

**THE
MACARONI
JOURNAL**

**Volume XXIV
Number 10**

February, 1943

FEBRUARY, 1943

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Without It... What?

With determination, through war or peace, the National Macaroni Manufacturers Association carries on its Industry promotion.

The unselfish service of this organization has won for it the confidence of Government Officials, the support of leading manufacturers and the good will of suppliers.

The National Association considers it a privilege to put all its resources and ability in its continuous effort to help all who are connected with this great and growing food industry.

Chicago, Illinois
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV
NUMBER 10

If You Plan to Order **CARTONS** Please Read This . . .

BECAUSE OF THE HEAVY DEMAND,
ROSSOTTI CANNOT MANUFACTURE AND DELIVER
FOLDING CARTONS AS PROMPTLY AS IT
USED TO . . .

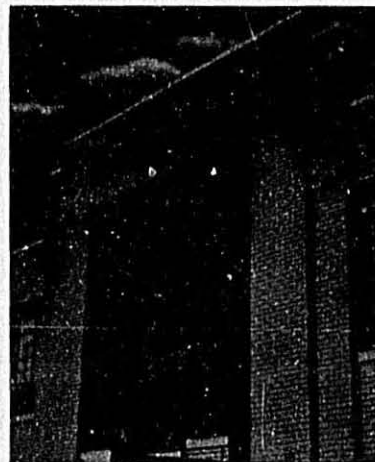
INCREASED food production for both military and civilian needs, and the curtailment of packaging materials essential to the war effort, has thrown a heavy burden upon our carton manufacturing facilities.

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-transparents, which are vital to the war effort, to folding cartons which are made chiefly from nonessential 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 many of the conditions and restraints which affect other businesses, also involve us. Materials do not flow to us as formerly. We are losing manpower to the Armed Forces weekly. Long-term commitments to our old customers (whom we naturally strive to serve first) and a lengthening backlog make it impossible for us to manufacture and deliver folding cartons as promptly as in normal times.

TO PACKERS who are planning to order cartons, the following suggestions might prove helpful:

1. Let us know of your requirements as far in advance as possible. This may enable us to work your order into our production on a staggered basis. It now takes us from ten to twelve weeks to manufacture the average carton order. Also remember that transportation requires much longer.
2. Use small, compact cartons wherever possible to conserve materials, reduce shipping weight and space, and incidentally lower your costs.
3. Use Rossotti Stock Cartons or Labels (available immediately in any quantity) to fill in production until you obtain your own package. Send for samples and prices of Rossotti Stock Cartons and Labels today.



ROSSOTTI LITHOGRAPHING COMPANY, INC.

Main Office and Plant: North Bergen, N. J.

Sales Representatives in Principal Cities

Industry Demands Relief

Price Squeeze Which Affects All Manufacturers But Threatens Very Existence of Smaller Operators Creates Almost Unanimous Demand for Immediate Relief . . . OPA Seriously Considering Operators' Vigorous Protests

Nothing that has occurred within the last decade has so seriously threatened the future of many macaroni-noodle manufacturers as has the delay in rectifying ceilings on plain macaroni products in keeping with the higher ceilings placed on semolina and flour by the Regulation of the Office of Price Administration. The result has been a solidification of all interests, as never before done on a voluntary basis.

While the Office of Price Administration has promised relief early in February, it is still currently (February 8, 1943) considering the serious position in which operators have been placed by the high ceilings set on raw materials, semolina and flour, while compelling adherence to March, 1942, ceiling prices on finished products.

Though the situation is seriously affecting even the large firms, it is the smaller ones that are most seriously threatened. Their plight, as well as that of the whole industry, has attracted even the attention of the neutral press, a typical article being one from the "New York Journal of Commerce," which, in part is as follows:

Continued delay by the Office of Price Administration in adjusting ceiling prices for macaroni and spaghetti products to the higher costs basis which has become effective since the imposition of the General Maximum Price Regulation threatens the elimination of many small manufacturers, with consequent disruption of the supply of such products to the Army and civilian consumers, it was said in industry circles here yesterday.

The price squeeze resulting from price ceilings has been particularly severe in the case of the smaller manufacturers, who purchase their materials on a day-to-day basis, rather than with larger manufacturers, who normally contract ahead for flour and other ingredients, it was stated.

Costs Rise Cited

Prices paid for semolina flour at the time GMPR became effective averaged about \$5.50 per barrel, it was stated. The market for that product has advanced to about \$7.20 per barrel currently, in the case of processors buying on term contracts.

This increase, in connection with higher prices for other ingredients and labor, has meant an approximate advance of 1c per pound in production costs, it was pointed out, with no relief as yet afforded by OPA. In the case of egg noodles, which many macaroni and spaghetti manufacturers all produce, provi-

son for price increases in the finished product to offset higher raw materials costs was made some time back by OPA in Order 262.

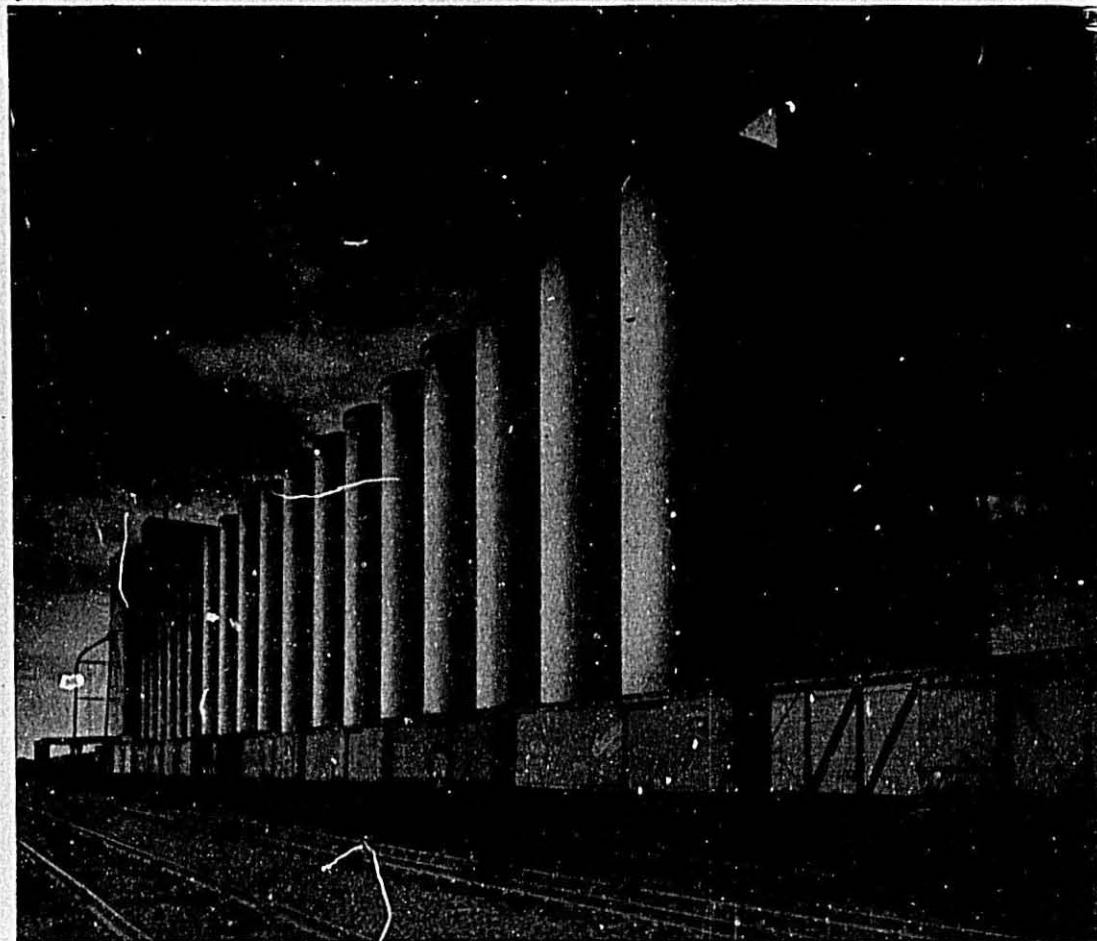
Failures Feared

Many of the small macaroni manufacturers, it was said, are now in distress as a result of this squeeze position, and some may be forced to discontinue operations if the situation is not immediately corrected.

Industry spokesmen expressed apprehension over this prospect, particularly in view of the fact that demand for macaroni and spaghetti has increased substantially since voluntary meat rationing became effective. Increased supplies of farinaceous goods will be necessary to offset shortages in meats and other foods, it was pointed out.

The larger manufacturers, too, were fearful that wholesale liquidation on the part of many of the several hundred small processors in this field would force remaining companies to take on additional commitments for supplying the Army and Lend-Lease, further curtailing supplies available for the civilian trade. Recent stimulation in domestic demand, it was stated, has been so extensive that manufacturers of nationally known branded products were receiving orders running as high as 300 per cent in excess of their current productive capacity.

LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



The MACARONI JOURNAL

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Future Still Bright

Despite stringent demands on business because of the war, the future of the Macaroni-Noodle Industry has some bright spots that are heartening. The cost of continuing in business may increase and the profit margin may be narrowed, too much for some and dangerously for others, but there will always be a macaroni industry. One effect is quite noticeable—more and more manufacturers are showing a greater appreciation for the organized effort at trade promotion and industry protection being done by the voluntary group that constitute the Industry's National Association. Furthermore, the organization of the trade is receiving ever-increasing recognition for its unity of effort by governmental and other agencies.

Stricter regulations are being imposed on all business. It is costing more to be in business and the profit margins are narrowing alarmingly, though there is considerable hope for relief because of the cooperative fight for industry protection being waged in an organized way.

There is something pleasing to deduce from the summary of the food outlook for 1943 recently released by the United States Department of Agriculture. It predicts that the supply of wheat will be ample for both home and lend-lease needs, though this is subject to the usual effects of weather and the added trouble of getting sufficient farm labor, necessary repairs and new equipment.

Plans are under foot to increase the egg production in 1943. Eggs will not be cheap and there is considerable hope that action to be taken by government agencies may hold egg prices within reason. Egg brokers may be hard put to supply quality eggs for ever-increasing requirements.

From the 1943 picture of possible production of raw material, there seems to be no immediate danger of restricting production or of compulsory use of substitutes as was the case in World War I—unless something unexpected happens to this year's wheat crop.

Meat will continue scarce because of the heavy per capita consumption by the men under arms who need almost twice as much meat as they ordinarily consume as civilians. But the meat scarcity should have no serious effect on the consumption of macaroni products. Indeed, it should have a most salutary effect as a substitute for meat in some cases, but more so as an extender of the rationed portions, and the rendering of the poorer cuts and the less popular parts of the carcass more appealing, more nutritious through judicious combinations with macaroni products.

Meat scarcities will make housewives resort to more meatless meals in feeding the family, and they will wel-

come new and acceptable ways for preparing macaroni products with cheese, fruits and vegetables in delicious combination.

The point rationing plan soon to be inaugurated emphasizes the need of doing some timely educational work on the part of the producers of macaroni products. Housewives will aim to use their points most advantageously and may overlook the advantages of macaroni, spaghetti and egg noodles in too many cases, unless their attention is called to them properly, and continuously.

From an operating angle, manufacturers will have to give greater consideration to costs, and their system of computing costs. Many have already given this matter much thought and several firms have inquired about the Uniform System of Cost Accounting for Macaroni-Noodle Plants developed by the National Macaroni Manufacturers Association, and now in use in its original or modified form by scores of plants in the country.

The first six months of 1943 will foretell the future of many of the plants in this industry, especially those that have been operated in a more or less haphazard way when conditions were not so exacting. Those who are able to conform their operations to ever-increasing changes forced upon business may suffer some, but not so seriously as those who fail to heed the rapidly changing conditions. Labor is more costly, and the help obtainable is more inefficient, less dependable. As the cost of production increases and the margin of profit steadily declines, there is greater need for the macaroni-noodle maker to be wide awake and always on the alert to weather the business storm caused by the war.

With his eye on the nation's capital to see what the Government is doing to help or hinder, his hand on the throttle of his business machine and factory, and his mind on what needs to be done to gain an even more important place at the American table, 1943 promises to keep the macaroni-noodle makers busy.

Among the things that seem imperative for operators to do under current conditions are: (1) Know their cost of production and of doing business the profitable way; (2) Keep up the quality of their products as far and as long as it is practical with the raw materials available; (3) Cooperate with labor to make employees contented and satisfied; (4) Unite with other producers in the trade's national organization to promote common causes, and (5) Contribute liberally to an approved program of products promotion and consumer education for both the immediate and long-range good that will come out of telling more and more people the merits of macaroni products and the almost endless ways this food can be served, economically and satisfyingly to please all tastes—to satisfy all consumer demands.

Manufacturers in Regional Conferences

**Ceiling Prices Imposed by OPA Created Crisis . . . Continued
Production Threatened . . . Immediate Relief Sought**

The emergency created by the ceilings placed on semolina, farina and flour by OPA order of January 4 without granting corresponding relief on ceilings on plain macaroni products, brought about two protest meetings as soon as the effect of the new order became felt. As the result of the narrowed, almost obliterated profits, many felt it necessary to restrict sales to the more profitable brands, thus greatly reducing the quantity of macaroni products available for consumer purchase.

