

**THE
MACARONI
JOURNAL**

**Volume XXIV
Number 11**

March, 1943

MARCH, 1943

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Ceiling Price Levels Raised

The Office of Price Administration, on February 16, lifted the maximum price level to cover higher ingredient and packaging costs, through new Regulation No. 326 affecting both plain and egg macaroni products.

The relief became effective February 20, 1943 after the new prices had been properly filed with OPA.

In OPA's opinion the retail prices on plain macaroni will increase from 1 to 2 cents, and egg noodles about 1 cent.

Official Organ of the
National Macaroni Manufacturers Association
Chicago, Illinois

Printed in U.S.A.

VOLUME XXIV
NUMBER 11

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

Don't You Quit

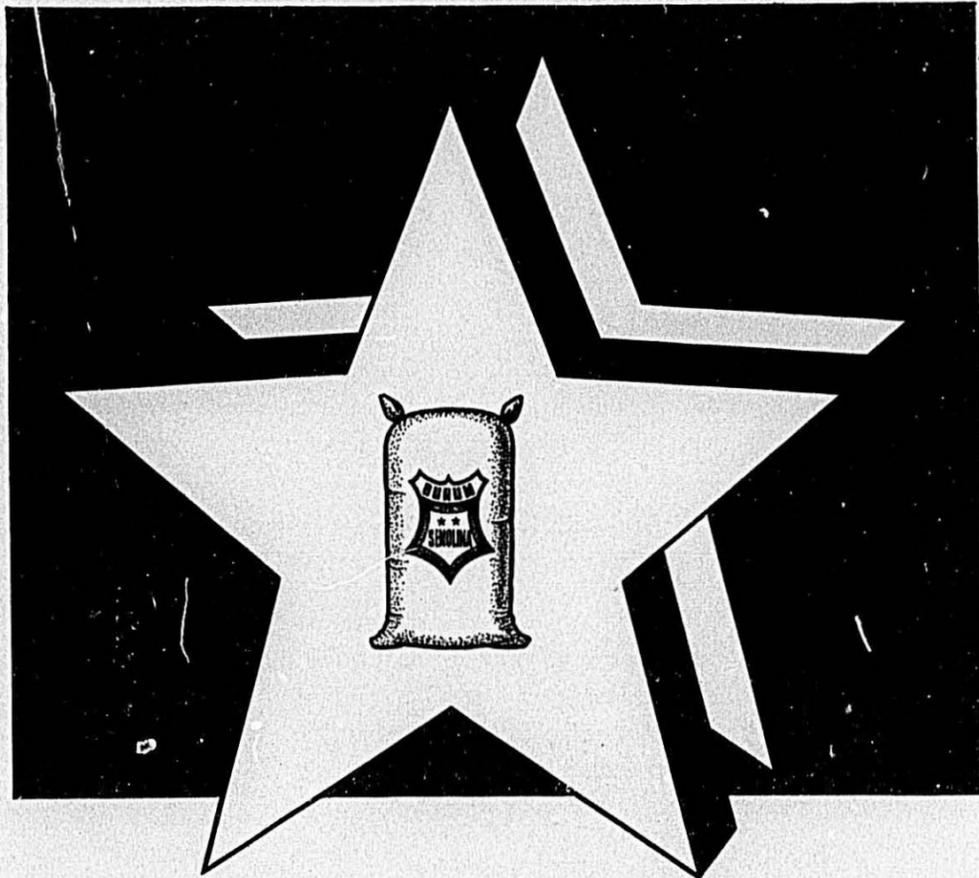
From "Bits O' Philosophy" by Dom Joe, courtesy Latmer Printers, comes a bit of timely advice that macaroni-noodle manufacturers will heed now that the going is becoming really rough.

"WHEN YOU ARE DISCOURAGED, learn to wait quietly.
Be like an old stamp in your business affairs—STICK!

"When things go wrong, as they sometimes will,
When the road you're trudging seems all uphill,
When funds are low, and the debts are high,
And you want to smile, but you have to sigh,
When care is pressing you down a bit,
Rest if you must **but don't you quit.**

"Success is failure turned inside out—
The silver tint of the clouds of doubt;
And you never can tell how close you are—
It may be near when it seems afar;
So stick to the fight when you're hardest hit—
It's **when things seem worst that you mustn't quit.**"

"No man can answer for his courage who has never been in danger." Things will go wrong—often, too often. Even in your trade association there will be doings you don't fully approve. But take them philosophically, knowing that actions are well intended . . . So **don't quit—STICK.** Take the poet's advice—"Learn to labor and to wait."



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

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Point To Quality

Macaroni, spaghetti and egg noodles are not as yet listed as "rationed foods." Housewives can still purchase this fine food in any desired quantity without worrying about their "points."

The true value of Macaroni Products as a food that should appear more frequently on American tables is being realized more by retailers, too, and they are now putting more than ordinary effort behind the sale of these products, realizing that they not only return reasonable profits, but as nonrationed foods they are not troubled with the handling of point coupons.

All of this adds up in favor of the manufacturers who are doing their level best to meet the ever-increasing demands for a food that is daily becoming a greater favorite. But quantity should not be their only concern. The time seems opportune for giving increased attention to quality.

Price is no longer a factor in buying, at wholesale or at retail. Distributors are crying for bigger shipments and consumers are doubling their purchases. Since they now buy more macaroni, spaghetti and egg noodles to replace foods that were formerly common-place in the household and for which they must conserve their points, housewives are inclined more and more toward buying the better grades of this and other products.

So—here's an opportunity to banish "low grades" entirely, for the duration, at least; better still, for all time.

Government officials fear a food shortage soon—if one does not already exist. Millions of pounds of the best quality of all foods, including macaroni products, are being shipped daily in lend-lease. We intend to feed our men in the service with the best available food. Civilians need to be well-fed too, so why not adopt the quality habit through your entire line? It always pays to make a good piece of goods, one that you'll be proud to point to as your own; it surely will pay under the stress of war conditions.

Give Liberally

The Red Cross is fighting to save those who are fighting to save us! Its fight against human suffering goes on both in war and peace. But in wartime its battle lines move forward side by side with our soldiers, sailors, airmen and marines. Its needs double, triple and double again.

As announced by the President of the United States, the American Red Cross is again giving the generous American people the opportunity to help finance the world's greatest humanitarian task, made almost unsurmountable by the global war.

The month of March has been designated as "Red Cross Month" and in those 31 days, considerate Americans are called upon to contribute—and will contribute—\$125,000,000. That's an enormous sum—but the job to be done is gigantic. World War II has increased the need for its helpful work far beyond anything ever dreamed of in all the 61 merciful years of the organization.

What is the quota for the Macaroni-Noodle Industry. There is no definite quota set for this or any industry or group. If 125,000,000 dollars are to be raised by a nation of 135,000,000 people, this means an average of one dollar for every man, woman and child.

Macaroni-Noodle makers recognize in the Red Cross a real friend. Whenever and wherever catastrophe strikes and there is need for feeding the stricken people, this organization uses immense quantities of macaroni products to relieve hunger and provide sustenance, knowing that this food is most suitable under those circumstances.

So all those in any way connected with the Industry, from the poorest paid employe to the highest salaried executive, will be expected to contribute proportionately, and among them all help place the trade where it belongs—alongside all other patriotic citizens—because this year, with the needs greatly multiplied, the Red Cross says to each of us, "The wounded and the needy can't wait—give now—at least one day's pay."

We cannot fail the service that must not fail in this hour of greatest need.

Food for Freedom Program

Radio Address of M. W. Thatcher, General Manager,
Farmers Union Grain Terminal Association



The National Farmers Union has supported acreage control programs in the past. We supported it on the grounds that it was senseless to raise more wheat than would be bought. We have always been against scarcity of production, but when every other part of the nation's business produced scarcity to make price, the farmer had no choice but to hold down his production in order to hold down the price.

Those days were depression days. Those were the days when there wasn't enough work for people. Those were the days when the people didn't have enough money to buy the farmers' production. Those were the days of scarcity in production; scarcity in jobs; low wages; low salaries; low farm prices. Those were also supposed to be the days of peace.

But now we are in a World War—a total war—and it's a fight to the finish. Somebody is going to get licked. Everybody is going to get a beating up. But some people are going to survive, to be the boss at the peace table. We'll need tremendous supplies of food to help win the war. We'll need tremendous supplies of food to help put health back in the bodies of people who are now slowly starving to death.

In contrast to the days of scarcity of income, scarcity of jobs and scarcity of production, war has turned the table. Now we are short of production and short of people to fill jobs, and prices are slowly rising. For years, the Government put props under prices. Now they are putting ceilings over prices. We've learned much about floor prices and now we are learning a great deal about ceiling prices. We are also beginning to learn how to go without. Rationing is here. For over a year, the National Farmers Union has been doing everything it could to convert agriculture into all-out production.

Now, as to wheat. We have stated and stated that we could be short of wheat. On July 1, 1935, in the

SIGNIFICANT
This wheat authority's statement is more significant in view of reports that concentrate in the nation's capital about the current food situation.
From New England comes the news that early estimates of 1943 potato production will be higher than last year—by approximately 40 per cent.
From the corn states we are told that the production of that staple will be off from 8 to 10 per cent.
From the Southeastern States: Irish potatoes will be off 20 per cent; vegetables 30 to 40 per cent.
From industry: Government buyers are snapping up canned goods as if they expected every canner to close shop tomorrow. Bought 75,000,000 cases in 1942—about 41 per cent of the biggest pack on record. Plan buying 140,000,000 cases in 1943.

drought period, we had on hand on July 1, 146,000,000 bu. of wheat and that year, we produced 628,000,000. The total of what we had on hand and what we produced makes a grand total of 774,000,000 bu.

For the year ending June 30, 1942, we used up 906,000,000 bu. The 906,000,000 bu. of wheat we used for the year ending June 30, 1942, is 128,000,000 bu. more than we had on hand July 1, 1935, plus the crop that was harvested that year. In other words, if we had had on hand at July 1, 1941, what we had on hand July 1, 1935, and had produced in 1941 what we produced in 1935, we would have had 128,000,000 bu. of wheat less than was used up in the year from July 1, 1941, to June 30, 1942.

A quite similar situation, almost exactly so, occurred the next year. That is to say, on July 1, 1936, we had on hand 141,000,000 bu. and produced 630,000,000 bu. making a total of 771,000,000 bu., and for that year what we had on hand and what we produced would have been short 131,000,000 bu. of what we used up in the year ending June 30, 1942. When

we are using these figures, we are not taking into account the wheat that is needed for the following year's seeding.

Suppose we'd had Pearl Harbor in 1935 or '36—we'd have been in one terrible mess, as regards our food needs. It is fortunate for us that Pearl Harbor occurred in 1941 instead of 1935, '36, '37, '38, or '39, as regards the wheat situation.

