vegetable spaghetti is the vegetable macaroni product the units of which conform to the specifications of shape and size prescribed for spaghetti by §16.1 (c).

(d) Vegetable vermicelli is the vegetable macaroni product the units of which conform to the specifications of shape and size prescribed for vermicelli by §16.1 (d).

name whereby the vegetable used is designated in paragraph (a); or alternately, the name is "..... Noodles" or "..... Egg Noodles," "..... Egg Macaroni," "..... Egg Spaghetti," or "..... Egg Vermicelli," as the case may be, when the units of the food comply with the requirements of paragraphs (b), (c), (d), or (e), respectively, the blank in each instance being filled in with the name whereby the vegetable is designated in paragraph (a).

Any interested person whose appearance was filed at the hearing may, within 20 days from the date of publication of this proposed order in the *Federal Register* file with the Hearing Clerk of the Federal Security Agency, Office of the Assistant General Counsel, Room 2240, South Building, 14th Street and Independence Avenue, S. W., Washington, D. C., written exceptions thereto. Exceptions shall point out with particularity the alleged errors in the proposed order, and shall contain specific references to the pages of the transcript of the testimony or to the exhibits on which each exception is based. Such exceptions may be accompanied with a memorandum or brief in support thereof.

Washington, D. C., December 17, 1942.

(Seal) WATSON B. MILLER,  
Acting Administrator.

(F. R. Doc. 42-13602; Filed, December 19, 1942; 10:50 a. m.)

### How "Point Rationing" Will Affect Buying

Basic facts on point rationing are outlined as follows by the Office of Price Administration:

1. Point rationing will be introduced to Americans early in 1943 when War Rationing Book Two is distributed.

2. The purpose of point rationing is to guarantee everyone a fair share of scarce but essential goods while at the same time giving everyone a variety of items from which to choose.

3. There are three chief differences between point rationing and the coupon rationing which is now in effect for sugar and coffee.

4. The first important difference is this: Under straight coupon rationing, one single coupon entitles the consumer to buy a specific amount of a single commodity—such as, one sugar coupon entitles you to buy three pounds of sugar.

But in Point Rationing one set of coupons covers a whole group of commodities. For instance, your week's meat ration coupons would enable you to choose your ration freely among beef, veal, pork, lamb or mutton.

5. The second important difference is this: The coupons in point rationing are of different denominations. Those to be spent in one week, for example will include a one-point coupon, a two-point coupon, a five-point coupon and an eight-point coupon.

6. The third important difference is this: The various rationed items within one group will have different point values. For example, tenderloin

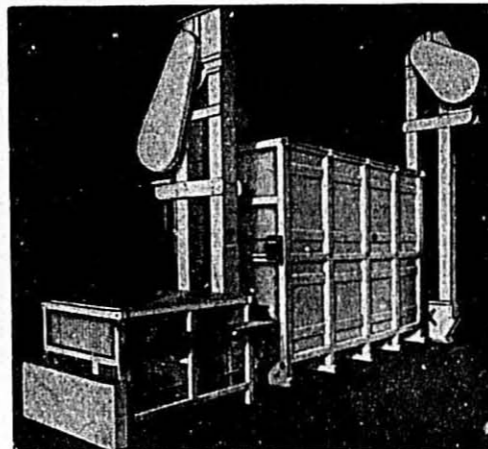
steak, being relatively scarcer, might have a high point value and require a larger number of coupons, while hamburger, being available in greater quantities, would have a lower point value. Thus, in exchange for a ration coupon worth eight points, the housewife might be able to obtain one pound of tenderloin steak or four pounds of hamburger. (Point values have not been set yet; values used here are for illustration only.)

7. The government will set the point value of each item within the group of rationed products and issue an official list. Point values will be

based on available supplies and will vary as supplies of particular items increase or decrease.

8. War Ration Book Two will have four pages of blue stamps and four pages of red stamps. The blue stamps will be used for the first group of goods to be rationed by points. The red stamps will be used for the second group of point-rationed goods.

9. The number on each stamp tells how many points the stamp is worth. The letter on each stamp tells what period it is good. The Government will announce these periods in advance.



THIS EQUIPMENT IS STILL AVAILABLE WITH AN ADEQUATE PRIORITY—(W.P.B.—Reg. L-83)

REPAIRS—A-10, P100

GOVERNMENT REGULATION

## CHAMPION FLOUR OUTFIT AND SEMOLINA BLENDER

PROTECT YOUR PROFITS WITH CHAMPION EQUIPMENT, and let us figure on your requirements when the War emergency is over and we are again permitted by the Government to supply domestic needs without priorities.

### MAINTENANCE—REPAIR

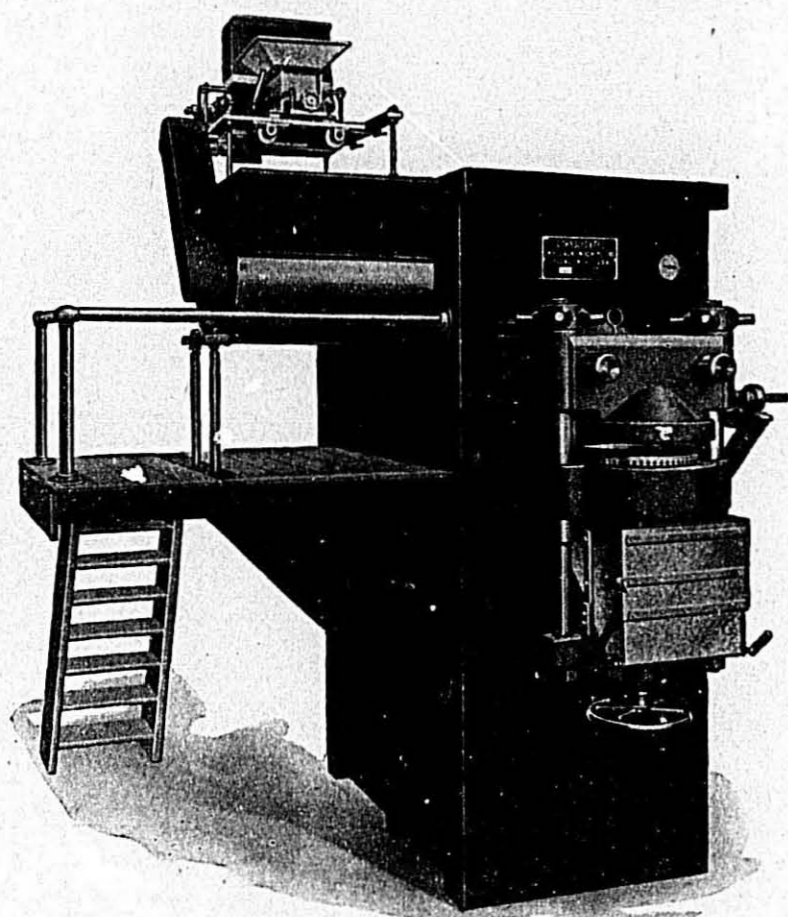
To date we have never failed in prompt service to our customers on parts necessary to keep your Champion equipment operating efficiently and we will see that we protect you in this way in so far as is humanly possible.

## CHAMPION MACHINERY CO. JOLIET, ILLINOIS

Mrs. of Mixers—Brakes—Flour Outfits—Weighing Hoppers and Water Motors

★ Buy U. S. Government Bonds today and protect your future. ★

# Consolidated Macaroni Machine Corp.



### AUTOMATIC CONTINUOUS PRESS FOR SHORT PASTE

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

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

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

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

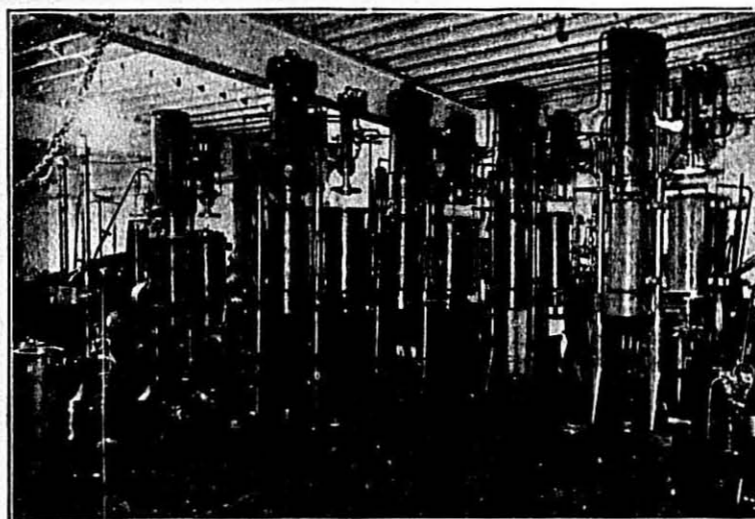
Due to priority restrictions, we are unable to furnish any of these presses for the duration, as all of our efforts are concentrated on the manufacture of material for our armed forces and those of our Allies.