Meetings were held simultaneously in New York and Chicago. An interchange of information by telephone during the afternoon coordinated the action of the two groups, sufficient to prove to the Office of Price Administration that the need for relief was urgent if the industry is to continue doing its part in helping to feed civilians and those under arms, as it stood ready to do . . . but not at a continuous loss.

President C. W. Wolfe of the National Macaroni Manufacturers Association presided over the meeting of the Eastern group at Hotel Commodore, New York City, assisted by Director of Research, B. R. Jacobs, Washington, D. C., who has been doing yeoman service for the trade's interests under the serious emergency that is affecting all manufacturers.

Twenty-eight manufacturers representing 25 firms East of Pittsburgh attended and for four hours gave deep thought to means of relief that may be attained, by self-sacrifice and governmental action. Firm after firm reported that production was being restricted to the more profitable items and that more drastic cuts were impending unless relief was soon experienced.

President Wolfe reported on the work that is being done by the National Association in the crisis, and of the efforts of Director Jacobs to present the true facts before the proper government officials. He stated that the meeting grew out of an insistent demand by both large and small manufacturer who felt that only by united and coordinated action could relief be

obtained in time to save them heavy losses. Reporting on the action taken by the New York group, President Wolfe says:

"We finally settled that all would mail Jacobs the information showing the difference in their costs on various types, packages, and grades, between March, 1942, and now—at the ceiling prices on raw materials—and that some would write that they would stop selling definitely on February 1, if relief were not granted. We agreed to hold another meeting after February 1, and if relief is not granted, then the question of stopping the sale by everybody would be up for decision.

"In the matter of filing new prices on egg noodles, we found that manufacturers who used durum flour costing \$6.15 to \$6.25 a barrel (the old price), f.o.b. mill, in filing their new prices had their prices accepted by OPA, while those using flour at the new ceiling price of \$6.60 did not have theirs accepted.

"In the matter of allocation of vital materials, it was agreed that the \$1,500,000 worth of vital materials allocated for the Macaroni-Noodle Industry, should only be allocated for replacement and repairs, and that priorities should not be granted for newcomers to go into business or to those who are in business to get more presses and other productive materials to increase output, which would only create a more difficult competitive situation after the war.

"If someone wants additional drying room they will have to show that they need the drying rooms for orders from various Government agencies, and not for civilian consumption, because granting priorities to manufacturers to expand their production for civilian consumption now also increases the competitive difficulties after the war.

"On the question of 'products enrichment,' the feeling was that Government action or lack of action should not be permitted to prevent the industry from improving its products under any enrichment plan. It was voted to ask for a re-opening of hearings to get permission to add

vitamins, etc., as i. granted competitive foods, such as bread, etc. Twenty firms declared they would gladly help to underwrite the expense of an attorney to represent them at the new hearing appealed for, when granted. Manufacturers who now enrich their products or contemplated doing so in the future were asked to write Director Jacobs."

The Chicago group meeting held at the Medinah Club that same afternoon confined its study to the price ceiling situation and the dire need for immediate relief. Twenty-nine manufacturers representing 25 firms in the North Central States West of Pittsburgh, answered a hurried call to conference.

Vice President A. Irving Grass presided, assisted by Secretary M. J. Donna of the National Association. The latter explained the work so far done by the Association in the present emergency and spoke of future plans awaiting approval. The following action, supporting the decision of the Eastern group, was taken on the two principal matters discussed:

(1) Eighteen of the firms represented joined in sending the following telegram to Mr. J. F. Gismond, Head of the Food Division of the Price Control Section of OPA; "Since ceiling prices have been established on our raw materials, namely Semolina, and Flour on January 4, 1943, (M.P. R. No. 296) which are approximately two dollars (\$2.00) per barrel above our March, 1942, costs, and since we are still selling our Macaroni Products at our March, 1942, ceiling prices, we, the undersigned macaroni products manufacturers find it impossible to continue the manufacture and to supply ever-increasing demands on this basis; therefore, we urge immediate relief."

With respect to various kinds of eggs for egg noodles, it was generally agreed that eggs in almost any suitable form are practically unavailable at anything like reasonable prices for immediate use or replacements. It was agreed that all interested manufacturers of egg macaroni and noodle

(Continued on Page 8)



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

Regional Conferences

(Continued from Page 6)

products should address an appeal for some sort of relief to Mr. J. D. O'Dell, WPB, Dairy Produce Section, Food Division, 503 Railroad Retirement Building, Washington, D. C.

It was reported that Mr. O'Dell contemplated meeting with the Egg Packers in St. Louis about the middle of February, and Secretary Donna was asked to advise the St. Louis manufacturers who could conveniently do so to attend this meeting, to meet the OPA official and to plead the

cause of the egg users in the industry.

Some idea of the importance attached to the matters under discussion may be gained from reading the list of firms represented at the two gatherings, simulating an industry list of the industrial North and East:

Manufacturers Attending Meeting January 15, 1943

Commodore Hotel, New York, N. Y.

V. Arena & Sons
Atlantic Macaroni Co.
Buitoni Prods. Co.
Blue Ribbon Noodle Co.
Cardinale Mac. Co.
DeMartini Macaroni Co.
Gioia Macaroni Co.
A. Goodman & Sons
Kurtz Brothers
V. LaRosa Sons

Horowitz Bros. & Margareten
C. F. Mueller Company
Megs Macaroni Company
National Macaroni Co.
Procino-Rossie Corp.
Frank Pepe Macaroni Co.
Paramount Macaroni Co.

Prince-Roman Mac. Co.
Philadelphia Mac. Co.
Paramount Macaroni Co.
Quality Macaroni Co.
Ronzoni Macaroni Co.
Refined Macaroni Co.
Rossotti Lithographing Co.

G. Santorro & Sons
A. Zerega's Sons
National Cereal Prods.
Director of Research
Barozzi Drying Mach. Co.

Norristown, Pa.
Long Island City, N. Y.
New York, N. Y.
Wilkes-Barre, Pa.
Brooklyn, New York
Brooklyn, New York
Rochester, New York
New York, N. Y.
Bridgeport, Penna.
Brooklyn, N. Y.

New York, N. Y.
Jersey City, N. J.
Harrisburg, Pa.
Passaic, N. J.
Auburn, N. Y.
Waterbury, Conn.
Brooklyn, New York

Lowell, Mass.
Philadelphia, Pa.
Brooklyn, New York
Rochester, N. Y.
Long Island City, N. Y.
Brooklyn, N. Y.
North Bergen, N. J.

Brooklyn, N. Y.
Brooklyn, N. Y.
New York, N. Y.
Washington, D. C.
Jersey City, N. J.

S. Arena

Dr. Buitoni
Fred C. Harter
A. Cardinale
V. Giatti
Horace A. Gioia
Erich Cohn
Sidney Kurtz
Peter LaRosa
Joseph Giordano
J. L. Horowitz
Henry Mueller
C. W. Wolfe (Pres.)
Rotalo Filippone
Alfred Rossi
James Giolletta
Rosano Coniglio
David Passetti
Joseph Pellegrino

H. Miller
D. Piscitello
E. Ronzoni, Jr.
D. Joico
Alfred Rossotti
Charles Rossotti
I. P. Zerega
Edward Vermyleen
I. J. Winston
B. R. Jacobs
G. E. Barozzi

Manufacturers' Representatives in Attendance at Informal Meeting.

Medinah Club, Chicago, January 15, 1943

John B. Canepa Co.
Chicago Macaroni Co.

The Creamette Co.

Crescent Macaroni & Cracker Co.
D'Amico Macaroni Co.
John Dzurigot & Sons
Faust Macaroni Co.
Foulds Milling Co.

Galiota Bros. Co.
I. J. Grass Noodle Co.
Illinois Macaroni Co.
Kansas City Macaroni & Imp. Co.
Kentucky Macaroni Co.
F. L. Klein Noodle Co.
Milwaukee Macaroni Co.
Minnesota Macaroni Co.
Mound City Macaroni Co.
Antonio Palazzolo & Co.
Roma Macaroni Mfg. Co.
Peter Rossi & Sons

A. Russo & Co.
Slaby's Egg Noodle Co.
Tharinger Macaroni Co.
Traficanti Bros.
V. Viviano & Bros. Mac. Mfg. Co.
C. G. Hoskins and M. J. Donna

Albert J. Bono
Frank Rezek
Clarence Lafka
C. L. Norris
C. F. Meyer
C. B. Schmidt
Carl D'Amico
W. R. Ederer
Louis S. Vagnino
L. S. Ross
Wm. Houston
John Galiota
A. Irving Grass
B. C. Ryden
Peter F. Vagnino
Peter J. Viviano
B. A. Klein
Santo Garofolo
W. F. Villame
Al Vavarino
Peter J. Palazzolo
Charles Presto
Henry D. Rossi, Sr.
Henry Rossi, Jr.
Joseph Kohn
Peter Slaby
J. C. Luehring
Frank Traficanti
L. S. Vagnino (Proxy)

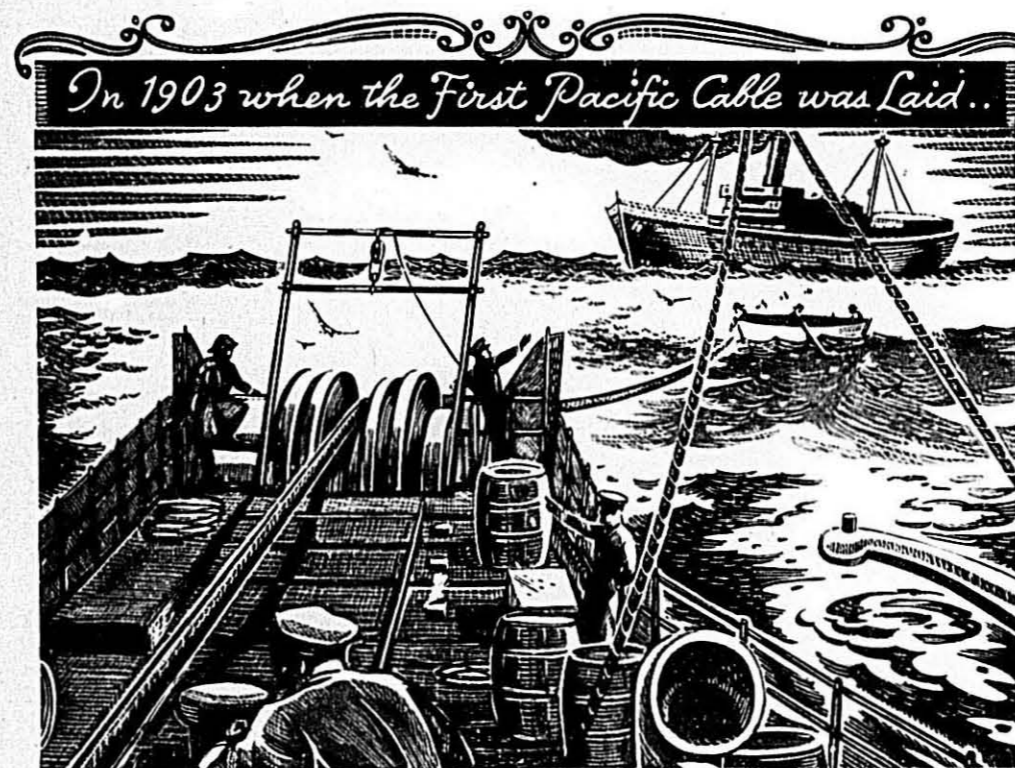
Chicago, Ill.
Chicago

Minneapolis

Davenport, Ia.
Steger, Ill.
Chicago, Ill.
St. Louis, Mo.
Libertyville, Ill.

Chicago, Ill.
Chicago, Ill.
Lockport, Ill.
Kansas City, Mo.
Louisville, Ky.
Chicago, Ill.
Milwaukee, Wis.
St. Paul, Minn.
St. Louis, Mo.
Cincinnati, O.
Chicago, Ill.
Braidwood, Ill.

Chicago, Ill.
Chicago, Ill.
Milwaukee, Wis.
Chicago, Ill.
St. Louis, Mo.



.. EMPIRE WAS FOUNDED TO SERVE YOU!

There's forty years of "know-how" in every Empire folding box. Forty years in which Empire's billions of folding carton boxes and display containers have helped to move billions of items of merchandise.

In retail stores, in hamlets and cities throughout the United States, goods displayed and packaged in Empire boxes stand out from the crowd—and outsell the crowd!

Empire may be able to help you in several ways—our modern, excellently located plants may help lower your package costs—our "know-how" may give you a better, more efficient package—our precision printing may add greater eye appeal and greater sales appeal. All these factors can help the success of your product.

Write Empire Box Corporation today—without obligation, of course.



Empire counts among its clients many leaders in the field.



Empire BOX CORPORATION

OFFICES: GARFIELD, N. J., AND PALMOLIVE BUILDING, CHICAGO, ILL.
FACTORIES: GARFIELD, N. J., AND SOUTH BEND, IND. • MILLS: STROUDSBURG, PA.



The Courageous Attitude

By Leonard Hicks
Managing Director, Morrison Hotel, Chicago

The author is well known to the Macaroni-Noodle manufacturers who have been attending recent meetings of the Industry at Morrison Hotel, Chicago. In caring for their comforts he has endeavored to put into practice the high ideals treated in this article.—The Editor.