Yes, we had a surplus of wheat in those days because we were holding down production of live stock, poultry, dairy products, etc. But the reverse is true today. There is an unbelievable increase in production of live stock and poultry and dairy products but not a comparable increase in feed. Those who used to laugh and joke about the Ever Normal Granary for corn and wheat ought to go and put on the dunce cap. If, in the last few years, we had not built country elevators, and terminal elevators, and farm storage, with the benevolent support of the Federal Government, we would not now have the stocks of wheat, corn, etc., so essential to Food for Victory.

Fortunately, even though we cut down the acres seeded to wheat in 1941 and '42, as compared to 1935 and '36, nevertheless, we had a 50 per cent increase in production of wheat because of good weather, plenty of moisture at the right time and the unflinching industry of the farm family in the field of production. The people of this nation and of this world can now give thanks and express gratitude for the farm programs, supported by tremendous sums in appropriations from the Federal Government, which helped hold up price for the farmers, produced a big supply of grain, increased our inventory stocks and rebuilt the soil under the Soil Conservation program—which leaves us with what today? We have the best soil conditions for future production we have had in years and years because of the Soil Con-

(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

Food for Freedom Program

(Continued from Page 6)

servation program. We have the largest supply of wheat and feed grains we have ever had because we built the Every Normal Granary of supply against the day of want.

We made America rich in her soil and her inventory of farm products. Yet we go on rationing. Imagine what the rationing would be like if we didn't have the wheat and feed supplies on hand in the Ever Normal Granary, and imagine what the future production on the farm would be if we hadn't been conserving and protecting the soil for the last several years.

Now, in the last year we contended that restrictions ought to be removed from wheat production to produce more, if possible, even though we have our largest supply of wheat on hand. Now, let's see why we need the wheat. In the year ending June 30, 1942, we used up 906,000,000 bu. of wheat. Repeating—that's 50 per cent more wheat than we produced in either 1935 or '36 and it's more wheat than we produced in 1937, '38, '39 and 1940.

Now, let's see what we did with 906,000,000 bu. last year: 538,000,000 bu. was ground up for human food, 210,000,000 bu. went into feed, and 158,000,000 bu. went for miscellaneous purposes, including wheat for alcohol. On July 1, 1942, we had an all-time inventory of wheat on hand amounting to 632,000,000 bu. and we had the unbelievable production of 981,000,000 bu., making a total supply last fall of 1,613,000,000 bu. of wheat and we will have a disappearance for this year, ending June 30th, of over a billion bushels.

How will this billion bushels be used up? It will go into flour, etc., for human food; feed for live stock, poultry and dairy production; into alcohol, and miscellaneous use, and then it will require another 125,000,000 bu. for seeding and miscellaneous farm home use.

Some people worry that we're going back into terrific wheat production, as we did in the other World War; break up land that shouldn't be plowed; maybe make another dust bowl, and destroy the future price of wheat. Well, now, let's recall that we have different laws and different conditions in this war than we had in the other World War. First of all, every wheat farmer must produce 90 per cent of the war production goal established in his county for his farm, under the Federal Agricultural Program. If the farmer fails in this, he will be disqualified from putting his wheat under loan or collecting Soil Conservation payments. He'll just have to trust to luck on the market price and if there is plenty of wheat raised, the

free open cash market price may be much lower than the loan price.

Let's take the new fellow who would like to go into wheat production—the fellow that you farmers call the "Main Street farmer" or "suit-case farmer". There is a fear that this type of interloper and money-grabber might want to go out and tear up some sod land and gamble in wheat. Well, that fellow must procure from the County War Board a certificate of necessity, to enable him to buy machinery—and he won't get that certificate. This same interloper will have to apply to the County War Board for a certificate of necessity to get major repair parts—and he won't get it.

We are informed that he cannot get his supply of gasoline, oil, etc., except with the approval of the County Transportation Committee, and that on that Committee is the Chairman of the County Triple "A". And he will be unable to get clearance to enable him to buy gas, oil, etc., to run his farm machinery. We are informed that this County Transportation Committee makes the recommendations to the Ration Board, to which this interloper, or new wheat farmer, would have to go to get an okay for his supplies. A few will get "by", but the farmers have learned to be jealous of their acreage allotments and the protection of their National Agricultural Programs. They will police the operations and make it their business to see that the chiseler keeps off the farm land.

Furthermore, lifting the restriction against wheat acreage is not going to give us as much additional acres in wheat as some might expect. In the Spring Wheat area, the United States Department of Agriculture anticipates that the acreage will not be increased more than 1,000,000 acres. In the year 1944, there may be considerable increase. Remember the big factor in production comes from the growing and weather conditions. Remember that our production in 1941 and '42 was 50 per cent higher than it was in '35 and '36, even though in 1935 and '36 there were several million acres more put into wheat than in the years when the crop was much larger.

This proves that rain and hail, rust, etc.—and when it freezes in the Winter Wheat belt and how much it freezes—are great factors in how much wheat may be produced, so don't worry about too much wheat going into the ground or the dust bowl coming back.

So far as Government agricultural controls are concerned, they are confident the present controls are adequate. Drought can make dust bowls, and we have no control over that. We are not giving up the essential values of our National Agricultural Programs. We have temporarily re-

moved the restrictions of wheat marketing allotments and wheat penalty provisions for overseeding wheat, in order to keep up, if possible, a full supply of wheat, to meet the following: Human food for the civilian population; human food for our soldiers in the armed forces; more wheat for the countries in which we operate, for our armed forces; more wheat for feed so that we can have greater meat production and dairy production; more wheat for alcohol so we can have more rubber.

We are proud we led this fight to remove these restrictions on wheat production and we are confident that so far as human beings can predetermine, such a change in our wheat production leans to the side of safety in our needs, which is better than gambling for price and finding ourselves short of wheat for the purposes we have just enumerated. In war, let's be sure to have too much on time than to run into tragic shortage.

You know the commodities that are rationed and you know that the civilian population in the towns and cities are going to have to pull up their belts. Let's try to raise enough wheat and other grain products so that they can know they will have plenty of bread, biscuits, pancakes, macaroni, spaghetti, crackers, and what have you.

We are now in the middle of a fight with the Congress of the United States, trying to put through a bill that will permit taking some of the wheat now owned by the Federal Government and diverting it to the farmers who sorely need it in their production of live stock, poultry and dairy products. A year ago, we made this same kind of a fight and got 125,000,000 bu. released so that it could be sold by the Government to the farmers who needed it for feed during the year ending June 30, 1943. By February 18th, that 125,000,000 bu. was all gone. But under the law, that's all that can be sold by the Federal Government out of its pile of wheat, to which it got title out of the previous year's wheat put under loan. The farmer put the wheat under loan, and when he didn't redeem it, the Government took title to it.

The Government has about 200,000,000 bu. of wheat on its hands. It costs the Government about 12c a bushel per year to carry this wheat. This covers storage paid to the elevators, insurance, interest, handling, etc. The farmer doesn't own that wheat. He is not going to sell it. The Government may not put it on the market and sell it at less than parity price—and wheat is way under parity price, so we have this beautiful picture: The Government is spending money, holding the wheat, and

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

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Food for Freedom Program

(Continued from Page 8)

the farmers, who need the wheat for feed, can't buy it, and that tends to hold down production of meat products and dairy products. Yet, we are planning on rationing dairy products and meat products. The wheat lying in storage is doing no good for the nation, except that somebody collects storage charges, interest, etc. You can't make food out of it by having it locked up in elevators. We can make food out of it, feeding it to poultry, livestock, milk cows.

It's important to get this other 100,000,000 bu. of wheat out of storage, to help make room for the new wheat crop that will come in this year. We can't build additional storage because we can't get the priorities for the material needed to build the facilities. It's in the wheat farmer's interest to get this wheat used up; otherwise, he'll be asked to produce less. Or if he produces more than the elevator and the farm storage will hold, he'll have to pile it on the ground. It's in the interest of the wheat farmer to get his wheat used. It's in the interest of the Government to turn the wheat over to the farmers for feeding and to cut down the costs for keeping the wheat locked up. It's in the interest of the dairy and meat producing farmer to get this wheat as cheaply as possible, so he'll produce more. It's of interest to the consumer to get these meat products and dairy products produced as cheaply as possible so that the producers of dairy products and meat products will not be forced to ask for higher prices to cover higher cost of feed. This would particularly benefit the consumers, the great majority of whom have their wages and salaries frozen against any increase in their income.

Everybody's interests will be served by producing more wheat only on the natural wheat lands particularly adaptable to wheat production. It will be in everybody's interests to have the Government's costs of carrying locked-up wheat stopped. It will be in the interests of everybody to have more production of meat products and dairy products without any unnecessary increase in the price to the consumers.

Therefore, farmers and consumers alike should at once wire or write their Senators and Representatives at Washington, to permit the Department of Agriculture to sell its wheat to dairy and meat farmers at a price that will help hold down prices of dairy and meat products. It is your Congress. Tell them what you want.

Repeating, you farmers and consumers should at once wire or write your Senators and Representatives in Congress, to authorize the Department

Supreme Court Upholds Farina Case Decision

The Supreme Court of the United States on March 1, 1943, rendered a decision of the utmost importance to the macaroni industry when it upheld the validity of the Food and Drug Administration's farina and enriched farina standards giving direct approval to the government's entire enrichment standardization program. The decision removes any doubt as to the future enrichment standards promulgated or contemplated, as in the case of macaroni, spaghetti and egg noodles. This decision will undoubtedly speed up the government program and will have a bearing on any request that the Macaroni Industry may make in the matter of special standards of identity for its products.

The decision is reviewed by the press and the trade papers of the country, along the following lines:

The case involving farina standards was started by the Quaker Oats Co. It was based on the contention that the F.D.A. enrichment program ruled off the market its farina enriched only with Vitamin D, which, it asserted, is a wholesome, healthful and truthfully labeled product which it has sold for 10 years.

The Quaker Oats Co. previously won a decision in the case in the Seventh Circuit Court of Appeals in Chicago. The Seventh Circuit Court decision even threatened the future of flour standards, as well as enrichment standards.

The government did not contest the claims of the Quaker Oats Co. with respect to the healthfulness or truthful labeling of farina but ordered that standards to mean anything must be able to keep from the market even good products, if they do not conform to the standards. The government also contended that indiscriminate enrichment would confuse consumers and that therefore the F.D.A. has a right to standardize enrichment in the interest of honesty and fair dealing for consumers.

The decision is the first rendered by the Supreme Court on the 1938 food law.

of Agriculture to sell its wheat to farmers, who produce meat and dairy products, at a price cheap enough to increase production and to help hold down the prices of dairy and meat products.

Keep producing, America, to give us FOOD FOR FREEDOM.

