

**THE  
MACARONI  
JOURNAL**

**Volume XXIV  
Number 12**

**April, 1943**

APRIL, 1943

# The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

# 24

*A Score and Four Years  
of Faithful Service  
to the  
Macaroni-Noodle Industry  
of America*

Official Organ  
National Macaroni Manufacturers Association  
Beverlywood, Illinois

Printed in U.S.A.

VOLUME XXIV  
NUMBER 12



## DOING AN A-L-L O-U-T JOB

Like all concerns who are interested in seeing the war won quickly and are willing to do whatever is required to bring about that happy situation, Rossotti is doing an all-out job.

We are always ready and willing to lend our assistance to Macaroni and Egg Noodle manufacturers, whose product is recognized as one of the mainstays of the national nutrition program.

Whether it be directly within the scope of our activities or not, Rossotti can be depended upon to help those members who wish to keep abreast of what the industry is doing.

We are endeavoring to serve the industry to the limit of our facilities—24 hours a day.

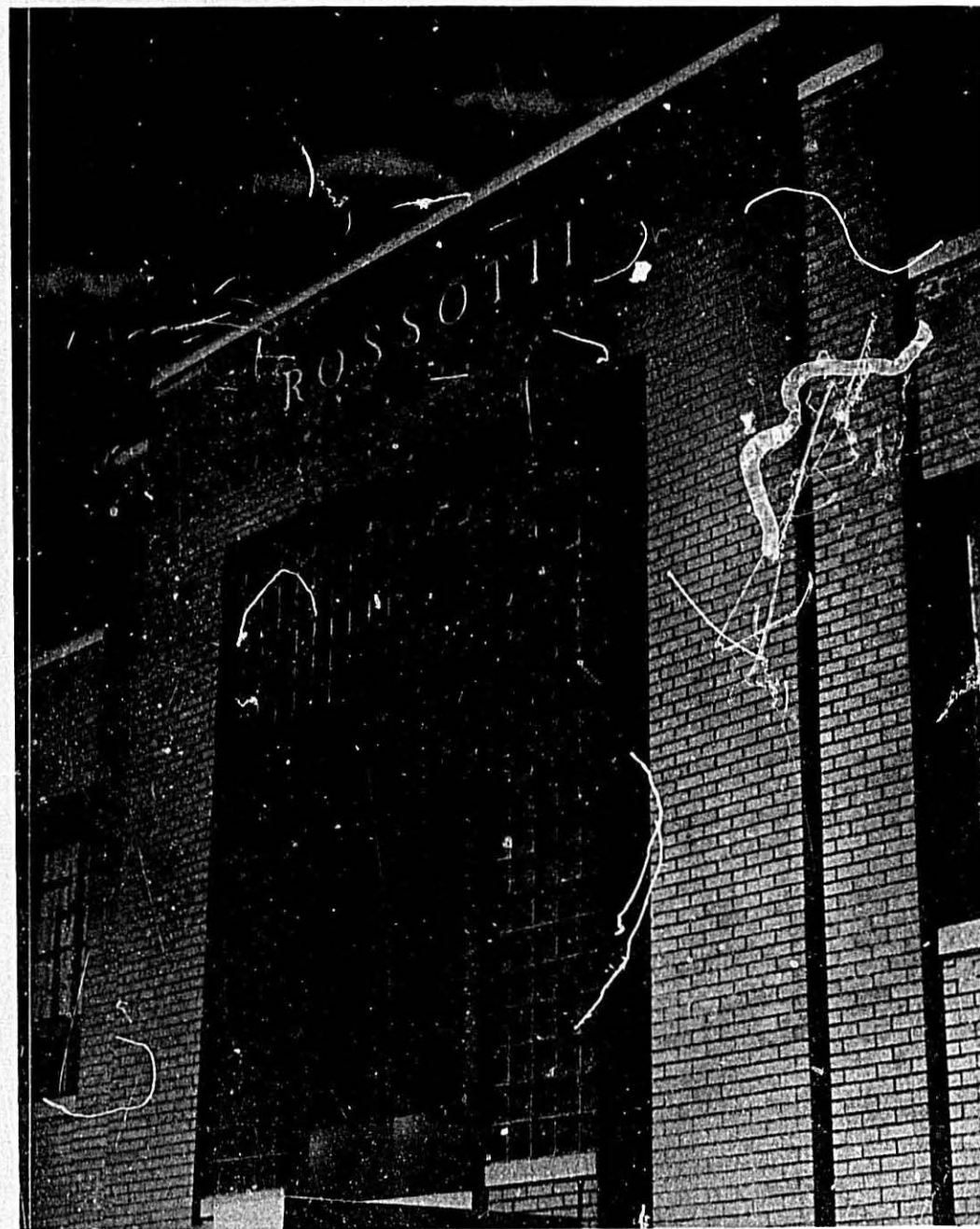
If you have any packaging problems, we offer you our friendly cooperation without obligation to you.

We also take this opportunity to offer our enthusiastic congratulations to the MACARONI JOURNAL on its Twenty-fourth Anniversary. To the Editors and Staff, we send our felicitations and best wishes for continued progress.

for macaroni & egg noodles  
**PACKAGING  
HEADQUARTERS** ★

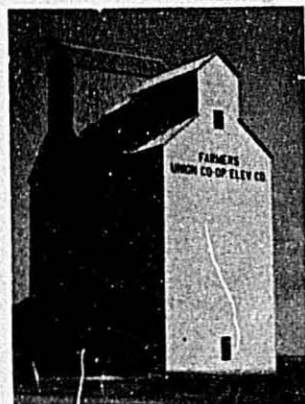
**ROSSOTTI LITHOGRAPHING CO. INC., NORTH BERGEN,  
BRANCH PLANT: SAN FRANCISCO, CALIFORNIA • SALES**

D E P E N D A B I L I T Y

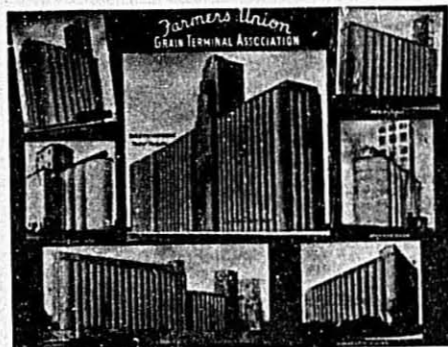


**NEW JERSEY \* ESTABLISHED IN 1898  
REPRESENTATIVES IN PRINCIPAL CITIES**

# How and Where We Get the Choice Amber Durum Wheat



More than 100 of the farmer-owned country elevators (such as pictured here), located in the area where the world's finest amber durum is grown, make the base of our source of supply. These elevators are affiliated with us and we have first call on their shipments to the terminals.



Our big terminal elevators, pictured here, provide more than nine million bushels of storage space, in which to keep an abundant supply of ambe. durum wheat exclusively for our mills:

These enable us to secure and to carry the choice amber durum wheat which is used in:

- Pisa**  
No. 1 Semolina
- Duramber**  
Fancy No. 1 Semolina
- Abo**  
Fancy Durum Patent

*Amber Milling Division*  
of

## FARMERS UNION GRAIN TERMINAL ASSOCIATION

1923 University Avenue                      Saint Paul, Minnesota

APPRECIATIVE ACKNOWLEDGMENT:

It pleases me that the Macaroni Journal thought well enough of my radio broadcast, in support of lifting restrictions on wheat production, to reproduce the text of it in full in its March issue.

General Manager  
Farmers Union Grain Terminal Association.

## Introducing — Miss Milly O'Cide

—our little Ambassador of Goodwill, who each month will bring to you a few moments surcease from the travail of War, the tangle of Priorities and other equally insistent worries. She's real—she's lovable—and she's as topnotch as the insecticide whose name she bears.

*Thanks Boss —*

MIDLAND LABORATORIES

—for these kind of words, and to you macaroni manufacturers, I can only add that I do sooooo much want to please you. If I can bring a chuckle into your life, a smile into your work, and generally make your day brighter—that is ample excuse for my existence. I'll be seeing you once every month this summer (shh-hh, don't tell your wife!) If perchance I don't reach your desk, it probably will be because the boys in your back room have kidnapped me. Ask THEM! I'll be seeing you soon—

Your  
*Milly O'Cide*



The New 1943

# MILLO-Cide

LINE OF FOOD INSECTICIDES

A "TRIPLE-THREAT" to all food insects!

The MILLO-Cide you will use in 1943 still contains PYRETHRUM, that famous though hard-to-get ingredient which made it one of the first and finest FOOD insecticides on the market.

To this has been added a new leg and wing PARALYZANT which has proven its effectiveness both in our testing laboratories and under actual conditions of infestation. The vehicle used in the New MILLO-Cide is completely refined to give you full freedom from taste or odor. MILLO-Cide will in no way detract from the cooking or baking characteristics of any food upon which it may come in contact.

In these times, when FOOD is the most precious commodity in the world, use an insecticide that is built for its protection.

SEND for a FREE ANALYSIS of your  
INDIVIDUAL PROBLEM in INSECT CONTROL!

We will send to you, without obligation on your part, a complete program designed to fit your specific conditions, and assist you in the extermination of the types of food insects most prevalent in your locality.

Simply reply on your firm's letterhead, giving your name and title.

**MIDLAND LABORATORIES**  
DUBUQUE, IOWA



# MAKE FASTER-SELLING NOODLES WITH COLOR-TESTED Cloverbloom Frozen Yolks

### Step Up Eye and Taste Appeal

It's color that attracts a woman's eye when she is selecting noodles in a store. You can make sure that every batch of your noodles measures up to the highest color standards by using Cloverbloom Frozen Yolks. They're selected for uniform, deep color . . . then checked against a scientific color guide! That means maximum, *natural* golden color in your product at all times!

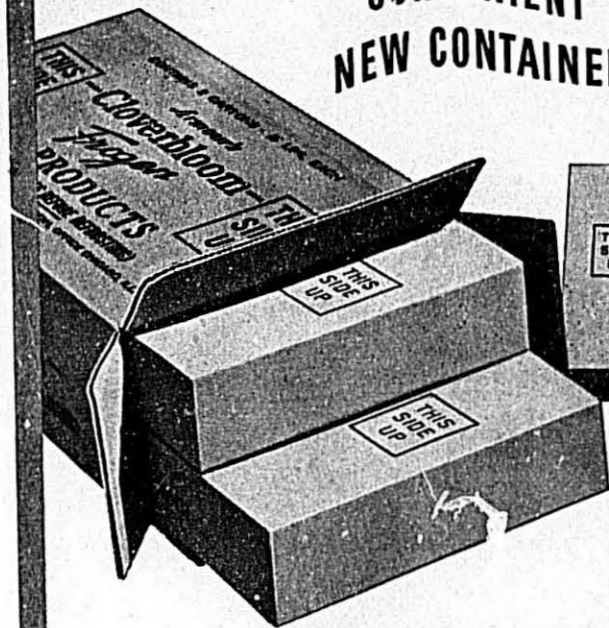
### Guaranteed 45% Solids

In addition, Cloverbloom Frozen Yolks are guaranteed to pro-

vide 45% solids! The accurate Zeiss Refractometer is used to make sure that this high-solid level is maintained in all frozen yolks bearing the Cloverbloom label. This means uniform high quality for your noodles!

Packed in the Spring, when egg quality is highest, these yolks come from strictly fresh, table-grade eggs. And they're clarified to remove all trace of grit, shell and fibre. For faster-selling noodles . . . for better color and flavor . . . use Cloverbloom Frozen Yolks. You can depend on them every time!

NOW IN  
CONVENIENT  
NEW CONTAINER



Developed to eliminate the use of critical war materials, this new container is actually proving more convenient than the tin it replaces. As illustrated, each package contains two fifteen-pound cartons. This makes it possible to defrost each of these units separately, as needed. Complete defrosting directions are printed on the outside of the container. You'll find this new package is easy to store . . . easy to use!

*Armour's*  **CLOVERBLOOM**  
*Poultry, Butter Eggs, and Cheese*

Produced and distributed by Armour and Company, makers of famous Star meat products

# The PACKAGING INDUSTRY is in the war too!



### TRIANGLE AWARDED "E" FLAG FOR EXCELLENCE

THE Triangle Package Machinery Company has been awarded the Army-Navy "E" for especially meritorious production of machinery and special assemblies for vital military purposes. In actuality, the high production standards which earned this coveted honor are the same high standards which Triangle established long ago in the peacetime production of Weighers, Fillers and Carton Sealers.

In order to expedite production of war materials and at the same time maintain a flow of essential packaging machines, Triangle plant facilities have been greatly expanded. After Victory the entire capacity of this plant will be devoted to supplying you with newer and finer packaging machinery than ever before.

Today . . . if you are entitled to preference ratings for package machinery, submit your requirements to Triangle where you can be sure of packaging experience and production excellence second to none





# CARTONS OF QUALITY

*We're Pledged . . .*

**- TO UNCLE SAM**

to do our utmost in bringing about an early and complete Victory—a Satisfactory Peace.

**- TO OUR CUSTOMERS**

to supply them as far as possible under war conditions with QUALITY CARTONS such as are used by the NATIONALLY KNOWN MANUFACTURERS.

Materials may be scarce—manpower short, making Production and Deliveries uncertain, but we will always be interested in the problems of our Customers. We'll help to lick them by Service and Cartons specifically suited for the job intended.

Atlantic Cartons protect your Products and Deliver them safely in perfect condition.



## ATLANTIC CARTON CORPORATION

NORWICH, CONN.

# MILLER

here's  
*your*  
weapon



### IN YOUR WAR AGAINST WEEVIL AND BEETLE REMEMBER . . . DR. LOEBEL'S IS 40% DEADLIER



YOUR battles against mill pests will be harder this year. To win, you've got to use a weapon with superior killing power. That weapon is Dr. Loebel's—an insecticide unequalled for the destruction of weevil and beetle.

Dr. Loebel's is specifically made to crumple these crawling mill pests. Unlike cheap, ineffective fly sprays that kill only the weakest bugs, Dr. Loebel's has the power to kill the toughest bugs.

Dr. Loebel's effectiveness is due to its deadly ingredients that quickly pierce the waxy armor of the insect's

body and paralyze the vital organs. The result is certain death to crawling insects—in every stage of development.

Dr. Loebel's has proved itself 40% more effective than fly sprays when used against crawling insects—proved itself not only in 1100 impartial tests by a great university,\* but also through more than 16 years of constant use under the most difficult conditions.

Remember, Dr. Loebel's is not dangerously flammable. It is non-poisonous, odorless, and can be sprayed freely.

The best way to blast weevil and beetle out of existence is with Dr.

Loebel's. So switch to Dr. Loebel's—now. A single test will convince you that its deadlier, effective fire-power gives you a weapon unequalled for the destruction of crawling mill pests.

\*Name and complete results on request



### MILLER'S RELIEF

Used once every three weeks, this heavier-than-air gas fumigant keeps milling machinery units insect-free. No other machinery fumigation is needed.  
FOR INSECT CONTROL WITHIN MILLING UNITS

## DR. LOEBEL'S

MILL SPRAY INSECTICIDE

The HUNTINGTON LABORATORIES Inc.  
DENVER HUNTINGTON, INDIANA TORONTO

## 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.



# MULTIWALL

## St. Regis PAPER BAGS

MULTIPLY PROTECTION • MULTIPLY SALEABILITY

ST. REGIS PAPER COMPANY

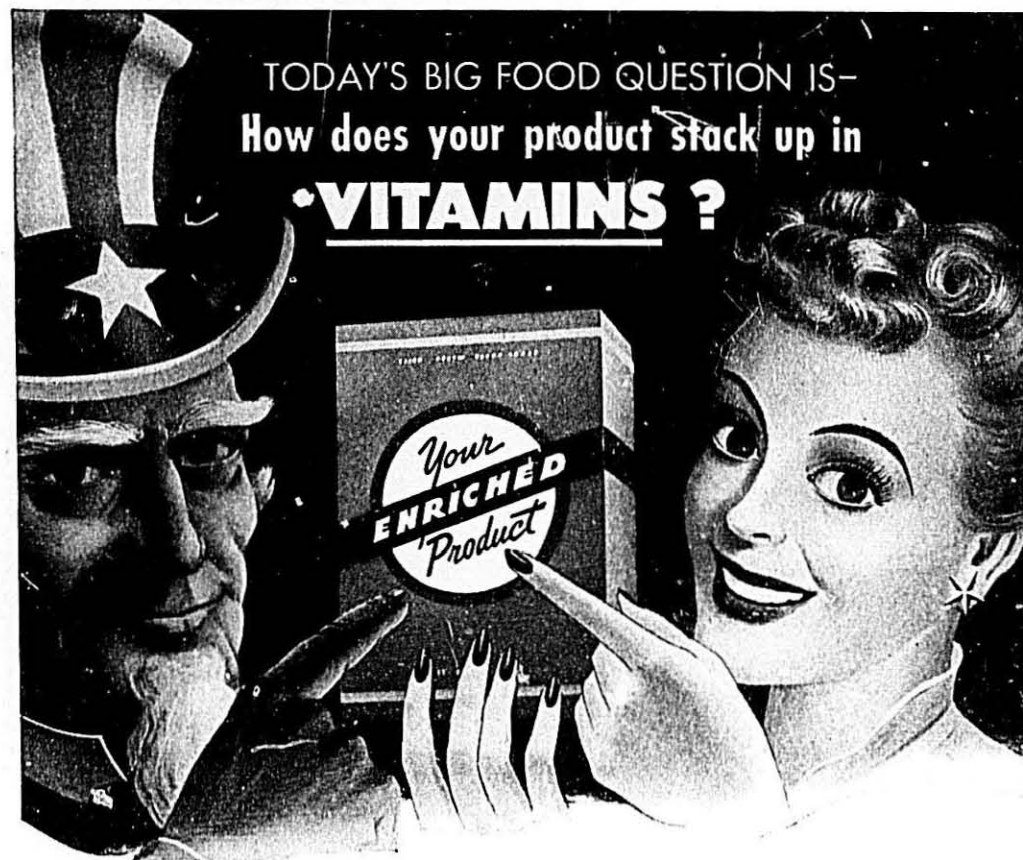
TAGGART CORPORATION • THE VALVE BAG COMPANY

NEW YORK: 230 Park Avenue

CHICAGO: 230 No. Michigan Avenue

Offices also at:

Baltimore, Md.	Denver, Colo.	Los Angeles, Calif.	Seattle, Wash.
Birmingham, Ala.	Emeryville, Calif.	Nazareth, Pa.	Toledo, Ohio
Dallas, Tex.	Franklin, Va.	New Orleans, La.	



TODAY'S BIG FOOD QUESTION IS—  
How does your product stack up in  
**VITAMINS?**

### High Nutritional Value is a War-time Necessity!

**To boost your sales (or even maintain them), today more than ever, it pays to enrich!**

Whether it's Uncle Sam buying for our boys on the battle front, or Mrs. Consumer buying for her family on the production front, today all eyes are focused on the nutritional value of your products.

Today your products must have high nutritional value! They must justify their right to precious cargo space—their right to a place in the rationed family market basket. And one of the main points by which they are judged is vitamin content.

So if your products don't stack up

in vitamins—if you have lost vitamins in processing—don't let somebody else's products push yours out. Instead, give serious thought to enriching.

You have seen what enriching has done for the sales of white bread, family flour, cereals, etc. And you know the emphasis Uncle Sam, nutritional authorities and housewives are putting on these foods today.

So don't risk present sales and your after-the-war future by lagging on enrichment. Find out today which of your products, in the eyes of nutritional authorities, should be enriched. Then—with enriching costs down to a mere fraction of what they used to be—go ahead and give your products

the firmest possible nutritional foundation.

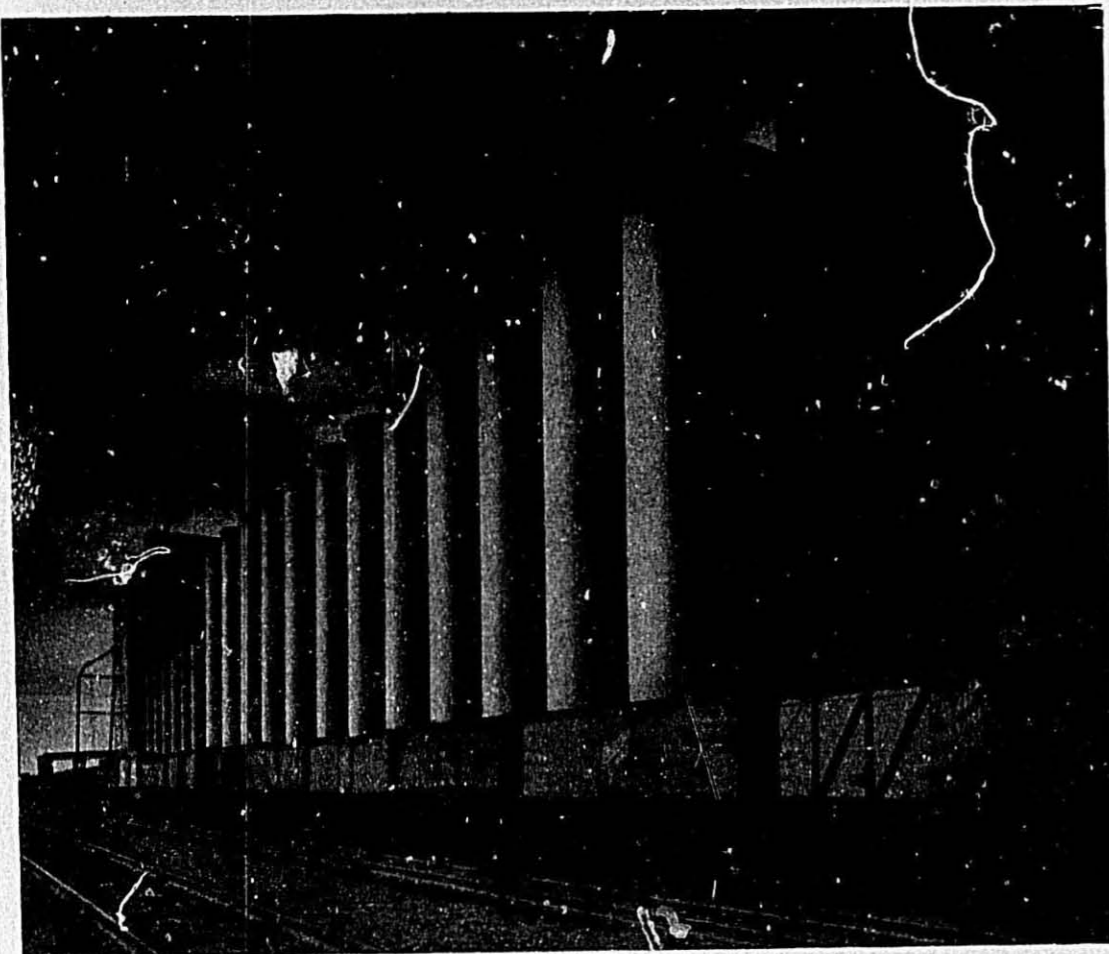
We will gladly advise you and give full technical information—how to enrich, the new low costs and the many benefits to you. We pioneered in vitamins and today are furnishing a goodly percentage of the nation's vitamins B<sub>1</sub>, B<sub>2</sub> and C requirements. Write us for the latest sales-enriching vitamin facts today.