IT'S a hard job with some people to learn to discipline themselves. When I speak of "Discipline" I am thinking of the fine, quiet, courageous attitude toward the daily job—whether it is a big job or a little job. No matter what position you may hold in the organization, the thought must come to you time and time again—"Have I done that thing as well as it could be done and have I been thinking or have I been just plain slacking on the job?"

Have you ever let down after making good on a job, thinking it is necessary to make good only once?

Have you ever stopped to take it easy, only to find that people think you have quit? If so, you have learned that people quickly forget what you have done, and are only interested in what you can do.

A young man puts over one good job successfully, and does not repeat. People decide his success was luck. That does not make sense. If a man has it in him to make good once, he ought to have the ability to do it again. Why do so many people fail to follow up on success? They think one good job well done ought to be good for a free ride the rest of the way through life.

Life goes by such people like a train past a whistling post.

There is no disillusionment like being left behind the ceaseless march of progress with wilted laurels in your hand.

If you are counting on past achievements to keep you in a good job, you will soon be a thing of the past yourself.

Making good is not a license to quit. And taking it easy is quitting.

It is your own business if you have gone as far along the path of active life as you want to go.

If you are through, that is your affair.

But do not blame the world for going on without you.

It is not ingratitude or forgetfulness. It is the reality of necessity. The world has today's work to be done.

A man's first taste of success brings out weakness as well as strength. If he takes the attitude that he has got success coming his way, he is through. Whatever your job, your first success in it puts you on the spot. Those who are watching you, expecting and hoping for the most from you, know you have your greatest problem.

If you buckle down, work as hard and try twice as hard to make one successful effort—the stepping stone to the next, you have met the severest test life puts on a beginner.

The young employe who has made good on his first job is the biggest question mark in business.

He is in a skeptical world in which he must prove himself. He is on trial before those who wonder if his tomorrows will be as good as his yesterdays. He has put everything he had into his first effort. Will he put as much and more into the next one? Nobody ever knows until the test is met.

The world is not ungrateful for services done, but it is compelled to be practical. Success gives you first call on new jobs. It gives you advan-

tages beginners cannot have. You have all the capacity for doing successful things you had in the beginning, plus experience. Certainly, if you have done a thing well once, you ought to be able to do it again and better. And that is what the world expects of you. It has to be that way. Today's work would never be done any other way.

Look ahead, not back, lest your yesterday be the grave of tomorrow.

What is so wholly lost as wasted time? Fortunes may be lost and made again. Health may be lost and regained, but lost time slips away into eternity, to be lost forever.

Like an idler sitting in an easy chair blowing smoke rings that curl away and vanish, the man who lets unused years get away from him has let a vital part of his life get beyond recall.

Years, and their minutes, hours, days, and months, seemingly creep upon us out of the future and then vanish like wisps of smoke into the past.

How slow is time when we are waiting for a given day or year to come, perhaps spending the interval in work or study or wishing!

How swift and ir retrievable is time when the awaited hour or day or year, having come and been neglected, is gone!

The years get away from us like frightened rabbits, each scampering into eternity laden with neglected opportunities.

They seem to come in endless succession, each in its turn, much like

(Continued on Page 12)

"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



The Courageous Attitude

(Continued from Page 10)

those that have gone before or those that are to come. But none ever come back, for each is a portion of life that, having been lived once, is gone forever.

You may do this year what you intended to do last year, but you have lost that year. If you are one of those who say there are no opportunities in such times as these, be assured that the very tragedy of these times is making opportunity. In the decay all about us is evidence of our desperate need for men who can think and do things better than they have been done before. Isn't it going to take brains, and men with the ability to use them, to get out of these times? Is there not wealth of opportunity and incentive in the very depths of the times into which we have descended?

If an opportunity came to you that was beyond your reach, how many

chances did you have back in those lost years to get ready for the big chance when it came? If it was money that you lacked, how much money have you let slip through your fingers frivolously? If it was knowledge you lacked, how many learned books on the subject have been waiting for you to open them and read?

You can blow smoke rings all your life long, if that is your pleasure. You can let this year slip by as last year did, with all its opportunities knocking unheeded at your door. But you can't be successful that way. It will not bring you money, if that is what you seek, or fame if that is what you covet, or the satisfaction of having made stepping stones of the years instead of smoke rings.

Blame other people for your failure, your unappreciative employer, your more favored associates, your "luckier" companions, only if you have never wasted an hour or a day or a year you might have improved and used.

The time you have wasted probably

would have brought you luck (had it been advantageously employed). Most of the people called lucky are those who refuse to sit idly by, blowing the precious years down the corridors of time, like smoke rings.

Why make a sunset of the sunrise? For some people the day is over just as soon as it begins.

There are others who meet the challenge of each new day with the hearty confidence of our pioneer forefathers, who believed—and proved—that success was never final and failure never fatal.

Despite yesterday's success—or failure—they greet every new dawn as a dare. They have seen people in America rewarded more generously with comforts and conveniences than the people of other lands.

They know that each sunrise in America ushers in new opportunities to those who keep their chins up—who never lose that lusty courage and willingness that makes ours the most envied nation on earth. Live life—and keep your chin up!

Why Ignore Increased Labor Costs?

Industry Stunned by Government Thinking That Increased Production Absorbs Increased Costs

Up to date the Office of Price Administration has consistently refused to permit macaroni-noodle manufacturers to reflect increased cost of production, principally labor, to be included in prices at which their products are sold under enforced ceilings. Many feel that the stand of the governmental agency is unfair and that something should be done about it, to bring about a reversal of this policy.

Typical of this thinking is the statement of a leading Mid-Western manufacturer who reasons:

"What additional pressure, if any, can we bring to bear on OPA to have them recognize the principle of increased labor costs in figuring ceilings on macaroni, spaghetti and egg noodles?"

"Certainly, the increase in wages between March and the filing date should be taken into consideration. I'm told that OPA works on the theory that our business is so much better now that our costs are reduced and therefore we can absorb the extra labor charges. This is about the screwiest idea that I have heard in a long time.

"Actually, we find ourselves putting out less goods than we did a year ago, at a much higher cost. In fact, we have more people in the factory doing less work. This has not only

increased our direct labor costs but also increased our cost per unit because of the fixed overhead.

"Furthermore, the type of help that we are now getting in the factory is not nearly as efficient as the boys that were drafted. Things are certainly in a mess and I am wondering how factories are continuing to operate. Unless we get some relief soon, we will have to order the "main switch" pulled on the theory that we would rather close up while we are solvent than to have the creditors do it for us."

Macaroni-Noodle makers, what are your thoughts on this subject? Would you very much appreciate your comments for publication and for the necessary action to get desired results—immediate relief.—The Editor.

Here's how you can help keep our fighting men supplied with war equipment. Collect your old junk—scrap metal, rubber, rags, manila rope, bur-lap. Your discarded junk makes bombs, ships and planes. Round up your junk right now. Sell it to your junk dealer . . . give it to a local charity . . . or take it to wherever you see the Official Salvage Depot sign. Throw your scrap into the fight.

Economical, Nutritious Sustaining and Satisfying

Spaghetti made from high grade macaroni wheat, but not the cheap flour grades, provides most of the necessary food elements, even without fortification, and this at a cost within easy reach of all income groups.

Food Editor, Clementine Paddock of the *New York Herald-Tribune* on January 30, 1942, reported the appearance on the New York market of a specially fortified spaghetti. This newly enriched product is also found in most of the country's leading markets, since several firms are now marketing spaghetti fortified with vitamins. Referring to the New York brand, the author of many interesting food articles, says, in part:

"One of the spaghetti family, product of a local manufacturer, has been fortified with vitamin B-1 and iron to the amount that a double portion will provide one-third of the daily protein requirement for an adult, his daily requirement of vitamin B-1 and daily requirement of iron. But any big helping of anybody's spaghetti will fortify the eater well against cold; it is a bracer to the drooping spirit. There is lasting comfort in the spaghetti dinner. It stands by you like clam chowder; you do not have to eat again for six hours. Yet this spaghetti that has gotten itself armored for war with iron and vitamin B-1 has a fine reputation for resting lightly on the midriff, no deleterious effects after eating. Hearty as it is, it does not fill to repletion. It digests easily and is long sustaining.

Few Walk to Work

The vast majority of war workers live beyond walking distance to work and are dependent on private cars for transportation but many of them do not use cars efficiently and some misuse them, the Public Roads Administration of the Federal Works Agency reported on the basis of its completed studies of the transportation of 140,000 workers at 94 war plants in 10 States.

The studies were conducted in cooperation with the State highway departments in Alabama, Colorado, Illinois, Indiana, Kansas, Ohio, Oregon, Utah, Virginia, and West Virginia, at the request of the Highway Traffic Advisory Committee to the War Department. They show that 73 per cent of the 140,000 workers go to and from work by private automobile. Only 15 per cent reported using busses and street cars. Ten per cent said they walk to work. Two per cent use other means such as bicycles.

"Most of the larger plants would be forced to close down if they had to depend entirely on workers who could walk to work or travel by public conveyance," Public Roads officials said. "Eighty per cent of the 140,000 workers live 2 to 10 miles or more from their place of employment. Mass transportation facilities cannot possibly be made adequate to serve them."

Although statistics were not collected on group riding many cars were observed arriving at plants with empty seats and it was evident that group riding was not practiced to the full extent possible.

At only 12 of the plants was there an indication that more than 25 per cent of the workers use mass transportation facilities. All but 2 of the 12 are situated in or adjacent to metropolitan areas of 100,000 or more. One of the two is located on the edge of a city of about 45,000, and the other is located between two adjacent cities with a combined population of over 40,000.

Guerrisi Re-elected Keystone's President

G. Guerrisi was re-elected president of the Keystone Macaroni Manufacturing Company at the reorganization meeting of the board of directors held recently according to a brief item which appeared in the *Lebanon, Pa., News and Times* of January 16, 1943. Other officers are George B. Johnson, vice president and general manager; and C. J. Travis, secretary-treasurer. P. N. Hershey is a member of the board of directors. The directors were elected at the annual meeting of stockholders last January 15.

Socks for Those Who Serve

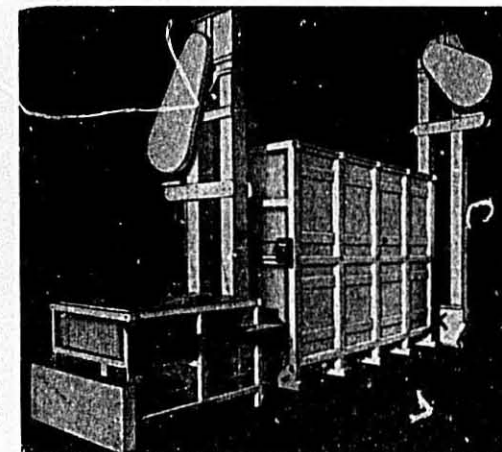
Plans for meeting the army's conditional requirements for 18 million underwear garments and 48 million pairs of socks during the second and third quarters of this year were discussed at a technical meeting between officials of the Knit Goods Branch, Textile, Clothing and Leather Division, and a group of cotton marino and worsted marino spinners.

Major barrier to fulfillment of the program is the limited amount of yarn

spinning capacity available to supply the projected production of part wool underwear and part wool socks.

Representatives of both branches of the armed forces together with officials of the Textile, Clothing and Leather Division's Cotton and Wool Branches presented current estimates on the available yarn supply and measures which may be taken to increase it.

One proposal which was taken under consideration was adoption of alternate specifications by the armed forces for socks and wool shirts which would make possible increased production with existing supplies of yarns.



CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER

Today Uncle Sam has first call on our manufacturing facilities and our efforts are principally devoted to turning out war materials for our armed forces.

At the same time, however, we are not overlooking our responsibility to our many customers and are endeavoring to serve them to the best of our ability and within the limits of present-day restrictions.

New Equipment—Maintenance—Repair

We are now operating under Government Order L-83 calling for an A-9 priority or better on sales over \$200. Repair parts can be furnished on the A-10 rating under P-100.

If there is any information you require with respect to new equipment or maintenance or repair on your present Champion installations do not hesitate to get in touch with us immediately.

CHAMPION MACHINERY CO. JOLIET, ILLINOIS

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

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

Problems of the Handicapped Workers

By George M. Dodson

The macaroni manufacturer must expect an increasing proportion of handicapped employes, either as new workers for increased volume of business, or replacements for those who have left the plant since the beginning of the war. How to handle these persons, to the best advantage for both the workers and the manufacturer, becomes an important part of wartime management.

It is necessary to realize that many types of handicapped workers exist, for not all have so obvious a disability as the loss of an arm or leg. Thus minor, and sometimes unseen, physical weaknesses may be present. Even lack of a fair amount of education is a handicap. If the macaroni manufacturer broadens his conception of the true meaning of the word, he will understand that a large part of all workers are handicapped to some extent. Naturally, in times such as these, the percentage seems to rise sharply as he interviews applicants for work in the plant, because so many of the physically fit have been taken into the armed forces or put on jobs they alone could perform.