Food Must Be Preserved

Food is becoming more scarce as the war needs multiply. Nothing should be overlooked by manufacturers to protect their products to insure their reaching consumers in edible condition. In the light of rationing, etc., the following item which appeared in the March 2, 1943, edition of the *Oregon Journal*, Portland, Ore., is of interest to macaroni-noodle manufacturers:

Noodles, Puree, Assume Special News Interest!

With point rationing started this week two decrees of condemnation entered in the United States district court today, probably would have been "passed up" as routine, but 2,364 cans of tomato puree, not to mention 71

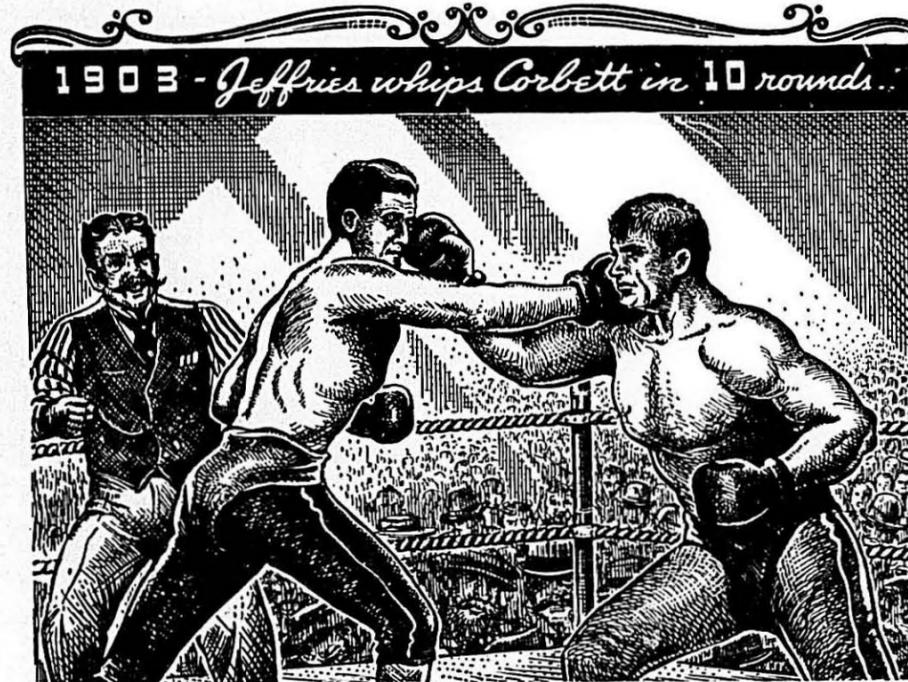
cases of noodles, is news, especially when taken out of circulation.

The condemnation decrees were entered calling for destruction of the foods which had been found contaminated.

Both shipments came from California to Portland. The noodles, from the Shanghai Noodle & Macaroni Manufacturing Company, San Francisco, were seized after interstate shipment. The tomato puree, 394 cases of Sun County brand distributed by the D. T. Palis Company, San Francisco, was shipped from Alameda.

Buy Old Macaroni Plant

The Consolidated Conditioning Corporation of Mt. Vernon, N. Y., whose plant was wiped out by fire on January 31, is preparing to merge all of its branches and occupy the former three-story macaroni factory at 456-260 South Tenth Street of that city. It specializes in the manufacture of ventilating, heating and air-conditioning equipment for the Army and Navy. It has a contract for the purchase of the old macaroni plant that was dismantled several years ago.



Enlarged monochrome prints sent upon request

1943—EMPIRE Celebrates Its 40th Birthday

Aug. 14, 1903—Champion Jim Jeffries (220 lbs.) and Gentleman Jim Corbett (181 lbs.) were scheduled for a 20-round bout at San Francisco... A left hook to the body won for Jeffries by a knockout in the tenth round... Referee, Eddie Grainger.

how" gained by Empire during its forty years may help give you a better, more efficient package at a lower, more agreeable price... Many of America's leading users of folding cartons know that goods displayed and packaged in Empire cartons stand out from the crowd—and outsell the crowd!

Write Empire Box Corporation—without obligation, of course.

* Empire Box Corporation
I would like to have (without obligation) an enlarged monochrome print of the Jeffries-Corbett fight scene. I understand that it carries no advertising.

Company Name.....
Address.....
City.....State.....
Individual.....



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.

Report of the Director of Research for the Month of February

By Benjamin R. Jacobs

On February 15 the Office of Price Administration released the substance of MPR 326 which became effective February 20. I sent all members of the Association Bulletin No. 104 giving the substance of this regulation as well as examples showing the procedure and the elements used in calculating costs for macaroni and noodle products. I also sent all members of the Industry an official copy of MPR 326.

MPR 326 supersedes MPR 256; therefore, all the provisions of MPR 256 may be disregarded and in their place compliance is expected with all the provisions of MPR 326.

The prices of raw materials (semolina, farina and flour) to be used in calculating the new costs under MPR 326 are the ones established by OPA and effective as of January 4, 1943.

The requirements under MPR 262 regarding the labeling of all packages going to retailers are not required under MPR 326 and may be discontinued immediately. Neither are you required to give notice to retailers and wholesalers concerning their mark-up as MPR 237 and 238 provide these markups for them.

Macaroni manufacturers may sell their macaroni and noodle products immediately after they establish their ceiling prices and before they file. Filing must be done on or before March 20.

Some manufacturers are having difficulty obtaining Kraft paper bags from suppliers. I understand that some suppliers are requesting priorities for these supplies. I am advised by the Pulp and Paper Division of WPB that it is not necessary nor possible to obtain priorities for this material as the WPB does not issue them. Therefore, the suppliers should be advised of this. Macaroni manufacturers will have to take their chances with other customers on being supplied with this packaging material.

Last week the OPA rationed Dehydrated and Minestrone Soups. The order for rationing was issued to the dealers over the radio around 10:00 p.m. Saturday night. It was stated at the time that the points required for purchasing these foods would be very low but as a matter of fact they have turned out to be excessive considering that only a small portion of the dehydrated soup ingredients is rationed and not more than 50 per cent of the

ingredients of Minestrone soup is rationed. Efforts are now being made to either remove these products from the list of rationed foods or at least to lower the points so as to make them commensurate with other rationed foods.

The chickens of over-advertising have come home to roost. One of the many reasons for this high rationing is due to the statement on labels to the effect that the contents of the package (2½ ozs.) will provide five or six generous servings. This is more than is expected of a 12-ounce can of prepared soup and may be considered as the main reason for the high point value given these products.

Nothing, however, can be done about modifying the rationing order until the expiration of thirty days and even then it may be difficult to have it modified.

A questionnaire was sent from my office requesting manufacturers' information regarding the production of macaroni and noodle products in various periods. A number of plants have responded. The information received is most revealing and will be used by various government agencies in giving consideration to applications for replacements in their equipment.

Compilations of data received to date shows seventeen plants with a total daily capacity of 700,770 lbs. of macaroni products. In 1939 they produced 100,459,000 lbs. of macaroni. In 1942 these plants produced 114,512,000 lbs. and in the four months period from October 1 to January 31, inclusive, they produced at the rate of 143,880,000 lbs. per year. The increase from 1939 to 1942 was 13.8 per cent. The increase from 1939 to the 4 months indicated above was 43.2 per cent.

At the indicated capacity, and running 300 days in a year, these seventeen plants are capable of producing 210,231,000 lbs. of macaroni products so that they are still producing approximately 32 per cent below their maximum capacity.

The number of plants indicated is small but these plants produced approximately 18 per cent of the macaroni products produced in the United States in 1939, so that they give a fairly good indication of what the industry as a whole can do.

It also shows eighteen plants with a total daily capacity of 203,600 lbs. of noodle products. In 1939 they pro-

duced 25,056,000 lbs. of noodles. In 1942 these plants produced 36,137,000 lbs. and in the four months period from October 1, 1942, to January 31, 1943, inclusive, they produced at the rate of 46,920,000 lbs. per year. The increase from 1939 to 1942 was 44.2 per cent. The increase from 1939 to the 4 months indicated above was 87.2 per cent.

At the indicated capacity and running 300 days a year these eighteen plants are capable of producing 61,080,000 lbs. of noodle products so that they are still producing approximately 23 per cent below their maximum capacity.

The number of plants indicated is small but they produced approximately 25 per cent of the noodle products produced in the United States in 1939, so that they give a fairly good indication of what the industry as a whole can do.

Information has also been requested of manufacturers concerning their ability to produce for government requirements. This information has not as yet been compiled and it is suggested that manufacturers who have not as yet sent in this information, do so at their earliest convenience as it is essential to know what plans are best fitted to produce for government requirements.

War Threatens Old Custom

What—No Spaghetti and Meat Balls?

Since its inception many years ago, the Progressive Italian American lodge of Tacoma, Washington, has appropriately celebrated Washington's birthday because its fundamental objective is patriotic.

Another time-honored custom of the organization is the menu always served at the anniversary dinners—spaghetti and meat balls. Their great lament is that this year's dinner may be the last of that delicious meat-wheat combination, because of the likelihood that meat rations will rule such dishes out for the duration. However, they'll always celebrate Washington's birthday in a fitting manner.

Beekeepers are asked by the government to expand their production of bees as more are needed to produce honey and wax, and to insure pollination of clovers and other legumes.

The IMPROVED package for your Semolina

- ★ it's more sanitary
- ★ gives better protection from foreign substances and infestation
- ★ has no siftage loss, and less transit losses
- ★ makes handling and storage cleaner

It's the St. Regis Multiwall Paper Bag!

And what an improvement this bag is! Made of from three to six separate "walls" of special, strong, tough, kraft paper—the St. Regis Multiwall Paper Bag is the modern, the saving method of packaging Semolina.

Once you've tried St. Regis Multiwall Paper Bags, you'll never be satisfied with Semolina packed the old-fashioned way. So, for better packaging at a saving—call St. Regis! Our response will be prompt.



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Semi-Annual Durum Report

Durum Wheat Stocks Remain Large Despite Record Utilization.
Approximately 51,500,000 Bushels on Hand in United States on January 1, 1943

Supplies of durum wheat in the United States at the first of January, 1943, remained large and totaled 51,668,000 bushels, states the Department of Agriculture in the Semi-Annual Durum Wheat Report. This January 1 inventory was held in the following positions: on farms, 29,156,000 bushels; in interior mills and elevators, 12,733,000 bushels; in commercial storage, 4,332,000 bushels; and on hand at merchant mills, 5,437,000 bushels. On January 1, 1942, stocks amounted to 53,243,000 bushels and on January 1, 1941, they were 38,831,000 bushels.

This supply of durum wheat on January 1, 1943, was still close to record proportions despite the largest domestic usage during a semi-annual period since records on this subject have been kept. A large carry-over on July 1, 1942, together with a bumper 1942 crop about offset the increased utilization. The carry-over of durum wheat on July 1, 1942, of 34,655,000 bushels along with the 1942 crop of 45,505,000 bushels provided supplies available for the 1942-43 season of 80,160,000 bushels.