This advertisement is to remind you that we will still be ready to serve the trade, after a just and glorious peace has been concluded.

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

Address all communications to us at 156 Sixth Street

# Consolidated Macaroni Machine Corp.

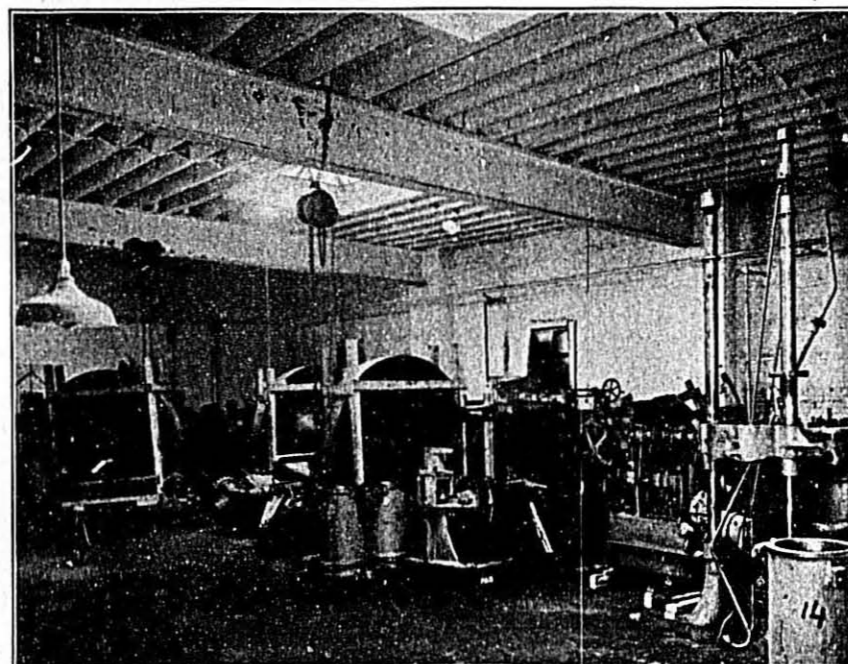


Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

## 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

## Food for Nourishment — and Adornment



Quite naturally, manufacturers of macaroni products emphasize the food value of their food in their sales messages to consumers, overlooking a very important angle—the artistic value. That, in all probability, is the thinking that prompted *Click Magazine*, Philadelphia, to publish in its December, 1942 issue, a beautifully illustrated story on the artistic use that is made of the fancier shapes of macaroni products as a personal adornment.

Manufacturers desirous of capitalizing the idea and of developing this additional market for their products will be interested in the article and accompanying illustrations.

### Make Your Own Jewelry

Making smart, original necklaces for sport, street and evening wear out of ordinary grocery store macaroni is the ingenious art developed by Miss Carolyn O'Brien. With her kitchen as a workroom, she has expanded a one-time hobby into an extraordinary occupation. Her handiwork has been displayed in a Park Avenue shop; its excellence is attested by the accompanying pictures which show how you, too, can make your own jewelry. (1) The raw material is common macaroni which comes in cellophane-wrapped packages. (2) Pierce the unbroken pieces with a needle and paint them either with nail polish, as Miss O'Brien did at first, or color them with silver or gilt. (3) After painting, the colored macaronis are hung up to dry. Each piece is carefully searched for flaws or cracks before final assembling on strong thread. The final result (4) depends upon your ingenuity in arrangement. Necklace, hair ornaments, lapel pins are just a few of the things you can make.



## War, in Washington

By J. E. Jones, National Industries News Service

The landing of the Americans in North Africa gave the people of the United States the kind of a thrill that "comes once in a lifetime."

November 11 was Armistice Day. Everyone of us who witnessed the celebration in Washington in November, 1918, will remember it until the closing day of life. A hundred thousand war-workers, from the tops of Government to the clerks in the services left their offices and most of the population congregated in the vicinity of the White House.

It was the first time in history that

girls and women filled half of all the Government clerkships, and they made up perhaps half of all the crowds. Their jobs didn't mean a thing to them—the job was finished—victory was won.

Down the street the President of the United States appeared in front of the White House—and Woodrow Wilson beamed happily and waved in approval of this spontaneous uncheduled celebration.

The World news has been coming so fast in the newspapers and over the radio that anything I could report today would be old before this correspondence got through the Washington postoffice and to the desk of the editor.

However, I can say that politics

are non-existent in the great war effort—so far as your National Capital is concerned.

And the strength of Democratic government is shown in the fact that the principal national issues that concern the permanency of our systems at present, and after the war, are receiving the usual amount of thought, study, discussion and attention, so that the wheels of government can be kept rolling.

There's plenty of trouble ahead, and the armed forces of the nation will settle it, and bring the war to a successful conclusion—to a celebration even greater than that of Armistice Day in 1918. Let's hope that Victory Day will be celebrated in our country *this Winter*.

**H**UNDREDS 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**



## Liquid and Dried Egg Production

Commercial egg-breaking and egg-drying plants produced 18,808,000 pounds of dried egg in November, compared with 7,457,000 in November, 1941. Frozen egg production totaled 1,120,000 pounds, compared with 588,000 pounds in November last year. Liquid egg produced for immediate consumption totaled 660,000 pounds, compared with 815,000 pounds a year ago.

Dried egg production in November was approximately 3,600,000 pounds less than in October. The problem of obtaining adequate supplies of eggs for drying is becoming acute for some of the driers. The supply of storage shell eggs and frozen eggs available for drying is being used up rapidly and it will be several months before the current production of eggs is large enough to take care of all drying needs. About 82 per cent of the dried egg produced in November was from liquid obtained from frozen eggs and storage shell eggs. A total of 25,415,000 pounds of frozen eggs were used for this production. Of storage shell eggs, 800,000 cases were used, and of fresh shell eggs, 346,000 cases.

Stocks on December 1 were reduced to 1,115,000 cases of shell eggs and

126,094,000 pounds of frozen eggs. Holdings of shell eggs were the lowest of record for December 1, with net withdrawals during November totaling 2,002,000 cases. Net withdrawals of frozen eggs in November totaled 54,235,000 pounds—129 per cent larger than the withdrawals in November last year. The back-log of supplies on December 1, set aside for drying, were reduced to 376,000 cases of shell eggs and 22,192,000 pounds

of frozen eggs, according to incomplete returns from egg driers.

The Agricultural Marketing Administration accepted offers on 3,598,765 pounds of dried egg in November. Since the first of the year the Government has accepted offers on 207,997,902 pounds of dried egg.

"Praise the Lord . . . and Buy 'Em Ammunition with U. S. War Bonds.

### FROZEN EGG PRODUCTION

Month	1940-42		1942 Pounds
	1940 Pounds	1941 Pounds	
January	707,000	915,000	3,075,000
February	733,000	8,140,000	13,626,000
March	29,481,000	39,386,000	42,686,000
April	44,029,000	46,826,000	59,001,000
May	53,662,000	53,303,000	57,090,000
June	1,283,000	46,560,000	52,750,000
July	12,749,000	26,555,000	17,755,000
August	5,115,000	9,848,000	5,636,000
September	1,249,000	2,845,000	3,050,000
October	249,000	1,951,000	1,141,000
November	216,000	588,000	1,120,000
December	105,000	265,000	
Total	189,578,000	237,182,000	

### DRIED EGG PRODUCTION

Commodity	November, 1941-42		Per cent change in 1942 Pounds
	November 1941 Pounds	November 1942 Pounds	
Whole	18,630,000	6,825,000	+173
Albumen	100,000	173,000	- 42
Yolks	78,000	459,000	- 83
TOTAL	18,808,000	7,457,000	+152

## As Purchasing Turns Toward Service

Although the macaroni manufacturer has always had the problem of buying both materials and services, he undoubtedly considered the purchase of materials as far more important. Now the efficient purchasing of services, as a separate and distinct task, looms up in the near future. Preparing to meet this new situation is a desirable action for the manufacturer who wants to continue in business through the shortages and restrictions of the present.