Possibly the most serious difficulty comes from hiring a handicapped person without having the full facts. In those instances, the cause of his inefficiency will not be apparent, and therefore almost impossible to correct. Applicants believe a frank discussion of their shortcomings will spoil their chances of getting the job; so they hide as much of the less desirable information as possible, and do not mention points which would aid the employer in placing them where they could do the most profitable work.

The macaroni manufacturer, who already knows that applicants these days are very likely to have some such trouble or they would be gainfully employed now, should encourage open discussion. He may do this by approaching the subject rather early in the interview, making it quite clear to the worker that (1) he has no prejudice against handicapped employes, but must have the facts before assigning him to the tasks for which he is best fitted, and (2) the worker himself will benefit from doing a job well within the limits of his capability. Until this has been done, few persons will feel free to talk about matters they consider harmful to their chances of securing employment.

In general, every handicapped worker should be permitted to reach the highest possible earnings within the range of his endurance and ability.

Just because he cannot handle all positions well, there is no reason for putting him at the other extreme, where he has no opportunity to prove his worth and to be paid accordingly. Remember, even such workers are in demand today; the only way to be sure of retaining them is to open the road for their maximum earnings—or some other employer will certainly do it sooner or later.

Promotions should not be denied the handicapped employe, when he has a right to them. Here, again, the macaroni manufacturer should demonstrate his willingness to overlook the handicap, and be guided only by the results of the worker's efforts in deciding how far he may be permitted to rise in the business. Do not risk a lowering of morale within the plant by favoring these workers because of sympathy alone. Indeed, that is the one thing most of them very distinctly do not want. But they are entitled to full consideration for the better jobs, strictly on their past record, and on an honest appraisal of whether their present duties represent the top position they can safely and efficiently handle, within the limitations of their disabilities.

One of the cruelest blows to the ambitious handicapped worker would be to drop him from the payroll as soon as the war ends, and plenty of able-bodied men are available. To maintain a high plant efficiency in the face of peacetime competition, and to make arrangements for men from the armed forces who will return to the positions held open for them, many adjustments involving the handicapped employes must be made after the war. It is evident that definite promises cannot be made to these workers—or, in fact, to anyone in the plant—until postwar conditions and changes have been met. However, the macaroni manufacturer will find it a boost to efficiency, morale, and loyalty when he convinces every handicapped worker that he will give each individual case the fullest and fairest attention when this time comes. That is all these workers expect, for previous to the war it appears only the most far-sighted companies were seriously concerned about the welfare of the thousands of handicapped workers and unemployed persons in this country.

Avoid drawing attention to the shortcomings of any employe. Keep the discussions private between those whom it affects. Thus, a foreman needs the truth about his men, and

co-workers on the same tasks should know enough so they can cooperate with the handicapped person. But there is no reason to embarrass anyone unnecessarily. They'll appreciate your thoughtfulness.

Modern safety methods and devices have advanced to the point where even the handicapped worker is protected. If further precautions are needed, the program should be carried out in such a way that it doesn't make one or two workers self-conscious. Better yet, make the new measures apply to everyone in the plant. Although they may be less essential to the strong and healthy employes, they will no doubt have some value; after all, you cannot be too careful, and the fullest possible safety measures are best for everyone.

When practically all his helpers in the plant were strong, normal people, the macaroni manufacturer could lay down rules to cover everyone. Handling handicapped workers is largely a personal matter because the type and extent of the handicap differs with each. It's unfortunate, of course, that the employer must spend more time with these problems now, when there are so many other demands to be met, but neglect in handling the handicapped worker situation will soon show its effect in reduced output and profit.

The handicapped worker has become a part of the industrial setup. He brings his own peculiar problems, and the macaroni manufacturer who does not try to solve them will, in the end, discover he has handicapped his own business.

Ceiling on Potatoes

The 1943 crop of early and mid-season white potatoes produced largely in southern states will be given specific dollars and cents price ceilings at the country shipper level in an amendment to the potato regulation, which probably will be issued within the next week, the Office of Price Administration has announced today.

The new ceiling prices, sufficiently high to cover increased costs of production and reflecting at least 100 per cent of parity to farmers, will vary by states from a maximum of \$3.10 per hundredweight, f.o.b. country shipping point, for early season white potatoes raised by Northern Florida producers to \$2.40 for mid-season potatoes usually harvested later in May and June by North Carolina farmers.

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

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Liquid and Dried Egg Production

December 1942

Commercial egg-breaking and egg-drying plants produced 13,402,000 pounds of dried egg in December, 1942, compared with 8,269,000 pounds in December a year earlier. Frozen egg production totaled 701,000 pounds, compared with 265,000 in December 1941. Liquid egg produced for immediate consumption totaled 397,000 pounds, compared with 543,000 pounds in December 1941.

Dried egg production in December was about 5,406,000 pounds less than the production during November. Production was confined almost entirely to Department contracts which totaled 16,181,910 pounds for December delivery. Contracts through January 19 with the Food Distribution Administration for January delivery totaled 5,872,295 pounds. Production in January, therefore, will probably be much less than in January last year, when contracts totaled 11,388,645 pounds. During 1942 the Department purchased 201,902,442 pounds of dried egg.

Full production by present egg drying plants will probably not be reached for several weeks, at which time the current production of eggs is expected

to be sufficient for all drying requirements. During December about 65 per cent of the egg dried came from liquid produced from storage shell and frozen eggs. A total of 18,382,000 pounds of frozen eggs were used. Of fresh shell eggs, 448,000 cases were used and of storage eggs 538,000 cases.

Holdings of eggs on January 1 were 259,000 cases of shell and 82,430,000 pounds of frozen, or a total equivalent of 2,457,000 cases. This is 313,000 cases below the 5 year average (1938-42). Back-log for egg drying was down to 106,000 cases of shell eggs and 6,876,000 pounds of frozen eggs.

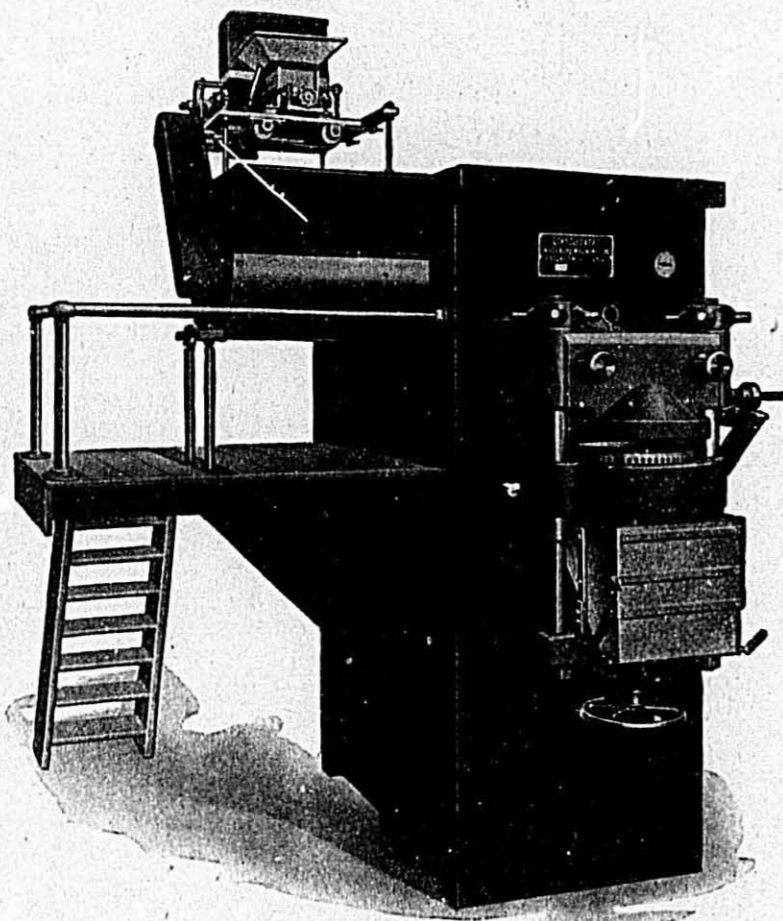
FROZEN EGG PRODUCTION 1940-42

Month	1940	1941	1942
	Pounds	Pounds	Pounds
January	707,000	915,000	3,075,000
February	733,000	814,000	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	41,283,000	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	701,000
Total	189,578,000	237,182,000	257,631,000

DRIED EGG PRODUCTION, December 1941-42

Commodity	December 1941	December 1942	Percent change in 1942
	Thous. pounds	Thous. pounds	
Whole	8,193	13,344	+ 63
Albumen	51	49	- 9
Yolks	22	9	- 59
Total	8,269	13,402	+ 62

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.

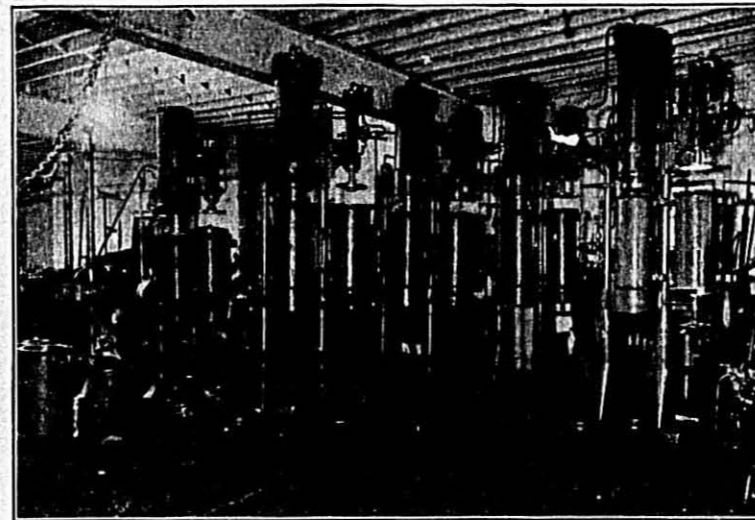
Due to priority restrictions, we are unable to furnish any of these presses for the duration, as all of our efforts are concentrated on the manufacture of material for our armed forces and those of our Allies.

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.



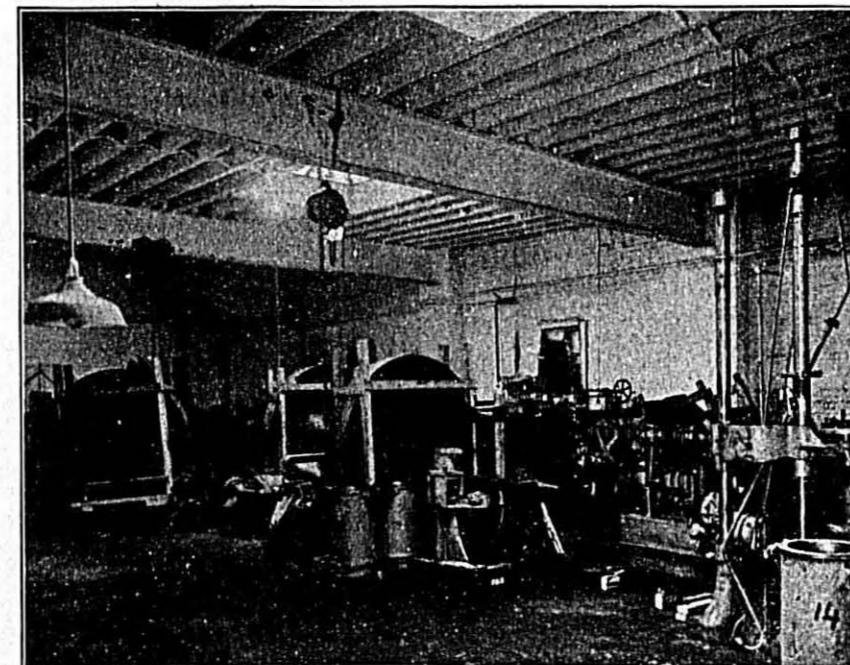
Photograph of a battery of Stationary Die type presses which have been rebuilt and ready for shipment.

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

Ceiling Prices

For Macaroni-Spaghetti-Noodle Packaging

While some suppliers have been somewhat reluctant in giving ceiling prices on materials and accessories whose costs enter so vitally in figuring the ceiling prices at which macaroni products are to be sold under OPA regulations, most of those who sell the macaroni-noodle makers have been cooperating most satisfactorily. Setting the example for the packaging trade in its relation to this industry, the Rossotti Lithographing Company, North Bergen, N. J., has been most cooperative.

In keeping to its policy of one-price to all, with special prices only on packaging specialties, this firm over the signature of its executive vice president, Charles C. Rossotti, recently broadcast packaging prices that have proved invaluable in figuring ceiling prices on packaged macaroni products. The announcement, in part, is as follows:

In connection with the petitioning for new ceiling prices on macaroni products as provided for in the General Maximum Price Regulation of the Office of Price Administration, Washington, D. C., we are attaching our own ceiling prices for long-shape and short-cut (upright) cartons, and wrappers for these products. These figures are based on our standardized runs in 4 colors—White Patent Coated Newsback Board or Bleached Manila Newsback Board for cartons; unvarnished 55 lb. Super Calendered Paper for wrappers.

We believe you should use the attached figures in submitting your maximum costs as provided by OPA, for they represent our ceiling prices on cartons and wrappers in the sizes shown.