Mill grindings during July-December, 1942, made a new high for a six-month period and amounted to 11,138,000 bushels. The quantity used for feed also rose to a new high and amounted to 17,354,000 bushels. According to inspection records, there were no reports during this period but with mill grindings and feed use so much larger than usual, the disappearance for the six-month period was about twice that of the corresponding months last year.

The 1942 durum crop encountered difficulties similar to those to which the 1941 crop was subjected. That is, early excellent prospects for a high quality crop were spoiled by continuous rains at harvest time. The rains in 1942 came earlier and lasted longer and as a result not as much high quality milling durum was retrieved as the year before. The 1942 crop although large brought forth a lot of high moisture, sprout damaged grain. Protein test of the 1942 crop averaged about 1% less than in 1941 but the quality of the gluten was better than the year before. According to inspection data, the general quality of

the 1942-43 durum marketings improved as the season progressed and it is likely that the durum wheat remaining on farms and on hand at interior elevators is somewhat better than the average quality represented by marketings thus far.

Bullis Heads General Mills

Succeeds President Donald D. Davis, Who Was Called to Government Service

Harry A. Bullis was recently elected president of General Mills, Inc., as announced last month by James F. Bell, chairman of the Board of General Mills. He succeeds Donald D. Davis, retiring president, who was called to Government service with the War Production Board.

To succeed Mr. Bullis, Mr. L. N. Perrin, formerly in charge of grain operations for the firm, was elected executive vice president.

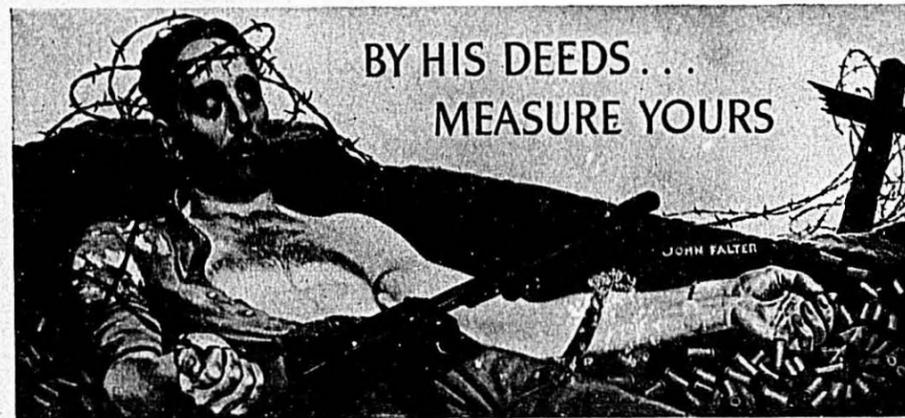
President Bullis began his business career as office boy with the Citizens Gas & Electric Co. of Council Bluffs, Iowa, and later entered the University of Wisconsin. After his graduation, he enlisted as a private in the first World War, coming out of that conflict with the title of Captain. On his return to America in 1919, he entered the service of Washburn-Crosby Co. and was made secretary and controller of General Mills when it was formed in 1928. He became a member of the Board of Directors in 1930 and at the time of his elevation held the position of executive vice president.

The opportunity for advancement occurred when Past President Davis found his war work in connection with the War Production Board too strenuous to continue his private business connections.

In requesting acceptance of his resignation as president of General Mills, Mr. Davis said that the responsibilities which he had assumed on a temporary basis with the WPB were of such a nature that they could not be discontinued at this time, and that therefore he felt it a patriotic duty to divest himself of all other positions of responsibility, that he might devote his entire time and attention to the service of the government.

"The Board had no choice but to act regretfully in accordance with Mr. Davis' expressed request," Mr. Bell said, "but in doing so it recognized the high principles and spirit of sacrifice which have prompted him to enter the national service. The Board expressed its sincere appreciation of the valued services which Mr. Davis has rendered for over 20 years."

It is not pleasant to have your peaceful life upset by wartime needs and restrictions and activities. . . . It is not pleasant to die, either. . . . Between you who live at home and the men who die at the front there is a direct connection. . . . By your actions, definitely, a certain number of these men will die or they will come through alive. If you do everything you can to hasten victory and do every bit of it as fast as you can . . . then, sure as fate you will save the lives of some men who will otherwise die because you let the war last too long. . . . Think it over. Till the war is won you cannot, in fairness to them, complain or waste or shirk. Instead, you will apply every last ounce of your effort to getting this thing done. . . . In the name of God and your fellow man, that is your job.



The civilian war organization needs your help. The Government has formed Citizens Service Corps as part of local Defense Councils. If such a group is at work in your community, cooperate with it to the limit of your ability. If none exists, help to organize one. A free booklet telling you what to do and how to do it will be sent to you at no charge if you will write to this magazine. This is your war. Help win it. Choose what you will do—now!

EVERY CIVILIAN A FIGHTER

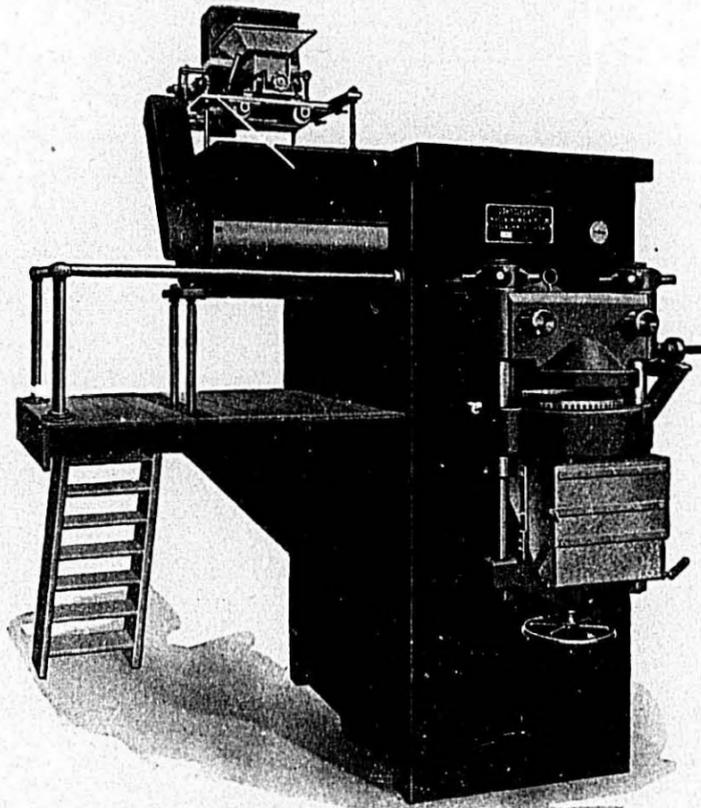
CONTRIBUTED BY THE MAGAZINE PUBLISHERS OF AMERICA

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

	Durum Wheat Ground Bushels	Production a/ Semolina Barrels	Flour Barrels	Exports Macaroni, etc Pounds
Average 1931-32 1935-36				
July-December	6,916,568	1,159,716	284,785	1,223,713
January-June	6,566,430	1,089,188	307,461	1,187,546
Total	13,482,998	2,248,904	592,246	2,411,259
1935-36:				
July-December	8,079,600	1,277,468	354,860	943,239
January-June	7,612,642	1,181,320	343,401	1,042,154
Total	15,722,242	2,458,788	698,261	1,985,393
1936-37:				
July-December	7,178,821	1,126,855	354,027	903,688
January-June	4,872,839	843,685	186,344	1,515,939
Total	12,051,660	1,970,540	540,371	2,419,627
1937-38:				
July-December	6,747,909	1,070,141	354,309	1,532,537
January-June	6,881,882	1,141,055	296,777	1,345,699
Total	13,629,791	2,211,196	651,086	2,878,236
1938-39:				
July-December	7,590,460	1,245,377	414,520	1,783,847
January-June	7,231,375	1,256,964	336,818	1,494,226
Total	14,821,835	2,502,341	751,338	3,278,073
1939-40:				
July-December	8,213,310	1,392,707	406,134	2,929,050
January-June	7,210,373	1,175,819	394,009	1,882,683
Total	15,423,683	2,568,526	800,143	4,811,733
1940-41:				
July-December	8,294,842	1,182,979	464,953	1,707,295
January-June	8,204,118	1,375,649	401,404	1,475,196
Total	16,498,960	2,558,628	866,357	3,182,491
1941-42:				
July-December	9,319,560	1,482,195	528,155	b/
January-June	9,641,236	1,498,854	554,160	b/
Total	18,960,796	2,981,049	1,082,315	b/
1942-43:				
July-December	11,137,704	1,726,396	686,996	b/

Source: Data prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent data, Food Distribution Administration
a/ Total production included under semolina when production of semolina and flour is not reported separately.
b/ Not available

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.

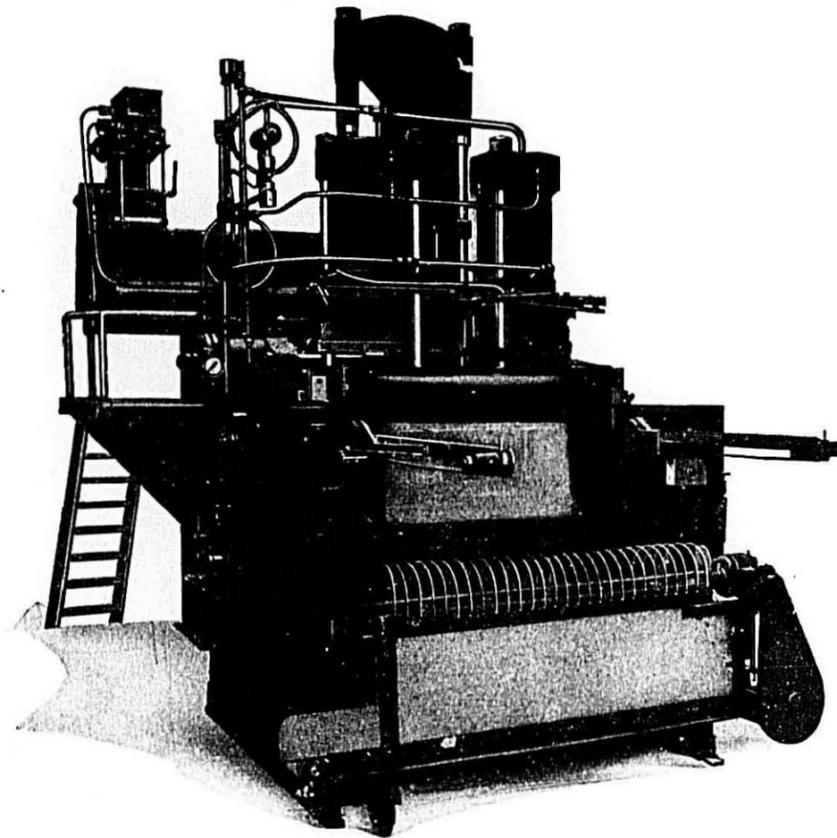
Due to priority restrictions, we are unable to furnish any of these presses for the duration, as all of our efforts are concentrated on the manufacture of material for our armed forces and those of our Allies.