Hoffmann-La Roche, Inc.

VITAMIN DIVISION  
ROCHE PARK • HULLEY - N. J.

## LARGE CAPACITY WHEAT HANDLING FACILITIES, MINNEAPOLIS ELEVATOR



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



# The MACARONI JOURNAL

Volume XXIV

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## "Sooners"

When in April, 1904, there was organized the National Macaroni Manufacturers Association, publishers of THE MACARONI JOURNAL whose Twenty-fourth Anniversary as its official organ is being celebrated by this feature edition, there fortunately existed a number of thinking and far-seeing pioneers of the Macaroni-Noodle Industry who realized the need of some organized industry action to foster and promote the then young and growing food trade.

The pioneers had a pretty clear idea of what they felt was a crying need, of what they thought an organization would accomplish, and of how they could put their ideas into effect. Out of all of this grew the present National Association which has functioned unselfishly through 39 years of prosperity and depression; of booms and panics; years of plenty and periods of trials.

Even in that early day, there were many manufacturers who were indifferent and preferred to let others do the thinking and worrying; to provide the progressive leadership, make sacrifices for the common good and to become targets for such blame as might come out of trying to do something progressive and out of the ordinary. Then, as now, all members of the Industry were not members of the National Association, but they were all "Sooners"—more "Sooner Would's" and some "Sooner Would Nots."

A noodle manufacturer who has long been a member of the National Macaroni Manufacturers Association recently called attention to a service bulletin that discussed the subject—"Sooners, Bad and Good." It explained the origin of the term "Sooners" as first applied to a group of squatters in the now famous land-grabbing rush into Oklahoma in 1889 when that territory was first thrown open for settlement by home-steaders on a "first-come, first-served" basis, saying in part:

"Oldsters will recall that at high noon of April 22, 1889, a nondescript army of some 20,000 men, women and children of high hope and dauntless spirit was lined up on what is now Oklahoma's north border, awaiting a momentous "go" signal—the signal which told them that government edict and armed guard no longer prevented them from rushing into the territory and staking out their claims.

"Over the border they poured—riders, runners, walkers, on horseback, in oxcarts, wagons and buggies, and on foot—a mad dash for a promised land which, as al-

ways, was to materialize for the strong, disappoint the weak—a colorful incident in the annals of America's pioneering history.

"But legend has it that many who on that eventful day entered the territory according to the rules found much of the best land already taken by those who had evaded the guards and entered in advance of the official opening.

"They were aptly called 'Sooners,' says the manufacturer. "But are we not all 'sooners,' not in the sense attributed to the pre-emptors of claims in Oklahoma nearly a half century ago, but in the sense that many of us would sooner do our part as citizens of our country, of members of our industry, while others prefer to let the willing carry more than their share of a common obligation?"

"While I have our Industry and our Association in mind, I'm thinking of bigger, more important things—the war that is affecting us all. In the current war effort, every macaroni-noodle manufacturer who realizes fully his duty to his trade and his obligations to its trade association, is found in the forefront, supporting the Government to help win the war, to win the peace and to make sure that it takes a leading part in the reorganization of the world to ensure a fair and lasting peace."

The picture is not as black as the point made would imply. As in all other lines of business, there will always be some who would sooner let "George do it," but by far and large the greater percentage of the macaroni-noodle manufacturers are patriotic, helpful and considerate. They are aware of three needs in this crisis: (1) full cooperation with country to help win this war; (2) unstinting support of group actions to better serve fighters and civilians, and (3) careful production of quality products, which when eaten by choice or as a forced change from foods that heretofore have been favorites, there will be developed a general liking for American-made macaroni, spaghetti and egg noodles and an after-the-war appetite for this good food.

So on the occasion of this celebration of the Twenty-fourth Anniversary of the adoption of THE MACARONI JOURNAL as the official spokesman of the industry, and the thirty-ninth birthday of the formation of the National Macaroni Manufacturers Association, may the "Sooner" group of the kind which both country and industry needs, grow in number and affluence.



# Our Industry—On Guard

This Anniversary Edition of the Official Organ of the National Macaroni Manufacturers Association and the recognized spokesman of the Macaroni-Noodle Industry of America is a symbol of what "Democracy" means to our people. Busy as we all are in helping our nation to win the greatest of all wars, we in this country remain free to do business the American Way, and choose this way to celebrate the completion of twenty-four years of service to our Industry.

We produce a food that never before was so popular, hardly ever more essential to the well-being of civilians and fighters alike. Our nation is depending upon us, among others, to see that the food supply on the battle front and on the home front is ample, and wholesome. "FOOD—THE DECIDING ISSUE," says President James H. McGraw, Jr., of McGraw-Hill Publishing Co., Inc., in an editorial appearing in the current issues of his popular publications, from which I quote the following as fully explaining our position:

"Never in the history of the world has man's dependence on food been so crucial. Yet it is not easy for us to grasp the full significance of the crisis. We are so accustomed to finding milk, eggs and butter on our doorsteps every morning, we are so used to filling our pantries from the shelves of our grocers and markets that we accept food as something that is due on our demand. We do not stop to think that we never are more than a few meals ahead of famine.

"But the picture has changed. Now we are faced with food rationing, and every day the shelves of our food markets become more bare. . . .

"The gravity of the situation becomes apparent when we consider that 50,000 factories are required to process our foods. Food processing is not only America's biggest industry—it is one of America's most important, for, without processing, most foods would perish before they could reach the consumer. The term "processing" covers all of the many methods of production and preparation that make it possible to eat in 1943 food that was produced in 1942. Few realize that most of the food we shall eat in 1943 was produced and prepared last year, that most of the seed we plant this spring will grow food for 1944 or perhaps later."

So, the war is keeping all of us busy, each at his respective job, be it the farmer, the defense worker, the food producer, the businessman—and moreso, those in the armed services of our country.

While the Editor with such help as he could muster, has been busy preparing this worthy birthday issue, others, too have been busy.

As the President of the National Macaroni Manufacturers Association, I, too, have been busy—first in managing my own little business, because my living depends on my doing that, and in giving all possible spare time to obligations as an Association Executive. Here are excerpts from a long report I recently made to the Board of Directors on what we tried to accomplish for the whole Industry in one of many trips to the nation's capital:

During a two-day stay in Washington, Director Jacobs and I held conferences with many of the key men of our Government, particularly those who are concerned with our many problems, a listing of which includes such important matters as:



C. W. Wolfe  
President—N.M.M.A.

1. Manpower Rating proper to our Industry.
2. Availability of all necessary packaging materials.
3. Any permitted increased productive capacity for our Industry to take care of Government requirements.
4. Permitted allowance for increased labor costs not permitted by OPA up to date.
5. Increased quantities of egg yolks or whole eggs to be packed for our Industry.
6. Availability of all other ingredients.
7. Allocation of production capacity for Government requirements.

Most of the interviews we had were at the request of the gentlemen we interviewed. It seems that all of a sudden a whole lot of Washington people are getting interested in the macaroni and noodle business.

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This gives you some idea of what we would be required to do for ourselves if the National Association were not trying to do it for the whole industry. It should show that the Association in attempting these things for the Industry should have the respect and the full support of every progressive firm in the business.

Never content with what we have, but ever hopeful of greater accomplishments if better supported, let's celebrate this joint birthday—the JOURNAL's Twenty-fourth and the Association's thirty-ninth—by again inviting all good manufacturers and allies to show their appreciation of long-continued, unselfish service by becoming supporting members of the Association and readers of the JOURNAL.

C. W. Wolfe, President.

# Eighteen History-Making Presidents

Historical and Pictorial Review of 39 Years  
of Association Leadership

On April 19, 1904, a group of pioneer manufacturers of macaroni and noodle products gathered at Pittsburgh, Pa., for the purpose of formulating a national trade organization for the then young but promising industry. By unanimous agreement there was established the first national body, taking the name of THE NATIONAL ASSOCIATION OF MACARONI AND NOODLE MANUFACTURERS OF AMERICA.

For fifteen years, under the leadership of six presidents and a Secretary who served on a part-time basis, the association prospered, keeping pace with the industry's development.

In 1919, after undergoing the vicissitudes of World War One, it was considered expedient to set up national headquarters with a full-time secretary in charge. This was effected on March 1, 1919, when the Executive Committee appointed M. J. Donna as the full-time executive with headquarters at Braidwood, Ill., and as Editor-in-chief of the organization's official publication, THE NEW MACARONI JOURNAL, which made its first appearance on May 15, 1919.

This action was unanimously concurred in at the 16th annual convention of the Association at St. Louis, Mo., June 10-12, 1919. It was also voted there to shorten the name of the organization to the NATIONAL MACARONI MANUFACTURERS ASSOCIATION.

Since setting up the organization on a permanent basis, twelve more leading manufacturers have been at the helm, guiding the organization through twenty-three years of peace, of booms, panics, normalcies and depressions into the Second World War.

So, during its long history of 39 years, eighteen Presidents, all executives of successful firms, have given of their valuable time, some for only a few months or a single term, others for years in guiding the activities of the trade's only national organization. Only two Secretaries served during this long period.—Edwin C. Forbes, as

part-time secretary from 1904 to 1919, and the present holder for the twenty-four years that followed, to date.

During the last twenty-three or four years, another executive has served the National Association faithfully and well. He is Benjamin R. Jacobs, formerly associated with the Food Administration of the U. S. Department of Agriculture, and since that day as the official chemist of the Industry and the Washington Representative of the National Association.



M. J. Donna  
Secretary-Treasurer, 1919 to date

President Number One—Thomas H. Toomey (1904-1905) of A. Selega's Sons, Consolidated, Brooklyn, N. Y.

President Number Two—G. F. Argetsinger (1905-1908) of L. B. Eddy Co., Rochester, N. Y.

President No. Three—Edward Driess (1908-1910) of San Antonio Macaroni Factory, San Antonio, Texas.

President No. Four—C. F. Mueller, Jr. (1910-1916) of C. F. Mueller Co., Jersey City, N. J.

President No. Five—William A. Tharinger (1916-1917) of Tharinger Macaroni Co., Milwaukee, Wis.

President No. Six—James T. Williams (1917-1921) of The Creamette Co., Milwaukee, Wis.

(Continued to Page 17)



Thos. H. Toomey  
1904-1905



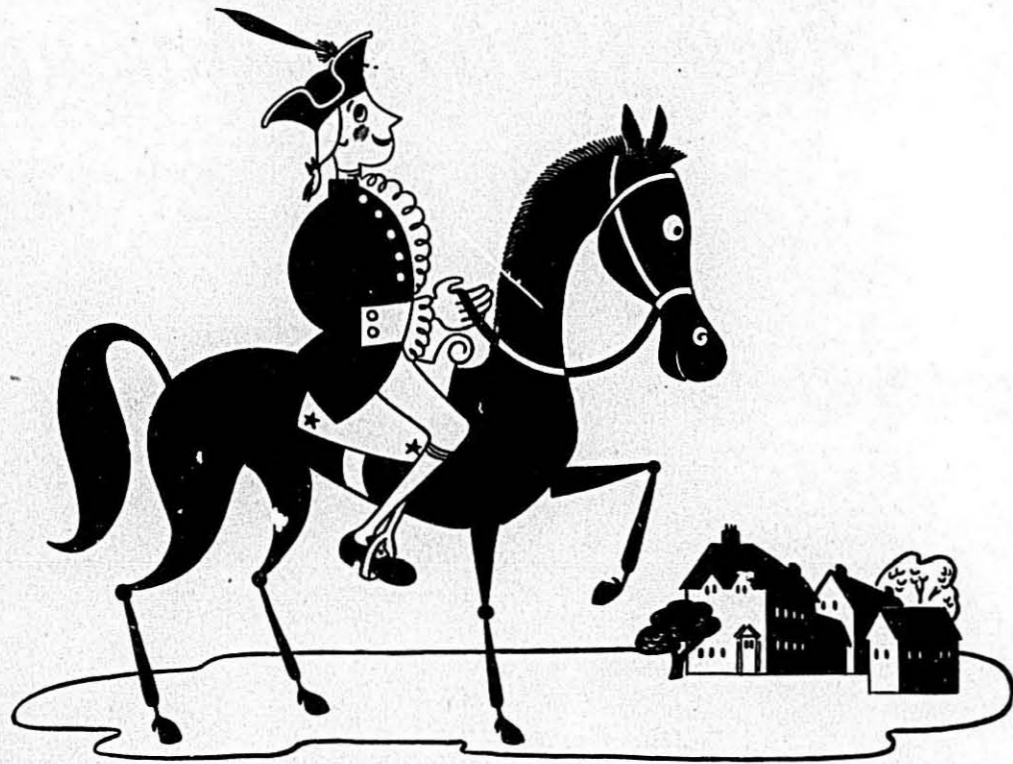
James T. Williams  
1917-1921



Henry Mueller  
1922-1929



Frank J. Tharinger  
1928-1930



# YANKEE DOODLE

GOES TO TOWN FOR YOU APRIL 30<sup>TH</sup>

YOU'RE apt to hear people whistling or humming

Yankee Doodle anywhere—anytime nowadays.

Guess that's why we're naming Betty Crocker's\*

new Macaroni special after Yankee Doodle right now.

It kind of fits into the picture. War—an aroused Amer-

ica—people buying Bonds—millions of

Young American Yanks in training and

in service. Speaking of service, you men

in the industry know that the Army and

Navy both serve more macaroni, spa-

ghetti and noodles than ever before.

You know too, why our boys are eating

more of these Durum Wheat products

... because they are energy-building foods,

and we need vigor for victory.

That's exactly the story that Betty Crocker is going

to tell her six million listeners on Friday, April 30<sup>th</sup>! And

she will have plenty to say about her friend, "Yankee

Doodle" Macaroni, too. She is going to give the recipe

for it and explain why she named it

"Yankee Doodle", especially right now.

Now how about the dish itself?

Well, just take a look at the page

opposite! It tells its own story! Get

set to let Yankee Doodle stick a

feather in your hat and **SELL YOUR**

**MACARONI!** General Mills, Inc.,

Durum Department, Chicago, Ill.



37 RADIO STATIONS — 400 NEWSPAPERS  
SCHEDULED TO SELL MACARONI APRIL 30<sup>TH</sup>

\*Betty Crocker is a trade name of GENERAL MILLS, INC.



# Betty Crocker— Yankee Doodle

**2 Names Known to All America . . .  
Linked in All-Out Macaroni Sales Drive!**



ALMOST from the time radio was born . . . back in the early twenties, Betty Crocker has been building and holding a vast audience of American housewives. She is the best known and most "looked-up-to" home economics authority on the air. And she carries a sales wallop that's felt from coast to coast!

And, during the past three years, when the consumption of macaroni products has increased *percentagewise more than any other basic food*, Betty Crocker has played a major part in helping this trend put dollars in your pockets!

Now is the time to consolidate these gains in macaroni consumption — now when your delicious foods are not rationed, and while homemakers everywhere are discovering how welcome durum products are at Am-

erica's wartime tables! Now is the time to make and keep a host of new macaroni and spaghetti friends so that you will enter the post war period with an even larger acceptance for your products. It is for this timely reason that General Mills thrusts the power of Betty Crocker into the picture NOW!

Friday, April 30th, Betty Crocker and Yankee Doodle will team up to fill the air with a sizzling broadcast for you! Her broadcast over 37 radio stations and her syndicated column "Kitchen Clinic" in 400 newspapers will feature "YANKEE DOODLE" MACARONI during the week of April 25-30!

Plan Now to tie in and urge your retail outlets to display and feature your brands during "Yankee Doodle Week". Your General Mills representative will be glad to give you further details. Ask him.

**General Mills, Inc.**  
Durum Department  
CHICAGO, ILL.

\*Betty Crocker is a trade name of General Mills, Inc.

**APRIL 30<sup>TH</sup> is Yankee Doodle Day!**



Frank L. Zerega  
1930-1932



Alfonso Gioia  
1932-1933



Glenn G. Hoskins  
1933-1934



Louis S. Vagnino  
1934-1936



Philip R. Winebrener  
1936-1939



J. Harry Diamond  
1939-1940



Joseph J. Cuneo  
1940-1941



C. W. Wolfe  
1941 to date

(Continued from Page 15)

President No. Seven—C. F. Mueller, Jr. (1921 for 6 months) of C. F. Mueller Co., Jersey City, N. J.

President No. Eight—B. F. Huestis (1922 for six months) of Huron Milling Co., Harbor Beach, Mich.

President No. Nine—Henry Mueller (1922-1928) of C. F. Mueller Co., Jersey City, N. J.

President No. Ten—Frank J. Tharinger (1928-1930) of Tharinger Macaroni Co., Milwaukee, Wis.

President No. Eleven—Frank L. Zerega (1930-1932) of A. Zerega's Sons, Inc., Brooklyn, N. Y.

President No. Twelve—Alfonso Gioia (1932-1933) of A. Gioia & Brothers, Rochester, N. Y.

President No. Thirteen—G. G. Hoskins (1933-1934) of The Foulds Milling Co., Libertyville, Illinois.

President No. Fourteen—Louis S. Vagnino (1934-1936) of Faust Macaroni Co., St. Louis, Mo.

President No. Fifteen—Philip R. Winebrener (1936-1939) of A. C. Krumm & Sons, Philadelphia, Pa.

President No. Sixteen—J. Harry Diamond (1939-1940) of Goch Food Products Co., Lincoln, Nebr.

President No. Seventeen—Joseph J. Cuneo (1940-1941) of La Premiata Macaroni Corporation, Connellsville, Pa.

President No. Eighteen—C. W. Wolfe (1941 to date) of Megs Macaroni Co., Harrisburg, Pa.

#### Association Treasurers

Two members and one paid executive have served as Treasurers of the National Macaroni Manufacturers Association during its 39 years.

Fred Becker of The Pfaffman Egg Noodle Co., Cleveland, Ohio, from the date of its organization—April 19, 1904 to 1927.

Lawrence E. Cuneo of Connellsville Macaroni Co., Connellsville, Pa., was the second Association Treasurer, succeeding Mr. Becker in 1927, serving one year.

M. J. Donna, Secretary of the Association, was made Secretary-Treasurer by action of the June 1928 convention, and continues to serve in that capacity to date.



Fred Becker, Treasurer  
1904-1927

#### Association Secretaries

Edwin C. Forbes of Cleveland, Ohio, from 1904 to 1919.

M. J. Donna of Braidwood, Illinois, from 1919 to date (1943).

# Package Macaroni Rising In Popularity

Wartime Market Shows Brand Preferences, Volume  
of Consumption and Dealer Distribution

How has the war affected grocery-buying habits? That was but one of many questions affecting food distribution which *The Milwaukee Journal* attempted to answer through its well-established annual consumer analysis completed last month. The 1943 or "wartime" consumer analysis is the twentieth annual survey sponsored by this popular newspaper, covering a typical American city—Greater Milwaukee—with approximately one-quarter million families.

For each edition, which is being more and more recognized as an invaluable and dependable measure of consumer preferences and buying trends, *The Milwaukee Journal* has averaged more than 6,500 families which replied to more than 300 questions regarding purchases, use and ownership of several types of products, and brand preferences.

Probably more important than the previous nineteen surveys of peacetime buying habits, is the information presented in the twentieth or "wartime" analysis, since questionnaires were returned in January, 1943, just before War Ration Book No. 2 was issued. Thus, a picture of buying habits is presented during wartime but immediately preceding general rationing of foodstuffs.

#### Method Used

A confidential questionnaire is mailed to housewives whose names are selected at random from pages of Milwaukee and suburban directories. This year 15,000 questionnaires were sent out and 7,000 or 46.5 per cent were filled out and personally returned to the newspaper's checking bureau.

No letter accompanies and no prompting is permitted. Questionnaires are filled out, unhurriedly, in the home, where each family has the opportunity to check brands and quantities accurately. As a reward for her cooperation, each housewife is presented with a large shopping bag filled with full size and sample packages of well-known products. This shopping bag of products is not given to the housewife until after her questionnaire has been completely checked and turned in.

The value of the consumer analysis, by the method explained, to advertisers, advertising agencies, producers and distributors, is greatly increased by supplementing the consumer data with a complete record of store distribution by individual brands.

Of particular interest to macaroni manufacturers are figures shown by the analysis, affecting their food. Unfortunately, noodles or egg noodles were not included in the survey. "Macaroni rode in on a wartime boom this year," says the staff officer of the newspaper after checking the records of a score of years, "gaining some 30,000 families. That perennial favorite, *White Pearl*, picked up 12,000; *Creamettes*, a third year product, added 3,800; and *Tenderoni* made its debut with 11,600. Journal advertising: *White Pearl*, 1,161 lines; *Creamettes*, 4,872 lines; *Tenderoni*, 2,010 lines."

In summing up the data developed by the survey, concerning macaroni products as reported below, it is reasonable to assume that the term "macaroni" as used by the surveyor includes all the shapes of plain macaroni products—macaroni, spaghetti, elbows, and such.

#### Macaroni Packages

After many years of little variation in popularity, package macaroni took a sudden spurt in Great Milwaukee this year with a gain from 75.5 per cent to 85.9 per cent. This year, 187,574 Greater Milwaukee families regularly buy package macaroni.

It is interesting to note that there is very little variation in the popularity of package macaroni among families in the various income brackets.

This year, 102 brands of package macaroni were reported in use by Greater Milwaukee housewives as compared with 108 reported one year ago.

Top position in the chart again goes to *White Pearl* with a gain in preference from 39.2 per cent in 1942 to 39.8 per cent in 1943. Independent Grocery store distribution on this brand moved ahead from 62.5 per cent in 1942 to 68.7 per cent this year. *White Pearl* may also be purchased in stores of both grocery chains.