In applying these packaging prices, please bear in mind that the actual size of the container is necessary to determine your true costs. Describing a package simply as "8 ounce" or "One Pound" is not enough because of variations of sizes used by different manufacturers. We are, therefore, listing all popular sizes, together with cubic contents, etc. Samples of these packages will be gladly furnished upon request.

Also note that all artwork, freight, ex-

cess handling, storage and carrying charges are not included in our figures. The cost of windows for cartons are listed in a separate column.

The weight per thousand cartons or wrappers is also listed to help you calculate your freight costs from North Bergen to your plant. Our cartons are classified as "Folding Cartons, K.D.F., other than Corrugated." Our wrappers take the freight classification of "Printed Labels."

CEILING PRICES—MACARONI PRODUCTS CARTONS AND WRAPPERS

Dimensions	Cu. In.	Prices Per M. Ctns.				Extra for Windows per M.	Weight per M. Cartons
		25M. Lots		50M. Lots			
		WPC NB Board	BM NB Board	WPC NB Board	BM NB Board		
Standard Long-Shape 1-Lb. Cartons							
No. 1 Std. 2 1/16 x 2 1/16 x 10 3/4	46	10.05	9.90	8.60	8.05	1.50	72 lb.
No. 2 Std. 2 1/2 x 2 1/2 x 10 3/4	68	12.80	11.90	10.70	9.95	1.05	94 lb.
No. 2 1/2 2 3/4 x 2 3/4 x 10 3/4	82	13.95	13.00	11.85	11.05	1.75	107 lb.
No. 3 Std. 3 x 3 x 10 3/4	97	14.75	13.75	12.60	11.75	1.75	116 lb.
No. 4 Std. 3 1/4 x 3 1/4 x 10 3/4	114	15.95	14.00	13.80	12.85	1.95	129 lb.
No. 5 Std. 3 1/16 x 3 1/16 x 10 3/4	142	18.25	17.00	15.95	14.85	2.25	154 lb.
No. 6 Std. 3 13/16 x 3 13/16 x 11	155	19.40	18.05	16.90	15.70	2.45	165 lb.
No. 1 Flat 2 3/4 x 1 1/2 x 10 3/4	44	10.40	9.65	8.45	7.85	1.50	69 lb.
No. 2 Flat 2 3/4 x 2 1/4 x 10 3/4	67	12.30	11.45	10.15	9.45	1.65	88 lb.
Upright Shape							
1SC 3 1/2 x 2 x 6 1/2	46	10.25	9.55			1.20	68 lb.
2SC 3 15/16 x 2 5/16 x 7 1/4	66	11.90	11.10			1.35	85 lb.
3SC 4 3/8 x 2 1/2 x 8 5/10	91	13.75	12.80			1.50	106 lb.
4SC 4 3/4 x 2 3/4 x 8 11/10	113	15.20	14.10			1.60	121 lb.
5SC 5 1/8 x 3 x 9 7/16	145	17.30	16.05			1.70	143 lb.
6SC 5 9/16 x 3 3/16 x 10 1/4	181	19.20	17.85			1.90	165 lb.
Long Shape 8-Ounce Cartons							
2 1/4 x 1 11/16 x 10	38	9.80	9.10	7.85	7.30	1.30	63 lb.
2 1/2 x 1 5/16 x 10 3/4	26	8.85	8.25	6.80	6.35	1.20	51 lb.
Wrappers, 8-Ounce Sizes (Unvarnished 55-Lb. Super-Calendered Paper)							
		25M.	50M.				Weight Per M.
8 x 13 1/4		4.31	3.95				13 lb.
9 1/8 x 13 1/4		4.64	4.35				15 lb.
11 1/8 x 12 3/4		5.20	4.95				18 lb.

MACARONI VARIETIES USUALLY PACKED IN OUR STANDARD 1 LB. UPRIGHT CARTON SIZES

ISC 3 1/2 x 2 x 6 1/2	2SC 3 15/16 x 2 5/16 x 7 1/4	3SC 4 3/8 x 2 1/2 x 8 5/10	4SC 4 3/4 x 2 3/4 x 8 11/10	5SC 5 1/8 x 3 x 9 7/16	6SC 5 9/16 x 3 3/16 x 10 1/4
Alphabets Quadrattini Bol. Alphabets Egg Barley Egg Stars Egg Flakes Egg Acini di Pepe Tubettini Seme Mellone Orzo	Tufoli Ricciole Sea Shells Egg Maruzze Rings Egg or No. 3 Ditalini Alphabets Anellini Tubetti Elbows Stelline Stivaletti	Rings Egg Trippolini Bol. Gems Eggs Real Cavatelle Mostaccioli Gen. Mostaccioli L. Gen. Maruzze Mag. Spaccate Lumachine Lumache Ditali Ditali Rigati Lumache Maruzze Pic. L. Mag. Macc. Amorini Arancini Give-me-a-name	Rotelle Gnocchi Parigini Passatelli Triangoli Panierini Bol. Mostaccioli R. Genova Barchertini Bol. Assabesi Rigatoni Marcvherini Bol. Cannaroni R. Occhi di Lupo Maruzze Mag. Mezzane Mag. Piccole Bocconcini Mostaccioli	(Lumaconi) bag no name (Tufoli Rigate) bag no name Pot Pie Egg Farfalle Bol. Tufoli Rigatoni Cut Fusilli Maruzze Cannaroni L. Maruzze Grosse Triangoli Piccole Triangoli Mostaccioli Rig. Mostaccioli Lis.	Tufoli Tufoli Giganti

MACARONI VARIETIES GENERALLY PACKED IN OUR STANDARD SIZES OF 1 LB. LONG-SHAPED MACARONI CARTONS

NO. 1 SIZE 2 1/16 x 2 1/16 x 10 3/4	NO. 2 SIZE 2 1/2 x 2 1/2 x 10 3/4	NO. 3 SIZE 3 x 3 x 10 3/4	NO. 4 SIZE 3 1/4 x 3 1/4 x 10 3/4	NO. 5 SIZE 3 5/8 x 3 5/8 x 10 3/4
Maccaroncelli (or in No. 2) Perciattelli Bucatini Spaghetti Spaghetti Fini Spaghettoni Vermicelli Capellini Fettucce Tagliarini Linguine Linguine Fine Lingue Di Passeri Tubettini Acini di Pepe Orzo Seme Mellone Stelline Alphabets Anellini Cicoria Forattini Forattini Fini Rosa Marina Fettucelle	Ziti Mezzani Mezzanelli (Macaroni) Lasagne Maggiorette Maccaroncelli Ditali Ditalini Ditali Rigati Ditali Speciali Tubetti Lumachine Elbow Mezzanelli Pennette Pennini Maruzze Forati Maggiorette Conchigliette Anellini (or in No. 1) Maccaroncelli (or in No. 1) Perciattelli (or in No. 1) Fettucce (or in No. 1) Tufoli	Rizza Rizzetta Maruze Mag. Ziti Mag. Mezzani Cannaroni (or in No. 4) Cannaroncini Cannaroni Rig. (or in No. 4) Ditali Ricci Lumache Most. Grossi (or in No. 4) Most. Grossi Rig. (or in No. 4) Mostacciolini Farfalle Attupatelli Maggiorette Conchiglie (or in No. 4) Assabesi (or in No. 4) Cavatelli Bocconcini	Ziti Tagliati Zitoni Rigatoni Mezzi Rigatoni Occhi di Lupo Fusilli Tagliate Maruzze Grosse Lasagne Larghe Fidelini Cavatoni Lisci Cavatoni Rigati Lumache Grande Cannaroni (or in No. 3) Most. Lisci Most. Rig. Assabesi (or in No. 3) Millerighe Conchiglie (or in No. 3) Fusilli Cannaroni Rig. (or in No. 3)	Farfalloni Lumaconi Ellettrici Rigati Yolanda Tagliati

Ceiling Prices Adjusted For Canadian Manufacturers

American manufacturers of macaroni products will be interested in the following item published by *Prairie Grocer*, Winnipeg, Canada, throwing some light on the worries of processors of macaroni, spaghetti and egg noodles in Canada, our friendly neighbor to the North:

Wholesale Prices on Packaged Macaroni Products to Be Adjusted

Packaged macaroni products are subject of an order, announced December 15 by the food administrator of the Wartime Prices and Trade Board, designed to adjust some difficulties, particularly in the wholesale trade.

A Board order effective last April governing manufacturers only, substituted June, 1941, for September 15-October 11, 1941, as the basic period determining maximum prices of macaroni products. This recognized cost increased between June and September but did not take care of wholesalers, particularly in Western Canada, who had entered into contracts just prior to June and who were still selling at this contract price during the basic period.

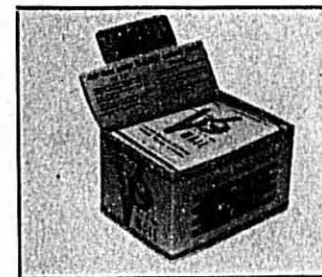
Investigation has disclosed a wide range of mark-ups by wholesalers and retailers throughout Canada which the new order will tend to level off.

The order, effective December 16, established maximum wholesale and

retail mark-ups with the proviso, however, that wholesalers and retailers are held to their basic period mark-up if lower.

V-Mail

V-Mail, the most important single development in all Post Office history, will soon be in every grocery store in America. Commencing this month,



the Government is sponsoring a huge V-Mail drive, involving hundreds of radio stations, newspapers, magazines, point of sale material. In display packages designed especially for grocery stores, Harry R. Weil and Associates, Chicago, are offering Official United States V-Mail in fast-moving 10c and 25c sizes. Retailers, brokers, distributors throughout the United States are already showing unusual interest in this new grocery store item which not only offers a reasonable profit, but at the same time one renders a patriotic service when cooperating in displaying and selling V-Mail.

Suggested Retail Prices

A number of instances have come to our attention recently in which certain manufacturers and wholesalers have given dealers "suggested list prices" for various commodities—without warning the retailers of their responsibility for observing their own individual ceiling prices, says the Trade Relation Branch of OPA.

Retailers may adopt the selling prices suggested by the manufacturers or wholesalers only if they do not exceed their own ceiling prices established in accordance with the regulation governing the pricing of those particular commodities.

Dealers who rely on the statements of their supplier and use a selling price in excess of their proper ceiling price will be guilty of a violation. In such a case, the wholesaler or manufacturer will also be regarded as a violator on the ground that he has induced the violation by the retailer and is a participant in it.

Gioia Firm Chartered

The corporate division of the New York State government has announced the chartering of Gioia Macaroni Company, Inc., Rochester, N. Y., to conduct a business in macaroni products of all kinds. Capital stock is \$300,000. The directors named in the charter are: Antonio Gioia, Horace Gioia and Madeline C. Gioia. The firm's plant is located on Parkway Avenue.

Report of the Director of Research for the Month of January, 1943

By Benjamin R. Jacobs

In the January issue of the JOURNAL I reported on the proposed order of the Food and Drugs Administration concerning Standards of Identity for macaroni and noodle products, as they appeared in the Federal Register of December 22, 1942.

The Industry was allowed until January 25 to file exceptions to these proposals and on that date the Attorney for the Association, Mr. Daniel R. Forbes, filed such exceptions as well as other documents which are reported briefly, as follows: The Industry objects to the limitation of the use of the term "Macaroni" to a particular size and shape of product and holds that the terms "Macaroni" and "Macaroni Products" are synonymous generic terms and that there was no evidence submitted at the hearing to justify any other conclusion.

The Industry takes exception to the prohibition of the use of gluten flour, gluten, yeast and germ in our products. All these products are very high in protein and are used to increase the protein content of the products and not as diabetic foods. These products are particularly desirable at this time when animal protein in the form of meat is being restricted and are scarce and expensive. Since the rationing of meat the consumption of macaroni and noodle products has increased very materially and this is due to the fact that these products are largely accepted as meat substitutes, are economical to use and there are many ways in which they may be prepared. The Industry also objects to the prohibition of the use of vitamins and minerals in our products when these are allowed in bread, flour, self-rising flour, farina and now it is proposed to extend it to corn meal and other corn products. Just why macaroni is excepted is beyond our understanding since these products are certainly consumed largely by people in the low income brackets who are the least able to provide themselves with protein from other sources.

The Industry also requested a reopening of the hearing in order to have an opportunity to present evidence concerning the desirability of permitting the use of the above substances inasmuch as no opportunity was given at the time of the original hearing to counteract the evidence that the Government submitted, most of which was entirely foreign to the subject under consideration. The Association was prepared to submit evidence concerning the actual use of these ingredients in our products but those in attendance felt it was best not to try

to make a half case but to delay it until the evidence submitted by the Government could be answered. We are now prepared to make a full and complete answer to every contention of the Government concerning its proposed order as well as the prohibitions contained therein.

On January 15 a group of manufacturers held a meeting in New York City at the Hotel Commodore where these matters were discussed and it was the consensus of opinion of those present that we should follow through until the question is finally determined as to whether or not these limitations are going to be accepted by the Industry. It is very evident that no improvement can ever be made in our products which requires the addition of ingredients other than those which are specifically permitted to be used without first obtaining permission of the Food and Drugs Administration. This may be a very difficult thing and may require considerable time in obtaining.

Ceilings on prices of macaroni and noodle products were also discussed at this New York meeting and I am attaching herewith an example showing the procedure to be used in calculating the new ceiling prices on our products provided the present tentative regulations are finally adopted.