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 156 Sixth Street

Consolidated Macaroni Machine Corp.



THE ULTIMATE PRESS

From Bins to Sticks Without Handling

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

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

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

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

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Cheese Consumption Increasing

Despite the restriction of foreign-made cheeses because of the war and the blockade, Americans continue to find sufficient quantities of very good domestic cheeses that appease growing appetites for this food delicacy.

Americans are eating more cheese than ever before, according to data recently compiled from the 1939 Census of Cheese Manufacturers, and indications are that they will probably continue to increase their per capita consumption of this food as American-made cheese is improved in quality, in many instances becoming superior to the imported varieties.

770,000,000 Pounds

In 1939 the total consumption of cheese in the United States exceeded 770,000,000 pounds, 36 per cent more than in 1930.

Total consumption of all dairy products increased about 10 per cent in the same period, thus giving cheese, with the exception of evaporated milk, the most striking increase of any major dairy product.

The State of Wisconsin continues to lead in the quantity and the varieties of cheese made domestically, and produces many European varieties of qualities superior to those formerly imported.

American Type Leads

American or cheddar cheese is the most important type produced in the United States. From 1930 to 1939, the consumption of this type increased approximately 45 per cent. This was a larger percentage increase than for any type of foreign cheese.

In 1930 and 1931 American cheese accounted for about 68 per cent of the total cheese consumption by Americans; in the two years—1939 and 1940—it has constituted about 73 per cent of a much larger total consumption. The development of process cheese has no doubt been an important factor in stimulating consumption of American-made cheese.

Swiss Cheese Second

Not all Swiss cheese comes from Switzerland, but this type has become very popular in the United States. While Swiss cheese ranks second in importance in volume of consumption, it has comprised less than 8 per cent of the total cheese consumption. From 1930 to 1939, Swiss cheese consumption increased 27 per cent. This was considerably less than the increase for all cheese.

Cream Cheese Not Imported

Because cream cheeses are relatively perishable, there has been little or no importation of this type at any time. It is extremely popular in this coun-

try and forms the base of many good cheese spreads.

In recent years cream cheese has ranged third in volume of consumption, making up about 6 per cent of the country's total. Consumption of cream cheese alone has probably shown the largest percentage increase of the more important varieties of American favorites.

Italian Varieties

Very little if any of the popular Italian varieties are now imported from Italy on account of the war. However, supplies of this type were quite large in American storehouses when the war broke. Though quite a number of South American varieties are being offered as substitutes for the Italian-imported cheeses, the American-made Italian types are becoming quite popular among those who like these nippy varieties.

All Italian varieties of cheese combined rank fourth in volume of consumption, making about 5 per cent of the total in 1939. Consumption of Italian varieties declined 20 per cent from 1930 to 1933, but since then the trend of consumption has been upward, and in 1939 the consumption was 27 per cent greater than in 1930.

Brick Cheese Popular

As might be judged without compilation of data, the total consumption of brick and Munster cheese has been relatively constant for the decade as a whole, showing the least variation of any of the more popular varieties. In 1939 these varieties made up about 4.5 per cent of the total. While this is a foreign type of cheese practically none is now imported.

Limburger Not Strong

Limburger is also a foreign type of cheese that is popular with certain classes. Large quantities are now produced in American cheese factories. Little or no imports of this type are recorded.

The figures submitted do not include cottage cheese, which is really an undeveloped cheese and is properly included in dairy products.

Nippy Types for Spaghetti

While most good cheese is recommended for use in macaroni-spaghetti or spaghetti dishes that are prepared by the baking process such as casserole dishes, as an accompaniment to this wheat food the nippy varieties have the preference. This is purchased either in bulk of one or more pounds in weight and ground in the home as needed, or bought in grated form from manufacturers who grate cheese commercially. While blending has become quite prevalent, many of the original types are still available despite import restrictions.

Cheese—A Victory Food Special

There is plenty of cheese—good cheese—in every part of the United States right now. There's enough at this time to supply our own fighting men—to ship to our allies—to serve often here at home. From August 17 through August 29, food stores the country over featured cheese as a Victory Food Special.

This is good news to homemakers—especially those in parts of the country feeling a temporary shortage of certain types of meat. For cheese contains the same high-type protein that is in meat. Many cheese dishes, like meat dishes, are the substantial kind around which you build a meal.

Homemakers also welcome cheese plenty now in view of the fact that less than a year ago the supply picture was not so rosy. At that time, the United States was making only enough cheese to meet normal peacetime needs. Suddenly, there came a big wartime demand from countries depending on our Lend-Lease food. So our cheese industry had to turn to and meet new high goals in cheese production. In less than a year it has surpassed the goal of one-third more production called for in the big Food-for-Freedom program.

Partly because of big production, partly because demand from abroad has had a seasonal slackening, the amount of cheese now available for our own use is exceptionally large. By helping make full use of these heavy supplies, homemakers can help keep up the high rate of cheese production—relieve taxed storage facilities. We'll be needing more and more cheese in months to come for Lend-Lease and military use.

Cheese With Macaroni

A good way to combine cheese with spaghetti and macaroni . . . is to make a cheese sauce to pour over the cooked ingredients. Make a white sauce of flour, fat, milk, and salt. Take this sauce from the stove. Add the finely broken cheese, and stir the sauce until the cheese melts.

Funny Facts

And picture-taking is quite a business. People spend \$64,000,000 a year in photographic studios and in addition spend \$16,000,000 to have their films finished.

And you may think the blacksmith shop is about passé, but you're wrong. There are still 16,000 of them and they take in \$22,000,000 a year.

The cider mills are not doing so well. There are only 241 of them and they take in \$177,000 a year.

Nor are livery stables extinct. There are still 201 struggling along taking in \$1,200,000 a year.

Lend-Lease Affects Rationing

Macaroni Products Are Not Rationed—Yet

Lend-lease food is helping to win the war—food for the Russian Army's smashing blows at the retreating Nazis—food for the British Eighth Army driving into Tunis—food for the munitions workers back in England.

We sent a lot of lend-lease food abroad in 1942. To sustain the United Nations' offensives of 1943 we shall need to send more this year—about twice as much. The food we sent last year—and the food we are sending now—is important in terms of battles won. Yet it has been relatively small in terms of our total supply of food, smaller than many people may have believed.

Of the five meats soon to be rationed—beef, veal, lamb, mutton and pork—we exported over a billion pounds under lend-lease. That's a lot of meat, but it was only five per cent of our supply. Out of every twenty pounds of meat, American civilians and U. S. armed forces took nineteen pounds. One pound went to our allies.

We lend-lease a lot of cheese and dried and evaporated milk. It took over two billion quarts of fluid milk to make these and other milk products exported under lend-lease. But the grand total was less than four per cent of our total fluid milk supply. We kept for our own needs over nine and a half quarts out of every ten quarts of milk we produced, and we produced over 58 billion quarts in all.

Among the milk products, lend-lease took a large share of cheese—almost one quarter of each pound the United States produced was exported to our allies.

Lend-lease exports of butter, however, were less than one per cent of our total supply. Out of every six pounds of butter less than one ounce went under lend-lease. What butter we sent went to the Russian Army. We are sending more this year.

It took more than a billion dozen eggs to make the egg powder that was exported under lend-lease. This was one egg out of every ten that went to the markets. Egg production increased enough to take care of these lend-lease shipments and still leave more than before for Americans to eat.

We shipped seven per cent of our canned and frozen fish under lend-lease, but only one per cent of our canned vegetables, fruits and fruit juices. Ninety-nine out of every one hundred cans produced in this country went to the U. S. armed forces and to American civilians.

There are no figures available on the shipment of macaroni, spaghetti, and egg noodles among the lend-lease supplies, but based on heavy Govern-

ment purchases of this foodstuff and the liking for it by many of the peoples supplied lend-lease, millions of pounds are undoubtedly being shipped monthly. It is also estimated that the per capita consumption of macaroni products by men in the armed services is double that consumed by civilians.

As a matter of fact, the total demand for American food is greater

than the supply because of the heavy need for food for the United States Armed Forces, as well as for our fighting Allies, and American civilians are able to, and want to, buy more food than ever before.

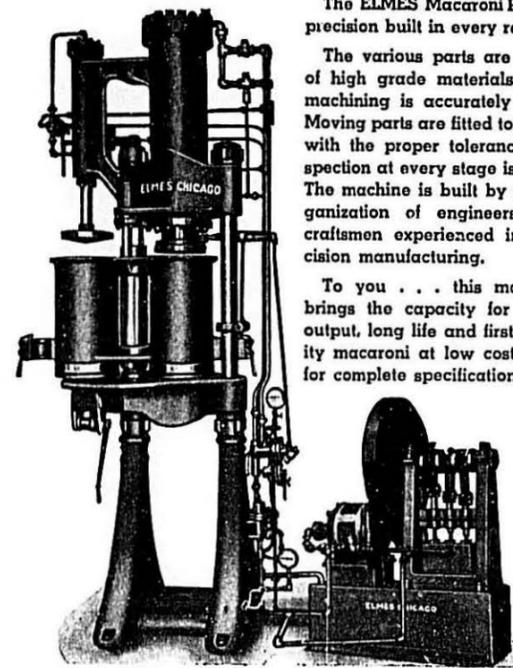
Norwegian patriots in a Trondheim movie palace were astonished to see a propaganda film showing the German forces giving food to the Norwegian civil population. For a few minutes they were too amazed to speak. Then one of them stood up and cried, "Stop! You're running the film backwards."

A PRECISION BUILT MACARONI PRESS

The ELMES Macaroni Press is precision built in every respect.

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

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



Elmes SINCE 1851
 CHARLES F. ELMES ENGINEERING WORKS
 OF AMERICAN STEEL FOUNDRIES
 213 North Morgan Street • Chicago, Illinois

Private Brand Sales

Macaroni-Noodle manufacturers who pack private brands as well as their own should see to it that in establishing resale prices on their own brands that they should differ little from the resale prices on the same products sold under a private brand. In this connection, such manufacturers will be interested in the "lecture" given by Supreme Court Justice M. B. Patterson of White Plains, N. Y.

In a recent decision he severely criticized the practice of a manufacturer fixing a price on a product under the fair trade law for his own brand and then permitting the identical product to be sold for less when distributed under a private label.