*Ann Page* in second place is preferred by 23.7 per cent of all buyers this year as compared with 21.9 per cent a year ago. *Ann Page* is a private brand of the A & P food stores.

*Red Cross* is listed next with a consumer preference of 8.6 per cent representing 16,131 buyers. This brand is offered for sale in 40.3 per cent of Greater Milwaukee's independent grocery stores and in the National Tea stores.

*Creamettes* takes fourth place with a gain in preference from 5.7 per cent in 1942 to 6.9 per cent in 1943. This brand may be purchased in 47 per cent of Greater Milwaukee's independent Grocery stores and in the stores of both grocery chains.

*Van Camp's Tenderoni* is listed next with a popularity of 6.2 per cent, representing the purchases of 11,630 Greater Milwaukee families. This brand is offered for sale in 55 per cent of the independent grocery stores and in the stores of both grocery chains.

*Roundy's* and *Monarch* are listed in the chart in this order with popularities of 2.3 per cent and 2 per cent respectively. Five other brands are listed in the chart with popularities of 1 per cent or more.

The remaining 90 brands are included under the "Miscellaneous" heading with a combined popularity of only

(Continued on Page 20)



## Congratulations

MACARONI JOURNAL  
ON YOUR 24 YEARS OF SERVICE



AMERICAN COATING MILLS, INC.

Manufacturers of

CLAY COATED FOLDING BOXBOARD and CLAY COATED  
FOLDING CARTONS FOR THE FOOD INDUSTRY

General Offices and Mills: ELKHART, INDIANA  
Folding Carton Plants: ELKHART, INDIANA; CHICAGO, ILLINOIS  
Branch Sales Offices: Wrigley Bldg., Chicago; 271 Madison Ave., N. Y.

The trend  
is toward

ACM Clay Coated CARTONS AND CARTON BOARD

### Package Macaroni Rising in Popularity

(Continued from Page 18)

10.5 per cent. No one of these brands has an individual popularity of even 1 per cent.

#### TOTAL NUMBER OF BRANDS IN USE IN GREATER MILWAUKEE

Year	Number
1943	102
1942	102
1941	110
1940	130
1939	136

#### DIVISION NUMBER OF ALL FAMILIES INTO USERS AND NON-USERS

Class	Per Cent	Number
<b>Users</b>		
1943	85.9	187,574
1942	71.5	158,902
1941	72.3	142,540
1940	76.1	149,987
1939	78.0	150,209
<b>Nonusers</b>		
1943	14.1	30,789
1942	24.5	51,564
1941	27.7	54,611
1940	23.9	47,105
1939	22.0	42,367

#### USERS BY INCOME GROUPS

Per Cent	Number
\$50 rent and over	84.6
\$40 to \$50 rent	85.9
\$30 to \$40 rent	86.6
Under \$30 rent	85.8

### Spaghetti Dinners

Macaroni or spaghetti dinners are included in the Consumer Analysis for the first time since 1940. In that year only 15.4 per cent of all families reported the use of these products, while this year the popularity of macaroni or spaghetti dinners mounted to 26.9 per cent.

The highest popularity for macaroni or spaghetti dinners is noted among families of the lowest income bracket with 28.8 per cent of these families buying the product. As the family income increases, the popularity goes down, as evidenced by 24.8 per cent of the families in the top

income bracket regularly buying macaroni or spaghetti dinners.

Twelve different brands were reported in use this year as compared with 13 in 1940. Three brands are listed in the chart with popularities of 1 per cent or more. Kraft is the No. 1 brand by a large margin with 94.7 per cent of all families preferring Kraft dinner to any other as compared with the popularity of 90.6 per cent in 1940. The grocery store distribution of Kraft dinner remained approximately the same in 1943, being sold in 83 out of every 100 grocery stores in Greater Milwaukee. Kraft's macaroni or spaghetti dinner is also offered for sale in the A & P food stores.

Second place goes to Ann Page with a consumer popularity of 3.5 per cent this year as compared with 3.7 per cent in 1940. The actual number of buyers preferring Ann Page to any other brand advanced from 1,123 in 1940 to 2,054 in 1943. This brand is a private label of the A & P food stores.

Chef-Boy-Ar-Dee, the only other brand to appear in the chart, is preferred by 1.1 per cent of all buyers. Chef-Boy-Ar-Dee was found only in the A & P stores this year.

Included under the "Miscellaneous" heading are nine brands with a combined consumer popularity of 1.8 per cent, representing the purchases of 1,056 Greater Milwaukee families who regularly buy macaroni or spaghetti dinners.

#### TOTAL NUMBER OF BRANDS IN USE IN GREATER MILWAUKEE

Year	Number
1943	12
1940	13

#### DIVISION OF ALL FAMILIES INTO USERS AND NON-USERS

Class	Per Cent	Number
<b>Users—</b>		
1943	26.9	58,674
1940	15.4	30,352
<b>Nonusers—</b>		
1943	73.1	159,689
1940	84.6	166,740

#### USERS BY INCOME GROUPS

Per Cent	Number
\$50 rent and over	24.8
\$40 to \$50 rent	26.5
\$30 to \$40 rent	27.0
Under \$30 rent	28.8

## New York Regional Meeting

Manufacturers in the New York metropolitan area take their group meetings seriously as indicated by the attendance roll given below of those who attended a recent conference on the question of how best to conform with the provisions of the current regulations concerning the filing of new prices on macaroni-noodle products. With one solitary exception, all the firms are members of the National Macaroni Manufacturers Association.

President C. W. Wolfe of the National Association presided at the meeting, with Director of Research, B. R. Jacobs, assisting. Several other questions of current interest were also considered with the result that there is a better feeling among manufacturers, a greater unity of purpose and a determination to do their best in helping feed America to make it strong in battle and on the home front.

The roll:

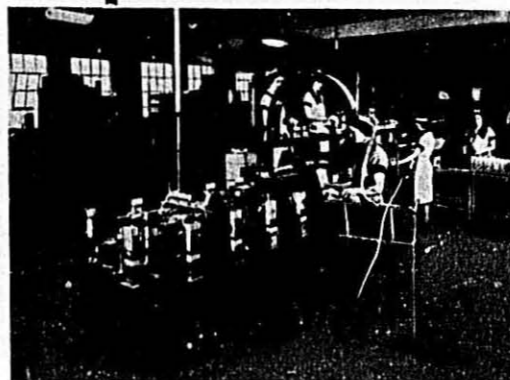
S. Arena—V. Arena & Sons, Inc., Norristown, Pa.  
 A. Q. Erminio—Atlantic Macaroni Co., Long Island City, N. Y.  
 G. Buitoni—Buitoni Products, Inc., New York, N. Y.  
 L. A. Viviano—Capital Mills, New York, N. Y.  
 Joseph Genorere—Cardinale Macaroni Mfg. Co., Brooklyn, N. Y.  
 Andrea Cardinale—Cardinale Macaroni Co., Brooklyn, N. Y.

Erich Cohn—A. Goodman & Sons, Inc., New York, N. Y.  
 Jerome I. Maier—A. Goodman & Sons, Inc., New York, N. Y.  
 J. L. Horowitz—Horowitz Bros. & Margaret, New York, N. Y.  
 C. J. Travis—Keystone Macaroni Mfg. Co., Lebanon, Pa.  
 David Wilson—King Midas Mills Co., New York, N. Y.  
 Sidney L. Kurtz—Kurtz Brothers Corp., Bridgeport, Pa.  
 Joseph Giordano—V. LaRosa & Sons, Inc., Brooklyn, N. Y.  
 Peter LaRosa—V. LaRosa & Sons, Inc., Brooklyn, N. Y.  
 L. J. Calvin—Lee Converters, New York, N. Y.  
 Harry E. Minard—C. F. Mueller Company, Jersey City, N. J.  
 Bartolo Filippone—National Macaroni Co., Passaic, N. J.  
 David Passetti—Paramount Macaroni Co., Brooklyn, N. Y.  
 L. Roncace—Philadelphia Macaroni Co., Philadelphia, Pa.  
 Samuel Regalbuto—Pillsbury Flour Mills Co., New York, N. Y.  
 Frank Fedore—Pillsbury Flour Mills, New York, N. Y.  
 Alfred Rossi—Procino-Rossi Corporation, Auburn, N. Y.  
 D. Piscitello—Quality Macaroni Co., Rochester, N. Y.  
 D. Lorio—Refined Macaroni Co., Brooklyn, N. Y.  
 H. E. Rossi—Roman-Prince Macaroni Co., Lowell, Mass.  
 E. Ronzoni, Jr.—Ronzoni Macaroni Co., Inc., Long Island City, N. Y.

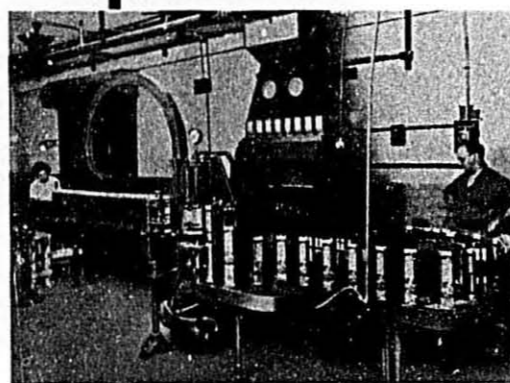
A. Sanacori—Sanacori Company, Brooklyn, N. Y.  
 Joseph Santoro—G. Santoro & Sons, Inc., Brooklyn, N. Y.  
 Ed. Vermilyen—A. Zerega's Sons, Inc., Brooklyn, N. Y.  
 J. P. Zerega—A. Zerega's Sons, Inc., Brooklyn, N. Y.  
 C. W. Wolfe, President—Megs Macaroni Co., Harrisburg, Pa.  
 I. J. Winston—Jacobs Cereal Products Lab., New York, N. Y.  
 B. R. Jacobs—Washington Representative, Washington, D. C.

## PACKOMATIC MACHINERY

### PACKING FOODS FOR VICTORY



PACKOMATIC CARTON SEALER  
 INSTALLATION CHICAGO PLANT  
 I. J. GRASS NOODLE CO.



PACKOMATIC CARTON SEALER  
 WITH AUTOMATIC CARTON  
 FEED, INSTALLATION  
 THE SKINNER MANUFACTURING  
 CO.

#### OTHER PACKOMATIC EQUIPMENT

SEMI-AUTOMATIC CARTON SEALERS  
 CARTON MAKING MACHINES  
 AND MANY OTHERS—WE WILL FURNISH DETAIL ON REQUEST

AUTOMATIC NET WEIGHT SCALES  
 PAPER TUBE MAKING EQUIPMENT

"BUY MORE WAR BONDS"

**PACKOMATIC**  
 PACKAGING MACHINERY  
 J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

REPRESENTED  
 IN ALL PRINCIPAL  
 CITIES

Packomatic combined top and bottom carton sealers are furnished for hand feeding cartons or with complete automatic carton feed, both models are shown here.

The automatic feed takes cartons in flat form from magazine one at a time, into a series of fingers and pockets, in a rotary movement, and places the opened cartons on revolving blocks. Carton bottom flaps are then automatically glued, folded down against block and passed through compression and travel on to blow-over spout where they are blown off the blocks through a spout to filling station. The filled carton then returns to the gluing station where top flaps are glued, folded and discharged into compression. All movements are completely automatic.

These machines operate at speeds of sixty or more per minute, occupy minimum floor space and are convertible for various sizes.

#### PACKOMATIC WHIPS-V-CASE SEALING PROBLEM

The new government specified V-shipping cases present a tough problem, the Packomatic Model "D" Case Sealer has been carefully designed to automatically and efficiently seal them, giving continuous low-cost operation at any required speed. This same unit will also handle regular corrugated or fibre shipping containers.

# Make the Most of Meat

People of Foreign Lands, Who Share Our Food, Do Tricks with Meat Flavor,  
Adding Gusto to Meals While Stretching the Supply

"The United States has been a beef-steak-and-gravy country for many people. That's what we want to make it for all of us," states the *Consumer's Guide*, of March, 1943, a publication of the U. S. Department of Agriculture, Washington, D. C. But until the war is over, we're going to have to do plenty of meat-stretching to make sure everyone gets his share of the supply.

Meat has been rationed. One pound will have to do the feeding job that 3 or more pounds used to do before rationing. The macaroni-noodle industry anticipated this rationing move and as early as last fall, through its National Macaroni Institute, launched a campaign aimed at educating American consumers on ways to stretch their meat by using one of nature's most natural stretchers—macaroni products. More about this later.

When you want to stretch meat, continues the official publication, housewives should consult experts, and by experts we don't mean the chefs in fancy restaurants. We mean people who came to America from lands where they have been stretching their meat for centuries, people from Russia, China, Hungary, Turkey, Armenia; Italy, Norway, Scotland, Spain. We mean people from Latin America, people who, even in peacetime, never had much meat. Maybe we can teach them something about vitamins, but they can teach us plenty about making a little go a long way.

Of course, there are many American cooks who can stretch a handful of ground beef into a Sunday supper. They know the tricks of using meat for flavor, while building up a meal's nutritive value with other, cheaper foods.

They are the hash experts, the meat pie specialists. They know how to do things with seasonings, how to pump strength into a mound of bland potatoes, how to give rice the flavor of roast beef.

They never forget, however, that you can't keep healthy on flavor. Meat supplies six main food values: protein, iron, phosphorus, niacin, thiamin, and riboflavin. If they cut down on meat, they substitute plenty of poultry, cheese, liver, kidney, milk, eggs, fish, dried beans and peas, lentils, soybeans, and peanuts. They also stress whole-grain and enriched cereals and bread, and pile up the dinner plates with green leafy vegetables.

Many recipes using these foods, with meat added for flavor, emigrated from foreign lands. Some are heirlooms, handed down for generations. Right now, with meat scarce, any cook who knows how to stretch it without straining the appetite, has something more precious than heirlooms. She has ammunition for our global war.

America, as the melting pot of all nations, has inherited many foreign food tastes. In times like these, when our leaders are urging us to think in hemispheric terms, we can speed up the process by doing some of our cooking the way they do in other lands.

Latin Americans stretch their meat with beans in chili con carne, with corn in tamales. They brown chopped meat in suet, add it to cooked kidney or chili beans, pep it up with garlic, tomatoes, chili peppers, salt. They cook it till it thickens, keep it 24 hours, reheat it, find its flavor improved.

In China, they mix bits of veal with celery, chestnuts, mushrooms, bamboo tips, to make chow mein. Tastes good mixed with Spanish onions, green pepper, pineapple, spinach, too. They cook it over a slow fire, stirring constantly, till meat is done and vegetables tender. They serve it with crisp noodles and rice.

The national dish in Haiti is beans and rice, with meat mixed in. First the beans are cooked, then they are fried with lard, onion, garlic, pieces of ham, and a pinch of thyme. When these are well blended, raw rice and water are added, the pot is covered, and the contents cooked over a slow flame till the rice is soft.

If our African troops in Liberia have been going in for native cooking, they've probably had meat served in peanut butter sauce with hard-boiled eggs. The sauce is made by stirring peanut butter into hot water, and cooking with meat stock. When it has reached the consistency of thick brown gravy, diced potatoes, diced cooked meat and hard-boiled eggs are added. It's served on rice, with chatney or other relish.

Italians stretch meat with spaghetti. They make thick, savory sauces with chopped meat, adding salt, pepper, crushed garlic buds, grated cheese, and bread-crumbs. They simmer it in tomato paste, thinned to proper consistency, and serve it on spaghetti with grated cheese.

Russians make a dish called "goloubtzy." It's a trick with cabbage you find in many foreign cookbooks. They mix ground meat with cooked rice, wrap a spoonful of the mixture in a scalded cabbage leaf, tucking in the ends, so the filling won't fall out. They roll the package in flour, brown in fat, and cook all the little cabbage packages in a sauce of sour cream and tomatoes.

Irish stew is a good meat stretcher. It's made with lamb or beef chuck, thickened with potatoes, carrots, green peppers, onions, celery, and tomatoes. Then, to give it a dash, the Irish toss in a teaspoonful of mustard, and the same amount of Worcestershire sauce or A-1 sauce. Follow your favorite recipe for the order of mixing, and allow plenty of time for all to simmer.

Hungarian goulash is a variation of stew, with noodles added for good measure. Its basic ingredients are lean beef, cut in cubes, potatoes, and tomato puree. Just before serving, Hungarian cooks add flour that has been creamed with butter and paprika, to thicken the mixture. It is served with noodles.

The British wrap their steaks up in pie crust. They make mutton pie, heaping small browned pieces of lean mutton in a pastry shell, filling in with chopped parsley and onion, catsup, and thickened gravy. They cover with pastry, and make a slit in the top, so steam can escape. They do the same with beef-steak and kidney, making a pie fit for a king.

French Pate de Foie au Gratin, or liver pie, is an extra-special something in the way of stretching meat. It's built on layers: First a layer of spaghetti, then a layer of cooked, chopped liver and bacon, then another layer of spaghetti, and so on till the dish is filled. Whipped eggs are poured over all, and chopped parsley is added. The top is dotted with butter and sprinkled with breadcrumbs and grated cheese. Then it's baked in a quick oven for 10 minutes, and served at once.

Scotch broth belongs to the stew family. Into it go such vegetables as carrots, turnips, onions, celery, cabbage, and leeks. Lamb or mutton, cut in small pieces, give it richness, while barley, flour, and butter serve to thicken it.

Spanish rice is a combination of tomatoes, onions, bacon, green peppers, and rice that can be served as the main part of a meal. The bacon is fried till crisp, then removed and broken into little pieces. Next the onions, green peppers and tomatoes are cooked in the fat, and simmered till well blended. Finally the rice and crisp bacon are stirred in, heated thoroughly and the dish is done.

A Turkish dish to put before your meat-rationed family is "shashlik." The Turks cut mutton or lamb in pieces, marinate them in garlic, oil, and vinegar, and roast them on skewers along with slices of tomato and eggplant. The Turks also have a cabbage-leaf roll similar to the Russian "goloubtzy," but instead of the sour cream and tomato sauce, the Turks bake the cabbage rolls in meat stock or water, and serve with lemon juice squeezed over them.

Armenians stuff breast of lamb with rice and currants; they stuff squash with chopped meat, onions, parsley and rice.

Norwegians like to pep up chopped beef with salt, pepper, ginger, and nutmeg, add milk and cornstarch, form into balls, and simmer them in a flour-and-fat gravy with onions in it.

The Portuguese use spicy sausage to flavor their kale and vegetable soups. Sausage is good in thick lentil or pea soup, too.

Mexicans mix boiled pork with corn meal and lard, wrap it in corn husks, and cook for an hour in boiling water. It's served in the husk, opened, so that it may be removed to the plate.

There are plenty of good American ways of stretching meat. There's corned beef hash, made with mashed potatoes, and southern hash made with diced potatoes. There is hamburger steak, which can be stretched a hundred ways. Try spreading raw hamburger on bread, and broiling it in the oven, with a slice of onion over it.

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Stretching meat is largely a matter of ingenuity. To do it successfully, you need imagination and a fine hand with such ingredients as onions, tomatoes, garlic, herbs, and spices. You need a spirit of adventure, but you also need to know how to fill in the nourishment usually derived from meat, with cheese and eggs and nuts and soybeans.

That's the cook's job, for the duration: To tickle the palate and build up the bones and do it on rations, too. It's a frontal attack on hunger and food supplies. And it can be done—with the help of a clove of garlic, a dash of thyme and American ingenuity. Recipes that call for foreign flavor and very little meat, are so economical—and so good—you won't even know that meat is being rationed.

## Some Timely Recommendations

Anticipating the message now being broadcast by the U. S. Department of Agriculture by at least six months, were two releases by the National Macaroni Institute which appeared in newspapers in every part of the country, combined circulation figuring in the many millions. They were then and still are "hot-off-the-wire" recommendations made just when Mr. and Mrs. America first became alarmed about their meat supply. Reference is proudly made to two of these releases to show that The Institute was on the job—as were the many manufacturers and allies who contributed to the promotion.

### Macaroni Baiting for Meat

Now that approximately two hundred million North Americans are discarding their usual mode of living as food shortages appear almost overnight, we should realize that in the game of life, the pinch hitter is just as important as in baseball.

Call in your pinch hitter, Mr. Macaroni, his brother Spaghetti, or their team-mate—Noodles. The diet problem has two strikes on it, the minute one of those husky batters steps to the plate.

Compare the cost per pound of your favorite meat, with the cost of a pound of macaroni, spaghetti or egg noodles. Then glance over the following recipes and see how far this "energy food" will stretch when used with fresh or left-over meats, or chicken and those necessary vegetables. Then you will realize why it is possible for Macaroni to bat for Meat in today's food game which must be won by the Nutrition League.

### Thrilly Macaroni Treat

Patriotic American housewives waste no meat. Here's a favorite way to combine left-over meats in a tasty, economical and generally popular dish:

1/2 lb. elbow macaroni—buttered bread crumbs  
1 1/2 cups ground left-over meats—pepper and salt  
Grind meat and add seasoning. Cook macaroni in 1 quart of water or stock that is boiling when macaroni is added. Stir until all liquid is absorbed. Season macaroni and meat to taste.  
Make a layer of half the macaroni in bottom of a shallow, greased baking dish; then add a layer of meat and finish with the rest of the macaroni for the top layer. Cover with buttered bread crumbs. Bake in moderate oven until crumbs are brown. Makes 4 good servings. Cost is almost insignificant.

### Spaghetti-Chicken Chop Suey

Here's a United Nations' dish that warrants popular acceptance in war or in peace:

1/2 lb. spaghetti  
1 cup mushrooms, chopped  
1 cup cooked chicken, minced  
1 Bermuda onion, minced  
1 cup celery, finely shredded  
1 cup chicken stock or liquid

Cook spaghetti in 1 1/2 quarts of boiling salted water. Drain, but save surplus liquid. Keep spaghetti hot. Add to the surplus liquid, the chicken stock, shredded celery, minced onion, chopped mushrooms and minced cooked chicken. Cook slowly till mixture becomes "creamy." Place hot spaghetti on platter, making a nest in center into which is poured the hot meat-vegetable mixture. Season all with salt and pepper, and sprinkle with Soy Sauce. Makes 4 generous servings. Cooked veal or other left-over meats may be substituted for the chicken if desired.