When things cannot be replaced easily and quickly, then they must be serviced to get the most use from them. Even the service charge which seemed prohibitive in comparison with new coats when buying something was no problem, may at this time look quite inexpensive—when service alone can keep the wheels turning. For no expense is so great as that of throwing productive equipment into discard for long periods of time, with the resulting loss of finished stock, markets, income, and profit. A program of intelligent purchasing of reliable services is the only way to avoid such troubles when new machinery and equipment is scarce, no longer available, or subject to great delay.

Every macaroni manufacturer will find more and more of his buying centers around repairing, reconditioning, and rebuilding equipment, and in servicing every article around the plant so it can be made to last a while longer by such special attention. To some extent, the change will only mean throwing the emphasis on that angle of purchasing, but in other respects it may seem almost like undertaking a new job to provide services economically.

The wearing out of equipment will be gradual, so the need for servicing will not make itself felt with full force for a while. This will be the course of events in all industry. Eventually, the shortage of available service will likely become acute, and possibly more so than has been the case with most of the material things. Nor is there any substitution for reliable service, when the demand exceeds the supply. The macaroni manufacturer, who has cultivated his service contacts, so his calls get immediate attention and preference, will be in the same fortunate position as the one who kept a step ahead of material shortages and delays in deliveries.

Several moves can be started now, to be ready for the approaching clamor for all kinds of services. A survey of the entire field, such as one might undertake when preparing for the purchase of unfamiliar commodities, will give the macaroni manufacturer a good idea of what is being offered along the lines of such services as he may later require, by whom the of-

fers are being made, and the relative merit of each. As the early minor problems of repairing and reconditioning arise, he can develop and test out the most promising of the sources of services which he has discovered during his survey.

Then when the need for more and more of this work comes to his plant, as it undoubtedly will with the mounting difficulties of replacement and the aging of his present equipment, he will have won an excellent knowledge and experience in the purchasing of services. There is too much to learn in this field to wait for an emergency before starting to learn it.

At the same time, certain suppliers of service will have come to consider the macaroni manufacturer a valued customer whose needs deserve their best workmanship and preferred attention. To a large extent, this sort of service purchasing will be so new and grow so rapidly, even a few months' headway may put some buyers in the old standby class that gets the first call on the available services, repair parts, and manpower to keep in production.

Just as in all purchasing, some will see ready-made opportunities, but others will create and develop the opportunities to secure the services they need. Salesmen with services to sell may bring part of the possibilities to the macaroni manufacturer's door, and advertising will present many others. Some of the ideas may originate with the manufacturer himself, and his suggestions to the suppliers may lead to mutually helpful arrangements covering repairing, rebuilding, and reconditioning of vitally necessary equipment.

The fast-approaching "seller's market" in services will be far less severe for the macaroni manufacturer who applies to this question the same principles he would consider it wisest to employ in avoiding a material shortage of which he had ample warning. Foresight and efficient purchasing procedures are necessary to meet both situations without stopping or slowing the productive activity of the plant and every piece of equipment in it.

Speaking of production facilities, an editorial report says, "In emergencies, it may be possible for a time to defer repairs and thus temporarily to increase production to some extent above the rated capacity." Note how the very tone of the statement indicates the emergency and temporary angles of such delay, showing that postponing repairs beyond the accustomed time is not viewed as desirable. The macaroni manufacturer should not attempt to hold off repairs and reconditioning when needed, for it is unlikely he could delay the work until the return of peace. In the meantime,

he has the added risk of frequent breakdowns, inefficiency, increasing difficulty in securing repair parts and skilled workmen, and the possibility of still greater costs in the future because the first required repairs were not made promptly.

It is far better for the macaroni manufacturer to meet the situation squarely and prepare for handling it in a businesslike manner, along with his own purchasing. He will need repairs, rebuilding, and reconditioning to carry him through this period. The present condition of his equipment, the care he gives it, and the portion of capacity at which it is run, will decide how soon he is likely to have to purchase services to maintain his operations. Even then, accidents and errors may force him to seek reliable sources of services sooner than he believed necessary.

Summing up, the macaroni manufacturer can secure for himself certain distinct advantages by lining up the purchasing of trustworthy services as a part of his business now, before the need is so great.

## Problems of Tomorrow

J. E. Jones, National Industries News Service

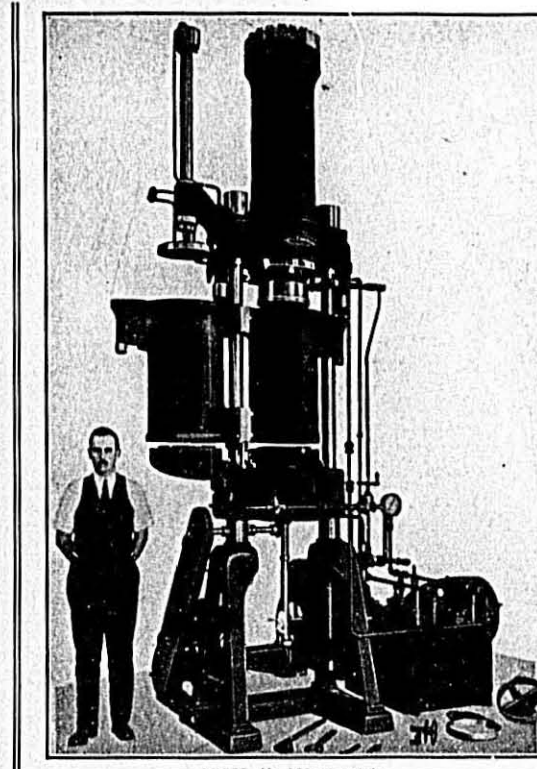
Washington, D. C., December—The gremlins are holding regular sessions in the silent, vacant halls of Congress, hatching up new crops of irritations and puzzles for the boastful boys and girls who think they will show the world what it "takes" to be a statesman.

Problems of tomorrow seem to include the shortening of shirt tails two or three inches thereby creating a surplus of material sufficient to make ten million additional men's shirts. In the last war "Sister Susie sewed shirts for soldiers." Now we are trying out a new deal.

We face the problems of spending all our spare money for war bonds, while saving all your money to meet the high cost of living—and at the same time balancing nothing left from something—to pay income taxes in March. Uncle Sam faces the prospect of being left out on the end of a limb.

Captain Eddie Rickenbacker gets a good ways ahead of the rest of us when he declares that American soldiers and sailors in the Pacific could double the volume of war production if they took over the job.

Five general classes of rumors have been tagged by the Office of War Information, as follows: "Hate rumors," "anxiety rumors," "escape rumors," "supernatural rumors," "curiosity rumors." OWI says there are 4,500 kinds of rumors—and they don't even include the new controls by "czars."



PRESS No. 222 (Special)

## John J. Cavagnaro

Engineers  
and Machinists

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

Specialty of  
Macaroni Machinery

Since 1881

Presses  
Kneaders  
Mixers  
Cutters  
Brakes  
Mould Cleaners  
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.  
New York City

## Food Cost Up 16 Per Cent in Year

Living costs of city families rose 0.7 per cent between October 15 and November 15, 1942, according to Secretary of Labor Perkins' recent report. "Most of the increase was due to the rise in food costs, particularly those not under OPA control, to higher charges for personal and professional services, and to the new excise taxes effective on November 1," she said. "These taxes, on cigarettes, cigars, telephone calls, and railroad fares, resulted in an increase of 0.1 per cent out of the total increase of 0.7 per cent in living costs."

Since mid-May, when the General Maximum Price Regulation became effective, food costs have moved up 7.8 per cent and costs of all other goods and services by 0.6 per cent. Today, prices of almost everything important in family spending are controlled by government regulations, with the exception of personal and professional services and of some fresh fruits and vegetables (constituting, with a few other foods, about 10 per cent of the family food budget). Rent ceilings have been announced for all cities. About 12 per cent of the family budget thus remains uncontrolled.

The percentage changes from Oc-

tober 15 to November 15, 1942, were as follows:

All Items	+0.7
All foods	+1.2
Controlled by OPA on November 17	+0.5
Under March ceilings	+0.2
Ceiling adjustments permitted in October	+1.1
Under price freeze of October 5	+0.8
Uncontrolled by OPA on November 17	+6.6
Clothing	+0.1
Rent	-0.1
Fuel, electricity and ice	0.0
Housefurnishings	+0.1
Miscellaneous	+0.8

By November 15, the index of living costs for city wage earners and lower-salaried workers had risen to 119.8 per cent of the 1935-39 average, and 21 per cent above costs in August 1939.