The case involved the sale of turkey pate or smoked turkey by the Pine-bridge Farm, Inc., of Ossining, N. Y., under its own name and the same product packed for Bloomingdale Brothers, Inc., New York department store and others under their private brand. A resale price for the product was set at 65 cents, under the Feld-Crawford fair-trade law in New York State for the product packed under the manufacturer's brand. It was shown by the defendant that the Macy stores, logical competitors to Bloomingdale Brothers, Inc., were permitted to sell the identical product for 61 cents when packed under Macy's Lily White brand.

While the court enjoined Bloomingdale Brothers, Inc., from cutting the sale price of smoked turkey, it said—"basically it does savor of unfair practice and an imposition on the public for any producer to sell the same article at a lesser price simply because it is packed in a container that does not bear the producer's trademark."

Food for Thought About Food

"From time to time I plan to make public the facts about the supply of food for civilians," says Secretary of Agriculture Wickard who is Food Administrator. "It is important that everyone think about the food situation of the Nation and his family in the light of these facts. I feel that the American people, if they know the facts, can be trusted to help manage their food wisely. Given the facts, they will proceed calmly and efficiently to make the adjustments in civilian use of food that are needed, so that American food can fight for us around the globe. The food supply situation warrants neither complacency nor hysteria. I have told the American people repeatedly that there is going to be enough food for essential diets in this country, provided we manage our food supplies wisely. I repeat that statement. It is going to be necessary to

adjust food buying and eating habits. We can proceed under the point rationing system with assurance that by careful management we shall all have all that we need to eat."

Italy Pegs Spaghetti Prices

Under the heading "Hunger in Italy," the Press of the country has carried this item of interest to the spaghetti-makers of the nation:

That a food item common in peacetime can become a luxury under conditions of war is substantiated by tales told by travelers recently permitted to leave Italy, where the government is spending annually more than the total national income.

The price of bread, spaghetti and olive oil, when purchased within the rationing limits, has been held down. But other staples for the table have gone haywire. An egg, for example, costs 18 cents. A pound of tea is priced at \$35. A pound of chocolate brings \$7. Large strawberries cost \$1.75 a pound and wild ones \$1. A can of peaches is priced at \$1.80. Cherries are 50 cents a pound, ham \$3.75 a pound. Olive oil, bought above the rationed allowance, costs \$3 a liter.

In purchasing fabrics it is becoming difficult to obtain goods of quality in Italy. When they are available the prices are astronomical. A real woolen blanket will bring \$65. An ordinary suit of clothes will put the purchaser back about \$135. A pair of bootlegged shoes will cost the customer \$35.

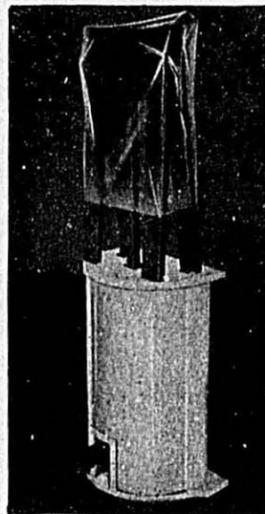
Victory Will Bring to World New Deal in Food, Says Wickard

"With victory will come—if we are to have a lasting peace—a new deal in food for the world," says Secretary of Agriculture Wickard. "The prospect has a large meaning for American farmers and American consumers. For both, one of the stated war aims of the United Nations—the establishment of freedom from want throughout the earth—means new ways of producing and living. Quantities of the food America has already accumulated in the Ever-Normal Granary, and will put herself in a position to produce through the impending changes in farms systems and processing equipment, will be on hand to feed the destitute of Europe when the firing stops. Before that time comes, quantities of American food will have been used to feed the liberated peoples behind the new fronts the United Nations will establish as they carry the war into enemy territory. Such demonstrations on the food front of democracy's capability to produce, and its generosity in distribution will weigh heavily among the influences that will write a just and lasting peace."

Pack-Rite Expanding Mandrel

New Model "B" for Packers of Army and Lend-Lease Foods, Etc.

Definite improvements have been incorporated into the new Model B Pack-Rite Expanding Mandrel, made by Pack-Rite Machines, Milwaukee, Wis., which has been designed . . .



To facilitate insertion of pouch liners into cartons (pouch liners made of cellophane, kraft-foil laminated, etc.).

Of special interest to packers of dehydrated and frozen foods, vegetable and animal shortenings, frozen and powdered eggs, powdered milk, and similar products now being packed in cartons.

Method of Operation

1. Operator merely slips pouch over contracted flaps of Mandrel as illustrated. 2. Taps self-locking foot-pedal which automatically expands flaps, thus shaping pouch in box-like position, giving it rigidity. 3. Operator slips carton over shaped pouch. 4. Depresses self-locking foot-pedal which contracts Mandrel flaps and removes pouch-lined carton, all ready for use.

One day a German officer said to a close-mouthed loyal Dutchman: "Who is behind the resistance given by your people?"

"Only one man," was the reply, "and he is dead."

"What was his name?" pursued the officer.

"William the Silent," replied the Dutchman.

You
COMMAND
the Best
When You
DEMAND

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



Two New Durum Types Developed

Macaroni manufacturers and other users of quality durum wheat products will be interested in the two newly developed types of durum wheat, says H. O. Putnam, Executive Secretary of the Northwest Crop Improvement Association.

The North Dakota Experiment Station and the U. S. Department of Agriculture cooperating will release two new durum wheats to growers in the spring of 1943. These wheats have been tested for semolina and macaroni color for the past three years by durum mills in cooperation with the Northwest Crop Improvement Association and the North Dakota Experiment Station. Color of products from these two varieties is very similar to Mindum and rated equal to or better than Mindum in this year's tests. The durum wheat committee agreed that they were satisfactory and approved their being released to growers.

One durum wheat was named Carleton in honor of M. A. Carleton of the U. S. Department of Agriculture who imported Kubanka from Russia in 1900. The other was named Stewart in honor of a former Langdon,

North Dakota, Experiment Station superintendent. These wheats are the result of cooperative durum breeding work between the North Dakota Experiment Station and the U. S. Department of Agriculture. They are the result of an Emmer-Mindum cross with two Mindum back crosses. The purpose of the Emmer cross was to secure stem-rust resistance. The best hybrid selections were then backcrossed to Mindum to recover its desirable macaroni qualities and to eliminate the undesirable Emmer characteristics. Both Carleton and Stewart are stem-rust resistant. Carleton has a stiff straw and yields a little less than Mindum, while the straw strength and yield of Stewart are equal to that of Mindum. These wheats should soon replace undesirable poor milling durum types such as Acme, Monad, Golden Ball and others that have been grown in certain areas because of their stem-rust resistance.

The use of platinum in jewelry is prohibited by the government because the total available supply is needed in war.

Did You Get A Truck?

A total of 1,471 trucks, trailers and miscellaneous vehicles was released under the truck rationing program during the week ending January 23, the Automotive Division announced today.

Civilian users and holders of Government Exemption Permits received 128 light, 1,088 medium, and 95 heavy trucks, 91 trailers, and 69 miscellaneous vehicles.

The miscellaneous vehicle category includes station wagons, ambulances, hearses, etc.

Since the rationing program became effective March 9, 1942, a total of 101,246 vehicles of all types has been released. This total includes 22,586 light, 53,883 medium, and 12,389 heavy trucks; 7,235 trailers, and 5,153 miscellaneous vehicles.

In parts of France the Germans have imposed a fine of ten francs for the use of the French language. An Alsatian girl one day entered a shop and said "Good morning, everybody," in French. A Gestapo man reminded her that the use of French was prohibited and asked her to hand over 10 francs. The girl gave him 20 francs without so much as looking at him and said, "Now I can say 'Goodbye, everybody' in French as well."

Supply Customers Fairly

Manufacturers of Macaroni Products and all other food processors, wholesalers, and other distributors are urged by the Office of Civilian Supply and the OPA to share their supplies of scarce civilian goods among their customers on a fair and equitable basis.

Unless this is done, they said in a joint statement, many consumers, especially those in outlying regions, will be unable to obtain their fair share of scarce goods and many retailers may be forced out of business.

The statement suggested specific principles which, if practiced by manufacturers and wholesalers, would contribute greatly toward a fair distribution of civilian goods throughout the country.

The statement follows:

The decreasing supply of certain civilian products makes it absolutely necessary for suppliers (manufacturers and wholesalers) to share them among their customers on a fair and equitable basis.

While most distributors are doing their best to keep their customers supplied, nevertheless retailers increasingly complain that they are unable to

get scarce merchandise. If suppliers discriminate against some of their customers, some consumers, some retailers and even entire areas will soon be without goods.

Specific controls, such as consumer rationing and zoning, are helpful to prevent this but they do not apply to all consumer goods. Wholesalers and manufacturers can help in the equitable distribution of commodities not under such controls by distributing them according to the following principles:

(1) Supply each customer only with his fair, proportionate share of each scarce commodity according to the following formula:

(a) Determine the amount of scarce goods that are available.

(b) Deduct the amount necessary to supply new customers taken on in the past year, or expected to be added during the quarter in areas experiencing a large increase in population. The amount allowed to new customers should be the same proportionately as the amount allowed to old customers.

(c) Determine the per cent the

maintaining quantity is to the quantity available in the corresponding quarter of the previous year.

(d) Offer to supply customers a given percentage of scarce goods purchased by them during the corresponding quarter or month of 1942, the percentage depending on the amount of available goods. Thus, if a supplier has available, during the first quarter of 1943, only 75 per cent of the goods which he distributed during the first quarter of 1942 each of his customers would be entitled to a quota of 75 per cent of the purchases made by him during that quarter of 1942. Customers obviously should not use allotments to violate War Production Board orders governing maximum inventories.

We recognize of course that many suppliers do not have specific records of sales of particular commodities. It is becoming increasingly important that such records be kept at least for groups of scarce goods. Without distribution on the basis of records, there is no way of assuring equity except by rationing; and rationing entails records far greater in number and complexity.

(2) Adjust quotas available to customers in areas where there have been marked shifts in population to coincide with such shifts.

(3) Refuse to supply new accounts with scarce goods except in areas (a) where there has been a marked increase in population;

(b) where a competitor has abandoned service to a customer in order to save mileage.

(4) Continue using normal sound standards as the basis for extension for credit. When a customer has lost all credit standing he should be offered an opportunity to purchase his quota on a cash-with-order basis.

(5) Make no new long-time contracts which will require delivery of larger quantities of scarce goods than the customer is equitably entitled to receive according to the above stated principles. Make reasonable efforts to impose limitations outlined above when under contract to deliver a specified amount of scarce goods to a particular customer.

(6) Consider owned or controlled outlets as individual customers, thereby imposing the same limitations on such outlets as he imposes on his other customers.

This statement of policy is not intended to supersede but rather supplements existing priorities rationing and allocation regulations.

Manufacturers and wholesalers are urged to expedite the realignment of their distributive policies in conformity with this statement so that the equitable distribution of available consumer goods may be assured.