### Noodle-Egg Pies

Here's a meat-saver that is long on flavor and nourishment, but short on cost:

2 heaping cups boiled egg noodles  
6 eggs  
Cream, butter, salt and pepper

Boil egg noodles in a small quantity of water so that when done all liquid will be absorbed. Grease large muffin pan and fill the cups with egg noodles; form into a nest with noodles extending above the rim. Into each nest break an egg. Place on egg a tablespoon of cream, a dab of butter, salt and pepper to taste. Bake in hot oven (400 degrees), until eggs are set.

## "Yankee Doodle" Macaroni Dishes Are "Dandy"

In the second broadside, the patriotic flavor of macaroni dishes served as meat extenders was emphasized. "Yankee Doodle" is a symbol of patriotism. So can macaroni, spaghetti and egg noodles—The Energy Trio—mean patriotism, because they can be depended upon to give wartime menus the zip and zest expected in meat-rationed meals.

You can also rely on this energy trio to continue to fill their role as the nation's most popular and economical meat extenders, an especially important one now that we have meat rationing. Not since the last World War have housewives been so acutely aware of the need for nutrition, healthful and protective foods, and the great advantage of having on hand foods that are so easily and quickly prepared in many tasty and nutritious combinations.

Macaroni products are a boon to the busy homemaker who is forced to whip up a hot and tempting dinner when her tired and hungry family barges in, expecting just as complete and well-rounded a meal as they had before there was work for a combination cook and war-worker to do.

The march of women to the work of war places a heavier load on women who remain in the home. Therefore, the woman who has several packages of macaroni, spaghetti and egg noodles on her pantry shelf in these busy wartime days is wise, because she is always assured of ingredients for main dinner dishes that will please the whole family. Moreover, she can be snugly comfortable in the thought that such dishes are low in cost, nutritious in content, and can be prepared in a jiffy.

There are hundreds of recipes to be prepared from any one of the macaroni family combined with rationed meats or left-overs that are to be found in any good cook's refrigerator. For something simple and quick, try macaroni or spaghetti combined with left-over and ground-up meats, topped with toasted bread crumbs. You can frequently have buttered egg noodles as a change from potatoes. Your children will relish a bowl of milk and boiled macaroni, spaghetti or egg noodles for lunch.

Simple meals—but filled with hearty, fine flavor. That's what folks want today and that's why you'll want to try Spaghetti Goulash soon. It's a mealtime classic that is chock-full of protective health elements—it's an answer to our country's wartime challenge—"The United States Needs Us Strong."

### Spaghetti Goulash

1/2 lb. spaghetti  
1/2 lb. ground beef  
1 onion cut fine  
2 lb. green pepper, cut fine  
1/2 c. celery, cut fine  
2 c. canned tomatoes and juice  
1 tsp. Worcestershire sauce  
Salt and pepper to taste  
1/2 c. grated cheese (optional)

Cook the spaghetti in 4 cups boiling water, salted, until tender, and all water has been absorbed. Fry the meat until brown, then add remaining ingredients and let simmer until vegetables are tender. Combine with spaghetti and serve at once, or keep warm in oven or over low heat. Serves 6. For a change you can substitute macaroni or egg noodles for the spaghetti.





Chicken Noodle Paprika

These days when getting the most for your money is so important, thrifty homemakers will cherish this recipe for Chicken Noodle Paprika. It's the kind of dish that nutrition-wise mothers, who are planning meals for health, will want to serve often, because health-protective foods are more important today than ever before.

#### Chicken Noodle Paprika

- 1 lb. medium cut egg noodles
- 4 c. boiling water
- 1 tsp. salt
- 1 c. sliced carrots
- 1 c. sliced celery
- Salt and pepper to taste
- 1/2 c. onion cut fine
- 2 tb. butter
- 1/2 c. chicken stock, gravy or white sauce
- 1 tsp. paprika
- 1/2 c. minced cooked chicken

To the boiling water add the salt and the egg noodles. Cook until all water is absorbed and the noodles are tender. This will require about 10 minutes cooking time. Stir frequently during the cooking period. Combine the carrots, celery, onion and cook in the butter a few minutes, then add the chicken stock, paprika, seasonings and chicken. Cook slowly until vegetables are tender. Pour this mixture over the cooked egg noodles, place in casserole and bake 1/2 hour at 350° F. Whole pieces of chicken may be used in place of the minced chicken, if desired. Serves 6.

\* \* \*

To prepare tasty meals and provide nutrition at the same time, thrifty homemakers know that it's wise to include the economy trio—macaroni, spaghetti, and egg noodles—on their shopping lists frequently. Here, for example, is a money-saving, yet tempting dish that will be enjoyed often—Fillet Spaghetti or Macaroni Cutlets. It's the kind of recipe that's right in step with our Government's national nutrition and food-rationing program.

#### Spaghetti Cutlets

- 1/2 lb. spaghetti or macaroni elbows
- 1 tsp. salt
- 4 c. boiling water

Cook spaghetti or elbow macaroni in salted boiling water until all water is absorbed and the spaghetti is tender. Stir frequently. Combine with:

- 1 c. thick white sauce
- 1 c. bread crumbs
- 1/2 c. grated cheese
- 1/2 c. minced onion and parsley
- 6 to 8 strips bacon cut fine and fried crisp, if desired
- Salt and pepper to taste

Let mixture cool, then shape into patties or cutlets. Chill, dip in beaten egg, then corn meal or bread crumbs and fry in fat or oil about 2" deep. Serve at once, with tomato, Spanish or mushroom sauce. Serves 6.

\* \* \*

Anyway you serve macaroni these many wartime days, its added health benefits, economy and flavor will make it more than ever your family's first choice. Because of meat rationing, homemakers will want to step along with Uncle Sam by using more frequently food which has long been recognized as our nation's most popular meat extenders—macaroni, egg noodles and spaghetti. Serve Macaroni-Sausage Supreme tonight and hear the cheering compliments from every member of your family.

#### Macaroni-Sausage Supreme

- 1/2 lb. macaroni
- 1 tsp. salt
- 4 c. boiling water

Cook macaroni in boiling salted water until tender, and all water is absorbed. Stir frequently. Combine with:

- 1 c. bulk sausage, fried brown and drained on absorbent paper. (Diced left-over meats may be substituted here)
- 1 c. dry bread crumbs
- 2 tsp. minced parsley
- 2 egg yolks, beaten
- 1/2 c. milk
- 2 tsp. minced onion
- Salt and pepper to taste

Fold in 2 egg whites stiffly beaten. Pour mixture into a greased loaf pan. Set in pan of water, bake at 350° F. for about 40 minutes, or until mixture is firm and evenly browned. Slice and serve, with or without sauce. Serves 6.



Macaroni-Sausage Supreme

## COMPLETE PACKAGING SERVICE TO INDUSTRY

**Shellmar**™ AS EVER WILL

ALWAYS DO ITS UTMOST

TO BE OF SERVICE TO THE

MACARONI INDUSTRY.



SHELLMAR  
PRODUCTS COMPANY

224 South Michigan Avenue  
CHICAGO, ILL.

MOUNT VERNON, OHIO  
PASADENA, CALIFORNIA

3115 Empire State Bldg.  
NEW YORK, N. Y.

## Egg Breakers and Noodle Makers Conference

*Understanding Reached at Conference Held in St. Louis Between Egg Noodle Manufacturers and Officers of the National Egg Breakers Association*

Through the office of the Secretary of the National Macaroni Manufacturers Association at Braidwood, Illinois, there was arranged a meeting between manufacturers of St. Louis and vicinity and a special committee of the National Egg Breakers Association in St. Louis, Mo., to discuss some of the egg problems in which there is a common interest.

Louis S. Vagnino, past president of the National Macaroni Manufacturers Association and member of the present Board of Directors, headed the delegation of St. Louis manufacturers, every firm in that city being represented. John Zerega of A. Zerega's Sons, Inc., Brooklyn, N. Y., and A. Greenwood of New York City, who were in St. Louis at that time, also took a prominent part in the friendly discussion that cleared away many of the problems that have been bothering both supplier and user.

The meeting was held at Hotel Jefferson, starting at 11:00 a.m. Sunday, February 21, 1943, and was presided over by President J. Henningsen of the Egg Breakers Association. Spokesman Vagnino outlined the thinking of the egg noodle manufacturers with reference to current regulations by saying in part:

"One of the most important subjects that is commanding our attention at this time aside from the ceiling on eggs, is the matter of color of eggs required in the manufacture of egg noodles and egg macaroni. As you all know, the important distinguishing mark in egg noodles is the color. A deep yellow color is desired, and deep yellow yolks are a basic necessity. Some of us are concerned over the possibility that there may be no yolks frozen this year and that we may have to content ourselves with using whole eggs. In that event it is quite obvious that the color of egg noodles made with whole eggs will not be the same as they would be if made with yolks, entirely. Can anyone give us some idea of what may develop along these lines?"

Several egg breakers aiming to throw light on the problem spoke along the lines that since no official regulations have been promulgated, it would be the breakers' intention to continue supplying the trade with both whole eggs and yolks, though there was some talk of reducing the quantities available by about 20 per cent. Mr. Gross of the Egg Breakers predicted that the egg noodle manufacturers could expect to obtain at least

up to 80 per cent of their egg yolk needs.

Mr. Zerega supported the egg noodle makers' position with these facts: "We understand that the makers of egg noodles will require somewhere around 18,000,000 pounds of egg yolks this year, and we are interested in knowing whether or not the Egg Breakers are in a position to supply this quantity of egg yolks, so we can lay our plans. If we are compelled to make a portion of our egg noodle output with whole eggs, instead of yolks, our product will be affected, because the albumen contained in whole eggs has a tendency to toughen the noodle itself, to increase the cooking time, and in addition require re-educating of consumers if such changes are made.

Mr. Greenwood of Foulds Milling Co. asked if it would be possible for the Egg Breakers to establish a definite policy on egg supply so that all egg users would be placed on the same basis, "either by deciding that all go on a whole egg basis, or to make the necessary separation to insure a sufficient quantity of egg yolks for our needs."

President Henningsen made it clear that while the discussion made things clearer both from the standpoint of the egg breaker and the noodle manufacturer, there was really nothing that could be done until ceiling prices were established and the differentials set up. "There are just so many unknowns at the present time; we must wait until the first step is taken by OPA in setting its price ceilings, and then start evaluating the various questions that are confronting us today. I think from the standpoint of your being able to lay out a program for the whole year, that may be difficult. I mean, a lot of us this year will have to be, more or less on a day-to-day basis."

On the question of the demand for whites for other uses, it was brought out that during the earlier weeks of 1943, the demand for whites was relatively higher than on the last year basis, which means that there is an incentive for separating whites and yolks, allowing sufficient yolks for the macaroni manufacturers. On this, spokesman Vagnino said: "We are pleased to hear that, because there is no doubt the salability of noodles is determined by color. Since noodles are primarily sold on color, it means that the manufacturer who has good color in his noodles is going to do the selling. If we use whole eggs we won't get the same color as when egg yolks

are used. So with the strong reported demand for egg whites, if continued, there should be no reason for egg sellers not continuing to supply us with all the yolks we want."

A problem that concerns the egg breaker as a result of demands by egg noodle manufacturers is that of continuing the separation of yolks by grades. On this point it was stated that under present conditions the housewife will have to get used to a lighter yolk, because under present circumstances the grading of yolks will have to be reduced to a minimum. On the other hand, it was pointed out by one breaker that "it has always been a problem for breakers to sell egg yolks when they have to produce so many whites for the baking trade—so I think that the egg breaking industry, as a whole, should continue to encourage the use of yolks in the noodle industry."

Joseph Freschi of Mound City Macaroni Co. made the point that by using whole eggs, the cost of noodles would be increased to the consumer and wondered how that would affect the general program of the government to keep prices down. "Roughly figuring, what will it cost a noodle manufacturer if yolks are used, and what if we are compelled to use the whole eggs, whites, too? According to my figures, if we had to use the whole egg, the cost of noodles to consumers would be a half cent a pound higher than if we used yolks only—if noodles are to be up to our standards."

While there was more talk than action at this friendly conference, there was much accomplished in making clear the predicament in which the egg noodle manufacturers are placed by not knowing what to do under changing conditions. It was generally understood that the egg breakers are willing to supply the noodle makers' yolk needs as far as that is practical—that they have interests in common—and that meetings of this kind should be helpful in solving mutual problems.

Automobile trailers used to carry new cars from factories to dealers are now being used for carrying passengers to work in war plants. Bodies fabricated of plywood or patented wallboards are fitted on the metal frames which formerly carried the cars. They accommodate from 80 to 100 passengers.—*Science News Letter*, April 10, 1943.



## SOLVING PROBLEMS . . .

. . . That's something we in America have always worked *together* on! Co-operating—working together to solve problems is a tradition in this country. And there are plenty of problems in wartime. You have them. We have them. Yours is a double job—supplying food to the war front—keeping up the flow of food to the home front. We realize what you're up against, and we will do all we can to help you keep your plant running smoothly and to help you meet production schedules. This is our pledge in wartime, as in peacetime—to supply you with the very finest durum products modern milling equipment and methods can produce.

## KING MIDAS FLOUR MILLS

MINNEAPOLIS



MINNESOTA



## Macaroni and Egg Noodle Packaging in Wartime

By Charles C. Rossotti, Executive Vice President,  
Rossotti Lithographing Co., Inc., North Bergen, N. J.

Expanding production presents problems even in normal times. The increasing production of packaged macaroni and egg noodles challenges the ingenuity not only of the manufacturers of these products, but the equipment and packaging suppliers who must service them. The conditions attendant to a nation at war certainly do not render these problems any easier to handle.

A few years ago, an executive confronted with excessive labor costs or a shortage of labor would give immediate consideration to the acquisition of suitable mechanical equipment to obtain the necessary packaging efficiency.

Today this executive finds that he has no such second line of defense. Adding to his woes of diminishing labor, he finds that he cannot go out and procure new equipment, not even suitable used equipment. The manufacturers of the equipment he wants are tooled for war. The United States government is their ace customer, often their sole customer. Most used equipment has already been snapped up. Unless macaroni and noodle manufacturers can supply high preference ratings to the machinery and equipment manufacturers, they will not be able to secure the proper packaging machinery and equipment.

Juggling present equipment and facilities to make them produce more in the face of fewer operators is no easy task. The manufacturers must tap the resources of their ingenuity. I might point out a few helpful fundamentals. First: The proper maintenance of present equipment is today more important than ever. Each plant should assign a responsible or maintenance mechanic to see that all vital machinery parts are properly lubricated, serviced, and periodically inspected, so as to place the maintenance of such machinery on a preventive maintenance basis, rather than a repair maintenance basis. Anticipating breakdowns and other troubles due to worn parts, is more important than ever today. Such parts of machinery and equipment as were formerly plentiful and kept in stock, may no longer be available. Delays and breakdowns are more costly than ever these days, because of the pressure of packaging production and the large backlog of orders to be filled.

Secondly: It is often possible to increase production by laying out equipment and linking operation so

that the utmost in wasteless motion and efficiency is obtained. No two plants are alike and each must go about this job on an individual basis. Larger plants having more machinery and employees will usually find more opportunities for "tightening-up" than smaller operators, who are likely to use more rudimentary methods. But even the latter are not exempt from the necessity for a fresh appraisal of their methods.

Generally, the macaroni industry is rapidly reaching a state of admirable technical efficiency. The packaging of long-cut macaroni and spaghetti products in folding cartons can be accomplished almost automatically all the way down the line, with the exception of the weighing operation. To my knowledge, no scale device has yet been perfected which will automatically weigh long sticks of macaroni and spaghetti. I understand that there are several approaches to this problem under study, including my own, but for the most part experimentation on this subject is being held in abeyance for the duration. However, filling, closing and sealing operations have been perfected to a high degree of efficiency.

The packaging of free-flowing, short-cut macaroni items such as elbows and shells can be handled one hundred per cent automatically, including the important weighing operation. Satisfactory semi-automatic and fully-automatic equipment have been devised for this class of macaroni products.

The packaging of fancy shapes and specialties has perhaps presented the knottiest problems to the manufacturers. However, even such products can be handled with a surprising degree of efficiency, if suitable equipment and proper packaging room arrangements are available.

Egg noodle packaging poses a different problem altogether. Egg noodles are fluffy. They must be handled with extreme care. The filling operation in packaging egg noodles is complicated because it is necessary to "squeeze" the strands of noodles as they are plunged into the packages. The tightness or looseness of the "squeeze" often determines the size of the packages. In other words, the same 8 ounce package might be tight for one manufacturer, loose for another, depending upon the way the noodles are "squeezed" into the packages. Care must be exercised to make



Charles C. Rossotti

allowance for slack in packages after the noodles have settled and the final effects of the "squeeze" have taken place.

Several types of equipment, based on the principle of the photo-electric cell or electric eye, have been devised, and were just beginning to make their appearance in various types of equipment for the automatic weighing of egg noodles when the war broke out. Like much other experimental machinery, this equipment has also been temporarily discontinued for the duration. After the war there is no doubt in my mind that this remarkable weighing equipment will enjoy widespread use for handling egg noodles.

Manufacturers who are confronted with some of these packaging problems and require machinery and equipment, should make known their situation to the War Production Board in Washington and seek the proper preference ratings that will enable them to obtain some sort of equipment, at least to tide them over for the duration of the war.

Substitution of various types of packaging materials, because of the restrictions and curtailment of such materials, is another important problem which manufacturers are running into. Even in such cases, however, with expert advice, many packaging material problems can be successfully solved.

Manufacturers should also be careful to maintain accurate controls on packaging material inventories because it is no longer possible to rely on quick deliveries from suppliers. A reasonable inventory should be carried based on 60 to 90 days' supplies, estimated on current operations and past practices in ordering. This matter should be handled by a responsible-minded member of the organization.

[Editor's Note: In a future article, Mr. Rossotti will discuss the designing and use of macaroni packaging from the standpoint of merchandising and sales promotion.]



Enlarged monochrome print sent upon request \*

## 1943 EMPIRE Celebrates Its 40th Birthday!

August 31, 1903—a single-cylinder Packard automobile completed a 52-day journey from San Francisco to New York City, first time an automobile had crossed the continent under its own power.

We've come a long way in forty years. America has progressed from the early automotive age to the days of aviation.

Modern industry has gone from the period of bulk merchandising to the age of packaged merchandising. And Empire Box Corporation has kept pace with the times, and has set the pace for the industry.

Empire's modern-as-tomorrow facilities—its high-speed precision printing—its alertness in accepting and in pioneering new packaging trends—have helped to lift America's merchandising methods to new heights of efficiency.

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!

We think that today, in preparation for the post-war period, you, as a user of folding boxes, should acquaint yourself with Empire's advantages. Your correspondence is invited.

\* Empire Box Corporation  
I would like to have (without obligation) an enlarged monochrome print of the first cross-country automobile trip. 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.

## "Yankee Doodle" Day--April 30

Famous Historic Character Goes to Town  
Again—This Time for Macaroni

In the opinion of leaders in the trade and of food authorities everywhere there has been a noticeable increase in the per capita consumption of macaroni products since Pearl Harbor, due, principally to the great quantities of this foodstuff consumed by those in the fighting forces of our country. The meat scarcity and the rationing of other foods which Americans like has had a favorable effect on macaroni consumption on the home front, but it is with the intention of increasing the acceptance of macaroni products by civilians that current advertising and promotion is aimed.

Right in line with this general effort will be the promotion of "Yankee Doodle" Day, April 30, 1943, by General Mills, Inc. as announced by a broadside released to manufacturers early in April. From coast to coast over a hookup of 37 radio stations, through more than 400 newspapers entering 1,600,000 homes, the special attention of Americans wherever they reside, in lowly huts, in stately palaces, comfortable apartments and just the

average American home, will be called in a most favorable way.

Starting in the forenoon of April 30 and continuing throughout the afternoon and the following morning, Betty Crocker, famous food authority, will tell an estimated 6,000,000 listeners an interesting story about the historic "Yankee Doodle" and about the recipe named in his honor. She will stress the fact that—"Today, we American women are finding macaroni products more than just something pleasant to eat. These products are becoming a marvelous help in planning our wartime meals."

Macaroni manufacturers are invited by the broadcast sponsors to have their families and friends listen in that morning, and suggesting that the manufacturers themselves plan their own promotions to tie-in with the "Yankee Doodle" broadside, thus helping macaroni products really "Go To Town."

The handsome brochure distributed by the sponsor shows an appetizing dish of spaghetti prepared according

to the recommended recipe. It is in striking colors, the exact replica of a dream-dish of spaghetti properly prepared and tastily served. It is timely and will do much to increase the popularity of macaroni products—the pure wheat food.

Carrot juice cocktail in a cellophane package is one of the latest wartime products. By dehydration a cocktail powder is prepared which contains celery and salt as well as carrots. Packed in moisture-proof, airtight, laminated cellophane packages, the product not only saves metal cans, but much weight. Only 2 1/4 pounds of the powder makes the equivalent of 96 twelve-ounce cans of cocktail juice weighing 103 pounds.—*Science News Letter*, March 20, 1943.

### Crystal Tube Corporation

538 SO. WELLS STREET  
CHICAGO, ILLINOIS

Products of  
Sylvania Cellophane

WAR NEEDS COME FIRST—  
FOR FOOD, FOR PACKAGING

That's why we are unable today to take better care of our old friends in the paste goods industry.

Until the war is won, until peace returns, we wish your great industry every success in your vital job of feeding America.

THE DOBECKMUN COMPANY  
Cleveland, Ohio                      Oakland, Calif.

## CAPITAL'S AA-1 SEMOLINA HAS EARNED ITS REPUTATION. WE INTEND TO MAINTAIN IT



## CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

### Canada Permits Marketing of Durum Wheat for Macaroni Manufacture

The Canadian government has instructed the Canadian wheat board to permit the marketing of all durum wheat produced in 1942 in Western Canada. Marketings of wheat in the west in 1942-43 are restricted to 280,000,000 bushels, which will work out at fourteen bushels per authorized acre.

Owing to the shortage of durum wheat the board has permitted the marketing of fourteen bushels per authorized acre since early in the crop year. Under the fourteen-bushel limitation a little over two million bushels of durum wheat have been marketed in the west, but there has not been sufficient to meet national requirements. By removing the restriction on the marketing of durum wheat for the balance of the year it is expected that an additional two million bushels will be delivered in Manitoba and Saskatchewan.