EXAMPLE SHOWING METHOD OF COMPUTING NEW CEILING PRICES
Variety—Egg Noodles. Type—Home made. Brand—X Y Z. Container Size—1 pound.
Container Style—Cellophane Selling Unit 1 Doz.

	Feb. 1943 Ceiling (1)	March, 1942 (2)
INGREDIENTS.		
Durum Flour Per Barrell, delivered.....	6.60	5.20
Per Barrell f.o.b. Minneapolis.....	.80	
Plus freight to factory.....		
Total	7.40	
PACKAGING MATERIAL		
Egg Yolks per pound delivered.....	.46	.32
Cellophane Bags per M delivered.....	8.85	8.85
Cellophane Tape per roll delivered.....	.75	.75
Shipping Case per M delivered.....	70.00	60.00
COMPUTATION OF INGREDIENTS COST PER POUND		
300 POUNDS OF DURUM FLOUR.....	11.3265	7.9592
34.5 pounds of egg yolks.....	15.8700	11.0400
TOTAL COST OF RAW MATERIAL	27.1965	18.9992
DIVIDED BY 299.749 pounds net yield		
COST OF RAW MATERIAL PER POUND0907	.0634
Note . . . Shrinkage for purposes of example 5% including filling loss		
Per Dozen 1 pound packages.....	(3)	(4)
Ingredients.....	1.0884	.7608
Cellophane Bags—waste allowance —1.....	.1150	.1150
Cellophane Tape.....	.0100	.0100
Shipping Case.....	.0700	.0600
Total	(3) 1.2834	(4) .9458
Total cost of ingredients and packaging material per dozen	1.2834	.9458
Increased cost of ingredients and packaging material per dozen.....	.3376	
(6) Plus March 1942 Ceiling Price.....	1.25	
(7) Equals New Ceiling Price.....	1.5876 or 1.59	

Bulletin No. 103

By the time this issue of the JOURNAL is published the OPA may have determined just what the Industry will be permitted to do. At that time the members of the Association will receive a copy of the new regulations and a circular indicating any objections in the procedure which may come up.

Another subject of importance to the Industry is the cooperation which it has given the Government in the matter of making scrap available for the war effort. The following is a circular which may be of interest to you and a letter from the War Production Board in appreciation of the scrap which has been contributed by a few of the manufacturers of the Industry. It is up to all of us to collect and dispose of all the available scrap so that it may be easier for each of us to obtain equipment which is needed to continue the production of macaroni and noodle products.

Bulletin No. 101.
NATIONAL MACARONI MANUFACTURERS' ASSOCIATION
2026 Eye Street, N.W.
Washington, D.C.
February 5, 1943.

TO ALL MACARONI AND NOODLE MANUFACTURERS:
Since last November I have been working with the Conservation Division of the War Production Board assisting in the gathering of scrap metal from Macaroni manufacturers and suppliers. On November 4th

I sent you several circulars requesting your cooperation in this work, and on December 7th I sent you another circular asking for the actual amount of scrap that you had made available to the War effort.

Twenty-eight manufacturers responded. These furnished the following:
Iron and Steel.....122,865 pounds
Copper and Bronze.. 33,476 pounds
The list of manufacturers cooperating has been submitted to the War Production Board at its request. It should have included many more names of firms which I know must have contributed metal to the War effort.

Minnesota Macaroni Co. sold 10,640 pounds of steel and donated the amount received (\$53.20) to the War Chest in St. Paul, Minn.

This is an opportunity for you to cooperate as it may help you in obtaining the materials for replacements which you may need. Please therefore, fill in the following, sign it, and return it to me so that your name can be placed on the honor list if it is not already there:
Iron and Steel.....pounds.
Bronze, Copper, Brass.....pounds.
The attached letter was received from the War Production Board in appreciation of our cooperation.

Sincerely yours,
B. R. Jacobs,
Chairman, Salvage Program.

WAR PRODUCTION BOARD
Washington, D.C.
January 29, 1943.

Mr. B. R. Jacobs,
Director of Research,
National Macaroni Manufacturers Assn.
2026 Eye St., N.W.
Washington, D.C.
Dear Mr. Jacobs:
I am greatly appreciative of your note of January 27th and the attached data in-

dicating the progress made by your industry in its salvage program. As additional data is developed, I shall appreciate having a progressive report.

With kindest personal regards and good wishes,
Cordially yours,
(Signed) CLAYTON GRANBY,
Chairman,
Planning Committee,
Industrial Salvage Branch,
Salvage Division.

Bulletin No. 102
Feb. 4, 1943.
National Macaroni Manufacturers' Association
Washington, D.C.

Joins Sonneborn Sons

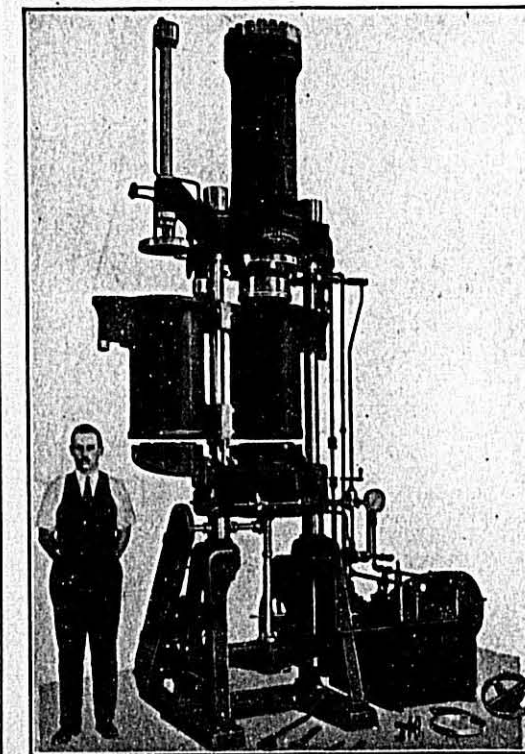
Rudolph R. Cubicciotti is now associated with L. Sonneborn Sons, Inc., 88 Lexington Avenue, New York City, refiners of petroleum products, including special oils used in the care of macaroni-noodle machines, and manufacturers of paints and water-proofings.

Immediately after his graduation from the University of California as Chemical Engineer, Mr. Cubicciotti joined the Union Oil Company of California and served with that organization for seventeen years. During that period he was actively engaged in Union's refining, research and sales divisions.



His diversified experience and thorough grounding are considerable assets in his present capacity as executive assistant to Mr. Julius F. Roten, Vice President of L. Sonneborn Sons, Inc.

Well known throughout the Pacific Coast territory, Mr. Cubicciotti ("Cubi" to his friends and associates) expects to reside in Westchester just as soon as Mrs. Cubicciotti and their two children arrive here from the Coast.



PRR58 No. 322 (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 Standards of Identity

An Editorial in "News Flashes."

NMMA

By Charles Wesley Dunn

The Federal Food, Drug, and Cosmetic Act contains a provision empowering its administrator to establish standards of identity for foods, subject to the requirement that they (1) are reasonable and (2) in his judgment will promote honesty and fair dealing in the interest of consumers. Acting pursuant to this provision the administrator has established such standards for numerous foods; including "farina" and "enriched farina."

The United States Circuit Court of Appeals, for the seventh circuit, recently decided that such farina standards are invalid, as applied to a certain nutritionally fortified farina product not conforming thereto, because they do not comply with the above statutory requirement. Whether this decision is correct is a judicial question open to review by the United States Supreme Court. That review is invited by the fact that in making such decision the former court gave the aforesaid provision a construction of fundamental importance to this act. For it held in effect that the administrator has no power to establish a standard of identity for a food which is wholesome and truthfully labeled as to its ingredients. And manifestly if this construction of the above provision stands as a general rule, it is practically nullified.

In further comment on the situation thus presented it suffices now to say:

First. The government has indicated that it will petition the Supreme Court to review this decision; it will recognize this decision only in the limited territory wherein it has jurisdiction, pending such review; and it will otherwise proceed with its program of food standards of identity and their enforcement.

Second. A provision empowering the government to establish reasonable standards of identity for basic foods is an essential part of an adequate national law against their adulteration and misbranding. The original Federal Food and Drugs Act of 1906 omitted such a provision; and its absence was a leading reason for enacting the substitute Federal Food, Drug, and Cosmetic Act of 1938. It may be of historical interest to note that: (a) long before the latter act was proposed I drafted and Senator Copeland introduced a bill adding this provision to the former act; (b) when the latter act was proposed, this provision in it was strongly endorsed by the food manufacturing industry; and (c) that industry secured the "reasonable"

qualification of this provision in that act.

Third. The application of this provision in that act to enriched basic foods is a new development of the food law, occasioned by the recent creation of and emphasis on such foods. And it is clear that the application of such a provision in this new field of food manufacture requires a wise and sound exercise of administrative discretion.

Food Sponsors in Lead Among WOV Old Clients

Thirty-six sponsors, 45 per cent of whom are in the food group, average approximately six years of continuous advertising on WOV, according to Ralph Weil, station manager, says *Radio Daily*, New York City. Four of

the advertisers head the list for longevity as clients on the station, with 10 consecutive years to each one's credit. Majority of the sponsors, local and national, occupy time during the daytime hours of Italian broadcasting, though several split their time buys to take in the evening English attractions. Three accounts have been on WOV continuously for 9 years; 5 for 8 years.

In the 10-year group are La Rosa (food), Ronzoni (food), Pastene (food), and La Perla (food). The 9 year old include Caruso (food), and Corrado (food); 8 years—Balbo (food), Gemma (food), Violetta (food), La Sposa (food); 7 years—Mamma Mia (food); 6 years—Roman Macaroni (food), De Martini (food); 3 years—Ferrara (food), Conti Olive Oil (food), Etna Products (food).

Plan Noodle Soup Advertising



Believing firmly in the necessity for a vigorous and consistent advertising campaign even in wartime, Mr. A. Irving Grass of the I. J. Grass Noodle Co. has made plans for backing Mrs. Grass' Products with a powerful and effective advertising schedule throughout 1943.

Recognizing that many grocers will be unable to maintain as complete stocks as they have in the past, the newspaper and radio advertising will inform the public that the grocer is not to blame when he is temporarily out of these popular products. The copy points out that Mrs. Grass is participating in the war effort, and that certain of the ingredients used are also being used by the government in supplying the armed forces and for lend-lease. Further, it is pointed out that temporary shortages are also due to the fact that more people want noodle products today than ever before.

Shown in conference with Mr. Grass in the above photograph is Mr. Ben R. Solomon, (right), account executive of the Charles Silver Advertising Agency, which prepares Mrs. Grass' advertising, and Mr. L. W. Jacobsen.

Blow Hot or Blow Cold

BAROZZI DRYERS

Are Constantly on the Job,

Whatever the Weather

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

Experience Counts!

Write Us About Your Drying Problems

— Advice Given Without Obligation

BAROZZI DRYING MACHINE COMPANY

280-294 GATES AVENUE • JERSEY CITY, N. J.

Metal Replacement Container Adopted for Carrot Juice Cocktail

Just as Macaroni-Noodle Manufacturers Are Changing Their Packages to Meet Wartime Conditions and Regulations, Others Are in Step

And now they are wrapping carrot juice cocktails in cellophane—another answer to the problem of metal shortages.

The juice was formerly put up in tin cans, but since the government now needs all the tin and steel it can get for war purposes, the carrot juice packers had to look for something else. They found that through dehydration they could pack enough cocktail powder (a special mix containing celery and salt as well as carrots) into a small vest-pocket size cellophane envelope to make a quart and a half of cocktail.

Moistureproof and airtight, the new cellophane laminated package not only saves metal but is so much lighter than the cans of liquid juice that great savings in shipping weight are affected. For example, 24 bags of the cocktail powder replace a shipping carton holding 96 twelve-ounce cans. The dehydrated powder weighs only 2¼

pounds, as against 103 pounds for the 96 cans of liquid.

The manufacturer, P. D. Ridenour Sales Company, report that the new package has proven so popular on its initial introduction that orders have increased phenomenally.

\$25,000 Fire Loss

Fire of undetermined origin on January 31, 1943, swept through a one-story frame warehouse of the Paramount Noodle Sales Corporation, 73-25 Grand Avenue, Maspeth, Long Island, N. Y., causing a damage estimated at \$25,000. Joseph Coniglio is president of the firm whose main plant nearby was undamaged.

Consumer Must Always Be Considered

"The first responsibility of the food retailer is to give the consumer the best in merchandise, price, service and information," according to F. J. Lunding, President, Jewel Tea Co., Inc. "Today the temptation to minimize this basic responsibility is enormous, as is indicated by current popular use of the statement 'be kind to clerks—they are harder to get than customers.' I have always subscribed to doing all one can for employees.

However, the moment any member of the retail food business discounts the importance of supplying essential services to the public, he overlooks his first reason for being in business."

Mr. Lunding outlined the important part of the food retailer should assume in the war effort. "Regulations, limitations and other problems are created because of specific conditions, and invariably answers develop for these problems. Every food retailer faces vital war challenges. First, properly interpreting and explaining to the consumer regulations, and necessity for them, and second, pointing out alternate methods for meeting the newly created problems. Advertising, publicity, meetings, personal contact will all play an important part in fully answering these challenges."