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



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Points Now More Valuable Than Money, Willis Says

Because excessive consumer purchasing power has put price in the background as a factor in buying, ration coupons are now more valuable than money in the grocery store, according to Paul S. Willis, President of the Grocery Manufacturers of America.

In a review of the first week of consumer buying under the point system, he declared that housewives are spending their coupons with extreme care, and are placing the emphasis on quality.

"Housewives have come to realize that an overspent food budget can sometimes be remedied, but that no one can dig down and produce extra ration coupons. As a result, American women are using their traditional ingenuity in getting maximum value for every point they pass across the counter."

With the 1943 "inflationary gap"—the difference between the amount of money in consumers' pockets and the total value of consumer goods which will be available—estimated to reach a figure between sixteen and twenty-five billions of dollars, it is pointed out that no such excess exists in the availability of ration coupons. Thus, he said, of the two kinds of currency

being used in grocery stores—money and coupons—the latter are actually more valuable because of sharp restrictions at the source.

"The foresighted housewife is becoming more quality-conscious than ever before," Mr. Willis declared. "Now that she is limited to three pairs of shoes a year, for instance, she will make sure that the three pairs she buys are the very best on the market. And that is just as true of food. The progressive housewife is buying the food she knows she can trust. Then, in the fashion for which American homemakers are world-famous, she is preparing those foods carefully and appetizingly so that her family will get the maximum health benefits from each purchase she makes."

Retail grocers should take their cue from this trend, and recommend the purchase of quality goods to their customers. In this way, he suggested, they can create goodwill that stems from satisfied customers, and at the same time help their own businesses. In addition to emphasizing quality in rationed items, grocers can profit by featuring the many excellent, nutritious foods which are not rationed and which will not be on the scarcity list in the near future. He mentioned bread, rice, cereals, spaghetti and macaroni, milk and fresh vegetables in the unrestricted category. Intelligent

use of such foods in combination with the rationed items, he said, is a way of assuring a balanced diet in spite of rationing.

The manufacturers' spokesman declared that the enrichment programs of many food companies, begun several years before the war and brought to their culmination during the past year, have a new and special importance because of wartime food shortages. All the popular cereals which were not whole grain have now been restored to whole grain nutritive values, he pointed out, and all flour now used in the baking of bread is enriched. Both bread and cereals are being used more widely than ever before, not only by themselves, but as extenders for scarce foods. Housewives who add bread, macaroni products and cereals to other dishes nowadays are adding solid, vitamin-packed food value, thanks to the enrichment program.

There is one rule which housewives should use in their shopping from now on. Buy the best food and prepare it wisely. It is too precious to waste.

Asked whether there will continue to be an unlimited supply of unrationed foods throughout 1943, Mr. Willis said that no such prediction is possible until the food industry's manpower supply is assured, both on the farms and in food factories.

SWAP - RIMES

by Gregg & Downey



Little Bo-Peep has lost her sleep,
And her dogs are all covered with blisters.
She was left all alone and had to walk home—
When she wouldn't swap rides with her sisters!

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

Liquid and Dried Egg Production, January, 1943

Commercial egg breaking and egg drying plants, in January, produced 42,643,000 pounds of liquid egg for immediate consumption, drying and freezing—3 per cent more than the 41,536,000 pounds produced in January last year. The quantity produced for immediate consumption totaled 1,175,000 pounds compared with 1,395,000 pounds in January last year. Production for freezing totaled 3,140,000 pounds in January, 1943, and 3,075,000 pounds in January, 1942. The remaining 38,328,000 pounds produced in January this year were used for drying. Of this quantity, 34,022,000 pounds came from currently produced eggs and 4,306,000 pounds from storage shell eggs. In addition, 5,077,000 pounds of frozen eggs were used for drying—bringing the total to 43,405,000 pounds of liquid egg used for drying.

Production of dried eggs in January totaled 12,018,000 pounds of which 11,962,000 pounds were dried whole eggs, 43,000 pounds dried albumen and 13,000 pounds dried yolk. Total dried egg production in January last year was 10,774,000 pounds.

During 1943 a much larger quantity of dried eggs will be needed for direct war purposes than was produced in 1942. It is now estimated by the Food Distribution Administration that at least 400,000,000 pounds of dried egg will be needed in 1943 to fulfill all requirements—an increase of 70 per cent over the production of 1942. The 1942 production of dried egg totaled 235,649,000 pounds compared with 45,280,000 pounds in 1941. Production in 1942 consisted of 226,127,000 pounds of whole egg, 2,253,000 pounds of dried albumen, and 7,269,000 pounds of yolk.

During the coming months, a large part of the processing facilities of the egg industry will be devoted to the

DRIED EGGS PRODUCED IN JANUARY

Source	Whole		Albumen		Yolk		Total	
	1943	1942	1943	1942	1943	1942	1943	1942
Produced from fresh shell eggs..	9,438	9,415	2	0	13	0	9,453	9,415
Produced from storage shell eggs	1,196	1,004	0	0	0	33	1,196	1,037
Produced from frozen eggs.....	1,328	267	41	55	0	0	1,369	322
Total.....	11,962	10,686	43	55	13	33	12,018	10,774

DISPOSAL OF LIQUID EGGS PRODUCED IN JANUARY
Totals for All Commercial Egg Breaking and Egg Drying Plants

Source	Whole		Albumen		Yolk		Total	
	1943	1942	1943	1942	1943	1942	1943	1942
Produced for immediate consumption.....	441	926	486	127	248	342	1,175	1,395
Used for drying.....	38,283	36,991	16	0	29	75	38,328	37,066
Frozen.....	2,577	2,574	236	350	327	151	3,140	3,075
Total.....	41,301	40,491	738	477	604	568	42,643	41,536

SOURCE OF LIQUID EGG FOR DRYING

Year	Month		Fresh shell eggs		Storage shell eggs		Frozen eggs		Total
			1943	1942	1943	1942	1943	1942	
1943	January	Liquid lbs.....	34,022	34,022	4,306	4,306	5,077	5,077	43,405
1943	January	Case equivalent.....	907	907	116	116	135	135	1,158
1942	January	Liquid lbs.....	33,425	33,425	3,642	3,642	1,349	1,349	38,416
1942	January	Case equivalent.....	891	891	98	98	36	36	1,025

production of dried eggs. Aside from the necessity of breaking out millions of pounds of liquid egg for drying currently, huge quantities of liquid eggs must be produced and frozen, to be used for drying during the latter part of 1943. Large quantities of shell eggs also must be stored to be used later in the year for drying. Production of 400,000,000 pounds of dried eggs will require the production of approximately 1,440,000,000 pounds of liquid egg. A decade ago, in 1932, production of dried egg utilized only 1,364,000 pounds of liquid egg. In 1942, approximately 27.4 per cent of the eggs dried came from liquid produced from storage shell and frozen egg—14.1 per cent from storage shell egg and 13.3 per cent from frozen egg.

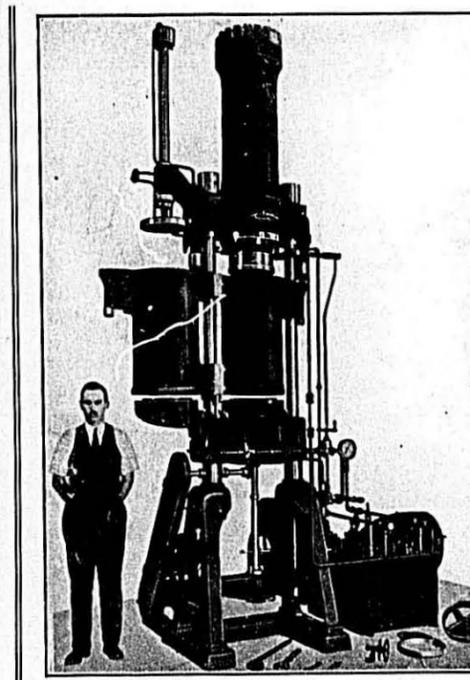
During January the Food Distribution Administration accepted offers on 12,289,790 pounds of dried egg. Offers accepted from February 1 to February 18 totaled 11,709,195 pounds—1943 figures being preliminary and 1942 figures revised.

Selling and Advertising

Shall we continue our advertising under the unsettled business conditions that grow out of war? That question which has long and is still puzzling macaroni manufacturers and other food providers, is answered by a recognized authority with this statement:

"Good and proper advertising is beneficial and necessary, under any and all conditions. Money spent for advertising is a good sound investment. Foods and other products that are produced for distribution to buyers and consumers, must be sold.

"There is only one distinction between selling and advertising. In selling, you tell the individual; in advertising, you tell the world. It is just a matter of the choice of the proper medium, the message sent. Done properly and consistently, advertising will multiply consumer acceptance of your suggestion and of your product."



PRESS No. 122 (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

Death of R. L. Silas

A heart attack caused the immediate death of Mr. R. L. Silas, president of The Pfaffman Company, Cleveland, Ohio, the morning of February 13, 1943. While he had been ailing slightly, he was able to attend to his principal duties, until the last week preceding when he was confined to his home with what was considered merely a bad cold. Death came suddenly.

Mr. Silas joined the macaroni-noodle firm several years ago as the representative of creditors who took over the plant during the depression and by sheer ability put the business on a paying basis. The Pfaffman Company, successor to the Pfaffman Egg Noodle Company, located at 6919 Lorain Ave., Cleveland, was one of the oldest and best known firms in the business. Its founder, Fred Becker, Sr., was for many years a leading figure in the National Macaroni Manufacturers Association, which he helped to organize in 1904. His firm also published the first *Macaroni-Noodle Journal*, the predecessor of the current *MACARONI JOURNAL* which is the official organ of the National Association.

Expressions of sympathy were extended to the members of the bereaved

family by the Association through its Secretary. Burial was in Cleveland.

Model Machines For Victory

Packaging machines are still available for food processors in need of units for replacement of worn-out machines, or for additional units required to handle the ever-increasing food demands. Realizing this, some of the leading packaging machine builders are modernizing their models in keeping with available material supplies and packaging needs. The Triangle Package Machinery Company of Chicago, Ill., recently circularized the trade with this message, in part:

"The answer to the macaroni-noodle manufacturer's wartime packaging problems, including labor shortages, rising costs, reduced profits, conversion to paper cartons and higher production rates, is to be found in two victory model packaging machines built in keeping with conditions. Built almost entirely of hardwood, they require a minimum of strategic metals and can be purchased without preference ratings. Together with conveyors of similar construction, they form the basis of several combinations of carton sealing setups which will meet virtually all requirements.

"Operation is simple; inexperienced

employees can quickly reach maximum production. Gluers and sealers can be placed ahead of, and following, fillers or weighers so that cartons can be bottom sealed, filled and top sealed in straight line production."

Hitler and Goering went to Calais and stood looking sadly across the Channel towards England. Suddenly Goering said, "Adolph, I have an idea. When I was at school, I remember I learned a story about a man who divided the sea in order to enable his army to cross on dry land." Then he added doubtfully "But I think he was a Jew."