#### Reason for This Decision

Durum wheat is used principally for the manufacture of macaroni, which is in demand for both civilian and military use. At this time macaroni is

especially important not only because of its value as a food product but because in its use it becomes a substitute for meat. The Canadian government therefore decided to keep up the production of this food product made from durum wheat.

Durum wheat is not a bread wheat and therefore is in fact a different product from the bulk of the wheat produced in western Canada. The relaxing of the restrictions on the marketing of durum wheat is for the balance of the present crop year only.

Some 46,000,000 pounds of durum wheat is used in Canada in the manufacture of macaroni. There follow the names and addresses of the twenty macaroni manufacturing plants in the Dominion; spaghetti, vermicelli, noodles, et cetera, are included:

#### Quebec

Barbieri, Mafaldo, 6758 St. Lawrence Building, Montreal  
Sorrento Macaroni, Limited, 14051 Notre Dame Street E., Pointe-aux-Trembles, Montreal  
Catelli Food Products, Limited, 6890 Notre Dame Street, East Montreal (Longue Pointe)

#### Ontario

Calot Macaroni Manufacturing Company, 325 James Street North, Hamilton, Ontario  
Canada Food Products, 225 Sterling Road, Toronto, Ontario  
Muratori Macaroni Mfg. Co., Thorold, Ontario  
The Ontario Macaroni Co., Ltd., rear 272 Laughton Avenue, Toronto, Ontario  
Toronto Macaroni and Imported Foods, Ltd., rear 60 Hock Avenue, Toronto, Canada

#### Manitoba

Catelli Food Prods., Ltd., 425 Henry Ave., Winnipeg, Manitoba  
Constant Macaroni Prods., 254 rue Du-moulin St., St. Boniface, Manitoba  
The Creamette Co. of Canada, Ltd., 287 Stanley Street, Winnipeg, Manitoba  
Mariosi and Company, 471 De Lamourenie Street, St. Boniface, Manitoba

#### Alberta

Catelli Food Products Limited, Lethbridge, Alberta

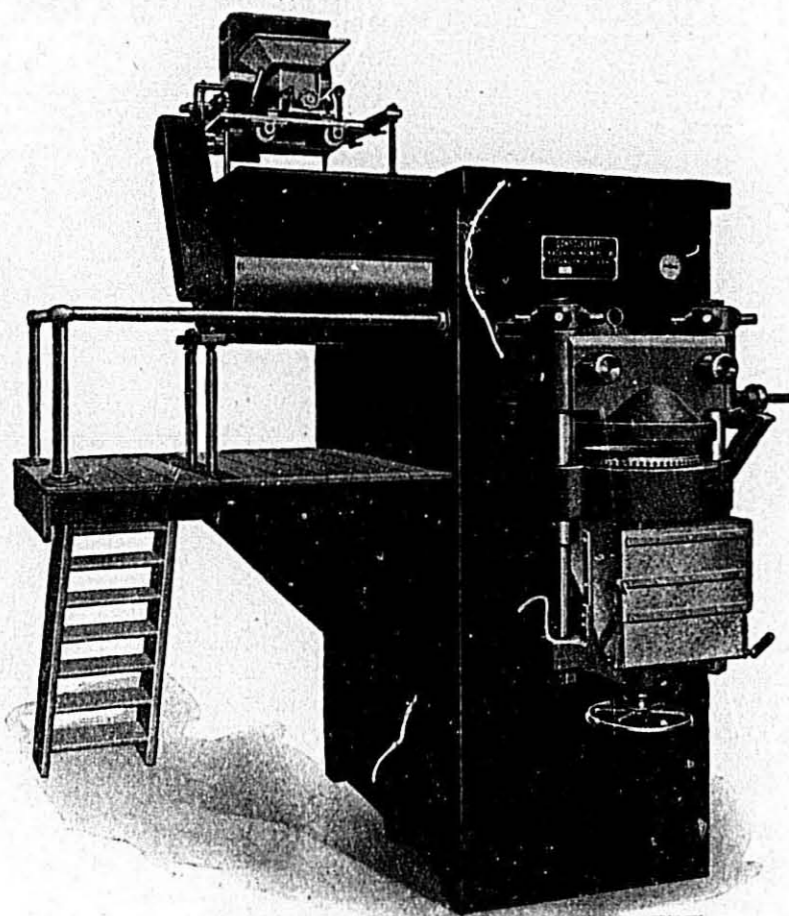
#### British Columbia

Far Kay Noodle Factory, 433 East Georgia St., Vancouver, B. C.  
Famous Food, Ltd., 1315 East Hastings St., Vancouver, B. C.  
Catelli Food Products, Ltd., 573 Beatty St., Vancouver, B. C.

I have deleted the name of a Japanese firm.

These firms are added:  
Charbonneau, Ltd., 1800 Nicolet Street, Montreal, Quebec  
H. J. Heinz Co., Ltd., Leamington, Ontario (Canners)  
Quaker Oats Co., Ltd., Peterborough, Ontario.

## 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.

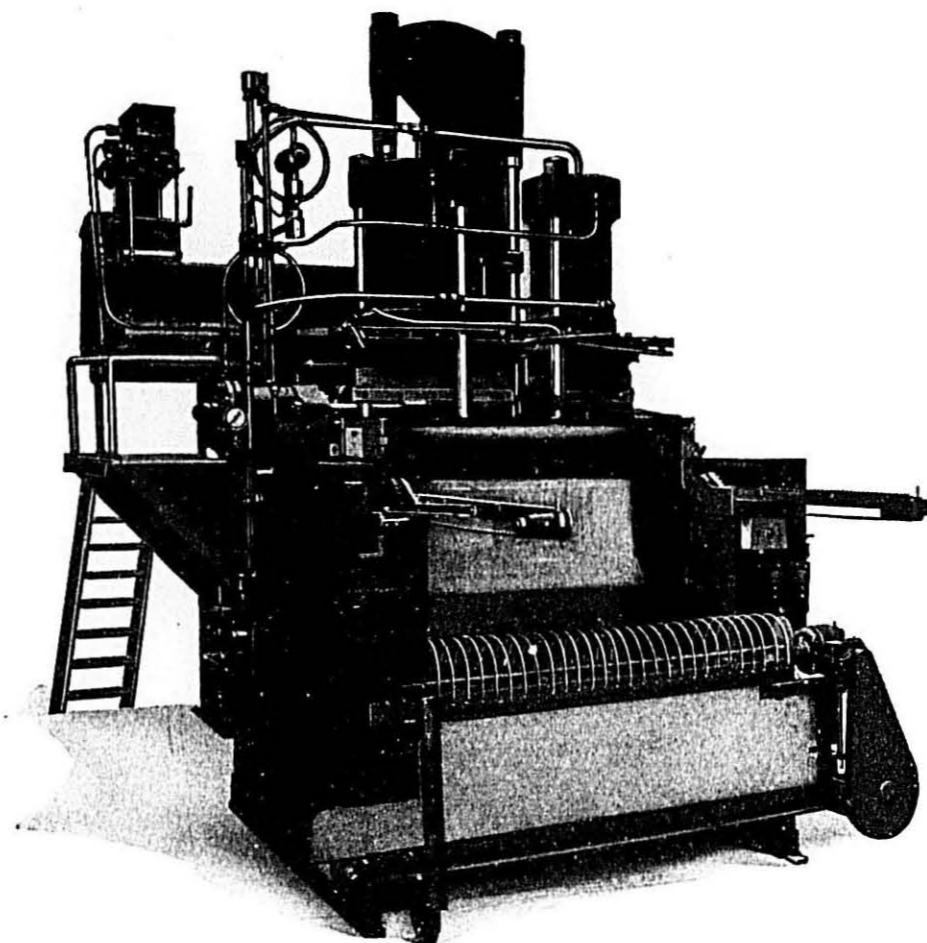
Due to priority restrictions, we are unable to furnish any of these presses for the duration, as all of our efforts are concentrated on the manufacture of material for our armed forces and those of our Allies.

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*

## Macaroni Products as "Victory Foods"

By W. J. Warner  
Pillsbury Flour Mills Co.

Last fall when we were asked to aid in the preparation of facts and statistics which the National Macaroni Manufacturers Association was compiling for submittal to Mr. Roy Hendrickson of the Agricultural Marketing Administration, Washington, D. C., we provided some information which the MACARONI JOURNAL Editor, M. J. Donna, feels of sufficient importance to be published in the Anniversary Edition of the Industry's magazine.

Our submittal was in two parts: (1) A nutritive chart showing the mineral, protein and caloric value of macaroni, spaghetti and egg noodles, and (2) a list of 32 suggestions for preparing and serving these delicious foods.

### Easy Ways to Prepare

It is pointed out that spaghetti, macaroni and noodles, in their various forms, are made from refined wheat flour or meal. They are good sources

of energy, and are usually served in combination with other foods, such as cheese, meat, tomatoes, shrimp, et cetera. A macaroni or spaghetti dish combined with these other foods needs only a green salad to provide a good nutritional meal.

Macaroni, spaghetti and noodles are sometimes used as substitutes for potatoes in the main course; more often they serve as the main dish, especially for supper or luncheon.

It is of current interest to know that one pound of spaghetti or macaroni contains approximately 200 international units of thiamin (Vitamin B<sub>1</sub>). There are listed below some of the commonly known methods of preparing these foods:

- Macaroni and Cheese
- Macaroni with Bacon and Tomato Sauce
- Macaroni a la King
- Macaroni, Liver, and Mushrooms au gratin
- Macaroni Creole
- Macaroni Rabbit
- Macaroni Con Carne

- Macaroni Timbales
- Italian Spaghetti
- Meat Balls and Spaghetti
- Baked Noodle Ring
- Noodle Loaf
- Noodle Soup
- Dried Beef and Macaroni
- Macaroni and Ham Scallop
- Macaroni with Tomato Sauce
- Macaroni and Oysters
- Macaroni Soup
- Baked Noodle Ring
- Macaroni Loaf
- Noodles Neapolitan
- Vienna Noodles
- Scalloped Noodles
- Scalloped Noodles and Prunes
- Scalloped Noodles and Apples
- Scalloped Noodles with Chicken a la King
- Macaroni Pudding
- Macaroni w/lt. Tomatoes and Mushrooms
- Macaroni with Eggs
- Spaghetti, Sweetbreads, and Mushrooms
- Spaghetti Chop Suey
- Southern Spaghetti

### Spaghetti Non-Rationed; Sauce Is

Observers believe that the usual spaghetti dinner containing the vial, can or package of prepared spaghetti sauce is due to the disappearing act under the rationing program of OPA. Spaghetti, macaroni and noodles are not on the rationed list; purchasers of spaghetti dinner "deals" in which a bottle or can of sauce is packed separately, must surrender ration coupons for the sauce. That's the warning issued to grocers by OPA officials, advising that the number of points required to purchase the tomato sauce depends on the size of the sauce containers.

Curiously enough, spaghetti prepared with tomato sauce is still available without points, just the same as is spaghetti, etc., packed with vegetable sauces of all kinds. Since the quantity of spaghetti sauce contained in the usual spaghetti dinner is comparatively small, the trade as well as the grocers are eager to know what the point ruling will be thereon. When cheese is added as an ingredient in prepared spaghetti, it takes the same status as spaghetti sauce so used, but no ruling has yet been made on whether or not points will be needed for the cheese when purchasing spaghetti dinners with small envelopes of dry grated cheese as a constituent of the package.

### Expect Pro Rata Distribution

Creditors of the defunct Jefferson Macaroni Company, Reynoldsville, Pa., that went through bankruptcy last year, may expect a pro rata distribution of the remaining funds of the firm according to Thomas D. Stauffer, trustee. He reports that he has made his final report and that distribution awaits action by an auditor to be appointed by the court.

	Weight Measure	Protein grams	Fat grams	Carbohydrates grams	Calories	Calcium grams	Phosphorus grams	Iron milligrams
Macaroni dry	30 4 tbsps. or 3 1/2 sticks	4.0	0.3	22.2	107	.006	.043	.36
Macaroni cooked	30 3/4 cup	3.9	0.4	22.2	108	.006	.044	.4
Spaghetti dry	100 3/4 cup	12.0		76	366	.004	.029	.2
Spaghetti cooked	30 3/4 cup	3.9		22.2	108	.006	.044	.4
Egg Noodles cooked	50 3/4 cup	4.3		21.2	116	.007	.043	.4
Macaroni and cheese	110 1/2 cup	6.0		15.7	158	.137	.124	.4
Spaghetti 110 with tomato	110 1/2 cup	3.2		17.9	143	.013	.041	.6

\*Data compiled on the nutritive content of macaroni, spaghetti, and noodles is an estimate on the foods in general, and is not based on any one particular brand.

	Vitamin A Int'l Units	Vitamin B Micrograms	Ascorbic Acid	Vitamin D Int'l Units	Riboflavin Micrograms	Nicotinic Acid Milligrams	Acid Fiber	Alkaline Reaction
Macaroni, dry	—	7-15	—	—	—	.4	9.5	0
Macaroni, cooked	—	15	—	—	—	.1	3.2	0
Spaghetti, dry	—	20	—	—	—	.4	+	0
Spaghetti, cooked	—	15	—	—	—	.1	3.2	0
Egg Noodles, cooked	—	+	—	—	+	.1	+	
Macaroni and cheese	331	41	—	4	158	+	.1	.1
Spaghetti 789 with tomato	71	14	6	36	+	.1		2.1

A plus mark (+) means present in significant amount, but not measured as to quantity, a minus sign (—) means that the amount present, if any, is probably negligible. A blank indicates that satisfactory data is not available.

## "Spaghetti Nights" at Service Centers

"Spaghetti Nights" are unquestionably the favorites among the men and women in the service who frequent either of the two large Service Men's Centers in Chicago, where thousands are in training and where thousands stop off daily in their movements from camps to camps via that central metropolis. Proof of this is that more than 6,000 spaghetti dinners are served to soldiers, sailors and marines, WAVES, WAACS and others on these special occasions.

When the idea was presented by the Italian Chamber of Commerce of Chicago to manufacturers and other businessmen, the macaroni-noodle makers were not slow in getting squarely behind the movement. If the quantity of spaghetti consumed by visitors at these centers on "Spaghetti Nights" is any criterion of the eating habits of the American fighters, this food will grade near the top in personal preference, particularly as prepared by the chefs of the Windy City.

Louis Caravetta, president of the Italian Chamber, sponsors of the popular affairs, is also president of Ehrat Cheese Company that specializes in grated cheese for spaghetti and macaroni dishes, and to his personal interest in the opening night and the ability of his committee and chefs is credited the success of the "big feeds" which the service men and women will enjoy monthly. Mayor Edward J. Kelly of Chicago and Irwin R. Tucker, Chairman of the Commissary of Chicago's Commission of National Defense, have expressed their appreciation of the part played by the leaders of the Italian colony in such a patriotic action.

The Chamber was awarded a token of the Government's esteem in the form of a Certificate of Honor for voluntary work cheerfully done to "provide our boys with free food, recreation, entertainment and shelter."

The 142,026 service men who visit the two Chicago centers weekly are proof of the high regard they have for what Chicago is doing for those who are away from home and enjoy these little attentions.

Among the list of donors of food and funds for the opening night last month were the following Chicago manufacturers of macaroni products:

Roma Macaroni Manufacturing Company, represented by Charles Presto, Trafficanti Brothers, represented by Nicholas Trafficanti, and the Chicago office of V. LaRosa and Sons, all members of the National Macaroni Manufacturers Association. Among others associated with the Macaroni Industry, directly or indirectly were Oreste Tardelli of Tardelli Flour

Company, Ehrat Cheese Company, A. Russo & Co., Em-An-Cee Co., The Garofolo Co., and Stella Cheese Co.

## Patents and Trademarks

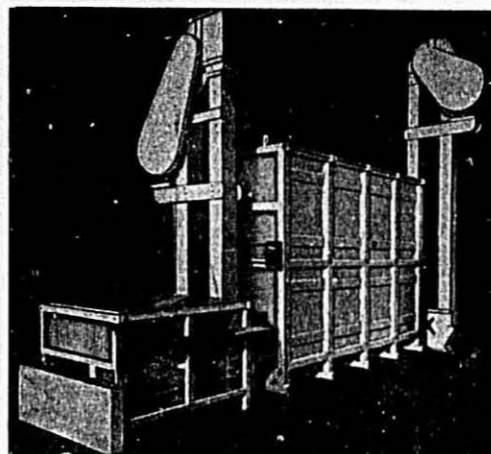
**Trademarks Granted**  
The trademark AUNT STELLA'S has been granted to the Kentucky Macaroni Co., Louisville, Kentucky, to be used for Spaghetti, Macaroni, Noodles and Vermicelli, and Spaghetti Sauce. The application was filed March 28, 1942, and published December 29, 1942. The owner claims use since February 9, 1942.

## Trademarks Renewed

**FONTANA'S**  
The trademark FONTANA'S has been renewed by the Fontana Food Products Co. of South San Francisco, California, for use on Macaroni Products. This mark was registered July 17, 1923.

## EATMOR

The trademark of Kansas City Macaroni & Importing Co., of Kansas City, Mo., has been renewed for use on Macaroni, Spaghetti, Shells, Vermicelli, Egg Noodles, Macaroni Soup and Alimentary Pastes. This mark was registered July 31, 1943.



# CHAMPION

## FLOUR OUTFIT AND SEMOLINA BLENDER

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

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

### New Equipment—Maintenance—Repair

We are operating under Government WPB Order L-83 calling for an A-9 Priority or better on sales over \$200.00.

Repair Parts are available according to WPB Regulation No. 5 effective March 31, 1943.

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

## CHAMPION MACHINERY CO.

### JOLIET, ILLINOIS

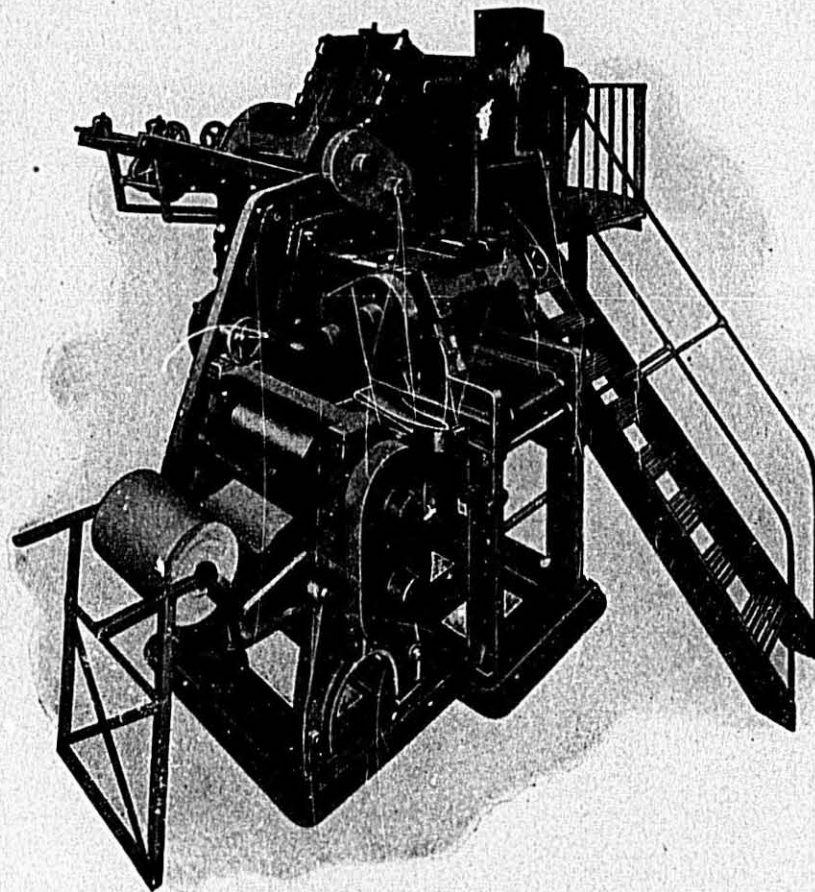
Mfrs. of Mixers—Brakes—Flour Outfits—Weighing Hoppers and Water Meters

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

## Clermont Automatic Sheet Forming Machine

*The Greatest Contribution to the Noodle Industry*

From the flour bin to a sheet in continuous automatic criss-cross process, producing a uniform and silky dough sheet at the rate of 1600 pounds per hour.



BUY  
WAR  
STAMPS



BUY  
WAR  
BONDS

Write for detailed information to

**CLERMONT MACHINE COMPANY, INC.**

266-276 Wallabout Street

Brooklyn, New York

★

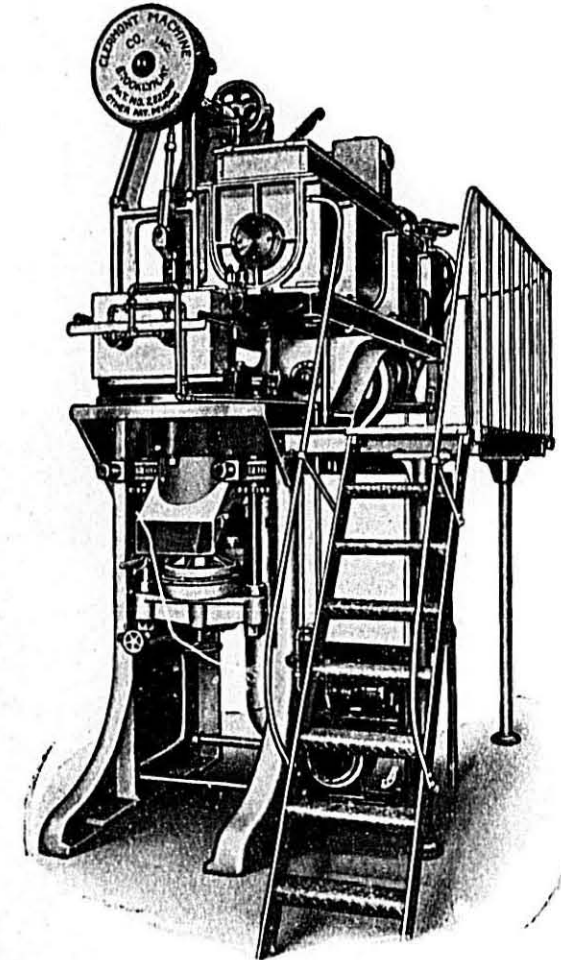
*For the Duration, Due to Government Restrictions, This  
Machine Is Available Only on High Priority Rating*

★

## Clermont Automatic Macaroni Press

*The Greatest Contribution to the Macaroni Industry  
Producing Far Better Macaroni Than Any Other Press*

BUY WAR BONDS AND STAMPS



Ingeniously Designed

Accurately Built

Simple and Efficient in  
Operation

Production—1200  
pounds per hour

Suitable for long and  
short cut goods

Brand new  
revolutionary method

Has no cylinder,  
no piston, no screw,  
no worm

Equipped with rollers,  
the dough is worked in  
thin sheet before  
pressed

Write for detailed information to

**CLERMONT MACHINE COMPANY, INC.**

266-276 Wallabout Street

Brooklyn, New York

★

*For the Duration, Due to Government Restrictions, This  
Machine Is Available Only on High Priority Rating*

★

## A Macaroni Institute Recommendation

Sales managers can do much to enhance the promotion work being done by the National Macaroni Institute for macaroni products generally, if they will continue and increase their efforts of brand promotion in line with the national program adopted by the Institute, according to M. J. Donna, its managing director.