Creditors Meet

A meeting of the creditors and stockholders of the Blue Ribbon Noodle Company, Wilkes Barre, Pa., was held January 27 to consider the peaceful adjustment of claims against the noodle firm, a course of action which would permit the continuation of operations as well as other matters of interest to all involved. The results of the meeting have not yet been made public.

SWAP-RIDES

by Gregg & Downey



My buddy is over the ocean,
My buddy is over the sea.
My buddy is over the ocean—
Won't *somebuddy* swap rides with me?

SWAP RIDES
SAVE GAS ★ SAVE TIRES ★ DRIVE CAREFULLY!
NATIONAL SAFETY COUNCIL

Triangle Package Machinery Co.**Awarded Army-Navy "E"**

Louis R. Muskat, President, Triangle Package Machinery Company, Chicago, announces that his company has been awarded the Army-Navy "E" for excellence in production of war materials.

In 1941, this company enlarged its plant and went into production on two new models of Incendiary Bomb loading machines designed especially for the U. S. Army. In addition Triangle began manufacturing special units for the Navy, assemblies for Aircraft and a host of other direct war products. Many new models of loading machines were developed and built for loading smokeless powder, TNT, Smoke Powder, etc.

Following curtailment for normal packaging machinery products early in 1941, the company developed and introduced a line of Victory Model packaging units, made principally of hard wood to conserve strategic materials. By such substitution it was possible to take care of customers to a

degree and at the same time devote most of their productive capacity to war work.

Today Triangle is operating 117 hours per week and 93 per cent of total production goes to the Armed Forces. It is as the result of this record of achievement that the coveted "E" Flag was awarded.

Macaroni Man Is Vice President

H. Lester Goldberg of Minnesota Macaroni Company, Saint Paul, Minn., was elected Second Vice President of the National Manufacturers Representatives Association of that city at the annual election held early in February.

Mr. Goldberg is well known to the grocery trade in the Twin Cities and vicinity.

Elected as president for 1943 was T. F. Theriault of the Libby, McNeil & Libby Co.; First Vice President is Carl Nelson of Diamond Crystal Salt Co. V. R. Hyland of General Outdoor Advertising is secretary and treasurer.

Honoring Employees In the Service

Service plaques or Honor Rolls, to appropriately honor employees who have entered the services of our country and about which many inquiries have been received, are now available from many reliable sources. M. M. Gottlieb Associates, Inc., Allentown, Pa., are manufacturers of the plaque illustrated.



An improved Honor Roll Plaque embodying a number of new features is recommended for firms wishing to honor their employees in service with the armed forces of the nation. Outstanding among the innovations is the fact that a handsomely printed card is furnished for presentation to each individual whose name appears upon the Honor Roll Plaque. This announcement card is in itself decorative and is imprinted with the name of the firm and also the name of the individual to whom it is presented. It can be framed or mounted to make a lasting memento.

Another of the new features of the Associate Honor Roll Plaque, available in sizes ranging from 34 names each on up, is the fact that the individual name plates are held in place without any nails or screws and therefore can be re-arranged at any time. Thus, if alphabetical arrangement of the names is desired it can easily be maintained.

The plaque is made of a hand-rubbed walnut panel upon which are mounted sparkling clear extra thick glass plates which are decorated in gold, red and blue. The special composition name plates are gold imprinted and are held in place under the glass plates. Names can be inserted merely by sliding the new plate into position.

CAPITAL'S AA-1 SEMOLINA HAS EARNED ITS REPUTATION. WE INTEND TO MAINTAIN IT**CAPITAL FLOUR MILLS, INC.**

General Offices: Minneapolis

Mills: St. Paul

"Shopping" Undergoing Change

Shopping in wartime America is going to mean new problems for the women of this generation, who are used to a variety of store services unknown to their mothers and grandmothers. That much is clear from the order issued by the Office of Price Administration, authorizing curtailment or elimination, without lowered ceiling prices, of a number of shopping conveniences that most of us have taken for granted up to now.

The plain fact is that, unless luxury services are eliminated today, essential services will disappear tomorrow. Faced with this choice, every American woman will accept economy measures cheerfully. The example of British women, forced to accept even more drastic changes in their shopping habits, should help the women of this country to carry on with the good will expected of all Americans in wartime, OPA said.

OPA's order allows retailers to curtail non-essential delivery service. Any merchant can tell his customers to carry their own packages, whether the order is made over the counter or by telephone—provided the bundles are of reasonably carryable weight and size and do not contain items necessary in an emergency, such as drug prescriptions.

The order also allows stores to do away with sales on approval and most returns of merchandise, and OPA recommends that they do so. The order permits them to cut out such services as "layaways," free phone service, gift wrapping after the Christmas holidays, style shows, bridge classes, exhibitions and holiday decorations.

The measures are only part of a steadily widening picture of store economy. Deliveries already have been cut—many stores now deliver only once or twice a week. Credit has been restricted—strict controls have been placed over loans and installment buying, and shorter periods allowed for paying up charge accounts.

Shopping takes a larger slice out of the average woman's day than ever before. Occasional scarcities of non-rationed foods have shown her what it is like to stand in line for her share of her supply. Lack of salespeople has made it necessary to wait at store counters for service.

As most commodities, transportation facilities and manpower are absorbed into the war effort, the situation is bound to become tighter. During 1943, no woman will be able to buy as much as she wants of anything. And this means not only radios and refrigerators, but food, clothing, drugs and other essentials.

Stores will have too many customers and too few goods to sell.

All these are things which are going to become more and more familiar to American shoppers, but they will give every woman her opportunity to show what she can do to help win the war on the front that she knows best.

Empire Box Corporation's 40th Birthday

In the February issue of *Fortune Magazine*, Empire Box Corporation has taken a full page to celebrate the fortieth anniversary of the company.

Founded in 1903 as a small box-making plant, Empire Box Corporation has grown to giant size. Factories are now located in Garfield, New Jersey, to serve the East, and in South Bend, Indiana, for shipments to the West, the Middle East and South. In addition, Empire owns and operates paper mills at Stroudsburg, Pennsylvania.

In commenting on the growth of the company, Mr. S. J. Klein, President of Empire Box Corporation, feels that the company's success is largely the result of the strong emphasis which is made on service and the installation of every time and money-saving piece of machinery that has been found to be practical. Today the Empire Box Corporation is among the finest equipped organizations of its kind.

Shall We Enrich?

Suggestions to the Macaroni Industry for Increasing the Acceptance of Their Products from a Nutritional Standpoint

Vitamins are something like the weather. Everybody connected with the macaroni industry has talked about them. Only a few have taken the time to do something about them from the standpoint of their own business.

"We are entering a new era of scientific eating" observes a recent issue of *Food Materials & Equipment*. "War or no war, it would have come anyway. The war has merely accelerated the progress, made it more necessary."

The Federal authorities have promised to undertake one of the greatest educational programs of all time—the teaching of proper eating habits to a nation of 140 million people. Some industries have recognized this program for what it means to them—a great opportunity to increase the acceptability of their products to the consuming public. But what of other food industries, the macaroni-noodle industry, for instance? Speaking generally of foods and beverages, the author says:

"They cannot look to the authorities for much more than tacit encouragement in enriching plans of their own because the government has its hands full now. On the other hand, they cannot dismiss the enrichment problem as no particular concern of theirs, for the day will surely come when every food and beverage manufacturer will have his products literally picked apart, point by point, in determining its right to a place in the family market basket."

The author recognizes the fact that all foods do not equally lend themselves to enrichment. In the case of macaroni products, the vitamin loss in cooking is seen as an important factor. So, lacking an unqualified shove from Uncle Sam, to wade in and get his feet wet in the general enrichment

program, how far may a manufacturer go in enriching his products? What vitamins or minerals would he be justified in enriching his foods with, and to what extent?

In the first place, every manufacturer who claims special nutritional values for his products in his printed literature, or in any of his advertising, should make it a point right now to check up on the claims which he is making and see if they really hold true for his particular products. For a time it was customary to assume a vitamin potency for almost everything that had a raw material in it that once contained the vitamin in question. Today, the belief that vitamins and minerals are "carried over" into the finished product from their ingredients is no longer enough. The finished product must be assayed for the factors claimed, and these actual potencies quantitatively stated. Such expressions as "rich in B complex," "excellent source of iron and the vitamins A and D" no longer have a sincere ring when the public is being told that they must have *not less than so many units* per day of this and that particular vitamin.

Is there any danger that if everyone fortifies his product with vitamins and minerals, the public will become surfeited with them? No, at present, with the very great lack of these factors now evidenced by recent surveys, there is not much danger in this direction.

But fortification is not a haphazard procedure, anyway. There must be a basic reason for it. The most logical reason is that the nutritive factors once in the raw ingredients have been refined or processed out of them. Their restoration, then, is a matter of common sense.

There would seem to be three main

justifications for the enrichment of foods and beverages with vitamins and minerals:

1. The need to restore values lost through processing, in the case of macaroni-noodle products.

2. The need to anticipate subsequent losses in vitamin and mineral values in home cooking.

3. The need to provide in the food those factors which are directly essential to its utilization in the body.

We are about to be rationed on many of the basic necessities of life, and humans will depend more and more on foods that supply the elements that are most needed to keep the nation strong and healthy. With no thought of suggesting whether or not to enrich macaroni products, the author gives the following guide to the enrichment of this food among several scores of foods and beverages considered in the article:

Macaroni, Spaghetti and Egg Noodles

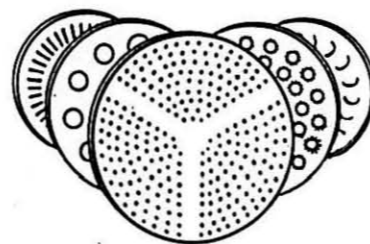
A fortification with vitamin B₁, B₂, niacin and iron to have the same potency of the vitamins and iron in cooked macaroni products, as specified for bread, is being considered. This means the addition of sufficient quantities to take care of a 50 per cent loss during cooking. The following potencies are suggested for macaroni products:

Thiamine hydrochloride (vitamin B ₁)	3.30 mgs.
Riboflavin (vitamin B ₂)	1.80 mgs.
Niacin (nicotinic acid)	20.00 mgs.
Iron	18.00 mgs.

Certain segments of our population depend on macaroni products as their chief source of food. Vitamin fortification of these products, including noodles, would to a great extent relieve deficiencies of the vitamins in certain areas. The fortification is practical and does not add materially to production cost. At present macaroni products are our only important cereal products not fortified on a large scale.

STAR DIES WHY?

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



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

Test "Family-Size" Package

In certain sections of the country, consumers have been confronted with a scarcity or shortage of certain kinds of meat with the result that more and more attention is being given by the average family to the matter of food economy and of the wider use of protein foods that will prove a good substitute for meats that are often unobtainable, always costly.

Some macaroni manufacturers, recognizing this situation and believing that good macaroni and egg noodles will fit nicely in any food economy program, are going to the rescue of the housewife, not by offering them "niblets" in packages that "contain more paper than food" as one puts it rather strongly, but by increasing the quantity in the packages, thus conserving material and labor, while increasing the consumption of macaroni products.

Several test campaigns are under way to check on the inclinations of consumers. One is being made through chain stores and super markets by offering for sale a package nearly twice the size, by weight of contents, of a package that is already quite popular with the trade. It is labeled "the economy package."

Of particular interest is the test

campaign being made by the C. F. Mueller Company of Jersey City, N. J., as reported by the *Pennsylvania Grocer* of July: "The economy package contains almost twice the quantity of products of the regular size, saving the consumer 21 per cent. Stores and super markets in selected territories set up more than fifty Mueller floor displays. Maintained for three weeks, these displays increased the sales of Mueller macaroni products 300 per cent. The campaign not only increased sales of Mueller brands, but stimulated other business as well, due to the fact that macaroni products sales promote sales of associated items such as cooking oils, cheese, chopped meat, chipped beef, tomatoes, etc., which combine to make a complete one-dish meal."

Macaroni, spaghetti and egg noodles being of the hydrated food group, will keep almost indefinitely when properly stored. It goes without contradiction that if a housewife buys a one-pound package of either of the several sizes and shapes of macaroni products, and finds that she can use only one-half of the contents of that package, she will see to it that the remainder is used much earlier than an equal portion would be purchased and used, if the reserve were not on her shelf. That means increased consumption, however measured.

Just as the peacetime "spre" of

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 Semolina Patent Flour

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: 1221 University Ave., St. Paul, Minn. Mills: Rush City, Minn.

some years ago brought into being the 2½ to 3 ounce "Nickle" package, so may the wartime economy cause a swing to the family-size package, whether it be the popular 8-ounce or the rapidly growing favorite—the pound package.

It would be interesting to hear from manufacturers who are "feeling" out the consumer in campaigns of this kind.

Macaroni for Meat Gives Necessary Nutrition

Obvious substitutes for less meat is the wider use of legumes and wheat. Spaghetti and macaroni, which come from wheat, are logical substitutes for meat when properly prepared. For too long people have been led to think that meat, poultry and fish are the only source of protein.