Food. The average family food bill rose by 1.2 per cent between mid-October and mid-November. Most of this increase was in prices of the fresh fruits and vegetables and fresh fish which are not under direct control by the Office of Price Administration. These advanced by an average of 6.6 per cent and are now selling 21 per cent higher than in May of this

year. Food prices under direct control of the OPA advanced 0.5 per cent over the month, as quotations moved up for a number of products whose prices have recently been adjusted under OPA regulations, such as lard, canned fruits and vegetables and canned fish. Prices also increased for eggs and butter, brought under OPA control on October 5.

The Bureau's index of retail food costs for November 17 stood at 131.1 per cent of the 1935-1939 average, the highest point reported since January, 1930. The cost of food is now 16 per cent higher than last year at this time (Dec. 19, 1942), and has gone up 40 per cent since the outbreak of the war in Europe, when food prices were unusually low.

## Two Brothers in Service

Two sons of G. Guerissi, leading executive of Keystone Macaroni Manufacturing Company, Lebanon, Pa., are in the armed services of our country, and both are ardent readers of THE MACARONI JOURNAL. They are:

Pvt. Raymond Guerissi, a member of Service Company, 153rd Infantry, stationed somewhere in the North Pacific Area.

Pvt. Robert Guerissi, Company "A," First Signal Tgt. Bn at Fort Monmouth, New Jersey.

## Macaroni Products Will Not Be Rationed

Food rationing, affecting canned fruits, soups and vegetables, will start in February as announced by Federal officials, but macaroni, spaghetti and egg noodles are specifically named as foods that will not be affected by the order. Immediately preceding the effective date of the food rationing order, retail sales will come to a halt to permit grocers to accumulate a reserve to take care of normal demands on the restricted purchasing basis.

Price Administrator Leon Henderson of OPA announced the planned rationing order. Secretary of Agriculture Wickard at the same time took to the radio to assure the nation that "there will be enough food for an adequate diet for every civilian."

Director Elmer Davis of the Office of War Information simultaneously explained the need for the new war measure by answering the question—"Why does the greatest food producing country in the world have to so deal with its food supply that we civilians at home cannot get as much of some foods as we want, even though we shall be able to get plenty of all foods put together?" He made this answer, in part:

"The first demand on our food supply is that of our armed forces, which are constantly increasing in size. We have the best fed Army and Navy in the world; and I do not believe there is a single person in the U. S. A. who objects to that.

"Some of our food also goes to our allies; to hear some people talk, you would think that most of it is going to our allies. That is not so. What goes to our allies is less than what goes to our own armed forces; and don't forget that to some extent this exchange of food works both ways. Some British food, and a great deal of Australian food, is supplied by the governments of those countries to our troops stationed there.

"It is only simple common sense for us to spare some of our food to help feed the British Army that is killing Germans whom we won't have to kill; and to help feed the British industrial population which is constantly turning out war material that will help win the war," he said.

Assuming that farmers meet their production goals, and that military and Lend-Lease requirements don't increase above present estimates Wickard said, "it looks as if we will have a civilian food supply about as big as we had in the last half of the 1930's." Not everybody, of course, ate too heartily in those years from 1935 to 1939.

### There'll Still Be Enough

Although "fairly well satisfied" with the prospects for food supplies, the Secretary of Agriculture cautioned

that "we must be deeply concerned about food distribution."

Proportions of the cut in food can best be measured in terms of the food values of estimated per capita consumption by the civilian population next year as compared with 1941.

Here it is:

NUTRIENT	UNIT	1941	1943
Food Energy	Calories	3480	3008
Protein	Grams	89	83.7
Calcium	Grams	.86	.80
Iron	Milligrams	15	13
Vitamin A	International units	6600	5061
Riboflavin	Milligrams	1.9	1.76
Thiamin (B <sub>1</sub> )	Milligrams	1.09	1.84
Ascorbic Acid (C)	Milligrams	110	91
Niacin	Milligrams	17	15.57
Fat	Grams	144	129.6
Carbohydrate	Grams	456	375.4

Only in the cases of calcium, riboflavin and niacin will the 1943 diet be below the level recommended by the National Research Council.

In simpler terms, Wickard explained that on the average 33 pounds of canned, frozen or dried fruits and vegetables are expected to be available for each person in 1943 as compared with an average of about 46 pounds a year from 1937 to 1941. That is a cut of about 28 per cent.

There's a big job for macaroni-noodle manufacturers to do under the point-rationing plan. Macaroni products are but one of 200 food items on the point-rationing list, and anything that will be leading the housewife to think of macaroni, spaghetti and egg noodles and their true food value

## Cease Government Buying During Egg Contracting Period

Egg noodle manufacturers find it practically impossible to buy eggs, fresh, frozen or powdered, because of the indifference of so many egg breakers who find it easy to sell their entire output at their own price. Directly or indirectly, the buyers for Government needs are to blame for a condition that is doing this good industry great harm and producing many headaches.

Government buying agencies are constantly in the market for eggs for feeding the men in the armed services and for Lend-Lease. They are direct competitors of buyers of eggs for egg noodles, ice cream, etc.

Because it is the established practice of egg noodle manufacturers to contract for their annual needs during the months of March, April, May and June, it is the thought of leaders in the noodle industry that their egg supply problem would be greatly relieved if the Government buyers would agree

when planning her food-points investments will be appreciated by grocer and buyer alike. Here's how one paper pictures the housewife's problem under the new plan:

### Some Close Figuring

Beginning next February with food rationing the housewives of America

will be learning arithmetic in the approved modern way, by the new activity method. They will learn arithmetic by doing very practical sums. Given a certain number of food points with which to do her marketing, the homemaker must do some very complicated figuring on how to get the most for the points. Housewives will be their own investment counselors, daily re-examining their portfolios, so to speak, for the purpose of deciding between prunes and grapefruit juice, as sooner or later they may have to decide between investing ten points in calves' liver or in macaroni. Shopping for clothes on the point system in Britain has become the most popular branch of applied mathematics over there.

to stay out of the market entirely during those months, or reduce their requirements then to the absolute minimum.

The suggested let-up in Government buying pressure would help stabilize the market as to prices and availability of basic needs to insure year-round egg noodle production at prices that would be fair to consumers and reflect this suggested cooperation by the Government in the willingness of the macaroni-noodle manufacturers to make good food easily available to both war and civilian needs.

The National Macaroni Manufacturers Association is studying the problem in the hope of finding the proper approach in time to relieve the egg buying pressure during the coming Spring months. Here's but another example of what can be done when an industry is united and manufacturers are willing to cooperate in industry protection.

The Present with a future—U. S. War Bonds.

## Vitamins From Farm to You

You need vitamins . . . everyone needs them to build a healthy body and to keep fit and strong. The most natural way to get vitamins is by eating the right kind of food—eating enough of it and eating it regularly.

So points out the U. S. Department of Agriculture. In popular language here is some information issued by the Department on why we need vitamins, how we need vitamins, how we get them from various foods, and what may take place in our bodies if we do not get enough of these vitamins:

### Where Vitamins Are Made

The farm is the greatest vitamin factory on earth. It produces good food from which we get vitamins in their natural form. A farm's vitamin assembly line runs from the ground up to the finished products that reach our tables.

For instance, seeds, such as the kernels of wheat from which semolina, farina and flour is ground for making macaroni products, are rich in certain vitamins. Green growing plants produce and hold vitamins or vitamin materials that we get when we eat fruits, vegetables, and grains.

### Why We Need Vitamins A, B, C and D

For our health's sake it is well to be well acquainted with these vitamins and know what they can do for us. Each has its own value; we need them all to help our bodies grow or to keep them in good condition. Very small amounts of vitamins handle big jobs.

Vitamin A could be called by a war nickname—the "blackout vitamin." It is beneficial to the eyes, is needed for normal eyesight in dim light. When you have too little vitamin A you may have what is known as night blindness—that is, you cannot adjust your eyes

quickly from bright lights to darkness. If you have serious night blindness you cannot see well toward the right or left even in daylight.

Vitamin A is one of the vitamins needed for growth, and for healthy bones, nerves, and teeth. This vitamin, and the other vitamins too, help protect you against infections. It is also important for good skin, and good linings to nose, mouth, and other body organs.

The vitamin B group is quite a large family. B-1, called thiamine, can be nicknamed the "morale vitamin" because it makes for steady nerves . . . helps keep you cheerful. Those getting too little thiamine in food often have poor appetites, slow heart rate, constipation, and a tired feeling.

Another B vitamin is niacin, or nicotinic acid. This vitamin helps nerves and digestion, and also makes for a healthy skin. In addition, pellagra can be prevented by eating enough foods having B vitamin content—especially niacin.