Government authorities, food experts and dietitians are loud in their praises of the true merits of macaroni, spaghetti and egg noodles, as an unrationed food that should be eaten more often for their real food value and as extenders of the less plentiful foods, such as meat and cheese.

Sales managers are alive to the possibilities of the current situation and the state of mind, and will overlook no opportunity to obtain for their brand and for the food generally increased consumer acceptance. Many and novel are the plans being followed to bring this about. Here are some ideas that appeared recently in the *Progressive Grocer* of New York City that the National Macaroni Institute recommends for the attention of all progressive manufacturers and their sales forces:

### Ideas for Macaroni Displays

By A. L. Moragne

There are many sizes and shapes of macaroni. Those popular in America include spaghetti, macaroni, egg noodles, elbow spaghetti, alphabet and numeral, and sea shells. These products are plentiful: why not display them prominently with catchy show cards using the following slogans or phrases:

No waste—no peeling—no cleaning.  
Makes other foods go further—invaluable extenders.  
No canned spaghetti—so what? Buy it dry—it's not high.  
Blue Mondays and meatless Fridays are rosy when you serve egg noodles.  
A good buy that means good bye to extravagance.  
A nifty meal in a jiffy.  
Use your head—serve elbow macaroni—it sticks to your ribs.

### Nargus 46th Annual Convention—"In Print"

The National Association of Retail Grocers announces that the June issue of its monthly *National Grocers Bulletin* will be transformed into "the 46th annual convention and exhibit in print."

The publication, filled with special sections, and comprising actually a wartime guide for the more than fifty thousand members of the association, will substitute for the annual convention and exhibit of food and grocery products which has been cancelled owing to the war.

Every phase of the food industry will be covered in the issue with the highest government authorities having their say in print rather than in person at a meeting.

These phases, as planned in the special sections already set up, include nutrition, manpower, production, equipment conservation, war retailing, labeling, containers, new products processing and transportation.

Membership of the association is at the highest point in the 50-year history of the organization, according to Mrs. R. M. Kiefer, secretary-manager. The membership represents "well over 50 per cent of the total volume of retail food business in every corner of the United States," she declares, "and the convention issue of the *National Grocers Bulletin* will stand for many months to come as their ready reference book and guide."

### Eastern Semolina Mill Sold

The International Milling Company of Minneapolis has completed arrangements for taking over and operating the mill at Baldwinsville, N. Y., formerly operated by Eastern Semolina Mills. This mill has a capacity of 600 barrels daily, but no mention is made of the kind of flour to be milled by the new owners in their announcement.

## MACARONI DIES THAT LEAD THE PACE

**MARIO TANZI CO.**

910 WEST JACKSON BOULEVARD  
CHICAGO, ILLINOIS

**ADVANCED ENGINEERING — PRECISION WORKMANSHIP**

PAT. REMOVABLE PLUGS—PAT. FILTERS—STAINLESS STEEL DISCS

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

the Best  
When You  
**DEMAND**

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



### New Enrichment Move

A move is on foot to get the Federal Food and Drug Administration to grant a rehearing on the proposal that definitions of standards of identity for macaroni products be amended to permit the use of enriching ingredients.

Research Director B. R. Jacobs of the National Macaroni Manufacturers Association has been busy in the nation's capitol representing a special group of contributors to a special fund to finance the necessary moves to get the rehearing. He has collected a fund sufficient to retain the services of Daniel Forbes, Washington Attorney who represented the National Association when the proposal was before FDA in November, 1941.

Attorney Forbes feels confident that with the submittal of new evidence unearthed by special research in Dr. Jacobs' office, approval will be gained. However, the question of macaroni enrichment has not been included in the recently published hearings on standards due to start April 19, 1943. He thinks this will be included in the next scheduled hearings on the subject of enrichment.

In 1941 when the tentative standards for macaroni products were set up the FDA rejected the macaroni

enrichment proposal on the basis that there are heavy Vitamin B losses in cooking macaroni. Attorney Forbes then protested the present standards and in the name of the interested manufacturers and Association asked for a new hearing in the matter to submit new evidence. He was referred to Dr. R. R. Williams, noted nutritionist on the Food Nutrition Board of the National Research Council on whom the Food and Drug Administration depends for advice on such matters, and the optimism of Attorney Forbes is based on the conversations that passed between them on the subject.

When the hearing is set, opportunity will be given all who are interested, to give evidence in favor of or against the proposal. Attorney Forbes contends that proper cooking will greatly reduce the vitamin loss complained of by officials in charge of standards.

### Has Foot Amputated

Lawrence E. Cuneo, presently a macaroni broker, but for many years a manufacturer in Pennsylvania, and a former Director and Treasurer of the National Macaroni Manufacturers Association, reports that he is "mend-

ing nicely" after an operation last month at St. Francis Hospital, Pittsburgh, Pa. Long a diabetes sufferer, the disease affected his foot necessitating its amputation below the knee.

Mr. Cuneo is the elder brother of Joseph J. Cuneo, adviser and past president of the National Association and chief executive of La Premiata Macaroni Corporation, Connellsville, Pa. His many friends in the industry join his family and personal friends in hoping for complete and rapid recovery.

### Prina in New Offices

The Frank R. Prina Corporation has moved its offices from the Produce Building to Room 850, 500 Fifth Avenue, New York City, according to an announcement by Frank R. Prina, its president. The firm has also installed a direct grain wire service which will enable it to get the last-minute quotations on semolina and flour, in the sale of which the firm specializes.

The company's principal clientele is in the Metropolitan area of New York City, including therein most of the better class of macaroni-noodle manufacturers.

## Clermont Goes to War

Noodle Machine Plants Converted Early to Defense Work

By Carmino Surico, President  
Clermont Machine Co., Inc.

In the latter part of 1940 (one year before Pearl Harbor) the management of Clermont realized that the safety of the nation was at stake. Many of the large manufacturers had already set aside their normal products and started gearing production for what was then known as "National Defense." We studied the trend and realized that the so-called small plants would also be called to do their duty to help our country. Without waiting for this pressure, we felt it proper to do our bit immediately, even if it be in a small way and doing it to the limit of our capacity. We got busy in this direction. We had a fair-sized machine shop, well-tooled, well-equipped, with a well-trained crew and the necessary organization ample for our normal products. But, we realized that a bigger job was before us. To avoid costly mistakes, the writer decided to visit large plants already in the swing for national defense. He obtained permission for such inspection. These visits proved very profitable. In fact, it is partly responsible for our present organization and success. Among many important things, one thing struck the writer as most outstanding, and this was a plaque on a wall with the following inscription:

"TO THE EMPLOYEES:  
WE HAVE BEEN ASKED TO  
DO THE IMPOSSIBLE. LET  
ALL OF US DO IT.—THE  
MANAGEMENT."

Clermont entered the new venture adopting this very motto.

We were confronted with the generally known problems—scarcity of skilled labor, difficulty in obtaining machine tools, larger floor space, converting the plant from the manufacture of normal products to the handling of a new type of manufacture, gearing for large scale, fast production, and the outlay of large investment.

Clermont surmounted all these obstacles in a comparatively short time. A large crew of men in the production line were trained for war work; the engineering, drafting and office departments were enlarged; a special inspection department was added; additional tool makers were hired and trained; the assembly department took on the necessary changes. In fact, changes were necessary in every department. Moreover, about 30,000 square feet of floor space was added to our plant



Carmino Surico, President  
Clermont Machine Co.

and a number of modern high production precision machines were installed.

Notwithstanding that 1941 was our preparatory and crucial year, we still managed to produce a large quantity of material for war. In 1942, we reached a high peak; it was a banner year; we were ahead of schedule. We have been complimented on many occasions by the officials of the War Department for our splendid efforts and accomplishments.

Clermont's production is a strong link in the chain of production for the Army, Navy, Merchant Marine and Army Air Corps. The parts we manufacture are playing an important part in this war—on land, on sea and in the air.

Clermont has done this gladly and will continue to do her share to help win the war.

Clermont's employes have likewise done their share gladly and are continuing their good work to help win the war. Every employe enrolled in the 10 per cent Payroll Savings Plan for War Stamps and War Bonds as soon as it was initiated by the Government, and has continued with it though the Victory Plan has gone into effect. Our employes contribute to various drives, such as Red Cross, Pearl Harbor Day, gifts for the boys leaving the plant for service, etc., all to help our men and women at the war fronts. A safety committee has been organized to prevent accidents, thus preventing loss of time from

work—the work which is very essential for the war effort. Clermont's employes have group insurance and receive in return a \$1,000 policy plus sick and accident benefits occurring outside of work, as well as compensation benefits for accidents occurring while at work. In addition to carrying on their patriotic duties they attend to social functions, such as bowling tournaments among employes, outings during the summer time, and farewell parties given in honor of the boys leaving for the service. Clermont's employes have worked hard and long hours, and cooperated at all times, which has contributed to the splendid record of Clermont's performance in this war effort.

We have an honor roll of sixty names, with twenty-six employes to be inducted within six months. A large number of our boys have been inducted into the armed services, and others have enlisted in other branches of the service. They left with full confidence that Clermont is behind them supplying their needs for Victory. We all look forward to their safe and early victorious return.

With these trained men lost for production, Clermont again faced the problem of scarcity of skilled labor. Only this time it was worse; there were no men available for training. Hence, we got busy with the task of training women to replace the men in the service. Clermont is always ready, willing and able to do all demanded of her by the Government to help win the war. That is, we are doing the impossible asked by our Government, which has become our motto.

Notwithstanding all this, Clermont has not overlooked or neglected to serve her previous macaroni and noodle customers, or the Macaroni Industry itself; she is still an ardent member of the National Macaroni Manufacturers Association. Though we have devoted 95 per cent of our plant capacity to war production, the residue of 5 per cent was devoted to the Macaroni Industry. This 5 per cent at this time, constitutes an equivalent of approximately 30 per cent of our previous facilities, as our plant has been greatly enlarged, and additional new machines recently installed are of the latest, modern, precision type geared for fast and large production.

Clermont was very happy to learn that macaroni products have been considered an essential food for the men in service. And, for the folks at home they are serving as good substitutes for many high-priced and rationed foods. Thus, the Macaroni Industry will be doing her part in the war effort and this is a vital part.

For the duration, due to Government restrictions, only those orders bearing a high priority rating are permitted to be built or sold. For this

reason, we have recommended that the macaroni and noodle manufacturers refrain, wherever possible, from ordering new machines during this period, to make the best use of the machines in their possession. The materials and labor required to build these machines are most essential for the manufacture of ships, bombs, planes, guns and the accessories thereto.

We urge all macaroni and noodle manufacturers to exercise extra good care in the use of their present equipment. Keep them well lubricated, always have a maintenance man on the job. Give all matters pertaining to the machines the most prompt and careful attention. Do not neglect anything no matter how trivial it may appear; this will avoid trouble later. The material and labor required for repairs or breakdowns which can be avoided are most essential for war production, to help win the war.

In view of the fact that the Macaroni Industry has been considered essential, in urgent cases, some manufacturers have obtained a high priority rating. Clermont was in position to honor these orders. We have also done our utmost to help our customers when in distress due to breakdowns or repairs. However, due to the pressure of war work, we may not have been as prompt as heretofore; there may have been delays in some instances. This has been unavoidable.

It is our fervent hope that the war will be over victoriously very soon, when we can all once again resume normal life. Clermont is looking forward to this very eagerly. We have not lost sight of the Macaroni Industry; we are keeping up to date with it, and preparing for postwar activities. The automatic macaroni spreader which we started before the war will be completed and placed on the market as soon as the war is over. The automatic macaroni press for short cut macaroni which was introduced on the market shortly before the war has been perfected and will be ready for high production as soon as the war is over. Moreover, additional new developments in connection with the Macaroni Industry are in the making and will be placed on the market when the war is won.

It is our opinion that macaroni products will show a marked gain in consumption when the war is over. A great number of people, who have never eaten macaroni or noodles, or those who have eaten very little of this food, are now eating a great deal as it is served to the men and women in service, and the folks at home are finding it a good substitute for high priced and rationed foods. No doubt this food is finding favor with these people, and there is every likelihood they will continue to eat and serve this food when the war is over.

When the war is won, Clermont will be right there to serve you and serve you well. Our additional facilities will be at your service. Clermont ingenuity for labor-saving devices, high production, efficient and durable machines, for which she is well known, will be at your disposal to make your task easier and more profitable.

### Chamber Meets April 27-29

The programs for the annual convention of the Chamber of Commerce of the United States on April 27 to

29, 1943, have been completed, according to the program committee. At both the general sessions and the group meetings outstanding authorities will speak upon measures necessary to win the war and to evolve an enduring peace between nations, and a prosperous economy on the home front.

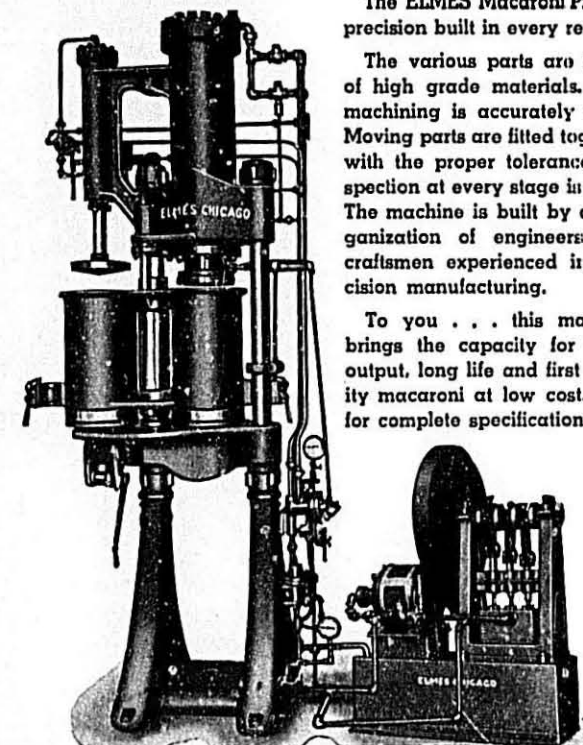
The 1943 meeting will be at Waldorf-Astoria Hotel, New York City, and will be presided over by Eric A. Johnson, President. The National Macaroni Manufacturers Association is a member of the Chamber as are nearly all progressive business organizations of the country.

## 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  
HARTFORD, CONNECTICUT

CHARLES F. ELMES ENGINEERING WORKS  
OF AMERICAN STEEL FOUNDRIES

213 North Morgan Street • Chicago, Illinois



**B. R. JACOBS**  
Washington Representative of  
National Macaroni Manufacturers  
Association

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

By Benjamin R. Jacobs

### Deferment of Key Men

Another important phase of work that is now being carried on by this office in Washington, is to obtain deferment for key men in the macaroni industry. The National Headquarters of the Selective Service System has recently issued an activities or occupation bulletin (Bulletin No. 6) giving a list of essential activities and essential occupations. Macaroni and noodle products were not specifically mentioned in the original bulletin. However, through the efforts of the National Association our products will be included among essential activities.

The following letter was just received from the FDA on the subject and a supplementary letter is expected within the next few days from the War Manpower Commission reinforcing the decision of the FDA in fixing the status of our industry in so far as its essential nature is concerned:

Bulletin No. 114  
United States Department of Agriculture  
Washington, D. C.  
Food Distribution Administration.

April 6, 1943  
Dr. B. R. Jacobs, Director of Research  
National Macaroni Manufacturers Association  
2026 Eye Street, North West  
Washington, D. C.

Dear Dr. Jacobs:  
We have just discussed with the War Manpower Commission the advisability of including the production of macaroni and noodle products as an essential activity. The Commission has ruled that macaroni and noodle products are definitely included under grain products in Part II of Activity and Occupation Bulletin No. 6.

We concur in this decision by the War Manpower Commission.

Sincerely,  
(Signed) ARTHUR J. HOLMAAS,  
Assistant Chief  
Food Industries Labor Branch.

From New York comes the announcement that there is something in the way of a kitchen "quickie" with superb flavor—a new, dried powder for making spaghetti sauce. It consists of dehydrated cheese, herbs, spices and parsley mix to be added to tomatoes or tomato sauce and stirred as you bring the mixture just to a boil.

Combine this "quickie" spaghetti sauce to macaroni, spaghetti or any of the other shapes of this grain food, cooked as desired, to make in seven to ten minutes a delicious Italian-type dinner. Outstanding in flavor and quick to prepare, the producers claim

In obtaining deferment for the key men, manufacturers should make application for such deferment and should not wait until their men are called for induction or for examination. It is then too late to obtain this deferment.

If the local boards refuse deferment, the manufacturer should appeal to the Board of Appeals and if this does not obtain the desired results then the manufacturer should appeal to the Regional Head of the Selective Service or to the President.

When this stage is reached it might be best to state the case to the Washington office of the Association which may be able to help in this matter.

Many complaints have been received from macaroni manufacturers concerning loss of key men as well as other help. There are two main reasons for help leaving the macaroni plants. First, the belief that the help is not in an essential industry. The above letter, as well as the supplementary one which will be sent to members of the Association, will clarify this cause.

The second reason for leaving is the wage scale. Many manufacturers believe that they cannot increase the wages of their help without approval by the War Labor Board. This is true only when wages are to be increased above 40 cents per hour. Every manufacturer can raise the wages of his help to 40 cents per hour without approval. Wages can be raised to 50 cents per hour by merely requesting approval which will not be denied, particularly if the request is made on the plea that the present wages are substandard. Application should be made to the War Labor Board for such increases.

that the product is bound to win a large following among those who seek the short-cuts or do not have time to prepare the proper sauce the more tedious way.

### Saved One Million Man-Days

Over a million man-days were saved for war production last year through the accident prevention program of the United States Department of Labor, Secretary Perkins told regional representatives of the National Committee for the Conservation of Manpower in War Industries.

During the month of March the work of this office has consisted almost entirely in contacting the federal government agencies in the interest of the macaroni manufacturers.

The Food Distribution Administration is interested in increasing the protein content of macaroni since rationing has limited the amount of meat which each individual is permitted to consume. Experiments have been made by me at plants using 15 per cent soya flour to 85 per cent of durum wheat flour. The product manufactured was elbow macaroni. Cooking tests on this product were very favorable, although the experiments showed the product should be cooked not less than 20 minutes. The protein content of such a macaroni product is around 18 per cent, which is slightly higher than that in lean meat. The mixture of the wheat and soy bean proteins increased the availability of the wheat protein, making it a much more desirable product in the human diet.

It is safe to assume that the FDA will give this product sufficient publicity to popularize it and also that the OPA will permit a sufficient increase in the ceiling price of this product to encourage its manufacture.

### Now, a Sauce Powder

American housewives who are envious of the Italian cook whose fine sauce for spaghetti she has often tried to imitate with only medium success need no longer worry about that flavory sauce, since she can now purchase it as a dried powder and obtain all the goodness and appetizing flavors by merely boiling the dehydrated combination of flavoring ingredients in liquid, adding same to properly cooked spaghetti and pronto, a spaghetti dish such as any king will relish.

## The Ehrat Cheese Co., Inc., of Chicago

Manufacturers, Importers and  
Processors of Cheese  
Italian and American Types

Extend their best wishes to the Macaroni Manufacturers, whose interests in behalf of the American Consumers are close together . . . Macaroni and Cheese, now unquestionably in the front line as the foremost National dish.

*You have the Alimentary Paste,  
we have the Cheese.  
Let us work together.*

## EHRAT CHEESE COMPANY INCORPORATED

35 W. Kinzie Street Chicago, Illinois  
Phone Sup. 5737  
Operated by  
Lewis Caravetta & Sons

With  
*Best Wishes*  
to the Members of the  
NATIONAL  
MACARONI  
MANUFACTURERS  
ASSOCIATION

## The Central Carton Co.

1901 Gest Street Cincinnati, Ohio

FOLDING CARTONS and DISPLAYS

Now . . .  
more than ever . . .  
MACARONI PRODUCTS  
must be  
*Protectively*  
PACKAGED!

With more and more families enjoying macaroni, spaghetti and egg noodles . . . sales-minded manufacturers are making doubly sure that their products are properly packaged.

Milprint bags and wrappers for macaroni products continue to get "front-and-center" position on dealers' counters . . . because these packages combine both protection and eye-appeal.

Present conditions may limit the use of certain materials, but you may rest assured that Milprint Packaging Engineers will continue to design attractive protective packages for your macaroni product. Call on us

. . . Now!

ENGINEERS TO A NATION AT  
**MILPRINT**  
INCORPORATED  
NEW YORK • PHILADELPHIA • LOS ANGELES



## Macaroni Packaging Problems

By S. J. Klein, President  
Empire Box Corporation

Each industry has its own individual problems today as it always has had. The food field has certain special problems which are foreign to other industries, and they in turn have problems which are unimportant to you.

Yet today, even though these individual problems are still with us, we have others which are shared by all of us. Today, we all share alike in the problems that the war has brought to our doorstep. We all share alike in the search for merchandise, in the problem of transportation, customer service, packaging and product changes. The point system of selling foodstuffs, is a problem that in itself is one to keep food manufacturers sitting on the edges of their chairs.

But, my specialty is packaging. That's what I know most about—that's the one phase of your business on which I can speak with authority. And that's a sometimes neglected field that warrants more attention than it gets.

Some of us fail to realize fully that our only contact with the ultimate consumer of our product is through our package. We are judged completely by what our package tells about us. If the package is unattractive—if it implies that we don't care, or that our taste in design is poor—well, then Mrs. Consumer unconsciously believes that is what our product is like, also.