Hitler, very excited and past caring whether the man was a Jew or not, sent immediately for a Rabbi. When he came the Fuehrer asked him, "Is it true that a Jew once divided the sea, leaving dry land for his army to cross?"

"Certainly," was the answer. "It was Moses."

"Where is he now?"

"I am afraid he has been dead a long time."

"Well, but how did he do it?"

"By striking the sea with a stick given him by God."

"And where is the stick now?" asked Hitler, very excitedly.

"The stick?" was the quiet reply. "Oh, that is in the British Museum."

HOLDING FIRST PLACE

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

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

F. MALDARI & BROS., INC.

Makers of

Macaroni Dies



178-180 Grand Street

New York City

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

The MACARONI JOURNAL

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

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

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

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

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

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

ADVERTISING RATES
Display Advertising, Rates on Application
Want Ads, 30 Cents Per Line

Vol. XXIV MARCH, 1943 No. 11



"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."

Association News

WPB Preference Rating Order P-140—Containers

Washington Representative B. R. Jacobs has passed on to members of the National Macaroni Manufacturers Association some pertinent information concerning the manufacturer's status under the War Production Board's Preference Rating Order, P-140, classifying users of fibre (corrugated) and wood shipping containers in order of their importance to the war effort.

They were advised as to just what steps they are to take in the event that suppliers refuse to sell them shipping containers unless they first obtain a preference rating. He adds: "After consultation with President C. W. Wolfe of our Association, we have made application for a rating for our Industry under P-140. If we obtain this Rating it will solve our problems regarding the use of containers as there is no doubt that there will be a great demand for them. Wooden boxes

are scarce and wood will become more and more difficult to obtain for containers, so I suggest that all users of wooden boxes change immediately to fibre or corrugated containers."

Production Survey

Through its Washington office and in cooperation with several Government agencies seeking pertinent trade data, the National Association has undertaken a survey of macaroni and noodle products production in various periods. Quite a number of firms responded fully to the questionnaire. Many of them overlooked its significance. Some merely forgot. However, here are some figures with which the Government officials will have to conjure respecting this food:

A group of firms closely related geographically and in the same production category, 17 in number, report that their total daily production capacity is 700,700 pounds.

In 1939 their combined output of macaroni products was 100,459,000 pounds. In 1942 the total output reached 114,512,000, and in the four months, October 1, 1942, to January 31, 1943, inclusive, they produced 143,880,000. The increase from 1939 to 1942 was 13.8 per cent. Compared with the four months above referred to, the increase was 42.2 per cent. "At that indicated capacity," concludes Director of Research, B. R. Jacobs, who is compiling the reports for Association and Government, "and running 300 days a year, as many are now doing, these 17 plants—a group selected because it was quite representative of the locality—are capable of producing 210,231,000 pounds, but they are still producing approximately 32 per cent under maximum capacity."

At the egg noodle end of production, here are some interesting facts: 18 plants with a total daily production capacity of 203,600 pounds, produced 25,056,600 pounds of noodles in 1939. In 1942 production had increased to 36,137,000 pounds and in the four months, October 1, 1942, to January 31, 1943, when demands were most heavy, their output was at the rate of 46,920,000 pounds a year. The increase from 1939 to 1942 was 44.2 per cent. Comparing 1939 with the four-month period ending January 31, 1943, the increase was 87.2 per cent.

"The indicated capacity," comments Director Jacobs, "and figuring 300 production days per year for the 18 plants selected, is that they are capable of producing 61,080,000 pounds yearly. They are now producing approximately 23.0 per cent below their maximum capacity."

These are but some of the many interesting facts about the industry, valuable data, as all will agree, that might be compiled by the Association

BUSINESS CARDS

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

National Cereal Products Laboratories

Benjamin R. Jacobs
Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

Vitamin Assays a Specialty.

Laboratory

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Office
No. 2028 Eye St. N.W., Washington, D. C.

AT BARGAIN PRICES

Used Machinery and Equipment

- 1—Cavaco, Cavagnaro & Ambrette 13 1/2" Vertical Hydraulic Press, removable dies.
- 1—P. M. Walton 66" Kneader, with tight and loose pulley.
- 25—Bronze and Copper Dies, 13 1/2".
- 25—Bronze and Copper Dies, 10".
- 2—30 Pound Exact Weight Scales.
- 1—2 Pound Exact Weight Scale.
- 20—72" Fans, 7 blades.

All in good working order. Will accept any reasonable price.

STEVE BUSALACCHI

2954 So. Kinicki Ave.
Milwaukee, Wis.

WANTED—Position as Factory Foreman or Plant Superintendent in a Plant on the Pacific Coast. 20 years of successful experience in Macaroni Manufacture. Finest of references. Will Consider Reasonable Offers. "B-M-W," c/o Macaroni Journal, Braidwood, Illinois.

with just a little more cooperation from manufacturers who could find many ways to use these guiding factors.

After the attempted bombing of Hitler in the Munich Brauhaus became known the following notices appeared in the windows of several butcher shops in Prague the next morning:

"There will unfortunately be no lard or pork today as the swine wasn't killed yesterday."

The Source of Our Supply

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

Pisa Duramber Abo

No. 1 Semolina Fancy No. 1 Patent Flour
Semolina

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

Amber Milling Division of

FARMERS UNION GRAIN TERMINAL ASSOCIATION

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

Cheese Increase Is 3 Cents

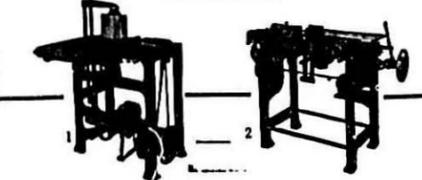
A ruling by the Office of Price Administration will serve indirectly to affect the cost of cheese and macaroni products dishes. Amendment No. 13 to Maximum Price Regulation No. 280, effective February 13, 1943, permits an increase of up to three cents a pound on specific kinds of domestic cheese sold after that date. Interpretation of the amendment, made by Prentiss M. Brown, Administrator, for release February 15, is as follows:

Recent increases of three cents per pound authorized by the Office of Price Administration on domestic-produced cheese of foreign types—such as limburger, Swiss, brick, Muenster, and Italian varieties—will not apply to inventories of assemblers, wholesalers and like distributors on hand prior to February 10, 1943, the Office of Price Administration ruled today.

Such reserves—totaling approximately 19,000,000 pounds and about a three months' national supply—thus will be available to consumers at a saving of slightly less than three cents per pound when sold at retail, making a total consumer saving of approximately one-half million dollars.

However, OPA also ruled that cheese factories could charge the full ceiling price—including the recent three-cent advance—when delivering cheese on or after February 10, regardless of whether such cheeses were manufactured before or after that date.

It pays to keep your machines' in first class operating condition



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

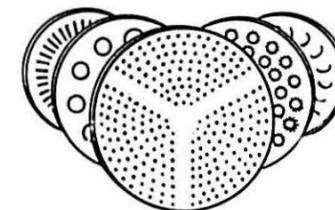
1. This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute, requiring one operator. After the cartons are set up, they drop on to the conveyor belt where they are carried to be filled. Can be made adjustable.

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

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

STAR DIES WHY?

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



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

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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Region No. 3
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Region No. 4
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Frank Traficanti, Traficanti Bros., Chicago, Ill.

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

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

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

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

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

Welcome A Dozen in February

The Pacific Coast, the Atlantic Seaboard and the deep South joined firms from the interior States in giving tangible support to the Navy War Activities being sponsored by the National Macaroni Manufacturers Association.

With the 22 new members enrolled in January—107 firms are now cooperating as an organized unit for industry protection and trade development. The February enrollees are:

Firm	Representative	Location
Buitoni Prods., Inc.		New York, N. Y.
Cassarino & Carpentieri	Vincenzo Carpentieri	New Britain, Conn.
Colonial Fusilli Mfg. Co.	Louis Abbenante	Brooklyn, N. Y.
El Paso Macaroni Co. (Restored)	Ernest Ponce	El Paso, Texas
Grand Olivier Food Prods.	Stanley Benn	Chicago, Ill.
Quality Macaroni Co.	D. Piscitello	Rochester, N. Y.
Pacific Coast Mac. Mfg. Co.	Joseph Merlino	Seattle, Wash.
Reich Macaroni Co.		Los Angeles, Calif.
G. Santoro	Jos. Santoro	Brooklyn, N. Y.
Seattle Macaroni Mfg. Co.		Seattle, Wash.
Youngstown Macaroni Co.	Mrs. Rose Crea	Youngstown, Ohio
West Coast Mac. Mfg. Co.	D. Merlino	Oakland, Calif.

And more are coming according to word given Association Officers and Board Members. Each new enrollment adds to the organized strength and the prestige of the group that since 1904 has been active in the cause of a food that is now finding its place definitely on America's menu.

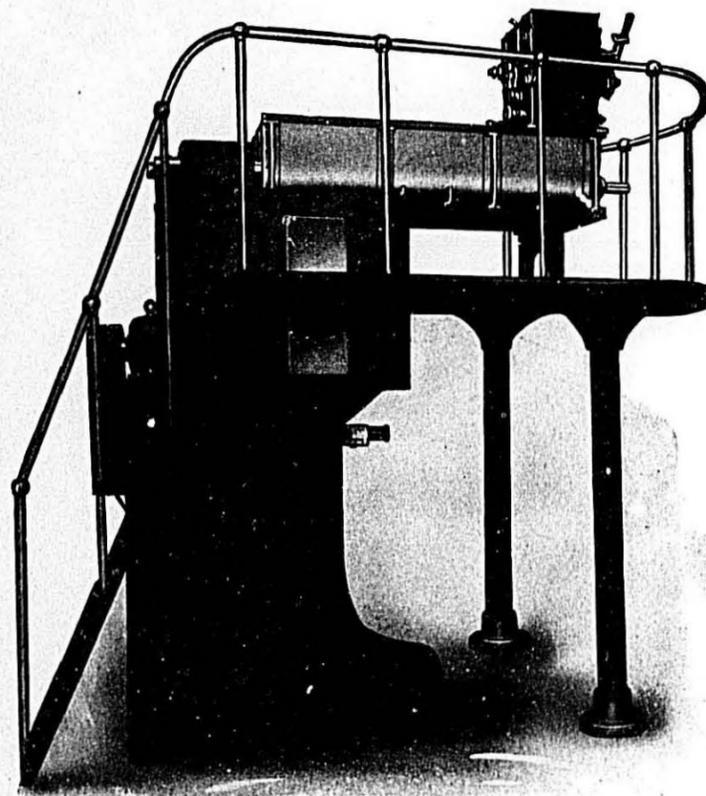
We welcome the new supporters and extend the hand of fellowship to the others who should follow the fine example of the 34 who joined during January and February.

M. J. DONNA,
Secretary.

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

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