Still another B vitamin is riboflavin, which is needed for health and normal growth. If one gets too little of this vitamin, sores may develop around the nose and mouth, the eyes may be over sensitive to light, and become bloodshot. Almost anyone can improve his health by eating more foods containing B vitamins.

Vitamin C's scientific name is ascorbic acid. This vitamin makes healthier tissues, particularly bones, teeth, and gums, and is well known as the "scurvy fighter." Foods containing vitamin C, such as orange or tomato juice, are given babies to keep them safe from this condition—help them to grow normally.

Vitamin D is a two-way vitamin—you can get it from sunshine as well as from foods. This vitamin helps bones and teeth grow strong and straight—that is why it is so necessary for children to get a regular supply of it.

Human beings, as well as cows, chickens, and fish, manufacture vitamin A in their bodies. You can store it in your body for future use too—and it is best to get a good supply every day so you have a "reserve" to draw on should you need it.

### How to Get Your Vitamins

Bright colors—yellow, green, orange, sometimes red—are often signals of vitamin A value which you can get by eating ripe yellow and green vegetables and some red ones, such as tomatoes. You also get it from liver, butter, and eggs.

B vitamins come in many foods. Some of these foods contain only one of two of the B group—others have more. Among those having thiamine, niacin, and riboflavin are: whole eggs, milk, lean beef and mutton, liver, cabbage, collards, cowpeas, kale, mustard greens, peanuts, dried or green peas, spinach, soybeans, tomatoes, and turnip greens.

Vitamin C is found in citrus fruits and several other fruits, tomatoes, kidney, liver, and many vegetables. Canned tomatoes and citrus fruits have about as much vitamin C as fresh ones—so you can keep it on the shelves too. You cannot store large amounts of vitamin C in your body so you have to get a supply every day.

When sunlight meets the skin directly, vitamin D is formed. And you can get this vitamin from several foods, such as butter, cream, whole eggs, and egg yolks, whole milk, some fish, and fish-liver oils. Livers of halibut, perch, and shark are some foods which have particularly rich supplies of this vitamin.

Put your spare dollars on the firing line . . . Buy War Bonds.

There are eighty shots at the enemy in a set of brass curtain fixtures; the metal they contain would produce that many cartridges for a soldier's rifle.

## 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

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

## We Can Win—If . . .

Victory is certain says the U. S. Office of Civilian Defense in collaboration with the U. S. Office of Facts and Figures if we hold fast to the United Nations, because:

(a) We have the man power.  
Axis population: 618,334,000  
United Nations: 1,346,121,000  
(United States): 131,669,273

(b) We have the resources.  
*Business Week*, March 14, 1942, estimates that the United Nations have superiorities in the following vital war materials of war:

Wheat	65.5%
Coffee	92.5%
Cocoa	89.2%
Sugar	56.3%
Butter and Margarine	50.6%
Cotton	97.4%
Flax	64.2%
Jute	99.4%
Wool	88%
Wood Pulp	67.1%
Coal and Lignite	54.6%
Crude Petroleum	93.3%
Steel	56.9%
Iron Ore	55.4%
Manganese Ore	65.1%
Nickel Ore	97.1%
Copper Ore	90.9%
Lead Ore	78.1%
Zinc Ore	71.5%
Chrome Ore	83.1%
Salt	57.2%

Against these figures must be placed other facts. The Axis is very close to us in some of the materials mentioned above, especially sugar, butter and margarine, coal and lignite, steel, iron ore, and salt. It has a greater supply than the United Nations in these vital war materials: rye, rubber, cement, tin ore, bauxite, and potash. Moreover, many United Nations' supplies come from overseas, with supply routes constantly threatened by invasion.

These figures should give us confidence, without over-confidence. They show that the United Nations are sufficiently supplied to win this war, provided we work hard enough and fight hard enough.

### (c) We can fight!

Americans know that American soldiers are tough—Bataan, Corregidor, Wake Island proved that. The sea battles of recent months prove it. The world recognizes the fighting abilities of the Russians, Dutch, Australians, British, Chinese, Canadians, and all other fighting men of the United Nations. And the home fronts of these nations are tough, too. They accept sacrifice without complaining. For they know that, unlike the Ger-

mans and Japanese, they have a cause worth fighting for

President Roosevelt has said: "We covenant with each other before all the world, that having taken up arms in the defense of liberty, we will not lay them down before liberty is once again secure in the world we live in. For that security we pray; for that security we act—now and evermore."

### Miss Adele Vallee, a Finalist

War Worker in Clermont Machine Co. Plant Honored

Chosen as the typical warworker in the Clermont Machine Company's plant, Brooklyn, N. Y., Miss Adele Vallee, a drafts-woman of great talent,



Miss Adele Vallee, Noodle machine drafts-woman in Miss Victory finalists in Metropolitan New York.

and a most popular employe, was included among the finalists in the contest to name Miss Victory for Metropolitan New York. Her picture was included among representatives of workers from hundreds of plants engaged in producing materials for war. The Clermont Machine Company, 266-272 Wallabout Street, Brooklyn, of which C. Surico is president, has long been engaged in the manufacture of war goods under prime contracts and subcontracts. Its enlarged staff of experienced workers has earned the commendation of the War Production Board for the quality of their output and regularity of production.

Finalist Vallee was the choice of the workers and the management, and was accepted by the judges because in addition to her expertness, she is also a blood donor, a first aider and a bond buyer. Her brother is a pilot in the U. S. A. air force.

## Macaroni-Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

### TRADEMARKS APPLIED FOR

#### Aunt Stella's

The trademark of the Kentucky Macaroni Company, Louisville, Kentucky. Application for this trademark was filed March 28, 1942, for use on macaroni, spaghetti, noodles, vermicelli and spaghetti sauce. The applicant claims use since February 9, 1942.

#### Past Di Lusso

The trademark of the West Coast Mac. Company, Inc., Oakland, California. Application for this trademark was filed May 28, 1942 for use on macaroni, spaghetti, vermicelli and all varieties thereof which are referred to in the trade as Macaroni Products. The applicant claims use since June 15, 1939.

### ILLINOIS TRADEMARK REGISTRATION

The following trademark was registered in the office of the Secretary of State of Illinois in December, 1942:

#### "Spaghetti King"

For use on foods and ingredients of foods, filed by A. L. Berkenfield, Spaghetti King, 2301 N. Cicero Ave., Chicago, Illinois.

### A La Carte

Here's a practice which macaroni manufacturers can well afford to encourage as a sure means of increasing the consumption of their products:

A Syracuse, N. Y., woman, Mrs. James Forleo, visited her husband, an army private, in Victoria, Texas, and took a spaghetti supper with her.

In two suitcases, she carried spaghetti, cheese, tomato paste and olives, and cooked the meal for her husband and several buddies in a chuck wagon provided by a soldiers' service organization.

### Shipbuilders Get Macaroni

Employees at the California Shipbuilding Corporation became meat eaters again last month when the company's own restaurant was opened in Wilmington, California, with a stock of 800 pounds of meat, a ton of macaroni, enough eggs and butter to last a week and coffee for several days. The macaroni stock consisted of spaghetti, egg noodles and elbows as well as macaroni.

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



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

### 1,700 Bags of Noodles Destroyed

A Federal Court in Indianapolis, Ind., made no attempt to define a "pure egg noodle," but it did decide that to be an egg noodle, "pure" or otherwise, it must contain eggs. Last October 23, a shipment of egg noodles (?) from a nearby state was seized by order of the Federal Trade Commission, and in a libel action instituted, the products were condemned as being in violation of the law and ordered destroyed, when no claimant appeared at the hearing on December 23. Here's an account of the action as carried in the *Indianapolis Star*:

### 1,700 Bags of "Pure Egg Noodles" Made Without Eggs to Be Destroyed

More than 1,700 bags of "Pure Egg Noodles" will go up in smoke as United States Marshal Julius J. Wichser carries out orders.

Federal Court Judge Robert C. Baltzell on December 23, 1942, handed him an order to "condemn, seize and destroy said noodles," because, a libel action read, they were adulterated "in that a valuable constituent—eggs—has been wholly or in part omitted," and were misbranded, "in that the statement on the package, 'pure egg noodles,' is false and misleading."

### Wartime Parties Will Be Informal "At Homes" From Now On . . .

Come meatless days, come heatless days, we'll still keep the home fires burning. Americans are hospitable folks and despite gasless days and even meatless days, we'll still ask our friends in for casual suppers and Sunday night buffets.

During long winter war nights we'll want, more than ever, to sponsor nostalgic little home gatherings—evenings that will fill the empty little gaps at the end of busy days of service.