Milk products, legumes, eggs and wheat are going to be the answer to our protein problem for the duration. In case of meatless meals, and the substitution of spaghetti, macaroni or legume dishes, extra milk products should be used to keep the value of the protein equivalent to that derived from flesh-foods. In other words, spaghetti and macaroni dishes when combined with sufficient cheese furnish adequate protein for the average working man or woman.

HOLDING FIRST PLACE

MALDARI Macaroni Dies have held first place in the field for over 33 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.

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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

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

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

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

Vol. XXIV FEBRUARY, 1943 No. 10



"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"

File First—Then Sell

Sellers who have applied for increases of their maximum prices, either under the General Maximum Price Regulation or under specific regulations can not charge in excess of their existing maximum until such an adjustment is granted or unless they receive special permission to do so from the Office of Price Administration.

Again asserting this basic policy, OPA officials also made clear that sellers could not sell at the existing maximum with an understanding any adjustment would be collected later unless they had received special permission from OPA to write this kind of an invoice.

The clarifying announcement came as a result of certain confusions in the beverage trade.

At the same time, OPA reminded sellers of the restrictions on pricing of new products, when General Maximum Price Regulation or applicable

specific regulations require that the seller apply to OPA for a determination of the maximum price on the product.

A seller who must apply for a price on such a product, but who has not yet applied, may deliver on a completely open billing—that is, without designation of any price at all. Thus, a seller may not, prior to making application, deliver at a price stated to be tentative and subject to adjustment, nor may he collect any payment for the goods. After making application, he can deliver at a tentatively agreed price, subject to adjustment to conform with OPA's action, but he cannot, until OPA's determination on his application, collect the tentatively agreed price. He can, however, arrange with his buyer that the amount of the tentative price be put in escrow. Also, the seller may collect a part of the tentative price from the buyer before OPA's determination, but only with the express arrangement that the seller will refund to the buyer any excess collected over the maximum finally established by OPA.

For Soldiers, Fresh Macaroni

The fighting men in all U. S. services must have the best of everything, particularly in food and arms. Macaroni-Noodle manufacturers are busy filling orders placed by the Quartermaster Corps and to insure their arrival at destination in good order, macaroni, spaghetti or egg noodles are required to be packed specially.

For Servicemen:—Army and Navy requirements specify that each 40 pounds of this food must be wrapped in two sealed bags and two asphalt waterproof bags.

For Civilians:—No special specifications, except that macaroni products must be properly protected to reach consumers as fresh as possible, so this food is usually packaged in cardboard boxes, either in bulk or in consumer packages.

Durum Wheat Stock Is 41,899,000 Bushels

The Durum wheat stock in interior mills, elevators and warehouses of the country combined with stocks still on the farms as reported to the Bureau of Agricultural Economics, U. S. Department of Agriculture as of January 1, 1943, totaled 41,899,000 bushels—the largest in years—as compared with 38,579,000 bushels on January 1, 1942 and only 17,809,000 bushels on January 1, 1941.

The total stocks of all wheat reported by the Crop Reporting Board was the largest in nine years of record for that date, being twice as large as the 7-year (1935-1941) average of 113,046,000 bushels. These estimates in-

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.

AT BARGAIN PRICES Used Machinery and Equipment 1—Cavasco, Cavagnaro & Ambrette 13 1/2" Vertical Hydraulic Press, removable dies.

WANTED—Position as Factory Foreman or Plant Superintendent in a Plant on the Pacific Coast. 20 years of successful experience in Macaroni Manufacture.

clude wheat owned by the Commodity Credit Corporation exclusive of the stock owned by it and stored off farms in its own steel and wooden bins.

Stocks of all wheats in interior mills, elevators and warehouses, together with stocks held on farms on January 1, 1943, including durum wheat above reported, totaled 729,883,000 bushels. On January 1, 1942, the stocks were only 594,717,000 bushels, and the 7-year (1935-41) average is 317,216,000 bushels.

With Simplified Form 1040-A

For Incomes of \$3,000 or LESS Received from Wages, Salaries, Dividends, Interest and Annuities

Only 6 Things to Do No Difficult Figuring

- 1 Your name, address, and occupation. 2 Your dependents. 3 List your income. 4 Subtract your credit for dependents. 5 Indicate your family status. 6 Read your tax directly from the table.

No Complicated Calculations

Form 1040-A Individual Income Tax Return. Includes fields for name, address, income, and tax calculation. Includes a table for tax calculation.

Table for tax calculation with columns for tax rates and income brackets. Includes a note: "The income to be reported in this return is gross income (not including income which is wholly exempt from income tax) without any deductions."

Use the Simplified form 1040 A—You can get it NOW from your Employer or Your Local INTERNAL REVENUE OFFICE

The Federal Treasury is offering again this year to people whose 1942 income was \$3,000 or less, a simplified income tax form which may be filled out in five minutes or less. This is known as Form 1040-A.

Incidentally, this simplified Form 1040-A is also a boon to the Internal Revenue Bureau, for it greatly reduces the amount of time previously spent with so many millions of taxpayers in answering questions and helping them make out their returns.

There are only 6 things for Mr. and Mrs. Taxpayer to do; write down their names, address and occupation, the names of their dependents, the amount of income received during the year, the amount of deduction allowed on account of dependents; check the square that shows their family status (whether married or single, et cetera). Then they simply read from the form exactly what their tax is, and write it down on the return.

That's all there is to it, and it is over in a few short minutes. Then the taxpayer just signs, makes his payment, and the job is done. This year the return does not even have to be notarized, Congress having decided in its tax-streamlining program that

people should be spared that bother and expense.

This form has no entries for deductions, since average deductions, including the earned income credit, have been allowed for in figuring the taxes in the table. It is to be noted that people whose legal deductions are unusually large would probably pay less tax by using the longer Form 1040. But for most people in the \$3,000-and-under bracket, Form 1040-A is not only a time saver, but a money saver, too.

Deadline for filing returns is March 15, 1943, and returns coming in late subject the tardy filer to a penalty. So on every count, it's smart to file early and avoid the rush.

<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1943-1943</p>		
<p>C. W. WOLFE, President.....Mega Macaroni Co., Harrisburg, Pa. A. IRVING GRASS, Vice President.....I. J. Grass Noodle Co., Chicago, Ill. JOS. J. CUNEO, Adviser.....La Premista Macaroni Corp., Connellsville, Pa. L. R. Jacobs, Director of Research.....2026 I St. N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....P. O. Box No. 1, Braidwood, Illinois</p>		
<p>Region No. 1 G. La Marc., Prince Macaroni Mfg. Co., Lowell, Mass.</p> <p>Region No. 2 Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Peter LaRota, V. LaRosa & Sons, Brooklyn, N. Y. C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</p> <p>Region No. 3 Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.</p> <p>Region No. 4 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Frank Traficanti, Traficanti Bros., Chicago, Ill.</p> <p>Region No. 5 Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.</p>	<p>Region No. 6 J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.</p> <p>Region No. 7 E. De Rocco, Jr., San Diego Mac. Mfg. Co., San Diego, Calif.</p> <p>Region No. 8 Guido P. Merlino, Mission Macaroni Mfg. Co., Seattle, Wash.</p>	<p>At-Large Thomas A. Cuneo, Mid-South Macaroni Co., Memphis, Tenn. Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo. Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo. Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio</p>

January's Score

The National Macaroni Manufacturers Association's score for the Month of January, 1943, was 22 in, none out.

Twenty-two manufacturers, ranging from the small Class "E" member whose daily output is under fifteen barrels to the Class "A" firm whose daily production ex-

ceeds one hundred barrels, voluntarily applied for membership in the practical way of manifesting their appreciation of the fine work being done for the Industry by the organization. They represent plants situated in 9 different states, ranging from the Pacific to the Atlantic coast. The new enrollees are:

Firm	Representative	Location
Albano Macaroni Co.	Giuseppe Albano	Cleveland, O.
Anthony Macaroni & Cracker Co.	A. Bizzarri	Los Angeles, Calif.
Cardinale Macaroni Co.	Andrew Cardinale	Brooklyn, N. Y.
G. D'Amico Macaroni Co.	Carl D'Amico	Steger, Ill.
The De Martini Macaroni Co.	V. Giatti	Brooklyn, N. Y.
Florence Macaroni Mfg. Co.	Camillo DeRocco	Los Angeles, Cal.
V. Gambiona	V. Gambiona	Mechanicville, N. Y.
Italo-French Produce Co.	G. Teysier	Pittsburgh, Pa.
K. C. Macaroni & Imp. Co.	P. F. Vagnino	Kansas City, Mo.
Michigan Macaroni Co.	Victor Cantanio	Detroit, Mich.
Mid-West Macaroni Co.	Joseph Fierdo	Kansas City, Mo.
Mrs. Kelly's Noodle Kitchen	E. N. Lyon	Dayton, O.
National Foods, Inc.	Milton Porter	Pittsburgh, Pa.
National Macaroni Mfg. Co.	Clement Alagna	Passaic, N. J.
Paramount Macaroni Co.	Joseph Coniglio	Brooklyn, N. Y.
Porter Scarpelli Macaroni Co.	A. F. Scarpelli	Salt Lake City, Utah
Procino & Rossi Corp.	Alfred Rossi	Auburn, N. Y.
Refined Macaroni Co.	D. Lorio	Brooklyn, N. Y.
Roth Noodle Co.	N. J. Roth	Pittsburgh, Pa.
Sanacori & Co.	A. Sanacori	Brooklyn, N. Y.
Mrs. Slaby's Noodle Co.	Peter Slaby	Cicero, Ill.
Kurtz Bros. Corp. (Restored)	Sidney L. Kurtz	Philadelphia, Pa.

Welcome! May this be the beginning or the renewal of a most pleasant business relationship, a permanent affiliation for cooperative group action that will be mutually effective.

True, this tendency towards greater cooperative action is due to current need for greater coordinated effort for protection and industry promotion, but it differs from the trend in 1933-34 when membership was made practically compulsory under the NRA. Today's trend is purely voluntary—and thus should be more lasting.

Government bodies, particularly those interested in the proper feeding of civilians as well as those in the armed services of our country, are showing increasing appreciation of the unselfish work being done by the National Association. Manufacturers, everywhere, recognize the fact that the weight, the power and the prestige of the Industry's national organization will increase

as it becomes more and more representative of the trade—a thing that will come out of increased memberships.

There are about a score or two more firms that are considered as "Eligible," and whose membership would be welcome at any time. Then there are a few that might be listed as "Requisites"—firms whose memberships are most necessary to give the National Association the higher standing that is constantly its aim. Appeals are being made to both these groups to forget past differences and to recognize the need for stronger group action—and to volunteer their support of the many necessary activities being promoted for the Industry's general interest.

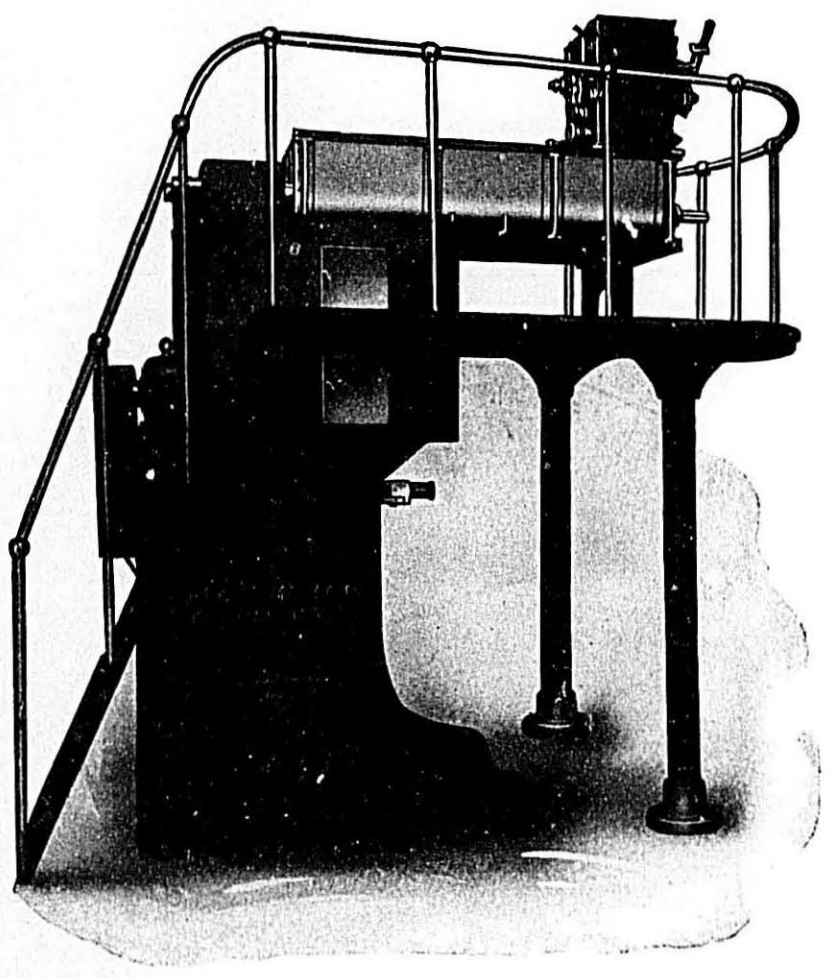
What will the score be for February? The answer is in the hands of the groups above referred to, and the favorable action they may now take.

M. J. DONNA, Secretary.

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