These things are fundamental. We all know them to be true. But sometimes, because they are so familiar, we take them for granted and find ourselves neglecting them.

At this time, particularly, this warning is appropriate. Today, when you are forced into many changes in packaging, and many of these changes are radical—constituting, in many instances, complete revamping of the established line—a word of caution is particularly timely.

Make changes slowly is good advice at any time. It is absolutely essential today. . . . A manufacturer, for example, who may have spent many years and many thousands of dollars in building identification for his brands and for his products is suddenly faced with the necessity of altering both his product and his package.

He has, perhaps, felt for a long time that there were certain features of his package that were unsatisfactory and believes that this period of necessity gives him an opportunity to correct these defects. And, while changing these things, why not (so he thinks) make other changes, too. And so, by the time the package has

been subjected to the criticism of the several executives, the new package is approved. Very often the child of such creation is not a member of the original family at all. Neither the trade, nor the consumer, will recognize it as the same product that they formerly held in such high esteem. The benefits that you have gained through the years of careful advertising and merchandising practices—and the thousands of dollars that you have spent on the promotion of your products—these are all lost to you. You are literally starting all over again.

Instead of following that procedure, experts and good old-fashioned common sense say that you should make changes slowly. Keep your basic pattern at all costs. Don't change your design any more than is absolutely necessary.

An example of caution is that of the manufacturer who had established a cellophane window as a feature of his package. His package supplier was unable to supply his needs in cellophane and so a change was required. Instead of redesigning his entire package, he managed, through adroit handling, to retain the basic lines of his package even though he had switched to a regular box.

There is a double reason why this is important. The first reason is, of course, that the basic character of the design must be protected. But, of just as much importance, is the fact that the victory will be won, and then many of the selling features of packages—those features that have done much to sell macaroni products in the past—will be restored. It is, therefore, important that we retain the identifiable aspects of our packages. We want to assure our future—our commercial future, as well as our National future.

One manufacturer has solved the problem of cellophane scarcity by the simple, yet rather effective expedient of printing a reproduction of his product in the space formerly occupied by the cellophane window. From the shelf view, the package is unchanged. It is only when the package is closely inspected that the change is noticeable.

Equally effective methods have been worked out to accomplish other changes that have been forced upon your industry. The changes that have become necessary in package sizes and shapes, in materials and color, have been equally ingenious in some instances. Those manufacturers who

realize the importance of good will, realize the importance, also, of consulting experts in package construction and design. They know that such men, having spent years in the study of this subject, can contribute much.

In conclusion, it would be well for all macaroni manufacturers to obtain the cooperation of expert package designers in the folding carton industry to assist in maintaining the proper policy during these troublesome times. By so doing, you will be assured of the continued success of your enterprise for all future time.

### Pillsbury Announces Appointment

H. J. Patterson, vice president, bulk products sales, Pillsbury Flour Mills Company, recently announced the appointment of William J. Warner as



William J. Warner

manager of Pillsbury's durum products sales, effective April 1.

Mr. Warner has been connected with Pillsbury Flour Mills Company since 1924 in various capacities. He has most recently been active in Pillsbury's grain purchasing department, where he specialized in the purchasing of durum wheats. Mr. Warner will headquarter at the company's general sales offices in Minneapolis.

A graphic calculator has been devised to measure the food value and adequacy of your diet. Amounts of essential dietary elements are registered for each food by raising slides on appropriate scales. When the diet has been completely registered, its degree of adequacy is shown at a glance. The comparative standard can be varied for six types of individuals according to their activities and conditions. Nutrition tables are also included with the device.—*Science News Letter*, March 20, 1943.

## SEMOLINA

From

PURE DURUM WHEAT

... ..

*The Quality Shows*

... ..

CROOKSTON MILLING CO.

Crookston, Minn.

UWANTA BRAND

*Frozen Egg Products*

Try Our Special

Dark Colored — High Solids

EGG YOLK

We invite your inquiries through our local representatives  
or direct to the

**HENDERSON PRODUCE COMPANY**

General Office

Monroe City, Mo.

## Food Protection A Patriotic Need

By Conrad C. Johnson, Manager Insecticide Division,  
Innis, Speiden & Co., New York

It is fine to know that America can produce the necessary amount and quality of food to properly feed its fighting men and civilians too, under conditions that test human ingenuity, but that is not sufficient. Nothing must be left undone to see that the food produced is delivered in the best edible shape, no matter where sent, be it for lend-lease, for sustenance to our armed forces in the Arctic, in the Torrid Zone or at home.

It is hoped that no food producer will be too busy filling orders, however heavy the pressure, to give his strictest attention to packaging care and every known protection against infestation after it leaves the shipping platform. With respect to macaroni, spaghetti and egg noodles, the ingredients should be carefully chosen, properly processed and safely packaged to withstand the "weevil" threat that prevails every summer. Accordingly, we offer the following for the consideration of every manufacturer:

In the macaroni plant most raw materials go through the machinery system. Any infestation at this point can contaminate all the products in the plant, and accordingly the machinery system should have special attention with reference to insect control.

Fortunately the machinery is simple to keep free from insect life, in spite of dead stock in conveyors and elevator boots. From flour mill experience it is simple to treat the various machinery units with small amounts of powerful penetrating fumigants which will work through the stock to kill insects in all stages including the egg.

One of the most satisfactory fumigants for this purpose is LARVACIDE (Chlorpicrin). The following represents average dosages required:

Conveyors—1 fl. oz. for each 5 ft. of length  
Bins—1 fl. oz. for each 100 cu. ft. of space  
Elevator Legs— $\frac{1}{2}$  lb. to 1 lb.  
Hoppers—2 fl. oz.  
Reels—1 lb.

The liquid Larvacide is sprinkled into the machinery at convenient points and then the machinery is turned over for two or three minutes to insure complete distribution. In empty bins a good idea is to tack or string burlap sacks onto which the liquid can be sprinkled so as to make for easier aeration. Any machinery treatment job is usually done on Saturday afternoon with the plant opened

up on Sunday for aeration. The frequency of treatment depends upon conditions, but with the importance of the machinery with relation to the entire plant and the finished product, it is often desirable to make treatment every couple of months.

The mixing room should come in for space treatment at least once a year, preferably once in the late spring and once in the early fall. In using LARVACIDE, the usual dosage in a well sealed room is 1 lb. per 1,000 cu. ft. The best housekeeping measures should be taken in the flour storage, and fumigation once a year is often desirable at the rate of 1 to  $1\frac{1}{2}$  lbs. per 1,000 cu. ft. according to the job to be done.

Rodents cause a great deal of damage, and can often be controlled by proper baiting. Where this is not effective, only small amounts of fumigants are required. In the case of Larvacide,  $\frac{1}{4}$  lb. per 1,000 cu. ft. is ample, or from  $1\frac{1}{2}$  to  $2\frac{1}{2}$  lbs. per 1,000 sq. ft. of floor area, the lighter dosage for mice in open spaces and the heavier dosages for rats and where sacked materials are present.

If good housekeeping is maintained throughout the plant, the drying rooms and the finished product storage can often be kept in good shape by the periodic use of good mill sprays. In addition to toxicity to crawling insects, the sprays should be carefully chosen from the standpoint of lack of residual odor and consequent freedom from possible contamination of the finished product. Spraying in various parts of the plant should be done as often as required, and in many instances good practice involves weekly application at many points.

For the best control of pests, it is suggested that one man be given the responsibility for the entire plant. By keeping on the job such a man will be familiar with the locations that must be fumigated or sprayed the most often in order to maintain the desired freedom from infestation. One of his regular chores is to examine floors before they are swept in order to be in position to observe the tell-tale insect tracks and thus help to keep track of the efficiency of his control measures.

The 1943 hog production in the United States should be some 20 per cent greater than last year as the number of pigs to be farrowed this spring promises to be 24 per cent larger than the 1942 crop.

## Pillsburys in Military Service

In service with the nation's armed forces are six men from the family of John S. Pillsbury, Chairman of the Board of Pillsbury Flour Mills Company. Four are sons and two the husbands of his daughters.

John S. Pillsbury, Jr., is a lieutenant, senior grade, U.S.N.R. He is a combat, intelligence officer attached to a naval air squadron.

Edmund P. Pillsbury is teaching army pilots under War Training Service.

Charles A. Pillsbury, lieutenant senior grade, U.S.N.R., is an aviator attached to a carrier squadron.

George S. Pillsbury is at present taking officers' training in the United States Marine Corps.

Thomas M. Crosby, who married Ella Sturgis Pillsbury, is a lieutenant in the Marine Corps, on active duty.

Stanley R. Resor, married to Jane L. Pillsbury, is a captain on the artillery staff of an armored division.

Lieutenant John S. Pillsbury is a great grand-nephew of the late John Sargent Pillsbury, one-time governor of Minnesota, for whom a Liberty ship recently was named. He has a four-year-old son, John S. Pillsbury III.

## Safe Crackers Tie Up Watchman

Because he innocently burst into the office of his employer on the night of March 21, as two safe crackers were busy rifling the firm's safe, Nick Piz-zica, watchman of the Cheswich Macaroni Company plant, Cheswich, Pa., suffered the ignominy of being gagged and bound for his intrusion. He was making his regular tour of inspection and unaware of the presence of the "yeggs" he was seized from behind, his hands bound with radio wire torn from the wall, his feet wrapped with several layers of burlap sacks, and gagged with the admonition to make no outcry or he would be shot. The robbers then battered the combination from the small safe, appropriating about \$10 in cash and \$350 worth of checks. Later, the watchman worked his hands loose and phoned the police. Charles Bonadio is the proprietor of the plant.

No wonder the gals are looking so well these days. They spend over \$232,000,000 a year in the nation's beauty parlors.

And people spend \$3,500,000 a year to have their bicycles repaired.

They spend \$106,000,000 to have their shoes repaired, and \$8,000,000 in shine parlors to keep them trim.

Finally people spend \$261,000,000 a year with the undertakers.

Compliments  
of  
**ROMA MACARONI MFG. CO., INC.**  
Manufacturers  
of  
*Macaroni and Noodles*  
1844-50 W. GRAND AVENUE, CHICAGO, ILLINOIS

Turn your  
**WARTIME PACKAGING PROBLEMS**  
over to us for practical recommendations

•  
**RATIONING RESTRICTIONS CALL FOR  
PACKAGING ADJUSTMENTS IN  
TODAY'S MARKET**

•  
*If you are entering the  
packaged merchandise field,  
you will find we have done  
much of the basic merchandising  
work for you . . . we can show you  
many a short-cut to your goal of  
speedy, economical packaging,  
in packages that really protect  
and sell your products.*

**CHICAGO CARTON  
COMPANY**  
4200 SO. CRAWFORD AVE. CHICAGO, ILL.

•  
SPECIALISTS IN QUALITY PACKAGES SINCE 1908

Compliments  
of

**Benj C Betner Co**  
LINCOLN HIGHWAY AT DEVON  
DEVON - PA



Manufacturers of  
*Protective Bags*

# Institute Aids Lenten Promotion

In Press and Over the Air-lanes Goes An Interesting Message to Distributors and Consumers

LENT is a natural season for such foods as Macaroni, Spaghetti and Egg Noodles. That's why everybody does something extra about it—manufacturers, distributors, even consumers.

The National Macaroni Institute renders the same degree of faithful service to "The Energy Trio"—Macaroni, Spaghetti and Egg Noodles—as does the Meat Institute to meat packers and the Wheat Institute to millers.

Though handicapped by lack of regular income to properly finance its activities, it compiles facts about this 100 per cent wheat food and data about its production to release as reliable information to "spots" where it is put to good use from the viewpoint of manufacturers, distributors and consumers.

Excellent examples of this service are (1) the Lenten Merchandising Broadside and (2) the Radio Script used by the *Pacific Coast Review*, April, 1943, and fully reported on below. While it may be too late for others to make use of this information for Lent this year, since Lent closes on Easter Sunday, April 25, it can be used next Lent with equal effectiveness. Reference is made to the story and service for two purposes:

(a) To show what the Institute is doing with information gathered

(b) To give due credit to the *Pacific Coast Review* for a service well rendered its readers.

Since California is equally proud of its wines and macaroni products, the wine-sauce recipe used is a happy selection—of prime interest to the thousands of readers of that publication, and of equal interest to all consumers who like good foods that are so easily prepared.

## Macaroni Family Is in Merchandising Spotlight

### By Press

The Lenten season is at hand again, and this year, as always, macaroni products are in the merchandising spotlight as a builder of profits for the grocer and as a satisfying main dish around which the home-maker may plan meatless meals.

At first thought, it may seem pointless to speak of seasonal promotion of a meat substitute in this western area where for some time customers have had to serve one or more meatless meals a week from necessity. Alert merchants have not waited for the beginning of Lent to advertise and display macaroni products. Nevertheless, because at this season people are more receptive to the idea of building their menus around some dish other than meat, now is an ideal time to create buying impulses that will prove profitable throughout the year. The following facts about macaroni products thus have a definite, long-term sales value.

Today, as never before, Americans are becoming aware of the value of macaroni products as an ideal food. Dietitians and food experts are unanimous in their approval of this economical and nutritive wheat product. Several reasons are readily apparent, and every one of them is an excellent selling point. Use these facts in your merchandising: (1) macaroni is a 100 per cent wheat product; (2) it keeps almost indefinitely; (3) it is economical, for there is no waste, and every piece is edible and nutritive; (4) it is easy to prepare in hundreds of combinations with other foods; (5) it is easy to digest and is readily absorbed into the system to build sturdy bodies, to replace worn-down tissues, and to supply the energy that an active body needs at work or play.

### Macaroni Valuable Food

Authoritative sources supply the following comparison of the calories in macaroni products and other foods. One tablespoonful of macaroni baked with cheese equals four eggs, or four glasses of milk, or two ham sandwiches, or three chicken sandwiches, or six raw oysters, or three slices of whole wheat bread.

The macaroni family is an ancient and honorable one, with a history running back to the days of the ancient Romans.

(Continued on Page 50)

### By Air

#### Introduction

#### MUSICAL THEME:

ANNOUNCER: The *Pacific Coast Review*—food, beverage and business magazine of the West—salutes the macaroni industry and your neighborhood independent grocer through whom the products of this industry reach your home.

#### Macaroni Script

Not so long ago, when you sat down to make your shopping list for dinner, you probably submitted every major food item to a test that ran something like this: Is it nutritionally valuable for my family? Does it have taste appeal? Is the cost reasonable? And you may also have asked: Can I prepare it without spending so much time in the kitchen that I will neglect my other tasks?

Today you still ask those questions, but there's one other that overshadows everything else. That is: Will I be able to buy it?

We can thank our lucky stars—and the members of a progressive American industry—that macaroni products pass all these tests with flying colors.

Macaroni products are nutritionally valuable. They are easy to digest, and are readily absorbed into the system to build sturdy bodies, to replace worn tissues, and to supply the energy that an active adult or child needs at work or play. Authoritative sources supply the following comparison of the calories in macaroni products and other foods. One tablespoonful of macaroni baked with cheese equals four eggs, or four glasses of milk, or two ham sandwiches, or three chicken sandwiches, or a half dozen raw oysters. When combined with fruits, vegetables, and high protein foods such as cheese and eggs, macaroni products offer a well-balanced meal base.

Because it can be combined with so many other foods and cooked in so many different ways, macaroni is sure to please. It tempts the appetite and it satisfies it, and it will be very easy on a budget that may have taken some hard knocks from the income tax collector.

If your family observes Lenten restrictions on diet, you will

(Continued on Page 50)

## STELLA CHEESE COMPANY, INC.

General Offices

20 North Jefferson Street

CHICAGO, ILLINOIS

Largest Manufacturer of Grating Cheeses

### ASIAGO PARMESAN REGGIANO ROMANO

Distributors of all the above types of cheese in loaves and grated form.

The grated cheese is packed in drums of 50; in packages of 1 and 5 pounds and in shakers of 1½ ounces.

Write us for information regarding the packing and distributing of grated cheese under your own label or in macaroni and spaghetti dinner packages.

Our Greetings and Best Wishes

to the

Macaroni Journal

and

National Macaroni Manufacturers Association

For Victory—  
For Peace

THE EMULSOL CORPORATION

59 E. Madison St.

Central 4285

CHICAGO, ILLINOIS

Manufacturers of high quality frozen and dried egg products

Congratulations  
from the  
Largest Macaroni  
Plant  
in  
New England



Prince Macaroni Mfg. Co.  
Lowell, Mass.

## Institute Aids Lenten Promotion

(Continued from Page 48)



Macaroni with cheese wine sauce —Cut through courtesy of Pacific Coast Review

### BY PRESS—Continued

although some authorities say it originated with the Chinese many centuries before the founding of Rome. One of the earliest forms consisted of balls of fine wheat dough to which cheese was added. Later, some one thought of flattening these balls and fashioning the dough into ribbons and other forms. There followed a series of changing styles which gradually evolved into our present tubular shapes, thin straws of spaghetti, elbows, shells, and many others.

Primary fact to stress in advertising and selling is that all members of the macaroni family are high in carbohydrates, and when combined with fruits, vegetables, and high protein foods such as cheese and eggs, offer a well-balanced meal base.

The grocer should recommend that customers buy good quality macaroni products and follow carefully the prescribed directions for cooking. Excellent results will follow these simple directions; observe instructions on package for amounts of boiling, salted water to use; cook only until tender, using low heat; and use either hot or cold water for blanching the cooked product.

In this connection, the National Macaroni Manufacturers Association suggests that just enough boiling, salted water be used to insure that the liquid be practically all absorbed in cooking. This necessitates a little more attention and stirring when cooking, but the housewife is compensated for her trouble in the fact that soluble vitamins and minerals are retained in the cooked dish. Grocers should emphasize this method of cooking as much superior to the time-honored method of preparing macaroni in quarts of water and then pouring food values down the sink drain with the excess liquid.

(Recipe on following page)

### BY AIR—Continued

have an added reason for serving macaroni products often during the next few weeks. But in any case, you'll find that macaroni products answer a lot of vexing questions, and you'll be pleased at the many forms—spaghetti, elbows, shells and many others.

And if you've ever had the idea that macaroni is a plebian sort of a food that would never do to grace a festive board, get a pencil and piece of paper and prepare for a pleasant surprise. The dish we are going to tell you about is macaroni with cheese wine sauce, and we want to warn you, when you serve it, that you'd better be prepared with becoming modesty for lots of sincere compliments.

Ready with the pencil now? Here are the ingredients for eight servings of macaroni with cheese wine sauce.

(Reads same recipe and instructions as given in adjoining column.)

### Conclusion

ANNOUNCER: You have just listened to a salute to the macaroni products industry, presented by the Pacific Coast Review and dedicated to your independent grocer.

And now for the musical portion of our program, we present a recorded selection

### MUSIC

ANNOUNCER: The Pacific Coast Review will be back next week at this same time with another salute to your independent grocer. In the meantime, tomorrow and every day of the week, cooperate with your grocer in his big job of seeing that America has the food for victory. And to assure that victory, put every cent you can in war stamps and bonds.

# ALBERT & GERBER



# FROZEN EGGS



Executive Offices, 315 Greenwich Street, New York, N. Y.

Walker 5-5934

### Suggest This Recipe

For the merchant who will invest a little more time in better sales a moment spent in telling a customer about macaroni with cheese wine sauce will be well worth while. This simple, easily prepared sauce, made with California sherry, will do wonders in stimulating your customers' appetites and in stimulating your sales.

Here are the ingredients for eight servings of macaroni with cheese wine sauce:

- 4 cups cooked macaroni
- 1 medium onion, minced
- 2 medium tomatoes, or ½ cup tomato juice
- 2 tablespoons minced green pepper
- 2 tablespoons butter
- 2 hard-cooked eggs
- ½ pound creamy, mild, packaged yellow cheese
- ¼ cup California sherry wine.

To prepare, cook until tender, but not browned, the onion, green pepper, sliced tomatoes or tomato juice with the butter. Combine with the cooked macaroni and sliced hard-cooked eggs, and place in a baking dish. Melt the cheese in the top of a double boiler, and when soft add the sherry wine and mix well. Pour the cheese wine sauce over the macaroni mixture. Bake for one-half hour in a moderate oven. If the customer likes a more pronounced cheese flavor, she may prepare additional cheese wine sauce and serve it as an accompaniment to the macaroni.

Have you invested to  
your limit of  
War Bonds and Stamps?

## PAPER BOXES PAPER PRODUCTS

PACKAGES

DESIGNED FOR "SALES"

YOUR PRODUCT  
IS WORTHY OF THE BEST

ask

## BRADLEY & GILBERT CO.

Incorporated

1856-1943

"Our 87th Year"

640-650 Seventh

Louisville, Ky.

### Supervisor of War Material Packaging

The appointment of Thomas D. Gebhart, as Manager of its Bag and Envelope Department of the War Ma-



Thomas D. Gebhart

terial Division, has been announced by Reynolds Metals Company.

With the Reynolds organization since he left the United States Naval Academy, class of '25, Mr. Gebhart has been successively production manager at Louisville, Kentucky, assistant to the General Sales Manager at Harrison, New Jersey, and Chicago, Illinois, plants and coordinator of defense packaging material in the company's Foil Division.

In his new position, Mr. Gebhart will be responsible for the production of the varied line of bags and envelopes developed by Reynolds for packaging food, drugs and munitions for overseas shipment to American fighting forces.

The new waterproof, vaporproof packaging developed by Reynolds

Metals in cooperation with the army procurement officials is now used to protect copies of the Bible placed in every lifeboat. It also protects the miracle sulfa drugs, cigarettes, matches and signal mirrors in lifeboats and life rafts.

Mr. Gebhart will be located at the Richmond Headquarters of the Reynolds Metals Company.

### Wedding Announced

Mr. and Mrs. Lawrence E. Cuneo of Dalzell Place, Pittsburgh, Pa., announce the marriage of their eldest daughter, Miss Irene Marie Cuneo, to Dr. Edward Milton McFarland, son of Mr. and Mrs. Edward McFarland of Durmont, Pa., a Lieutenant in the U. S. Navy.

The wedding took place December 26, 1942, in the rectory of St. Bede's Church, with Rev. Father Paul Enright officiating. The attendants were Miss Eleanor Cuneo, sister of the bride, and Lieutenant Thomas Prevogel, U. S. Army.