But wartime parties will be simple, informal entertainments that one can manage with little fuss or preparation, parties that won't throw the budget and war plans out of line. Fun and a successful party were never dependent on caviar; there's more real homely enjoyment when a group of merry folks just serve themselves from a big, steaming casserole.

There are an infinite number of baked dishes or top-of-stove skillet dishes that can be served buffet style. Rounded out with a salad bowl, fruit, crackers and assorted cheeses, you can offer your friends a bountiful feast and feel like a guest at your own party because you haven't spent hours in the kitchen.

### Noodle Casserole

From Mr. J. A.: Would you please give me a recipe for a noodle casserole?

Place one-half pound of bread noodles in one and one-half quarts of boiling water seasoned with one teaspoon of salt. Cook the noodles until they are tender, about 10 minutes, and then drain them.

To make a white sauce, melt six tablespoons of butter and stir in six tablespoons of flour. Add three cups of milk. Stir the sauce constantly until it is thick and add one-fourth pound of chipped beef which has been cut into small pieces. Stir in three-fourths cup of grated cheese. When the cheese is melted, arrange layers of the noodles and sauce in a buttered casserole.

Mix one-fourth cup of grated cheese with two tablespoons of fine bread crumbs and one and one-half tablespoons of melted butter. Sprinkle the mixture over the top of the noodles. Bake the casserole in a moderate oven (350 degrees Fahrenheit) for 20 minutes, or until the mixture is browned. This will serve eight persons.—Salt Lake City, Utah, *Telegram*.

Nothing like a balance at the bank for a well-balanced life.

### War Economy Meal— Spaghetti with Italian Meat Balls.

Meat-rationing makes great demands on homemakers meal-planning abilities, according to the general opinion of leading food authorities. One-dish meals are becoming greater favorites with most housewives—and with consumers, too.

Such meals are not the result of last-minute rush or of economy as has often been implied. They must be carefully planned so as to tastily blend available foods in nourishing and satisfying combinations, that will retain all the flavors and provide the helpful eye appeal. Occasionally by planning on one-dish meals, one can minimize the time spent in food preparation, a very important factor in homes where housewives are part-time or full-time war workers.

Meat balls and spaghetti meet all the requirements of the ideal one-dish meal. The dish calls for use of the less expensive meats—just what the Government has ordered—and spaghetti, the ideal wheat food that is still quite plentiful. It is one well seasoned dish that is easy to prepare, yet always popular with the entire family. It is a year-round meal, too . . . no waste, good taste and a general favorite.

Here's a popular recipe for this nutritious combination, which calls for only one pound of ground meat and a pound of spaghetti, plus some flavoring vegetables:

#### Ingredients

- 1 pound ground beef
- 1/2 cup butter
- 1 bud garlic, minced
- 1 cup celery, chopped fine
- 2 tsp. Worcestershire or Meat Sauce
- 1 pound Spaghetti
- 1 onion, cut fine
- 1 green pepper, minced
- 3 cups tomatoes
- Pepper and Salt.

#### Method

Season the ground meat with salt and pepper. Make into balls about one inch in diameter.

In a deep pan, melt the butter, add meat balls and brown slightly. Add the chopped or minced onion, garlic, green pepper and celery, also the tomatoes. Season with salt and pepper and simmer for ten minutes. Crowd meat balls to one side of the pan. Add the spaghetti which has been broken into pieces 4 to 6 inches long, and carefully put it down so that all of it is covered by the sauce. Spread meat balls on top.

Cover the pan. Bring to the steaming point and cook 30 minutes. Makes 4 generous helpings.

Charity, which should be a way of being thoughtful, too often is only a way of getting to be well thought of.

Invest in a peaceful future by buying War Bonds now.

### Elmes, Plant Sold

The plant and business of the Charles F. Elmes Engineering Works, Chicago, Illinois, were sold to American Steel Foundries of the same city, the transfer becoming effective December 31, 1942. Founded by Charles F. Elmes in 1851, this firm that is one of the greatest manufacturers of hydraulic machinery in the country, becomes a part of a larger organization after 91 years of successful operation.

According to its vice president, Charles F. Elmes, the Charles F. Elmes Engineering Works will continue to operate as a unit under his direct supervision as general manager of that division of American Steel Foundries.

The announcement: Effective December 31, 1942, the Charles F. Elmes Engineering Works becomes a part of American Steel Foundries. The present organization will remain intact and will operate as a separate unit. Present plans are toward improved manufacturing facilities which will enable the firm to offer the very finest of modern hydraulic presses, pumps, accumulators and special machinery. Charles F. Elmes will remain as general manager of the Charles F. Elmes Engineering Works of American Steel Foundries.

### Tire Inspection to Save Rubber

America's passenger auto tires are about to have their ills diagnosed frequently and with great care as part of the nation's rubber conservation plan.

The least cut or bruise will be sent up for immediate attention, and while the job of keeping the tires in good running order exceeds in size anything of its kind ever undertaken, it is expected to go forward with less inconvenience to the average motorist than an ordinary car grease job, and at a cost so small as to make it a bargain to the car owner in terms of extended tire life. The first inspection must be completed before January 31, 1943, under mileage rationing which goes into effect December 1, 1942.

Details of the inspection to be given each tire every four months by an estimated 100,000 approved inspectors, including tire service and garage men throughout the country, were made public today by the Office of Price Administration.

The inspection includes:

1. Check of ration book and tire inspection record.
2. Listing of serial numbers of all tires on car.
3. Check for correct air pressure in each tire.
3. Recording of speedometer mileage reading on tire inspection record.

5. Check for bent rims and out-of-true wheels.
6. Check for cuts or breaks in tire sidewalls and treads.
7. Check general condition of tires for cuts, breaks and evidences of wear from badly aligned wheels, faulty brakes, unbalanced wheels, camber malalignment and excessive wear of kingpins, bushings and wheel bearings.
8. Obtain information from driver as to whether any tire has been injured inside and not repaired.

If tires pass this visual inspection, the inspector signs the inspection record and the car may continue in operation. A fee for this service may be charged not to exceed 25 cents for each passenger vehicle when it is unnecessary to remove any tires. OPA estimates that each inspection will require about 15 minutes.

Where visual inspection reveals probable serious tire ailments, the inspectors will require removal of the casings for closer scrutiny and will prescribe the necessary repairs which must be made before inspection approval is given. The completed inspection report will be required as a basis for renewal of gasoline rations.

### Why Coffee Rationing? . . . Ships

The reason for coffee rationing can be put in a word: ships.

The bottoms that ply between here and Brazil, Colombia and other South and Central American countries now are jammed with guns, cannons and shells and other war materials bound for the shores of England, Russia, Africa and wherever our troops and those of our Allies are fighting. In addition, much of what coffee is being transported is going to our armed forces.

As a result of the shipping situation, for every four pounds of coffee the country was importing a year ago, before Pearl Harbor, we can now transport only three pounds. But even under rationing, Americans will drink much more coffee than the people of European countries. Germany has practically no real coffee; its population imbibes on ersatz concoction of acorns or grains of various sorts. The Italians are even worse off. As for the other countries under Axis domination, they receive whatever the coffee-starved Reich sees fit to spare.

The plain fact of the situation is that the American population is lucky to get what coffee is being brought up. There are crews risking their necks to sail it up here and Marines in the Solomons who haven't had a cup of coffee in a long time. The problem now is to spread whatever coffee supply we do receive among the greatest number of people.

A jolt usually is the right thing in the right place.

## The Source of Our Supply

The finest Amber Durum grown in the United States is raised in what is known as the "Devils Lake (N. D.) Area." From more than 100 affiliated local elevators in this area comes the Amber Durum which we grind into:

### Pisa Duramber Abo

No. 1 Semolina Fancy No. 1 Patent Flour  
Semolina

We have first choice on the best of the Amber Durum. That may explain why consumer demand for our products continues to increase.

### Amber Milling Division of FARMERS UNION GRAIN TERMINAL ASSOCIATION

Offices: 1923 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

### Meat Production Highest Ever

There is no meat shortage, but demands have increased!

Government experts now estimate that more than 24 billion pounds of meat will be available in 1943. This is an increase of 4 billions over the needs of normal years . . . BUT the Army-Navy and Lend-Lease will need at least 6½ billion pounds—maybe more. So there's scarcity in a land of plenty.

Incidentally, men in the armed services eat about twice the amount of meat they ate in civilian life.

### Save Your Matches

Save your matches, the War Production Board urges.

Increased requirements of our armed forces, as well as the necessity for exporting matches to countries where they are scarce, means that plain John Q. Citizen should borrow a light from a neighbor when he can, and put up with stumbling around in the dark while looking for a light switch.

A match may be a small item taken by itself, but we normally use up more than 500 billion of them a year. (Incidentally, 45 per cent of these are book matches). It requires 70 to 80 million board feet of lumber annually

to provide the splints for the production of these matches, and the tiny steel staples that hold the book match together consume 500 tons of steel a year.

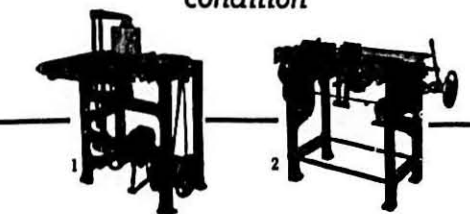
The match industry itself is voluntarily conserving paper, manpower, and chemicals in match production, while the Chemicals Division of WPB is seeking to encourage further conservation. For some time paper matches have been made largely from salvage paper, including old newspapers, with a minimum amount of virgin pulp used.

To Mr. Citizen, says the Chemicals Division, a match may be just something he can get for nothing and a novel form of advertising, but to a soldier stranded in a distant outpost or in the front lines, it's likely to be something very much else again.

As a result, the match manufacturers and WPB are considering a number of plans whereby matches and the vital materials they use may be conserved. Among these are:

- (1) Reducing the length of the stitch a quarter of an inch, which will save 20 per cent of the steel wire required, or about 100 tons of steel annually.
- (2) Reduction of the length of wooden matches by a quarter of an inch, saving about seven million board feet of wood.
- (3) Elimination of all "frills" on

It pays to keep your machines  
in first class operating  
condition



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

1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop onto the conveyor belt where they are carried to be filled. Can be made adjustable.

2. This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 35-40 cartons per minute, requiring no operator. The cartons enter machine on conveyor belt as open, filled cartons and leave machine completely closed. Can also be made adjustable.

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

book matches, including varnishes and lacquer finishes, special mailing and wrapping.

The Chemicals Division and the match industry are considering other conservation measures, and working on plans to bring them all together in a thorough going match standardization program.

In the meantime, the Chemicals Division and match industry will appreciate it if all match users begin conservation measures of their own.

### FOOD FOR FIGHTING MEN

"No one can deny the significance of food to men who wage a war," says Roy F. Hendrickson of the U. S. Department of Agriculture, who does the food buying for Lend-Lease. "Military history is full of allusions to it, from Alexander through Genghis Khan to Frederick the Great who said that 'an army goes on its belly.' And more recently—more tragic than any generality—six burning words from Bataan: 'Lack of food proved our undoing.'"

"That message must not be repeated. The right of way must be given to the food for our fighting men. They must have all they want, where they want it, when they want it."

"That is the demand of first importance on our war food supply. There are two others. Food for our Allies. Food for the people at home."

## The MACARONI JOURNAL

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

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

### PUBLICATION COMMITTEE

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

### SUBSCRIPTION RATES

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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 JANUARY, 1943 No. 9



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

### STOP GROWLING!

When frequent blackouts come and go, let not your heart be full of woe!

Your plant-front and your swinging sign Are useless if they do not shine?

Well, listen here: when blackouts lift, You're still in business—get my drift?

A bomb from out the midnight blue Might liquidate your plant—and you!

Rheinhardt Kleiner.

### Banish Sales Meetings

The Office of Defense Transportation urges the cancellation of trade shows and sales meetings involving intercity transportation, as part of the general program to conserve transportation for more essential war purposes.

ODT officials declared that the statement issued recently by Joseph B. Eastman, Director of Defense Transportation, calling for abandonment of meetings and conventions not contributing in an important way to winning of the war, applied equally to

sales gatherings and trade shows. They pointed out that such events not only taxed passenger facilities of public carriers but often required baggage, express or freight service in the transportation of exhibit materials. Passenger, express, and baggage facilities, the ODT reiterated, are being subjected to severe strain by the demands of war and essential civilian traffic, and should not be asked to bear the added burden imposed by trade shows and sales meetings.

### OPA Defines Basic Ingredients

Maximum Price Regulation No. 296 on Flours Effective January 4, 1943

The farinaceous ingredients of macaroni products in so far as they are referred to in OPA's Maximum Price Regulation No. 296 on Flours, are defined as follows, by the order that became effective January 4, 1943: "Semolina" is the durum wheat product of that name conforming to the Definition and Standard of Identity, promulgated by the Federal Security Administrator.

"Fancy semolina" shall conform to the specification of semolina in all respects except that it shall be equal in color to standard samples submitted to and accepted by the Regional Office of the Office of Price Administration at Minneapolis, Minn., as representative of the color requirements of this grade.

"Farina" is the wheat product of that name conforming to the Definition and Standard of Identity, promulgated by the Federal Security Administrator.

"Durum fancy patent flour" means flour from wheat which is milled from durum wheat having a color equal to or better than that of standard samples submitted to and accepted by the Regional Office of the Office of Price Administration in Minneapolis, Minn., as representative of the color requirements of this grade.

"Patent flour" means flour from wheat, except durum wheat, containing not more than .518 per cent ash calculated to a moisture-free basis (which equals .44 per cent ash calculated to a 15 per cent moisture basis).

### Thrive on Macaroni

The inmates of the Niagara County Jail at Lockport, New York, are not suffering because of the reduced meat rations, according to Sheriff F. A. Bigelow, who is feeding them ample quantities of macaroni and cheese, beans and chili con carne. The prisoners apparently take kindly to the fare.

### 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.

### Laboratory

No. 156 Chambers St., New York, N. Y.  
Office  
No. 2026 Eye St. N.W., Washington, D. C.

WANTED—A Vertical Press in good condition. Write "CWC" c/o MACARONI JOURNAL, giving complete details and prices.

### Appropriate Resolutions for Homemakers

The Bureau of Home Economics, Agricultural Research Administration of the United States Department of Agriculture recommends the following timely resolutions for general adoption by the American homemakers for the New Year:

Resolved: To learn enough about food values, so I can keep my family's meals up to the best possible standard in spite of wartime shortages.

Resolved: To waste no food.

Resolved: To overcome prejudices and superstitions about foods in order to take advantage of all foods on the market.

Resolved: To grow and raise as much of my family's food as possible, if I have the land and the "know-how."

The National Macaroni Institute recommends a fifth equally timely and important resolution to ease the budget dilemma while providing the members of the household nutritious and satisfying dishes:

Resolved: To serve macaroni, spaghetti or egg noodles in any one of many combinations as the main dish, or as a side-dish, for at least one meal every day in 1943.

### Women Plan Safety Drive

The nation's war on accidents that are slowing production was taken directly into the homes of American war workers today when the 2,500,000 members of the American Federation of Women's Auxiliaries of Labor launched a drive to reduce accidents in workers' homes.

The drive is being conducted in cooperation with the National Safety Council, which is leading a nationwide campaign to "Save Manpower for Warpower" at the request of President Roosevelt.

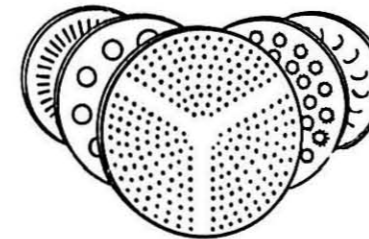
"As the wives and mothers of men on the production front, you have a two-fold job," I. M. Ornburn, secretary of the Auxiliaries, told members in a message to the 19 national and international and 200 local groups. "First, you must put safety into practice in your home, and instill its principles in your children. Second, you must use your influence over your husband to encourage him in the ways of safety, on and off the job.

"The power of these 2,500,000 women to prevent accidents in American homes is tremendous. These women are members of the families of men who are turning out the weapons of war. They are in a position to do a wonderfully effective job of preventing accidents to their husbands and families. We feel sure their cooperation will result in saving the lives of many American workers, and thus speed our war production.

"The nation lost 460,000,000 mandays of work through accidents in the first year of the war. This lost time was a gift to our enemies. Every accident prevented on the home front in 1943 will help speed victory on the fighting fronts. We heartily welcome the cooperation of these American women."

# 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.

### Notice to Creditors

Trustee Thomas D. Stauffer, representing the defunct Jefferson Macaroni Company of Reynoldsville, Pa., has announced a plan approved by the principal creditors, whereby the expense of bankruptcy is avoided in closing out the affairs of the company. The following notice has been sent all known creditors:

"You are hereby notified that on January 23, 1942, Jefferson Macaroni Company of Reynoldsville, Pa., executed a deed of trust to Thomas D. Stauffer for the benefit of creditors and that such trustee, pursuant to the authority conferred upon him therein, has agreed to sell all the property and assets of said corporation to National Foods Inc., of Pittsburgh, Pa., for the sum of Ten Thousand Five Hundred Dollars (\$10,500) payable in cash upon delivery of a deed.