The bride, a granddaughter of Mrs. Antonette Cuneo of Connellsville, Pa., is a graduate of Washington High School, Washington, Pa., and of West Liberty State Teachers' College of West Virginia. She is presently engaged as a teacher in the North Versailles Township Junior High School.

Her husband is a graduate of the University of Pittsburgh's School of Dentistry and is now stationed at the Naval Training Station, Bainbridge, Md.

### Durum Again Free

The Canadian Wheat Board announced the last week in March that the Dominion government has seen fit to authorize the removal of all restrictions on the marketing of durum wheat in Canada, effective immediate-

ly and continuing to the end of July this year, when new orders governing deliveries of 1943-44 wheat will apply.

"Durum wheat is used in the manufacture of macaroni and allied products which are in demand for civilian and military use. Macaroni is a meat substitute and consequently an important food product under existing conditions."

This order removed durum wheat entirely from the quota system that still affects wheats other than durum.

### Association Director In Navy

Edward De Rocco, president and general manager of the San Diego Macaroni Manufacturing Company of San Diego, Cal., and for several years a Director of the National Macaroni Manufacturers Association, succeeding his aged father to that position, was enrolled in the Navy last fall. He now bears the title "Lieutenant"—station undisclosed.

His brother, W. De Rocco, vice president of the firm, who has taken over the management of the plant since his brother's enlistment, and who has been pinch-hitting for him as Association Director, thus tersely explains why Edward would have to absent himself from the meeting of the Board of Directors to be held in Pittsburgh, Pa., April 15: "In this area," he says, "we are especially confronted with this problem: Macaroni and egg noodle products have become one of the most important in the food field due to increased civilian and government demands as it is an unrationed food. So our industry should be classified as an essential industry by the Division of Food Distribution and Administration. Otherwise we will continue to lose our best workers to war plants where they can get deferments. If this becomes more serious, we will be unable to continue the making of this good food."

## To the MACARONI - SPAGHETTI - EGG NOODLE MANUFACTURERS OF AMERICA

We express our sincere thanks for your friendship and cooperation in building so sound a basis for the noodle-vegetable soup business and while, for the present, we may have to direct our efforts to doing our part toward Victory, still we know that the ground work which you have assisted in laying, shall stand as a basis upon which we can all build when again we take up our work after Peace is restored.

J. B. Pardieck

CALIFORNIA VEGETABLE CONCENTRATES, INC.

### The MENGEL COMPANY

INCORPORATED

Corrugated

Shipping

Containers

Louisville, Ky.

Winston-Salem, N. C.

New Brunswick, N. J.

LOOKING TO THE FUTURE — —

### LABELS IN COLOR TO BUILD REAL PRESTIGE

The War is pushing packers and food dealers into unprecedented expansion. In many instances needs are so great that manufacturers have passed the point of preference.

It may be that in addition to your old-established sources you will be required of necessity to place business for labels, containers, wrappers, etc., in some other direction.

We regularly serve 1500 manufacturers in the food field, and are constantly making new friends and customers. Our emergency service on quality labels in colors has been a boon not only to our established clients but to many concerns using KITTREDGE labels and wrappers for the first time.

Our facilities and services are unique for manufacturers of Macaroni and Spaghetti products. Here under one roof we combine every phase of quality label development and printing. This includes sales-compelling design-ideas, die-cut items, material printed in hi-gloss inks, bag labels, label closures, etc.

The food industry is making one of the best contributions to speed America's Victory. America today is not only the arsenal but the larder of Democracy as well.

R. J. KITTREDGE & CO.

Labels and Wrappers for the  
Macaroni Trade for Over 50 Years

821 W. Superior St. Chicago, Ill.

### HOLDING FIRST PLACE

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

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

**F. MALDARI & BROS., INC.**

Makers of



Macaroni Dies

178-180 Grand Street

New York City

TRADE MARK

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

## Freight Is Slower

Officials of the Office of Defense Transportation estimate that in some cases there have been increases of as much as 50 per cent in the time required for transit of railroad freight shipments since the summer of 1942 and attribute this slowing-up of freight to the increased time needed for turn-around of cars. This results in a decrease of 4.2 per cent in box car supply compared with last year, and a decrease of 6.8 per cent in the size of the open-top car fleet . . . and all this despite ODT's General Order No. 18 requiring heavier loading of carload freight.

In line with ODT's General Order No. 18, which requires heavier loading of carload freight, more 60,000-pound cars are being used by millers in shipping semolina, farina and flour to macaroni-noodle manufacturers. This means about 300 barrels to a carload in place of the usual 200-barrel car. There is little complaint on the part of manufacturers though it means a little harder work in unloading and more storage space, but some of the smaller manufacturers who were willing to buy the smaller carload find it rather hard to manage the heavier load. There is not only the question of added storage space but heavier investment in flour stocks.

On the shipping end, the only macaroni-noodle manufacturers who find fault with the heavier loading order are those whose containers are not made to withstand the pressure of the heavy loading, and the jobbers who found the smaller load more convenient. When "loaded to visible capacity" as now required, a 40-foot boxcar will carry about 60,000 pounds of macaroni or spaghetti or 63,000 pounds figuring in the weight of the containers. ODT officials are studying the effects of their regulations in speeding up deliveries and efficient shipping to adopt such changes as will serve to lessen damage to goods in transit and speeding up the handling of freight with the cars available.

## Industry Figures and Facts Needed

Fair Distribution of Equipment and Materials  
Can Only Be Made on Dependable Statistics

Perhaps no other industry in the United States of anything like the importance of the macaroni-noodle business has such a negligible amount of production data. Facts about equipment and figures on annual output have been such profound secrets that only in roundabout ways could anything like a dependable basis be secured for computing data that is so freely compiled in other lines of business.

The war will bring about a change, and already there has been a loosening up in a policy that some think is hardly fair to a business of the size, scope and importance of the Macaroni-Noodle Industry. Up to recently it would have been considered almost sacrilegious to ask some manufacturers to supply information now being sought by Government agencies such as the War Production Board and the Food Distribution Administration. But if the manufacturers are to be supplied with their just share of scarce materials and machines, facts will have to be supplied.

The Washington Representative of the National Macaroni Manufacturers Association, B. R. Jacobs, 2026 "I" St. N. W., Washington, D. C., has been designated as the assembly point for pertinent information concerning current and future needs of equipment and materials, based on production, on capacity and on necessity. In his bulletin to all manufacturers, Association members and others, Jacobs stresses the need for compiling the general information for the guidance of the Advisory Committee to represent the whole industry, the appointment of which is being delayed through a technicality in Government procedure.

Manufacturers are asked to give immediate, special attention to the matter as a means of helping themselves. The Bulletin reads:

Bulletin No. 115 Washington, D. C.  
April 8, 1943

### TO ALL MANUFACTURERS:

The applications for equipment and material required by Macaroni and Noodle Manufacturers now go through not only the War Production Board but also the Food Distribution Administration in Washington. Therefore, the approval of these two Agencies is required before equipment or material can be obtained for the production of our products.

The Food Distribution Administration has been charged with the duty of appointing an Advisory Committee of the Macaroni Industry. The appointment of this Committee was held up because there had been no decision made concerning the agency that was to be authorized to make this appointment.

I have been requested to obtain the following information which will form the basis of allotments for equipment and material to the Macaroni and Noodle Industry for the year 1943.

Please answer the following questions and return the questionnaire to me not later than April 20. This will give us time to analyze the information received and to have it prepared for the meeting of the Advisory Committee with the Food Distribution Administration on April 27 here in Washington.

- (1) What was your production of macaroni products in February-March, 1943? .....pounds.
- (2) What was your production of noodle products in February-March, 1943? .....pounds.

Please give complete answers to the following questions:

- (3) What capital equipment (mixers, presses, dryers, packaging equipment, etc.) will you require in 1943 as replacements for worn-out or obsolescent equipment?
- (4) What material (state approximate quantities of each) will you require in 1943 for repairs and maintenance of your plant?
- (5) If you can not NOW run your plant more than one shift what additional equipment do you need to increase your working hours without the addition of more presses or mixers? Give full details.

Sincerely yours,  
B. R. JACOBS,  
Washington Representative.

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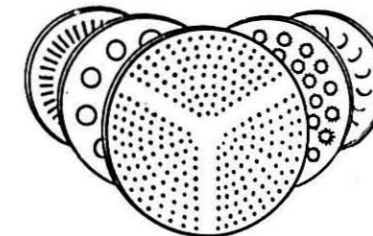
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Plants in the U.S.A. and in Foreign Countries

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**H. S. Pearlstone Dies**

Howard S. Pearlstone, New York flour broker, well known to many in the macaroni industry because of his frequent appearances at conventions and trade meetings, succumbed to a heart attack at his winter home at Coral Gables, Florida, on March 31, 1943. He was apparently in good health until he suffered his first of several heart attacks on March 29, living but two days thereafter. Funeral services were held April 5 with burial in Miami.

Mr. Pearlstone operated as a flour broker for many years, maintaining his office in New York for the past 20 years and enjoyed a wide acquaintance and enviable reputation for fair

dealing among all classes of flour users. He spent his recent winters in Florida where he entertained many of his customers who spent their winter vacations in that state. Deep sea fishing was his hobby.

**Michael Goglia Dead**

Michael Goglia, for 45 years a resident of Syracuse, N. Y., and for many years at the head of the Goglia Macaroni Company of that city, passed away on April 1 at the University Hospital of the Good Shepherd, Syracuse, following a brief illness. He was 58 years of age.

He was a native of Italy, going to Syracuse when a young lad, and has

been in business since attaining his manhood, first as an employe in the macaroni factory and later as its proprietor.

Surviving are his wife, Mrs. Rose Goglia, three sons, Corporal Ernest Goglia of Camp Robinson, Arkansas, Lieutenant Anthony Goglia, stationed at the Army Air Base at Waycross, Georgia, and Michael Goglia, Jr., at home; and two daughters, the Misses Mary and Jennie Goglia, besides a brother and three sisters in Buffalo, N. Y., and a sister in Italy.

The funeral was held Monday, April 5 from the home at 8:30 a.m. with mass at 9:30 a.m. at Saint Peter's Church, with burial in Assumption Cemetery.

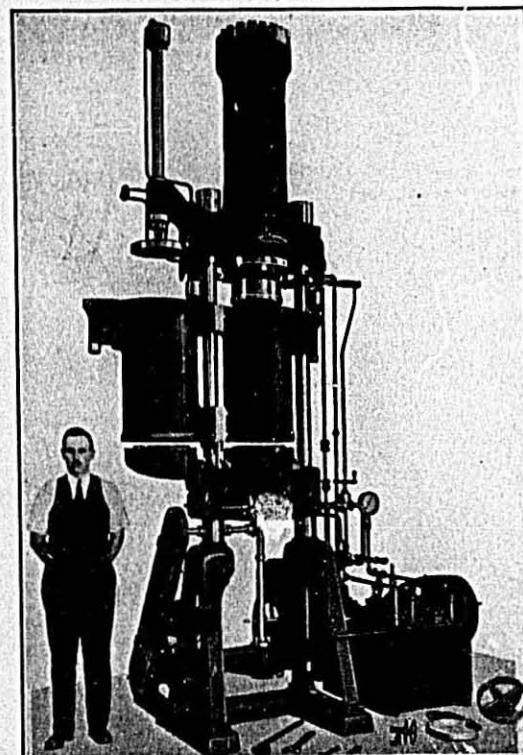
**Lived 94 Years**

Buffalo's first macaroni manufacturer died on February 4, 1943, having attained the ripe old age of 94 years. He was Louis Onetto, also a pioneer in the ice cream industry of Western New York.

The macaroni firm, founded about a half century ago, is still operated under the name "Louis Onetto" at 129 Broadway in that city.

**THE OHIO SALT COMPANY**

WADSWORTH, OHIO



PRESS No. 222 (Special)

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*Engineers  
and Machinists*

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

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Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1901

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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**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.

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**ADVERTISING RATES**  
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Vol. XXIV APRIL 1943 No. 12



"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."

**Short Weight Brings Fine**

Item from March 31, 1943, Issue of Detroit, Mich., News

Sam Viviano, manager of the Viviano Bros. Macaroni Co, 4724 Hastings street, was fined \$100 by Judge Thomas F. Maher in the Traffic and Ordinance Court, Tuesday, after he had pleaded guilty to two violations of the City's bulk food ordinance. He paid \$50 for each violation.

He was charged with failure to put proper bulk weight markings on pack-

ages of macaroni and spaghetti, and with offering for sale short-weight packages of macaroni. Witnesses said the packages were from one-eighth of an ounce to an ounce short of the advertised weight.

Managers of two stores which offered the Viviano products for sale are to be brought into court so Judge Maher can determine whether they should be charged with offering short-weight packages of macaroni for sale. The stores are at 1011 Eastlawn avenue and 16947 Livernois avenue.

**"Spaghetti Night" Sponsors**

Supervisors of the two Service Mens' Centers in Chicago and the sponsors of the monthly spaghetti nights that have become so popular among members of the armed forces of the country who are entertained therein, proudly announce the names of the macaroni-noodle manufacturers whose contributions aided materially towards the successful affair of March 11, 1943. Three of the outstanding manufacturing firms in Chicago are on the list of donors, namely:

- John B. Canepa Co.
- Roma Macaroni Manufacturing Co.
- Traficanti Brothers

**Semolina Excluded from Bagging Restrictions**

Durum wheat products such as semolina and farina are not included in the bagging restrictions to go into effect on May 1, 1943, according to a ruling by the War Production Board affecting ordinary flour. Nor does the ruling affect packages of more than 100 pounds.

Under the ruling, the passing of the 196-lb. bbl. as a unit of quotation and sale of flour is imminent and some millers predict that in a few months this weight of flour package will be but a memory. As the present price ceilings on flour as ordered by the Office of Price Administration are on the basis of barrels of 196 pounds, there will have to be changes to conform with the new packaging weight order.

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**NATIONAL CARTON CO.**  
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Used Machinery and Equipment  
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 25—Bronze and Copper Dies, 10".  
 2—30 Pound Exact Weight Scales.  
 1—2 Pound Exact Weight Scale.  
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 All in good working order. Will accept any reasonable price.  
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"Lend more money to help carry on the fight!" That's what our Government is asking you and all the rest of us . . . asking us to lend it 13 billion fighting dollars in the next few weeks! 13 billion extra dollars—over and above all regular War Bond buying!

We can do it . . . we must do it . . . we owe it to our boys who are fighting overseas. For their sake . . .

*We've got to build more ships!* We broke all records last year when we built 8 million tons of shipping. This year, we're building 18 million tons . . . but still it is not enough!

*We've got to do more fighting!* More and more of our soldiers and sailors are going into actual combat . . . requiring more equipment, and more supplies. We cannot let them down!

*We've got to buy more War Bonds!* To help pay for the things our fight-

ing men need . . . we've got to buy War Bonds as we never bought them before!

In the next few weeks you may be visited by one of the thousands of men and women who are giving their time and effort to the 2nd War Loan Drive. Welcome these patriotic workers if they call . . . buy from them all the War Bonds you can!

Better still, don't wait for them. Go to your nearest bank, post office, or War Bond booth, and invest more fighting dollars now! It's the least you can do to help those who are fighting and dying overseas!

Among the 7 different kinds of U. S. Government securities is one that exactly fits your own particular purse and requirements. These securities are the finest investment in the world . . . bar none! For your Country's sake . . . for your own sake . . . invest all you can!

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**24 Years With 300 Businesses**



M. J. Donna

With this issue, THE MACARONI JOURNAL completes 24 years of successful representation of a group of 300 businessmen, some large, more insignificantly small, the majority average.

It has been no easy matter to serve all of them equitably, particularly since so many are so differently affected by almost everything that is proposed or put into effect. Yet the policy of the publication and the intention of its

sponsors have been such that during these four score and four years, there has been very little complaint from any quarter.

It was after the close of World War I, May 1, 1919, to be exact, that THE MACARONI JOURNAL was adopted as the official organ of the National Macaroni Manufacturers Association. That was right after the industry's greatest expansion boom, approaching the 300 mark in number of plants and an unexpected production capacity.

There has been but a slight change in the picture since 1919. A few of the firms that were classed as the largest and most progressive in that day, retain that classification. Some overdid the expansion idea and are no longer in business today. A few new ones have entered the business and more are planning to do so when conditions are right.

Compared with other businesses, there are no dominant

firms in the macaroni-noodle business. There are some leaders, many successful firms, and more that are progressive and promising. The combined macaroni-noodle industry may be classed as a \$100,000,000 business. It annually converts millions of bushels of the country's best wheat into nearly three-quarter billion pounds of the best grain food. Quality macaroni, spaghetti and egg noodles, when properly manufactured out of choice ingredients, are wholesome, nutritious and economical, whether made in a plant with an array of presses or in one of the better class one-unit factories. Together they are building consumer good will that bodes well for the future of this food trade.

We feel that the future of this food trade will not be healthy unless all the factors that compose it—small business, medium business and big business—will all function, each at the job it is best fitted to do, and all united as supporters of a central organization obligated to advance the interests of the industry as a whole, the objective of the National Macaroni Manufacturers Association, and all as readers of the trade's only magazine and as clients of the many faithful suppliers who use this publication as their advertising medium to win the manufacturers' confidence.

War or no war, we need them all—big, medium and small businesses, large and small suppliers; more so, an explicit faith in the bright future that is in store for this important food industry.

M. J. DONNA, Secretary and Editor

*The Sun Dial*  
By H. I. Phillips  
Study in American Strength



("Three American airmen, Edward Malory Vogel, Tennessee; Izzie Goldberg, the Bronx, N. Y., and Edwin J. Sipowski, Waukegan, Ill., killed in a take-off in San Juan Harbor, were buried side by side, with a Protestant chaplain, a Roman Catholic priest and a rabbi officiating. The flag for which they fought flew over them."—News Item.)



A chaplain, a priest and a rabbi—  
Protestant—Catholic—Jew  
Three Yanks in three simple caskets—  
Three colors, red, white and blue . . .  
A hush on a tropic island  
As notes from a bugle fall—  
Three rituals slowly chanted—  
Three faiths in a common call!

II.

A la! from the Bronx; another  
Who joined up in Tennessee;  
A third one from far Waukegan—  
A typical bunch, those three!  
A crash in a naval airplane . . .  
A rush to its crumpled side . . .  
And near by Old Glory marking  
The reason the trio died.

III.

They answered a call to duty  
From church and from synagogue—  
From hillside and teeming city . . .  
Three names in a naval log!  
Each raised in his separate concepts—  
Each having his form to pray—  
But all for a faith triumphant  
When rituals fade away!

IV.

A prayer in Latin phrases—  
And one with more ancient lore;  
A Protestant simple service—  
All one on a distant shore!  
"Qui tollis peccata mundi" . . .  
And, "Enter ye unto rest" . . .  
A blessing from ancient Moses . . .  
For three who had met the test!

V.

This is the story mighty  
Making our sinews strong;  
Boys from the many altars  
Warring on one great wrong!  
This is the nation's power,  
This is its suit of mail:  
Land where each narrow bigot  
Knows that he can't prevail!  
—Reprinted from *The New York Sun*.



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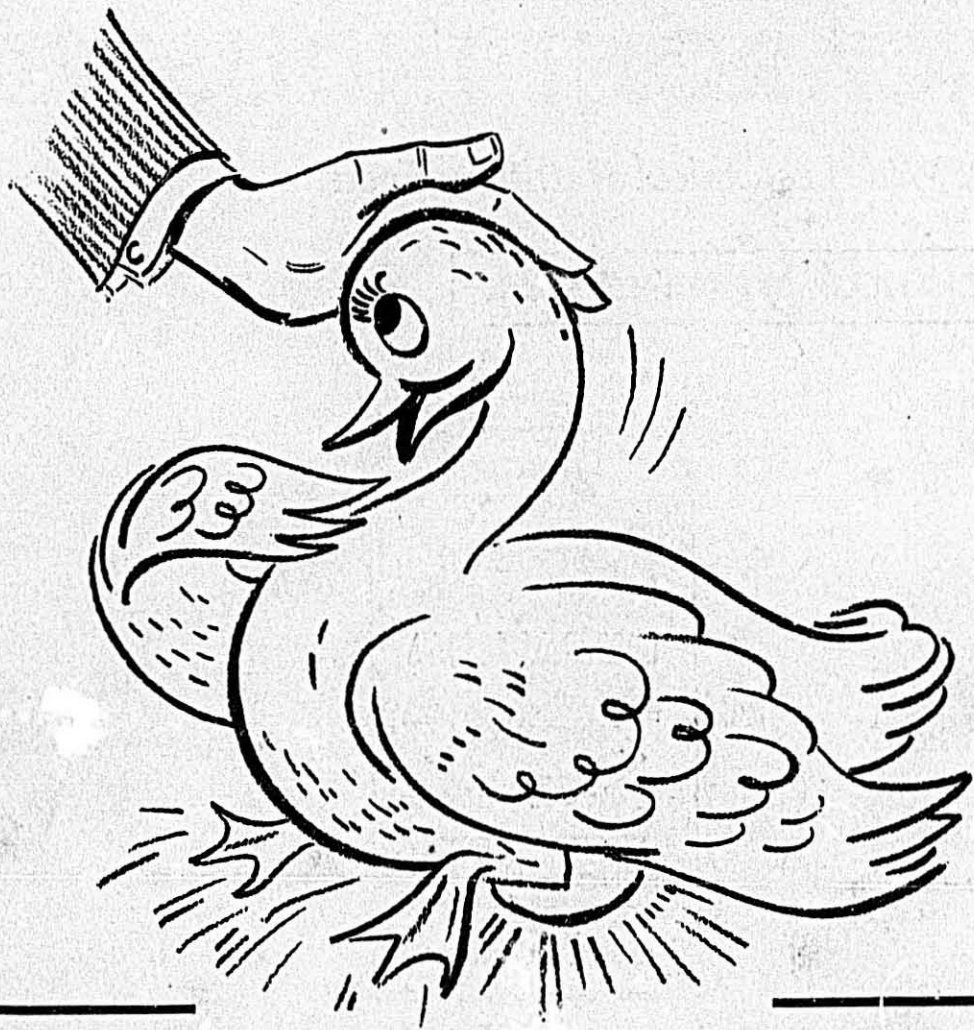
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that's laying golden eggs**

Golden profits are rolling home as never before on spaghetti, macaroni, and noodles. On millions of tables where these items were formerly a once-in-a-while afterthought—today they're right up at the top of the

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