"You are further notified that such proposed sale will be completed on January 15, 1943, after which time said trustee will file an account in the Court of Common Pleas of Jefferson County, Pa., and thereafter make distribution of the funds in his hands."

The fact that things continue to stand in the way is in itself an indictment.

### Clermont Bowling Club

The employees of the Clermont Machine Company, 266-272 Wallabout Street, Brooklyn, N. Y., are expert noodle machinery builders during working hours and bowling enthusiasts in their spare time. The management encourages bowling and other sports as recreation for its employees. Most

of them are members of the Clermont Machine Company's Bowling Club and play regularly scheduled games throughout the bowling season.

The Club is divided into two leagues, one for the male workers and the other for the girls. The management awards sweaters to winners, trophies to each boy and girl with the highest score, and finally a testimonial dinner to the winning teams.





**OUR PURPOSE:**

EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**

National Macaroni Manufacturers  
Association  
Local and Sectional Macaroni Clubs

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURE

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TOS. J. CUNEO, Adviser.....La Premiata Macaroni Corp., Connelville, Pa.  
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Albert Ravarino, Round City Macaroni Co., St. Louis, Mo.  
Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.  
Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio

**New Year's Day 1943**  
Greetings, Members, and Best Wishes

Come Peace, or War  
There's Always a New Year

Ring Out The Old, Ring In The New  
(meaning)

Review The Past, Make Good  
Resolutions For The Future

Sure, we had headaches in 1942—We'll have some in 1943—but by sharing responsibilities with equally willing friends in the industry, we are helping materially in mobilizing our Nation for Victory.

Thanks for past cooperation and understanding . . . **RESOLVED**, to merit their continuation in the future.

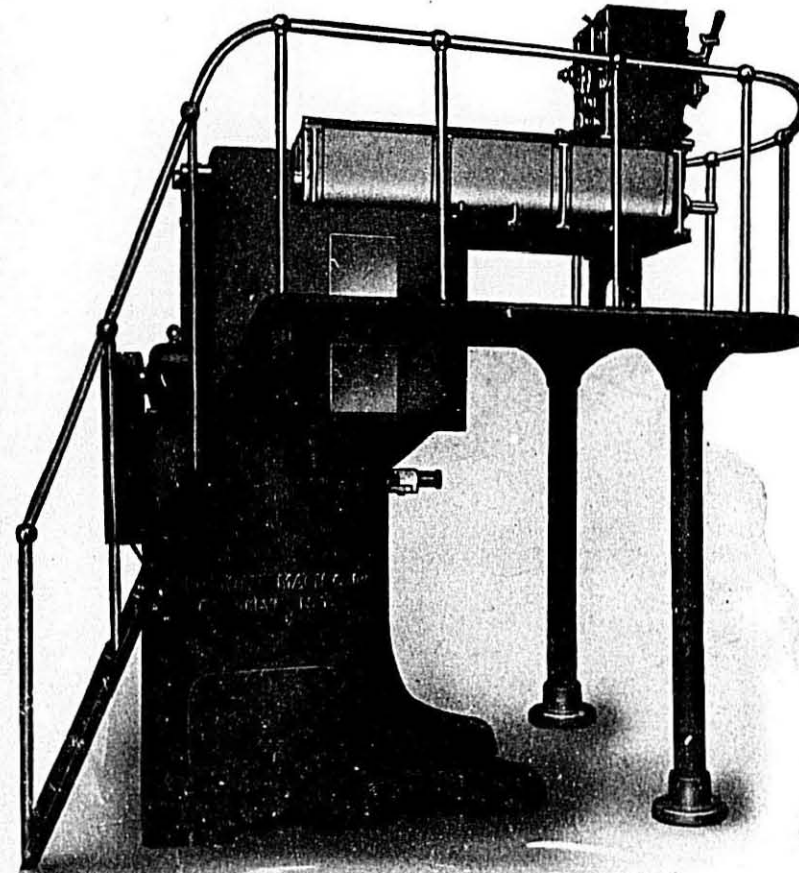
Cordially,  
M. J. DONNA,  
Secretary  
National Macaroni  
Mfrs. Association

Braidwood,  
Illinois

**FOR THE MACARONI OF TOMORROW**

*Clermont Introduces*

An Original Type of Continuous Automatic Macaroni Press  
Has No Piston, No Cylinder, No Screw, No Worm



Operation as simple as it appears.

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

Suitable for short and long goods.

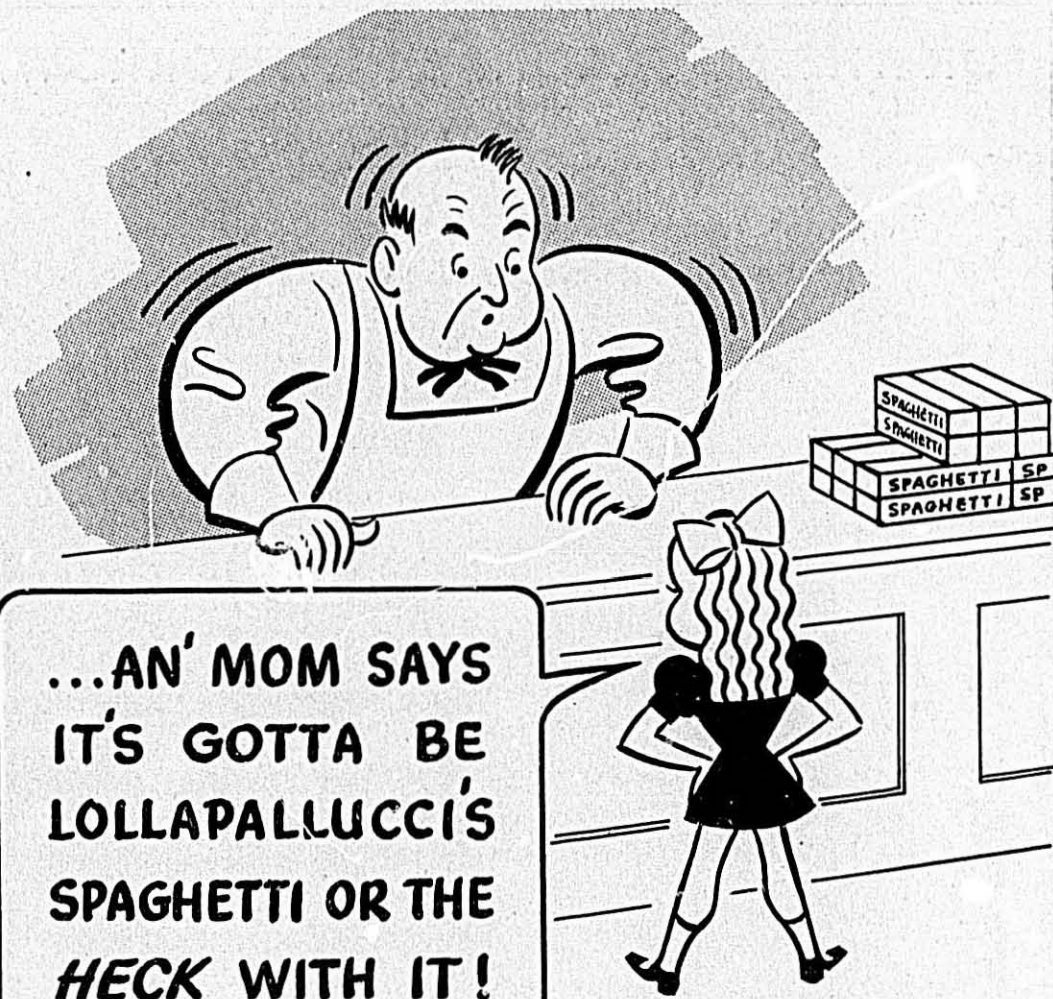
Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

For Details Write to

**CLERMONT MACHINE COMPANY, INC.**

268 Wallabout Street

Brooklyn, New York



When you can get people to demand your products by name, you've got the makings of a steady, profitable business. Pillsbury's Durum Products help to give your products — month after month — the color, flavor and cooking quality that win loyal patronage.

**PILLSBURY'S NO. 1 SEMOLINA • PILLSBURY'S MILANO SEMOLINA NO. 1  
PILLSBURY'S FANCY DURUM PATENT • PILLSBURY'S DURMALENO**

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